

# ArabClicks

## Advertiser's Starter Tutorial



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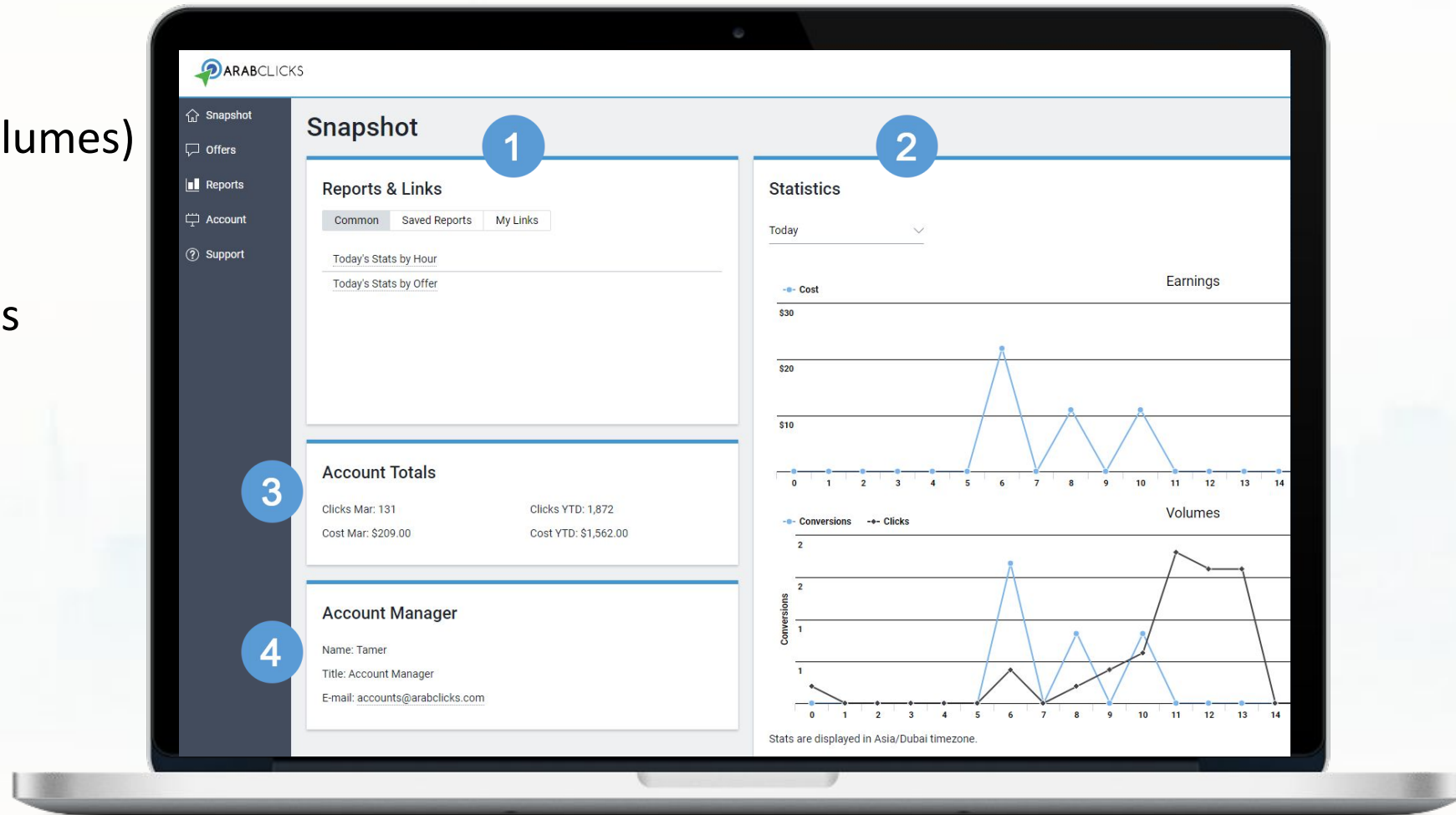
A basic introduction to the most important features on ArabClicks for Advertisers.

1. Snapshot: Advertiser's First View
2. Review Your Offers
3. Create New Offer
4. Creatives Upload: General
5. Creatives Upload: HTML Code
6. Landing Pages Upload
7. Advertiser's Reports
  - Daily Report
  - Hourly Report
  - Mobile Stats
  - Offers Report
  - Conversion Report

# Snapshot: Advertiser's First View

This window is your main dashboard for Arabclicks, and the first page you will see when you log in. Here you can find all your most important information:

1. Reports & Links
2. Statistics (Earnings & Volumes)
3. Account Totals
4. Account Manager Details



# Review Your Offers

The Offers tab will show you all your current and past offers, all in one place.

1. Go to Offers -> All Offers
2. Sort the offers by status:  
(All, Active, Pending, Paused)
3. Find an offer by Date

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Offers [Create Offer](#)

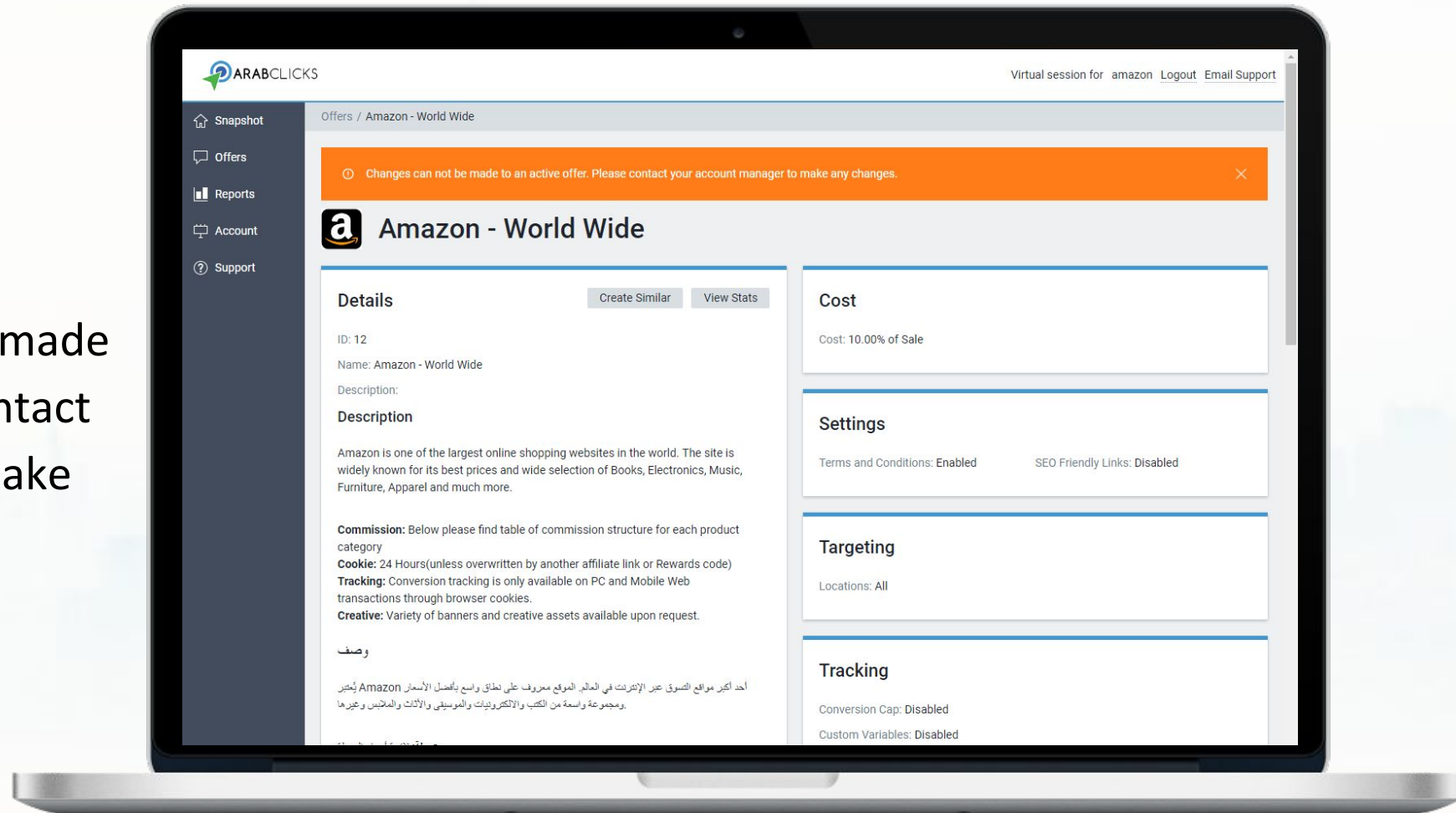
Show only active and pending  Search Feb 27, 2019 - Mar 5, 2019 Go

