

## First steps in SEMPro

### Creating an Account

When you log into SEMPro for the first time, you will see a screen allowing you to create your first SEMPro account, which will contain all your advertising Campaigns, Ad Groups, Keywords, Ads, and Product Groups. To allow SEMPro to manage your Ads, you need to connect and authorize your AdWords account. This is done by performing the following steps

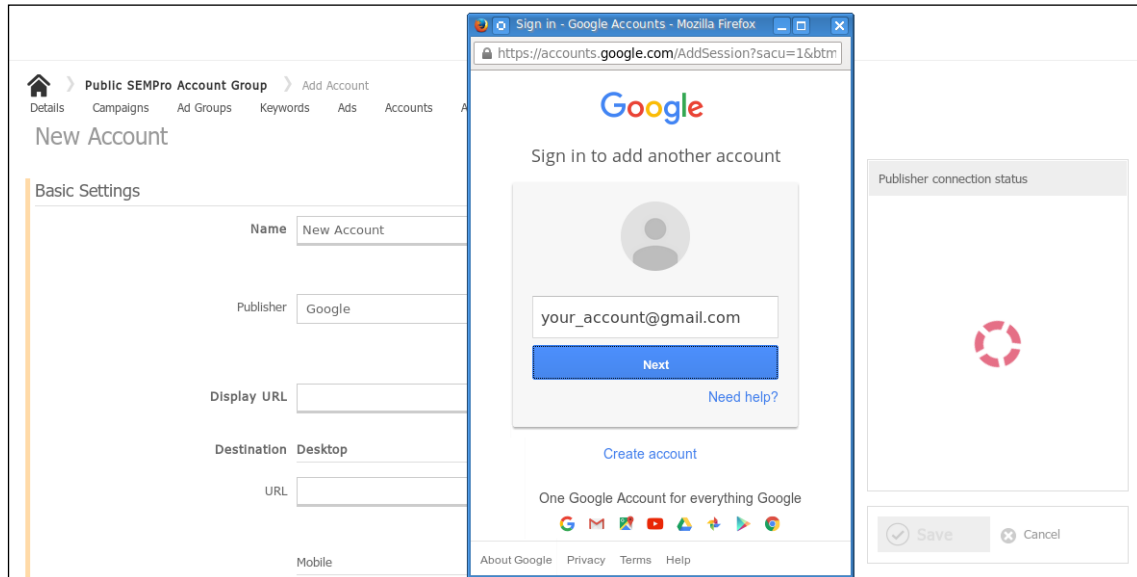
1. Start the authorization process by clicking on "Authorize" button highlighted on the screenshot below

The screenshot displays the 'New Account' page in SEMPro. The breadcrumb trail shows 'Public SEMPro Account Group > Add Account'. The main navigation bar includes 'Details', 'Campaigns', 'Ad Groups', 'Keywords', 'Ads', 'Accounts', 'Audience', 'Statistics', 'Domains', 'Change history', and 'Add Account'. The 'New Account' section is titled 'Basic Settings' and contains the following fields:

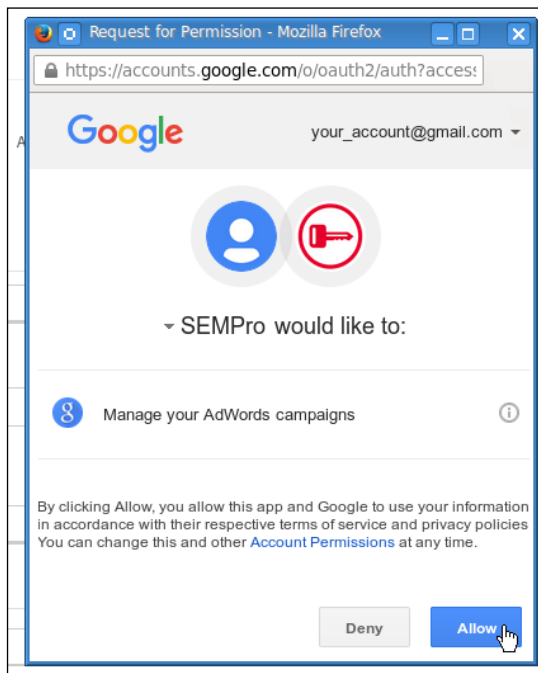
- Name:** New Account (character count: 11/75)
- Publisher:** Google (dropdown menu)
- Display URL:** (character count: 0/250)
- Destination:** Desktop
- URL:** (character count: 0/1024)
- Mobile:**
- URL:** (character count: 0/1024)

On the right side, the 'Publisher connection status' is shown as 'Not connected'. A red banner with a warning icon contains the text: 'Please authorize SEMPro to use your publisher account.' Below this, a message states: 'After clicking "Authorize" you will be redirected to Google authorization service. Log-in with your Google credentials and click "Allow" button to finalize the process.' A blue box highlights the 'Authorize' button. At the bottom right, there are 'Save' and 'Cancel' buttons.

