

BIGO Ads Platform Manual

2020.12

BIGO  Ads

Content

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01 About BIGO Ads Platform

BIGO Ads Platform

Platform Overview/Available Placement & GEOs/Ad Placement/Ad Structure/Moderation Policy

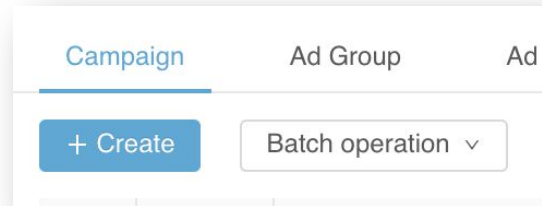
BIGO Ads BIGO Ads Platform Overview

BIGO Ads provide a platform to create and manage your ads, monitor the data and optimize the performance. Go to BIGO Ads Platform from: <https://ads.bigogo.sg/>

Overall:
Check your account overview here – information such as overall performance and budget are included on this page

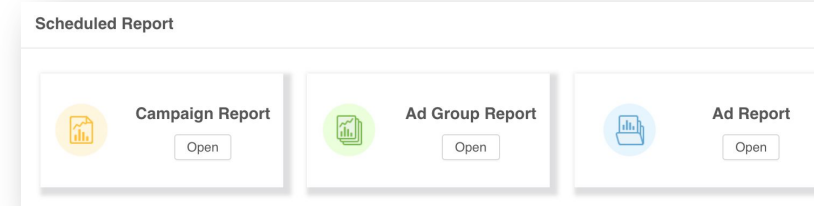
Campaign:
You can create campaigns/ad groups/ads on this page and manage your account here

Reporting:
Download and view your account data on this page, including preset and custom report.



Campaign Ad Group Ad

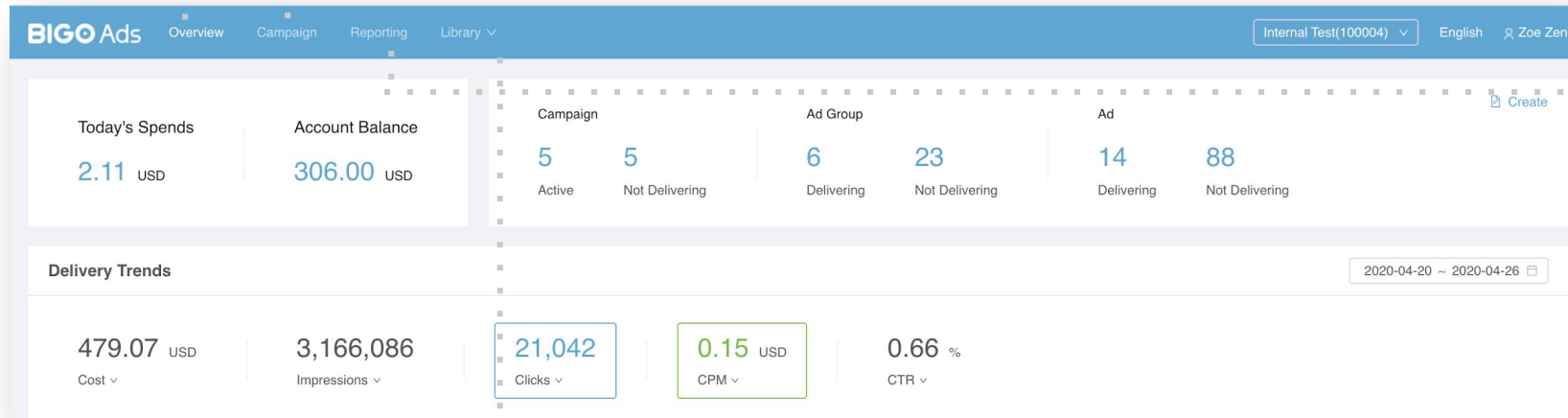
+ Create Batch operation ▾



Scheduled Report

Campaign Report Ad Group Report Ad Report

Open Open Open



BIGO Ads Overview Campaign Reporting Library

Internal Test(100004) English Zoe Zeng

Today's Spends: 2.11 USD Account Balance: 306.00 USD

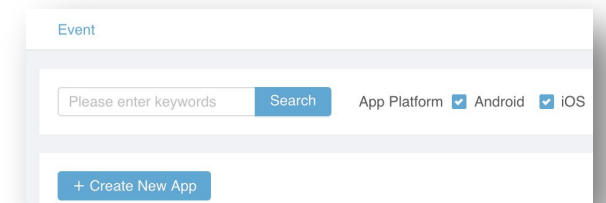
Campaign		Ad Group		Ad	
5	5	6	23	14	88
Active	Not Delivering	Delivering	Not Delivering	Delivering	Not Delivering

Delivery Trends (2020-04-20 ~ 2020-04-26)

479.07 USD	3,166,086	21,042	0.15 USD	0.66 %
Cost ▾	Impressions ▾	Clicks ▾	CPM ▾	CTR ▾

Create

App Event:
You can set tracking for your App on this page.



Event

Please enter keywords Search App Platform Android iOS

+ Create New App

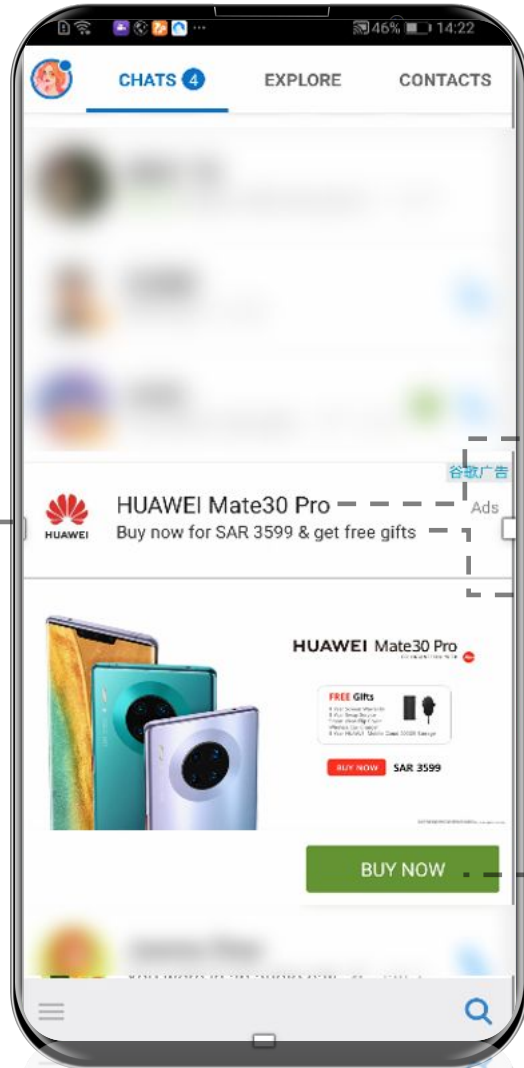
BIG Ad Available Placements & Regions

The current available regions and placements are as follows:

REGION	PLACEMENT	STATUS
India (IN)	IMO	Available
Bangladesh/Pakistan/Iran/Indonesia/Russia/Saudi Arabia/Oman/Kuwait/Bahrain/Qatar/United Arab Emirates (BD/PK/ID/RU/SA/IR/OM/KW/BH/QA/UAE/)	IMO&LIKEE	Available
Iraq/Egypt/Malaysia/Great Britain/France/Germany/Netherlands/Nepal (IQ/EG/MY/GB/FR/DE/NL/NP)	IMO&LIKEE	Need white list

BIG Ad imo Ad Placement & Format

imo: Chat List



- Ad Placement: Chat List

- Ad Format: Native Ad/Native Video

- Creative Specifications:

Video: 1280*720, 720*1280

Image: 1200*628

Including—Brand LOGO, Headline, Body, Main creative(image/video) and call-to-action button

- Video Duration: 15-60s

- Supported Format:

Image: .jpg/.jpeg/.png

Video: .mp4, Smaller than 500M

- Bidding Model: CPC

BIG Ads Imo Ad Placement & Format

Brand
LOGO



Headline

Body

Call to Action

imo—Story Stream

□ Ad Placement: Ad will appear when you browse stories

□ Ad Format: Native Ad/Native Video

□ Creative Specifications:

Video: 1280*720, 720*1280

Image: 1200*628

Including—Brand LOGO, Headline, Body, Main creative(image/video) and call-to-action button

