

Revive Adserver Mod

Plugins For Revive Adserver

Advanced Mobile Ads plugin with SDK

ADVERTISER CREATION

- Go to inventory -> Click on add new advertiser
- Enter the details and click on save changes

Add new advertiser

Basic Information

Name *

Contact *

Email *

Advertiser report

Email when a campaign is automatically activated/deactivated

Email campaign delivery reports

Number of days between campaign delivery reports

Miscellaneous

Display only one banner from this advertiser on a web page

Comments

* denotes required field

Campaign Creation:

- Click on created advertiser -> Add new campaign
- Enter the valid details
- Click on save changes

Add new campaign for advertiser advertiser

Advertiser: advertiser

Add new campaign

Basic information

Name *

Campaign type

Remnant

Contract

Override

Override campaigns are a special campaign type specifically to override (i.e. take priority over) Remnant and Contract campaigns. Override campaigns are generally used with specific targeting and/or capping rules to ensure that the campaign banners are always displayed in certain locations, to certain users, and perhaps a certain number of times, as part of a specific promotion. (This campaign type was previously known as 'Contract (Exclusive)'.)

Date

Start date

Start immediately

Set specific date

End date

Don't expire

Set specific date

Pricing

Pricing model *

Rate / Price

Impressions Unlimited

Priority in relation to other campaigns

WEBSITE CREATION

- Go to Inventory-> Website -> Add new Website
- Select Inventory types, fill required fields and hit save changes.

The screenshot shows the 'Add new website' form. On the left is a navigation menu with 'Websites' highlighted. The form has a 'Basic information' section with the following fields:

- Inventory Type: App Website
- Email:
- App Name:
- App Bundle ID:
- App Store URL:
- App Categories: A dropdown menu showing 'Arts & Entertainment' with sub-options: Books & Literature, Celebrity Fan/Gossip, Fine Art, and Humor.
- App Icon (Upload Image with 50x50): No file selected.

At the bottom left is a 'Save changes' button, and at the bottom right is a note: '* denotes required field'.

Manager Account:

1. Rewarded video Ad Format:

Login as **Default Manager**, Go to **Inventory->Banners->Add new Banners**.

Select **outstream video ad**.

The screenshot shows the 'Add new Banner' form for a rewarded video ad. The left navigation menu has 'Banners' highlighted. The form has tabs for 'Banner Properties', 'Delivery Options', 'Geofencing', 'Linked Zones', and 'Advanced'. The main area shows a video thumbnail with the text 'This is a Test Ad'. Below the thumbnail is the 'Basic information' section with the following fields:

- Name *:
- Select Video Type *: Video Upload Video URL
- Do you wish to keep your existing Video, or do you want to upload another?: appr1.mp4 (8) No file selected.
- Extension Type:
- Destination URL:
- LogoURL:

1. Choose video uploaded type and extension type
2. After uploading necessary Details you will get preview for the uploaded video with sample template content.
 - Mention any size in the width and height box

Zone Creation:

- Go to Inventory->Zones->Add new Zones.
- **Check App Ad Select Box**, then select zone type as **Rewarded Video**.
- We can add number of Rewards and Amount using Add Reward button and also Delete Rewards and Amounts using Delete Reward Button.
- Enter the size in the width and height box and only the banners which matches with the size will get linked

The screenshot shows the 'Add new Zones' form in the Revive Adserver interface. The form is titled 'Basic information' and includes the following fields and options:

- Name:** rewarded - Default
- Description:** (empty)
- Zone type:**
 - Banner, Button or Rectangle
 - Interstitial or Floating DHTML
 - Text ad
 - Inline Video ad
 - Overlay Video ad
 - Rewarded Video
 - Interstitial video
 - Bottom Slider
 - Redirect Ad
 - Inarticle Ad
- Rewards:** Reward: [input field] Amount: [input field]
- Select Video Position:** portrait
- Size:**
 - iAB Full Banner (468 x 60)
 - Width: 468 Height: 60
- Comments:** (empty text area)

At the bottom left, there is a 'Save Changes' button. At the bottom right, there is a 'Show all' button. A small red asterisk indicates a required field.

- Save Changes and Link Appropriate Banner to the zone.

Ad delivery:

The response will come if delivered with the request tag.

Zone Simple_Banner_Website_Zones_314_Pub_126
Website: Simple_Banner_Website

Zone Properties | Advanced | Linked Banners | Probability | Invocation Code

Your Publisher id is 126. Download SDK from Website page and replace your Publisher id

```

{
  "response": "success",
  "ads": [
    {
      "response": "success",
      "ad_type": "REWARDED_VID",
      "ad_tag": "https://revive.djarbidder.com/SDKap1551www/admin/p/wq/m/mobileadsDelivry/vst3w1.php?zoneid=21&campaignid=3&bannerid=19&tracking=uid&3026height&3026width&3026devicebrand&3026deviceos&3026deviceversion&3026country&3026countryname&3026region&3026language&3026postalcode&3026device_appid&3026device_app_cat&3026device_app_sha1&3026device_app_edf&3026device_app_did&3026device_app_did4&3026device_app_ipu&3026device_app_ipu4&3026devicezone&3026devicezonepostalcode&3026connection&3026keep-alive&3026connectiontype&3026viewername&3026viewernameip&3026viewerphone&3026viewerzip&3026viewerzip4&3026viewerip",
      "logpur1": "https://www.pakinfo.com/wp-content/uploads/2021/09/image-uri-for-testing.jpg",
      "ad_values": {
        "rewards": {
          "amount": "45",
          "name": "12"
        }
      },
      "layout": "landscape",
      "ad_check": "1"
    }
  ]
}

```

2. Interstitial video Ad format:

1. Login as **Default Manager**, Go to **Inventory->Banners->Add new Banners**.
2. Select out-stream video ad.

Revive Ad Server - Add new banner to campaign advertiser - Default Campaign

Please choose the type of the banner: **Outstream Ads**

Basic information

Name *

Select Video Type * Video Upload Video URL

Extension Type: **MP4**

Destination URL

Banner display

Size * Width: Height:

Additional data

Keywords

Weight

- Choose video uploaded type and extension type
- After uploading necessary Details you will get preview for the uploaded video

with sample template content.