ID	Thumbnail	Offer	Status	Category	Geotargeting	Cost	Conversions	Total Cost
12		Amazon - World Wide	Active	Electronics, Mobiles and Tablets, Babys, Toys, Home, Perfumes, Sports	All	10.00% of Sale	0	\$0.00

# Review Your Offers

4. Click on the offer name and review the details of the offer.
  - Offers Details
  - Description
  - Cost
  - etc.

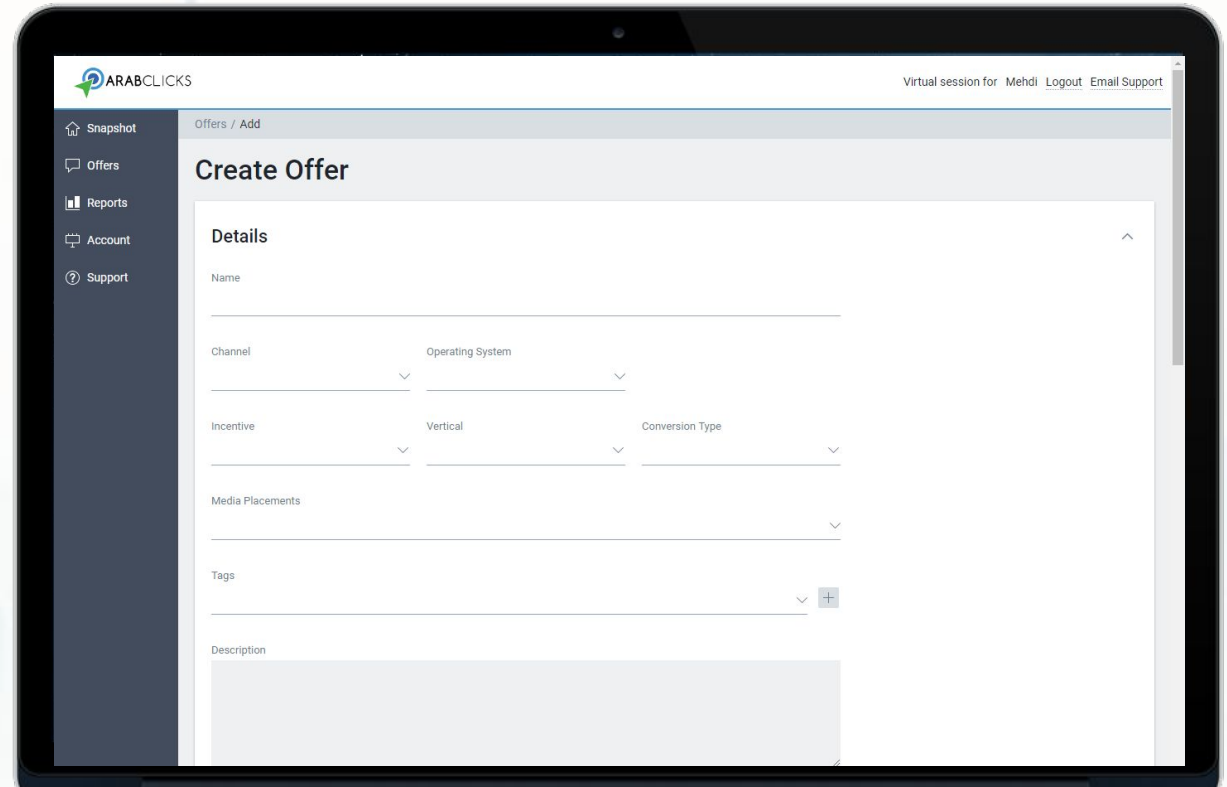
\* Note: Changes can not be made to an active offer. Please contact your account manager to make any changes.



# Create New Offer

Use this function when you have a new offer you want to list for affiliates.

1. Go to Offers -> Create Offer
2. Enter the details of the product or service being offered
  - Name + Description
  - Preview URL - URL without tracking
  - Offer URL - URL with tracking for impressions, clicks, and other actions for that offer
  - Available parameters
  - Expiration Date
  - Revenue, payout & amounts
3. Place the offer conversion pixel
4. Test your offer



The screenshot shows the ARABCLICKS dashboard with the 'Create Offer' form open. The form is titled 'Create Offer' and is located under the 'Offers / Add' section. The form includes the following fields:

- Name: A text input field.
- Channel: A dropdown menu.
- Operating System: A dropdown menu.
- Incentive: A dropdown menu.
- Vertical: A dropdown menu.
- Conversion Type: A dropdown menu.
- Media Placements: A dropdown menu.
- Tags: A dropdown menu with a plus sign to add more tags.
- Description: A large text area for entering the offer details.