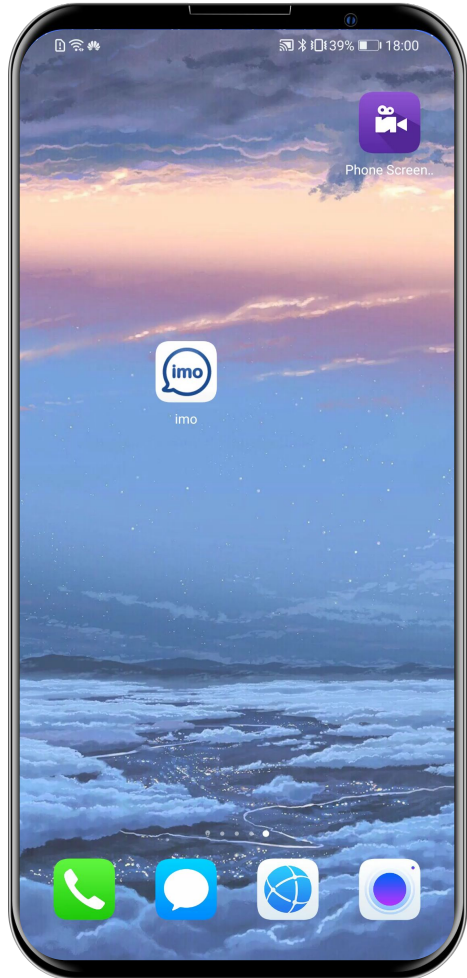
□ Video Duration: 15-60s

□ Supported Format:

Image: .jpg/.jpeg/.png

Video: .mp4, Smaller than 500M

□ Bidding Model: CPC

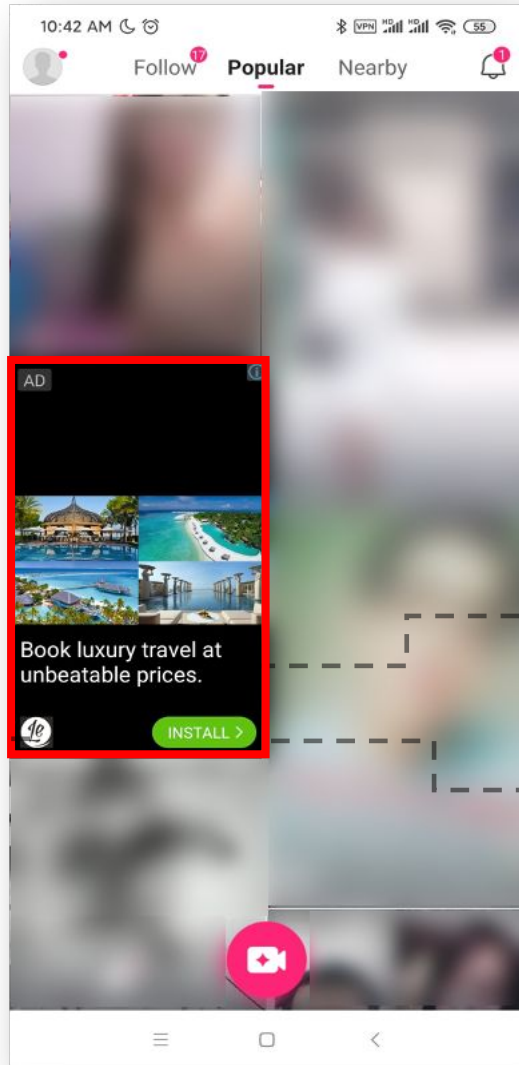


Tap to play

imo: End Call

- Ad Placements: After ending a call, ads appears on the caller's screen.
- Ad Format: Interstitial Video
- Creative Specifications:
Video: 1280*720, 720*1280
Image: 1200*628
- Supported Format: .mp4, smaller than 100M
- Bidding Model: CPC

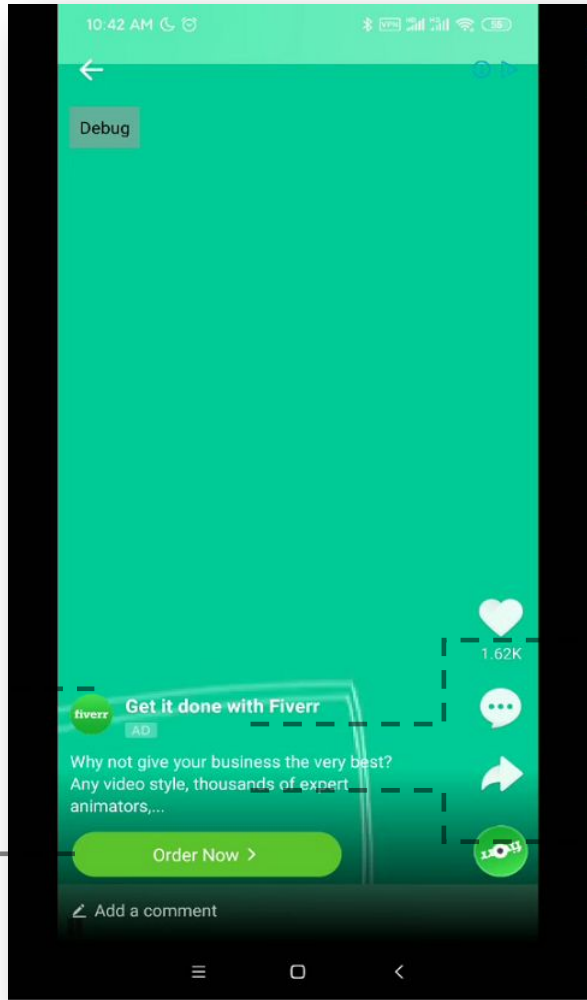
BIG Ads Likee Ad Placement & Format



Likee: Popular Page

- Ad Placement: Ad will appear in Popular and Nearby Page
- Ad Format: Native Ad/Native Video
- Ad Duration: 15-60s
- Creative Specifications:
Image: 1200*628
Video: 1280*720/2160*1080/720*1280/1080*2160
Including—Brand LOGO, Body, Main creative(image/video) and call-to-action button
- Video Duration: 15-60s
- Supported Format:
Image: .jpg/.jpeg/.png
Video: .mp4, Smaller than 500M
- Bidding Model: CPC

BIG Ads Likee Ad Placement & Format



Brand
LOGO

Call-to-
Action

Headline

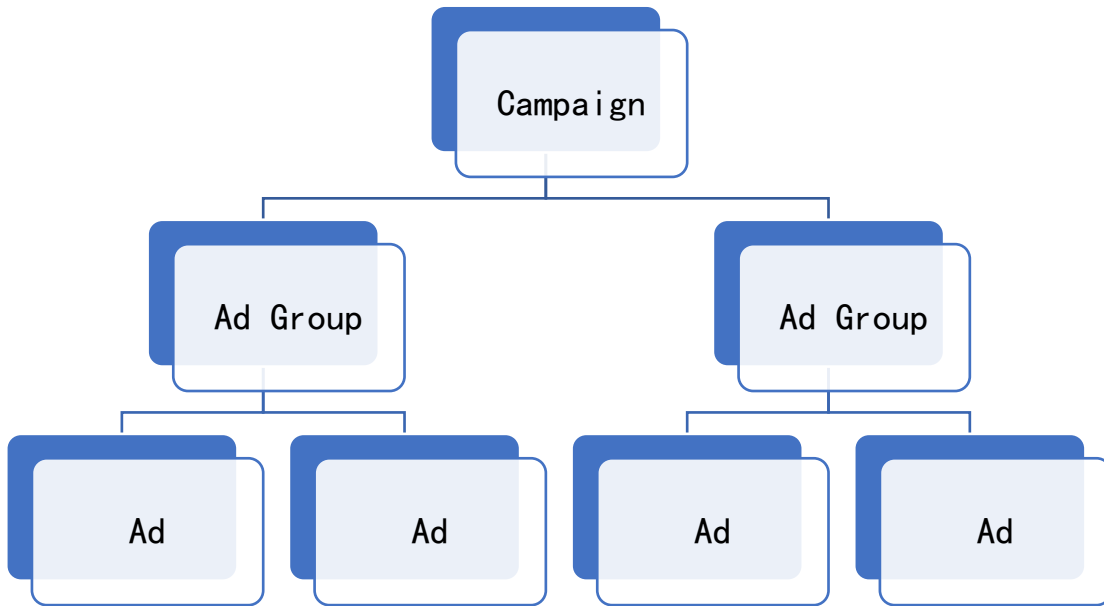
Body

Likee: In-Feed Video

- Ad Placement: Ad will appear when you are browsing videos
- Ad Format: Native Ad/Native Video
- Ad Duration: 15-60s
- Creative Specifications:
Image: 1200*628
Video: 1280*720/2160*1080/720*1280/1080*2160
Including—Brand LOGO, Headline, Body, Main creative(image/video) and call-to-action button
- Video Duration: 15-60s
- Supported Format:
Image: .jpg/.jpeg/.png
Video: .mp4, Smaller than 500M
- Bidding Model: CPC

BIGO Ads Ad Structure

There will be 3 levels in BIGO Ads Platform including Campaign, Ad group and Ad. Knowing the structure of our platform will help you allocate budget and optimize your performance more efficiently.



