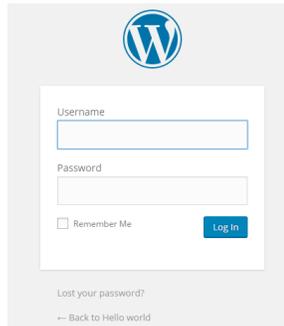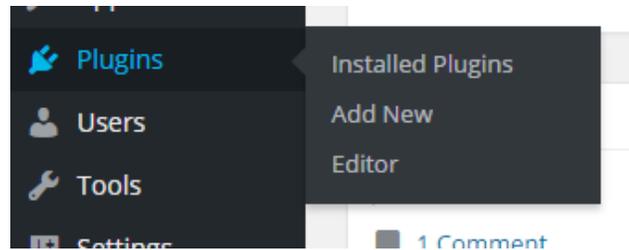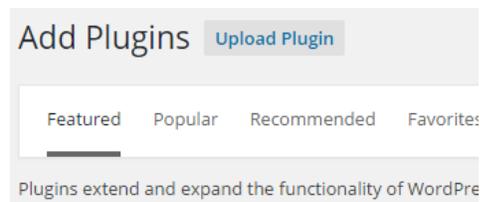**Installing plugin**

1. Login to Wordpress admin panel using your username and password.
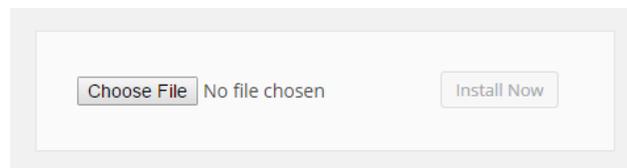

2. Once you have logged in, hover on **Plugins** from the left menu and click on **Add new.**
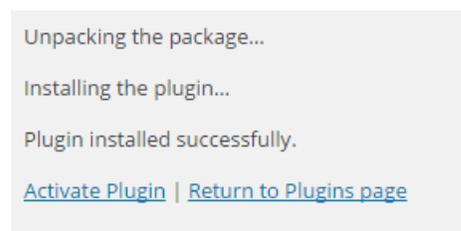

3. Then click on the **Upload plugin** button.

4. After that click on **Choose File,** select plugin zip file and then click on the **Install Now** button.

5. Click on **Activate plugin** and Voila! You have successfully installed our plugin. Click on **SmartAd** in the left menu to go to the plugin admin panel.
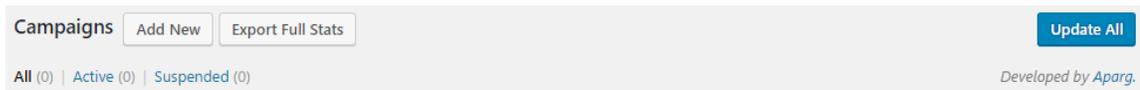
Plugin main functions

1. **Managing campaigns**
   You can filter campaigns by clicking on the top **All, Active** and **Suspended** links or save all the changes you have made to all campaigns and its ads by clicking on **Update all**. You can also export all of statistics for existing ads in all campaigns as PDF by clicking on the top **Export full stats** button then choose the period and click on **Export**.

   In case of need you can add your own CSS styles by going to the **General Settings** submenu of **SmartAd**, write your CSS and click **Update All**. With custom CSS you can customize some styles to fit your theme.

   If you have already installed any cache plugin cached version of page will be served to users, so if you want to enable ads rotation or any other automated features just enable **Anti-Cache** from **General Settings** submenu of **SmartAd**. Once you have enabled/disabled **Anti-Cache** you need to delete the cache.

