

Network&Custom token Targeting

- **Target following features**

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

Add delivery rule: Client - Browser (Legacy)

Delivery Rules

Only display this banner when:

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

- **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 tokename={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 Yes No

Don't show a banner from the same campaign again on the same page Yes No

Target frame

Source

Mac Address

WLAN

VLAN

Martial Status (S=> Single, M=>Married, W=>Widow, G=>Transgend

Support 3rd Party Server Clicktracking