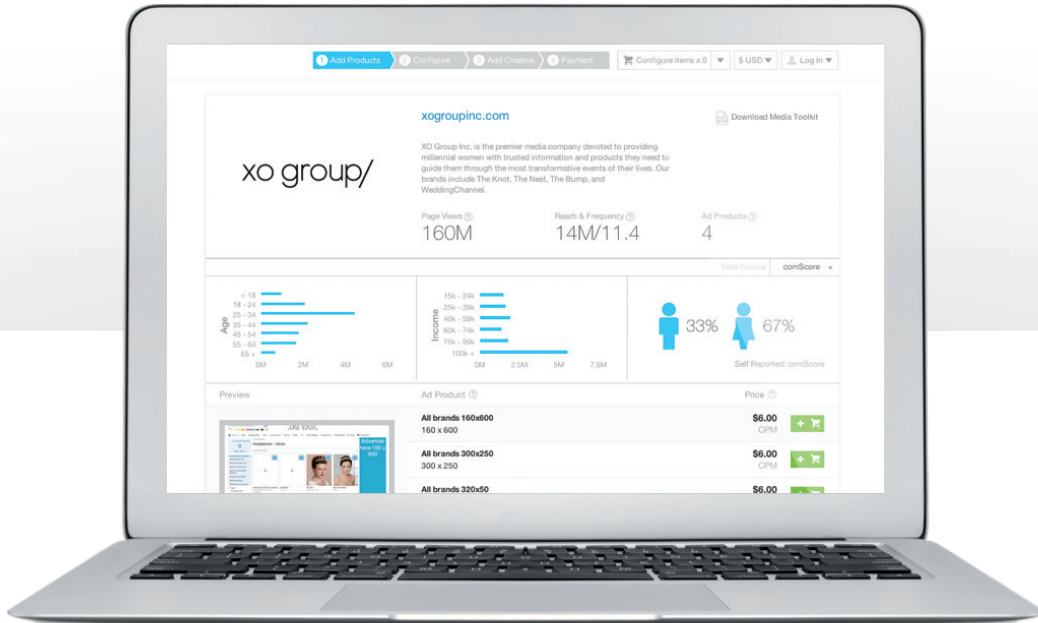
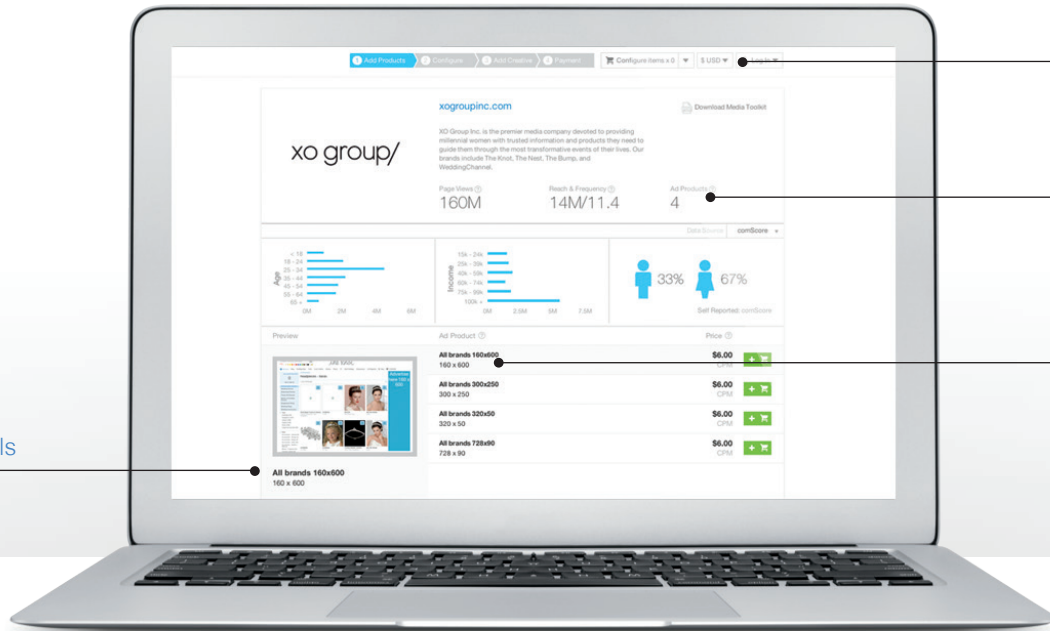


xo group/

# How to purchase using our Media Storefront



# 1. Choose ad products

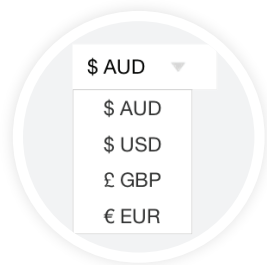


1. Currencies

2. Site statistics

3. Targeting

4. Product details



## 1. Currencies

Select your home currency and the ad prices will update.