   Also if you need to reach users with ad blockers installed to their browsers you can enable AdBlock warning**.** Go to the **Settings** submenu of **SmartAd**, edit warning text, check **Activate** checkbox and click **Update All.** From now on users with ad blockers enabled will see your warning and maybe they will disable their ad blocker.
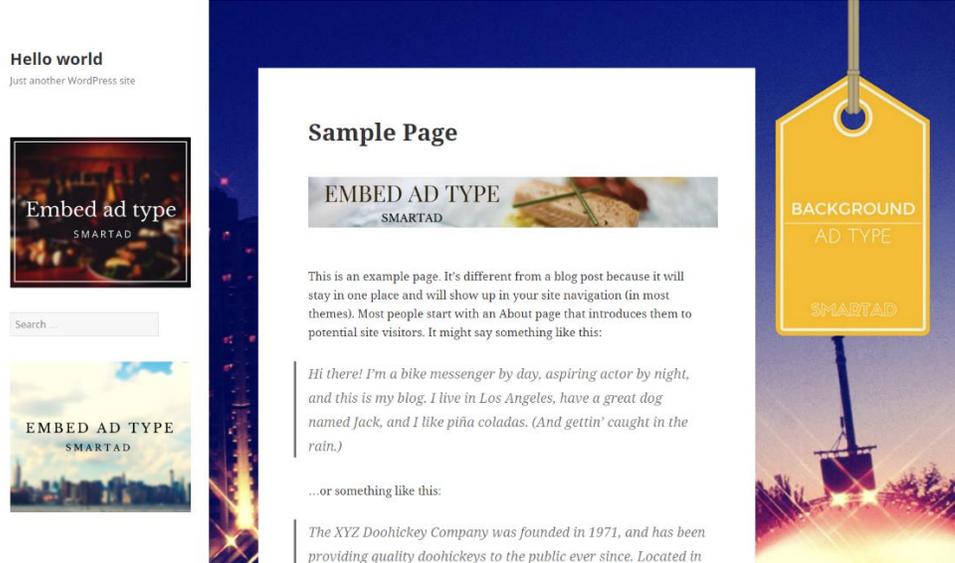

   Campaign is a group of ads. We have three types of campaigns **Background, Embed** and **Popup.**
   - **Background**
     Contains ads which will be visible as whole website background or any other container background.
   - **Popup**
     Type of campaign that will be shown as popup over the website.
   - **Embed**
     Ads from this campaign will be shown as banners in the website content.
   - **Sticky**
     Type of campaign that will be shown as sticky popup over the website.

Embed type campaign can be inserted both as a shortcode and a widget. To insert campaign as a shortcode just paste generated shortcode **[smartad id="1"]** to a post or a page. In case you want to insert it to a template use this format **do_shortcode('[smartad id="1"]')** to paste it to PHP code**.** You can also set alignment by adding **align** attribute to shortcode **[smartad id="1" align="left"]** with following values: **left, right** or **center**. If you want to use a widget to insert campaign just drop the plugin widget (**SmartAd**) to desired placeholder, choose campaign from dropdown menu, choose alignment and click **Save.** Also you can use auto placement feature by selecting position and alignment of the ad from the dashboard. Beside all this options you can insert using Visual Composer plugin by choosing **SmartAd** element, selecting desired campaign and alignment.
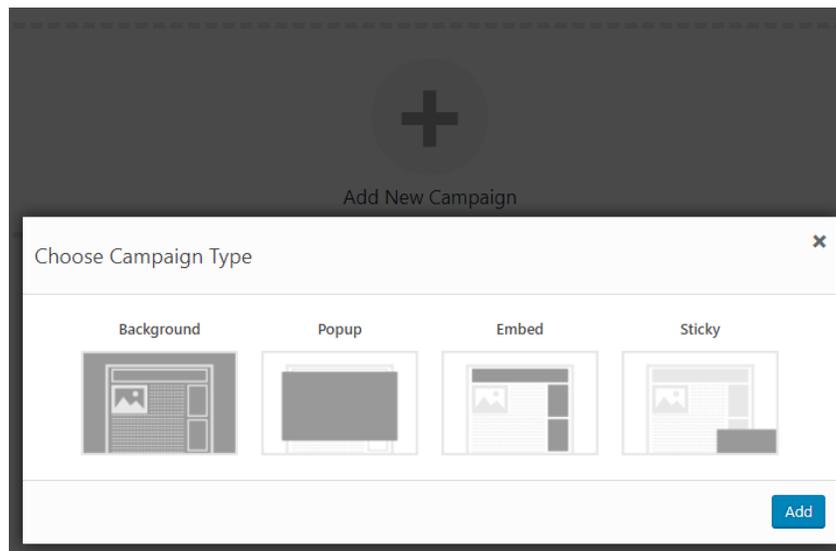
Embed and *Background* ad types example
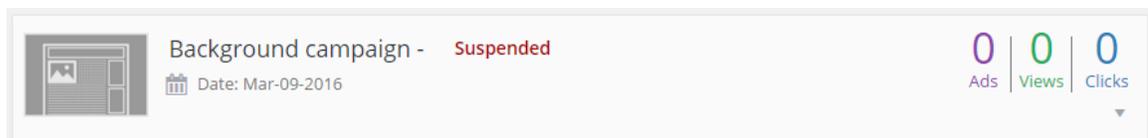

