


Network&Custom token Targeting






- **Target following features**

- WLAN
- VLAN
- Mac Address
- Marital Status
- Custom token targeting

 Add delivery rule: Client - Browser (Legacy) ▼ Add

Delivery Rules

Only display this banner when:

 Client - Wlan address	is equal to ▼	<input type="text" value="192.168.1.202"/>	✗ ▲ ▼
AND ▼			
 Client - Vlan address	is equal to ▼	<input type="text" value="192.168.1.202"/>	✗ ▲ ▼
AND ▼			
 Client - MAC address	is equal to ▼	<input type="text" value="192.168.1.202"/>	✗ ▲ ▼
AND ▼			
 Client - Marital Status	Is any of ▼	<input checked="" type="checkbox"/> Single <input checked="" type="checkbox"/> Married <input type="checkbox"/> Widow <input type="checkbox"/> Transgender	✗ ▲ ▼
AND ▼			
 Custom - Token Targeting	is less than ▼	Select custom token Age ▼ ? <input type="text" value="50"/>	✗ ▲ ▼


- **Token Management in Admin Login**

- Create Token
- Edit token
- List token

Home Statistics Inventory Preferences Configuration Plugins **Settings**

Custom Tokens

Custom token targeting

 [Add New Custom Token](#)

Token Name	Action
<input type="checkbox"/> Age	Edit / Delete
<input type="checkbox"/> Gender	Edit / Delete

- **Targeting Banners**

- Banners => Delivery options => You can target following features
- Client-MAC Address
 - ✓ Target mac address
- Client – WLAN Address
 - ✓ Target WLAN Address
- Client - Martial Status
 - ✓ Target martial status
 - Single
 - Married
 - Widow
 - Transgender
- Client-VLAN Address
 - ✓ Target VLAN Address
- Client-Token Targeting
 - ✓ Create token in adminstartor account
 - ✓ Creating token in admin login
 - ✓ target token name with value.

- **Ad delivery process: (Zones-> Invocation Tags)**

- In All ad tag you can find text box to pass the value in ad tag for targeting.
- VLAN
 - ✓ In tag settings pass the VLAN address
- Martial Status
 - ✓ In tag settings pass the Martial Status
 - S=>Single
 - M=>Married
 - W=>Widow
 - G=>Transgender
- In ad tag pass the tokennname={tokenvalue}
 - ✓ if you target custom token name with token value as like below in adtag
 - age=56

Tag settings

Don't show the banner again on the same page	<input type="radio"/> Yes <input checked="" type="radio"/> No
Don't show a banner from the same campaign again on the same page	<input type="radio"/> Yes <input checked="" type="radio"/> No
Target frame	Default ▾
Source	<input type="text"/>
Mac Address	<input type="text"/>
WLAN	<input type="text"/>
VLAN	<input type="text"/>
Martial Status	<input type="text"/> (S=>Single, M=>Married, W=>Widow, G=>Transgender)
Support 3rd Party Server Clicktracking	No ▾