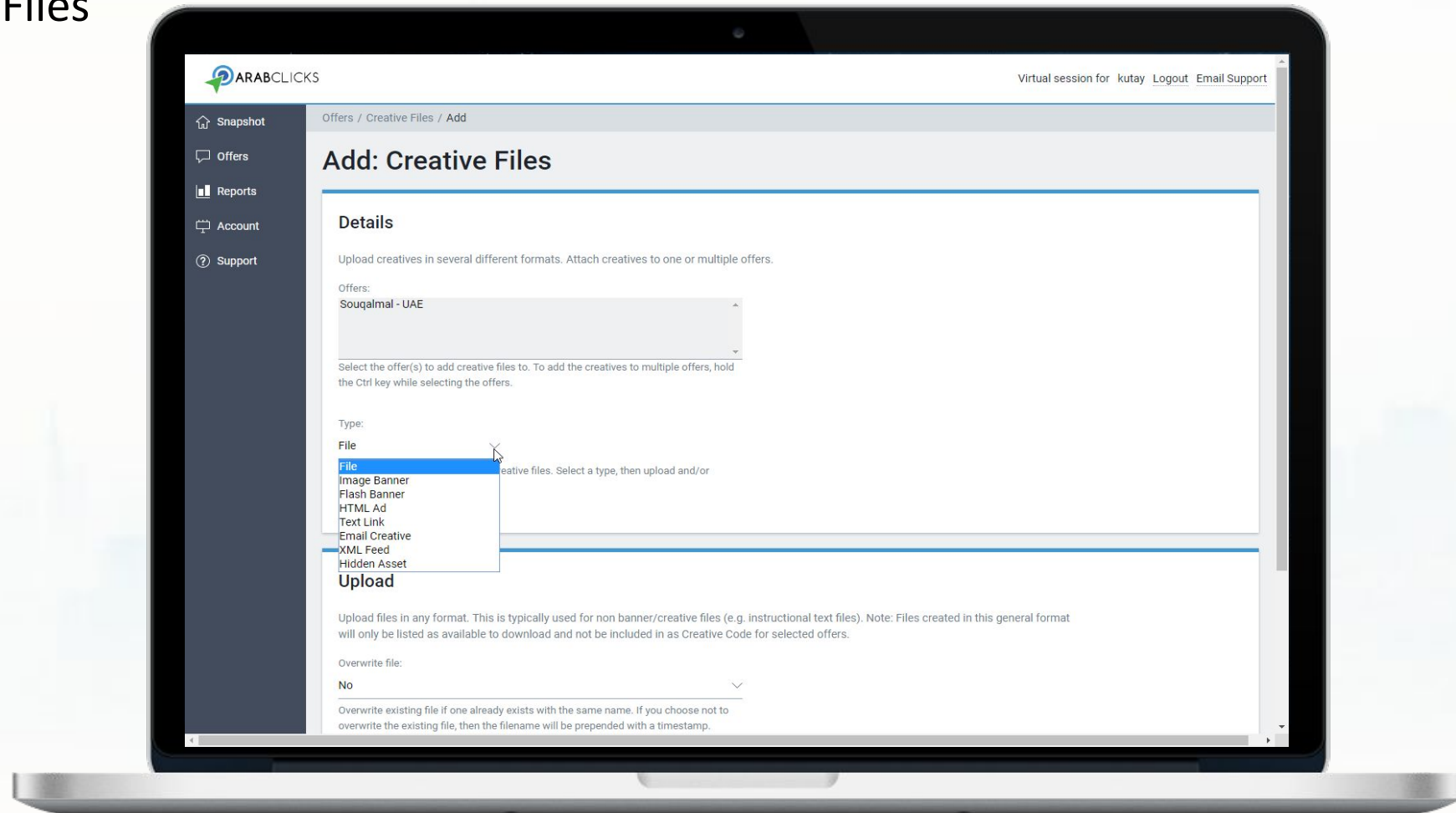
The dashboard also features a sidebar with navigation options: Snapshot, Offers, Reports, Account, and Support. The top right corner of the dashboard shows the user's name (Mehdi) and options for Logout and Email Support.

\* Note: All offer details can be later edited or deleted

# Creatives Upload: General

Use this section to upload graphics and media files that affiliates can use to promote your offers.

1. Go to Offers -> Creative Files
2. Click 'Add Creative'
3. Select Relevant Offer
4. Choose Creative Type:
  - Image Banners
  - Flash Banners
  - HTML Ads
  - Email Creatives
  - Text Links
  - XML Feeds



# Creatives Upload: General

## 5. Common Creative File Sizes:

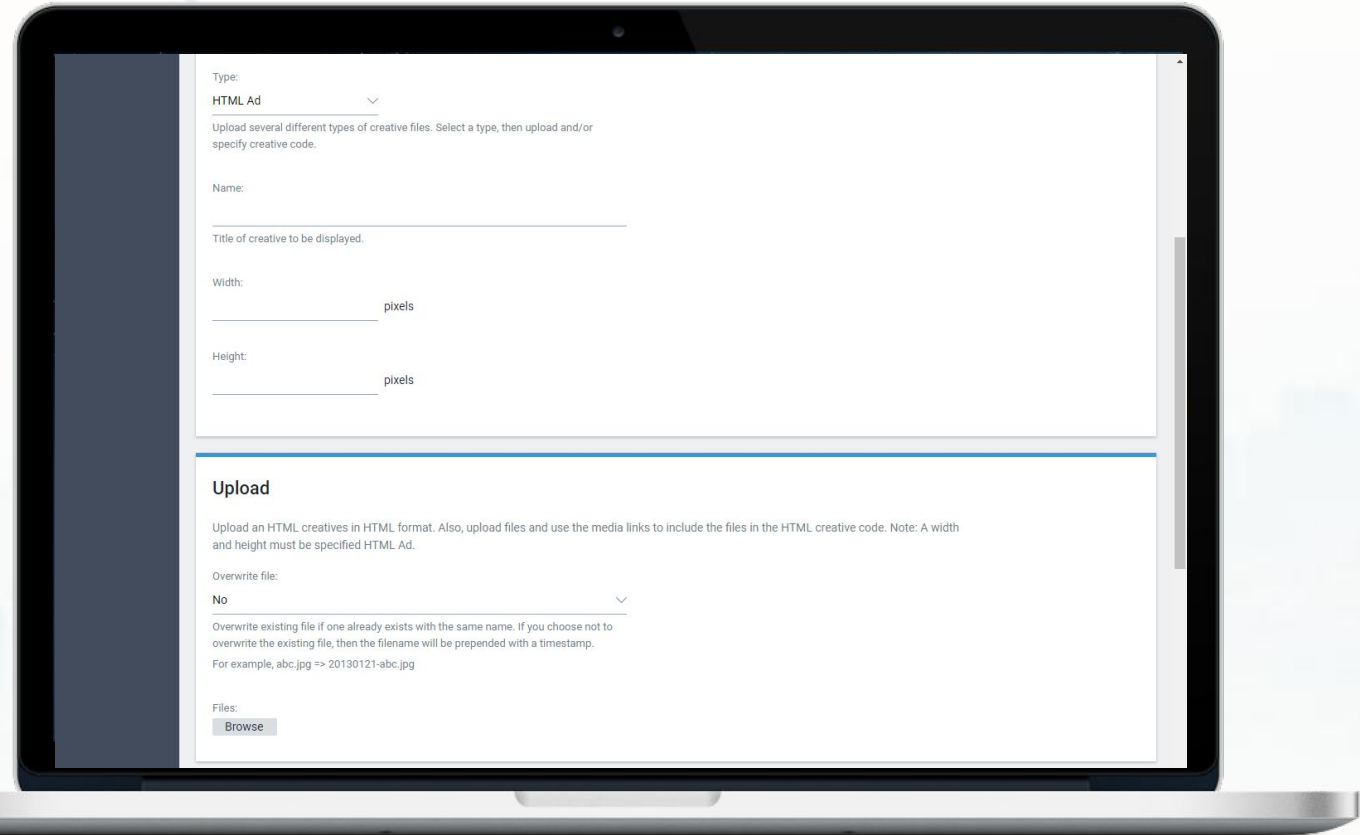
- Size: 1140 px by 100 px
- Size: 600 px by 400 px
- Size 800 px by 600 px
- Size 300 px by 300 px