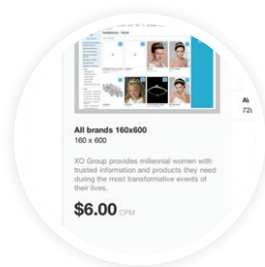
## 2. Site statistics

Monthly unique visitors and page views, age, gender & income.



## 3. Targeting

Ad products may have geo or keyword targeting.



## 4. Product details

Mouse over ad products to view details such as ad size and page placement.

# 2. Configure your campaign

1. Campaign name

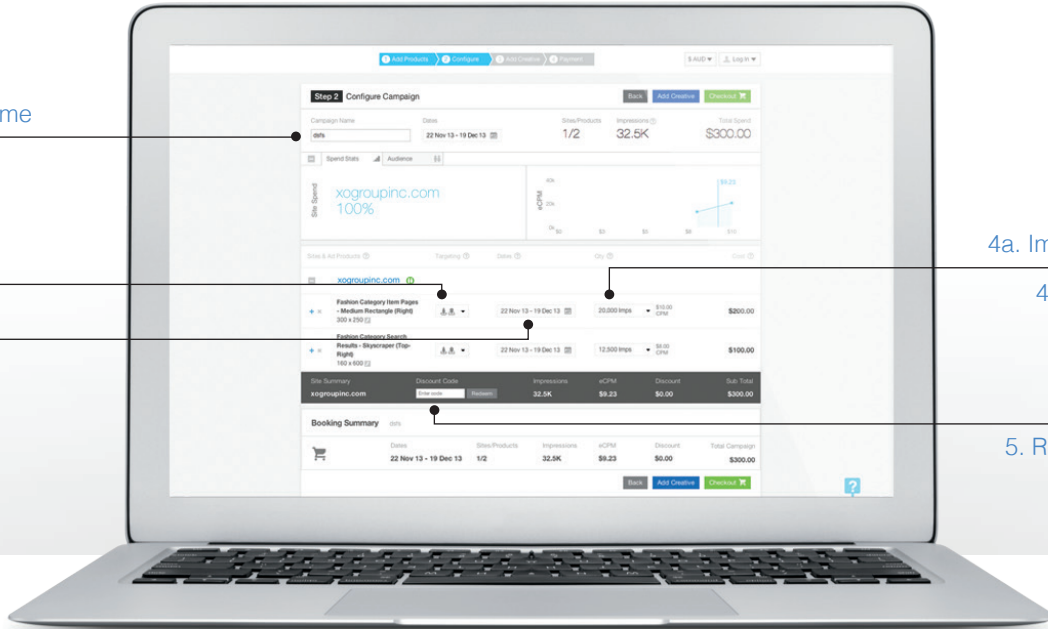
2. Targeting

3. Select dates

4a. Impression Volume

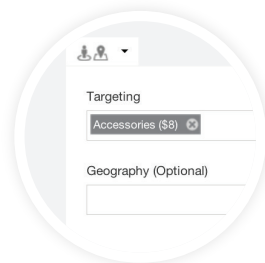
4b. Share of Voice

5. Redeem discounts



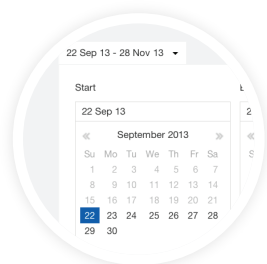
## 1. Campaign name

Use product names, seasons or other details around your promotion. e.g Kids Bike Spring Sale.



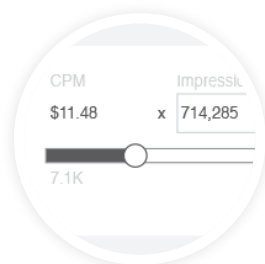
## 2. Targeting

If available, configure your targeting by geo or section.



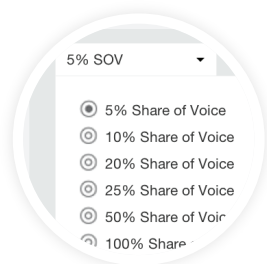
## 3. Select dates

Choose start and end dates for each ad product.



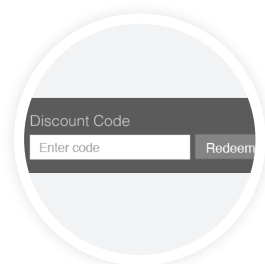
## 4a. Impression Volume (CPM)

For ad products sold by CPM, input the number of impressions you want to buy.



