

**Product Name: Pass Back Tags**

**Version: Revive ad server 5.5.2**

## 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 shows the 'Zone Properties' 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 \***: Sample 300 250
- Description**: Sample 300 250
- Zone type**: A list of radio buttons with icons for different ad formats:
  - Banner, Button or Rectangle
  - Interstitial or Floating DHTML
  - Text ad
  - Email/Newsletter zone
  - Inline Video ad
  - Overlay Video ad
- Size**:
  - IAB Medium Rectangle (300 x 250)
  - Width: 300 Height: 250
- Comments**: A large empty text area.
- PassBack Tag**: A text area containing the value '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.

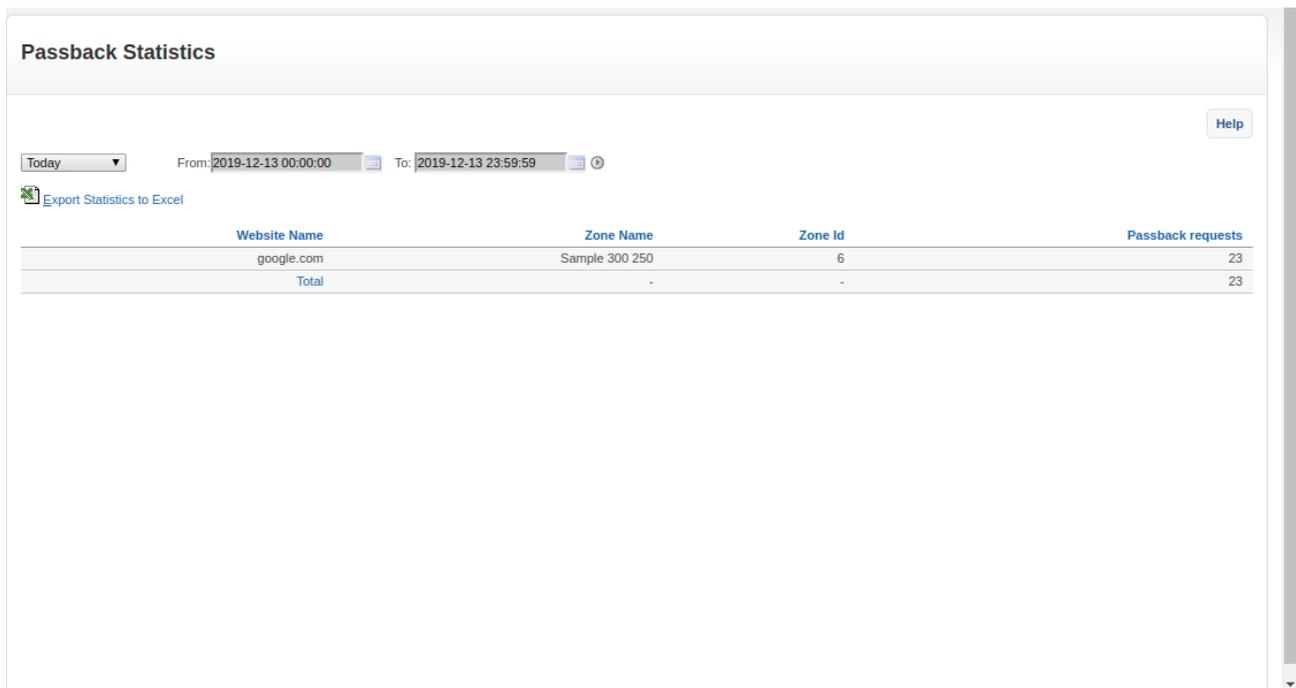
## Sample Pass tag

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