VOLUUM   ZEROPARK

Zeropark / Voluum integration guide

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Voluum and Zeropark are now integrated into one all-up dashboard, allowing you to control your Zeropark campaigns directly fromwithin Voluum.

The following guide covers the required steps to integrate between Voluum and Zeropark, followed by guidance of the scope of possibilities available once the integration is applied.

Note: Integration is only possible for active Voluum users who also have an active Zeropark account.

1.

ACTIVATING ZEROPARK INTEGRATION IN VOLUUM

The guidelines below detail how you can integrate your Zeropark account with your Voluum account:

STEP 1

Navigate to the settings tab in your Voluum panel. ⚙ (gear icon in the top right-hand corner).

STEP 2

Choose the Integrations tab [Integrations] .

STEP 3

To process the integration, click the [Integrate with ZeroPark] button.

STEP 4

You'll be redirected to the Zeropark panel where it's required to fill in your account's credentials.
Fill in your Zeropark account email and password.

STEP 5

Lastly, click on [LOG IN] to finish the process of integration.

Important Note: It's only possible to have a single Zeropark account integrated into a single Voluum account. Also, you can only use the integration between single campaigns across the platforms. That is, you won't be able to toggle targeting or bidding in a Voluum campaign if it has multiple Zeropark campaigns feeding traffic into it.

If a Zeropark account is already integrated with another Voluum account, you will get a notification after clicking the [LOG IN] button.

2.

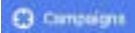# VOLUUM INTERFACE CHANGES – GET FAMILIARIZED!

Once the integration between Zeropark and Voluum is done, there will be visible changes to Voluum's interface and you will be able to perform actions such as pausing / resuming campaigns, archiving / restoring campaigns and performing adjustments to your Zeropark campaign targeting and bidding all directly from Voluum.

Below is an overview of the visible changes that Zeropark integration brings within Voluum.

2.1.

CAMPAIGNS VIEW

The following segment outlines the visible changes to Voluum's interface when the campaigns view is selected.

Campaigns view is visible by the selection of the corresponding [Campaigns] *tab within Voluum's main dashboard.*

1   **Zeropark campaign – Identifying tag** – Integrated Zeropark campaigns within Voluum will be indicated by a distinct **red ZP tag** within the campaign name row.

2   **External campaign column** – The '**External campaign**' column is indicative of the Zeropark campaign name.

3   **Status column** – The '**Status**' column will present the current state of your campaign(s) on Zeropark – *List of all statuses*

4   **Bid column** – The '**Bid**' column presents the current bid which is in place for your Zeropark campaign(s).

5   **Visibility column** – The '**Visibility**' indicator shows the strength of your campaign bid against other advertisers.
I.e. Your campaign bid's position compared to competition.

Reference the Knowledgebase article here for further information on different bid ranks.

2.2. CAMPAIGN REPORTS VIEW

The following segment outlines the visible changes to Voluum's interface when a Zeroparkcampaign report is generated.

Campaign specific reports are generated by selecting a campaign and clicking on ≡ Report .

With the campaign report open, an overview bar will be displayed above the report categories toolbar.

> **1** **Zeropark campaign – Overview bar**
> Located within the top-right hand corner of a campaign's report, you'll find the Zeropark campaign overview bar inclusive of
> • Zeropark campaign name
> • Campaign bid
> • Campaign status
> • Visibility (bid rank)

Note: The sole option which can be altered within the campaign overview bar is the campaign bid. Bid adjustments are covered in the related section contained in this guide.

2.3. ROW SELECTION – INDIVIDUAL / ALL / BULK

In Voluum, it's also possible to select individual or multiple entity / data rows to facilitate secondary actions.

Rows are selected by clicking on the checkboxes located on the left-most margin of the report which is displayed – *reference screenshot to the left.*
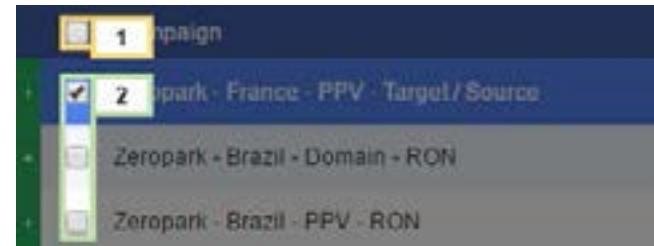
> **1** **Header select** – Select **ALL** rows in current page

> **2** **Row select** – Select row(s) individually ORin bulk (*further info below*)

2.4. BULK SELECTION METHODS

Bulk selection methods can save you valuable time when you wish to perform an operation for multiple entity / data rows.

