Key Concepts

Revive Adserver facilitates the quick and easy delivery of advertising onto your website.

Before exploring this guide to using Revive Adserver, please take a moment to read about the product's key concepts.

Key Concepts

Advertisers

An advertiser is a person or company who wants to display advertising on your (or some other) website via your Revive Adserver installation. Each advertisers will have one or more campaigns.

Campaigns

A campaign is set of related advertisements that an advertiser wants to display. Campaigns allow shared details, such as the dates to start and stop showing the ads, and the frequency with the ads are displayed, to be managed in a consistent way across the related ads (called banners in Revive Adserver). Each campaign that an advertiser has will have one or more banners.

Banners

A banner is the content (called a creative in Revive Adserver) and the associated properties that make up an on-line advertisement. A banner is what the visitors to a website will see displayed to then as the "ad", and be able to click on or interact with in some way. A banner's creative can be a static image, some HTML code, a Flash banner, text or a video ad.

Websites

A website in Revive Adserver is simply a placeholder to collect together all of the zones for a website on which you will display banners. Accordingly, websites will have one or more zones. A website in Revive Adserver can also be thought of as representing the publisher.

Zones

A zone is a defined area on a website where banners will be displayed.

Zone Invocation Codes/Tags

A zone invocation code (or zone invocation tag - the terms are used interchangeably) is a small piece of code that can be inserted into a website to display the relevant banner(s) that are linked to the tag's zone.

Campaign or Banner / Zone Linking

In order to display a given banner to a website visitor, the desired banner that should be shown needs to be associated (i.e. linked) to the relevant zone(s) for the website. This way, Revive Adserver knows which banners to display when the relevant zone invocation tag is invoked on a website.

Campaigns and banners can be linked to zones from three different locations in Revive Adserver:

- At the campaign level, via a specific campaign;
- At the banner level, via a specific banner; and
- At the zone level.

Inventory

The amount of advertising "space" that a website (or part of a website) has available to sell; this may be as simple as the number of zones per page multiplied by the number of page views - however, many advertisers will only want to purchase part of this inventory, so the effective inventory may be less.

Trackers

A small piece of code that can be inserted into a website to "track" so called *actions*, *acquisitions* or *conversions*.

Statistics

Revive Adserver has the ability to track and report on the following banner delivery statistics:

- **Requests**: Whenever a request to display a banner is made (from a zone invocation code), Revive Adserver can be configured to immediately log a "request" to note that the request for a banner was made.
- **Impressions**: Once Revive Adserver has selected a banner to display, and the banner has been successfully loaded for the user to view, then Revive Adserver can be configured to log an "impression".
- **Clicks**: If a user clicks on a banner, Revive Adserver can be configured to log a "click".
- **Conversions**: In the event that a tracker tag is triggered by a user and this can be associated with a previous action by that user, then Revive Adserver will log a "conversion". (This is not a configurable option; conversions that occur will always be logged.)

How Revive Adserver Works

Use the Revive Adserver interface to:

- Manage the advertisers that will be displaying advertisements on your website (or the website or websites that you manage advertising for).
- Manage the campaigns, banners and trackers for those advertisers.
- Manage the website or websites that you will be displaying advertisements on via Revive Adserver.
- Manage the zones for those websites, and generate invocation tags to place into websites to display banners.