2. Sign into your Google account using your e-mail and password



3. Click the "Allow" button to proceed



- If you have more than one AdWords account associated with your Google account, you will be asked to select the one that you want to use and click "Select" button to proceed

The screenshot shows the 'New Account' form in SEMPro. The 'Basic Settings' section includes fields for Name (New Account), Publisher (Google), Display URL, and Destination (Desktop). A 'Publisher connection status' panel on the right displays a red warning icon and the text 'Action needed. Please select a single account.' Below this, a dropdown menu shows 'My Account' selected, and a 'Select' button is visible.

- After a successful authorization SEMPro will perform a preliminary verification of your AdWords account and display a short summary. More detailed information is sent in an e-mail - you are advised to familiarize yourself with its contents.
- Now you can provide the remaining account attributes required by SEMPro and click Save button to finish.

The screenshot shows the 'New Account' form in SEMPro after successful authorization. The 'Basic Settings' section includes fields for Name (My Account), Publisher (Google), Display URL (www.mysite.com), Destination (Desktop), and URL (http://www.mysite.com). A 'Publisher connection status' panel on the right displays a green 'Connected' status with a Google logo. Below this, a 'My Account' summary shows account details and campaign status: 5 Campaign(s) ready to import, 0 Campaign(s) qualified with warnings, and 0 Campaign(s) disqualified. A 'Save' button is highlighted.



- **Account name** - you will use it in SEMPro to identify your account
- **Display URL** - this is a default Display URL parameter that will be used as a default value (if not explicitly set) in Campaigns, Ad Groups, Ads. You can read more about this parameter in [AdWords Help](#)
- **Destination URL** - this is a default final URL parameter that will be used as a default value (if not explicitly set) in Campaigns, Ad Groups, Ads, Keywords. You can read more about this parameter in [AdWords Help](#)
- **Targeting settings** - customize who will see your ad based on such parameters as geographical location or language. If you enable **Targeting required** option then it will not be possible to save Account without any targeting, to prevent unexpected costs. The targeting settings that you define will be automatically applied for newly imported Campaigns which have no targeting set. To learn more about targeting, see [Targeting](#) section

When you click "Save" button an empty account will be created, where you can create Campaigns from scratch (see topic [Creating Campaign structure](#)), or import existing ones from Ad Words (see topic [Importing structure from publisher](#)).

When you are on a list of accounts, you can also add further accounts using [Actions Panel](#). To learn more about account settings, see topic [Adding and Editing Accounts](#). To learn more about setting Google targeting, see topic [Google Targeting](#).

## Using SEMPro tracking

SEMPro tracking allows you to track actions of the users that you want to reach or sell products to. Without tracking SEMPro would not be able to provide you with necessary metrics such as Clicks, View, Costs, On site metrics, Sales, Leads, Revenue, Devices and others. Tracking can be divided into two types, Click tracking and On site tracking. On site tracking can be divided into View tracking and Conversion tracking.

### Click tracking

Click tracking allows SEMPro to track the user's activity from the moment when the ad is clicked. SEMPro is using a dedicated tracking template to quickly identify Campaign and Keyword details for further usage. Click tracking is enabled by default and allows SEMPro to provide you with the following metrics Device, Clicks, CPC, CPM, CTR, Costs. To learn what these metrics mean, see topic [Columns in a typical table](#).

**NOTE** if you used your own Tracking Template in AdWords, then during the import process they will be replaced with SEMPro Tracking Template.

