

Viber Ads Manager: Campaign Playbook

5 ready-to-run ideas to keep
your brand visible all year long



The new rules of advertising

Today, consumers move seamlessly between social media, search, online stores, and messaging apps, making attention harder to earn than ever.

As a result, successful campaigns no longer rely on a single channel. They reach customers at the right moment, across the platforms they already use every day.

As customer journeys become more connected, messaging apps have become one of those essential touchpoints. People open them multiple times a day to communicate, make plans, and stay informed, all within an environment built on trust and familiarity. For advertisers, that means the opportunity to reach engaged audiences in a space they already use daily.

That's where **Viber Ads Manager** comes in.

Whether your goal is to build brand awareness, promote a seasonal sale, generate leads, or launch a new product, Viber Ads Manager helps you create and manage campaigns that reach the right audience at the right moment. And with an intuitive self-serve platform, it's easy to add messaging app campaigns to your marketing mix, regardless of your budget or team size.

This playbook is designed around real business goals and marketing moments. Inside, you'll find campaign ideas and best practices to help you set up and launch successful Viber campaigns with confidence.

Success stories Viber Ads in Action



Greece



2.53% CTR

28% above industry benchmark in Greece



46K+ clicks

From 1.83M Viber Ads impressions



Bar & Grill



Bulgaria



2.34% CTR

Surpassing industry averages



116K+ clicks

Generated from Viber Ads placements alone

What's inside

	A closer look at Viber Ads Manager	04
	Five ready-to-run campaign ideas, including: • Recommended Ads packages • Creative best practices • Campaign KPIs	05
	Getting started	16
	Additional Resources	18

What is Viber Ads Manager?

Viber Ads Manager is an all-in-one platform that helps you create, manage, and optimize mobile ad campaigns inside the Rakuten Viber app.

With an intuitive interface and flexible ad packages, it's tailor-made for smaller advertisers and local agencies that want real results without dealing with the complexity of traditional advertising.

Here's what you can do with it:

- Select from **multiple campaign objectives**, whether your goal is awareness, engagement, website traffic, or conversions.
- Choose from different **ad formats**, including static banners or video ads
- Place ads in **high-traffic areas** of the app where users are most active, such as Chats, Calls, and the Explore screen.
- Track performance in **real time** so you can make quick adjustments.

In other words, it puts big-brand advertising power into the hands of smaller businesses.

Before you get started

Every successful campaign starts with the right audience. Before choosing your campaign, decide who you want to reach. Below are the targeting options available to you on the platform.

 Demographic targeting:	Age, Gender
 Geographic targeting:	Country, Region, City
 Interest targeting:	Retail, Beauty, Sports, etc.

If you're promoting...

Fashion, beauty, cosmetics
Retail promotions
Family products
Sporting events
B2B products or services
Movies, streaming, gaming
Broad consumer campaigns

Consider targeting...

Beauty & Wellness
Shopping & Retail
Parents
Sports
Business Owners
Entertainment
General 21+ users

5 ready-to-use campaign ideas

Build awareness



Launch something new

Drive seasonal
and promotional sales

Acquire new customers

Keep customers engaged



Build awareness

When to use

Brand awareness campaigns help you introduce your business to new audiences and stay top of mind with potential customers.

They're ideal when your objective is to maximize visibility, increase recognition, and create familiarity before asking customers to take action.

Use this campaign when you're:

- Increasing brand recognition within your local market
- Reaching new audiences
- Building consideration before future campaigns
- Supporting an always-on brand campaign
- Increasing share of voice

Goal: Reach as many relevant people as possible with a memorable message.

Campaign setup

When creating an awareness campaign in Viber Ads Manager, keep your setup simple and focused on maximizing reach.

Ads package

Display Reach

- **Best for:** Brand awareness, market expansion, broad reach.
- Maximizes visibility across Viber's premium display inventory.

Also consider: Video Pulse if your campaign relies on storytelling or you want to create stronger emotional impact through video.

Audience

- Location: Regions or cities where you want to increase awareness.
- Age: Based on your core customer profile.
- Gender: All, or specific if relevant.
- Interest segments: Shopping & Retail, Entertainment, Sports (depending on your business).

Pro tip: If you're entering a new market, start with broader targeting before narrowing your audience based on campaign performance.

Budget

Set your budget to be used over the campaign period.

Schedule

Run your campaign consistently over several days or weeks, ideally before key marketing moments.

Creative format

Use bold visuals or short videos that clearly communicate your brand and value proposition.

Success metrics

- Reach
- Impressions
- CTR (Click-Through Rate)
- Frequency

Creative tips

Awareness campaigns should capture attention quickly.
Keep your message simple, memorable, and easy to understand.

