HeedYou Advertising

DOCUMENTATION
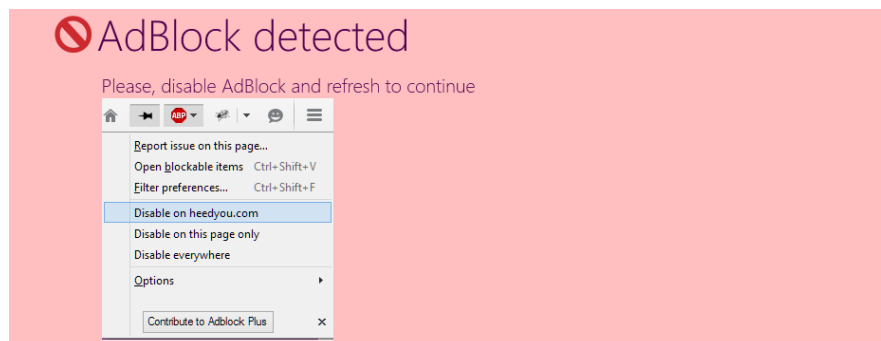
2015

heedyou

TABLE OF CONTENTS

1. How it works?

When you advertise on HeedYou our members will visit your website for a small reward. This is the one of the ways in which our members are able to earn on the Internet. We make sure, that a person can only visit your website once a day and is not using any proxies or fraudulent and/or automated methods.

The advertisements, which are available for our members to visit, are located on the "View Ads" page. They are separated in 4 categories – one category for each advertising plan. Only the advertisements, which are not blocked by targeting or from which a member has not been kicked are displayed. If you are not logged in, all advertisements are displayed.

There are 4 plans available: GLANCE, INTRODUCTION, INSPIRATION and DELIGHT. GLANCE is the most basic plan with only the basic features available. Member has to look at the website for 5 seconds and is rewarded with only 0.02 cents. INTRODUCTION is a bit more advanced. It comes with a website screenshot and the description on the advertisement and the more advanced validation method is available. Exposure time is 20 seconds and the reward – 0.1 cent. INSPIRATION has almost all of the features available, except for the survey and user data API. Test question may be set up to check if our members have looked at the website. It shows your website for 1 minute and pays 0.5 cents to the member. DELIGHT is the most advanced plan, without any compromises. It has all the features HeedYou has to offer, displays your website for 2 minutes and rewards a visitor with 1 cent.

Every time a member clicks on the advertisement, our system thoroughly checks that everything is OK and the member is ready to look at your advertisement. First, we measure the Internet connection speed of the member. We will need it later, when determining how fast your website should load. Then we make a small test to determine whether the member has AdBlock plugin enabled.

If it is enabled, the member has to disable it to continue viewing the advertisement. Next, we make sure that the browser window is big enough. The minimum requirement is 800x600 pixels. Until the inner part of the browser (where the websites are being displayed) is at least that big, member will not be able to continue further.

🚫 **Window is too small**
- Resize the browser window and refresh to continue
- Increase the screen resolution and refresh to continue
- Try using another device

Finally, if the plan of the advertisement is INSPIRATION or DELIGHT, we will check and make sure that the member has Adobe Flash browser plugin enabled. You can make sure, that the videos on your website will work for every visitor if you are using this plan.

🚫 **Flash is required to see this advertisement**
- Enable Shockwave Flash in your browser and refresh to continue
- Download and install Aboble Flash plugin and refresh to continue
- Use flash-enabled device

If everything is fine, there can still be some additional things that need to be settled before we show your website to a member. If the member is new and opens the advertisement of a certain plan for a first time, he has to read the small tutorial, explaining him what he needs to do.

Tutorial

Congratulations, you have clicked on the DELIGHT ad for the first time. We would like you to see a little tutorial before you continue. Please, pay attention!

Before you see the advertisement, advertiser may want you to complete a small survey. Simply choose an option that you think is right and click Save and continue button.

Some avertisers want to customize the website you see using the basic information about you. If you see the warning, please, think carefully if you are comfortable with us providing this info to an advertiser. Click "Allow and remember" button if you don't want us to ask you about this again.

You will have to watch advertiser's website for 120 seconds, so just sit back and get DELIGHTED.

While you do it, please, leave browser window big enough and don't put it in background.

When the timer finishes, you may need to click on the upside down picture. You have only 3 tries before you are locked out from the advertisement.

Or, when the timer finishes, you may need to enter text from picture to the text field below. You have only 3 tries before you are locked out from the advertisement.

Prepare yourself for a test question. It may appear instead of picture or text captcha. If you did not catch the answer in 120 seconds, you can open website in a new window by clicking on ad's name.

Awesome! You did it! You are now credited! You can now either open advertiser's website in a new window or close the advertisement. Thanks!

4

Next, if the advertisement plan is DELIGHT, we check if there are some incomplete surveys assigned to that advertisement. If there are, the member has to complete one of them to continue.

Quick Survey

Please, answer this question to continue:

Your question here

Answer #1
Answer #2
Answer #3
Answer #4

Close and cancel

Finally, if the advertisement has a user data API set up, our system will warn the member, that some of his personal data will be sent to the advertiser's website. He has 3 options – walk away without viewing the advertisement, allow sending the data once, or allow sending the data and don't ask him whether to allow transferring a certain type of personal data again.

Warning!

Following data will be transfered to the advertiser's website:

Username:

First name:

Signup date:

Account type:

Gender:

Age:

Your earnings on this advertisement:

Do you want to continue?

No, close this advertisement   Allow once   Allow and remember

Once all checks are done and the member is ready, the website of the advertiser, with our frame in top 50 pixels of the page for control purposes, opens. Next, our system will wait while your website is loading. Our system uses the previously measured Internet speed of the visitor to determine how fast your website should load. Our system will give your website 2+(visitor internet speed in mbps/10 MB) seconds to load. For example, if the internet connection speed of a visitor is 10 Mbps, your website will be given 3 seconds to load. If your website loads faster, the timer will start once it happens. If not, the timer will start once the time given to your website to load runs out.

Every 1/10 of a second our system will check that the browser window with your website is on top and the size of the screen given to your website is bigger than 800x600. If one or both conditions are not met, warning will be given and the timer will go backwards until the problem(s) are fixed. If your website has a framebreaker script, our system will prevent it from breaking out of the frame and ensure that the member is rewarded for the view. If the member tries to close the window too early, while he is not credited, our system will warn him about this as well.

When the timer runs out, it's time for a view validation. Our system will make sure, that the member has really been viewing the advertisement for amount of seconds that were needed, and, if everything is OK, display a validation. There are [3 different types of validation](): picture captcha, TMIVS, and test question.

If it is picture captcha, member will be presented with 5 small pictures, randomly selected from our picture set. One of them will be upside down, and members will have to find it and click on it to get credited. He has 3 tries before he is locked out of your advertisement for 1 day.

In case of TMIVS, the visitor will be presented with an image containing a TMIVS message, randomly selected from one of the ones you have added, and a text input field. Once member re-types it, our system will check it. If the text he has submitted matches, at least, by 70%, the view is validated. He has 3 tries before he is locked out of your advertisement for 1 day.

Finally, if you have set up the test question, the test question with 4 possible answers will appear. Visitor may re-visit your website by clicking the link above the ad if he hasn't noticed the answer to that question while the ad was running. He has only one chance to answer it correctly. Incorrect answer will lock him out from your advertisement for 1 day.

