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Connecting Your Account

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Before you start, review your ad account.

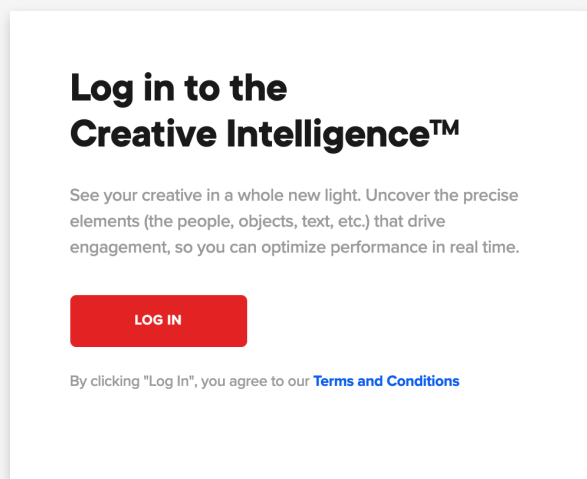
Identify the ad accounts with video ads that you would like to connect to our Creative Intelligence (CI) tool.

Our CI tool can only pull data from accounts with video ads.

STEP 1

Login.

If you have a VidMob account:



Log in to the Creative Intelligence™

See your creative in a whole new light. Uncover the precise elements (the people, objects, text, etc.) that drive engagement, so you can optimize performance in real time.

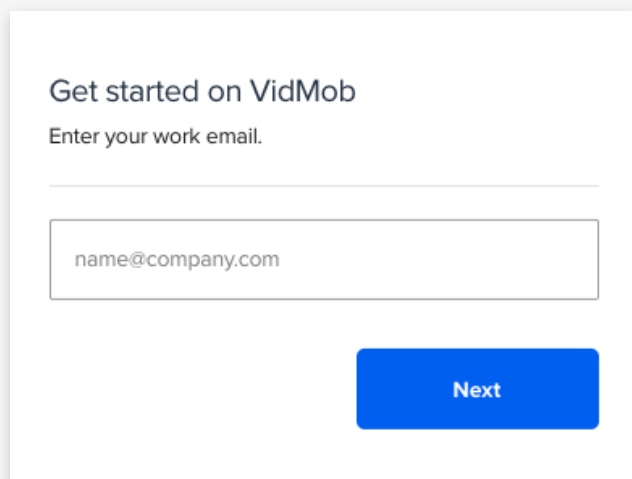
[LOG IN](#)

By clicking "Log In", you agree to our [Terms and Conditions](#)

Click the "Log In" button and enter your email and password to access the CI tool.

VISIT

If you do not have a VidMob account:



Get started on VidMob

Enter your work email.

name@company.com

[Next](#)