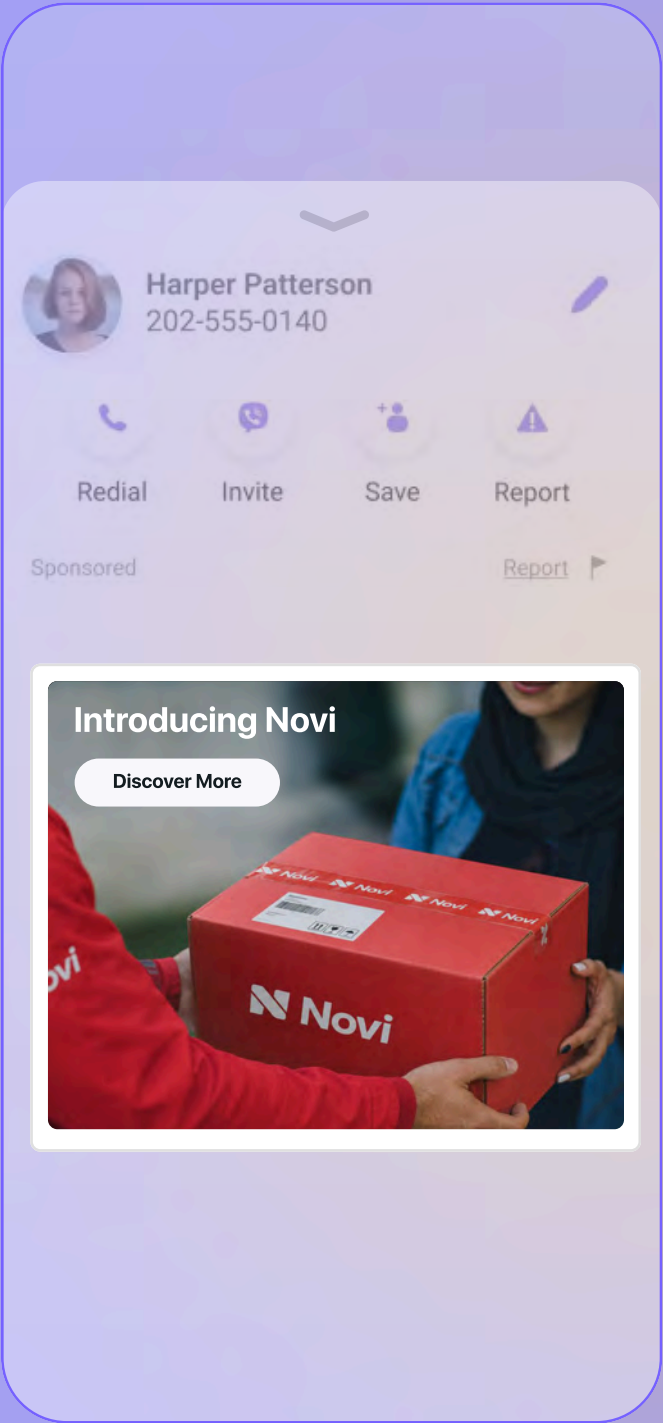
Best practices

- ✓ Lead with a strong visual.
- ✓ Focus on one clear message.
- ✓ Keep copy short and easy to scan.
- ✓ Make your branding immediately recognizable.
- ✓ Use a simple call to action such as Learn More or Discover More.

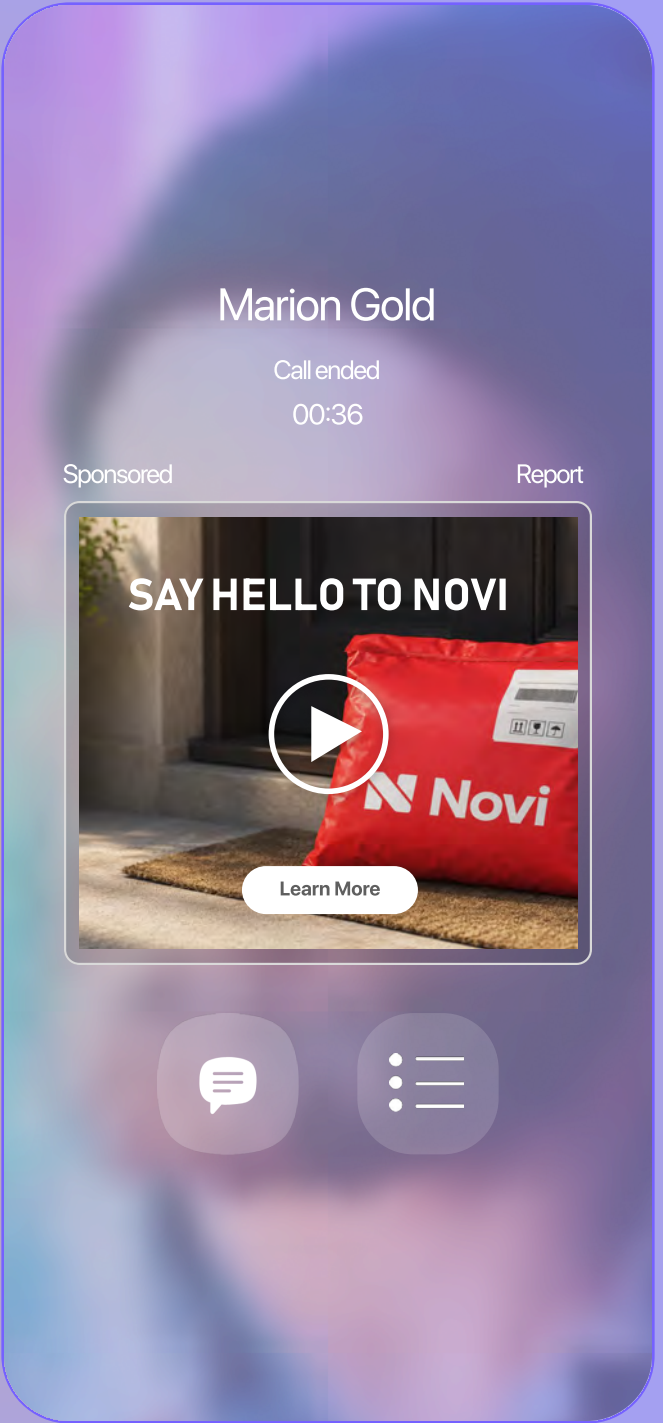
Avoid

- ✗ Too much text.
- ✗ Multiple competing messages.
- ✗ Assuming people already know your brand.

Display Reach



Video Pulse



Launch something new

When to use

Launch campaigns help you generate excitement and awareness around something new. Whether you're introducing a product, opening a new store, launching a service, or making a major announcement, the goal is to build anticipation and encourage people to take action.

Use when you're:

- Launching a new product
- Introducing a new service
- Opening a new store or location
- Announcing a feature or product update
- Rebranding your business
- Celebrating a milestone or partnership

Goal: Create awareness and encourage immediate interest in what's new.

Campaign setup

When creating a launch campaign in Viber Ads Manager, keep your setup focused on generating buzz and driving early momentum.