Our members can report test questions they consider unfair. We will review your test question and remove it, if this is the case. All members, who have answered that test question incorrectly, will be credited from the funds of your advertisement. Please, [contact us]() in advance if you are not sure if your test question is OK.

Once the view is validated, our system credits the visitor. He can now either open your advertisement, if he's liked what he has seen, or close the window.

2. Process of creating an ad

First, you need to choose the plan. You can compare plans and estimate the budget on the Advertisement Plans page. Click "Create Now!" button of an according plan to select a plan and start creating an ad.
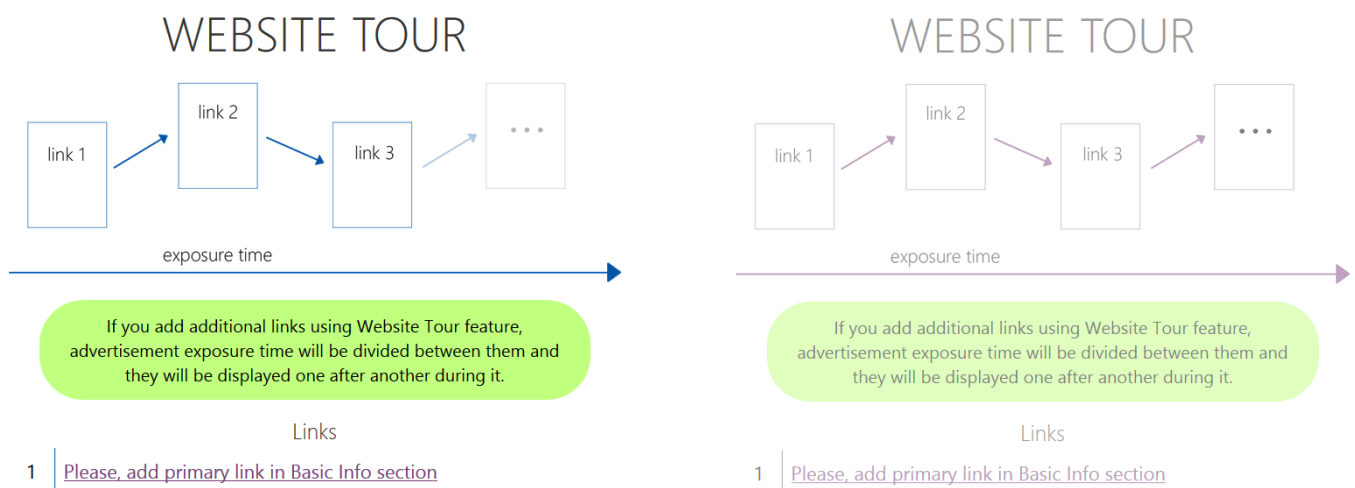
Create Now!	Create Now!	Create Now!	Create Now!

You can change your mind and select another plan at any point of the process of creating the advertisement.

GLANCE	INTRODUCTION	INSPIRATION	DELIGHT

When you change the plan you can be sure, that information you have entered will not be lost. If you select an inferior plan, which does not have the feature, that you have enabled, info will not be lost as well. It will not be visible, but you can switch back to the plan which has that feature and you will see it again.

If you see, that some feature settings in the form are faded and not active, that means, that the plan, that you have selected does not have these features available.

WEBSITE TOUR

link 1 → link 2 → link 3 → ...

exposure time

If you add additional links using Website Tour feature, advertisement exposure time will be divided between them and they will be displayed one after another during it.

Links

1 Please, add primary link in Basic Info section

WEBSITE TOUR

link 1 → link 2 → link 3 → ...

exposure time

If you add additional links using Website Tour feature, advertisement exposure time will be divided between them and they will be displayed one after another during it.

Links

1 Please, add primary link in Basic Info section

You can consult the Advertisement Plans page to see which features are available for the selected plan. DELIGHT package has all features that we offer, and all parts of the form are available.

Despite the size of the form, there are only two required fields. Those are the advertisement name and URL. Once they are filled, you can save the advertisement and activate it, if you don't want to use any additional features or add a description. To save the advertisement you can click on one of the "SAVE AD" buttons.

SAVE AD

One of them is located in the "BASIC INFORMATION" section, another at the bottom of the page. When you click it, our system will check the advertisement and display a warning message if something is wrong. If you don't know what you should do to fix a problem, please, contact us.

If everything is OK, you will be redirected to the checkout page. At this point, your advertisement is already saved. Now you can instantly activate your advertisement by making a payment with one of 3 available methods: PayPal, Payza, or purchase balance. It may take up to 10 minutes after the payment to activate your ad. Usually it happens instantly. Clicking "Save and Pay Later" button will simply close the checkout page. If you have some doubts or want to edit your ad before activating it, you can click "Edit Advertisement" button and do necessary adjustments. You can't change the plan anymore, but, otherwise, you can edit your advertisement in any way you want. You can also close it by clicking "Save and Pay Later" and then edit it later.

That's it – once you fund your advertisement it is live and running. You can see it on the "View Ads" page, if you haven't excluded yourself by the targeting, or were not kicked by random distribution function. You can track stats, edit it at any time, pause and resume it and extend it by additional funding from "Advertise" page.

You also get 5000 bonus ad views for every $1 spent on GLANCE advertising, 7500 bonus ad views for every $1 spent on INTRODUCTION advertising, 10000 bonus ad views for every $1 spent on INSPIRATION advertising, 12000 bonus ad views for every $1 spent on DELIGHT advertising. You can use them to get additional views for your website for free.

3. Controls and stats

Once you create your first advertisement, introduction to our advertising on the "Advertise" page will be replaced by the list of your ads and control over them. First, that you will see are 2 big buttons at the top of the page – "+Create new", which can be used to create new advertisement, and "Add funds" which can be used to add funds to your purchase balance.

+ Create New	Add Funds

Purchase balance can be used for extending your advertisements by additional funding, or, you can deposit funds before creating an ad and pay for it using purchase balance later. You can add funds to purchase balance using PayPal, Payza or your main account balance (your earnings on HeedYou). Minimum transfer from PayPal and Payza is $5, from account balance - $1. It may take up to 10 minutes for funds to appear on your balance. Usually it happens instantly.

You will also see the button with the following title: "You have x bonus credits", that opens bonus advertisement control page. Bonus credits can be used to get additional free advertisement views. You will get 5000 bonus ad views for every $1 spent on GLANCE advertising, 7500 bonus ad views for every $1 spent on INTRODUCTION advertising, 10000 bonus ad views for every $1 spent on INSPIRATION advertising, 12000 bonus ad views for every $1 spent on DELIGHT advertising. You can use them to get additional views for your website for free.
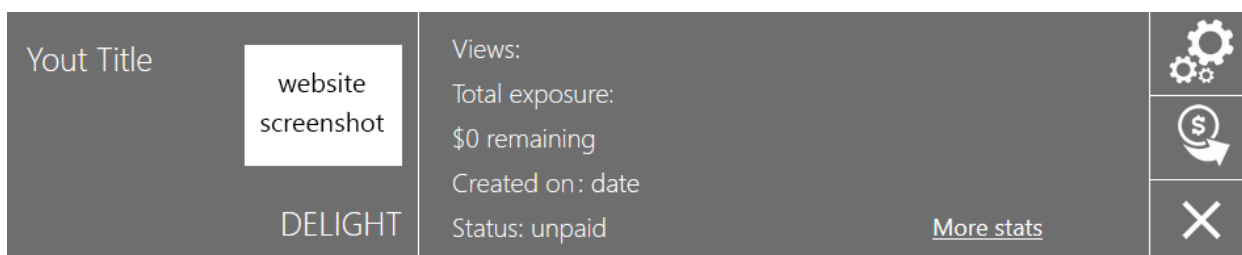
Next, you will see the list of your advertisements with filters on top. You can choose to display only the ads of the certain type and status.