- Mention the any size in the width and height box and only the zones with the same width and height can get linked

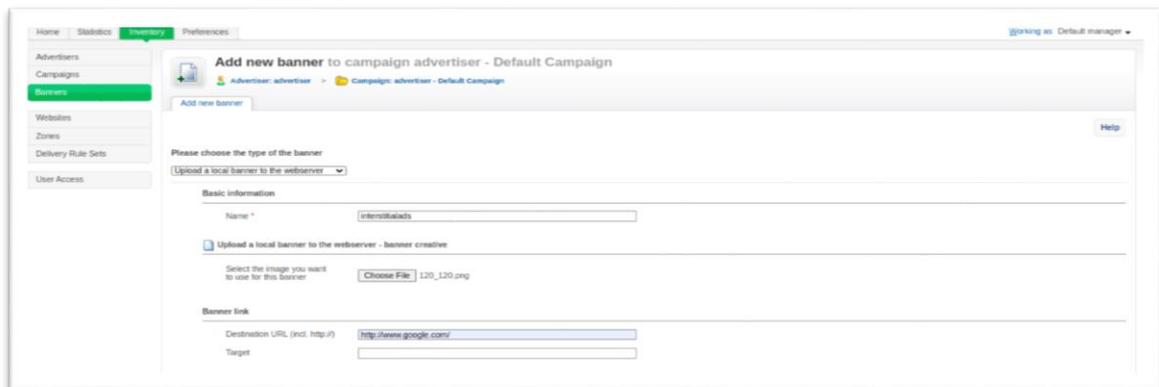
Zone Creation:

3. Go to Inventory->Zones->Add new Zones.
4. **Check App Ad Select Box**, then select zone type as **Interstitial Video**.
5. Choose Layout Type as (Portrait / Landscape) and save changes.
6. Link appropriate banner to this zone and the banner with the same size will get linked to it

3. Interstitial Ad format:

Banner Creation:

- Select web banner **Ad format**.



The screenshot shows a web interface for creating a new banner. The page title is 'Add new banner to campaign advertiser - Default Campaign'. The left sidebar contains navigation options: Advertisers, Campaigns, **Banners**, Websites, Zones, Delivery Rule Sets, and User Access. The main content area has a dropdown menu set to 'Upload a local banner to the webserver'. Below this, there are sections for 'Basic information' with a 'Name' field containing 'interstitialads', and 'Banner link' with a 'Destination URL (incl. http://)' field containing 'http://www.google.com/'. There is also a 'Choose File' button for uploading a local banner.

- Create new banner with the type of web banner with width: 320 height:480

Zone Creations:

- Create new Website.
- Go to Inventory->Zones->Add new Zones.
- Choose Image Option when click Interstitial zone type
- Link the zone with related interstitial Banner.

Ad delivery:

The response will come if delivered with the request tag.

```
JSON Raw Data Headers
Save Copy Collapse All Expand All Filter JSON
response: "success"
ads:
  0:
    response: "success"
    ad_type: "INTERSTITIAL_VID"
    ad_tag: "https://revpaw_dazbidder.com/SDKapi/551/www/admin/plugins/mobileads/DeLivery/vast3xml.php?zoneid=77&campaignid=2&bannerid=1&type=inters&tracking=zoneid%3D77%26uid%3D%26height%3D26&keywords%3D%26latitude%3D%26longitude%3D%26systemtype%3D%26ip%3D%26layerstyle%3D%26screenwidth%3D%26screenheight%3D%26displaywidth%3D%26displayheight%3D%26devicecode%3D%26devicebrand%3D%26deviceos%3D%26deviceosversion%3D%26is_mobile%3D%26carrier%3D%26country%3D%26countryname%3D%26region%3D%26city%3D%26language%3D%26postalcode%3D%26device_appid%3D%26device_app_cat%3D%26device_app_sha%3D%26device_app_md5%3D%26device_app_did%3D%26device_app_dpid%3D%26device_app_ip%3D%26uid%3D%26timezone%3D%26dotstospeed%3D%26connection%3D%26heap_size%3D%26connectiontype%3D%26viewmode%3D%26vieweremul%3D%26viewerphone%3D%26viewerplatform%3D%26viewerpage%3D%26userid%3D%26"
    logourl: "https://www.pobinfo.com/wp-content/uploads/2021/09/image_url_for_testing.jpg"
    layout: "landscape"
    ad_check: 1
```

4. Bottom Slider

Banner creation

1. Go to banner -> Click on expand banner
2. Enter the banner details
3. Upload the expand banner with size 320*480
4. Upload the Base Banner Image size with size 320*50
5. Click on save changes

Please choose the type of the banner

Expand Banner

Basic information

Name *

Select the Expand Image you want to use for this banner 320x480\$.jpg

Select the Base Image you want to use for this banner 95dc73d1.gif

Banner link

Destination URL (incl. http://)

Target

Additional data

Keywords

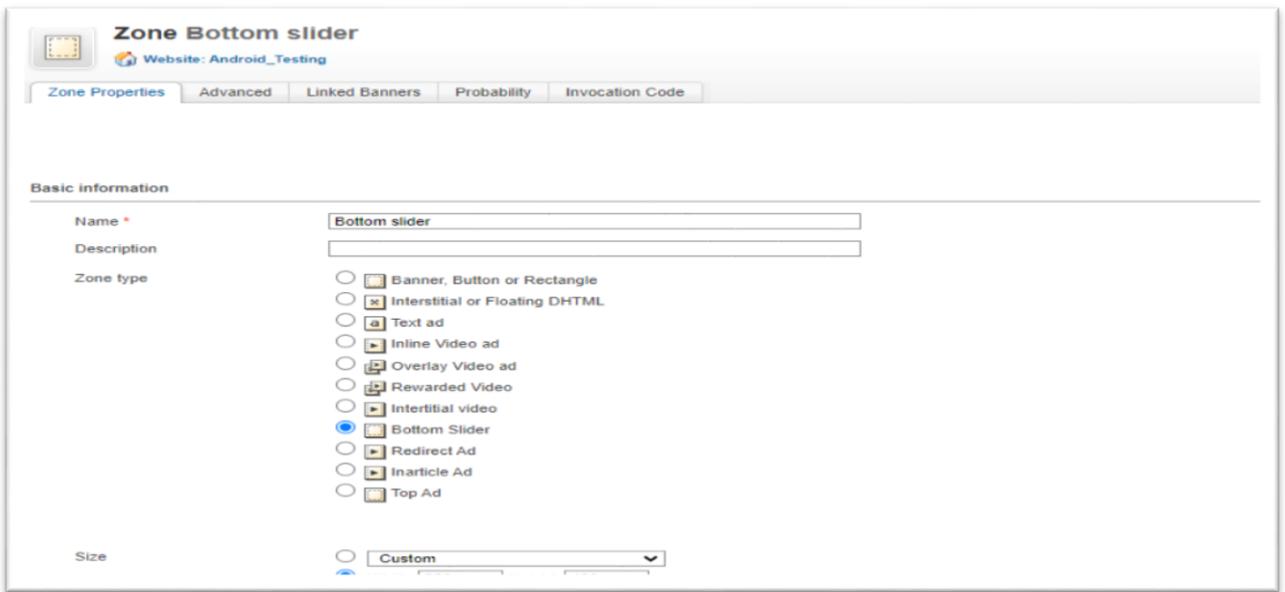
Weight

Comments

Active
Go to S

Zone Creation:

1. Go to website -> Zones
2. Choose bottom slider zone type
3. Enter the size as 320*480



Ad delivery

1. The response will come if delivered with the request tag.

```

Link  New List  Refresh
we Copy Collapse All Expand All Filter:JSON
response: "success"
ads:
  0:
    response: "success"
    ad_type: "Bottom Slider"
    ad_tag: "<script type='text/javascript' src='https://revpbe.djwbladder.com/S0Knp552/aaa/adm/plugios/mobileads/delivery/floatai.php?zoneid=20&width=200&height=200&keywords=&latitude=&longitude=&systemtype=&is=&layerstyle=&screenw
dth=&screenheight=&displaywidth=&displayheight=&displaytype=&deviceid=&devicebrand=&devices=&deviceosversion=&is_3g_enabled=&carrier=&country=&countryname=&region=&city=&language=&postalcode=&device_appid=&device_o
p_cat=&device_app_sha1=&device_app_md5=&device_app_didsha1=&device_app_didmd5=&device_app_ipv6=&adid=&timezone=&dataspeed=&connection=&keep_alive=&connectiontype=&viewername=&vieweremail=&viewerphone=&viewergender=&vie
erage=&userid=&layerstyle=simple&request_id=&viewerid=&hide=&trell=&stickiness=2'></script>"
    width: "200"
    height: "200"
    ad_check: 1

```

5. Redirect Ad format:

- **Banner Creation:**

Select web banner **redirect Ad format**.

The screenshot shows a web interface for creating a new banner. On the left is a sidebar with navigation options: Campaigns, Barriers, Websites, Zones, Delivery Rule Sets, and User Access. The main area is titled 'Add new banner' and contains a dropdown menu set to 'Redirect Banner'. Below this is a form with the following fields:

- Basic information:** Name (text input: 'redirect')
- Redirect Banner:** Redirect URL (http://) (text input: 'http://13.234.135.218/plugin/upgrade/14demo_images/img1.jpg')
- Additional data:** Keywords (text input), Weight (text input: '1')

- Create new banner with the type of redirect Banner.
- Here no size is to be mentioned

Zone Creations:

- Create new Website.
- Go to Inventory->Zones->Add new Zones.
- Choose Redirect Ad Zone type.
- Link the zone with related redirect Banner.
- This ad will deliver in Android, iOS and website

AD delivery:

The response will come if delivered with the request tag.

```

response:      "success"
ads:
  0:
    response:   "success"
    ad_type:    "REDIRECT_ADS"
    ad_tag:     "https://revphp.djaxbidder.com/sdkadvanced/www/admin/plugins/redirectAd/redirect.php?zoneid=385"
    App_type:   "Android"
    ad_check:   1
  
```

6. Inarticle AD

Banner Creation:

1. Go to banners -> choose out stream banner type
2. Enter the required fields
3. Upload or enter the video URL
4. Enter any size in the width and height box

- The response will come if delivered with the request tag.

```
response: "success"
* ads:
  * @:
    response: "success"
    ad_type: "HTML"
    * ad_tag:
      "<script type='text/javascript' src='https://revupbe_d1arbidder.com/SOWapi551/www/admin/plugins/mobileAdsDelivery/floatai.php?zoneid=24&width=&height=&keywords=&latitude=&longitude=&systemtype=&ip=&layerstyle=&screenw
      dth=&screenheight=&displaywidth=&displayheight=&displaytype=&devicecode=&devicebrand=&devices-&deviceosversion=&is_is_enabled=&carrier=&country=&countryname=&region=&city=&language=&postalcode=&device_appid=&device_o
      p_cat=&device_app_shai=&device_app_mfi=&device_app_dpidshai=&device_app_dpidmfi=&device_app_ipof=&uid=&timezone=&dataspeed=&connection=&keep-alive&connectiontype=&Viewername=&Vieweremail=&Viewerphone=&Viewergender=&Vie
      erage=&userid=&layerstyle=simple&hide=&trali=&stickyness=2"></script>"
    width: "290"
    height: "290"
    ad_check: 1
```

9.HTML 5 zip package and pop up ads

Banner creation:

- Go to banners and click on the html 5 zip package
- Upload the html 5 zip file of any size
- Click on save changes

Zone creation:

- Go to zones → Click on the Banner, button and rectangle zone type
- Enter the size and click on save changes
- Only the banners with the same size will get linked

Ad delivery:

- Html5 Ad supports Android, iOS and Desktop
- Pop up Ad supports for Android and iOS
- The response will come if delivered with the request tag

```
JSON Raw Data Headers
Save Copy Collapse All Expand All Filter JSON
response: "success"
* ads:
  * @:
    response: "success"
    ad_type: "HTML5"
    * ad_tag:
      "<script type='text/javascript' src='https://revupbe_d1arbidder.com/SOWapi551/www/admin/plugins/mobileAdsDelivery/floatai.php?zoneid=28&width=&height=&keywords=&latitude=&longitude=&systemtype=&ip=&layerstyle=&screenw
      dth=&screenheight=&displaywidth=&displayheight=&displaytype=&devicecode=&devicebrand=&deviceos-&deviceosversion=&is_is_enabled=&carrier=&country=&countryname=&region=&city=&language=&postalcode=&device_appid=&device_o
      p_cat=&device_app_shai=&device_app_mfi=&device_app_dpidshai=&device_app_dpidmfi=&device_app_ipof=&uid=&timezone=&dataspeed=&connection=&keep-alive&connectiontype=&Viewername=&Vieweremail=&Viewerphone=&Viewergender=&Vie
      erage=&userid=&layerstyle=simple&hide=&trali=&stickyness=2"></script>"
    width: "970"
    height: "250"
    ad_check: 1
```

10.Top Ad

Banner creation:

1. Go to banners -> Choose web banners
2. Enter the required fields
3. Upload a banner with 320*50 size
4. Click on save changes

Zone Creation

1. Go to zones -> Choose Top Ad zone type

The screenshot shows a form titled "Basic information" with the following fields:

- Name:** Top Ad
- Description:** (empty)
- Zone type:** A list of radio buttons with icons for various ad formats. "Top Ad" is selected.
- Size:** A dropdown menu showing "IAB Full Banner (468 x 60)" selected. Below it, "Width: 468" and "Height: 60" are displayed.