Popup ad type example

To add new campaign click on the big **Plus (Add new campaign)** button or the top **Add new** button. Now choose the desired type (you can have only one campaign of **Background** and **Popup** types) you want to create.

Now you will see the new campaign with date, status info and some statistical information like **Ads, Views** and **Clicks.**
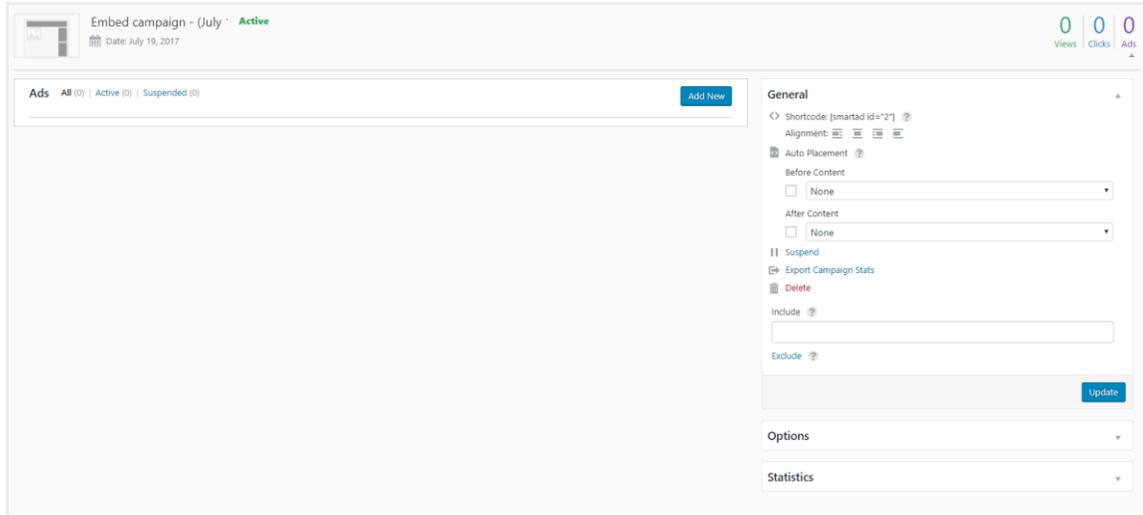
- **Ads**
  Number of ads that selected campaign contains.
- **Views**
  Total sum of views of all ads in the campaign.
- **Clicks**
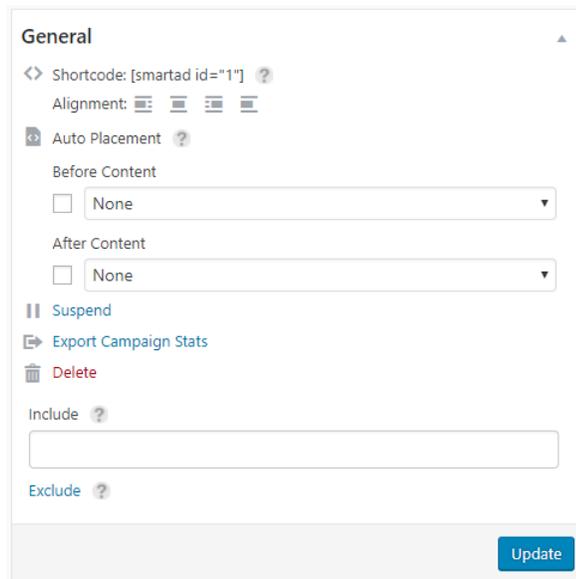 Total sum of clicks of all ads in the campaign.

