

# Revive Adserver Mod

Plugins For Revive Adserver

**Product Name: Pass Back Tags**

**Version: Revive ad server 5.5.2**

## Flow Doc

Login to revive platform -> Switch 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' page in the Revive Adserver interface, with the 'Invocation Code' tab selected. The page includes a top navigation bar with tabs for 'Zone Properties', 'Advanced', 'Linked Banners', 'Probability', and 'Invocation Code'. On the right, there are buttons for 'Shortcuts', 'Actions', and 'Help'. The main content area is titled 'Basic information' and contains several form fields:

- Name \***: A text input field containing 'Sample 300 250'.
- Description**: A text input field containing 'Sample 300 250'.
- Zone type**: A radio button selection menu with options: 'Banner, Button or Rectangle' (selected), 'Interstitial or Floating DHTML', 'Text ad', 'Email/Newsletter zone', 'Inline Video ad', and 'Overlay Video ad'.
- Size**: A dropdown menu showing 'IAB Medium Rectangle (300 x 250)' and input fields for 'Width: 300' and 'Height: 250'.
- Comments**: A large text area for additional notes.
- PassBack Tag**: A text input field containing '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  |                |         |                      |
|--|----------------|---------|----------------------|
| <div>Today <span>▼</span> From: 2019-12-13 00:00:00 <span>📅</span> To: 2019-12-13 23:59:59 <span>📅</span> <span>🔍</span></div> <div> <a href="#">Export Statistics to Excel</a></div> |                |         |                      |
|  |                |         | <a href="#">Help</a> |
| Website Name   | Zone Name      | Zone Id | Passback requests    |
| google.com   | Sample 300 250 | 6       | 23                   |
| Total  | -              | -       | 23                   |