Ads package

Video Pulse

- **Best for:** Product launches, new services, store openings.
- Premium video placements with high visibility.

Also consider: Display Reach to maximize awareness and support your launch with additional visibility.



Audience

- Existing customer locations
- New expansion markets
- Relevant interest segments
- General 21+ Users (for broad consumer launches)



Budget

Allocate more of your budget to one placement, and the rest to a second placement to increase reach.



Schedule

Launch before or on announcement day and maintain visibility for a minimum of two weeks.



Creative format

Showcase what's new with strong visuals, videos, or product imagery.



Success metrics

- Reach
- Impressions
- CTR
- Website visits
- Landing page engagement

Creative tips

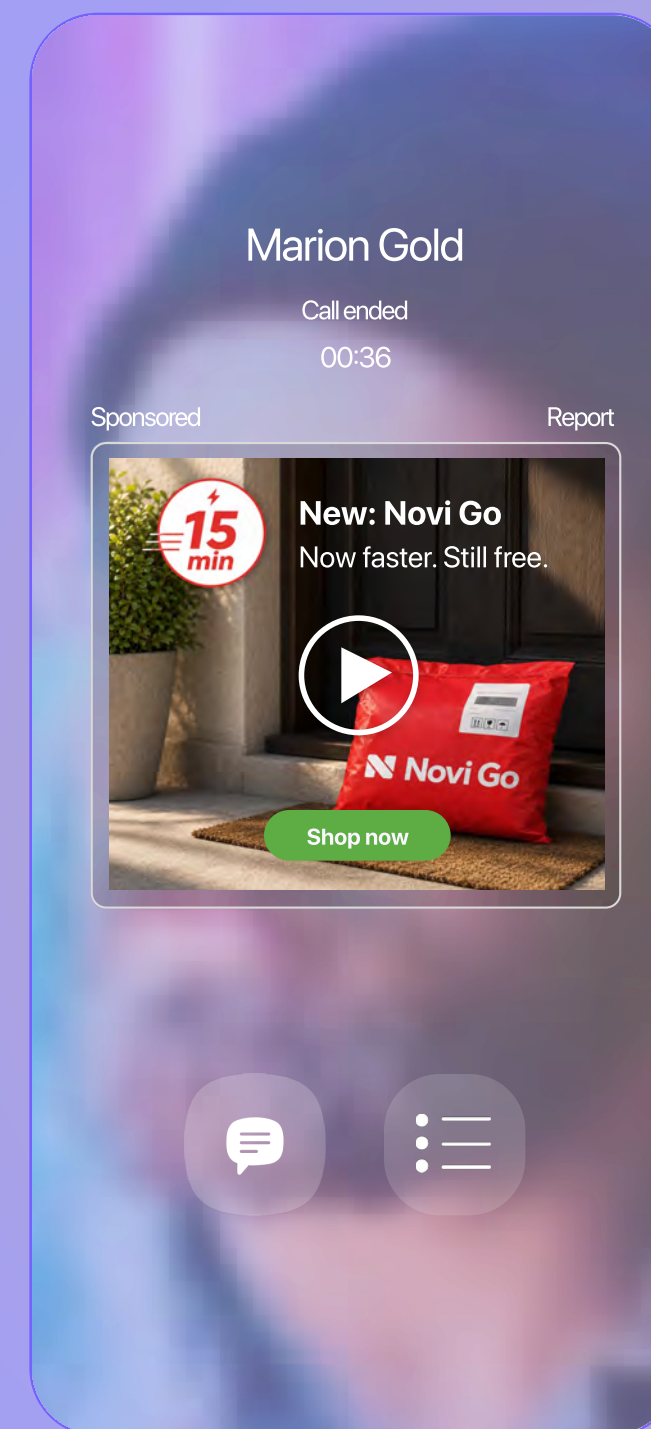
Best practices

- ✓ Lead with what's new.
- ✓ Clearly explain the benefit(s) to customers.
- ✓ Create excitement with launch messaging.
- ✓ Include a strong call to action such as Learn More, Shop Now, or Visit Us.