Campaign:

Under campaign level, daily budget is preferably not less than \$100;

You can name campaign according to Product name and GEO

Ad Group:

Under ad group level, daily budget is preferably not less than \$50

You can name ad group according to media, targeting, creation data or ad format.

Note: Create ad groups for imo and likee separately

Ad:

We suggest to create 1-2 creatives under an ad group.

BIG Ad Ad Review

All ads must be reviewed for approval to ensure that follow the applicable laws in each country. You can check the ad review result in ad status.

- If you create or revise headline, body text, links and event, ad will be under review.
- If the ad is approved, the ad will start to deliver automatically .
- If the ad is not approved, you can view the reject reason in ad list.

Review Type	Content	Range
Compliance	Whether ad relates to pornography, politic, drug and etc.	Image, video, thumbnail, app, landing page, headline, body text, logo
Effectiveness	1. Whether ad relates to landing page or promoted app. 2. Whether body text is clear and appropriate. 3. Whether landing page be directed well.	Image, video, thumbnail, app, landing page, headline, body text, logo
Accuracy	Category and ad tags are edible: Whether invalid contents exist, eg: 1111.	Category, ad tags

02 Creating a BIGO Ads

Starting to create

Choose Objective/ Create Ad Groups/Upload Ads/Data Report

BIG Ad Choose Campaign Objective

You can choose your campaign objective in campaign page. You can set a name and budget for your campaign

【Advertising Objective】

- Traffic: Driving traffic to your website
- App Installs: Attracting more users to download your app

Advertising objective

* Advertising objective Traffic App Installs

Settings

Campaign

Budget No limit Set budget

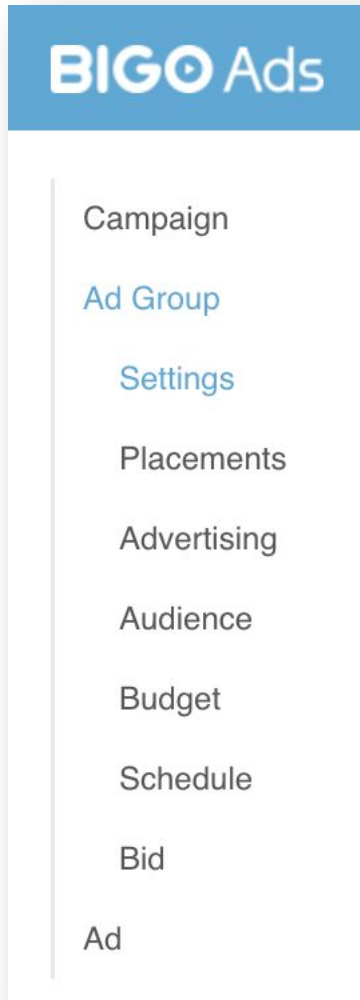
* Budget Daily Budget Total Budget

USD

【Budget Setting】

- We provide 3 options in budget: No limit, Daily budget and total budget
- The minimum daily or total budget is 20 USD

BIGO Ads Create Your Ad Group



On the ad group level, you can set up the placement, promotion, target, budget, schedule and the bidding.

One campaign can include several ad groups, this provide you a better solution to control and allocate the budget and optimize the performance.

BIGO Ads Create Your Ad Group—Placement

We support automatic placement or manual placement.

- Automatic Placement: Our system will choose the appropriate placement and audience automatically.
- Manual Placement: You can also select one or more placements manually..

The screenshot displays the BIGO Ads interface for creating a new ad group. The top navigation bar includes 'Overview', 'Campaign', 'Reporting', and 'Library'. The left sidebar lists various settings: Campaign, Ad Group, Settings, Placements, Advertising, Audience, Budget, Schedule, Bid, and Ad. The main content area is titled 'Create New' and 'Use Existing Ad'. Under the 'Settings' section, there is a text input field for 'Ad Group Name' containing the text 'Ad Group-2020042954384'. Below this, the 'Placements' section features a 'Placement Type' selector with two options: 'Automatic Placement' (unselected) and 'Select Placement' (selected). At the bottom, the 'Media' section has two checked checkboxes for 'imo' and 'likee'.

BIG Ad Create Your Ad Group—Promotion

On Promotion level, You need to fill in the detailed information for your website or app.

Advertising

Promotion Type App Landing Page

* Please select an app to promote

[+ Add](#) [Refresh](#)

【App Installs】

- Please choose the app event or create a new event

Advertising

Promotion Type App Landing Page

* Promotion URL

【Traffic】

- Please fill in your landing page

BIG Ad Create Your Ad Group—Targeting

Audience

* Location

Languages No limit Specific Language

Gender No limit Male Female

Age No limit
 13-17 18-24 25-34 35-44 45-54 55+

Device

Operating System No limit Android iOS

Minimum Android Version

Carrier No limit Select Carrier

Connection Type No limit
 WiFi 2G 3G 4G

Device Price No limit Specific Range
 ~

GEO: Country/State/City.

Languages: Target ads to people of all languages or certain one.

Gender: No limit/Male/Female

Age: Target ads to people in a specific age range, this function is not ready if you target Indonesia and Russia.

OS Versions: We support to target ads with specific operating systems.

Network: You can choose “WiFi, 2G, 3G, 4G” or all network conditions

Device Price range: You can target the range goes from 0 USD to 1000+ USD

BIG Ad Create Your Ad Group—Budget & Schedule

【Budget】

- Daily budget: You'd like to spend in each day, the minimum budget is 20 USD.
- Total budget: You'd like to spend in whole promotion period. The minimum budget can't be less than 20 USD.

Budget

* Budget Daily Budget Total Budget

20 - 10,000,000.00 USD

Schedule

Schedule 2020-04-29 ~ 2020-05-29

Run Continuously

Advertising Period All Day Select Specific time

Week/Tim	00:00 - 12:00											12:00 - 24:00												
e	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Mon																								
Tue																								
Wed																								
Thur																								
Fri																								
Sat																								
Sun																								

Drag the mouse to select the time period Clear All

【Schedule】

- If you select **【all day】** then you ads will run continuously during the whole day.
- If you choose to run at specific time, you ads will run in specify delivery periods.

Note: Specific time is based on your account time zone.

BIG Ad Create Your Ad Group—Budget & Schedule

【Bidding】

- Currently we support CPC(cost per click) and oCPC(optimization cost per click)model;
- The minimum bid can't be less than 0.01 ;

The screenshot shows the bidding configuration interface. It includes the following elements:

- Optimization Goal:** Radio buttons for 'Click' and 'Install'. 'Install' is selected.
- Bidding Event:** A dropdown menu showing 'oCPC'.
- * first phase bid:** A text input field containing '0.01 - 1000' with 'USD/Click' to its right. Below the field is the text 'Please set a bid price'.
- * second phase bid:** A text input field containing '0.01 - 1000' with 'USD/Install' to its right. Below the field is the text 'Please set a bid price'.
- Delivery Type:** Radio buttons for 'Standard' and 'Accelerated'. 'Standard' is selected. Below 'Standard' is the text 'Your budget will be distributed across the scheduled ads delivery time'. Below 'Accelerated' is the text 'Spend your budget and get results as quickly as possible'.

You can set install as your optimization goal

The bid is divided into phase 1 and phase 2. Phase 1 is learning phase. It is bidding for clicks. You need to provide a CPC bid.

System will pass to the phase2 when enough conversions is achieved.

Phase 2 is bidding for install. You can provide bid according to your optimization goal. System will get the cpi as close to your expected cpi as possible.

Standard: Your ad budget will be spent evenly during the scheduled campaign time.

Accelerated: Your ad budget will be spent as soon as possible during the scheduled campaign time.