I.e. Operations such as targeting and bid adjustments can be done using bulk selection.

2.4.1. METHOD 1: RANGE SELECTION

Tip: You can make a bulk selection of specific rows by holding down the shift key when choosing your desired range.

To select a range of rows using this method, follow these steps:
1. Select the start row of your desired range
2. Scroll to the end of your desired range.
3. Whilst holding down the shift key, select the end row of your range.

In the example provided (left), a range selection has been made for underperforming targets to be paused in bulk.

2.4.2. METHOD 2: SELECTING MULTIPLE ROWS INDIVIDUALLY

In the case that your campaign has a greater variance of positive and negative performing variables, it may prove more accessible to select multiple negative rows individually to then pause, archive, delete etc.

To do so, simply tick the checkboxes of the negative rows individually. *Reference example (right)*

Tip: You can use reporting column headers to better segregate positive and negative performing variables contained within a report.

This is covered in the next section of this guide.

REPORTS – SORTING WITH COLUMN HEADERS

You can use report column headers to quickly rank your report by the best / worst performing variables in descending order. To change the sorting of your report, simply click on your desired header (**campaign metric**).

In the example above, the report sorting has been changed based on conversion count for Zeropark targets. After clicking on the conversions header, the targets with zero conversions were listed on top – from worst to best targets (descending order).

This permits quick reference of targets that negate campaign performance to be quickly archived / paused in bulk, within the matter of a few clicks.
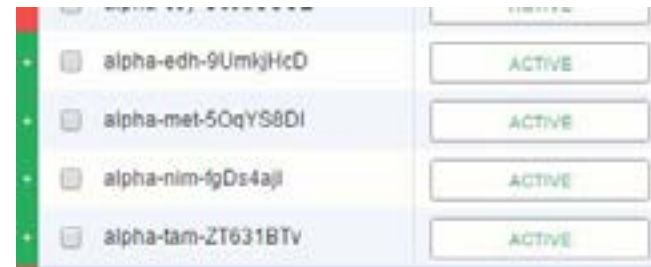
Note: Column sorting is applicable for all headers – based on performance (numerical) and alphabetically for entities.(name).

ROW CONTEXT MENU

Rows also have their own context menu for quicker access to the available operations.

To open up a row context menu, simply right-click on the desired row.

Note: The options available within a row context menu depends on the category of report which is viewed.

In the next sections of this guide is an overview of the specific operations that can be performed for your Zeropark campaigns from Voluum.

PAUSING / RESUMING ZEROPARK CAMPAIGNS

Within the campaigns tab in Voluum, it's possible to pause or resume traffic for your Zeropark campaigns (indiv

To pause your Zeropark campaign traffic, follow this step: choose an active Voluum campaign that you want to pause traffic for and then click the ❚❚ Pause button. *Zeropark will then stop sending traffic to the selected campaign.*

To resume your Zeropark campaign traffic, follow this step: choose the archived Voluum campaign that you want to resume traffic for and then on the ▶ Resume button. *Zeropark will then start sending traffic to the campaign.*

PAUSING / RESUMING ZEROPARK CAMPAIGN TRAFFIC VARIABLES

Within Zeropark campaign reporting in Voluum, it's also possible to pause / resume specific target traffic variables.

Note: The traffic variables which can be paused / resumed are dependent on the initial targeting that was set for the campaign on Zeropark.

Variables that can currently be altered in this way are:
• Source   • Country   • ISP
• Target   • State / Region   • Mobile Carrier
• Keyword   • City

Examples:
• A Zeropark campaign is set to target multi-geos, it would then be possible to pause the unprofitable countries from the campaign's country reporting in Voluum.
• A Zeropark campaign is set to RON and target specific states / regions, it would then be possible to pause the unprofitable states / regions from the corresponding campaign report in Voluum.