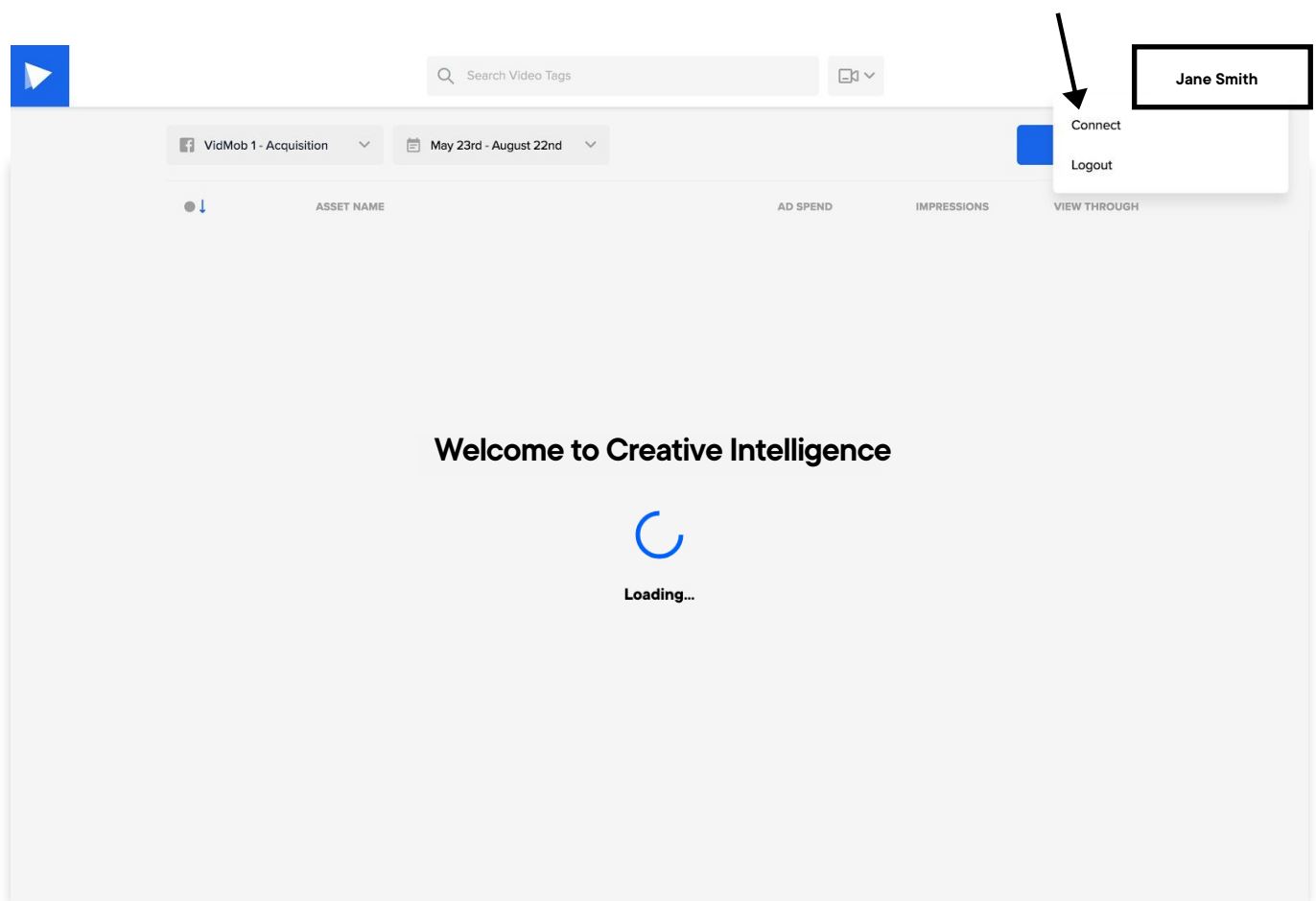
Visit the VidMob client portal to create an account for your company.

VISIT

STEP 2

Connect your account(s).

Once you are logged in to the CI tool, you will be taken to the home screen. In the upper-right corner, click on your account name and select “Connect” from the drop down menu.



STEP 3

Choose your account(s).

Select the ad accounts you would like our CI tool to analyze by clicking the “Connect” button on any of the platforms displayed.

The screenshot shows a user interface for connecting ad accounts. At the top, there is a search bar labeled "Search Video Tags" and a user name "Jane Smith". The main heading is "Connect your ad accounts", with a sub-heading: "Get creative insights on ad performance when you sync your accounts with VidMob's Creative Intelligence tool." Below this, there are six cards, each representing a different platform:

- Facebook:** Pull videos from your Facebook Ads Manager to analyze creative attributes.
- Snapchat:** See what creative elements influenced Snap Ad performance.
- Twitter:** Discover what your audience wants to see in-feed and why.
- Google Ads:** Understand the elements of your advertisements that are driving impact.
- Display & Video 360:** Understand the elements of your ads that are driving impact for your Google ad buys.
- Pinterest:** Learn why your audience loved your Pinterest ads.