BIG Ads Upload Your Ad

BIG Ads Overview Campaign Reporting Library

Campaign Ad A + Create

Ad Group

Ad

Settings

Tags


Third Party Tracking Settings

Settings

Ad Name

Creative Single Video Single Image

* Video


 Add from Computer

Format: .mp4

Recommended ratio
(Horizontal) 16: 9、 2: 1
(Vertical) 9: 16、 1: 2

Recommended resolution
(Horizontal) 1280*720、 2160*1080
(Vertical) 720*1280、 1080*2160


* Video thumbnails

 Add from Computer

Format: .jpg, .jpeg, .png

Please match the video size

* LOGO

 Upload

Format: .jpg, .jpeg, .png

Recommended Resolution: 128*128

Create new ads: We support to create multiple ads on the same page

【Video】
Format: MP4 only;
Video Recommendations:
(Horizontal) 16: 9、 2: 1
(Vertical) 9: 16、 1: 2
(Horizontal) 1280*720、
2160*1080
(Vertical) 720*1280、
1080*2160

【Image】
Supported Format: .jpg, .jpeg,
.png
Size:
1200 *628px

【Video Thumbnails】
Format: .jpg, .jpeg, .png
Size: Must be the same with video

【LOGO】
Format: .jpg, .jpeg, .png
Size: 128*128

BIG Ad Upload Your Ad—Texts

* **Headline**

* **Primary text**

* **Call to Action**

Tags ?

* **Category** ?

* **Ad Tags** ?

Headline : must be within 18 characters ;

Body Texts : must be within 40 characters ;

Call to Action : We support 9 options including Know more, see offers, book now, contact us, sign up, play game, use app, watch video and shop now.

Note : Localized creatives are preferred.

【Category】select the right category will help the system find out the right audience.

【Ad Tags】Please fill in words to describe your website or app, system can understand your product and match the right audience.

03

Monitor and Measure Ad Performance

- Get Tracking link
- Set Tracking link
- Postback App Event
- View Performance

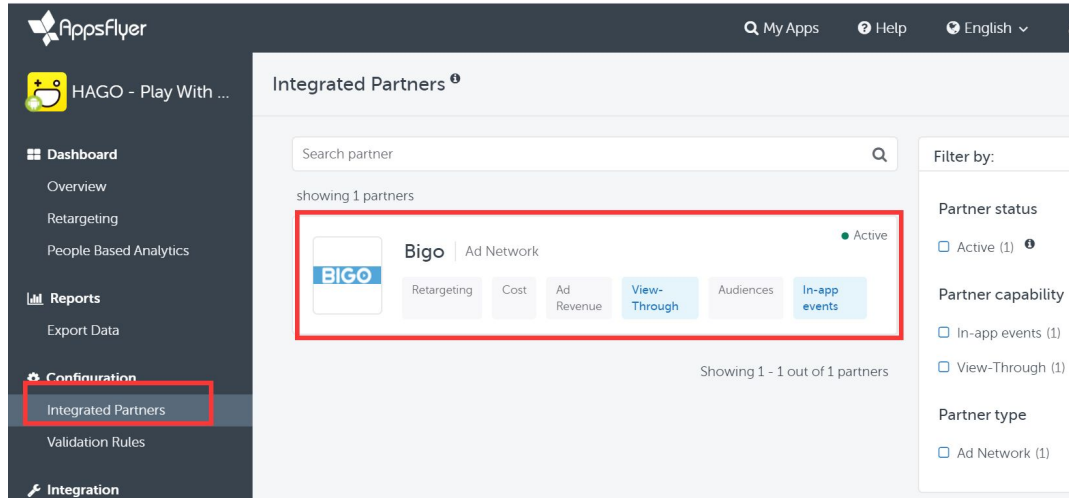
BIGO Ads Get Tracking Link

Third-Party tracking platforms supported by BIGO Ads:

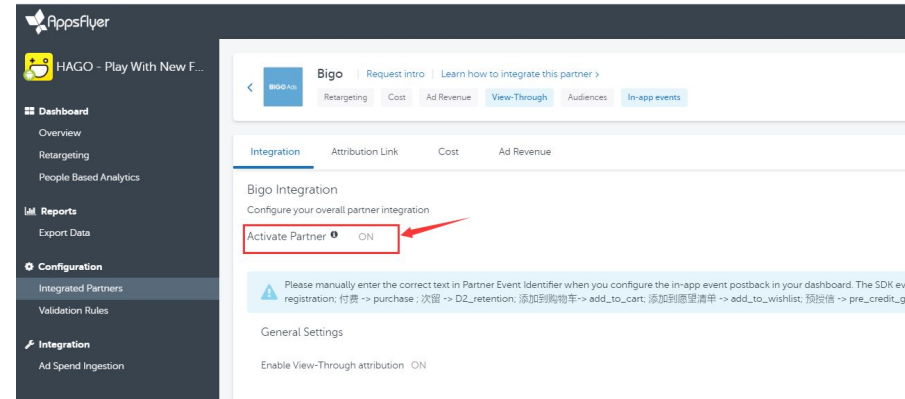


BIGO Ads Get Tracking Link

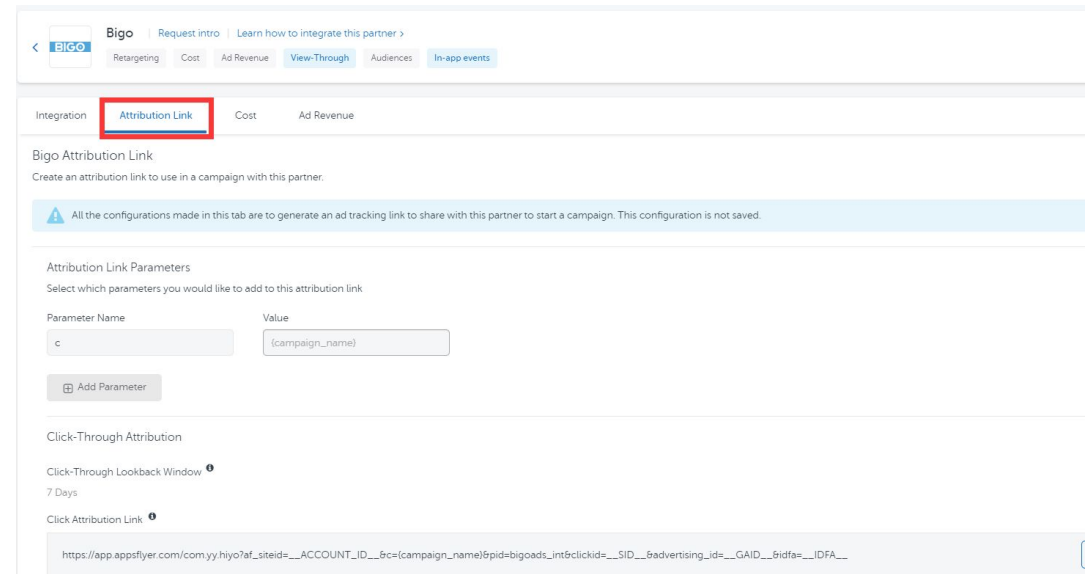
To obtain the tracking link: take appsflyer for example
Open Integrated Partners>Search media source—BIGO>Activate Partner>Open attribution link>Get **click attribution link** and **impression attribution link**



The screenshot shows the AppsFlyer 'Integrated Partners' interface. The left sidebar has 'Configuration' and 'Integrated Partners' highlighted with red boxes. The main content area shows a search for 'Bigo' with a red box around the partner card. The partner card includes 'Bigo | Ad Network' and 'Active' status. Below the card are tabs for 'Retargeting', 'Cost', 'Ad Revenue', 'View-Through', 'Audiences', and 'In-app events'. A filter sidebar on the right shows 'Partner status' with 'Active (1)' selected.



The screenshot shows the 'Bigo Integration' page in AppsFlyer. The 'Activate Partner' toggle is turned ON and highlighted with a red box and a red arrow. The page includes tabs for 'Integration', 'Attribution Link', 'Cost', and 'Ad Revenue'. A warning message states: 'Please manually enter the correct text in Partner Event Identifier when you configure the in-app event postback in your dashboard. The SDK event registration: 付费 -> purchase; 次留 -> D2_retention; 添加到购物车 -> add_to_cart; 添加到愿望清单 -> add_to_wishlist; 预充值 -> pre_credit_gr'.



The screenshot shows the 'Bigo Attribution Link' page in AppsFlyer. The 'Attribution Link' tab is highlighted with a red box. The page includes a warning message: 'All the configurations made in this tab are to generate an ad tracking link to share with this partner to start a campaign. This configuration is not saved.' Below this is the 'Attribution Link Parameters' section with a table of parameter names and values.