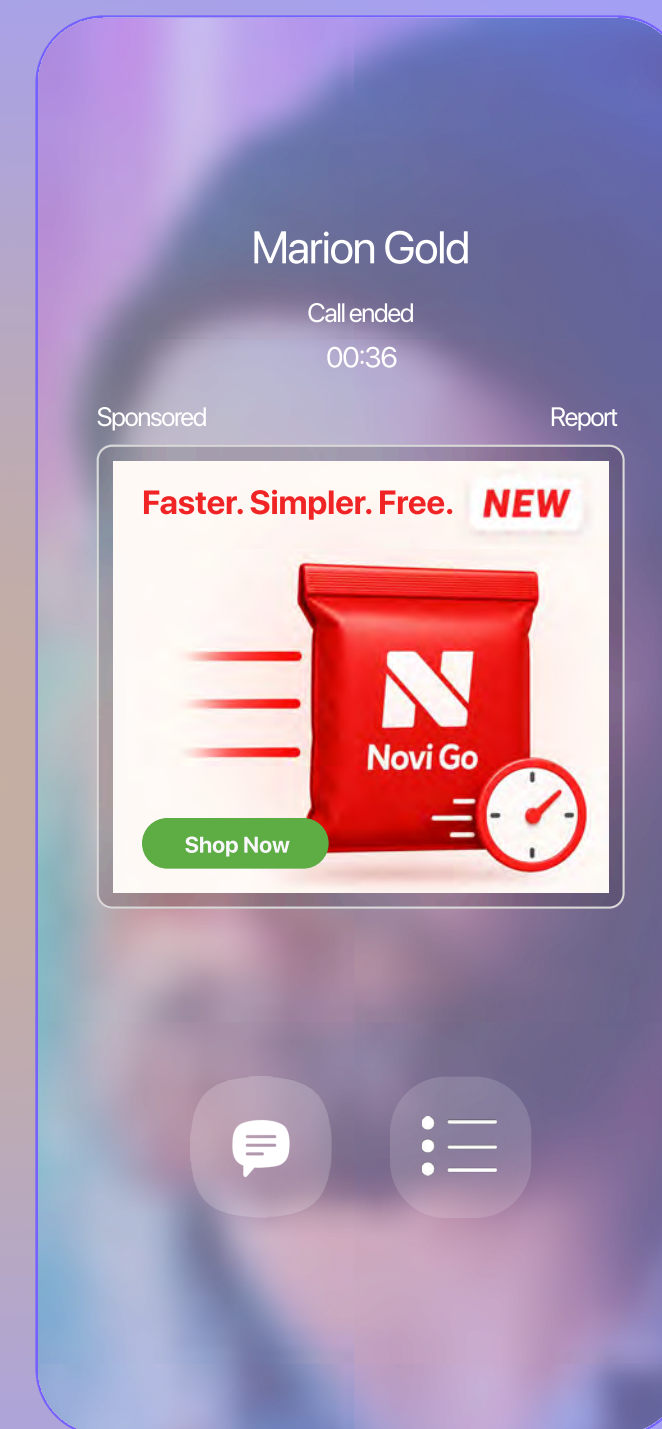
Avoid

- ✗ Too much product information.
- ✗ Generic headlines.
- ✗ Weak or missing visuals.

Video Pulse



Display Reach



Drive seasonal sales

When to use

Promotional campaigns help you capitalize on high-intent shopping moments throughout the year. Whether you're running a holiday campaign, flash sale, or limited-time offer, timely advertising helps drive traffic and encourage purchases.

Use this campaign when you're:

- Running seasonal promotions
- Launching Black Friday or Cyber Monday campaigns
- Promoting holiday offers
- Advertising limited-time discounts
- Driving weekend or flash sales

Goal: Increase traffic, sales, and conversions during key promotional periods.

Campaign setup

When creating a seasonal or promotional campaign in Viber Ads Manager, keep your setup timely and focused on driving quick action.

Ads package

Daily Essentials

- **Best for:** Holiday campaigns, Black Friday, flash sales, limited-time offers.
- Designed for recurring promotions and always-on campaigns.

Also consider: Display Reach if you're running a major retail event and want to maximize campaign visibility.

Audience

- Shopping & Retail
- Parents (Back-to-School, Holidays)
- Beauty & Wellness (Mother's Day, Valentine's Day, etc.)
- Region or city around participating stores

Budget

Increase spend during peak shopping days.

Schedule

Start campaigns several days before your promotion begins and continue throughout the offer period.

Creative format

Highlight discounts, urgency, and promotional offers.

Success metrics

- CTR
- Website visits
- Conversion rate
- Cost per click (CPC)
- Return on ad spend (ROAS), if available