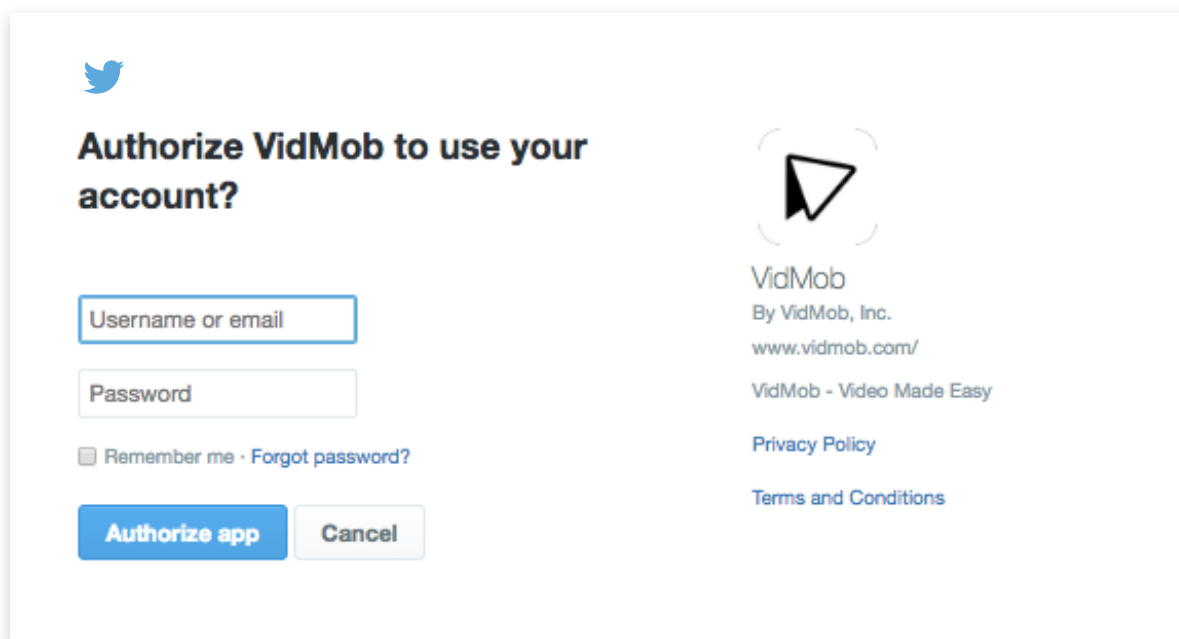
Each card features a blue "CONNECT" button at the bottom.

STEP 4

Authorize account connection.

A.

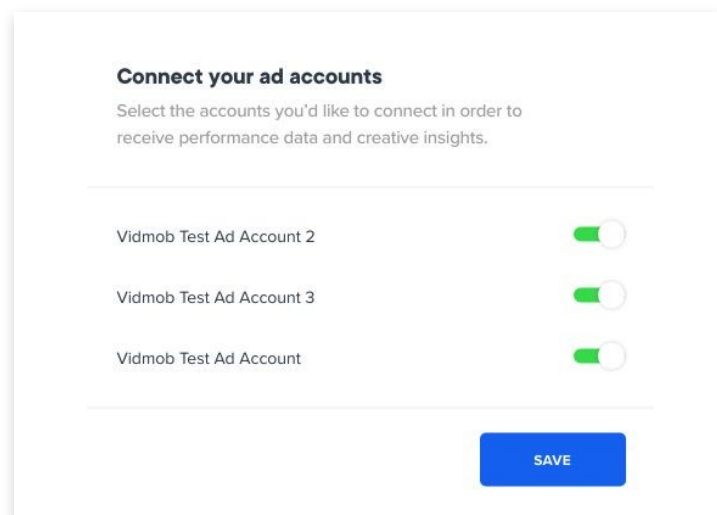
Once you've chosen to connect an ad account you will be prompted by the respective platform to authorize the connection. You can do so by logging into that account.



The screenshot shows a Twitter authorization window. On the left, there is a Twitter logo and the text "Authorize VidMob to use your account?". Below this are two input fields: "Username or email" and "Password". There is a checkbox labeled "Remember me · Forgot password?". At the bottom left are two buttons: "Authorize app" (in blue) and "Cancel" (in grey). On the right side of the window, there is a VidMob logo (a triangle with a cursor), the text "VidMob By VidMob, Inc. www.vidmob.com/ VidMob - Video Made Easy", and links for "Privacy Policy" and "Terms and Conditions".

B.

Customize which ad accounts you want or don't want to connect to the CI tool by selecting/deselecting the toggles and then clicking "Save."