Parameter Name	Value
c	{campaign_name}

The 'Click-Through Attribution' section shows 'Click-Through Lookback Window' set to 7 Days and 'Click Attribution Link' with a URL: `https://app.appsflyer.com/com.yy.hiyo/at_siteid=__ACCOUNT_ID__&c={campaign_name}&pid=bigoads_int&clickid=__SID__&advertising_id=__GAID__&rid=__IDFA__`

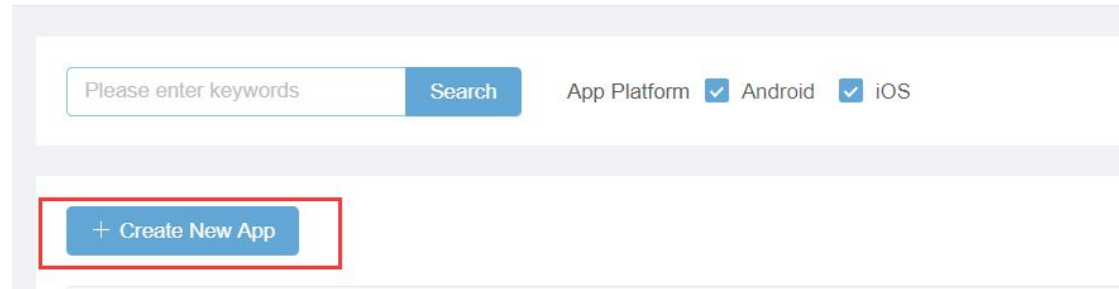
BIGO Ads Set Tracking Link

Method One:

- Open library>Create new app>Set preview link and tracking link, You can view total events, event type and event trend in this dashboard.



Event



1 Download URL Setting ———— 2 Tracking Setting ———— 3 Confirm

Please enter the Apple App Store or Google Play Store link

Cancel

Next



✓ Download URL Setting ———— 2 Tracking Setting ———— 3 Confirm

Set tracking URLs later

Tracking URL Setting will help improve the ad performance, you can also add Tracking URLs later.

Select Third-party tracking partner

Please select a Third-party Tracking Partner

*Click Tracking URL

Please enter the Ad Tracking URL

Impression Tracking URL

Please enter the Ad Tracking URL

BIGO Ads Set Tracking Link

Method Two:

- In page of create ad, you can fill in click attribution link and impression attribution link at the bottom.

Third Party Tracking Settings ▾

Impression Tracking URL ?

Click Tracking URL ?

Submit

Note:If you fill in the same tracking link both in library page and ad page, we will report data twice. This operation will result in data on appsflyer is the double of data in BIGO Ads platform.

We suggest you set a tracking link with method one then you don't need to fill in tracking link repeatedly.

BIGO Ads Postback App Event

To help you optimize ad performance better, we suggest you set event postback ;

To set event postback: take appsflyer for example

Open Integrated Partners>Search media source—BIGO>Open integration>Open in app event postback >Set partner event identifier to specified name

The screenshot shows the 'Integration' settings page for App Event Postback. The 'In-App Events Postback' toggle is turned on. Below it, the 'In-App Events Postback Window' is set to 'Months' with a slider at 6 months. A table of events is shown with columns for 'SDK Event Name', 'Partner Event Identifier', 'Sending Option', and 'Send Revenue'. The 'Partner Event Identifier' column is highlighted with a red box, showing the mapping of SDK event names to their respective partner identifiers.

SDK Event Name	Partner Event Identifier	Sending Option	Send Revenue
af_complete_registration	registration	This partner only	No values & no revenue
af_purchase	purchase	This partner only	No values & no revenue
af_custom_event_oneday_ret...	D2_retention	This partner only	No values & no revenue



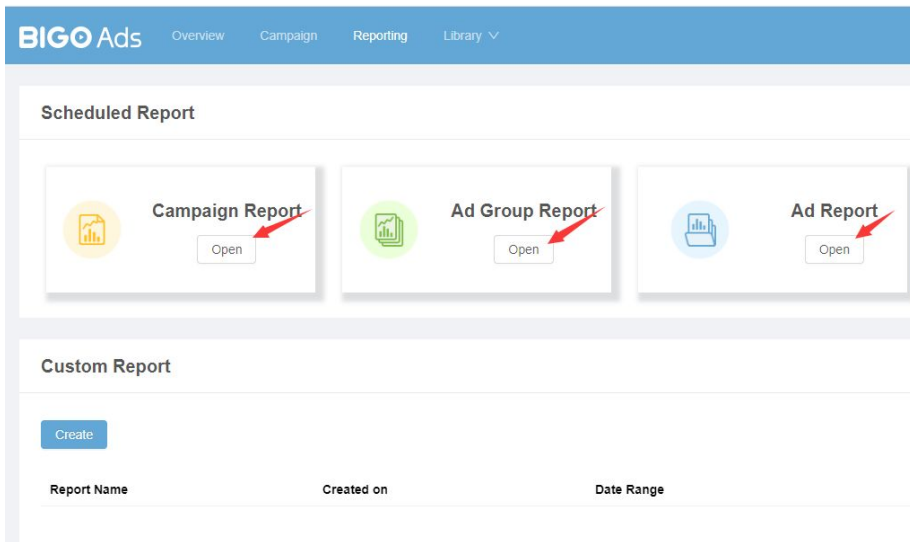
event	specified name
register	registration
purchase	purchase
retention	D2_retention
add to cart	add_to_cart
add to wishlist	add_to_wishlist
pre credit granting	pre_credit_granting
credit granting	credit_granting

BIG Ad View Performance

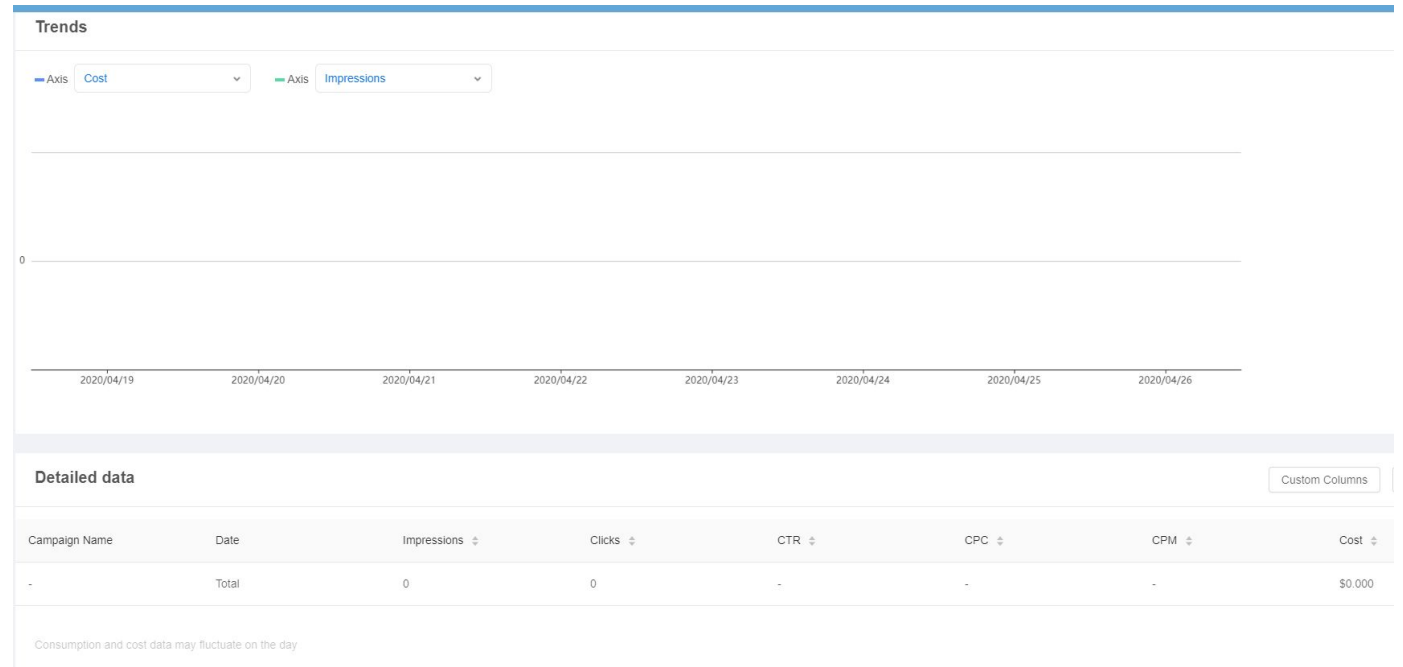
There are two spots where you can check your delivery data

□ Scheduled Report

At the campaign, ad group and ad level, you can view scheduled report including basic data. You can also customize the page by selecting columns.