2. Enter the zone size as 320*50 and link it to the appropriate banner and deliver
3. For website any banner size is acceptable

Ad Delivery

1. This banner supports Android and iOS
2. The response will come if delivered with the request tag

```

COLTS  new List  messages
Save Copy Collapse All Expand All Filter JSON
response: "success"
* ads:
  * 0:
    response: "success"
    ad_type: "Banner"
    ad_tag: "<script type='text/javascript' src='https://reuppe.diaadider.com/S0K0p1551/ww/adein/plugins/mobileadsdelivery/floatai.php?zoneid=32&width=320&height=50&keywords=&latitude=&longitude=&systemtype=&ip=&layerstyle=&screen_dth=&screenheight=&displaywidth=&displayheight=&displaytype=&deviceid=&devicebrand=&deviceos=&deviceversion=&is_is_enabled=&carrier=&country=&countryname=&region=&city=&language=&postalcode=&device_appid=&device_o_p_cat=&device_app_ahoi=&device_app_md5=&device_app_dp1dshoi=&device_app_dp1dm5=&device_app_ipvd=&uid=&timezone=&dataspeed=&connection=&keep-alive=&connectiontype=&Viewername=&Vieweremail=&Viewerphone=&Viewergender=&Viewerage=&userid=&layerstyle=simple&hdr=0&trgtl=0&stichmess=2"></script>"
    width: "320"
    height: "50"
    ad_check: 1

```

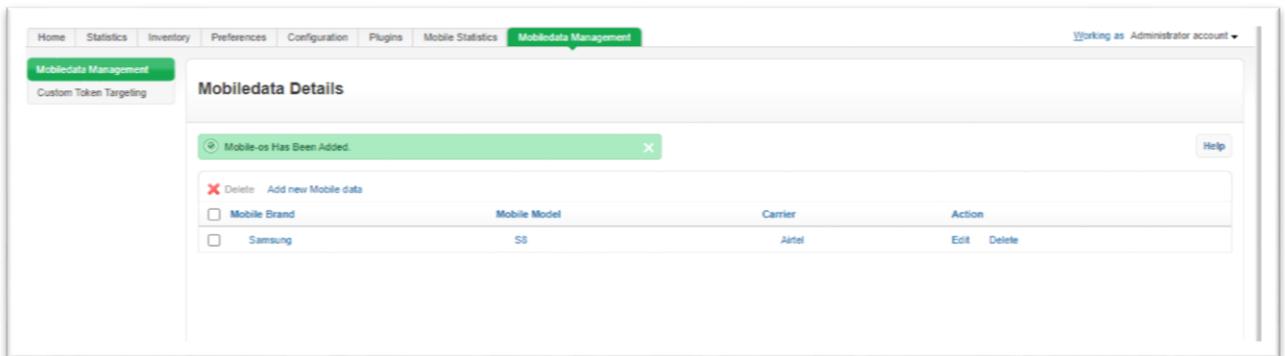
Targeting for the above banners

Admin- Login:

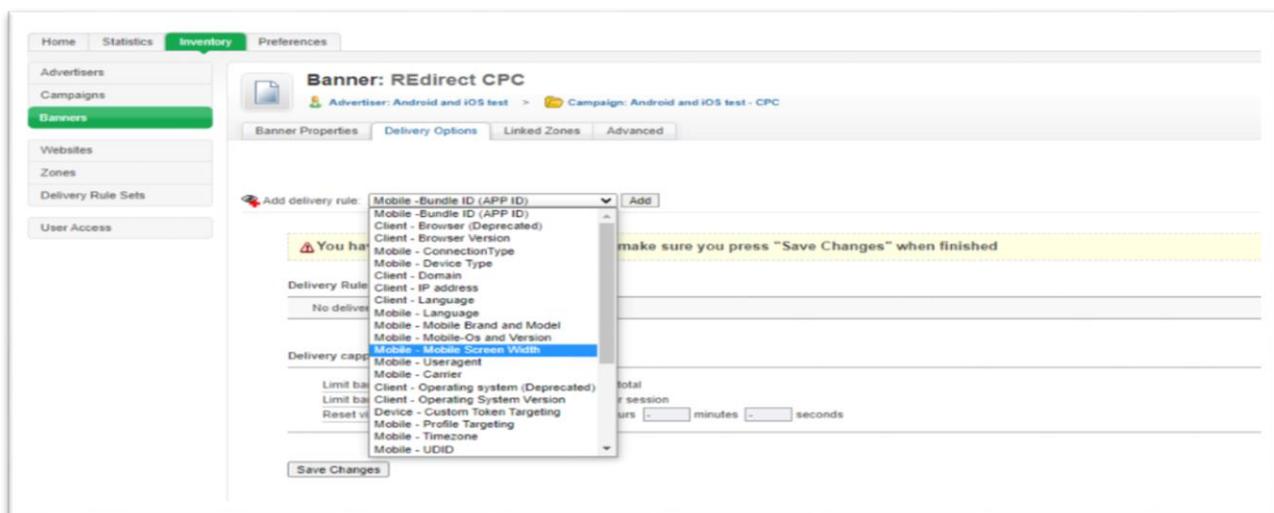
Mobile Data Management (Mobile Targeting):

6. Administrator will play a dominant role to explore the uses of “Mobile data Management”. From this option, administrator can manage the particular of mobile details.

- Here, admin will fix the Mobile Brand, Mobile Model, Carrier and it will reflect to each an account (e.g. Default, Manager, Super accounts etc...),. So that the administrator can control the Banner Delivery.



