# Configuring Localytics for Millennial Media

This guide will walk you through the process of configuring conversion tracking campaigns for Millennial Media in the Localytics UI. Posting conversions to Millennial Media will allow us to optimize your campaign and block users who have already converted from being served additional ads, increasing the effectiveness of your advertising with us.

This guide assumes you have already added your app to the Localytics system and implemented the Localytics SDK.
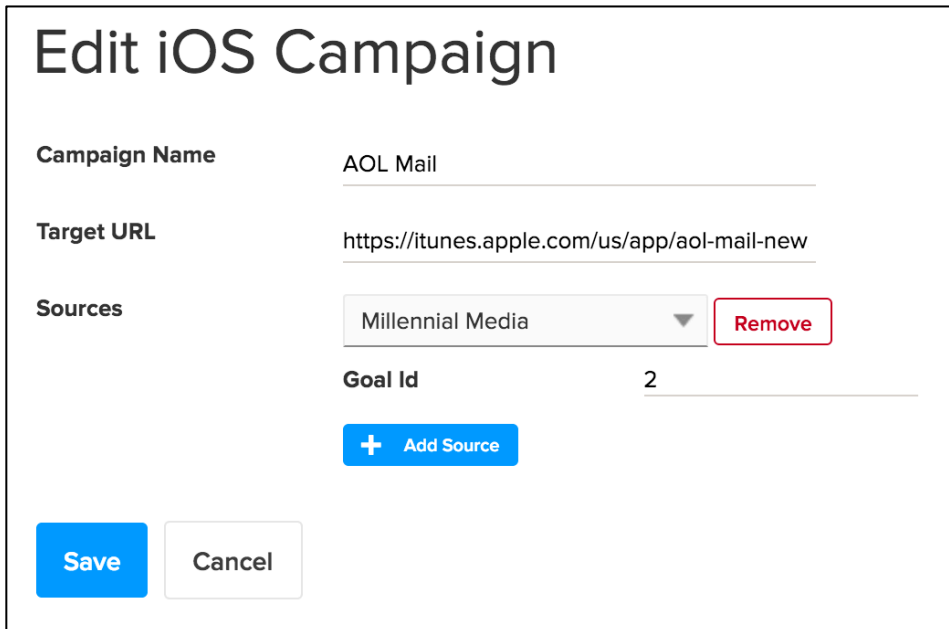
Step 1

Set up new campaign by navigating to the "Manage Campaigns" section in the Localytics UI.
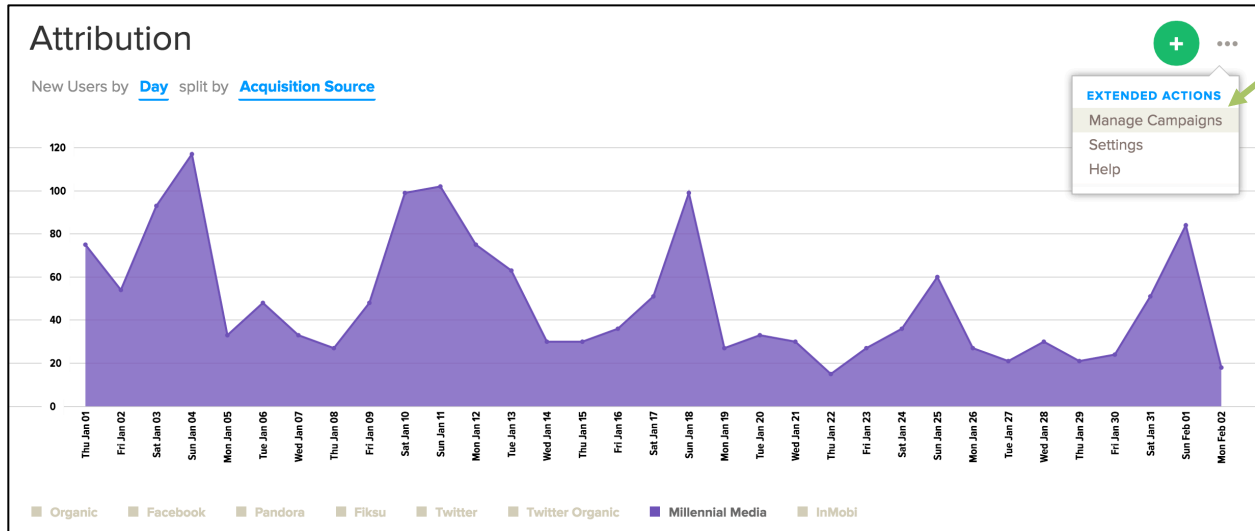
Step 2

Once you navigate to the manage campaigns page, you be prompted to configure the campaign and postback URL for Millennial Media:

- Input the campaign name and target URL into the form
- From the "Sources" drop down menu, select "Millennial Media"
- Enter the Goal ID value into the "Goal ID" field. Your Account Representative will provide you with this 5-digit numerical identifier called a **Goal ID**.
- Select the "save" button to save your campaign and postback info.
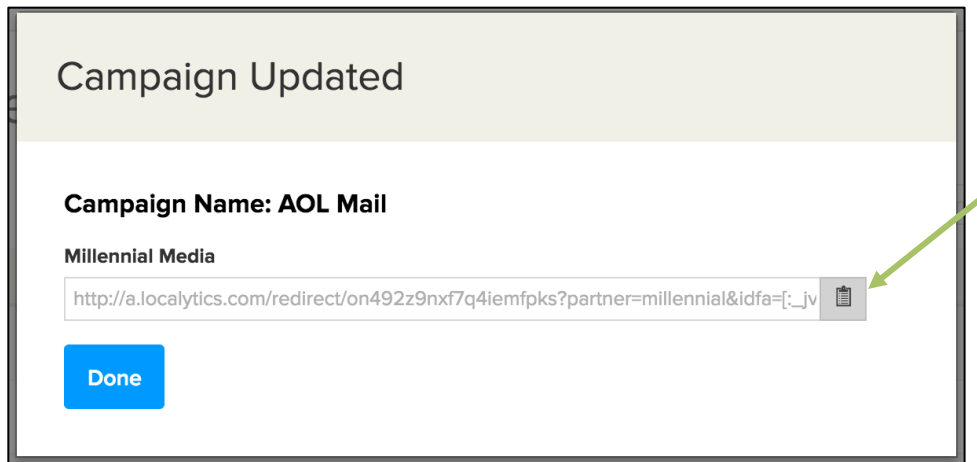
Step 3

Once you save the campaign and postback info, the Localytics system will automatically generate the tracking URL. You can copy and paste this URL using the clipboard icon next to the URL.

Wrapping Up

Once you have configured your tracking URLs and postbacks, make sure to provide the tracking URLs to your Millennial Account Representative, who will have them trafficked as your campaigns click URLs.