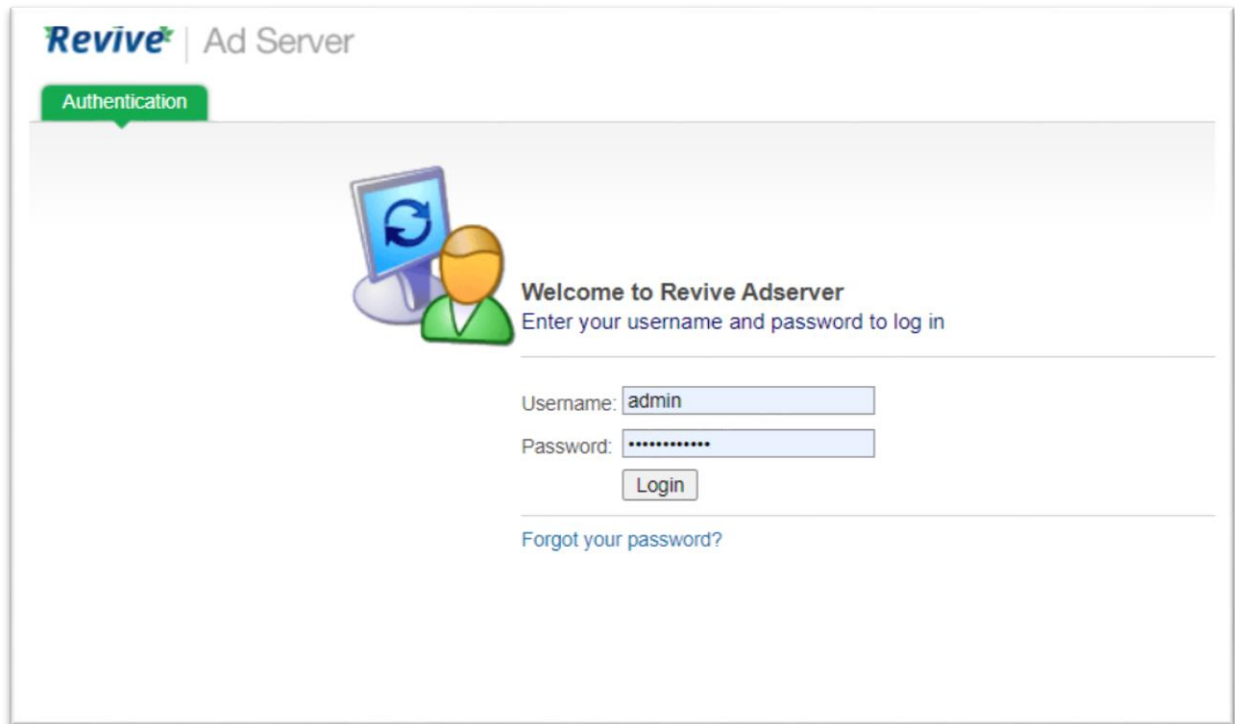


CONVRSUS DSP

Login:

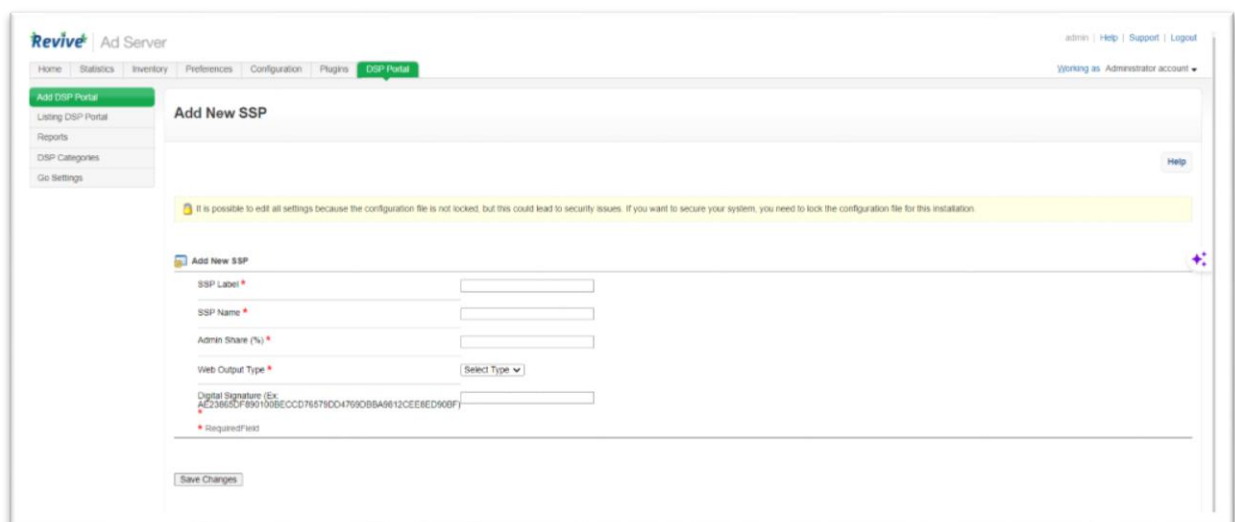
Login to the revive adserver with the given user name and password