- Targeting can be set for the above banners in banner edit -> Delivery options
- Select the delivery option from the drop down
- Click on Add button and click on save changes to add the delivery option for that banner



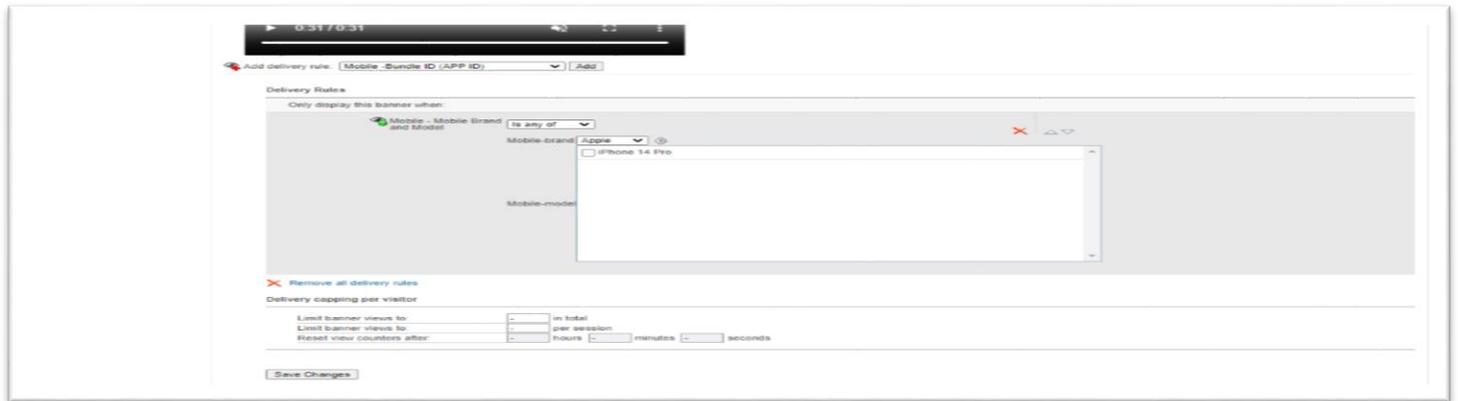
- The below list of delivery options can be set for all the above banners

1. Bundle id (App id),
2. Connection Type,
3. Device Type,Udid,
4. Mobile Language,
5. Mobile Brand and Model,
6. Mobile Os and Version,
7. Mobile Screen Width,
8. Mobile Screen height
9. Mobile User Agent ,
10. Carriers (eg: Airtel),
11. Profile Targeting ,
12. Time zone,
13. Udid.

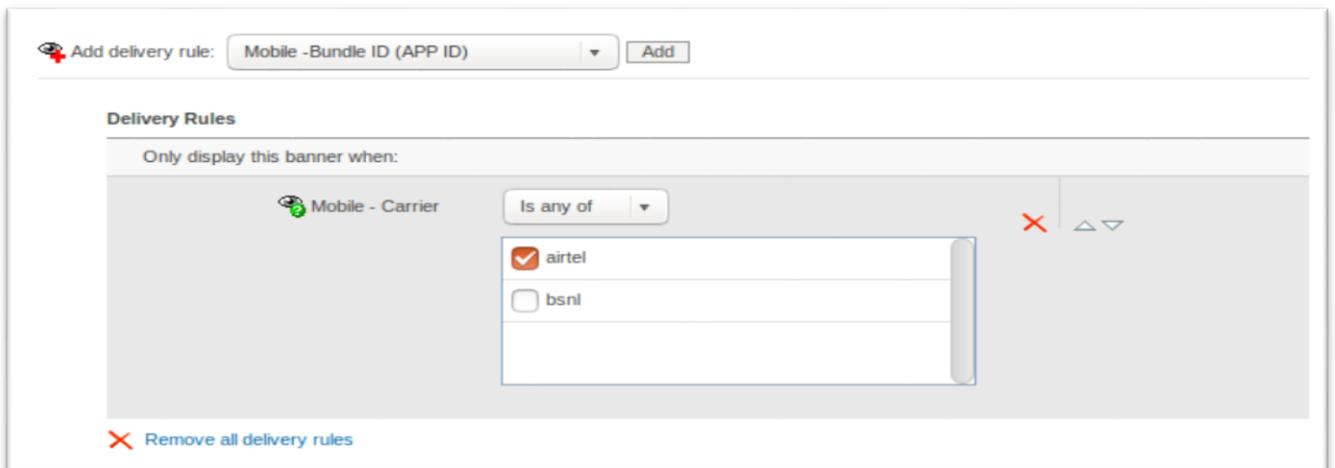
- The reports for these delivery options will get tracked for impression and clicks in admin -> mobile statistics

➔ For Mobile brand and model targeting and for mobile carrier targeting the drop down list show the options from mobile data management like the below

- Mobile Brand and Model Target:

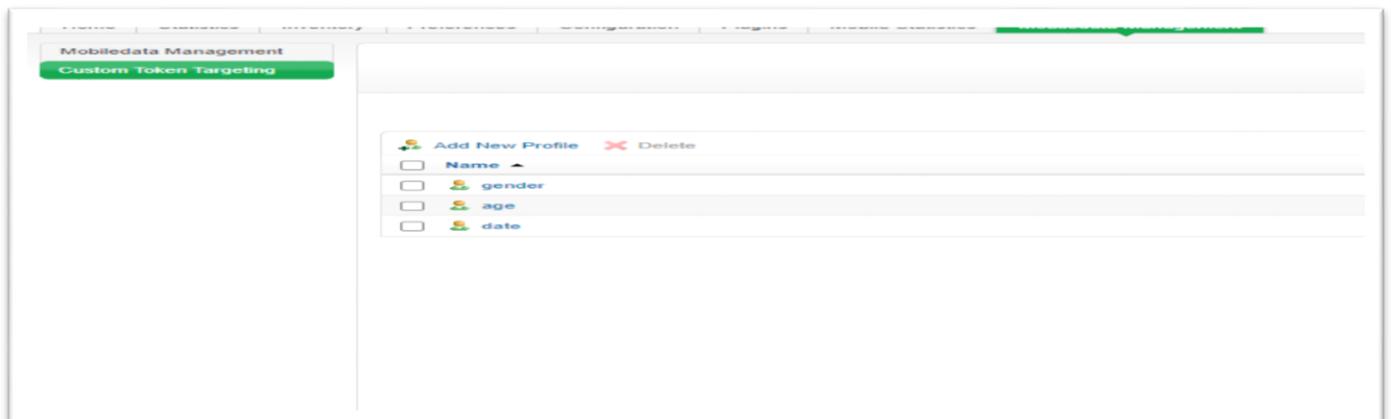


- Mobile Carrier Targeting

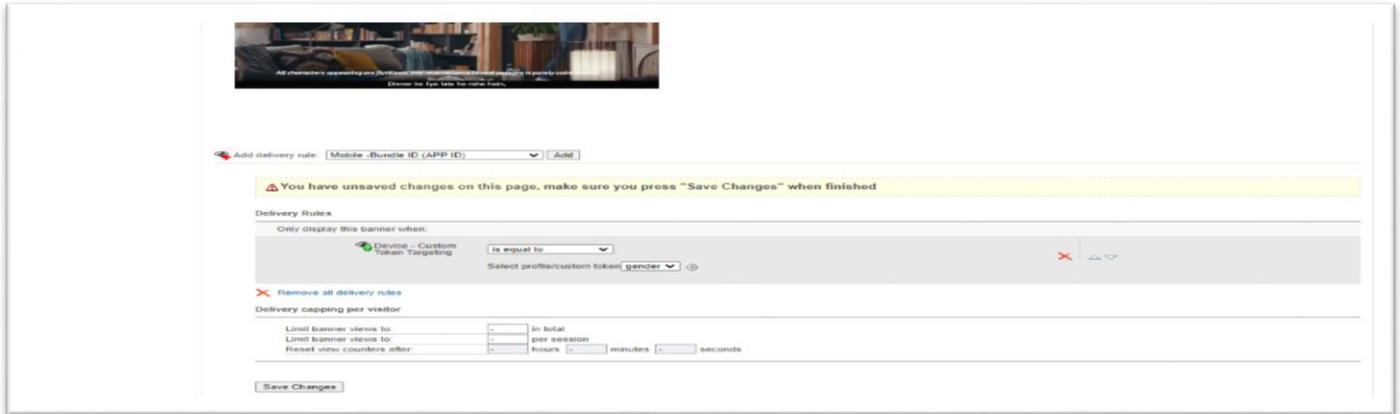


CUSTOM TOKEN TARGETING:

Admin will create the profiles for custom token targeting



The list of profiles created by the admin will get reflected in the advertiser side in the delivery options, if the option provided here matches with the params given in the URL means the response will come

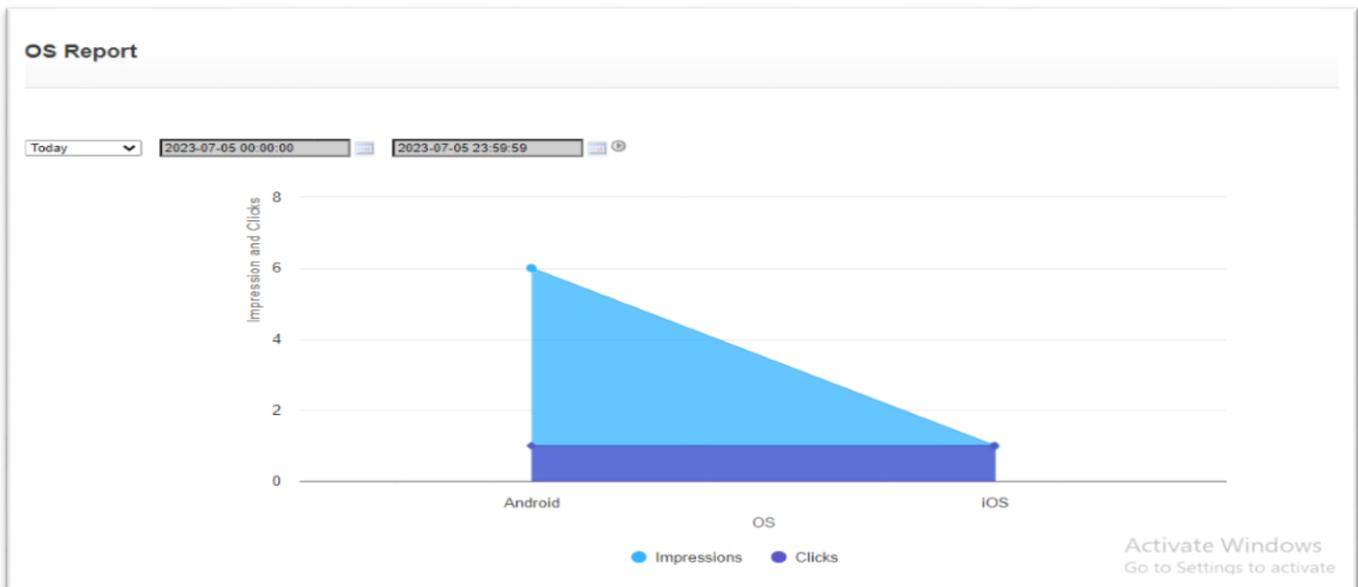


The screenshot shows a web interface for configuring delivery rules. At the top, there is a banner image. Below it, a section titled "Add delivery rule" has a dropdown menu set to "Mobile_Bundle ID (APP ID)" and an "Add" button. A yellow warning banner states: "You have unsaved changes on this page, make sure you press 'Save Changes' when finished". The "Delivery Rules" section includes a rule configuration area with a "Device - Custom Token Targeting" icon, a dropdown set to "is equal to", and a "Select profile/custom token" dropdown set to "gender". Below this is a "Remove all delivery rules" link. The "Delivery capping per visitor" section has input fields for "Limit banner views to" (set to 1), "Limit banner views to" (set to 1), and "Reset view counters after" (set to 1 hour, 0 minutes, 0 seconds). A "Save Changes" button is at the bottom.

Mobile statistics

Go to Administrator Account->Mobile Statistics

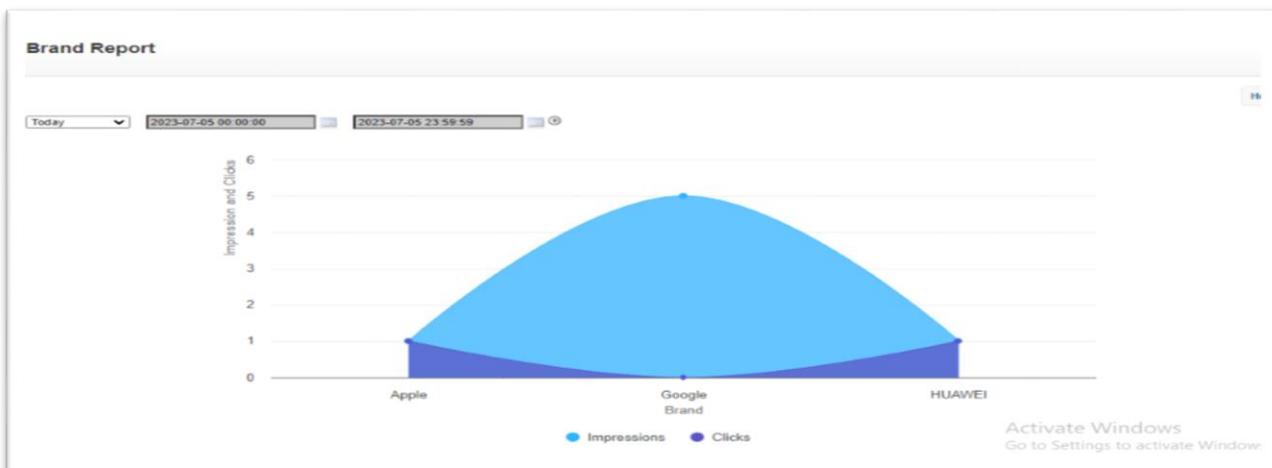
- Here, we can take Reports for All Tracking Parameters
- In OS report it will give reports for impression and click in Android and iOS