\* Note: The uploading tool can only accept files up to 100Mb in size. Files larger than this will return an error.

# Creative Upload: HTML Code

Use this function when you want to upload promotional materials from an HTML source.

1. Go to Offers -> Creative Files -> Add Creative -> Choose Offer -> Choose File Type -> HTML Ad
2. Add **Name**, **Size** and upload your creative file (a link is generated)



The screenshot shows a web form for uploading HTML Ad creatives. The form is displayed on a laptop screen. The form has a dark blue sidebar on the left. The main content area is white and contains the following fields and sections:

- Type:** A dropdown menu with "HTML Ad" selected.
- Upload several different types of creative files. Select a type, then upload and/or specify creative code.**
- Name:** A text input field.
- Title of creative to be displayed:** A text input field.
- Width:** A text input field with "pixels" as a unit.
- Height:** A text input field with "pixels" as a unit.
- Upload** section:
  - Upload an HTML creatives in HTML format. Also, upload files and use the media links to include the files in the HTML creative code. Note: A width and height must be specified HTML Ad.**
  - Overwrite file:** A dropdown menu with "No" selected.
  - Overwrite existing file if one already exists with the same name. If you choose not to overwrite the existing file, then the filename will be prepended with a timestamp. For example, abc.jpg => 20130121-abc.jpg**
  - Files:** A "Browse" button.

# Creative Upload: HTML Code

3. Paste the following code in the Required Code box:

```
<a href="{tracking_link}" target="_blank"></a>
```

- Your final HTML code will look like:

```
<a href="{tracking_link}" target="_blank"></a>
```

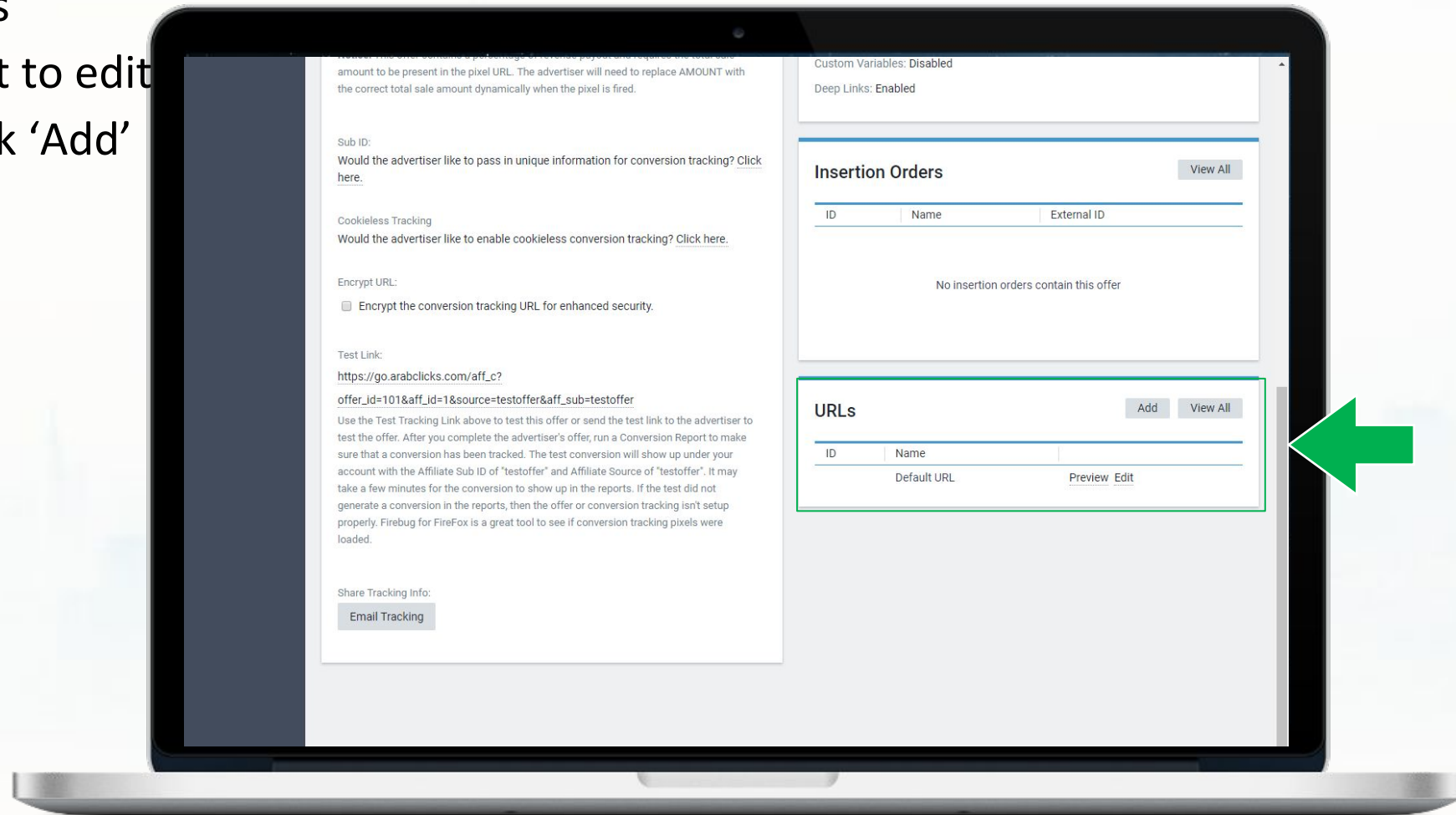
- You can use this live HTML editor to verify your html code:

[HTTPS://HTMLEEDIT.SQUAREFREE.COM/](https://htmledit.squarefree.com/)