The screenshot shows the BIG Ad Reporting interface. At the top, there is a navigation bar with 'BIG Ad', 'Overview', 'Campaign', 'Reporting', and 'Library'. Below this, the 'Scheduled Report' section contains three report cards: 'Campaign Report', 'Ad Group Report', and 'Ad Report'. Each card has an 'Open' button with a red arrow pointing to it. Below the 'Scheduled Report' section is the 'Custom Report' section, which includes a 'Create' button and a table with columns for 'Report Name', 'Created on', and 'Date Range'.



The screenshot shows the report view. At the top, there is a 'Trends' section with two dropdown menus for 'Axis' (set to 'Cost') and 'Impressions'. Below this is a line chart showing data from 2020/04/19 to 2020/04/26. The y-axis is labeled '0'. Below the chart is the 'Detailed data' section, which includes a 'Custom Columns' button and a table with columns for 'Campaign Name', 'Date', 'Impressions', 'Clicks', 'CTR', 'CPC', 'CPM', and 'Cost'. The table shows a total of 0 impressions, 0 clicks, and a cost of \$0.000. A note at the bottom states: 'Consumption and cost data may fluctuate on the day'.

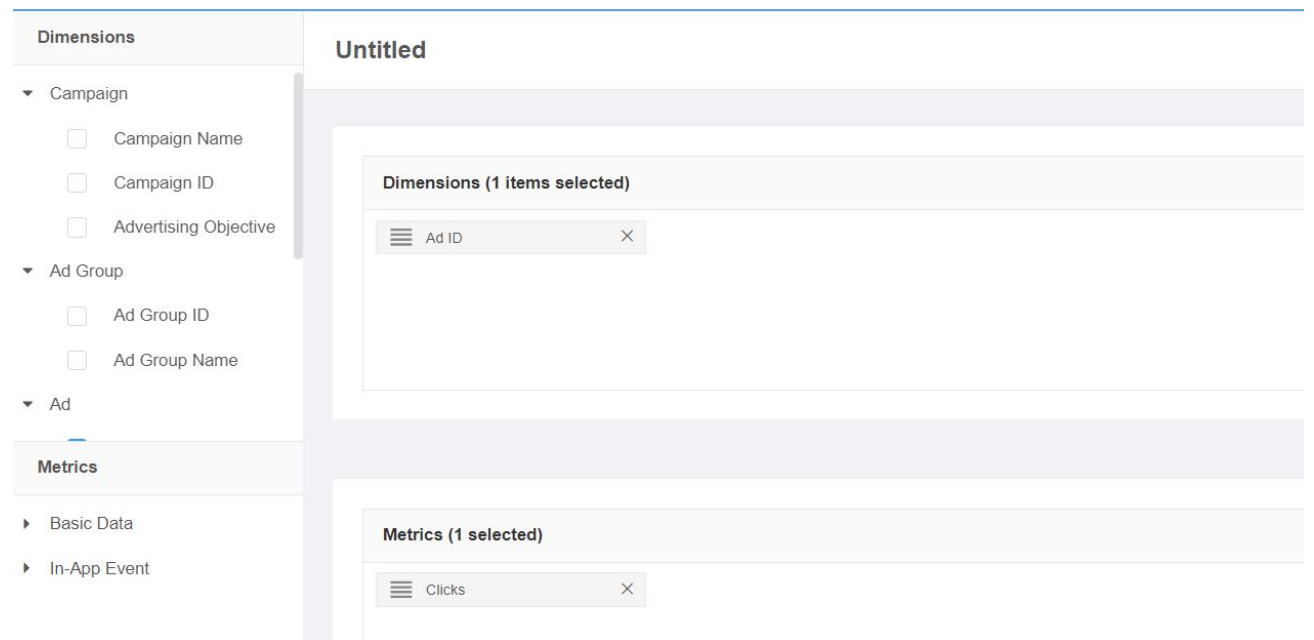
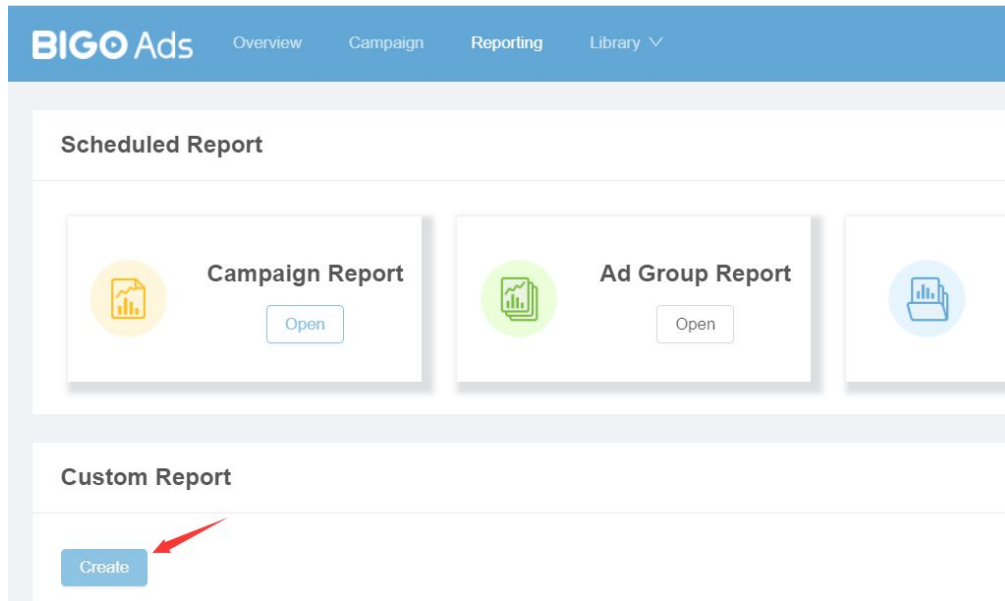
Campaign Name	Date	Impressions	Clicks	CTR	CPC	CPM	Cost
-	Total	0	0	-	-	-	\$0.000

BIG Ads View Performance

There are two spots where you can check your delivery data

□ Custom Report

You can view customized dimension, such as setting, target and time, as well as a custom break-down data report that includes basic data, in app data, attribution data, etc.



04 Manage Ads

- Copy Ads
- Edit Ads
- Pause/Open Ads
- Delete Ads

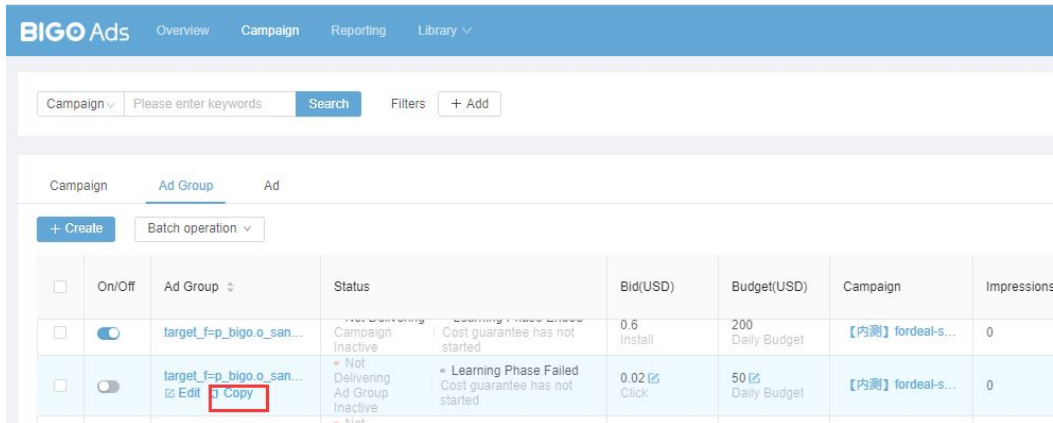
BIG Ads Manage Ads—Copy

□ Copy Ad Group

Copy function can help create and manage ad efficiently. This function has two common scenarios

- Follow the same creatives but need to adjust the slot/targeting, etc.
- Follow the same slot/targeting settings, replace the material to test.

