Product Name: Pass Back Tags

Version: Revive ad server 5.0

Flow Doc

Login to revive platform -> Swith account to manager.

In zone add/edit page you have a option to add the **Pass Back Tag** value for respective zone

Pic : Zone edi page

If you are ads not getting deliver due to banner limitations and delivery capping or no ads in the zone. Pass back ads getting deliver.

Sample Pass tag

Pic : Ad tag delivery

Statistics

Switch to Admin account -> Passback Statistics

You can see the report for passback ad statistics. You can download the report as excel

Passback Statistics

Help

Today ▼   From: 2019-12-13 00:00:00   To: 2019-12-13 23:59:59   ⊙
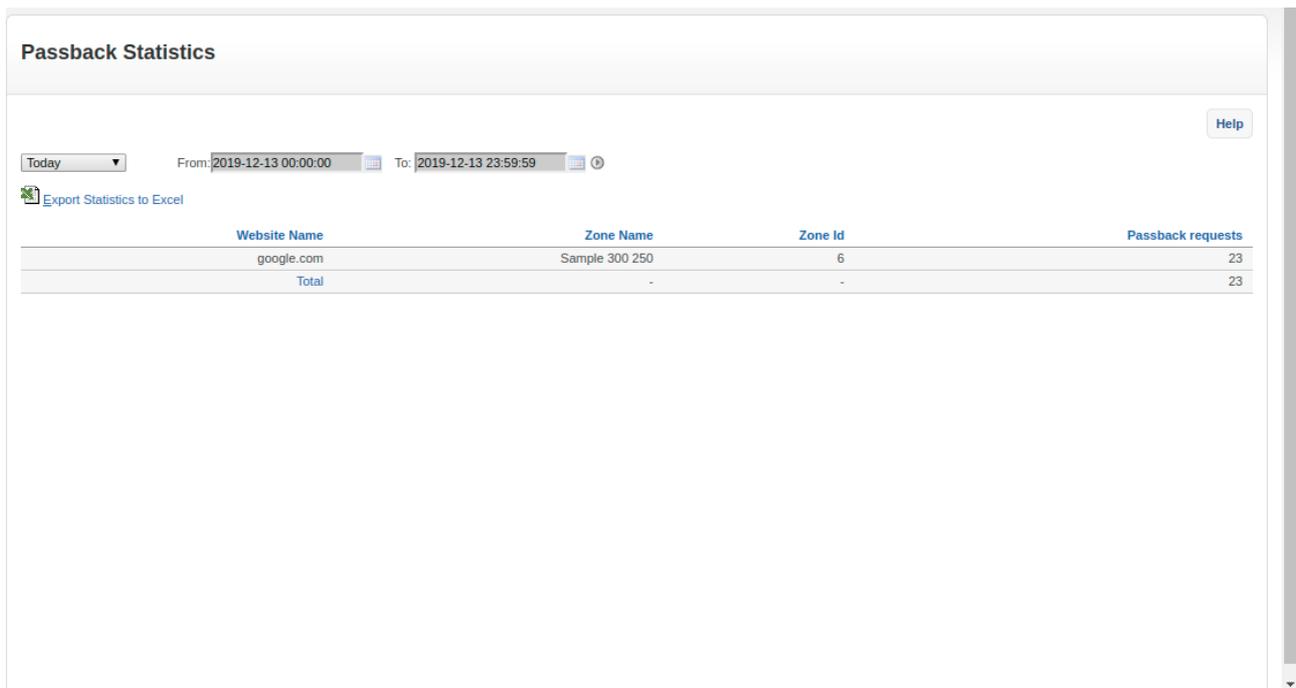
Export Statistics to Excel

Website Name	Zone Name	Zone Id	Passback requests
google.com	Sample 300 250	6	23
Total	-	-	23