### On site tracking

On site tracking tracks actions of the user on your website. In order for it to work, you must insert special SEMPro Tracking Code on every page of your site that you want to track (in most cases on every page), preferably right after the HTML tag <body>. This Tracking Code may require some specific values of parameters, such as page type. Depending on user's activity on site SEMPro allows you to track accordingly

- page views (view tracking) - user is seeing a page on your site
- sales (conversion tracking) - user is buying something on your shopping site
- leads (conversion tracking) - user is performing some other action desired by you

### View tracking

Thanks to view tracking you will be able to examine the metrics describing the quality of your site Bounces, Non-bounces, Bounce rate, Average time, Page depth, Time on page, Time on 1st page. To learn what these metrics mean, see topic [Columns in a typical table](#).



## Conversion tracking

This type of tracking allows SEMPro to track and attribute direct and indirect sales and leads resulting from clicking on Ads and searching for Keywords. It provides the following metrics Lead/sale count, cost per lead/sale, Conversion Rate, Conversions, CPO, Margin, Revenue, CSR. To learn more about these metrics, see topic [Columns in a typical table](#).

## SEMPro Tracking overview

Tracking type	Provided metrics	Notes
Click tracking	Device, Clicks, CPC, CPM, CTR, Costs	enabled by default
View Tracking	Bounces, Non-bounces, Bounce rate, Average time, Page depth, Time on page, Time on 1st page	a tracking code with additional parameter "page_type" should be placed on every page
Sale tracking	Sale count, CPO, Conversion Rate, Conversions, Margin, Revenue, CSR, Est. total conv., CM1, AOV	a tracking code with additional parameters "amount", "currency", "order_id" and "page_type" should be placed on a page that is being displayed after a successful sale
Lead tracking	Lead count, Conversion Rate, CPL	a tracking code with additional parameters "order_id" and "page_type" should be placed on a page that's being displayed after a successful lead



## Setting up tracking codes on your website

### View tracking

In order to track visits on your site, add following code to all the pages you want to track:

```
<script type="text/javascript">
setTimeout(function() {
  var
    d = document,
    t = "script",
    p = d.getElementsByTagName(t)[0],
    s = d.createElement(t);
  s.async = true;
  s.type = "text/javascript";
  s.src = "http" + ("https" == d.location.protocol ? "s" : "") + "://ssl.hurra.com/oti.js?cid=___id___";
  p.parentNode.insertBefore(s, p)
}, 0);
</script>
```

SEMPro tracking code for view tracking includes the following mandatory parameter

- **\_\_\_id\_\_\_** – your customer number, provided by Hurra Support.

## Sale tracking

In order to track sales, you need to add following code on the confirmation page – the page which is displayed once the sale is successful

```
<script type="text/javascript">
  window.owaParams = {
    page_type: 'confirmation',
    orderid: '__ORDERID__',
    amount: '__AMOUNT__',
    currency: '__CURRENCY__'
  };
</script>
<script type="text/javascript">
  setTimeout(function() {
    var d = document,
        t = "script",
        p = d.getElementsByTagName(t)[0],
        s = d.createElement(t);
    s.async = true;
    s.type = "text/javascript";
    s.src = "http" + ("https" == d.location.protocol ? "s" : "") + "://ssl.hurra.com/oti.js?cid=__id__";
    p.parentNode.insertBefore(s, p);
  }, 0);
</script>
```

SEMPro tracking code for sale tracking includes the following mandatory parameters

- **page\_type** – type of the page, in this case it must equal "confirmation";
- **\_\_ORDERID\_\_** – unique order number;
- **\_\_AMOUNT\_\_** – value of all ordered items in the 000.00 format;
- **\_\_CURRENCY\_\_** – currency in which the price is shown (e.g. EUR, USD); if not specified, it is set to your account's default one;
- **\_\_id\_\_** – your customer number, provided by Hurra Support.



## Lead tracking

SEMPro tracking code allows you to track lead events, e.g. subscribing to a newsletter or ordering a catalogue. In order to do it, you have to add the following code to a page confirming the desired lead, e.g. "Thank you for registration" page

```
<script type="text/javascript">
  window.owaParams = {
    page_type: 'lead',
    orderid: ' __ORDERID__ '
  };
</script>
<script type="text/javascript">
  setTimeout(function() {
    var d = document,
        t = "script",
        p = d.getElementsByTagName(t)[0],
        s = d.createElement(t);

    s.async = true;
    s.type = "text/javascript";
    s.src = "http" + ("https" == d.location.protocol ? "s" : "") + "://ssl.hurra.com/oti.js?cid=_id_";
    p.parentNode.insertBefore(s, p)
  }, 0);
</script>
```