Click on specific campaign to expend it and then you will be able to rename campaign by clicking on its automatically generated name and do much more.

On the right side you will see three blocks which are **General, Options** and **Statistics.**
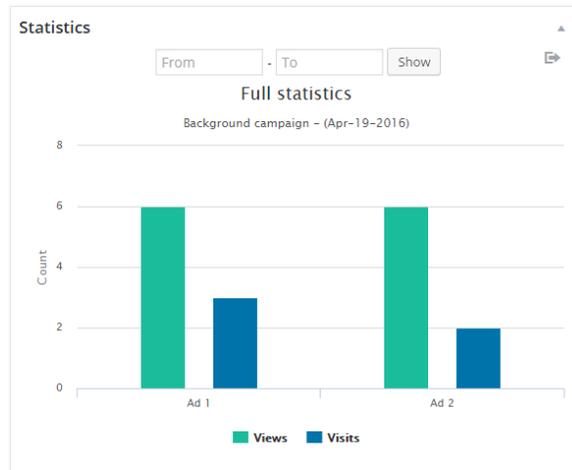
- **General**
  General options for campaign.
- **Options**
  Specific options depending on campaign type.
- **Statistics**
  Statistics of all ads in campaign.

In **General** you will see generated shortcode of the campaign and auto placement before/after the content with alignment options (only for embed type). You will be able to **Activate/Suspend** or delete the whole campaign by clicking on **Delete.** To save all changes you have made to campaign and its ads click on the **Update** button**.** Also you can export the campaign and all ads statistics as PDF file by clicking on **Export campaign stats.**

In **Statistics** you will see general statistics of the campaign. You can select the period of statistics by adding **From** and **To** dates and clicking **Show.** You can also export statistics by clicking on **Export stats** in the top right corner.

In the **Options** block you will see campaign options (options may vary depending on the campaign type).

- **Change interval**
  Interval between changing ads of the current campaign measured in seconds.
- **Background selector**
  CSS selector of the element to which background ad will be applied to.
- **Background Pattern**
  Pattern of background ad.
- **Link Open Type**
  Choose how to open ad link.
- **Show Interval**
  Interval by the end of which the next ad will be shown measured in seconds.
- **Animation type**
  Animation type of the ad.
- **Width**
  Width of the ad container element measured in both px and %.
- **Height**
  Height of the ad container element measured in both px and %.
- **Popup show delay**
  Delay of showing ad popup after page loaded measured in seconds.
- **Close button delay**
  Delay of showing close button after showing popup measured in seconds.
- **Popup Autoclose**
  Automatically close popup after given period of time measured in seconds.
- **Overlay Pattern**
  Pattern of popup ad overlay.
- **Put in frame**
  Choose whether to wrap or not the ad popup into frame.
- **Popup Color**
  Choose the popup frame and the background color in HTML Hex format.
- **Show Link**
  Choose whether to show or not the ad link.
- **Link Color**
  Choose the link color in HTML Hex format.

Embed ad type *Options* block

2. **Managing ads**

   After adding campaign you can fill it with ads. To add new ad click on **Add new** within campaign and choose the type of the ad (types may vary depending on campaign type).