➤ In Device type report the impression and clicks for the device can be viewed



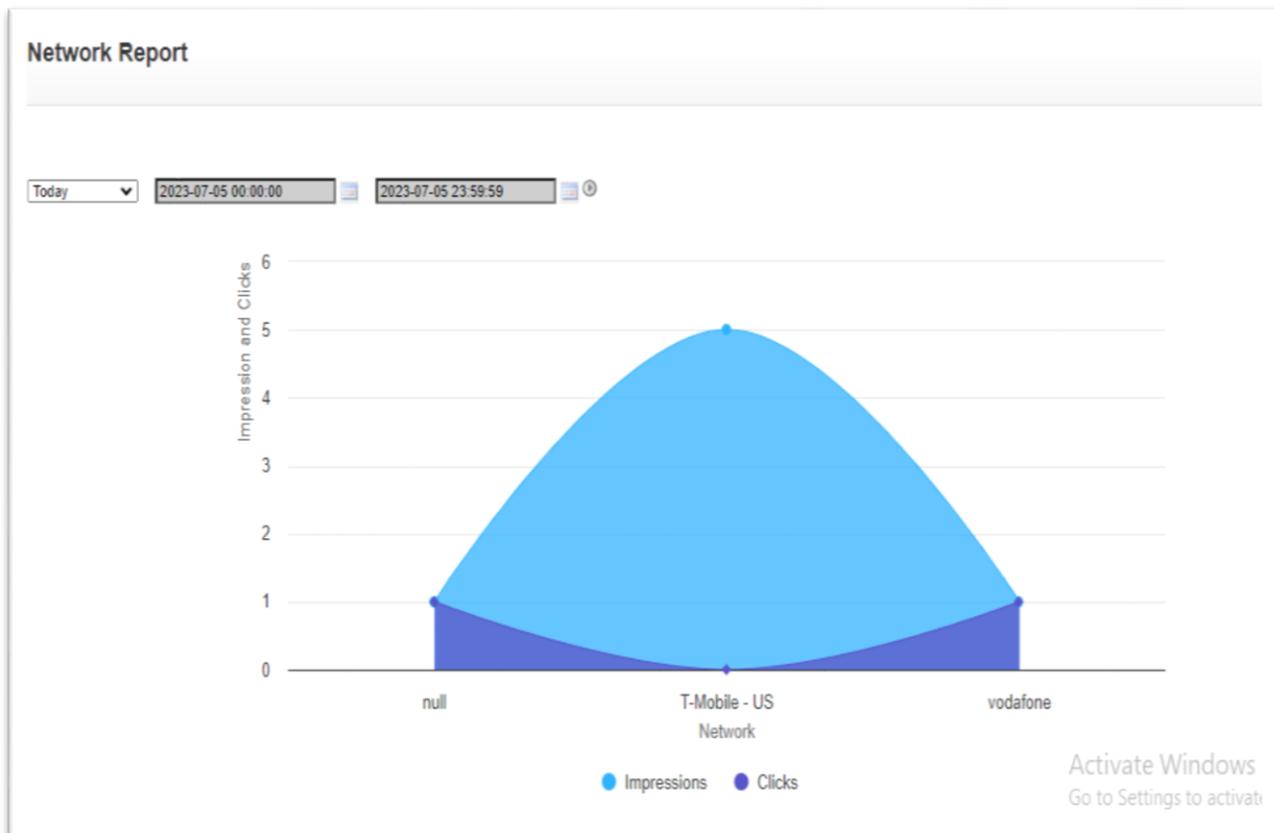
➤ In brand reports, the reports for the mobile brand will get tracked for impression and clicks



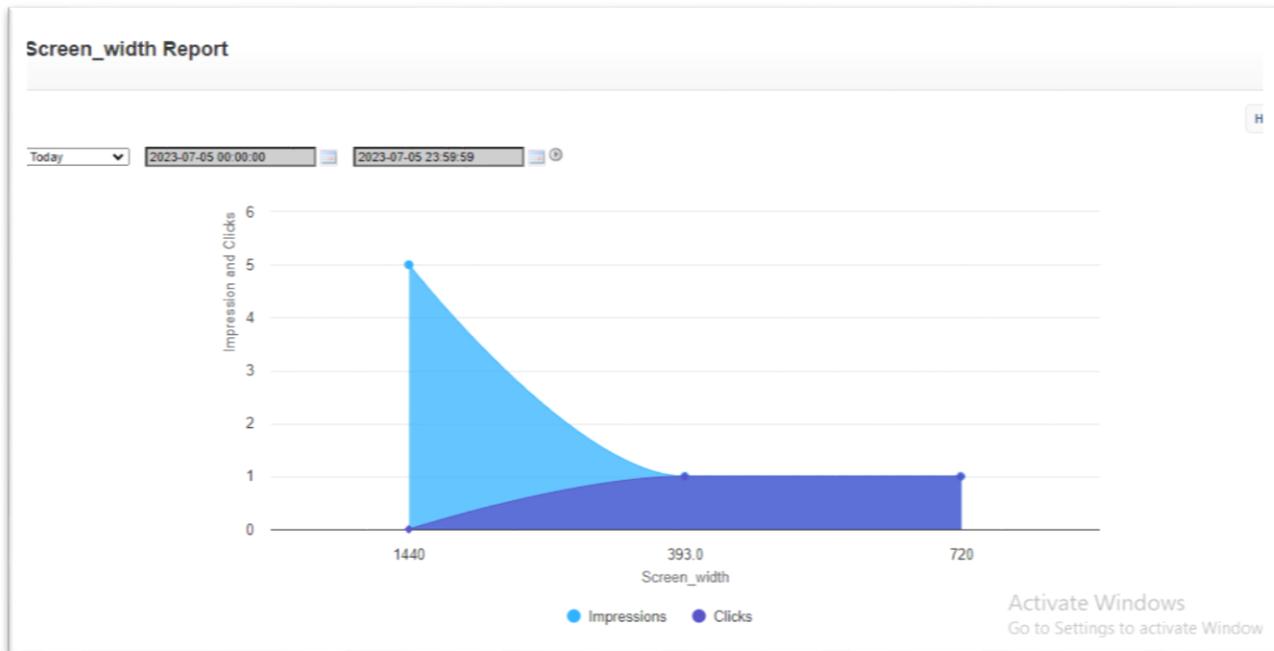
- In connection report it will give the reports for impression and clicks and whether the ad delivery with wifi or mobile data