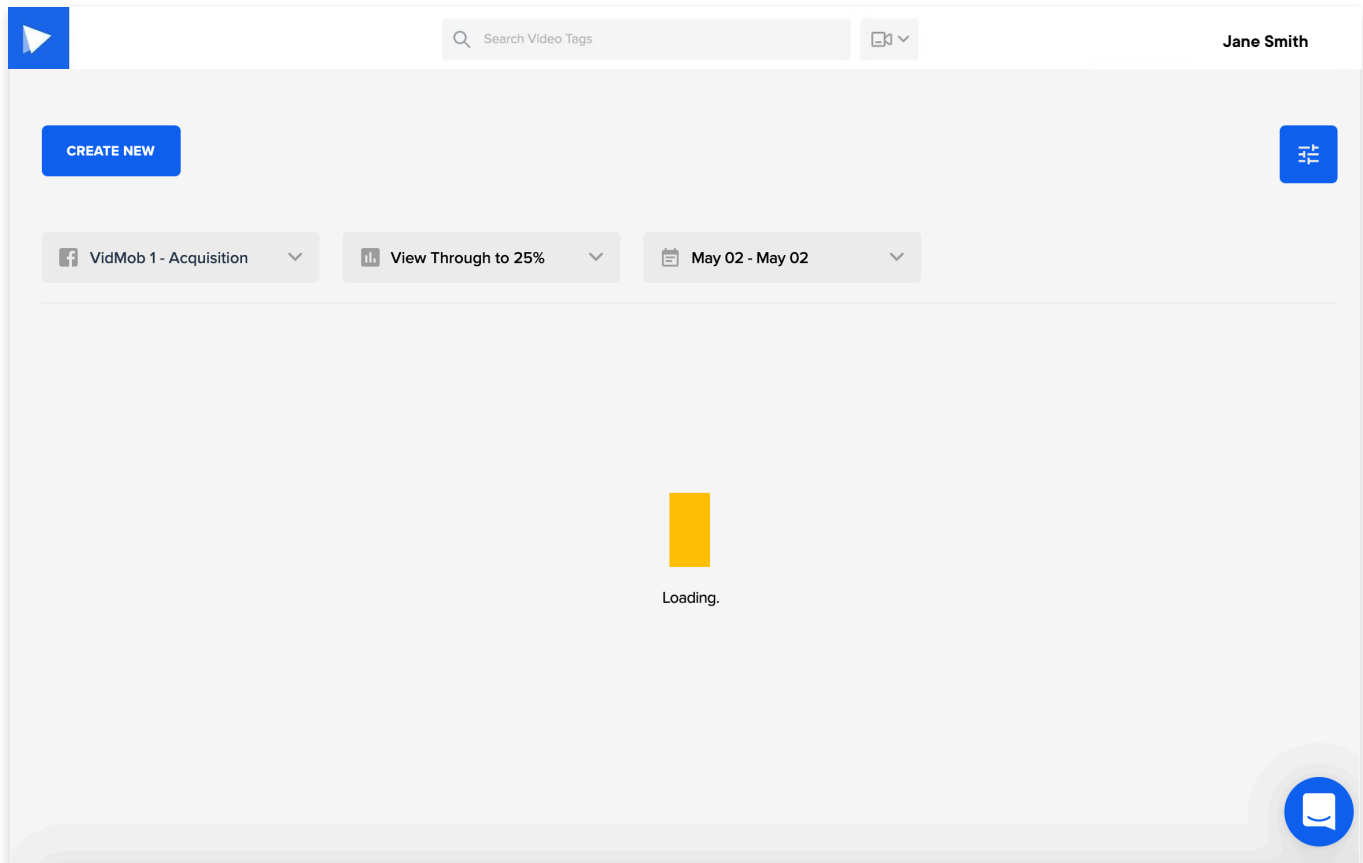


The screenshot shows a "Connect your ad accounts" section. It includes the heading "Connect your ad accounts" and the instruction "Select the accounts you'd like to connect in order to receive performance data and creative insights." Below this are three rows, each with an account name and a toggle switch. The first row is "Vidmob Test Ad Account 2" with a green toggle switch. The second row is "Vidmob Test Ad Account 3" with a green toggle switch. The third row is "Vidmob Test Ad Account" with a green toggle switch. At the bottom right of the section is a blue "SAVE" button.

STEP 5

Let the importing begin.

After clicking “Save,” the import process will begin for the accounts selected. Please check back in 24 hours.



A note for connecting multiple accounts*

To connect more ad accounts to the CI tool, you will need repeat steps 1 - 5.

Frequently Asked Questions

01

Why can't I log into the CI tool after creating my VidMob account?

Your VidMob account will need to be established order to access the CI tool. Reach out to your VidMob point of contact or support@vidmob.com for assistance.

02

How do I disconnect an ad account from the CI tool?

You can disconnect an ad account by clicking on your name in the top right corner, and selecting "Connect" in the dropdown menu. Then click the "Manage" button under the platform icon of the account you want to disconnect, and deselect the ad account.

03

Can you analyze our static ads?

Not yet, but very soon we will be able to analyze static ads!

04

Why are three dots appearing under a social platform on the "Connect" page on the CI tool?

This likely means data is still importing. Please check back in 24 hours. If the loading indicator still persists, reach out to your VidMob point of contact or support@vidmob.com for assistance.

05

Why do I need to accept all permissions to connect my ad accounts to the CI tool?

In order to access the performance data and media files from your ad account, we'll need your explicit permission. Without it, the platform won't allow us permission to pull your data into the CI for analysis.

Have additional questions?
Reach out at support@vidmob.com