

Product name:Contextual Targeting

Version: Revive adserver 5.5.2 pgsql

For example,

Contextual Targeting:

Admin Settings:

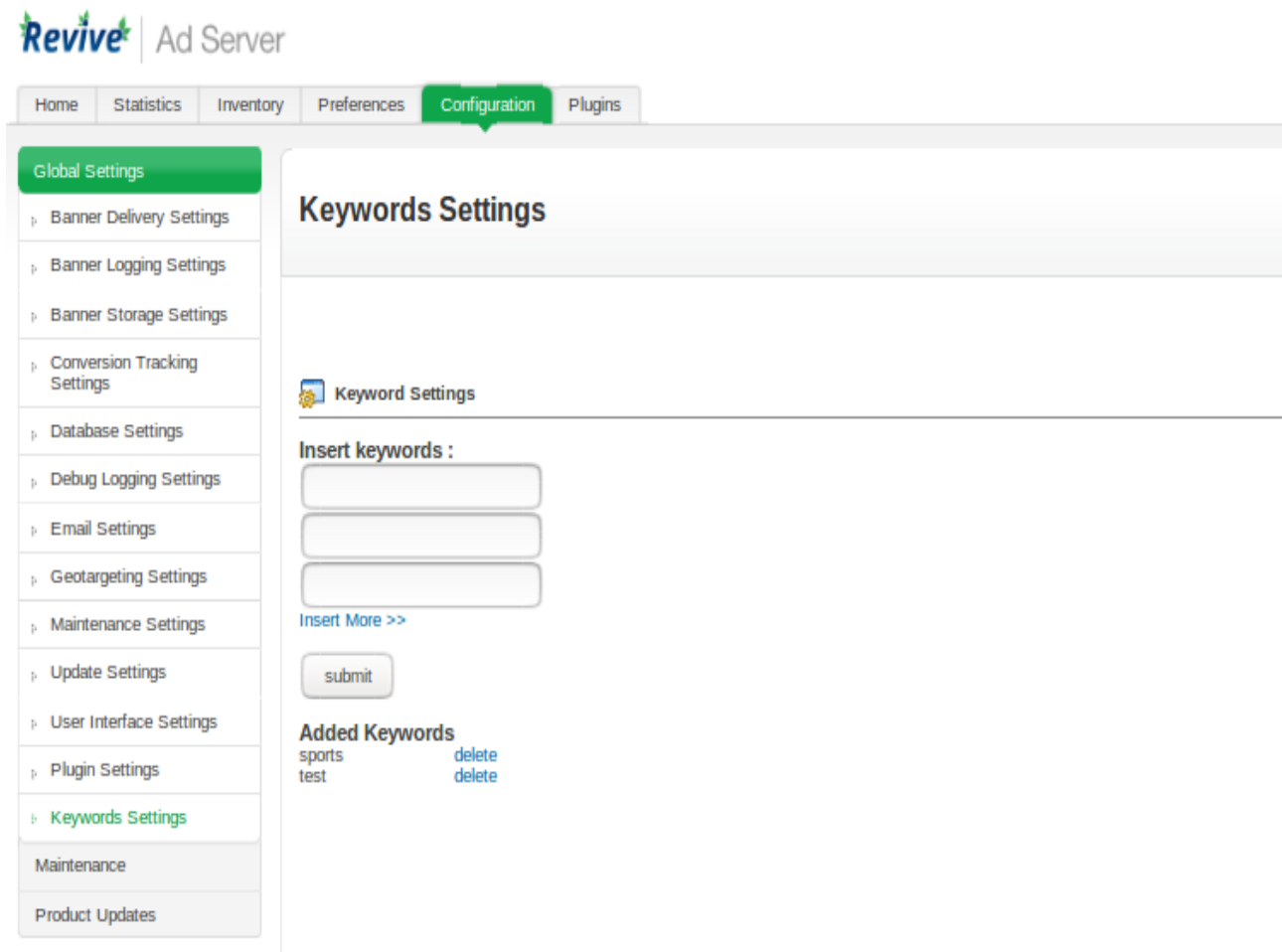
How to use the mod?

Login As admin ----> Configuration ---> Keywords Settings

You can set the keywords here. These keywords will appear in banner properties page.

Advertiser can select those keywords to target his banners.

cpmburner.com



The screenshot shows the Revive Adserver Admin interface. At the top, there's a logo for "Revive Ad Server". Below it is a navigation bar with tabs: Home, Statistics, Inventory, Preferences, Configuration (highlighted), and Plugins. On the left side, there's a sidebar menu with various settings categories. The "Keywords Settings" category is highlighted in green. The main content area is titled "Keywords Settings" and contains a section for "Keyword Settings". This section has a label "Insert keywords :" followed by three text input fields. Below the input fields is a link "Insert More >>". At the bottom of this section is a "submit" button. Below the submit button, there's a section titled "Added Keywords" which lists "sports" and "test". Each keyword has a "delete" link next to it.

