

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

The screenshot displays the 'Zone Properties' configuration page in the Revive Adserver interface. The page has several tabs: 'Zone Properties', 'Advanced', 'Linked Banners', 'Probability', and 'Invocation Code'. The 'Zone Properties' tab is active. In the top right corner, there are buttons for 'Shortcuts', 'Actions', and 'Help'. The main content area is titled 'Basic information' and contains the following fields:

- Name ***: Text input field containing 'Sample 300 250'.
- Description**: Text input field containing 'Sample 300 250'.
- Zone type**: Radio button selection with options: 'Banner, Button or Rectangle' (selected), 'Interstitial or Floating DHTML', 'Text ad', 'Email/Newsletter zone', 'Inline Video ad', and 'Overlay Video ad'.
- Size**: Radio button selection with a dropdown menu set to 'IAB Medium Rectangle (300 x 250)' and input fields for 'Width: 300' and 'Height: 250'.
- Comments**: A large text area.
- PassBack Tag**: A text area containing the text 'Sample Pass tag'.

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.

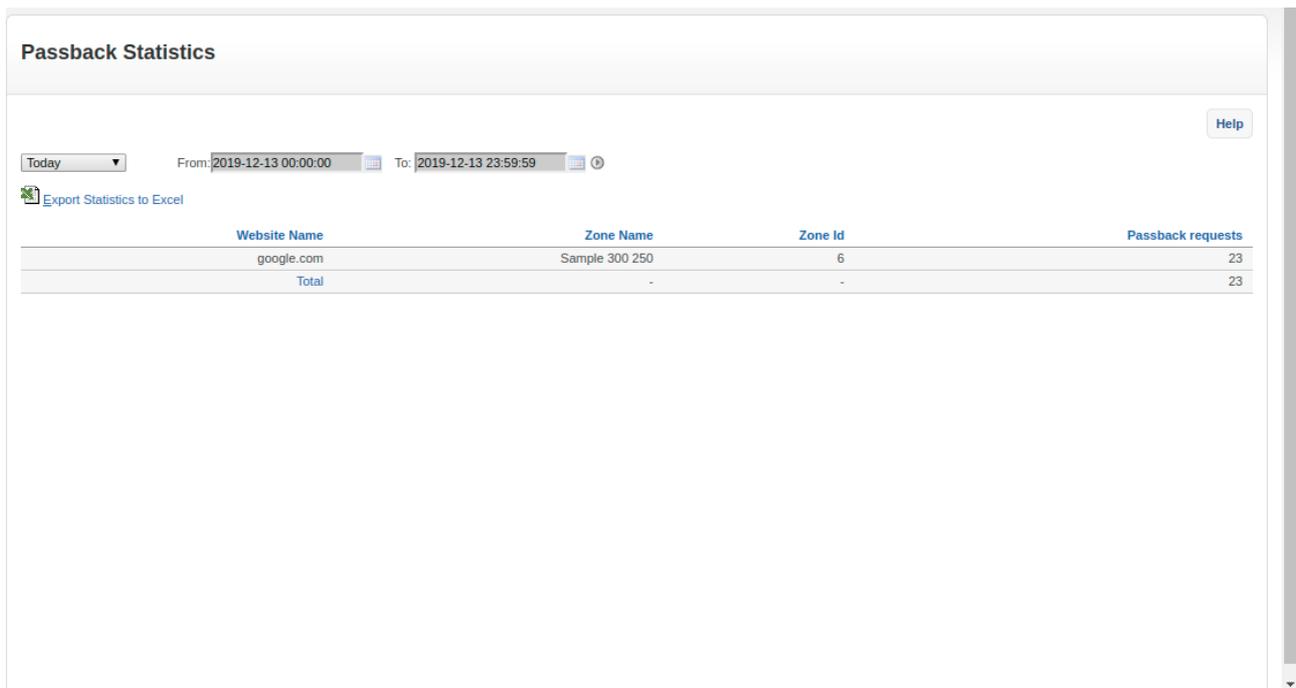
Sample Pass tag

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

Today To: [Help](#)

[Export Statistics to Excel](#)

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