# Landing Pages Upload

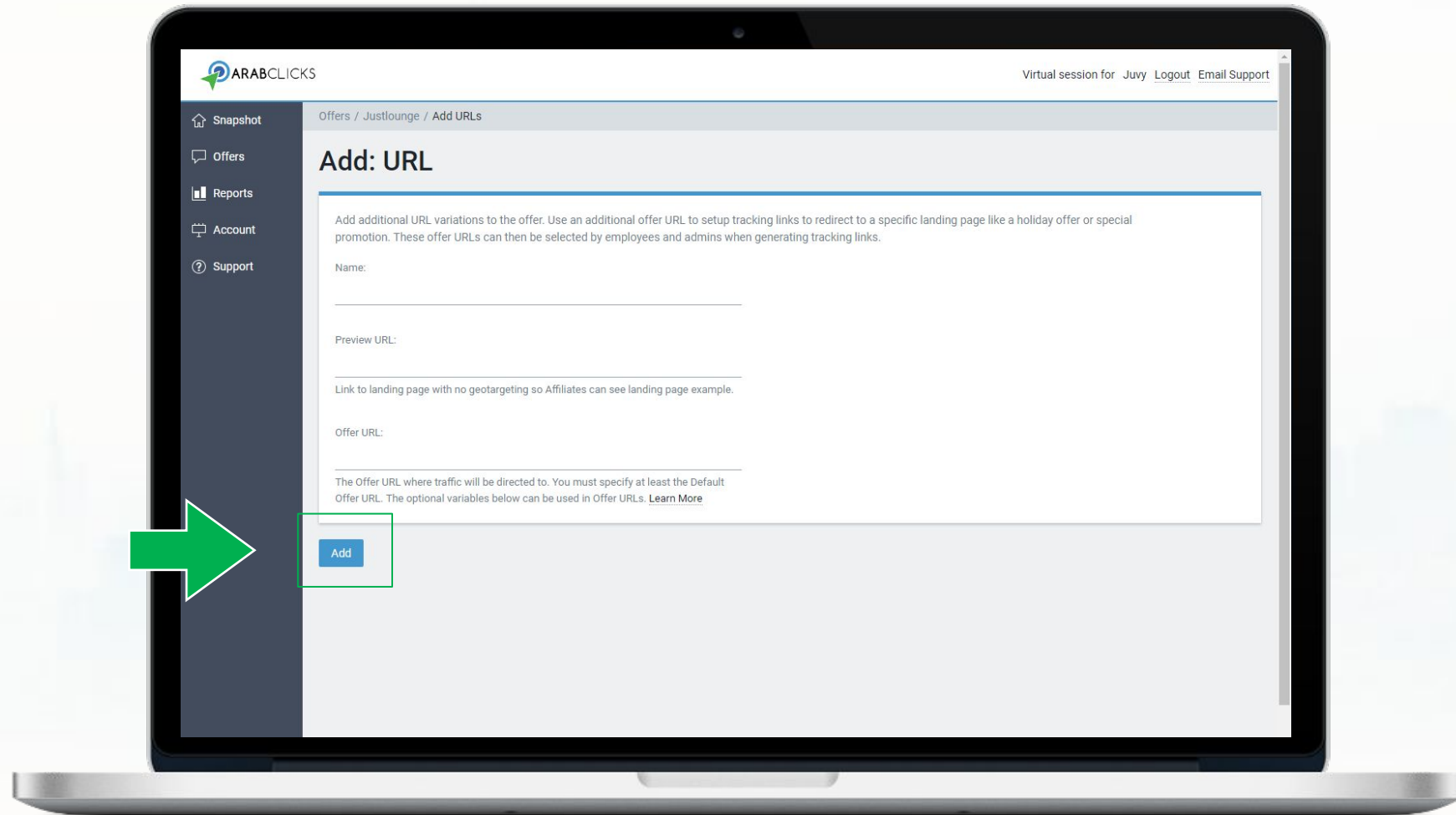
Follow the steps to add a landing page affiliates can use to promote your offer.

1. Go to Offers -> All Offers
2. Open the offer you want to edit
3. Under URLs section, click 'Add'



# Landing Pages Upload

4. Add Name, Preview URL and Offer URL (including tracking parameters)
5. Click on 'Add' button to save this Landing Page

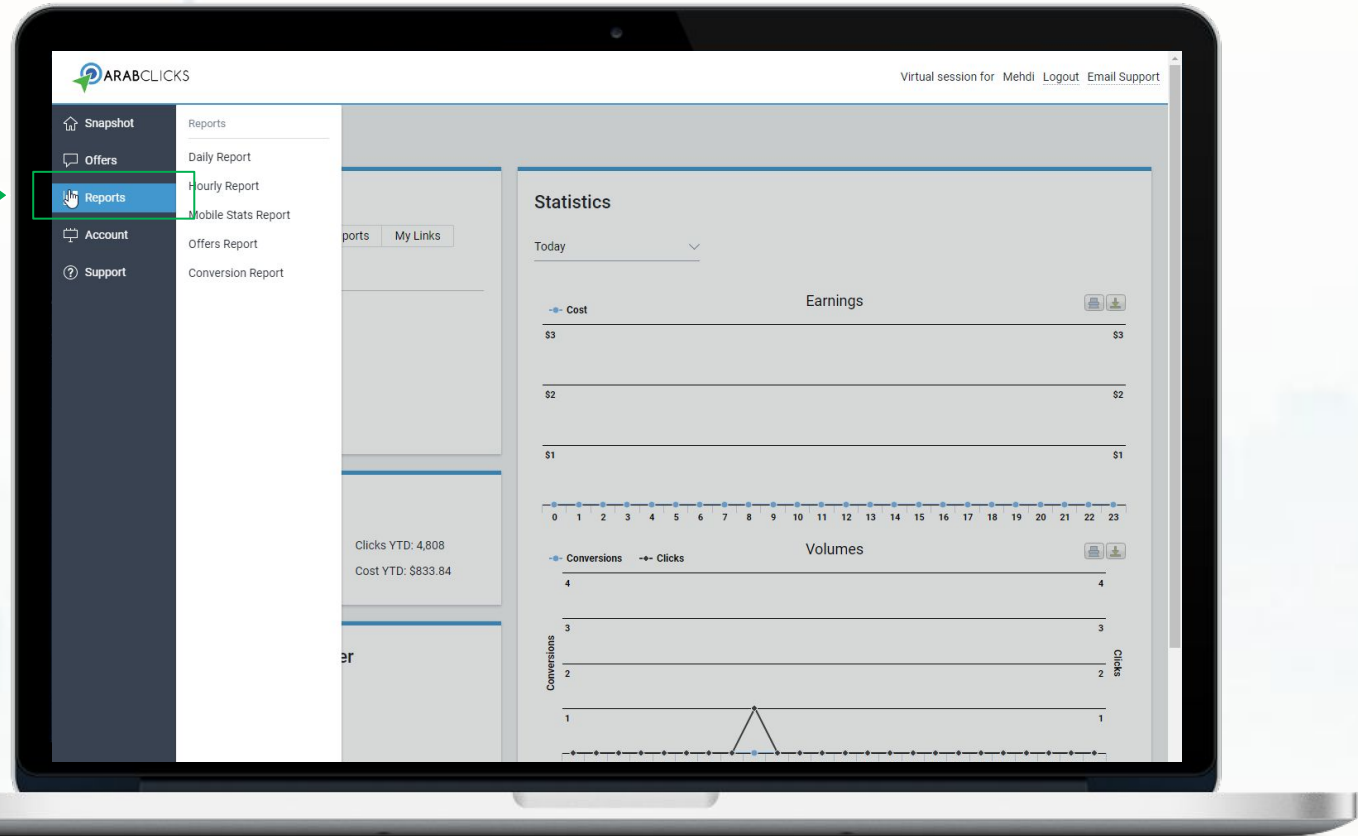
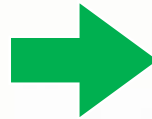


# Advertiser's Reports

ArabClicks comes with several different preset reports shown in the 'Reports' menu.