The image shows the 'Revive Ad Server' authentication page. At the top left is the 'Revive Ad Server' logo. Below it is a green 'Authentication' tab. The main area features a graphic of a computer monitor with a refresh icon and a person icon. To the right of the graphic, it says 'Welcome to Revive Adserver' and 'Enter your username and password to log in'. Below this, there are input fields for 'Username' (containing 'admin') and 'Password' (containing '*****'). A 'Login' button is positioned below the password field. At the bottom, there is a link that says 'Forgot your password?'.

DSP Portal:

After logging to the revive ad server, administrator account will get opened, then go to the DSP portal to create SSP



The image shows the 'Revive Ad Server' DSP Portal. At the top, there is a navigation bar with links: Home, Statistics, Inventory, Preferences, Configuration, Plugins, and DSP Portal (which is highlighted). On the right of the navigation bar, there are links for 'admin', 'Help', 'Support', and 'Logout'. Below the navigation bar, there is a sidebar with links: 'Add DSP Portal', 'Listing DSP Portal', 'Reports', 'DSP Categories', and 'Go Settings'. The main area is titled 'Add New SSP'. Below the title, there is a yellow warning box that says: 'It is possible to edit all settings because the configuration file is not locked, but this could lead to security issues. If you want to secure your system, you need to lock the configuration file for this installation.' Below the warning box, there is a form titled 'Add New SSP' with the following fields: 'SSP Label' (required), 'SSP Name' (required), 'Admin Share (%)' (required), 'Web Output Type' (with a 'Select Type' dropdown), and 'Digital Signature (Ex: 4C3166C0F190710BECCD76576D0476908BA9812CEEED909F)' (required). At the bottom of the form, there is a 'Save Changes' button.

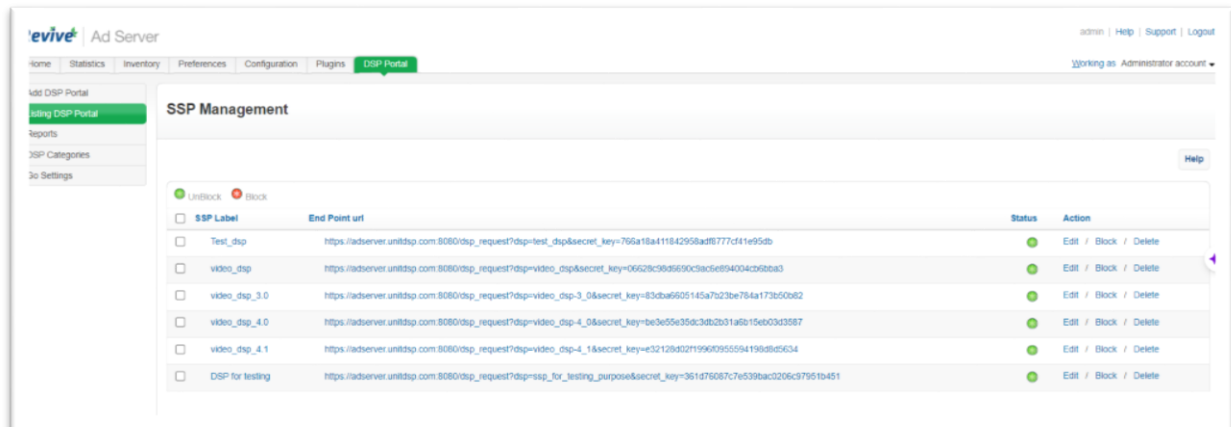
Enter the SSP label – Enter a valid SSP name