Tip: Pausing and resuming of traffic can also be performed across a bulk selection of campaigns / data variables. Reference the section on **Bulk selection methods here.**

ARCHIVING / RESTORING ZEROPARK CAMPAIGNS

To archive (delete) your Zeropark campaign, follow this step: choose the campaign that you want to archive and then click the [🗑 Archive] button.
Once clicked, the campaign will be archived in Voluum. The same campaign will also be deleted in your Zeropark account.

To restore your Zeropark campaign, follow this step: choose the campaign that you want to archive and then click the [↻ Restore] button.
This will restore the campaign in Voluum only. The campaign will no longer receive any traffic and you won't be able to change bids in this campaign.

To then restore the campaign on the Zeropark end, you need to log into Zeropark panel, go to the relevant campaign and from the dropdown list of actions choose [↻ Restore] *(Zeropark UI example - left)*

Tip: Archivation and restoration of campaigns can be performed in bulk within Voluum – only. Reference the section on **Bulk selection methods here.**

Note: Restoration of Zeropark campaigns can only be done on a per-campaign basis from your Zeropark account.
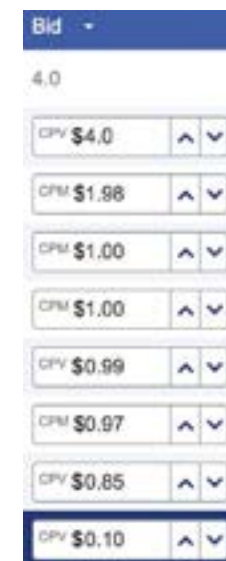
CHANGING ZEROPARK CAMPAIGN BIDS

The steps below outline how to quickly change your Zeropark campaign bids on the fly from within your Voluum dashboard:

1. In the campaigns tab within Voluum, refer to the "**Bid**" column (*example right*)

2. To Increase or lower the bid to the desired amount:
    • If you want to increase the bid to get more traffic click the [^] button.
    • If you want to lower the bid to spend less for the traffic, then click the [v] button.

3. Alternatively, you can simply type in your new Bid value within the field.

Note: If more than one Zeropark campaign with the same campaign URL was found, the campaign in Voluum will get a status "*Unavailable*" and you won't be able to change the bid.

In order to take actions you need to log into your Zeropark account to make the desired changes.

8.

CHANGING ZEROPARK CAMPAIGN BIDS (BULK)

It's also possible to perform a bulk bid adjustment across selected data variables in campaigns.

Check the **Bulk selection methods section** for tips.

With your campaigns selected, follow these steps to alter your bid:

1. Right-click on a selected campaign from the group.

2. Click on '**Bid**' – *a new window will open centre screen*

3. Enter your desired bid amount OR the selected campaign's default bid (for data variables)

4. Click on '**Confirm**' to apply your bid adjustment. In the example above, the bulk bid adjustment has been applied to a selection of 4 targets (rows).

In the example below, the bulk bid adjustment has been applied to a selection of 4 targets (rows).

9. CHANGING ZEROPARK CAMPAIGN BIDS FOR DIFFERENT TYPES OF CAMPAIGNS

You can also change bids respective of the type of Zeropark campaign which is integrated within Voluum.
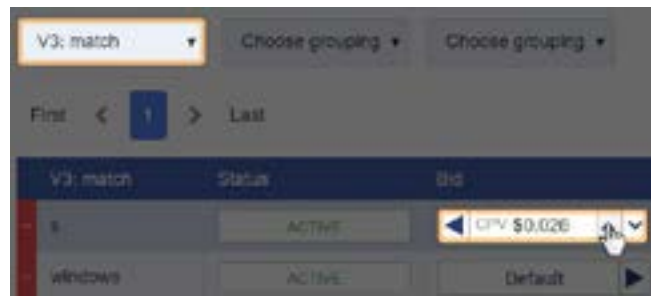
An overview of each type and how bidding can be changed is outlined below;

9.1. KEYWORD (MATCH)

If your Zeropark campaign type allows you to bid on specific keywords, you can also change the bids by keywords in Voluum.

In order to do so, go to the relevant Voluum campaign's report. Compile a report with the **Match** custom variable (**V3**) and click on "**Apply**".

Next follow the steps from the guide – **Changing Zeropark campaign bids**.

Note: If your Zeropark campaign is using "broad match" targeting, the bid of such keyword cannot be changed through Voluum.