Each one of these reports will show stats for today by default, with the exception of the Daily Report, which shows stats from the last 7 days.

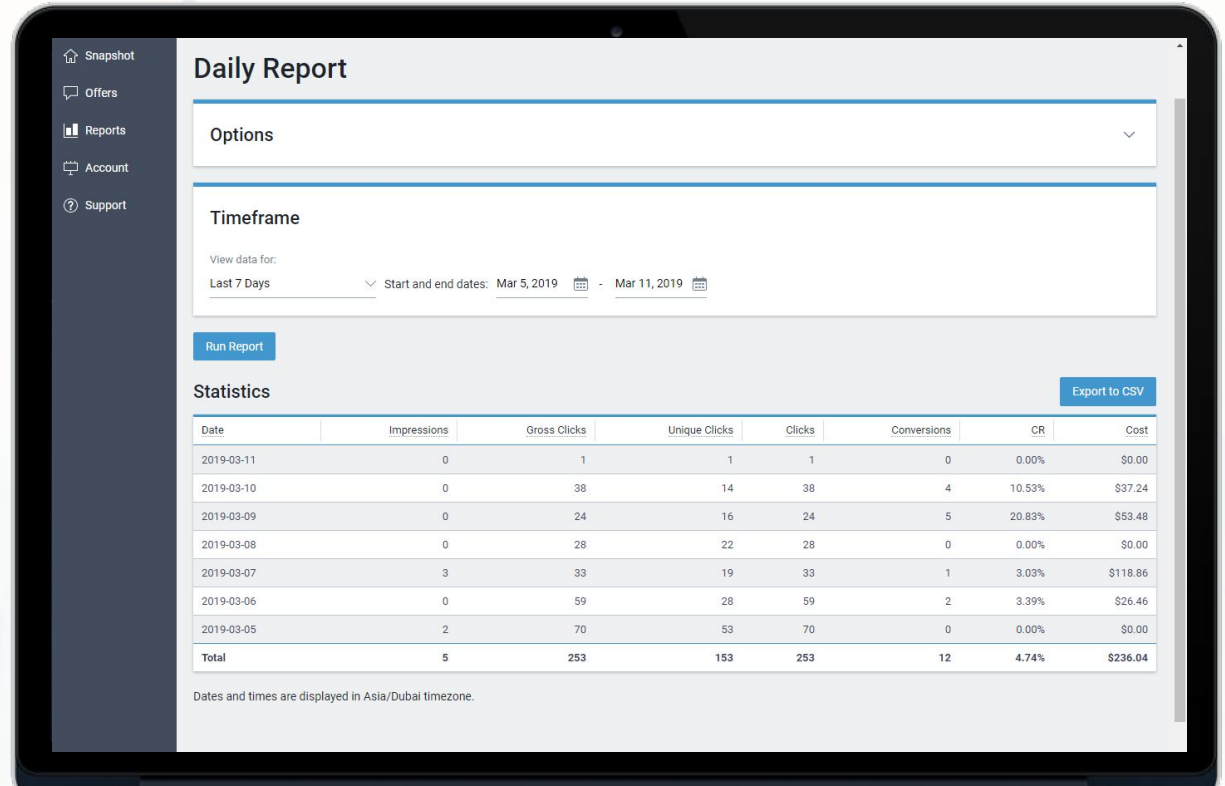
1. Daily Report
2. Hourly Report
3. Mobile Stats
4. Offers Report
5. Conversion Report



# Advertiser's Reports: Daily Report

This report shows stats for the last 7 days, and breaks down network stats for each day.

- In “Options” choose the “Offer URL” to compare between landing pages.
- View the number of clicks, conversions, CR, or cost for your brand campaigns:
  1. Select a timeframe
  2. Click ‘Run Report’