We have five types of ads such as **Image, Video, Flash, Code** and **Iframe.**

- **Image**
  Image file from Wordpress media library.
- **Video**
  Youtube or Vimeo video.
- **Flash**
  SWF file from Wordpress media library.
- **Code**
  Custom HTML/JS/CSS code and WordPress shortcodes.
- **Iframe**
  Content of a written URL website.
- **Custom**
  Custom ads based on predefined templates that can be easily build with our builder from **Custom Ads** page.

After adding the ad you will see it in the list. You can filter the ads by clicking on top **All, Active** and **Suspended** links**.** You can also **Delete, Suspend** or **Reorder** (by dragging and dropping ad). After reordering ads they will be shown in the website in chosen order. Also you can rename ad by clicking on its automatically generated name.

Image ad type block

Each ad has different options (options can vary depending on the ad type) listed below.

- **Schedule**
  Date from which the ad will automatically start showing.
- **Deadline**
  Date after which the ad will be automatically suspended.
- **Max Views**
  Number of views after which the ad will be automatically suspended.

- **Max clicks**
  Number of clicks after which the ad will be automatically suspended.
- **Link to** (with broken link detection)
  URL to customer's website.
- **Image File**
  Path to image (Image type).
- **Youtube/Vimeo URL**
  URL of Youtube or Vimeo video (Video type).
- **SWF File**
  Path to SWF file (Flash type).
- **HTML Code**
  Custom code (Code type).
- **Source URL** (with broken link detection)
  URL of website to load (Iframe type).
- **Auto play video**
  Choose whether to automatically play ad video or not.
- **Background Image Type**
  Type of the background image.

Each ad has also date, status info and some statistical information like **Views, Clicks** and **CTR.**

- **Views**
  Total views of ad.
- **Clicks**
  Total clicks of ad.
- **CTR**
  Percentage of users who click on a specific link to the number of total users who have seen the ad.

You can also check advanced statistics by clicking **Statistics** in the bottom. You will see graphic with statistics of the current ad. You can also select period of statistics by adding **From** and **To** dates and clicking **Show.** You can also export statistics as PDF file by clicking on **Export stats** in the top right corner.

3. **Ad and campaign smart controlling**

You can also make your ads and campaigns smarter to provide better reach for target audience by controlling them. It means that you can specify whether to show or not the ad or the whole campaign in posts which have specific category or tag also in desired posts or pages. Appearance of ad or whole campaign can be controlled also by language or device type device type to make your ads more responsive.

Each ad and campaign (in **General** block) has **Include** and **Exclude** (click on **Exclude** to show) fields. Both fields have autocomplete, when you start writing it suggests you options to choose. You can add **PAGES**, **POSTS**, **CATEGORIES**, **TAGS**, **LANGUAGE** and **DEVICE** into both fields. You can also use special keywords **All Pages, All Posts, Language** (available languages list) and **Device** (types of devices). Supported plugins for language filter are WPML, Polylang, qTranslate X and qTranslate. Don't forget to click on **Update** or **Update all** buttons after filling **Include** or **Exclude** fields.

Include ?
| Sample Page x | Sample Post x | Sample Tag x | English x | language |

Exclude ?
| Sample Category x | All Pages x | All Posts x | Mobile x |

Русский - Language

English - Language

Հայերեն - Language

Options

Statistics

By default fields are empty, in that case the ads in campaigns will be shown everywhere. If you want to show the ad only in posts from specific category (also in category archive) add that category to **Include** field of the ad. The same way you can force to show all ads from the campaign in the posts from specific category (also in category archive) by adding category to campaign **Include** field. If you don't want to show the ad or whole campaign in posts from specific category (also in category archive) simply add that category to ad or campaign **Exclude** field. If you want to control ad or whole campaign also by pages, posts or tags simply add them to **Include** or **Exclude** fields as described before.

Always remember that campaign has higher priority than ad. For example if you have already added the post to ad's **Include** field and then added its category to campaign **Exclude** field that ad will not be shown on that post.

Note: Our plugin uses cookies to ensure you get the best experience.

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