SSP name – Provide a valid SSP name

Admin share (%) – Enter the admin share in %

Web output type – Select either HTML / XML

Digital Signature – Enter the signature here

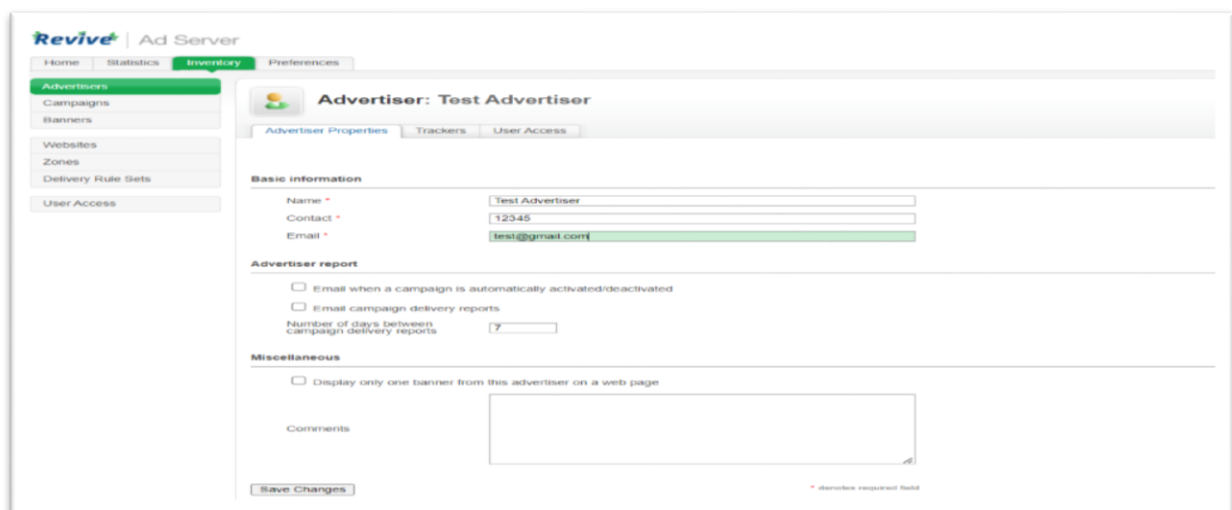


Enter the above details and a SSP will get created and it will redirect to the listing DSP portal page

After creating the SSP on the listing page, SSP details can be seen. There, we can take the end point URL and paste it into the SSP server to deliver the ad. The ad will only be delivered if the end point URL matches. In the action column, there will be an option to edit, block, and delete the SSP created.

CREATE ADVERTISER:

- ➔ Go to inventory and click on advertisers
- ➔ Enter the valid details and click on save changes



CREATE CAMPAIGN:

- ➔ Create the campaign for the created advertiser
- ➔ Enter the campaign name and choose the campaign type
- ➔ Select the date for campaign to start and end
- ➔ Select the DSP from the list and enable PMP if needed and deal IDs can be set if needed
- ➔ Click on the save changes and a campaign will be created for that advertiser and it will redirect to campaign listing page

The screenshot shows the 'Add new campaign' form for advertiser 'Test Advertiser'. The form is divided into several sections: 'Basic information' (Name, Campaign type), 'Date' (Start date, End date), 'DSP Settings' (Select DSP, Enable PMP, Deal ID), 'Priority in relation to other campaigns' (Set the campaign weight), 'Delivery capping per visitor' (Limit campaign views to, Reset view counters after), and 'Miscellaneous' (Miscellaneous, Miscellaneous, Comments). The 'Campaign type' is set to 'Remnant', 'Start date' is 'Start immediately', 'End date' is 'Don't expire', 'Select DSP' is 'video_dsp', 'Enable PMP' is checked, and 'Set the campaign weight' is '1'.

CREATE BANNER:

- ➔ Create a banner inside the created campaign so that the SSP's can deliver the banner
- ➔ Enter the banner name and upload the banner
- ➔ Provide the destination URL
- ➔ Click on save changes button and a banner will get created and redirect to the banner listing page

The screenshot shows the 'Add new banner' form for campaign 'Test Advertiser - Default Campaign'. The form is divided into several sections: 'Basic information' (Name), 'Banner link' (Destination URL, Target), and 'Banner display' (Alt text, Status text, Text below image). The 'Name' is 'Banner 1', 'Destination URL' is 'http://www.instagram.com', and 'Target' is blank. The 'Banner display' section has three input fields for 'Alt text', 'Status text', and 'Text below image'.

AD DELIVERY:

Ad will delivery if the following cases matches

- ➔ If the banner and zone size matches ad will deliver
- ➔ Ad will deliver if the end point URL matches in the SSP server
- ➔ Ad will only deliver if the floor prize is lower than the campaign rate

For example:

If the smarty ads are used as the SSP server and the unit DSP platform is used as the DSP, the campaign and the banner will be created on the DSP platform to create the ads, and if the end point URL matches in the SSP server, then the ad will be delivered only if the DSP's ad size matches the zone in the SSP server.

INVOCATION CODE:

You can check the ad delivery with the below invocation code. The below code is from the SSP server.

<!-- djaxadserver Go - Asynchronous JS Tag - Generated with Revive Adserver v5.0.5 -->

<script type="text/javascript" src="//wurfl.io/wurfl.js"></script><ins data-revive-zoneid="366" data-revive-id="3b85b65475193c95cae07ebf1e2ddf8a"></ins>

<script async src="https://rvphp.djaxbidder.com:9090/asyncjs"></script>