## 4b. Share of Voice (Sponsorships)

For ad products sold by sponsorship, input your desired share of voice (SOV).



## 5. Redeem discounts

If you have a discount code, redeem it before you checkout.

# 3. Upload creative

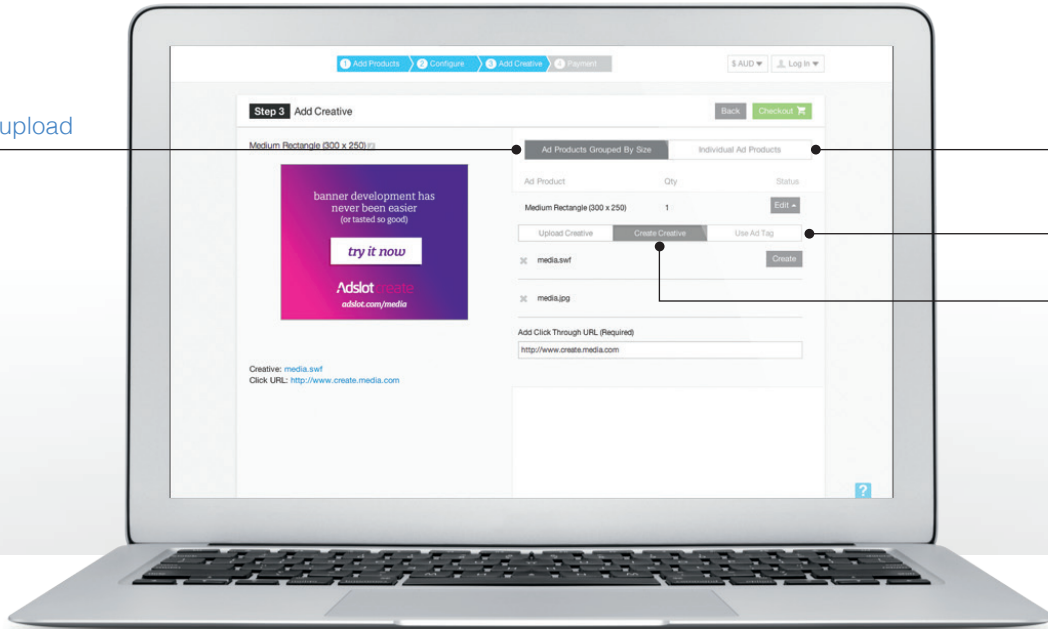
You can skip this step and add creative later.

1. Bulk creative upload

2. Individual creative upload

4. Ad Tag

3. Ad builder



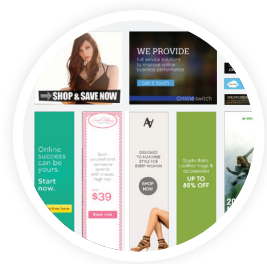
## 1. Bulk creative upload

If you have existing creative, this option allows you to update all ad products of the same size with a single upload.



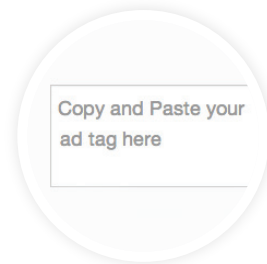
## 2. Individual creative upload

Add creative to each line item individually.



## 3. Ad builder

Use the free ad builder to edit and create your own banner from one of the hundreds of templates.