ALL GLANCE INTRODUCTION INSPIRATION DELIGHT   ALL ACTIVE PAUSED EXPIRED
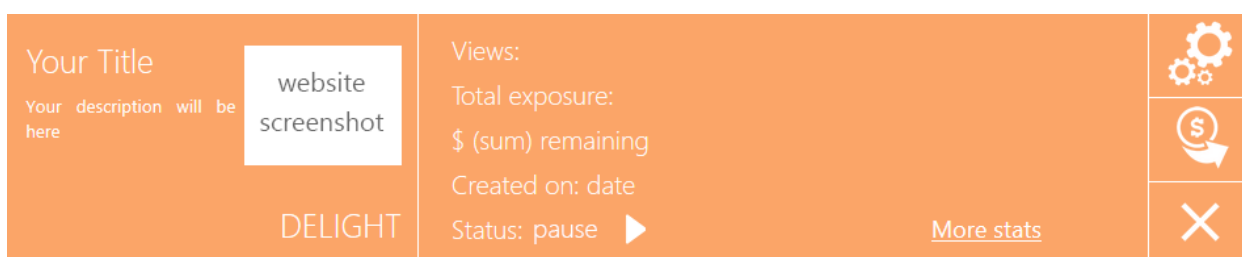
Only the last 4 ads will be shown once the page is loaded, more will load (in batches of 4) each time you scroll the page to the bottom. If this does not happen automatically, you can click on „Load more" button.

Every ad in the list will be represented by a big horizontal block. This block will be colored according to the plan selected for the advertisement, unless the advertisement was not funded or is expired. In this case it will be grey.

All colors of the block will be faded if the advertisement is paused.

The block consists of 3 parts. On the left you will see the preview of your advertisement, with name, description, and screenshot. In the middle, you can see some basic stats, pause/resume button (assuming that you have funded your advertisement and there are still some funds remaining), and link to the page with detailed stats. Here's a detailed info about the stats that are shown in this block:

- **Views:** First number, before the slash symbol (/) is amount of views your advertisement has already received, and the second number is the total amount of views, that your ad will receive. You can increase this amount by extending your advertisement.
- **Total exposure:** This is the total amount of time, that HeedYou members have spent looking at your website. Only the time, when window was on top, at least, 800x600 pixels big and the view was verified at the and is counted.
- **$(x) remaining:** This number shows funds that are still unused. When this number reaches 0, your ad will stop being displayed. You can extend your advertisement to prevent that from happening.
- **Created on (date):** The date when your advertisement was created.
- **Status:** Shows the current status of your advertisement. "active" means, that your ad is up and running, "paused" means, that you have paused your advertisement, "expired" means, that funds on your advertisement have ended, and "unpaid" means, that the ad was never funded.

Next to the "Status" line you may see pause or resume button. Pause symbol will appear only when your ad is active, resume symbol will appear only when your ad is paused. You can only pause your advertisement once a day, so use it wisely. You will be able to resume it again at any time, but you cannot pause it again on the same day.

If you click on "More stats", detailed stats of your advertisement will open. First, you are going to see a big block with stats. All of the stats there duplicate ones in the ad list on "Advertise" page, and there is an additional info about amount of the impressions. That parameter counts all ad views, including ones where validation has failed.

After that, you are going to see the following charts:

- **Ad Views in the last 24 hours:** This chart shows how many visits were delivered every hour of the last 24 hours.
- **Ad Views in the last month:** This chart shows how many visits were delivered every day of the last month.
- **Hourly Ad Views distribution:** This chart shows at which parts of the day visits are being delivered.
- **Distribution of Ad Views by country:** This chart shows top 20 countries from which visits are being delivered.
- **Gender:** Shows, how many visitors were male and how many were female.
- **Age:** Shows how many visits were delivered by the visitors of each age group.
- **Surveys:** If you have purchased advertisement with a DELIGHT plan and added some surveys, you will see one chart for each of your surveys showing how many people have chosen a certain survey option.

Let's return to the "Advertise" page and the ad blocks on it. Third part of any ad block has 3 buttons on it.

First one allows you to edit your advertisement.

You can edit any advertisement with any status at any time. When you click on this button, you will see the same form you have used to create the advertisement, except now

you cannot change the plan. After you do necessary adjustments, click "SAVE AD" button in the "BASIC INFO" section or at the bottom of the form.

Next button allows you to extend the advertisement by additional funding.

You can do it by making a payment with one of 3 available methods: PayPal, Payza, or purchase balance. It may take up to 10 minutes after the payment to add funds to your ad. Usually it happens instantly.

Last button is there to delete your advertisement.

This will remove the advertisement from the list and stop it from being displayed. Please, note, that any funds, that remain on the advertisement will be lost as well. If you have deleted your advertisement by mistake, please, contact us. In most cases it is possible to restore the deleted advertisement.

4. Basic information

First thing you see in the advertisement form is "BASIC INFORMATION" section. In the top right corner you can see the preview of your future advertisement. Its background color is determined by the plan you have selected.

Ad name

First thing you need to enter is "Ad Name". It will be the title of your advertisement. Maximum length is 15 symbols; you can use any characters you wish.
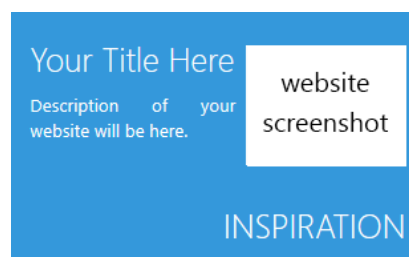
Ad Name*   Your Title Here

URL (link)

Next field is "URL (link)". It is the link you want to promote. This is the link that you want our members to visit. Link should include http:// or https://.

URL (link)*   http://

Once you enter the URL and deselect the field, our system will try to take a screenshot of the homepage of your website.

Your Title Here

Description of your website will be here.

website screenshot

INSPIRATION

Please, keep in mind, that GLANCE plan does not include screenshot, so do not expect it to appear if you are using this plan. In the most cases we are able to automatically take a screenshot, but in some specific situations our system cannot access your website and save a picture. If this happens, you should double check your link. Unless your server has harsh anti-robot settings this should not happen. If you are sure that the link is valid, but the screenshot does not appear after 30-50 seconds, you can save the advertisement as is, without the picture. If you still want it, you contact us and we will take a screenshot manually.

"Ad Name" and "URL (link)" are the only required fields. You can skip all other fields in the form if you don't want to use any additional features.

