

# Creating a self-serve backfill campaign

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This article contains information on how to build a backfill campaign in Freestar's platform. A backfill campaign is typically an ad for your site or services that fills when there are no buyers for the ad slot so instead of the slot going unfilled, it would be filled with this backfill ad.

## Creating a backfill campaign

1. Log in to [Freestar Analytics dashboard](#).
2. Select the person icon in the top right corner of the screen.
3. Select **Self-serve Ads**.
4. Click **New Ad Campaign**. Use the following criteria to create your campaign:
  - Name – Give the campaign a name that you would want to see while searching or reporting. Suggested naming convention: Company Name - Passback
  - Type – House
  - Floor – 0.00
  - Sites – Select the site you would like this backfill campaign to target.
  - Leave all other settings as the default settings.
5. Click **Create Ad Campaign**.

Name

Company Name - House Passback

Type

☒ House
☐ Direct
☐ Network

Start

1/10/2022 5:58 PM

End

Run Forever

Impression Limit

No Limit

Lifetime

Floor (USD)

0.00

☐ All impressions (Sponsorship)

Frequency Caps

☐ Set per-user frequency cap

Demand Partner

None

Advertiser Name

None

Display Creatives

☐ Only once per page

Start Options

☒ Start as an active campaign

Sites

Available

Empty list

Filter

→→

→

Targeted

Showing all 1

Filter

←

←←

abcsite.com

Ad Units

Available

Showing all 18

Filter

→→

→

Targeted

Empty list

Filter

←

←←

Geography

Search country, state, city or DMA region

Include

Exclude

Devices

☒ All devices except:
☐ Desktop
☐ Smartphone
☐ Tablet

Browsers

☒ All browsers except:
☐ Safari
☐ Microsoft Internet Explorer
☐ Google Chrome
☐ Firefox
☐ Opera
☐ Microsoft Edge

Key/Values

-

Key

=

Value

OR

+

Add Key/Values

+ Create Ad Campaign

Cancel

6. To create a new creative, use the following criteria:

- Name – Defaults to the size of the creative
- Size – Select the size of the ad tag; we suggest you add a creative for each size available that Freestar supports: 728x90, 160x600, 300x250, 300x600, 320x50, 336x280, 468x60, 970x90, 970x250, 320x100

- Kind – Image
- Choose File – Browse to upload your image file that matches the ad size.
- Click-through URL – Add the URL you would like to send the user to if they click your ad.

7. Click **Add Creative to Campaign**.

New Creative

Name

Size ☐ 728x90 ☐ 160x600 ☒ 300x250 ☐ 300x600 ☐ 300x50 ☐ 320x50 ☐ 336x280 ☐ 468x60 ☐ 120x600 ☐ 728x15 ☐ 970x90  
☐ 970x250 ☐ 125x125 ☐ 320x100 ☐ 1x1

Kind ☒ Image ☐ Third-party

Image  300x250 rectangle.png



Click-through URL

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8. Repeat for all other sizes.

## Important notes

The campaign may take a few hours to sync and go live on your site.

If you set the price to greater than \$0.00 the revenue for this Passback campaign will appear in Freestar Analytics reporting with the price entered on the campaign. Since this campaign is not paid by Freestar, we will remove the amount on our billing statements from the amount payable to you from Freestar.

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).