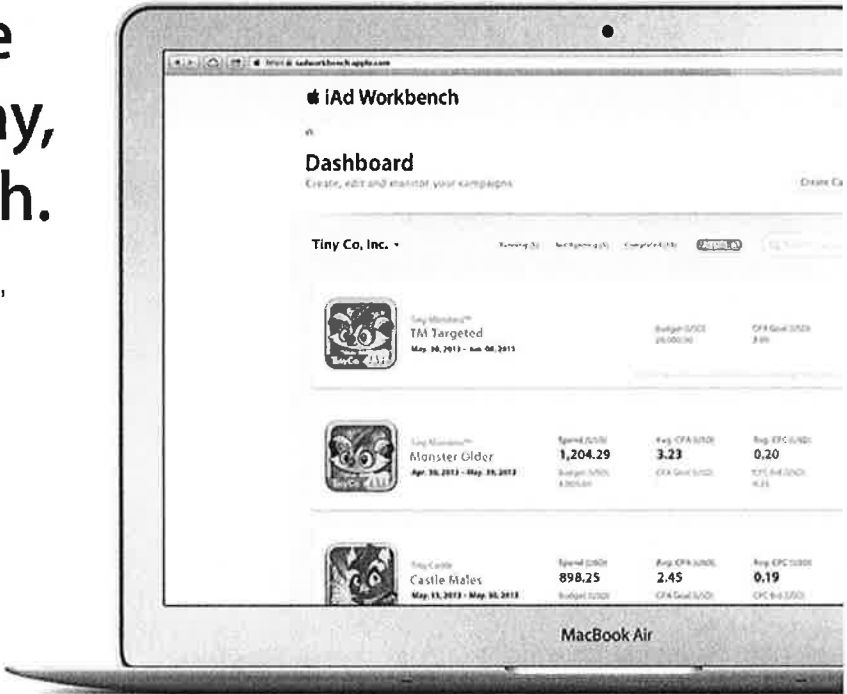


iAd Workbench iAd Producer

# Create and manage campaigns your way, with iAd Workbench.

Reach millions of iOS users with iAd Workbench, the simplest way to create, manage and optimize ad campaigns to promote your apps. Get started in just a few simple steps. Select the right audience for your app and set the best price for your business goals. Build customized banners in minutes. Track your campaign performance and drive downloads at the cost that works for you. From start to finish iAd Workbench puts you in control.

[Get Started](#)



iAd Workbench is currently available to promote apps in the U.S. App Store.



Watch iAd Workbench video

## The best apps deserve the best users.

You know the best audience for your apps. iAd knows how to find them. With iAd Workbench you can target who you want, when you want, manually, automatically or both. Assign specific targeting criteria (such as device, gender, age, location and preferences) to your campaign, or have iAd find the right audience for you.

**Select a Targeting Option**  
Select Auto to have iAd find the right audience for you. Manual allows you to set your own targeting preferences. [Learn More](#)

**Auto** **Manual**

**Device** All Devices

**User Preferences** Custom

App (8)	Movie (27)	Music (37)	TV (12)	Book (24)	Audiobook (24)
<input checked="" type="checkbox"/> Book	<input type="checkbox"/> Medical	<input type="checkbox"/> Travel			
<input checked="" type="checkbox"/> Business	<input checked="" type="checkbox"/> Music	<input checked="" type="checkbox"/> Utilities			
<input checked="" type="checkbox"/> Catalogs	<input checked="" type="checkbox"/> Navigation	<input type="checkbox"/> Weather			
<input type="checkbox"/> Education	<input checked="" type="checkbox"/> News				
<input type="checkbox"/> Entertainment	<input type="checkbox"/> Newsstand				
<input type="checkbox"/> Finance	<input type="checkbox"/> Photo & Video				
<input type="checkbox"/> Food & Drink	<input type="checkbox"/> Productivity				
<input type="checkbox"/> Games	<input type="checkbox"/> Reference				
<input checked="" type="checkbox"/> Health & Fitness	<input type="checkbox"/> Social Networking				
<input type="checkbox"/> Lifestyle	<input type="checkbox"/> Sports				

Select All Clear All

## Ads that work for you.

iAd Workbench helps you plan and buy media efficiently so that you can focus on what's important: driving downloads of your apps. Set bid prices based on cost-per-click (CPC) and cost-per-acquisition (CPA) goals. Plan wisely by using the predictor tools to estimate how many users your campaign will reach—make adjustments along the way until you get your campaign to exactly where you want it to be.

<b>Budget</b> <small>(USD)</small>	<b>Daily Spend Goal</b> <small>(USD)</small>	<b>CPC Bid</b> <small>(USD)</small>	<b>CPA Goal</b> <small>(USD)</small>	
5,000.00	Unlimited	1.00	Unlimited	Calculate
<b>Estimated Audience Reach</b>		<b>Impressions</b> <b>3,499,000</b>	<b>Taps</b> <b>17,241</b>	<b>Downloads</b> <b>2,068</b>

## Creative that captivates.

Building a banner for your campaign couldn't be simpler with iAd Workbench. Built-in Apple-designed templates help you create customized banners with the right messaging and most effective calls-to-action. If your ad is running on multiple devices, iAd Workbench automatically produces all the needed versions in required sizes. You can also reuse banners from previous campaigns, or upload your own creative.



### Select a Banner




Use a template, upload your own artwork, or reuse a banner from a previous campaign.