Description

Unless you are using GLANCE plan, you can add a small description of your website to your advertisement. It should not exceed 75 symbols and you can use any symbols you'd like to use.
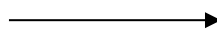
Description

Write the description here

"Ad Name" and "Description" fields determine how your advertisement is going to look like on the "View Ads" page, and they will leave a first impression on our members when they visit your website. Do not underestimate the importance of good title and interesting description.

Visitor daily activity control

In this section, you can set up the percentage of our members that will be able to access your website.
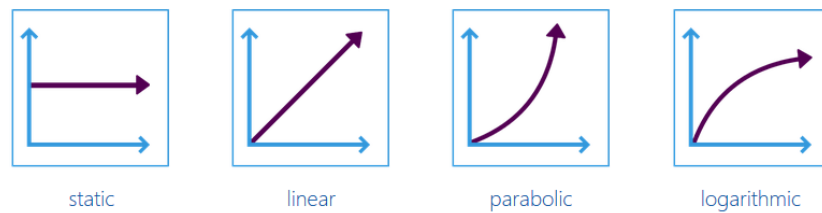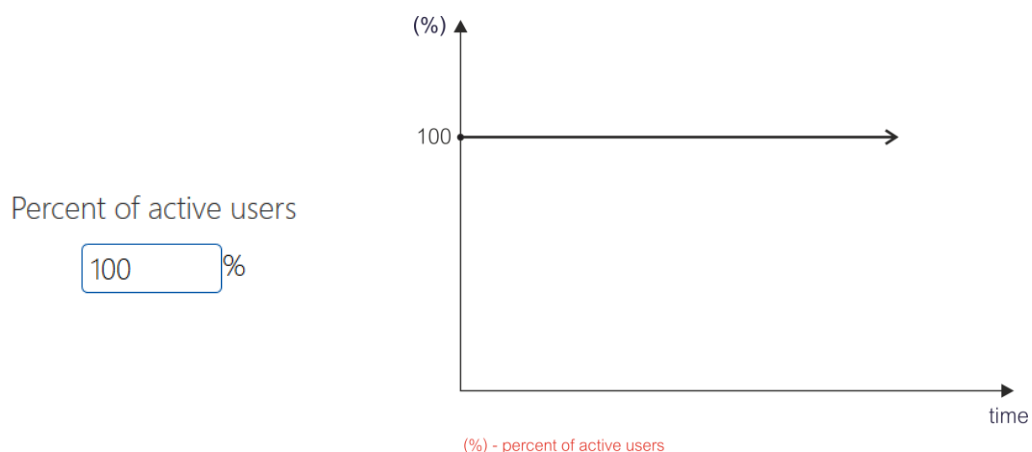
Percent of active users

1 %

Percent of active users

100 %

Our system will randomly select members that can access your advertisement, thus, delivering even and natural traffic flow to your website, without spikes in the beginning of the day or an hour. You can choose between 4 different modes of activity control: static, linear, parabolic and logarithmic. Simply click on a chart picture to select the mode that you'd like to use.

| static | linear | parabolic | logarithmic |

Static mode is selected by default and has only one setting – percent of active users. The percent you enter in that field is the percent of our members which will be able to access your advertisement. For example, if you leave the default 100% value, all HeedYou members will be able to see your advertisement every day, if you change it to 50% - only half.
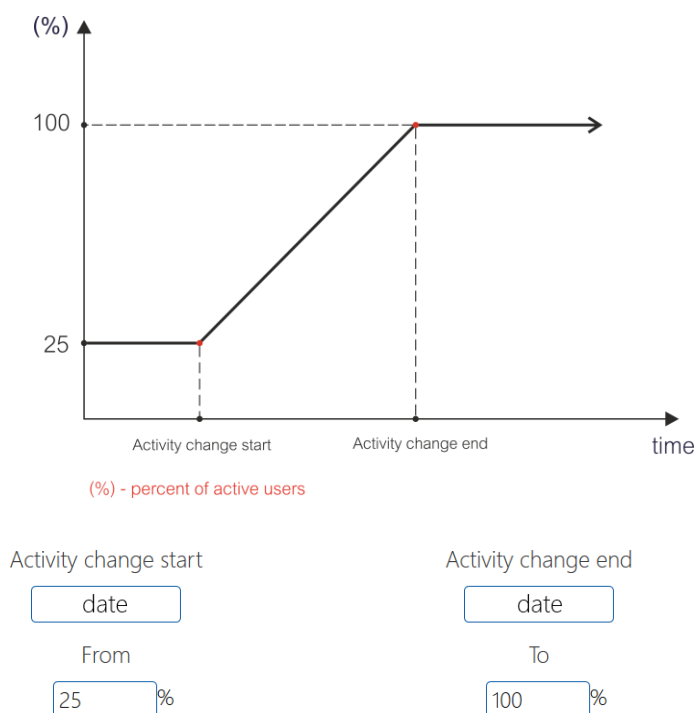

(%) - percent of active users

You can use this feature to protect your server from crashing due to high amount of visitors, or simply extend your ad so that it lasts longer. Static percent does not mean, that you will get equal amount of visitors every day, it determines only the amount of members able to access your ad.

Linear mode is available for all plans except GLANCE. That mode is created, so that you can set up how the percentage of members able to see your advertisement will change over time. "Activity change start" and "Activity change end" dates determine a period of time during which the change will take place. "From" and "To" fields determine starting percent and ending percent. Before the starting date percent will be static at the "From" field level, after this date passes, percentage will start to move towards ending percentage day by day.
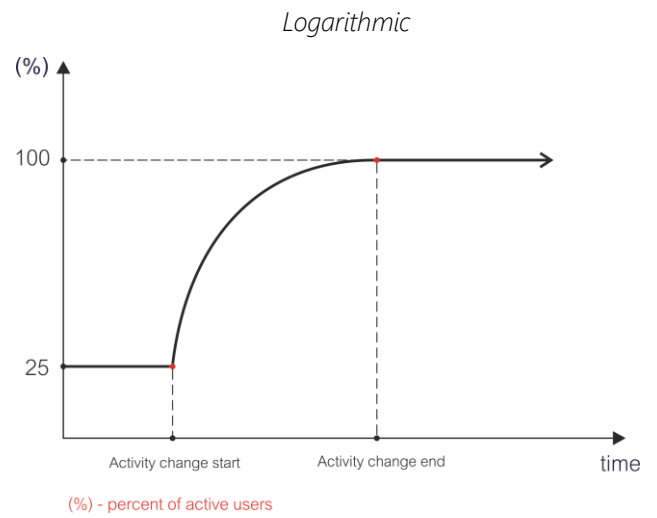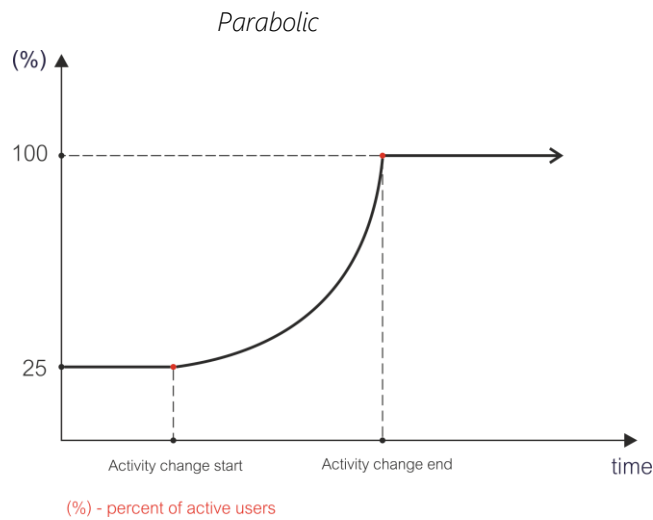
After the ending date arrives, if the advertisement is still active, percentage will become static once again, this time, on "To" field level.