9.2. TARGET
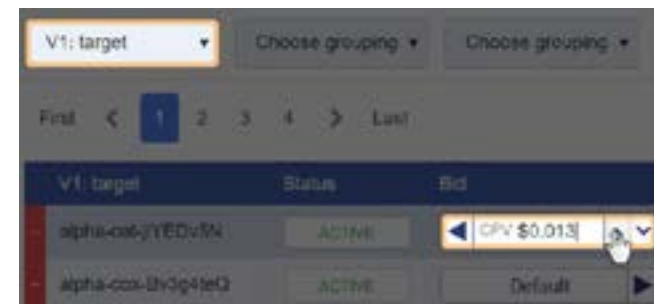
If your Zeropark campaign type allows you to bid on selected targets or on specific target URLs, it is possible to change bids of each target from within Voluum.

In order to do so, go to the relevant Voluum campaign's report. Compile a report with the **Target** custom variable (**V1**) and click "**Apply**".

Next follow the steps from the guide – **Changing Zeropark campaign bids**.

MULTI GEO

If you run a geo-targeted campaign in Zeropark, you can also change the bid by country directly from the relevant Voluum campaign's reporting.

All you need to do is to go to the campaign's report and compile a report with the **Country** grouping to display the proper report.
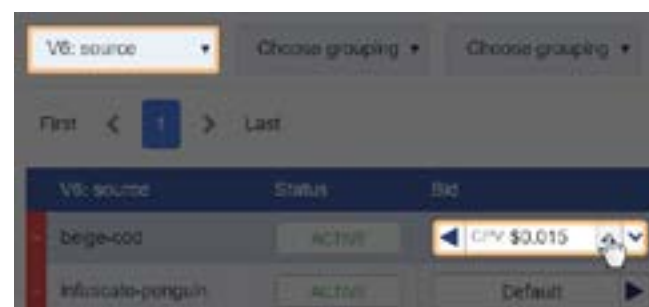

Next follow the steps from the guide – **Changing Zeropark campaign bids**.

SOURCE

There is a possibility to change the bid by source id if you run a source campaign from Zeropark.

In order to do so, go to the relevant Voluum campaign's report. Choose to display a report with the **source** custom variable (**V6**) and click "**Apply**".

Next follow the steps from the guide – **Changing Zeropark campaign bids** .

10.

CAMPAIGN STATUSES
— OVERVIEW

In the table below is outlined an explanation of the different statuses which can be displayed for your campaigns:

Status	Description
ACTIVE	The campaign is active, you can change bids and perform other actions like pausing or archiving.
PAUSED	The campaign is paused, which means that the traffic is not being sent to this campaign, but you can still change the bid.
OUT OF DAILY BUDGET	The campaign was paused automatically due to reaching the limitation of the daily budget you set on your Zeropark account. In order to reset the daily budget you need to click the ▶ Resume button.
OUT OF BUDGET	The campaign was paused automatically due to reaching the limitation of the campaign budget you set on your Zeropark account. In order to reset the budget you need to click the ▶ Resume button.
OUT OF CREDIT	Your Zeropark account is out of credit. In order to make a top up, you need to log into your Zeropark panel.
ARCHIVED	The campaign was archived in Voluum and deleted in the Zeropark. The traffic is not being sent to this campaign. In order to start buying traffic you need to restore the campaign in Zeropark.
PENDING	The campaign is waiting for the approval. Once the campaign is approved, you will start to receive traffic, provided that your account has credit.
DAY PARTING	The campaign is using the day parting feature.
DRAFT	The creation of the campaign is still in work in progress. You can finish the draft only via the Zeropark panel.
BANNED	Campaign was banned by Zeropark due to incompatibility with the Zeropark requirements. In order to know the exact reason, log into your Zeropark panel or contact the Zeropark support.
REJECTED	Campaign was rejected in the moderation process. If you want to know the reason of the rejection, you need to contact Zeropark.
UNAVAILABLE ⚙	Campaign is active but cannot be modified via Voluum panel. There might be a couple of reasons why this notification appears.

10.

DISABLING ZEROPARK INTEGRATION IN VOLUUM

If you want to remove the integration, you can do so via the Integrations tab in the Settings.

To remove the integration click the button.

Note: If you remove the Zeropark integration, all adjustments for mobile carriers and ISPs within Voluum will be automatically removed.