



MAXIMUS

GUIDE TO SUCCESS

DOs & DON'Ts

DO THIS, NOT THAT

This guide is designed to help you avoid the pitfalls many fall into when first trying Maximus. To best maximize your time spent using Maximus and improve the profitability of your campaigns, refer back to these ideas—they will help you be aware of things to watch out for when running campaigns through Maximus. This guide covers the following topics:

- **Offer Page & Presells**
- **Device Targeting**
- **Blocking & Lowering Bids**
- **Testing Creatives**
- **Networks**
- **Day Parting**

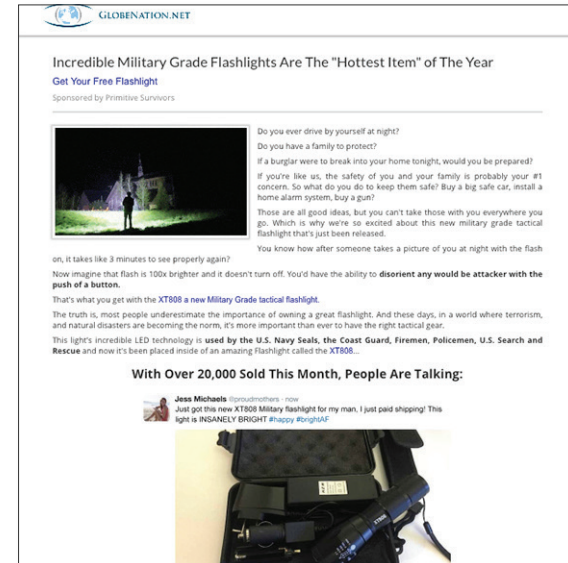


OFFER PAGE & PRESELLS

DO

✓ Use a presell.

If you're using a direct link to the offer landing page, you're hitting users and prospects cold with the offer. It's usually a stark transition from the site they've clicked on to the offer landing page, and using a presell eases users into the offer. Plus, they follow the natural pattern of placing content before a sale page and tend to generate greater interest.

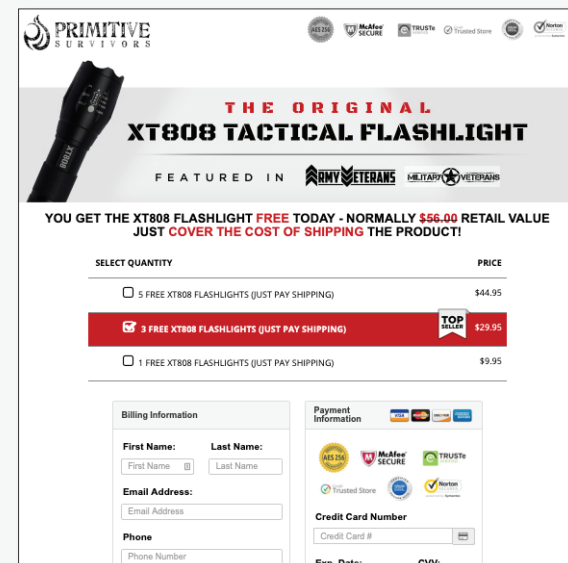


The screenshot shows a presell page for a military flashlight. The page is titled "Incredible Military Grade Flashlights Are The 'Hottest Item' of The Year" and "Get Your Free Flashlight". It is sponsored by Primitive Survivors. The page features a small image of a person at night with a flashlight. The text asks the user if they ever drive by themselves at night, if they have a family to protect, and if a burglar were to break into their home tonight, would they be prepared? It then introduces the XT808 Military Grade Tactical Flashlight, highlighting its 100x brightness and its use by the U.S. Navy Seals, the Coast Guard, Firemen, Policemen, U.S. Search and Rescue, and more. A testimonial from Jesse Michaels is included, along with a photo of the flashlight.

DON'T

✗ Send users directly to the offer landing page.

This one isn't a blanket rule covering all landing pages, but many campaigns can deter someone from completing a conversion if they're sent to the offer from the site they were browsing. Look at the offers from the user's point of view. You want to give each prospect a seamless transition from an informative article read to potentially becoming a customer.



The screenshot shows a checkout page for the XT808 Tactical Flashlight. The page features the Primitive Survivors logo and a list of logos for various retailers and organizations. The main headline is "THE ORIGINAL XT808 TACTICAL FLASHLIGHT". Below this, it says "FEATURED IN" and lists "ARMY VETERANS" and "MILITARY VETERANS". The offer is "YOU GET THE XT808 FLASHLIGHT FREE TODAY - NORMALLY \$56.00 RETAIL VALUE JUST COVER THE COST OF SHIPPING THE PRODUCT!". The page includes a quantity selector and a price table:

SELECT QUANTITY	PRICE
<input type="checkbox"/> 5 FREE XT808 FLASHLIGHTS (JUST PAY SHIPPING)	\$44.95
<input checked="" type="checkbox"/> 3 FREE XT808 FLASHLIGHTS (JUST PAY SHIPPING)	\$29.95 TOP DEAL
<input type="checkbox"/> 1 FREE XT808 FLASHLIGHTS (JUST PAY SHIPPING)	\$9.95

The page also includes a billing information form with fields for First Name, Last Name, Email Address, Phone, and Credit Card Number, along with a payment information section for credit cards and a CVV field.

