

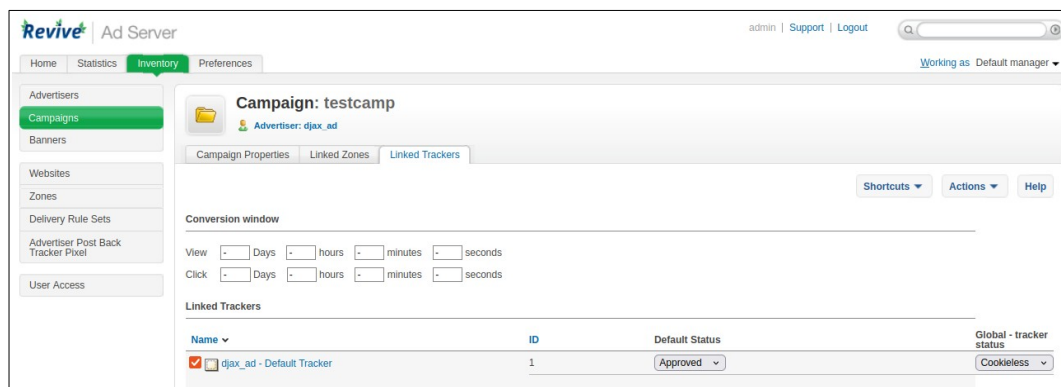
Revive Adserver Mod

Plugins For Revive Adserver

Post back / Server-To-Server URL Tracking

How to use the mod?

- o Login as default manager
- o Inventory ☐ Create an Advertiser ☐ Edit advertiser ☐ Trackers ☐ Add new tracker.
- o Create a campaign with CPA pricing model ☐ Edit campaign ☐ Linked trackers ☐ Set Global – tracker status as ‘Cookieless’.



Unique Click_Id Generation

- o Login as default manager
- o Inventory -> Banners -> Add new banner with destination URL.
- o Create a Zone ☐ Link Zone with Banner ☐ Select Invocation code ☐ deliver the banner.
- o Click the banner -> Navigates to the destination page, in which an additional parameter ‘transaction_id’ appended with the destination URL. ‘transaction_id’ from the destination page URL should be call back in postback utl



Server-To-Server URL Tracking

- o Login as default manager
- o Inventory → Advertiser Post Back Tracker Pixel → Replace the generated transaction_Id with transaction_id parameter → Use the Advertiser Post Back Tracker Pixel code to track the conversion.



Sample Advertiser Post Back Tracker Pixel code

```
<div id='tracker' style='position: absolute; left: 0px; top: 0px; visibility: hidden;'><img
src='https://revphpe.djaxbidder.com/postback_url/www/delivery/tracker- mobile.php?
transaction_id=1b1c2f7e6b26c95c72a8fd8efcdc4ea0d6c9a310c71b8fd3f9fcbf0ae8803618' width='0'
height='0' alt=''></div>
```

Reports:

- o Once post back trackers pixel along with transaction id it will be tracked as conversion and shows in reports.
- o Inventory -> Statistics

The screenshot shows the 'Advertisers & Campaigns' report page in the Revive Ad Server interface. The page title is 'Advertisers & Campaigns'. Below the title, there is a table with the following data:

Name	Conv.	Impr.	Clicks	CTR	Rev.	ECPM
Total	6	32	39	121.88%	-	-
djax_ad	6	32	39	121.88%	-	-