(%) - percent of active users

Activity change start	Activity change end
date	date
From	To
25 %	100 %

You can set "Activity change start" date to the past date, in this case, percentage of active members on a first day will be somewhere between "From" and "To" values. If you set both dates to the past, the result would be the same as with static mode with "To" value being constant percentage.

You can use this mode if you are advertising a new website, which does not have any visitors yet and want the amount of traffic to increase gradually, not with a sudden spike.

Parabolic and logarithmic modes are available only for INSPIRATION and DELIGHT plans. They are, in many ways, similar to linear mode, available settings and their logic are the same. The only difference is the manner in which percentage of members, which will be able to see your advertisement changes. In case of parabolic, percentage will increase slowly and then accelerate towards the end; in case of logarithmic percentage will start increasing fast and slow down as the ending date approaches.

Parabolic

Logarithmic

Activity change start

date

Activity change end

date

From

25 %

To

100 %

Parabolic is good if you expect members of HeedYou to join your website and then tell their friends about it to continue the trend after the ending percent has been reached. Logarithmic looks very natural if you want to arrive at certain percentage and run your advertisement with that percentage for a while.

If, for any reason, you want to set up a decreasing percentage, simply set the ending percentage ("To" field) lower than the starting percentage ("From" field).

5. Targeting

If your advertisement is specific to a certain audience, you may want to use the targeting. You can choose countries which will be able to see your advertisement and filter members by their age and gender.

Targeting by country

By default, if this mode of targeting is disabled, our members from all countries will be able to access your advertisement. Use it if you want to show your advertisement to one or more counties or to exclude some of them.

You can see which countries are enabled on map or in the scrollable list of countries in "Select from list" column. Enabled countries are displayed green on map and black in the list, disabled will be red in both places. After you click the "ENABLE" button, all countries will be deselected. You can select and deselect countries one by one by clicking on them on the map or in the "Select from list" scrollable list. Clicking on an enabled country will disable it, clicking on a disabled country will enable it.

Notice, that when you select countries, you can see the small description, stats and pictures of these countries. Stats include:

- **Languages:** The most popular native languages in the country
- **Population:** Population of the country, may be amounted in thousands (K) or millions (M)
- **Per capita:** Nominal GDP of the country in 2013
- **HDI:** Human development index of the country

Languages: Latvian, Russian

Population: 2M

Per Capita: $16 145

HDI: 0.810

Latvia

Latvia is a country in the Northern Europe with wonderful nature, medieval castles and old cities. Home to HeedYou :)
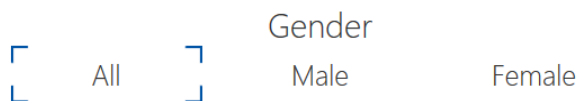
You can select many countries at a time using the pre-set groups of countries we have created. First, you need to select a group criterion, for example, language from the "Select by group" list. That will open a list of country groups available for this criterion in "Country groups" list. Clicking on a country group will result in either selecting all countries in that group, if any or all of countries in the group are deselected, or deselecting all countries in the group if all of them are enabled. Following criteria are available:

- **All:** Has a single group which has all of the countries included. You can use it if you only need to exclude a few countries: first, use it to select all countries, and then manually deselect those you want to block. You can also use it to reset the country targeting.
- **Languages:** We have grouped 9 most popular international languages in the world by countries. Only countries, where a significant part of population speaks that language are included in the group.
- **Continents:** You can select all countries that are located on or have a part of a territory on a continent.
- **Development level:** Countries are grouped into 4 categories by a quality of life, based on an official HDI level in 2013.

Selecting all countries will result in the same effect as not enabling the country targeting at all. If you enable targeting and don't select any countries, your advertisement will not be seen by anyone.

Targeting by gender

By default, both genders will be able to see your advertisement. Selecting "Male" or "Female" will allow it only to the selected gender.

Gender

☐ All   Male   Female

Targeting by age

If you want only visitors of a certain age to see your advertisement, you can select "Allow only". When you do it, "From" and "To" fields will appear. Enter the youngest age you want to allow in "From" field and the oldest in "To" field.

Age

All Ages   Allow Only

If you use any type of targeting, we advise you to track stats of your advertisement to see if any members visit your ad. If you don't see much traffic, try making the targeting less strict: add more countries, make age range wider, etc.

6. View validation

Once a person clicks on your advertisement, he will have to look at it for a certain amount of time. It is different for different plan, please, consult [Advertisement Plans page](#) for more details. When the exposure time has run out, the visitor will have to validate the view to get credited. That is needed to validate, that there is a live human in front of the screen, not a program looking at your advertisement.

We have gone a step further, compared to everyone else, and included the advanced validation options, which can be used to stimulate memorizing of your brand or even engage visitors with your website. Depending on the plan you have selected, up to 3 different validation modes are available.

Picture captcha

This validation mode is available for all plans and is selected by default. If you have selected the other mode, simply click on "CAPTCHA" tab to re-enable it. This validation mode does not require any additional data from you and is the most simple for visitors to pass.

When the exposure time has run out, they will be presented with 5 small pictures, randomly selected from our picture set. One of them will be upside down, and members will have to find it and click on it to get credited.

member will have to select upside down picture to verify that he is a human

He has 3 tries before he is locked out of your advertisement for 1 day.

TMIVS

TMIVS is a short for Text Memory Imprinting and Validation System. It is available for all plans except GLANCE. Click on "TMIVS" tab to select it. This is similar to the text captcha that you see on many registration forms, but there is one significant difference. With TMIVS, you define the text that our members will have to re-type.

When you are re-typing something, in order to reproduce the message, you need to "save" it into your memory first. That is good way to promote your brand. For example, you can create following message: "YourBrand has the best server prices".

Next time the person, that has re-typed your message needs a server, their memory may suggest them to use your services! You can add as many TMIVS validation messages as you want.

In order to start, simply click on the "ADD NEW" button, once the TMIVS tab is active. Then, write your message for our members in the text field that has appeared. This message must be up to 40 characters long. If you don't use the targeting for countries with the specific language, please, use only English letters, numbers and punctuation marks. When you are done writing a message, click on "SAVE" button to save it. Repeat that to add more.