Creative tips

Best practices

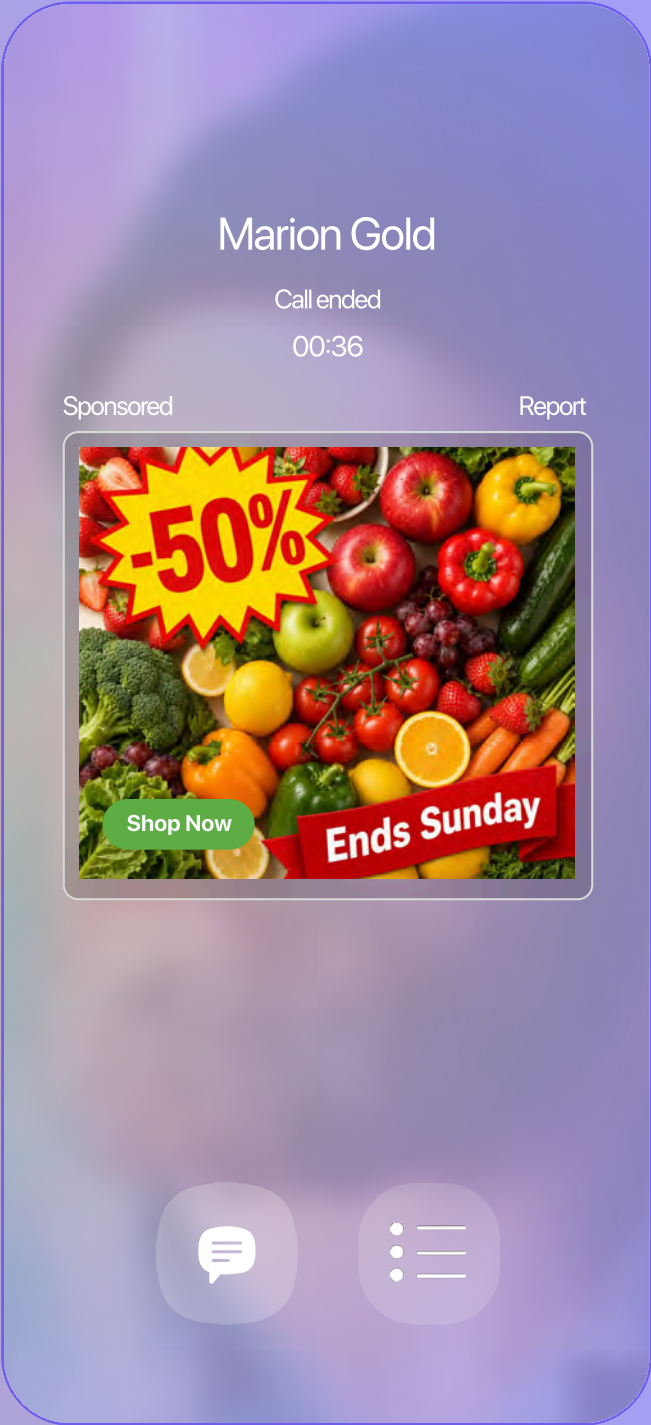
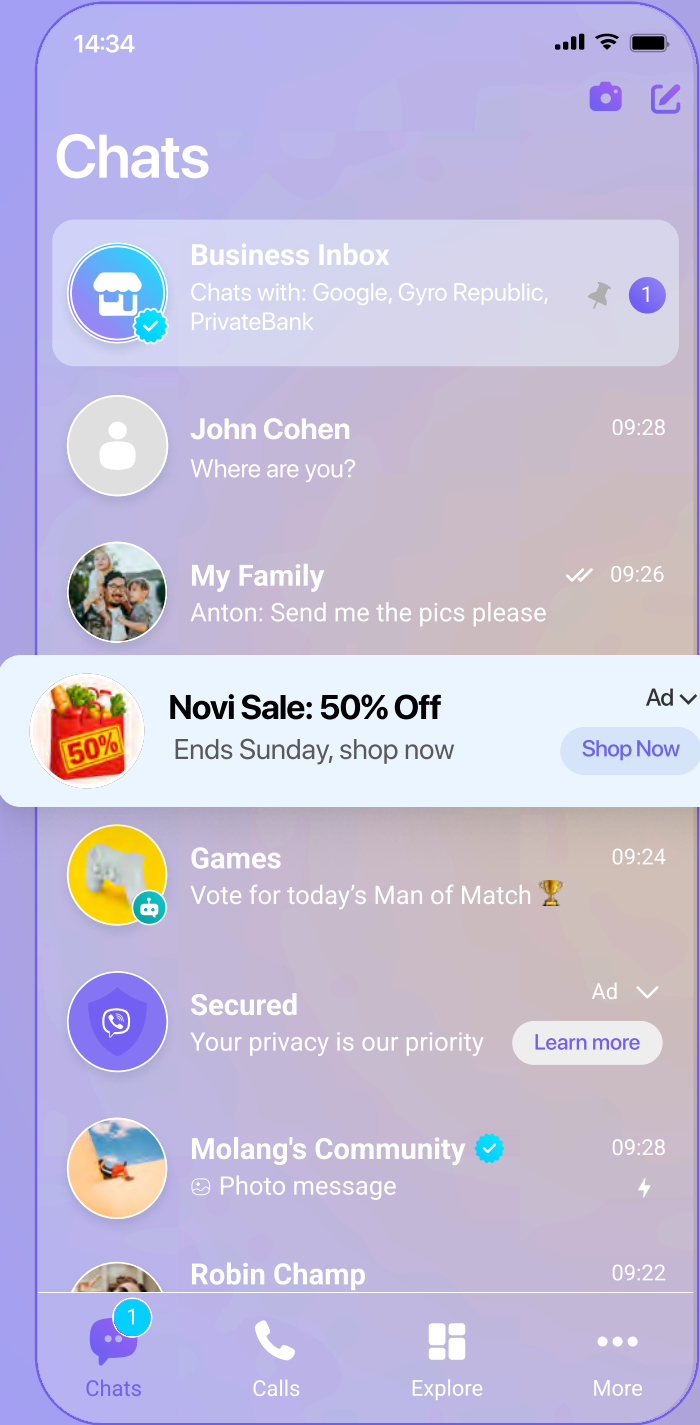
- ✓ Clearly communicate the offer.
- ✓ Use bold pricing or discount messaging.
- ✓ Create urgency with phrases like Ends Sunday or Limited Time.
- ✓ Make the call to action highly visible.

Avoid

- ✗ Hiding important offer details.
- ✗ Complicated messaging.
- ✗ Promotions without an end date.

Daily Essentials

Display Reach



Acquire new customers

When to use

Customer acquisition campaigns help you attract new prospects and encourage them to take the next step—whether that's visiting your website, requesting information, downloading your app, or completing a lead form.

Use this campaign when you're:

- Generating leads
- Driving website traffic
- Growing your customer database
- Promoting a free trial
- Encouraging newsletter sign-ups

Goal: Turn interested audiences into qualified prospects.

Campaign setup

When creating an acquisition campaign in Viber Ads Manager, keep your setup focused on reaching new, relevant audiences and driving conversions.



Ads package

Business Exclusive

- **Best for:** Lead generation, website traffic, customer acquisition
- Optimized for engagement-focused campaigns.

Also consider: Daily Essentials if you're running an ongoing acquisition campaign with a broader audience.



Audience

- Users matching your ideal customer profile
- Business Owners (B2B campaigns)
- Beauty & Wellness
- Entertainment
- Sports
- Shopping & Retail



Budget

Optimize based on your own expected cost-per-lead or website visits targets (these figures aren't provided within the Viber Ads Manager platform).



Schedule

Run continuously or alongside key marketing initiatives.



Creative format

Focus on value and what users receive after clicking.



Success metrics

- Click-through rate
- Website visits
- Leads generated
- Cost per lead
- Conversion rate