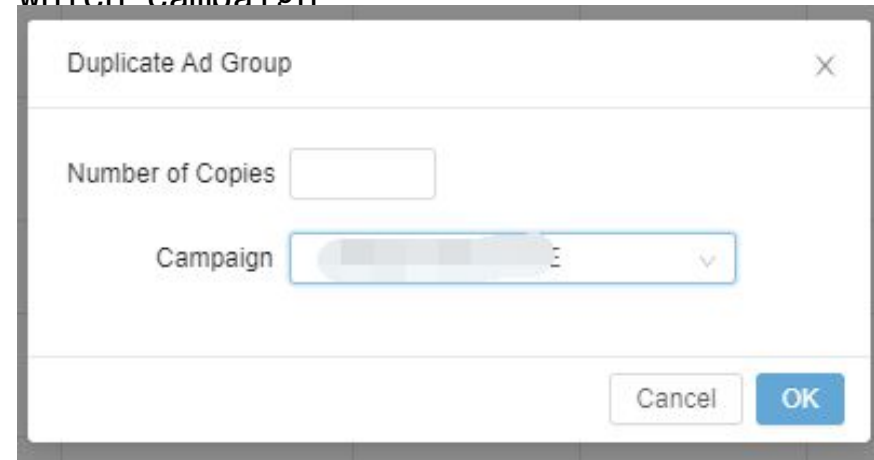
Step1: Ad group list→ choose copy



The screenshot shows the BIG Ads interface with the 'Ad Group' tab selected. A table lists ad groups with columns for On/Off, Ad Group, Status, Bid(USD), Budget(USD), Campaign, and Impressions. The 'Copy' button is highlighted in red in the second row.

On/Off	Ad Group	Status	Bid(USD)	Budget(USD)	Campaign	Impressions
<input checked="" type="checkbox"/>	target_f-p_bigo.o_san...	Campaign Inactive • Learning Phase Failed • Cost guarantee has not started	0.6 Install	200 Daily Budget	【内测】fordeal-s...	0
<input type="checkbox"/>	target_f-p_bigo.o_san... Edit Copy	Delivering Ad Group Inactive • Learning Phase Failed • Cost guarantee has not started	0.02 Click	50 Daily Budget	【内测】fordeal-s...	0

Step2: fill in the number of copies and choose belong to which campaign



The 'Duplicate Ad Group' dialog box is shown. It has a title bar with a close button (X). Below the title bar, there are two input fields: 'Number of Copies' and 'Campaign'. The 'Campaign' field is a dropdown menu. At the bottom right, there are two buttons: 'Cancel' and 'OK'.

□ Copy Ad Group

Step3: enter edit page

- 1) Support modification of ad group name/slot/targeting/budget/bidding at the ad group level;
- 2) At the ad level, you can modify the name of the materials, replace materials, modify text , etc;
- 3) Support to create new creatives

The screenshot displays the 'Copy Ad Group' edit page in the BIG Ads interface. The page is organized into several sections:

- Settings:** Includes the 'Ad Group Name' field, which is currently set to 'target_fp_bigo_o_sanyue_g_normal_c_bigo1est-liang'.
- Placements:** Includes the 'Placement Type' dropdown menu, currently set to 'Select Placement'. Below it, the 'Media' section has radio buttons for 'Imo', 'likee', and 'Task center', with 'Imo' selected.
- Advertising:** Includes the 'Promotion Type' dropdown menu, currently set to 'App'. Below it, the 'Select app' dropdown menu is set to 'Fordeal - shop everything for you'.
- Audience:** Includes the 'Location' dropdown menu, currently set to 'Saudi Arabia'. Below it, the 'Languages' section has radio buttons for 'No limit' and 'Specific Language', with 'No limit' selected. The 'Gender' section has radio buttons for 'No limit', 'Male', and 'Female', with 'No limit' selected. The 'Age' section has radio buttons for 'No limit' and a list of age ranges: '13-17', '18-24', '25-34', '35-44', '45-54', and '55+', with '18-24', '25-34', '35-44', '45-54', and '55+' selected.
- Device:** Includes the 'Operating System' dropdown menu, currently set to 'Android'. Below it, the 'Minimum Android Version' dropdown menu is set to 'No limit'.

At the bottom right of the page, there are 'Cancel' and 'Submit' buttons.


BIG Ads Manage Ads—Edit

□ Edit Campaign

Campaign Ad Group Ad

+ Create Batch operation ▾

<input type="checkbox"/>	On/Off	Campaign ▾	Status
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Edit	Active
Total of 1 Campaign(s)			-



Advertising objective

* Advertising objective Traffic App Installs

Settings

Campaign

Budget No limit Set budget

* Budget Daily Budget Total Budget

USD

Submit 

Category	Status
Advertising Objective	unmodifiable
Campaign Name	modifiable
Budget	modifiable

BIG Ads Manage Ads—Edit

□ Edit Ad Group

Category	heading	Status
Setting	Ad Group Name	modifiable
Placements	Placement Type	modifiable
	Media	modifiable
Advertising	Promotion Type	unmodifiable
	app	unmodifiable
Audience	Location	modifiable
	Languages	modifiable
	Gender	modifiable
	Age	modifiable
	Device	modifiable
Budget	Budget	modifiable
Schedule	Schedule	modifiable
	Advertising Period	modifiable
Bid	Optimization Goal	modifiable
	Bidding Event	modifiable
	Bid	modifiable
	Delivery Type	modifiable

BIG Ad Manage Ads—Edit

□ Edit Ad

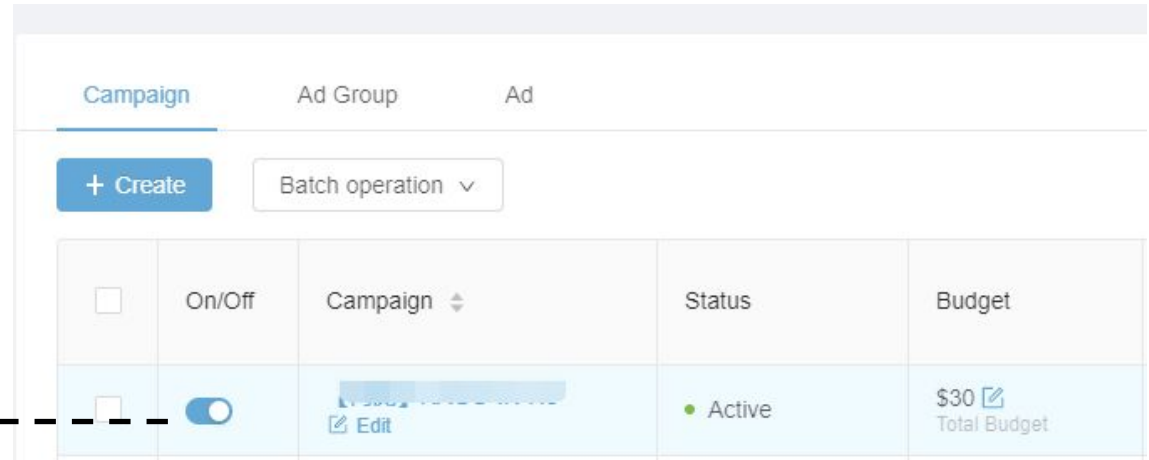
When you edit picture, video or primary text, the ad will be stopped and reviewed again.