SEMPro tracking code for lead tracking includes the following mandatory parameters

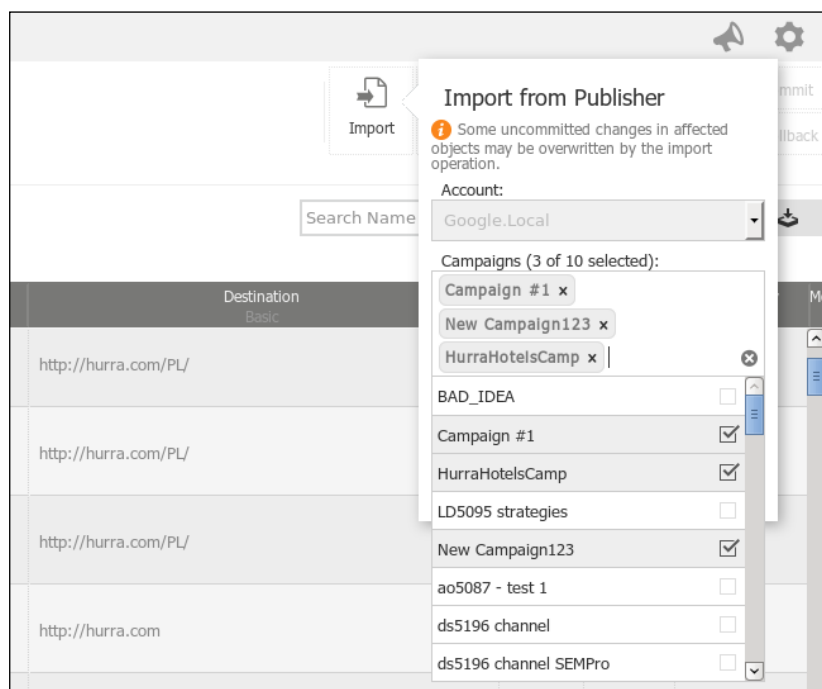
- **\_\_ORDERID\_\_** – unique order number;
- **page\_type** – type of the page, in this case it must equal "lead";
- **\_\_id\_\_** – your customer number, provided by Hurra Support.

## Importing structure from publisher

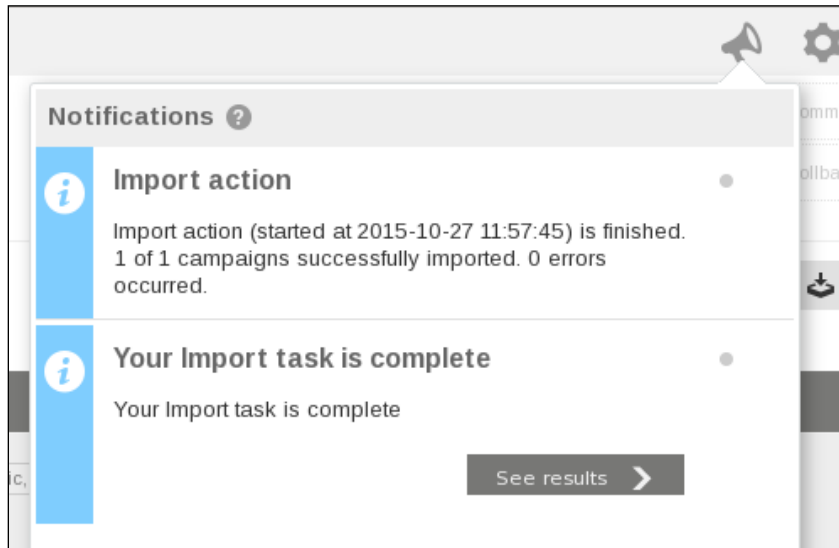
After you connect your advertising account you need to import your existing objects (Campaigns, Ad Groups, Ads, Keywords) from AdWords into SEMPro. Performing import will affect your objects and has some restrictions, to learn more about them, see topic [Limits and restrictions](#).