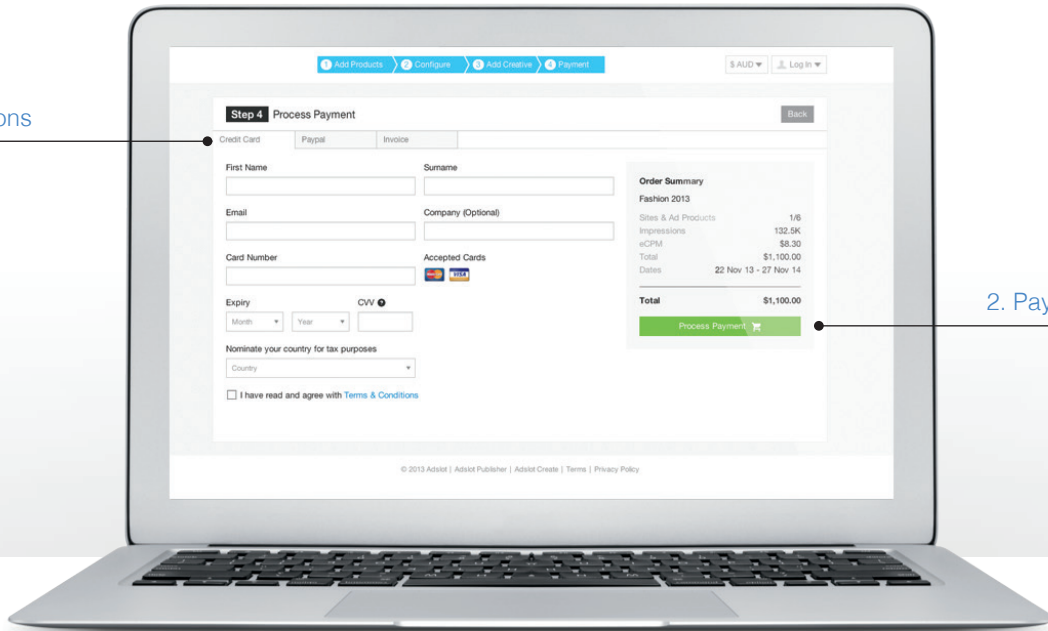


## 4. Ad Tag

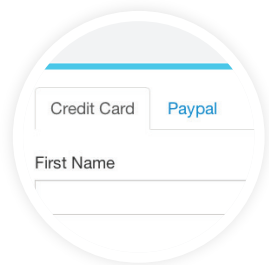
If you use a 3rd party adserver, simply add your code snippet.

# 4. Checkout

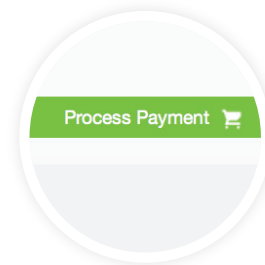
1. Payment options



2. Payment processing



**1. Payment options**  
Pay by credit card or Paypal.

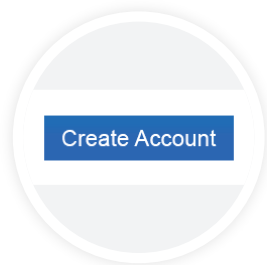
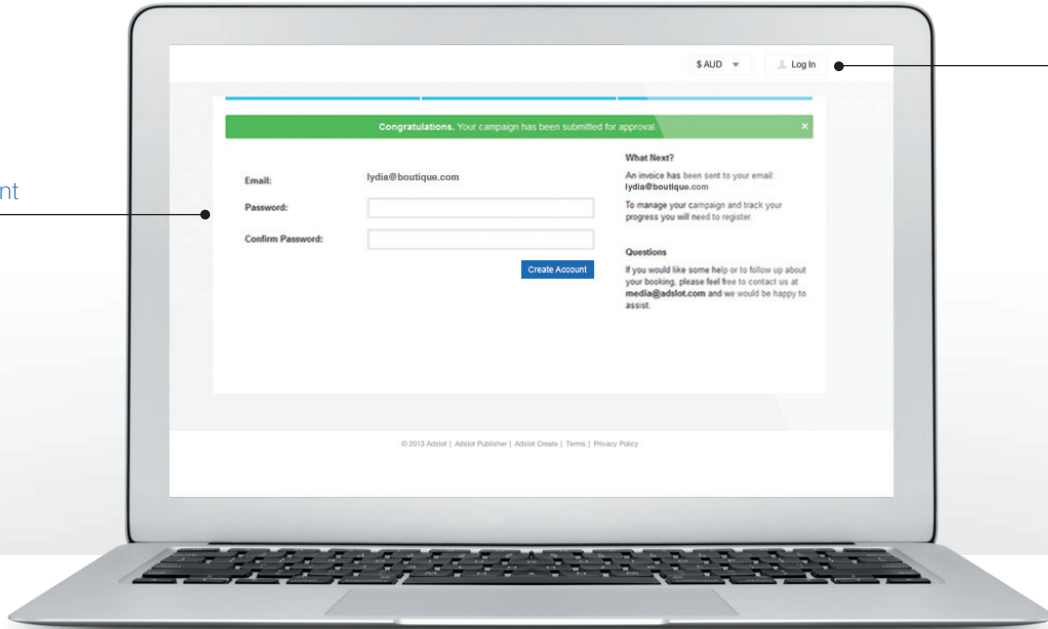


**2. Payment processing**  
Payment is processed once your campaign has been approved.

# 5. Create an account

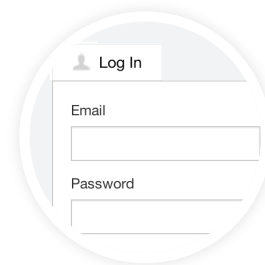
1. Create account

2. Logging in



## 1. Create account

Create an account so you can log in and check on your campaign's progress with online reporting.



## 2. Logging in

Once your campaign has been approved, you can login to view its progress in your Media Dashboard.