Revive Ad Server

Home Statistics Inventory Preferences Configuration Plugins

Global Settings

- Banner Delivery Settings
- Banner Logging Settings
- Banner Storage Settings
- Conversion Tracking Settings
- Database Settings
- Debug Logging Settings
- Email Settings
- Geotargeting Settings
- Maintenance Settings
- Update Settings
- User Interface Settings
- Plugin Settings
- Keywords Settings**
- Maintenance
- Product Updates

Keywords Settings

Keyword Settings

Insert keywords :

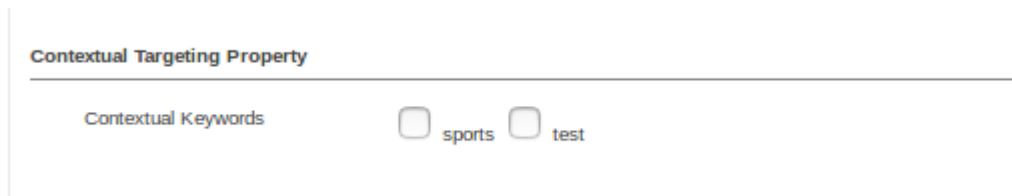
[Insert More >>](#)

Added Keywords

sports	delete
test	delete

Banner Settings:

Admin side added keywords will be listing in banner side.



Eg. Here is the example where meta keyword is sports.
<meta name="keywords" content="sports" /> and also HTML page.

Example Delivery Page Code :



```
1 <head>
2 <!-- Add the meta tag for keywords -->
3 <meta name="keywords" content="sports">
4
5 <!-- Add the meta tag for description -->
6 <script type="text/javascript" src="//wurfl.io/wurfl.js"></script>
7 <script type="text/javascript">
8 <!--//
9 var m3_u = (location.protocol=='https:'?'https://revads.djaxbidder.com/pg_janani/www/delivery/ajs.php':'http://revads.djaxbidder.com/pg_j
10 var m3_r = Math.floor(Math.random()*99999999999);
11 if (!document.MAX_used) document.MAX_used = ',';
12 document.write("&lt;script+\"ipt type='text/javascript' src='"+m3_u);
13 document.write("&amp;zoid=13\"");
14 document.write("&amp;cb="+ m3_r);
15 document.write("&amp;userid={userid} &amp;age={age} &amp;gender={gender}'");
16 document.write("&amp;bnname=" + WURFL.complete_device_name);
17 if (document.MAX_used != ',') document.write("&amp;exclude=" + document.MAX_used);
18 document.write(document.charset ? "&amp;charset="+document.charset : (document.characterSet ? "&amp;charset="+document.characterSet : ''
19 document.write("&amp;loc=" + escape(window.location));
20 if (document.referrer) document.write("&amp;referer=" + escape(document.referrer));
21 if (document.context) document.write("&amp;context=" + escape(document.context));
22 document.write("&lt;\\script+\"ipt&gt;");
23 //]]&gt;&lt;/script&gt;
24 &lt;/noscript&gt;
25 &lt;a href="https://revads.djaxbidder.com/pg_janani/www/delivery/ck.php?n=af81b691&amp;cb=INSERT_RANDOM_NUMBER_HERE" target="_blank"&gt;
26 &lt;img src="https://revads.djaxbidder.com/pg_janani/www/delivery/avw.php?zoneid=13&amp;cb=INSERT_RANDOM_NUMBER_HERE&amp;n=af81b691" bor
27 &lt;/a&gt;
28 &lt;/noscript&gt;</pre></div><div data-bbox="90 677 287 696" data-label="Section-Header"><h2>Functionality Flow</h2></div><div data-bbox="90 713 915 770" data-label="Text"><p>The UI will be provided for the Openx Administrator to add the keywords to target. While creating the banner the Advertiser can check the keyword from the list of keywords added by admin.</p></div><div data-bbox="90 770 891 827" data-label="Text"><p>Can able to assign more than one keyword to the banner. While displaying the banner the invocation code will check webpage Meta keyword, whether any of the Meta keyword matches with the keywords of the banner.</p></div><div data-bbox="90 826 873 866" data-label="Text"><p>If the banner keyword matches with the meta keyword only then the banner will be displayed.</p></div>
```