Choose a Template

Upload Your Own

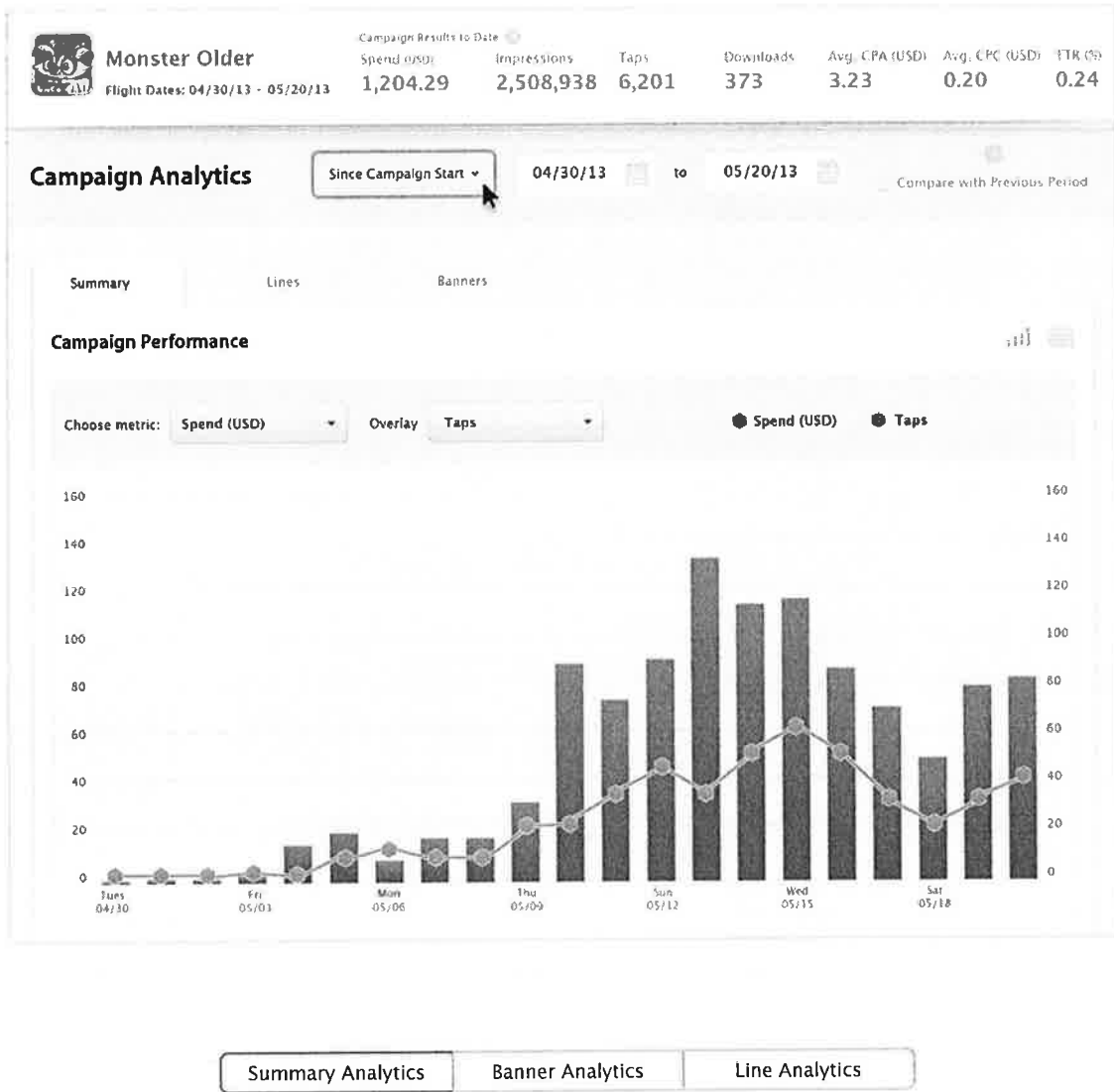
## Take control of your advertising.

You can manage all of your campaigns from the Dashboard, which provides a quick summary of your campaign status including total spend, impressions, taps, average CPC and CPA, tap-through-rate (TTR) and number of downloads. From there you can change any of the campaign settings, edit banners, review overall performance, and optimize campaigns for improved results.

	Tiny Monsters™ <b>TM Targeted</b> May. 20, 2013 - Jun. 08, 2013	Budget (USD) 20,000.00	CPA Goal (USD) 2.00	CPC Bid (USD) -	Verify Approval 
	Performance data is available for this campaign from Jun. 14, 2013 through Jun. 20, 2013.				
	Tiny Monsters™ <b>Monster Older</b> Apr. 30, 2013 - May. 08, 2013	Spend <b>1,204.29</b> Budget (USD) 3,000	Avg. CPC (USD) <b>3.23</b> CPA Goal (USD) -	CPA Average <b>0.20</b> CPC Bid (USD) 0.25	Installs <b>373</b> <small>Learn More</small>

## Turn learnings into earnings.

iAd Workbench gives you the tools and analytics to optimize and refine your campaign plans. From your Dashboard you can tap into the details of your campaigns, review and change individual lines, edit banners, and look at all of your performance data presented as bar charts, line charts or tabular views. Metrics include total impressions, taps, average CPC, TTR, and downloads.



iAd Workbench is currently available to promote apps in the U.S. App Store. Campaigns created using iAd Workbench run on iAd's U.S. App Network. Developers interested in advertising outside of the U.S. should submit a request and a representative will contact you.

**System Requirements**

Note: For best results, it's recommended that you use iAd Workbench with one of the following operating systems and browsers:

- OS X Mountain Lion (v10.8) and Safari
- Windows XP and Firefox
- Windows 7 and Chrome

Get Started with iAd Workbench

**Get inspiration from the world's largest brands.**

Browse amazing creative examples to see how companies, big and small, use iAd to tell their brand stories.

[Learn More](#)



**Rev up your revenue.**

Join iAd's App Network and earn 70% of the net revenue generated by adding just a few lines of code.

[Get Started](#)



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