Creative tips

Best practices

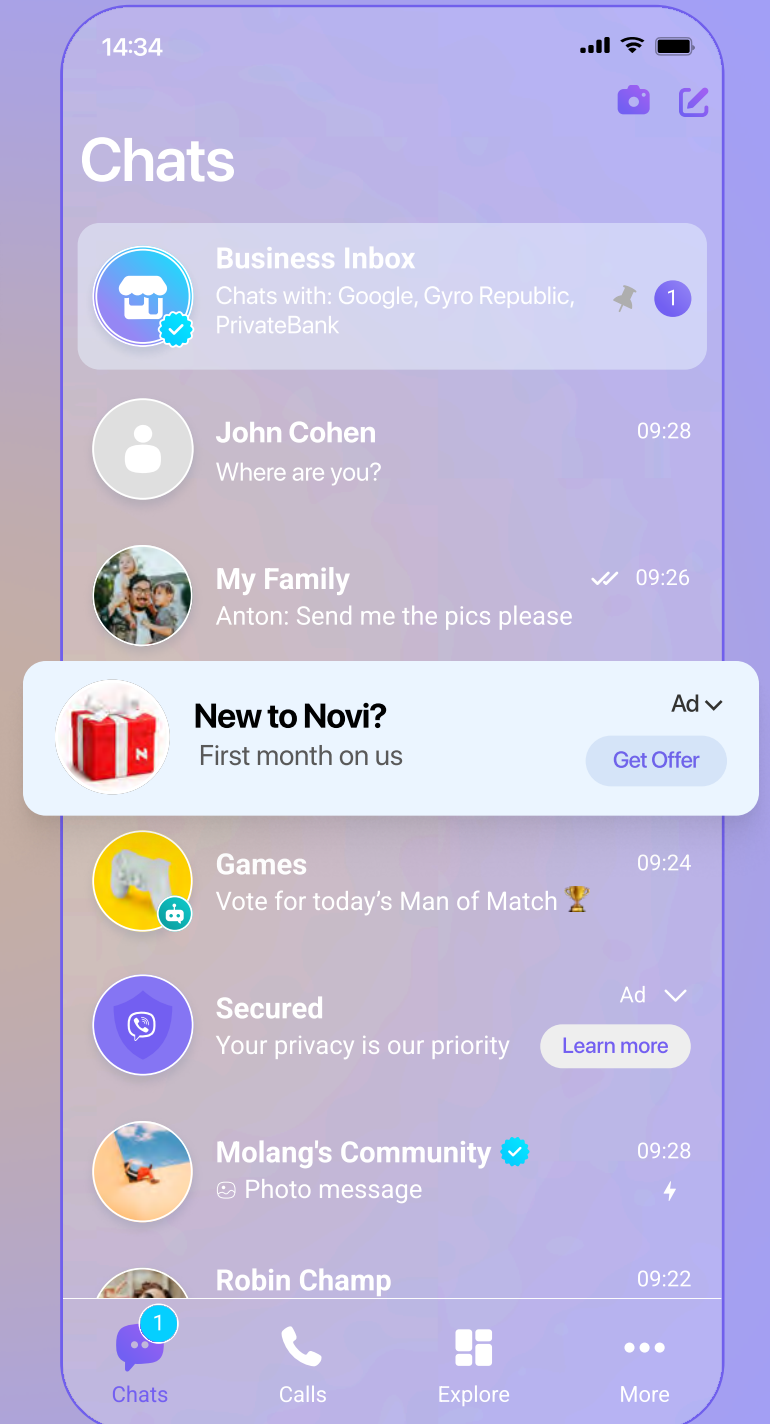
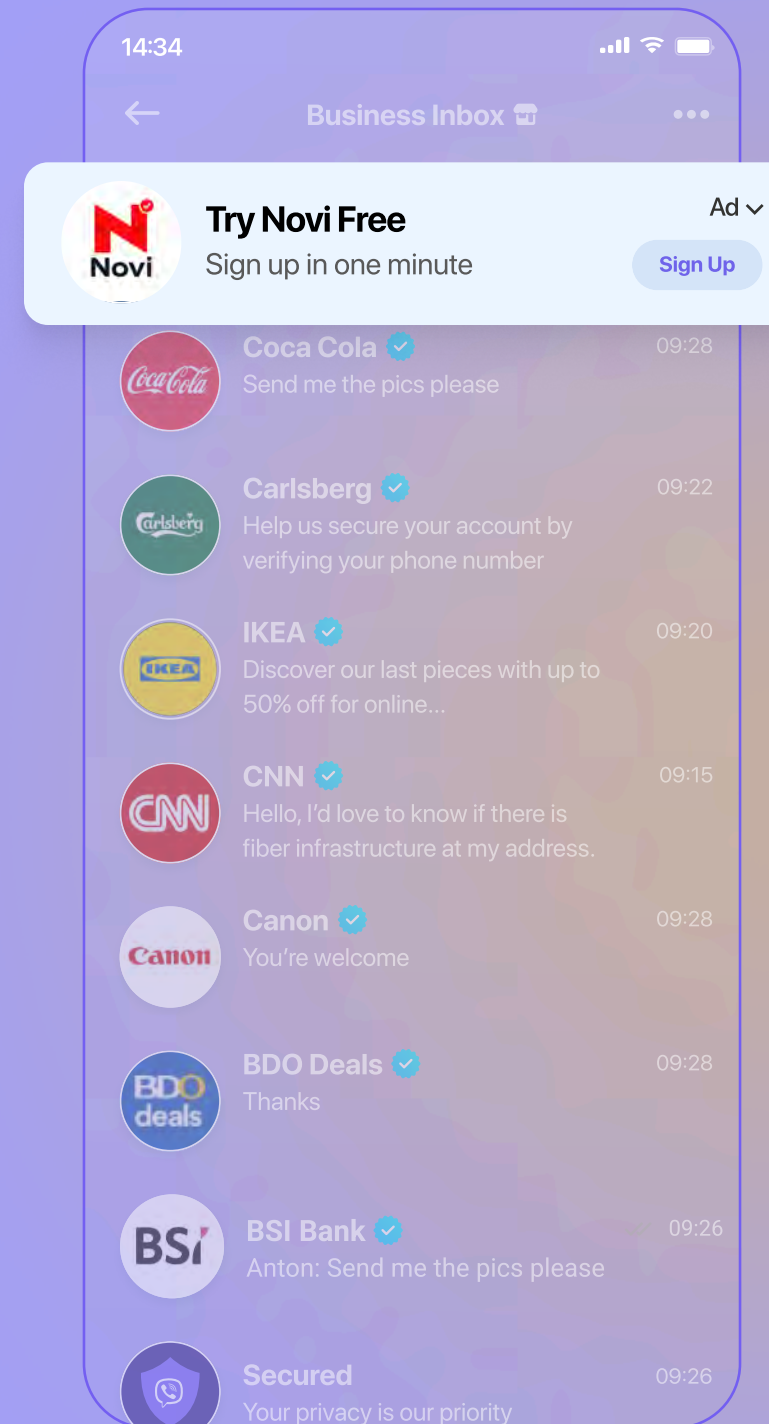
- ✓ Highlight customer benefits.
- ✓ Keep forms or landing pages simple.
- ✓ Use one clear call to action.
- ✓ Reinforce trust with recognizable branding.