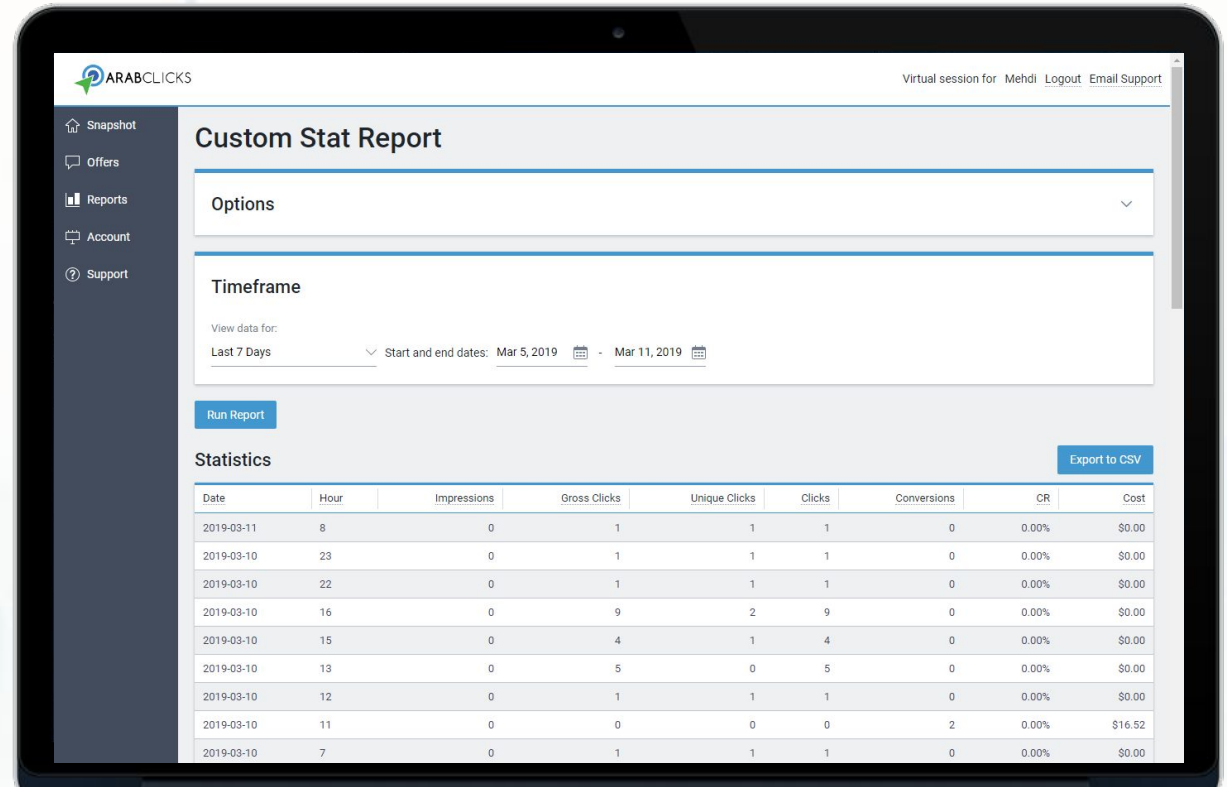


Date	Impressions	Gross Clicks	Unique Clicks	Clicks	Conversions	CR	Cost
2019-03-11	0	1	1	1	0	0.00%	\$0.00
2019-03-10	0	38	14	38	4	10.53%	\$37.24
2019-03-09	0	24	16	24	5	20.83%	\$53.48
2019-03-08	0	28	22	28	0	0.00%	\$0.00
2019-03-07	3	33	19	33	1	3.03%	\$118.86
2019-03-06	0	59	28	59	2	3.39%	\$26.46
2019-03-05	2	70	53	70	0	0.00%	\$0.00
<b>Total</b>	<b>5</b>	<b>253</b>	<b>153</b>	<b>253</b>	<b>12</b>	<b>4.74%</b>	<b>\$236.04</b>

# Advertiser's Reports: Hourly Report

This report shows today's stats for the network, broken into **hourly** intervals.

- To view the number of clicks, conversions, CR, or cost for your brand campaigns:
  1. Select a timeframe
  2. Click 'Run Report'



The screenshot displays the ARABCLICKS Custom Stat Report interface. The page title is "Custom Stat Report". Below the title, there is a "Timeframe" section with a "View data for:" dropdown set to "Last 7 Days" and "Start and end dates" of "Mar 5, 2019" to "Mar 11, 2019". A "Run Report" button is visible. Below this is a "Statistics" table with an "Export to CSV" button. The table has columns for Date, Hour, Impressions, Gross Clicks, Unique Clicks, Clicks, Conversions, CR, and Cost. The data shows hourly performance for March 10 and 11, 2019.

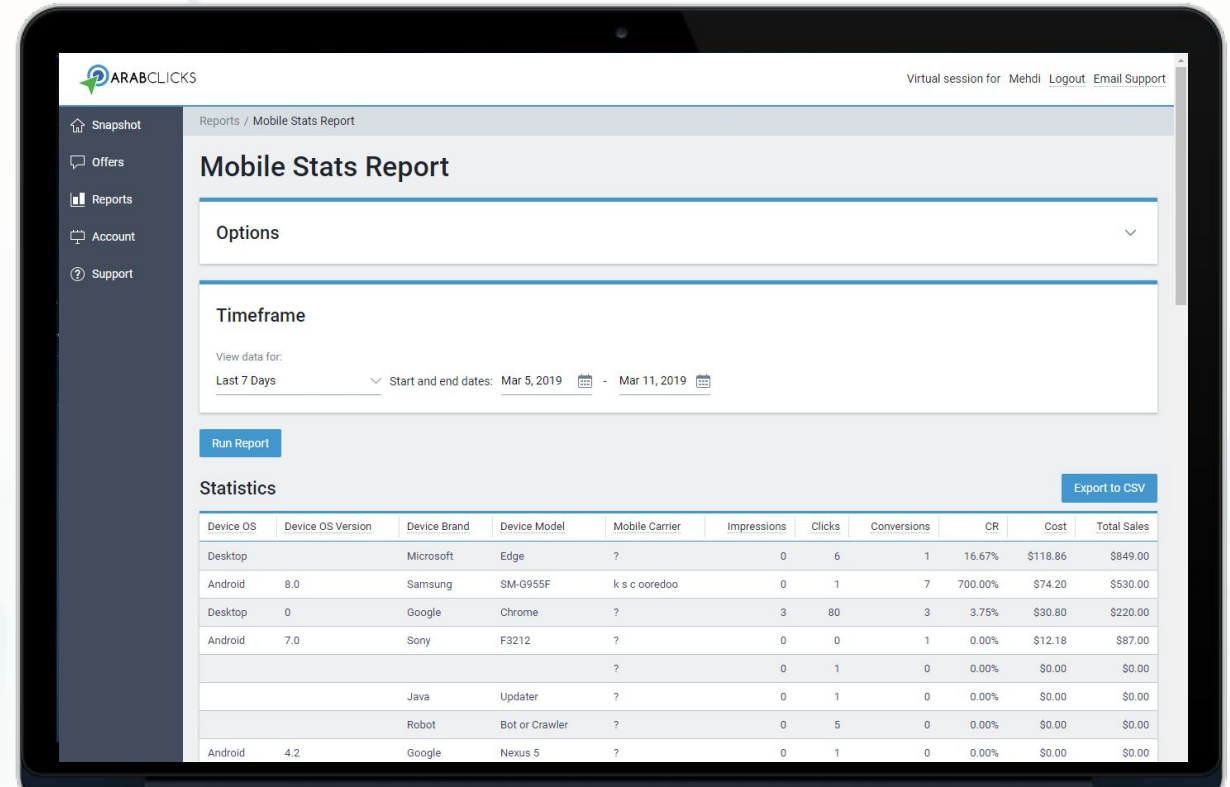
Date	Hour	Impressions	Gross Clicks	Unique Clicks	Clicks	Conversions	CR	Cost
2019-03-11	8	0	1	1	1	0	0.00%	\$0.00
2019-03-10	23	0	1	1	1	0	0.00%	\$0.00
2019-03-10	22	0	1	1	1	0	0.00%	\$0.00
2019-03-10	16	0	9	2	9	0	0.00%	\$0.00
2019-03-10	15	0	4	1	4	0	0.00%	\$0.00
2019-03-10	13	0	5	0	5	0	0.00%	\$0.00
2019-03-10	12	0	1	1	1	0	0.00%	\$0.00
2019-03-10	11	0	0	0	0	2	0.00%	\$16.52
2019-03-10	7	0	1	1	1	0	0.00%	\$0.00

# Advertiser's Reports: Mobile Stats

This report shows you which mobile brands and carriers are accessing your site.