If you want to edit a certain message, click on a small button with a pencil next to it to do it. Once you are done, click on the "SAVE CHANGES" button. If you want to delete some message, click on a small button with a red cross next to it. If you have clicked on the "ADD NEW" or edit button and changed your mind, simply click on "CANCEL". You have to add at least one "TMIVS" message, or your advertisement validation mode will reset to picture captcha.
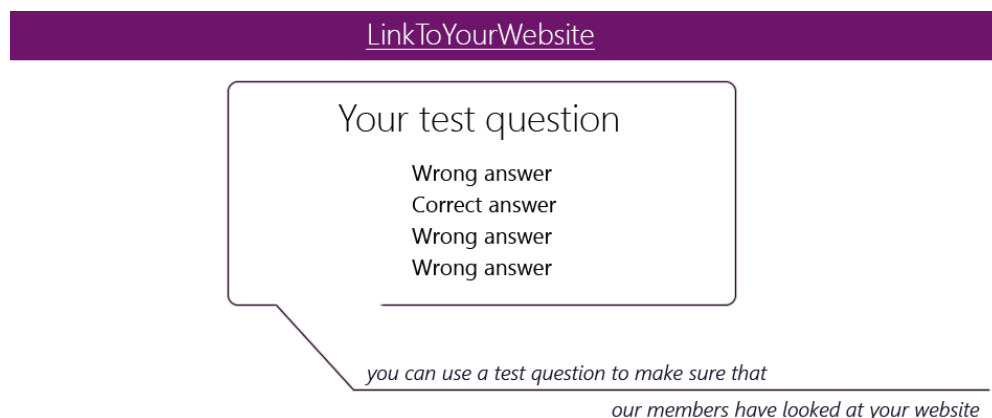
When the exposure time runs out, the visitor will be presented with an image containing a TMIVS message, randomly selected from one of the ones you have added, and a text input field. Once member re-types it, our system will check it. If the text he has submitted matches, at least, by 70%, the view is validated. He has 3 tries before he is locked out of your advertisement for 1 day.

Test question

Test question is available only for INSPIRATION and DELIGHT plans. It is not compatible with the Website Tour feature. Click on the "TEST QUESTION" tab to select this validation mode. By selecting this mode, you can make sure, that only the visitors that have actually looked at the contents of your advertisement can get the view validated.

Test question can only be about the content of the page that you are advertising. You cannot ask the test question about other the other pages of your website. You can, however, create very simple test questions using the common knowledge. You can, for example, ask the name of our planet, what number comes after 2, how much would be 4x6, etc.

Test question for the INSPIRATION ads must be easily answered by a person, who has looked at your advertisement for a minute and the answer to it should be found without any troubles on the top of the page. Test question for DELIGHT ads may be a bit more serious, for example, you can ask how many plans you offer. In any case, test question should be clear and easily answered after a brief examination of an advertised page.

LinkToYourWebsite

Your test question

Wrong answer
Correct answer
Wrong answer
Wrong answer

you can use a test question to make sure that

our members have looked at your website

If the website you are advertising is non-English and you want to use the test question, you must use targeting and include only the countries which speak that language. Test question must be composed it that language as well.

Our members can report test questions they consider unfair. We will review your test question and remove it, if this is the case. All members, who have answered that test question incorrectly, will be credited from the funds of your advertisement. Please, contact us in advance if you are not sure if your test question is OK.

In order to add a test question, click on "ADD NEW" button. Write your question in the "Question" field. It must be 60 or less symbols long. Then, add 4 answers, up to 40 symbols each, below. 3 of them must be incorrect, one must be correct. Our system will automatically and randomly pre-select the field where your correct answer should be and mark it by the green check symbol, but you can select other field manually by clicking on the red cross next to it. Once all fields are filled, you can save the test question by clicking on the "SAVE" button.

Question

Your question here

Answers

✕ Wrong answer

✕ Wrong answer

✓ Correct answer

✕ Wrong answer

SAVE   CANCEL

If you want to edit a certain test question, click on a small button with a pencil next to it to do it. Once you are done, click on the "SAVE CHANGES" button. If you want to delete some test question, click on a small button with a red cross next to it. If you have clicked on the "ADD NEW" or edit button and changed your mind, simply click on "CANCEL". You have to add at least one test question, or your advertisement validation mode will reset to picture captcha.

Your question here

Wrong answer

Wrong answer

Correct answer

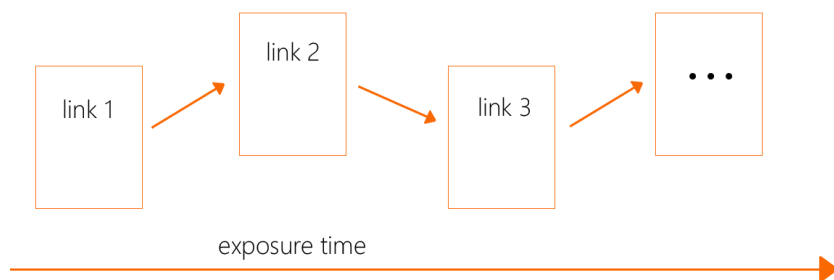Wrong answer

🖉   ✕

ADD NEW   CANCEL

When the advertisement exposure is finished, the test question with 4 possible answers will appear. Visitor may re-visit your website by clicking the link above the ad if he hasn't noticed the answer to that question while the ad was running. He has only one chance to answer it correctly. Incorrect answer will lock him out from your advertisement for 1 day.

7. Website tour

You can show multiple pages of your website within one advertisement display using Website Tour feature. It is available only for INSPIRATION and DELIGHT plans. It is not compatible with Test Question validation mode.

When the visitor opens your advertisement, first link, that will show up is your main advertisement URL, which you have added in the Basic info section. If the Website Tour feature is set up, the displayed website page will be replaced with another after a certain amount of time. Exposure time of the ad will be equally divided between the website pages you have added in the Website Tour list. The timer will pause while the new page is loading.
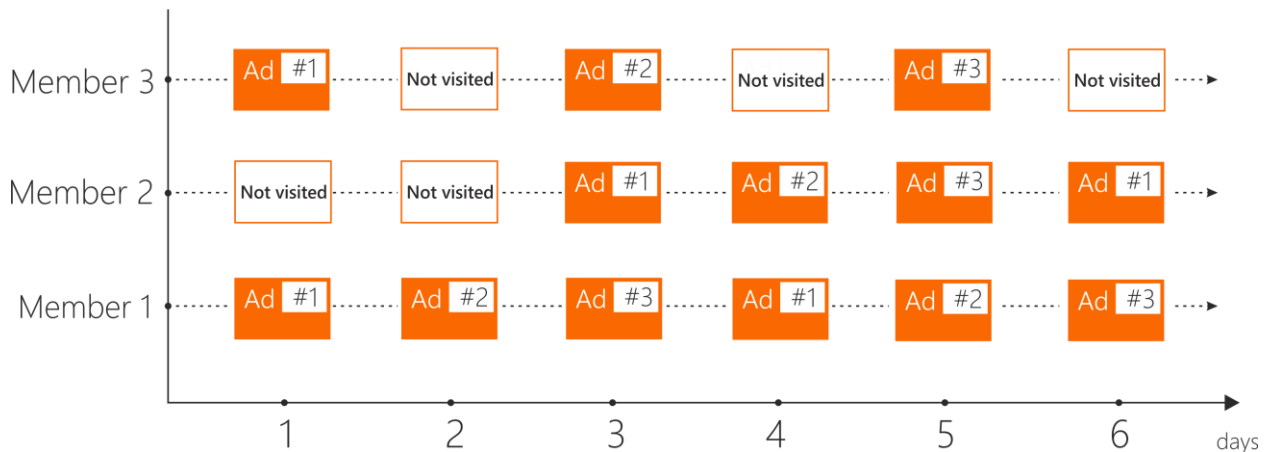

You can add links to your advertisement by clicking „ADD NEW" button in the Website tour section of the ad creation form. You can notice, that there is always one link already in the Website tour link list. This is the main URL of your ad, which you have added in the Basic info section. Once you click on this button, the text input field will appear. Enter the link to another page of your website that you would like to show there. Link should include http:// or https://. Once you have entered the link, click "SAVE" button to add it to the list. You can add 2 additional links for the INSPIRATION plan and 5 additional links for the DELIGHT plan.