Avoid

- ✗ Asking for too much information.
- ✗ Sending users to generic landing pages.
- ✗ Multiple competing offers.

Business Exclusive

Daily Essentials



Keep customers engaged

When to use

Keeping your brand visible after the first interaction helps build stronger customer relationships and encourages repeat engagement. Always-on and retargeting campaigns help you reconnect with existing audiences, reinforce your message, and stay top of mind.

Use this campaign when you're:

- Reaching previous website visitors
- Promoting new offers to existing customers
- Encouraging repeat purchases
- Supporting loyalty initiatives
- Maintaining brand visibility between major campaigns

Goal: Increase repeat engagement and strengthen customer relationships.

Campaign setup

When creating an engagement campaign in Viber Ads Manager, keep your setup focused on nurturing existing customers and encouraging repeat activity.



Ads package

Daily Essentials

- **Best for:** Always-on campaigns, retargeting, loyalty, recurring promotions
- Built for continuous visibility.

Also consider: Business Exclusive when your goal is to drive repeat visits or encourage customers to take a specific action.



Audience

- Existing customer locations
- Previous campaign audiences (if available)
- Interest segments aligned with recent purchases or promotions



Budget

Maintain a steady, always-on budget.



Schedule

Run continuously with regular creative updates.



Creative format

Refresh messaging regularly to avoid ad fatigue.



Success metrics

- Reach
- Frequency
- CTR
- Repeat website visits
- Returning customer engagement

Creative tips

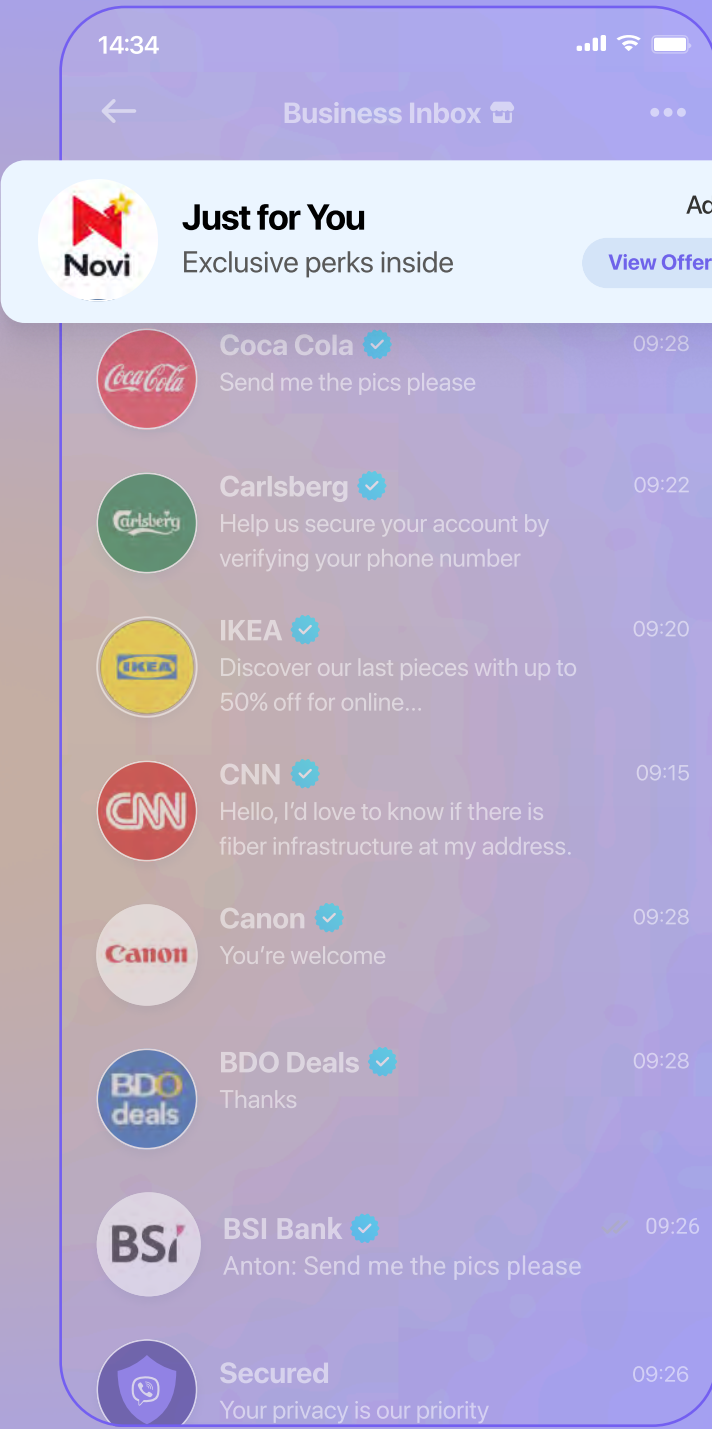
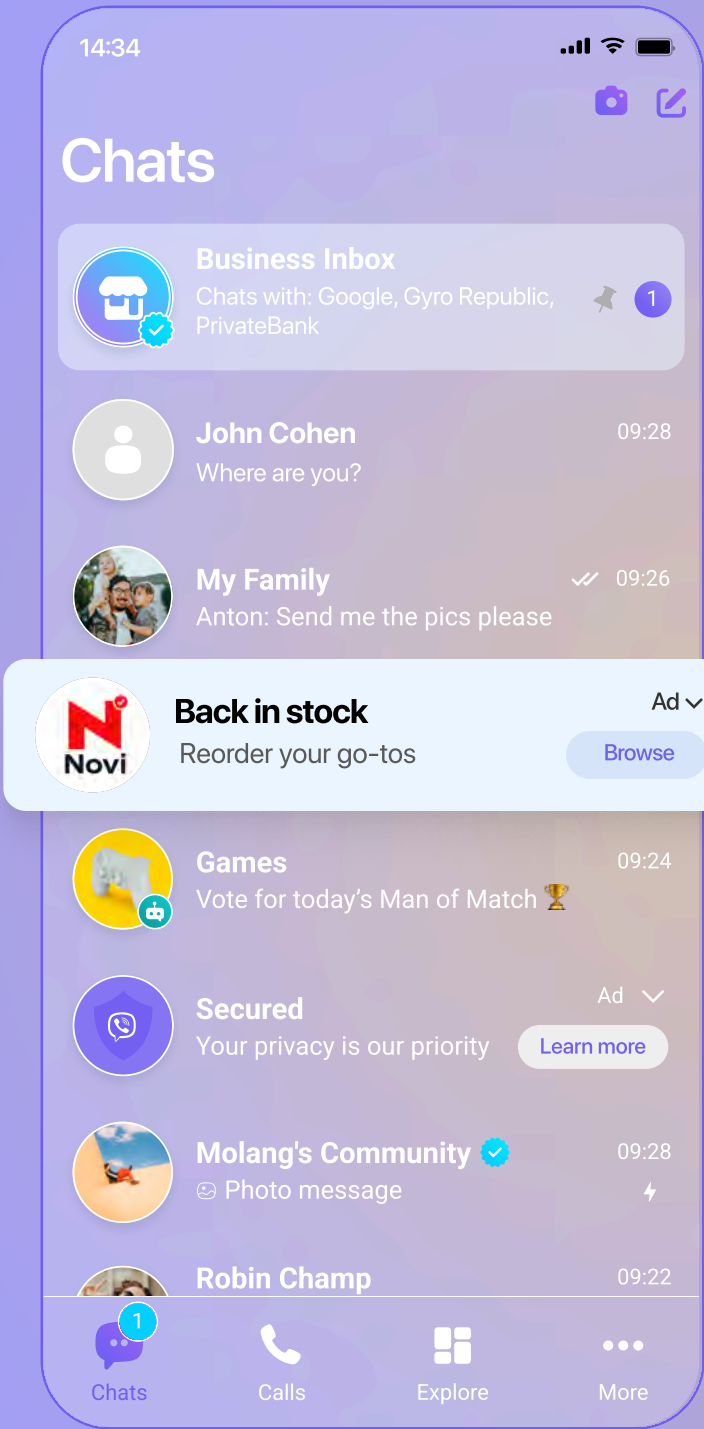
Best practices

