

HOWTO Guide - Targeting with Meeplace and Ad Peeps

Meeplace is a Business Review CMS that allows you to create your own review site just like Yelp. In partnership with Ad Peeps, Meeplace customers can now easily integrate the #1 commercial banner ad management system, Ad Peeps (<http://www.adpeeps.com>), into their Meeplace community with ease.

With just a few simple steps, Meeplace sites can sell “targeted” advertising at the category and subcategory levels and accept online payments directly into their Authorize.net, 2checkout , InstaPay, or PayPal accounts.

First, Setup Targeting Zones in Ad Peeps

With the use of Ad Peeps, you are able to target advertisements to appear in specific categories of your Meeplace community.

In the following example below, there are a few categories such as “Golf Courses”, “Restaurants”, and “Shopping”.

The screenshot displays the Meeplace website interface. At the top, the Meeplace logo and a search bar are visible. Below the navigation menu, there are sections for "Hot Listings" and "More Hot Local Picks". The "Hot Listings" section features a listing for "Beer Hunter Sports Pub an..." with a star rating and category information. The "More Hot Local Picks" section lists "1. Yogurt Island". Below these, there are two "BEST OF" sections: "Restaurants" (5 reviews) and "Entertainment" (2 reviews), each with a list of top items. To the right, a "Browse by Category" section lists various categories: Golf Courses, Restaurants, Shopping, Resorts, Real Estate, Entertainment, and HOTEL.

You will need to configure Ad Peeps to recognize these categories so that the software can detect the category the user is viewing, and search for an ad that has been configured to show in that particular

category. The same will work for sub-categories.

Step 1 – Locate the Meeplace Category IDs

1. Start by clicking on the category you want to target to. For illustration, we clicked Golf Courses and where directed to:
`http://demo.meeplace.com/business/search.php?cat=1`
2. Take note of the category ID number (cat=1). In this example, the category ID for Golf Courses is **1**.
3. Repeat the same for Restaurants. We were directed to:
`http://demo.meeplace.com/business/search.php?cat=10`

The Category ID for Restaurants as we see is **10**.

Step 2 – Configure Ad Peeps to Target to those categories

To use Ad Peeps with Meeplace, you first need to create a new targeting zone for each category you want to target to.

Login to Ad Peeps Administrator Control Panel > Click Setup Target Zones



1. Click Add New Target Zone



2. Add a new targeting zone for each Meeplace category you want to target to in the following format.

[CATEGORY_NUMBER]_CATEGORYNAME

For example, to create a targeting zone for Golf Course (Category 1), we would add:

[1]_golf

To create one for Restaurants (Category 10), we would add:

[10]_restaurants

Add/Edit Target Zone

Targeting Zone Name:

3. Save your changes.

Target Zone Name	Ads Assigned
[10]_restaurants	0
[1]_golf	0
default	3

4. Setup in Ad Peeps is now complete.

Generate HTML Code

Ad Peeps uses special HTML Code to allow it to “read the url” the visitor to your website is viewing and match the categories.

To Generate the html code you will need to input into Meeplace, do the following:

1. Login as Administrator into your Ad Peeps control panel.
2. Click the “Generate HTML Code” button under Main Menu Options



3. Select the Ad Size of the ad(s) you want to display

Select Ad Size: Tell us what ad size you want to display on your website. The Ad Si see your ad size, first setup an ad with your desired size and try again.

Select Ad Size to Display:

4. Configure your settings such as if you want ads to rotate every X seconds.
When selecting your targeting zone, select “Auto-Detect”

Select Target Zone:

5. Click the Generate HTML Code button and copy the HTML Code provided to your clipboard.

Insert Ad Peep Html in MeePlace Template

Now that Ad Peeps knows each category ID that you want to target to, you are ready to configure your Meeplace software to work seamlessly with Ad Peeps.

Login to your Meeplace Administrative control panel and click the **“Ad Campaigns”** link on the left.

Site Statistical Summary					
Total Business	3	Total Events	1	Total Chatters	1
Total Deals	0	Total Users	16	Total Private Msg.	0
Logins Today	3	Signups Today	2		
New Biz. Today	0	Biz Comments Today	1		
New Events Today	0	New Chatters Today	0		
Unapproved Biz	0	Unapproved Events	0	Unjudged Biz Claimings	0

By default, there may be a Biz Detail Empty Default category. If this does not exist, use the category you may have previously setup to control the “Business” zone.

 	6	Biz Detail Empty Default	January 1, 2000	December 31, 1969	258 / Unlimited	0 / Unlimited
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> Click the Edit icon

By default, the sample Meeplace logo may be installed. Click the “Edit” icon in the HTML Code section.

Edit:		
Campaign Name	Biz Detail Empty Default	
HTML Code		
Position ID	6	

Replace the value in the box with the HTML Code you generated from Ad Peeps.

Update Value:

HTML Code

COPY AND PASTE YOUR AD PEEPS HTML CODE IN THIS BOX!



Need help? Or would you like us to Setup for you?

Visit <http://www.adpeeps.com> > Contact Us