### Importing changes from AdWords

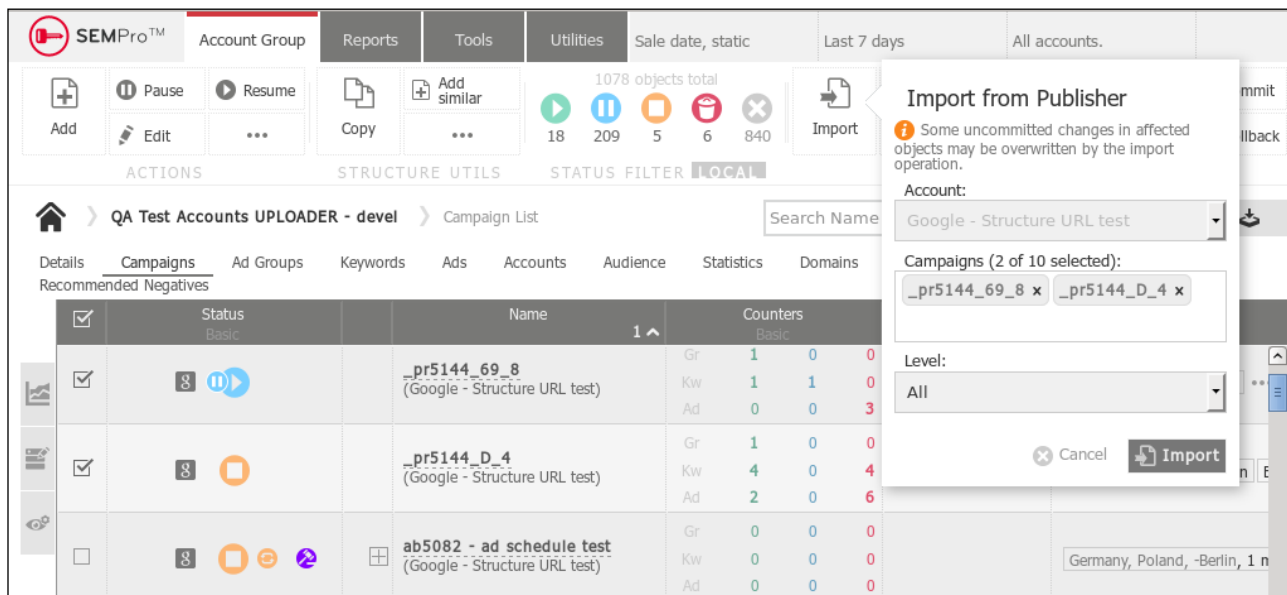
When you import from Google AdWords, all local changes will be overwritten by data fetched from the AdWords account. When you are on a list of Campaigns, click on "Import" button in the Local Changes panel. A widget will appear where you select Google Account that the data will be imported to. In the box below you can select up to 10 Campaigns from that Account that the data will be imported to. Finally, you can decide for which level you want to perform the import. "All" will import all changes for all selected Campaigns and their child Ad Groups, Keywords, Ads, etc. All other options will import only changes on that particular level (e.g. when you select Ad Groups, changes to Campaigns, Keywords and Ads will not be imported). To proceed with the import, click "Import" button.



You can monitor import's progress on the list of background tasks. When import is finished, you will receive a notification about its results.



It is also possible to start from selecting Campaigns (that belong to the same Account) from the table, then optionally adding further Campaigns, selecting the level and finally clicking the "Import" button.



A notification icon is visible for every object that is being imported

Status		Name	Counters			Targeting	
Basic		1 ^	Basic			Basic	
			PG	299	101		
<input type="checkbox"/>		gc5205 ad schedule edit (Google)	Gr	3	0	0	Poland, United
			Kw	0	0	0	English, Polish
			Ad	0	0	0	...
<input type="checkbox"/>		gc5205 ad schedule testx (Google)	Gr	0	0	0	Poland, United
			Kw	0	0	0	English, Polish
			Ad	0	0	0	...
<input type="checkbox"/>		jj5162_dis (Google)	Gr	2	0	0	Poland English
			Kw	2	0	0	...
			Ad	0	0	1	...