- ✓ Rotate creatives regularly.
- ✓ Personalize messaging where possible.
- ✓ Highlight new products or exclusive offers.
- ✓ Keep branding consistent.

Avoid

- ✗ Running the same creative for months.
- ✗ Showing identical messages to every audience.
- ✗ Forgetting to refresh seasonal content.

Daily Essentials Business Exclusive



Getting started with Viber Ads Manager

One of the biggest advantages of Viber Ads Manager is how quick and approachable it is, even if you've never run a digital ad before. In just a few steps, you can create an account, set up your first campaign, and start reaching new customers on Viber.



Step 1: Create your account

- Head over to [Viber Ads Manager](#)
- Sign up with your **business email**
- Complete the simple onboarding process by entering your business details
- You're ready to start building campaigns!

Rakuten Viber Ads Manager

Maximize engagement
regardless of your budget



Be where your audience is

Engage with them directly on the app they use most.



Target for maximum visibility

Tell your brand story to the right audience - use our targeting tools and a variety of ad placements.



Launch quickly and easily

Choose among predefined packages, start when you're ready, and pay as you go.

Create your free account.

First Name

eg. James

Surname

eg. Smith

Company Email

eg. james.smith@company.com

Password

Enter password

Company Name

eg. Company name

Are you an advertiser or an agency?

☒ I am an advertiser representing my own brand(s)

☐ I am an agency representing other brands

Industry Vertical

Select...



Step 2: Choose a campaign package

Decide what you want your ad to achieve, whether that's promoting a product, driving website traffic, or building brand awareness. Then pick the ad package that best conveys your message.



Step 3: Set audience, budget, and dates

Define your campaign scope:

- **Duration:** How long your campaign should run (days, weeks, or longer).
- **Budget:** How much you want to spend (start small and scale up anytime).
- **Audience:** Who you want to reach, by location, demographics, or interests.



Step 4: Add your creatives

Upload the visuals or videos for your campaign, making sure they are the right format and clearly get your message across.



Step 5: Launch, track, and optimize

Hit "Publish" to go live and start tracking results in real time. Use the data, impressions, clicks, and conversions to fine-tune your targeting or creatives as you go.

New Summer Collection

Campaign Details Targeting Placements Creatives Review & Book

Geography

Demographics & Audience Segments

Age Group Gender User Segments

Search All

5 Items Include All

Beauty & Wellness	€0,17	+
Business Owners	€0,17	+
Entertainment	€0,17	+
General 21+ Users	€0,17	+
Parents	€0,17	+
Shopping & Retail	€0,17	+
Sports	€0,17	+

Your Selections

Clear All

Geography

Clear

Target Greece x

Age

Clear

IS Age Group (25-34) x

Gender

Clear

IS Female x

Audience

Clear

IS Shopping & Retail x

OR

IS Beauty & Wellness x

Additional Resources

- [Viber Ads Manager ad packages & specs](#)
- [Viber Ads Manager FAQ](#)
- [How to use Viber Ads Manager](#)
- [Viber Ads Manager one-pager](#)
- [Viber Advertising: Everything you need to know](#)
- [Viber Ads: Enterprise solution](#)

Want to learn more about Viber Ads Manager?

Talk to us!

adsmanager@forbusiness.viber.com