Category	heading	Status
Setting	Ad Name	modifiable
	Creative Type	unmodifiable
	Image☒ Video	modifiable
	LOGO	modifiable
	Headline	modifiable
	Primary text	modifiable
	Call to Action	modifiable
Tags	Category	modifiable
	Ad Tags	modifiable
Third Party Tracking Settings	Impression Tracking URL	modifiable
Budget	Click Tracking URL	modifiable

BIG Ads Manage Ads—Pause/Open/Delete

Pause/Open/Delete Ads

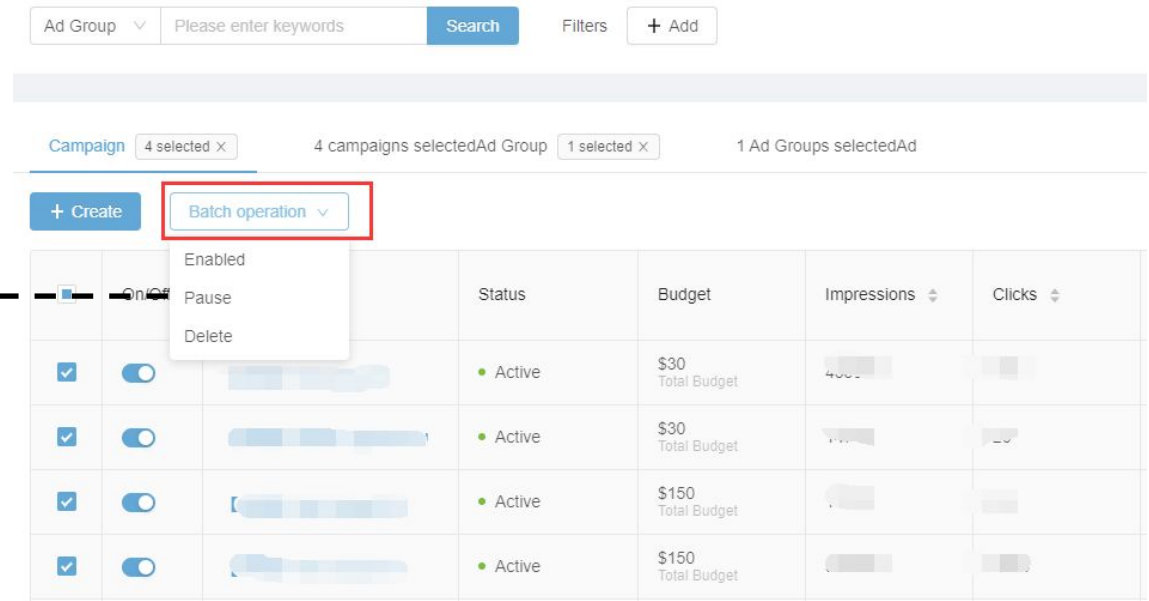
□ You can pause or enable ad under campaign, ad group and ad



The screenshot shows a table with columns: Campaign, Ad Group, Ad, Status, and Budget. A single row is visible with a toggle switch in the 'On/Off' column and a dropdown menu in the 'Batch operation' column. The status is 'Active' and the budget is '\$30 Total Budget'.

Campaign	Ad Group	Ad	Status	Budget
			Active	\$30 Total Budget

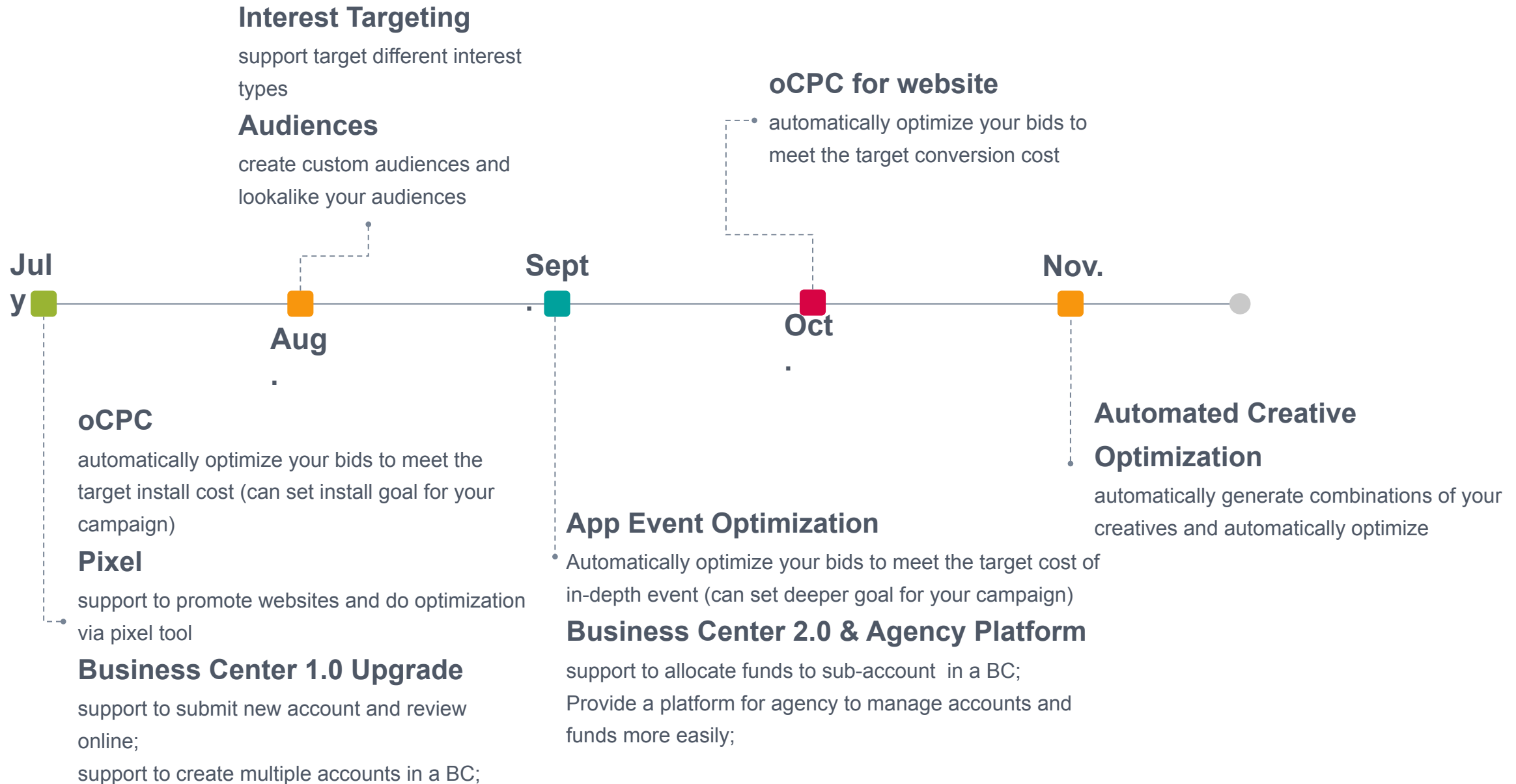
□ You can pause, open and delete multiple ads by batch operation.



The screenshot shows a table with columns: Campaign, Ad Group, Ad, Status, Budget, Impressions, and Clicks. A dropdown menu is open over the 'Batch operation' column, showing options: Enabled, Pause, and Delete. The table contains four rows of ads, all with 'Active' status and various budgets.

Campaign	Ad Group	Ad	Status	Budget	Impressions	Clicks
			Active	\$30 Total Budget	4000	100
			Active	\$30 Total Budget	1000	50
			Active	\$150 Total Budget	500	20
			Active	\$150 Total Budget	500	20

BIG Ad Function Roadmap



05

Q&A



——Bidding Model

Q: Can we create a CPI price goal

A: OCPC model bids with a CPI goal for campaign. But the system will charge according to the spent.

——Setting & Targeting

Q: Interests, will be or not

A: Interest targeting will be ready in Q3.

Q: Device model Targeting is missing

A: If there's any device model is missing, please let us know. We will cross check internal data and update.

Q: Carrier data is missing

A: If there's any carrier is missing, please let us know. We will cross check internal data and update.

—Tracking

Q: What tracking do you support: DCM, Sizmek, Adriver, Weborama, MOAT, Appsflyer, Adjust, Kochava, Branch, AppMetrica, myTracker.

A: [We support Appsflyer, Adjust, Kochava, Branch and Tune.](#)

Q: When we create a campaign we select the app we want to promote than it takes us to the tracking parameters so what are the parameters we can pass on bigo in both tracking and impression Url.

A: [Please review the part 3 for detailed tracking guidance.](#)

—Optimization

Q: Will be App Event Optimization available?

A: [AEO will be ready in around Q4.](#)

Q: Recommendations about creatives

A: [We strongly recommend to try with video creatives at first stage.](#)

Q: What are the things required from those platforms to get it on bigo

A: [Please review the PPT for creatives specifications.](#)

Q: How can we adjust the KPI of the campaign?

A: We support CPC bidding model only and if you want to meet the KPI:

1st, Try with multiple creatives to test.

2nd, Please do keep an eye on the delivery and performance, turn off those creatives which performing bad in time.

Q: How much time can ad review take?

A: You will find review result within 24 hours.

Q: If its CPM and CPC Average cost of image and video creative?

A:

Average CPM rate: \$0.05

Average CPC rate(Image): \$0.02

Average CPC rate(Video): \$0.03

Could start with \$0.01-\$0.02 CPC

Q: Can we make creative preview on our device?

A: Will support in Q3

Q: Can we get creative wise quality performance to optimise the campaign

A: Yes, you could check the creative wise report in reporting page

Thanks !

BIG  Ads