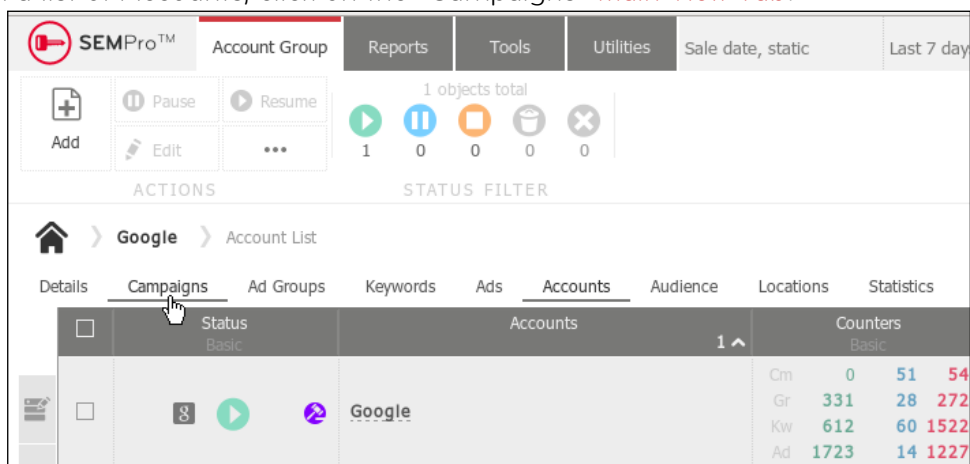
Please note that when import is underway, it is not possible to commit (i.e. upload local changes to the publisher) for the following objects:

- Object that is being imported
- Parent of the object that is being imported
- Children of the object that is being imported

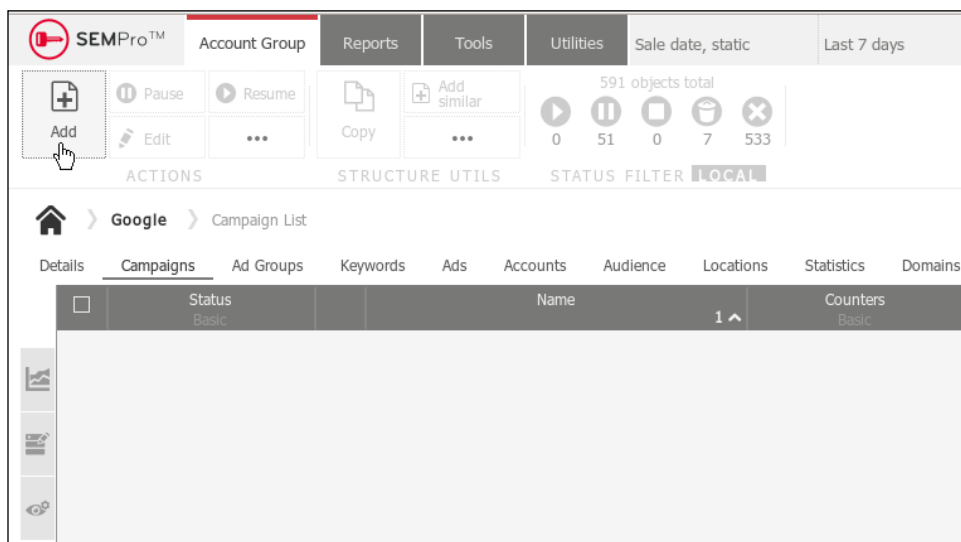
To learn more about committing, see topic [Accepting and rejecting changes \(commit and rollback\)](#).

## Creating Campaign structure

Apart from importing your existing structure from the publisher (i.e. AdWords), you can also manually create a complete Campaign structure. To do that, switch the view to list of Campaigns. If you are on a list of Accounts, click on the "Campaigns" [Main View Tab](#).



You will see an empty list of Campaigns. Use [Actions Panel](#) to add a new Campaign



A new window will slide on the screen where you can define the parameters and properties of your Campaign. The meaning of specific fields is described in help topic [Adding and Editing Campaigns](#).

**New Campaign**

**Basic Settings**

Name: New Campaign (12/128)

TrackGroup: Use default from account (Hurra Google-Adwords)

Display URL: hurra.com (0/35)

Destination: Desktop (0/1024)

URL: (0/1024)

Mediacode: No mediacode (A/B testing)

Mobile URL: (0/1024)

Mediacode: No mediacode (A/B testing)

Tracking Template URL: (0/255)

URL Source:  Default (inherit) Ad

Sitelinks: Attach sitelink (no sitelinks attached)

Save Cancel Add another

To quickly learn about a field, click on a question mark icon next to it. This will open a tooltip with a link to relevant topic in Online Help.

