There was a few different mentions in *Day 7: Building your First Campaign* about some of the ways that ThriveTracker will allow you to keep things organized. While you're starting out, this won't be too big of a deal for you, but when you are running with 10 Traffic Sources, 20 Landing Pages, and 30 Offers, these are some of the functions that we encourage you to be diligent with using. The more you use them, the easier the platform is for you!

Campaign Type
When building a campaign, this is one of the first fields you must fill in. You'll want to classify your campaign by the how you're getting the traffic. This comes in handy when you're looking at your list of campaigns and want to see how your 300x250 banner campaigns are performing in comparison to your Pop campaigns or your In-App campaigns.

Campaign Tags
Secondary to the Campaign Type, you'll be want to tag your campaigns based on the some of their key features. This could be the vertical you're targeting, the age range, the geographic area, the or the basic form of traffic (native, social, search, etc).

Landing Page Rotations
ThriveTracker always asks you, when setting up a new campaign, if you want to create a new lander rotation or use an existing rotation. To keep it simple, I would name every rotation you create using something relevant to your campaign. That might be which website your lander is located on, what kind of lander it is (top 10 in a category, interview on product use, etc), where it's going to get traffic from, where it's going to send traffic too, or it might mean something else entirely. The big takeaway is to organize yourself for continued use and easy reference.

Offer Page Rotations
Along the same lines, you're always going to have classify your offers under an offer rotation. The obvious choice here is to classify your rotations by offer vertical, which allows you to split-test multiple offers under the same vertical against a landing page rotation. However, if you're not split-testing offers, classifying by offer source (network name, advertiser name, etc) or offer type (survey, product, lead-gen, etc) might make more sense.

Landing Pages Menu
This view offers reporting on the landing pages you have in your campaigns. Here, the value comes from being able to see how successful your lander is at converting the

traffic brought to it, no matter where that traffic may have come from. These are the insights that can help you determine your ideal landing page style, copy, and more.

Offer Pages Menu

While you can't control what goes on the offer page, you can control which offers you choose to use and not use. Aggregated metrics found here will show you the overall performance for the offer. Perhaps an offer converts far better when direct-linked, rather than when filtered through a landing page first. You may also find that you have an offer that is simply good at converting, regardless of how traffic gets to it, so you may choose to make that one the default offer for all of your landing pages that apply to it.

Today's Top Performers

Found on the Dashboard, this is an easy option for quick glances at what needs to be done. If you see the top 4 campaigns are doing well, maybe turn up the budget on them. Those loss leaders may need to be shut down for the time being. This is a great reference point when you don't have the time to really dive into things.