DEVICE TARGETING

DO

✓ Run mobile and desktop separately.

Create a campaign with just desktop targeting, clone it, and set the clone to phone/tablet to give each of these campaigns a better chance to optimize properly. Sites and CPC bids perform much differently and have different cost between these two types of campaigns. This also allows you to identify operating system performance by device to further optimize the campaign.



DON'T

✗ Run multiple devices in one campaign.

Desktop and phone/tablet campaigns bid very differently, and their sites and strategies can have some serious differences. By putting all of these devices in one campaign, you're not optimizing your campaigns properly. This can lead to paying a much higher CPC for mobile traffic than needed.



BLOCKING & LOWERING BIDS

DO

✓ **Block sites or lower site bids.**

If a campaign has been running for a period of time and gathered enough data, you can determine whether or not certain sites work for that campaign. Blocking a site or bidding lower reduces spend and helps drive up a better profit percentage. If possible, we typically recommend our clients run a whitelist. Contact our client success team for assistance with whitelist recommendations.

DON'T

✗ **Let all sites run forever.**

If you're new to native or Maximus, one way to lose out is to do a run of network and not bid low or block out the traditionally lower-performing sites, especially those that are performing badly. If you allow your campaign run of network, pay attention to poor-performing sites and block them as early as possible. This will prevent the campaign from overspending or spending unnecessary dollars.

TIP

★ **What is a bad-performing site?**

Don't expect success after letting things run for a day—it takes time for sites to become profitable. Factors like proper bids, day parting, creative combinations and more affect how a site performs. If a campaign has great creatives, typically bad sites have spent three times the payout, and anything under an EPC of \$0.15 for mobile and an EPC of \$0.25 for Desktop is worth blocking. This rule can change depending on the offer and the payout. Keep in mind poor performance may not be directly related to the sites if you have bad creatives or a poor landing page.

TESTING CREATIVES

DO

✓ Test multiple creatives.

When you submit a campaign, especially without knowing what creatives work, you should be testing out image and text combinations. Networks still need to approve these, and it is possible that you'll get only a few approved. Make sure to add more and get several running to improve chances of success with the creatives for that campaign.



DON'T

✗ Run only one or a few images on a new campaign.

We recommend not running a single image ever unless the campaign has very explicit restrictions on creatives or you have tested extensively and found the best-performing creative. Even in this case, having other images with data will help in activating those images to test them out in the future.



NETWORKS

DO

✓ Focus on one network in the beginning.

Every network works a little differently, and when learning Maximus it is best to focus on one network and one or two campaigns until you feel comfortable with using our platform. Making sure one campaign is successful on one network will allow you to take that same approach to launching multiple campaigns across different networks later.



DON'T

✗ Start using Maximus on multiple networks.

Spreading your time between different networks doesn't allow you to get comfortable using Maximus's features, and can give a bad impression of how you can maximize your opportunities with the platform. Since every network operates differently, you could be trying the same strategy on more than one network and see very different results.



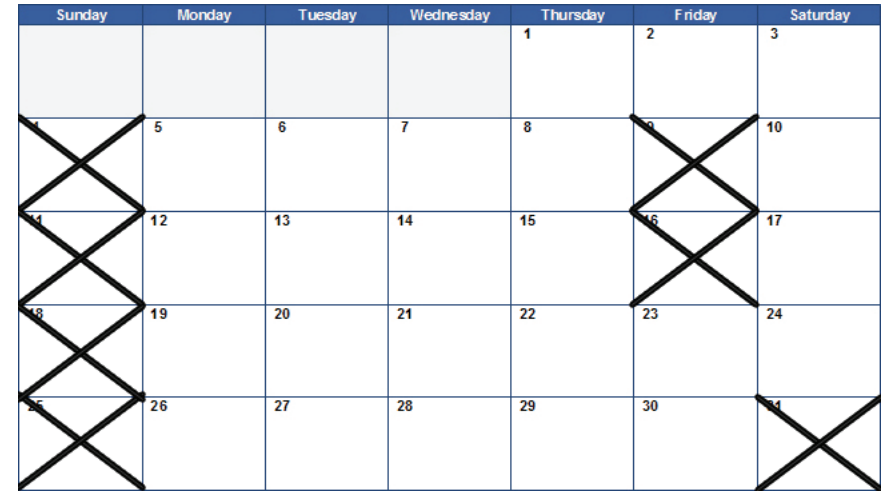
DAY PARTING

DO

✓ Use day parting.