Mediacode: No mediacode (A/B testing)

Tracking Template URL: (0/255)

URL Source:  Default (inherit) Ad

Sitelinks: Attach sitelink (no sitelinks attached)

Brand Campaign:

Monthly cost limit: (0/255)

Email: (0/255)

Save Cancel Add another

Feature for Search Network Text Ads that lets you include additional links to deeper content on your site beyond the main landing page. Sitelinks extend the value of your ads by showcasing additional targeted and relevant links for users whose search queries have triggered your ad. In addition, Sitelinks make it easy to update and refresh seasonal and limited promotions - you can change the additional links on your ads as often as you like to make each ad more timely for your current sales and marketing efforts. [Open SEMPro Help](#)

When you are finished, click "Save". If there are any errors that prevent saving the Campaign, error messages will be displayed and you will have to correct them. You can move between errors by clicking arrows below the Save box.

Monthly cost limit  ?  
 ❗ Invalid format of monetary value

Email

Daily budget  Individual  Shared ?  
  
 ❗ Manual or Shared budget is mandatory.

Save Cancel  
 + Add another

❗ 3 validation problems. (2) < >  
 You must correct them before saving.

When you have a Campaign, you have to create at least one Ad Group inside it, which will contain Ads, Keywords, Product Groups. Start by going "inside" the newly created Campaign by clicking on it

SEMPro™ Account Group Reports Tools Utilities Sale date, static Last 7 days

592 objects total

1 51 0 7 533

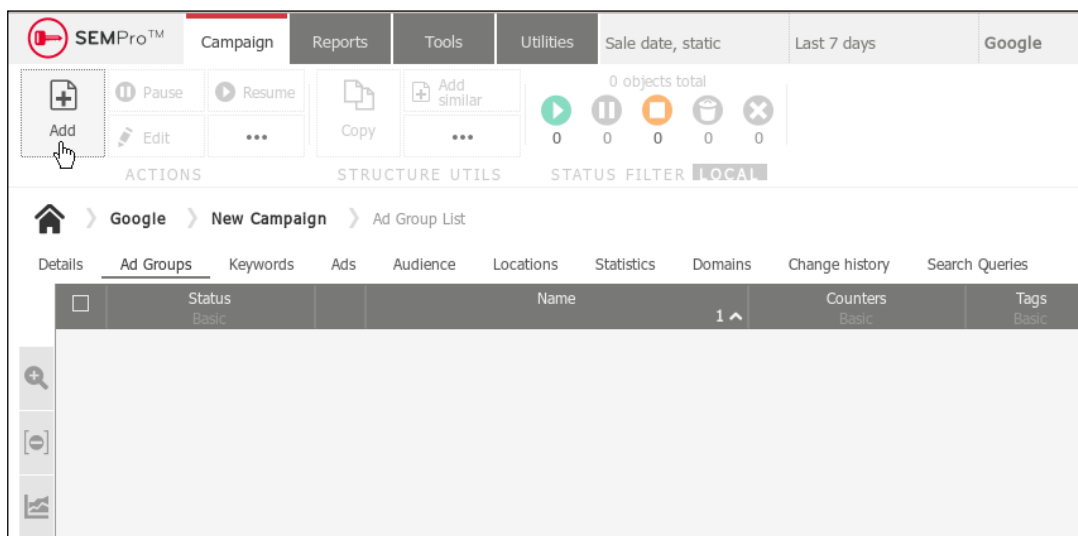
ACTIONS STRUCTURE UTILS STATUS FILTER LOCAL

Home > Google > Campaign List

Details Campaigns Ad Groups Keywords Ads Accounts Audience Locations Statistics Domains

	Status	Name	Counters
	Basic		Basic
<input type="checkbox"/>		New Campaign (Google) ...	Gr 0 0 0 Kw 0 0 0 Ad 0 0 0

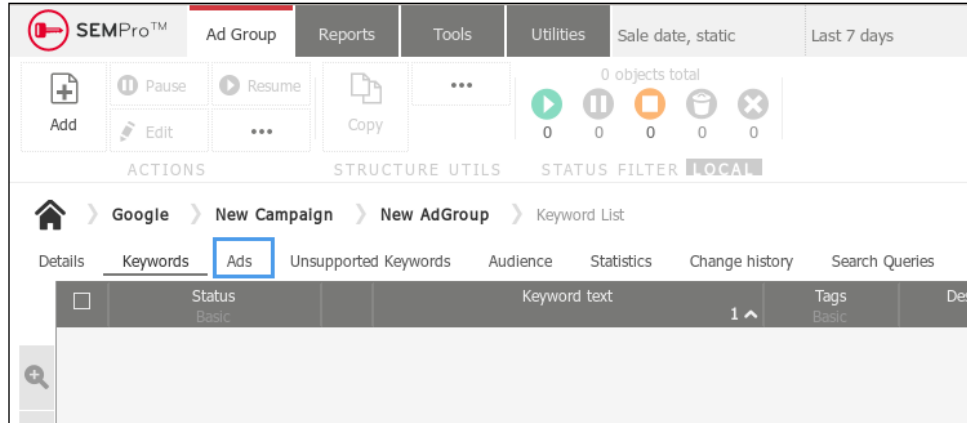
You will see an empty list of Ad Groups and can create a new Ad Group in the same way as a Campaign - by clicking on "Add" button