5 data points are available:

1. Device OS name
2. Device OS version
3. Device brand
4. Device model
5. Mobile carrier network



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Reports / Mobile Stats Report

## Mobile Stats Report

Options

Timeframe

View data for:  
Last 7 Days Start and end dates: Mar 5, 2019 - Mar 11, 2019

Run Report

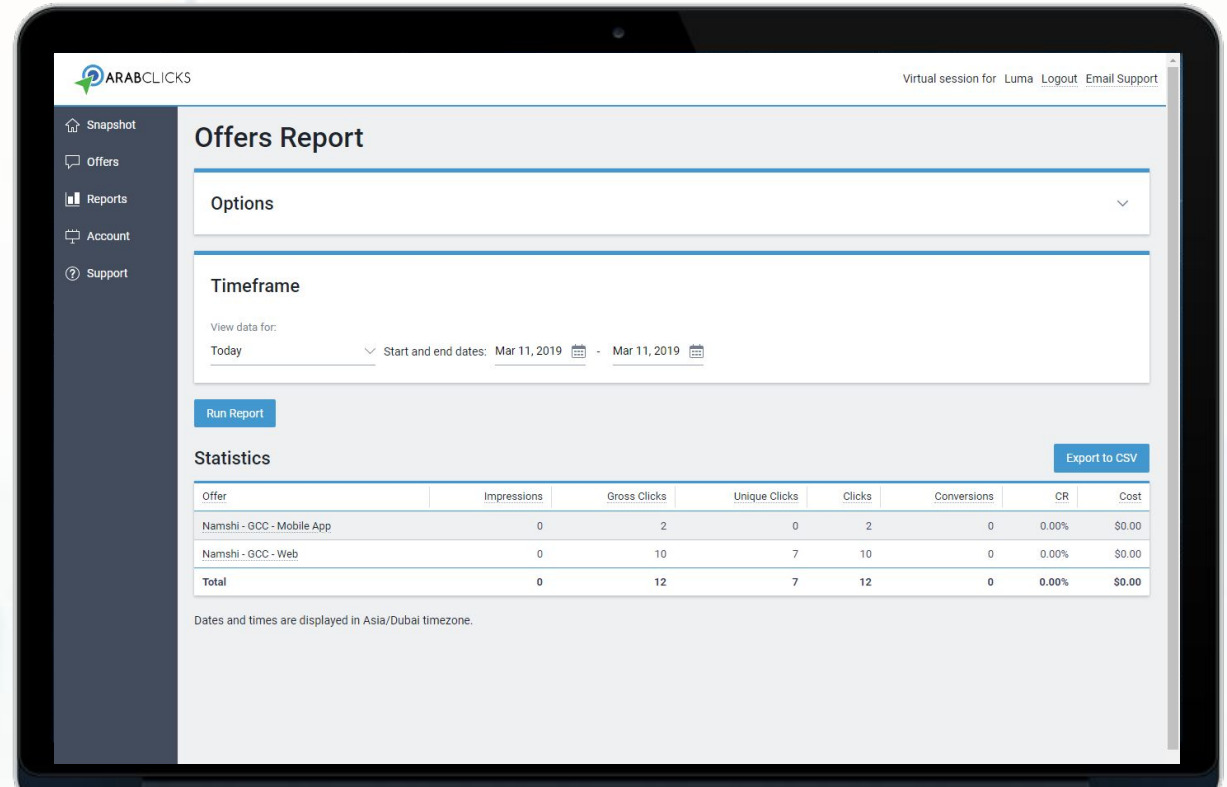
Export to CSV

Device OS	Device OS Version	Device Brand	Device Model	Mobile Carrier	Impressions	Clicks	Conversions	CR	Cost	Total Sales
Desktop		Microsoft	Edge	?	0	6	1	16.67%	\$118.86	\$849.00
Android	8.0	Samsung	SM-G955F	k s c ooredoo	0	1	7	700.00%	\$74.20	\$530.00
Desktop	0	Google	Chrome	?	3	80	3	3.75%	\$30.80	\$220.00
Android	7.0	Sony	F3212	?	0	0	1	0.00%	\$12.18	\$87.00
				?	0	1	0	0.00%	\$0.00	\$0.00
		Java	Updater	?	0	1	0	0.00%	\$0.00	\$0.00
		Robot	Bot or Crawler	?	0	5	0	0.00%	\$0.00	\$0.00
Android	4.2	Google	Nexus 5	?	0	1	0	0.00%	\$0.00	\$0.00

# Advertiser's Reports: Offers Report

This report give you stats for your chosen timeframes, offer by offer.

- To view the number of clicks, conversions, CR, or cost for your brand campaigns:
  1. Select a timeframe
  2. Click 'Run Report'



The screenshot shows the ARABCLICKS Offers Report interface. The page title is "Offers Report" and it includes a navigation sidebar with options like Snapshot, Offers, Reports, Account, and Support. The main content area has a "Timeframe" section where the user can select a date range (currently set to "Today" for "Mar 11, 2019"). Below this is a "Run Report" button and an "Export to CSV" button. The "Statistics" section contains a table with the following data:

Offer	Impressions	Gross Clicks	Unique Clicks	Clicks	Conversions	CR	Cost
Namshi - GCC - Mobile App	0	2	0	2	0	0.00%	\$0.00
Namshi - GCC - Web	0	10	7	10	0	0.00%	\$0.00
<b>Total</b>	<b>0</b>	<b>12</b>	<b>7</b>	<b>12</b>	<b>0</b>	<b>0.00%</b>	<b>\$0.00</b>

Dates and times are displayed in Asia/Dubai timezone.

# Advertiser's Reports: Conversion Report

This report provides you with a line-item list of your conversions.

- You can choose how you want to view your conversions. Under 'Options,' select:
  - Date / Time
  - Session Date / Time
  - Transaction ID
  - Sub ID
  - Cost
  - Status
  - etc.

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Reports / Conversion Report

### Conversion Report

Options

Timeframe

View data for:

This Month - March Start and end dates: Mar 1, 2019 - Mar 11, 2019

Run Report

Export to CSV

Offer	Date / Time	Session Date / Time	Date / Time Diff	Transaction ID	Sub ID	Cost	Status
Golden Scent - UAE + KSA + Kuwait	2019-03-10 11:28:10	2019-01-28 14:23:21	981:04:49	102f75d93e5b27fbf51a62b4e6d090	60001007	\$10.22	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-10 11:25:37	2019-01-28 14:23:21	981:02:16	102f75d93e5b27fbf51a62b4e6d090	100019855	\$6.30	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-10 06:40:52	2019-03-09 11:29:21	19:11:31	102c2f40fe2496846b0e88d0e019a8	300006468	\$10.36	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-10 06:32:46	2019-03-09 11:29:21	19:03:25	102c2f40fe2496846b0e88d0e019a8	300006467	\$10.36	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-09 21:54:38	2019-03-09 11:29:21	10:25:17	102c2f40fe2496846b0e88d0e019a8	300006446	\$10.36	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-09 21:44:44	2019-03-09 11:29:21	10:15:23	102c2f40fe2496846b0e88d0e019a8	300006445	\$10.36	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-09 20:51:14	2019-03-09 11:29:21	09:21:53	102c2f40fe2496846b0e88d0e019a8	300006444	\$10.36	Approved (Reject)
Golden Scent - UAE + KSA + Kuwait	2019-03-09 20:39:22	2019-03-09 11:29:21	09:10:01	102c2f40fe2496846b0e88d0e019a8	300006443	\$10.36	Approved (Reject)

# Questions?

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Or [Contact Us](#)