If you want to edit a certain link, click on a small button with a pencil next to it to do it. Once you are done, click on the "SAVE CHANGES" button. If you want to delete some link, click on a small button with a red cross next to it. If you have clicked on the "ADD NEW" or edit button and changed your mind, simply click on "CANCEL". You cannot delete the first link, as it is the main URL of your advertisement and it is required. If you want to edit it, you should do it in the Basic info section.

8. Ad rotation

You can create a set of different ads within one campaign in order to show each visitor a new advertisement every day. Once a visitor successfully validates the view, our system will remember that and show him the next advertisement from your set the next time he opens the "View Ads" page when the 23 hours have passed. They will be shown exactly in order you've chosen them to show up and without skipping an ad even if member skips a day or few.

Ad rotation is available for all plans except GLANCE. Adding the advertisements to your campaign is, in many ways, very similar to filling details of the advertisements before that. All previews of your advertisements will appear in the upper part of the Ad rotation section as you add them. First ad in the list is already there, because first advertisement in the list of rotation will be the main advertisement with all of the info you have added before, in the part of the form that is above Ad rotation.

If you have used "TMIVS" or "Test question" validation modes, the validation modes that you have chosen and text messages or test questions that you have added in the main form will be used only on the first and main advertisement. Your advertisements will be affected by the "Visitor activity control" globally, that means, that the chance of a member to see your advertisement will affect any ad that is shown to him at a certain day. Setting up a combination of the Ad rotation and growing percentage of members able to see your advertisement, for example, will result in a heavier traffic for your latest advertisements in the Ad rotation list. Targeting is also global; settings you choose will affect all of the ads in the Ad rotation list. Surveys that you add will appear on all of the advertisements in the list. API is global as well and will send user data to all of the websites that are included in the Ad Rotation list.

As it is in the case of creating a new advertisement, the only required fields are the "Title" and "URL (link)". Please, consult the Basic info section for the information on how to fill the "Title" (called "Ad Name" in the Basic info section), "URL (link)" and "Description" fields. Just like in the main part of the form, picture captcha mode is selected by default. You can select different validation modes for every advertisement in the Ad rotation list. There can be only one TMIVS message or test question for every additional ad in the Ad rotation list. Just select the validation mode that you want by clicking on its name. Please, consult the "View validation" section for the information on different validation modes and guidelines for creating them. If the advertisement plan that you have chosen is INSPIRATION or DELIGHT, you can also add the additional links for a view using the Website tour feature. When you are done, save your advertisement by clicking the "SAVE" button.

If you want to edit a certain advertisement, click on a small button with a pencil on the preview of this advertisement to do it. Once you are done, click on the "SAVE CHANGES" button. If you want to delete an advertisement, click on a small button with a cross on the preview of this advertisement. If you have clicked on the "ADD NEW" and changed your mind, simply click on "CANCEL" and the advertisement and its preview will be removed. The advertisement changes as you edit it, so you cannot cancel changes you have made by editing it. If you want to edit the first advertisement in the list, you should do it in the earlier sections of the form, as it is only a preview of your main advertisement.

9. Survey

If you have chosen the DELIGHT plan, you have the possibility to ask a few questions to HeedYou members. Survey will consist of a question and 4 possible answers. Question will appear before the advertisement is shown, so there is no point asking it about the website you are advertising. Use it to ask opinion of our members about any topic you'd like or collect some stats.

If the survey question you want to ask is not composed in English, you must use targeting and include only the countries which speak that language. In order to add a survey, click on "ADD NEW" button. Write your question in the "Question" field. It must be 60 or less symbols long. Then, add 4 answers, up to 40 symbols each, below. Once all fields are filled, you can save the survey by clicking on the "SAVE" button.

Question

Your question here

Options

Answer #1

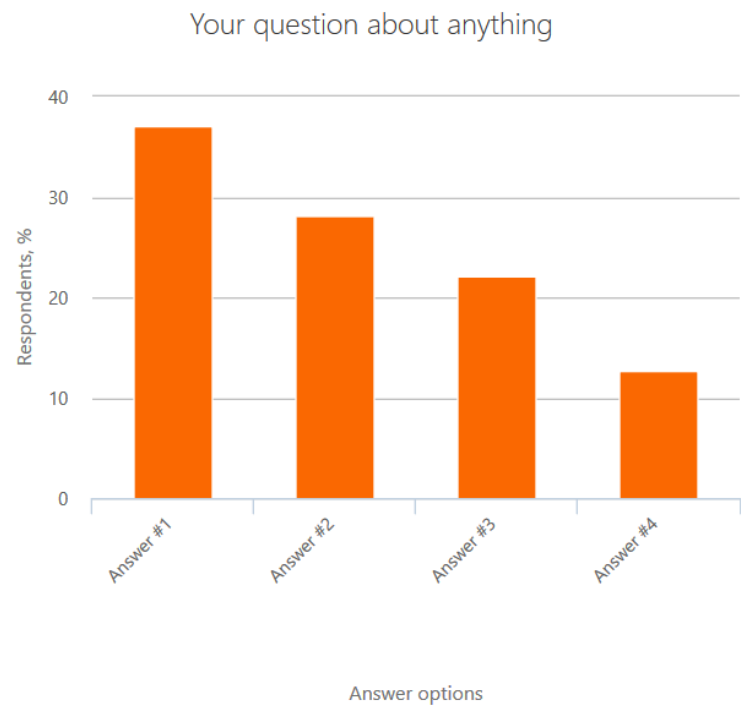Answer #2

Answer #3

Answer #4

SAVE   CANCEL

If you want to edit a certain survey, click on a small button with a pencil next to it to do it. Once you are done, click on the "SAVE CHANGES" button. If you want to delete a survey, click on a small button with a red cross next to it. If you have clicked on the "ADD NEW" or edit button and changed your mind, simply click on "CANCEL".

Once the advertisement is up and running, you can see how our members are answering your survey questions in the expanded stats page which you can open from the block of the advertisement on the "Advertise" page. At the bottom of this page you will see

one chart for each of your surveys showing how many people have chosen a certain survey option.

Surveys

Your question about anything

10. User data API

If you have chosen the DELIGHT plan and you have the full control over the website you are advertising, you have an opportunity to customize the experience of your website for every visitor. For example, you can greet the visitor by his name, customize website design for particular ages, countries or genders, or mention his earning for viewing your website as an advertising trick - possibilities are endless! All data, that you have selected to receive is being passed as a URL string (GET method) to your website when a visitor opens it.