- In network reports the carriers used for delivering the ad will get tracked



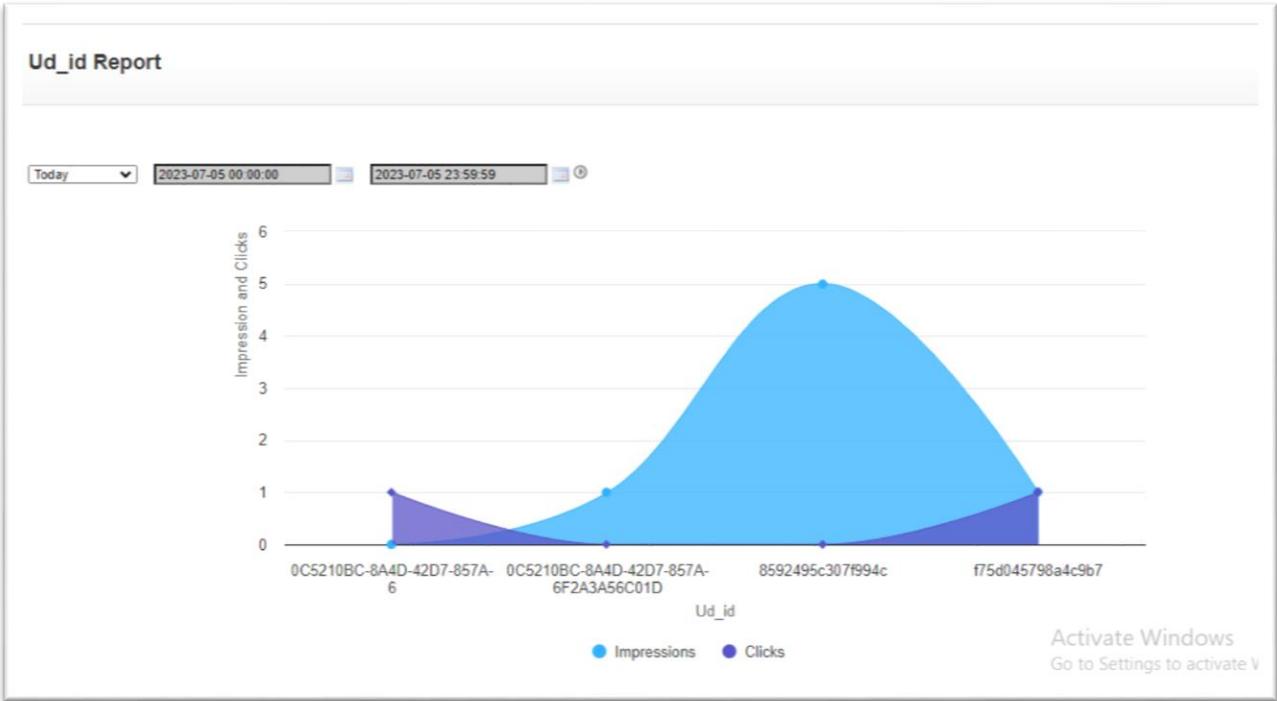
- In screen width report and screen height report the width and height of the device in which the ad delivered will get tracked



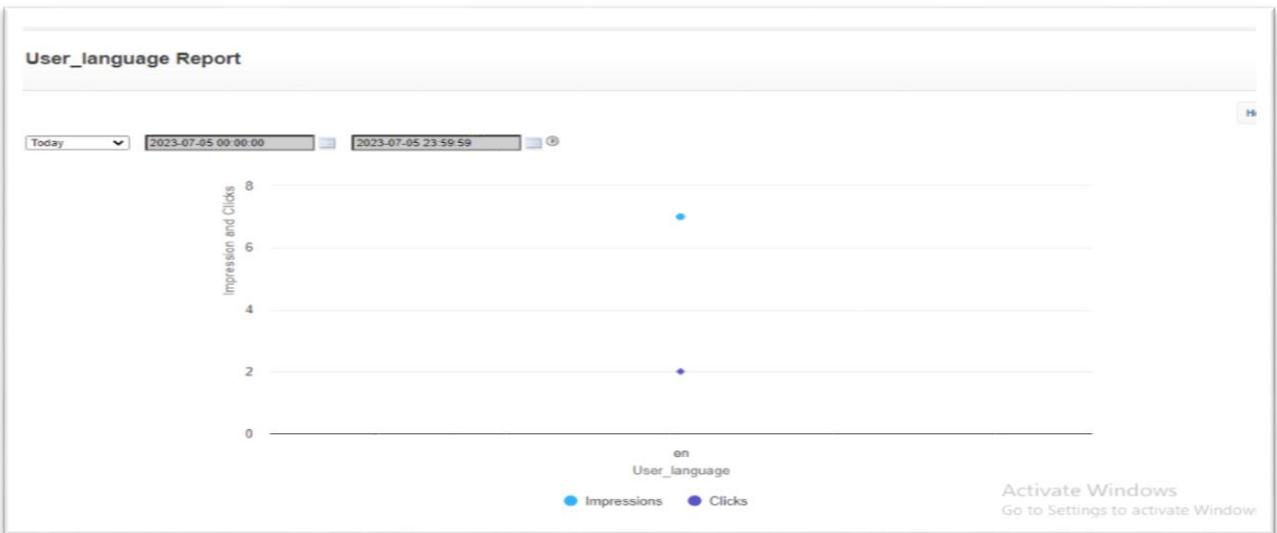
- In time zone report the time zones alone will tracked along with its number and impression and clicks



- In UDID report the mobile UDID will get tracked along with its impression and clicks



➤ In user language report, the reports In which language the ad delivered will get viewed



➤ In APP ID or bundle ID report will show the number of impression and clicks in that bundle ID or APP ID