A new window will slide on the screen where you can define the parameters and properties of your Ad Group. The meaning of specific fields is described in help topic [Adding and Editing Ad Groups](#).



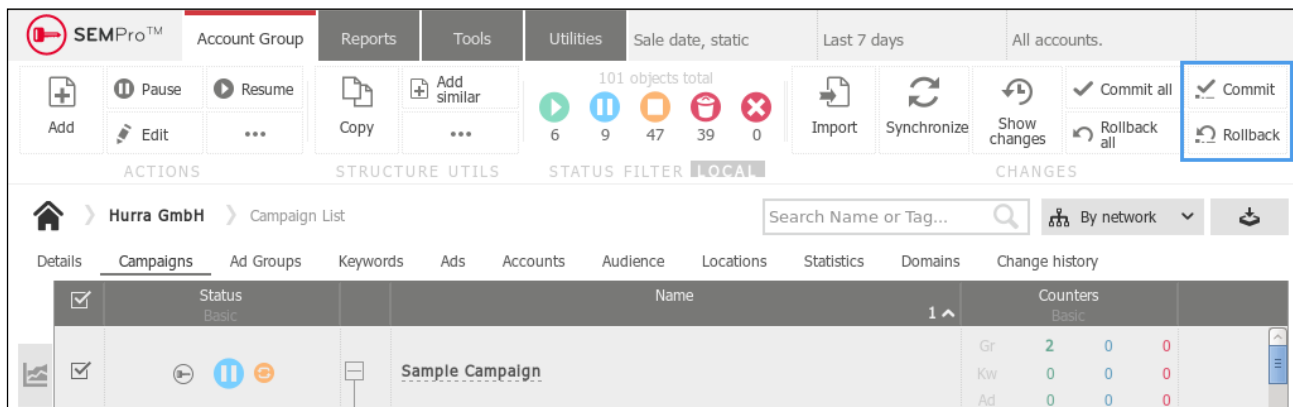
After creating a Campaign, you can create Ads and Keywords inside that Ad Group. When you click on an Ad Group, then by default you will see a list of Keywords in that Campaign. To see a list of Ads (where you can create and edit Ads) you need to click on "Ads" Main View Tab.



You can create Keywords and Ads in the same way as Campaign and Ad Groups. To learn more see topics [Adding and Editing Ads](#) and [Adding and Editing Keywords](#).

## Uploading local changes to the publisher (commit)

All changes to objects (creating and editing them) made in SEMPro are local, you need to upload them to the publisher in order to take effect. This is done using Commit button in the Local Changes Panel in the top left part of the user interface. To learn more about committing, see topic [Accepting and rejecting changes \(commit and rollback\)](#).





## Limits and restrictions

Current version of SEMPro has the following limits and restrictions

### Limits for user of "SEMPro na pół roku" program

- Maximum of 3 accounts
- Maximum of 20,000 objects in account
- Maximum of 3 active scheduled tasks

### Restrictions affecting all SEMPro users

- Tracking templates will be replaced with SEMPro's templates, to allow [Click tracking](#).
- Click tracking requires one unused Custom Parameter on ad and Keyword level
- If imported Campaign had not targeting set on the publisher side (e.g. in AdWords), then after importing it to SEMPro targeting settings will be inherited from Account by default (it can be immediately changed).
- When importing Campaign from the publisher, SEMPro changes stop date to latest stop date possible and takes over the control over stop date (the stop date that was set on a Campaign on the publisher's side is preserved in SEMPro)
- If you are using sitelinks in AdWords, SEMPro will create its own sitelink feed and manage it. Your existing sitelinks feeds will not be affected