You can select any or all of the following data:

- **Username:** This is the username of the member which he uses to log in. Variable name is "username".
- **Account type:** There are 3 possible account types – Default, Premium and Ultimate. Variable name is "type".
- **HeedYou signup date:** A date, when the member has signed up on HeedYou. Will be passed in "YYYY-MM-DD" format, for example, "2012-09-21". Variable name is "signup".
- **Gender:** Gender of a visitor. It has only 2 possible values – male or female. Variable name is "gender".
- **Age:** Age of the visitor. Will be passed as an integer, for example, "25". Variable name is "age".
- **First name:** Name of the visitor. Variable name is "name".
- **Country:** Visitor's country of residence. Will be passed as a full country name, for example, "Latvia". Variable name is "country".
- **Member earnings on this ad:** This parameter will contain an amount of reward member gets for viewing your advertisement nominated in USD. For example, "0.01". Variable name is "earned".

Simply click on those to select API data values that you would like to receive.

When a visitor clicks on your advertisement, he will be warned about the data being passed to a third party. He will be presented with the full list of information that is being sent to your website and given an opportunity to close the advertisement and not give away his data. That's why you should only ask data that you need, if you ask too much you might scare away many potential customers.

The most important part is implementing it on your end. There can be no one-solution-fits-all scripts for this; you should be aware of all of the other code and content of your website. However, we will provide you with a few examples and give you a few advices on how to make the best use of this feature.

The API is not compatible with links which already have some GET parameters included. Your link must end with either "/" or a file extension – ".html", ".php", etc. There are many different ways you can make the API work; we will simply provide some basic examples, which can give you an idea on what you should do.

PHP

If your website is based on PHP, this is the best solution for you. Let's assume that you have selected visitor name.

First, you need to make sure, that parameters are there. You don't want your website to show error messages or display broken content when you have some visitor that did not come from us or someone has simply opened your website in a new window.

```php
if (isset($_GET['name']))
{
  …
}
```

Then, you need to create a customizable message for every visitor. Add the "$_GET['name']" variable in any sentence you want, it is going to be replaced with the visitor's first name. Let's create "$greeting" variable and define it as follows:

```php
if (isset($_GET['name']))
{
 $greeting='Hello '.$_GET['name'].'!';
}
```

Notice that the message is located inside the quotes and the name variable is inserted with „'." in the beginning and „.'" in the end. Next, we need to create an alternative, in case there is no variable passed through API.

```php
if (isset($_GET['name']))

{

 $greeting='Hello '.$_GET['name'].'!';

}

else

{

 $greeting='Welcome to my website!';

}
```

Now, we need to replace a line of text in HTML part of the code with a PHP "echo" snippet with "$greeting" variable.

Done! Now any visitor, which comes from us to visit your PHP page, will be greeted by the name. If the parameter is missing or a visitor has come from somewhere else, simple "Welcome to my website!" message will appear instead.

You can find the full code of this example by looking inside "examplephp.php" file from the library of examples you can download here. It includes 2 more variables – country and gender; it also contains examples of the more advanced use of the data. Here's the simple demo of this example. Change the variables in the link to see how it will react to different names, countries and genders. You can also remove GET part of the link (after .php) to see how the example reacts to missing parameters.

JavaScript

If your website is based on plain HTML, you can use the JavaScript to make our API work. We have created a JavaScript function, which can parse our API and get the variables you need from the GET parameters. Simply insert it in the head section of your HTML code.

```html
<script type="text/javascript">

function HeedYou_API_JS_Parse(val) {

    var result = false,

        tmp = [];

    var items = location.search.substr(1).split("&");

    for (var index = 0; index < items.length; index++) {

        tmp = items[index].split("=");

        if (tmp[0] === val) result = decodeURIComponent(tmp[1]);

    }

    return result;

}
</script>
```

Next, you need to insert code snippets that will alter the initial content of the page. Insert a snippet right after a content that it needs to change to achieve the best performance. You also need to assign the unique IDs to all HTML elements that are going to be manipulated. Here's how this snippet should be constructed:

By default, the HTML element should contain the default, not customizable message, but should be assigned an unique ID so that it can be manipulated with.

```html
<h3 id="greeting">Welcome to my website!</h3>
```

First, you need to make sure, that parameters are there. You don't want your website to show error messages or display broken content when you have some visitor that did not come from us or someone has simply opened your website in a new window.

```html
<h3 id="greeting">Welcome to my website!</h3>

<script type="text/javascript">

 var issetname = HeedYou_API_JS_Parse('name');

 if(issetname!==false)

 {

     …

 }

</script>
```

Now we need to change the inner content of the element to our new message.

```html
<h3 id="greeting">Welcome to my website!</h3>

<script type="text/javascript">

 var issetname = HeedYou_API_JS_Parse('name');

 if(issetname!==false)

 {

     document.getElementById('greeting').innerHTML='Hello
'+issetname+'!';

 }

</script>
```

Done! Now any visitor, which comes from us to visit your website, will be greeted by the name. If the parameter is missing or a visitor has come from somewhere else, "Welcome to my website!" message will stay.

You can find the full code of this example by looking inside "examplejs.html" file from the library of examples you can [download here](). It includes 2 more variables – country and gender; it also contains examples of the more advanced use of the data. Here's the simple [demo of this example](). Change the variables in the link to see how it will react to different names, countries and genders. You can also remove GET part of the link (after .html) to see how the example reacts to missing parameters.

11. Bonus ads

Bonus Ads are the complimentary extra ad views you get when you advertise on HeedYou. You also get 5000 bonus ad views for every $1 spent on GLANCE advertising, 7500 bonus ad views for every $1 spent on INTRODUCTION advertising, 10000 bonus ad views for every $1 spent on INSPIRATION advertising, 12000 bonus ad views for every $1 spent on DELIGHT advertising. You can use them to get additional views for your website for free.

They are displayed in a Bonus ad surfing system and are a much simpler and easier for our members to view. They surf them to win some small prizes and get points for a weekly lottery. Exposure is 5 seconds long and the view validation, in form of picture captcha, appears randomly with 20% chance. Next advertisement is opened by clicking on the "Next" button, without seeing any ad name or description in advance. Timer does not wait for the website to load, so if it is too slow it may not load at all while the timer is running. There is also no control that the window is on top or is big enough. One member can view up to 1000 bonus ads a day, so your ad may repeat multiple times a day.

Find the "You have x bonus credits" button on the ["Advertise" page](#) to open the bonus advertisement control page.

You have (amount) bonus credits

In order to start, simply click on the "ADD NEW" button. Enter the link to your website in "Link (URL)" field. Then, choose how fast you want to receive the traffic in the "Percent of Active Members" field. 100% means that your advertisement will be displayed as much as possible, 1% will result in your ad showing up very rarely. If your server does not offer the good performance you may want to set the lower percent. Finally, choose how many Bonus Credits you would like to assign to the advertisement in the "Add Bonus Credits" field. When you are done creating an ad, click on "SAVE" button to save it.

Link (URL)

http://

Percent of Active Members

100 %

Add Bonus Credits

SAVE   CANCEL

It will be activated and available for our members instantly. Repeat that to add more.

If you want to edit a certain advertisement, click on a small button with a pencil next to it to do it. Once you are done, click on the "SAVE" button. If you want to delete some message, click on a small button with a red cross next to it. Click on the "DELETE" button to confirm it. Any credits that are still unused will be lost. Click on a button with a Bonus Credit sign ("B" in a circle) to assign the additional credits to your advertisement. If you have clicked on the "ADD NEW", edit or Bonus Credit button and changed your mind, simply click on "CANCEL".

Link	Power	Credits			
http://	100%	50000	✏	Ⓑ	✕