Whether you decide to pause a campaign completely, or set a static CPC during day parting, take advantage of managing your campaign during set time windows so you won't have to make constant manual changes to campaigns. Day parting can be used to reduce spend during off hours or days where campaigns perform poorly, and can also be used to start bidding at a specific CPC as well.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



DON'T

✗ Run without day parting.

If your campaign is running 24/7, chances are there are some periods of time throughout the day or even entire days that really aren't worth spending on. Common day parting for many campaigns is set for weekends, when traffic can change dramatically, or during the night, when there is typically less traffic volume.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31





10 REASONS WHY PEOPLE FAIL NATIVE

1 USING EXTERNAL SOFTWARE TO ROTATE LANDING PAGES

- Maximus has a feature that allows you to route landing pages to a particular site, or landing pages to an image on a particular site. Maximus also gives you the ability to see your data by site or image broken down by landing page. Using a third-party tool to split test landing pages eliminates your ability to optimize at the granular level.

2 NOT USING DAY PARTING

- Day parting reduces spend during off times, allowing you to keep a campaign running and still receive some clicks. You can also utilize day parting pause windows to stop a campaign from running entirely.
- Day parting can also be used to change your CPC throughout the day if you do not use Acceptable Profit, CPA goals, or Desired Click Pacing to automatically change bids.

3 IGNORING CHARTS

- Charts can give a quick insight into campaign performance without having to analyze the stats in a report form. Use the Clicks/Conversions Chart to view hourly averages of traffic and conversions over a 24 hour period and use a large date range to find out when to use dayparting. Check the EPC Chart to view EPC across weekdays and weekends, which can help you make more dayparting decisions or other changes that can further optimize your campaigns. It's also important to look at the data uniquely on weekdays and weekends as traffic changes throughout the week.

4 NOT ADJUSTING FIRE & FORGET™ SETTINGS

- Fire and Forget™ is not always a one-size-fits-all setting. Evaluate your performance with your current settings before making changes to Desired Click Pacing and Acceptable Profit Percentages, which can help your campaign perform better.
- Speak with our client success team to get recommendations on how to best use Fire & Forget™ for your campaigns.

5 NOT WAITING FOR ENOUGH DATA

- Sometimes a good amount of spend is required to find what works. Putting in the patience and effort to focus on using Maximus and adjusting your campaign can take time the first go around. If changes are made too early, you may be blocking sites or pausing images that may work with just a little more data coming in.

6 NOT CLONING WHAT WORKS

- Once a campaign seems to be running okay, it can be beneficial to clone it and run multiple versions. This will allow you to test out different strategies and pick winners.
- Cloning the same campaign to a different device can be done after a campaign has some good optimization, but remember that what works on one device may not work on another.
- You can get a new “ranking” on a network with a new campaign to start off fresh with your working strategies on a cloned campaign.

7 IGNORING THE CAMPAIGN LOG

- To see what changes were made to a campaign, use the campaign log’s User Action filter to view what changes were made at what time. The campaign log can help diagnose what Fire & Forget™ settings are or aren’t working for your campaign. More importantly, in conjunction with other reporting this tells a more complete story of your campaign’s profitability potential. Drag & drop columns to customize how the log is displayed until you find a combination that works for you.

8 NOT UTILIZING SLOW AND STOP AMOUNTS

- Slow and Stop Amounts are incredibly useful to prevent overspending on a campaign. You can’t watch a campaign 24 hours a day, and with these features you won’t have to! They are also useful for weekends and times when you’re not able to work on your campaigns. Protect your spend without all the worry.

9 RUNNING DESIRED CLICK PACING IF THE CAMPAIGN ISN’T WORKING

- Desired Click Pacing is a great tool to drive traffic when there’s a lot of competition for good placement, or to generate momentum on a campaign when it’s getting started. Be aware though that Desired Click Pacing works within the constraints of what you set as Lowest and Highest Bid, meaning it could climb very high before the right amount of traffic is coming in. To prevent this, make adjustments to your Highest Bid or the number of clicks in x amount of time to prevent large spend caused by higher CPC.

10 USING BUDGET INCREASE IF YOU HAVE SPEND RESTRICTIONS

- Budget Increase (and most of Fire & Forget™) is designed to run without spend restrictions in mind. If you’ve enabled budget increase, even with budget reset enabled, you could have a day where your spend dramatically increases due to good revenue coming in. If you aren’t comfortable with letting your campaign scale, increase your daily budget to your daily spend limit and let Slow and Stop Amount do the rest.



MAXIMUS



[maximusx.com](https://www.maximusx.com)



+1.866.825.4209



sales@maximusx.com