

**zanox.**

**AD DELIVERY**

**USER GUIDE**



**Dear Publisher,**

**Welcome to the user guide for zanox Ad Delivery. On the following pages you will learn how to create a Media Container with Ad Delivery to serve banner ads on your website.**

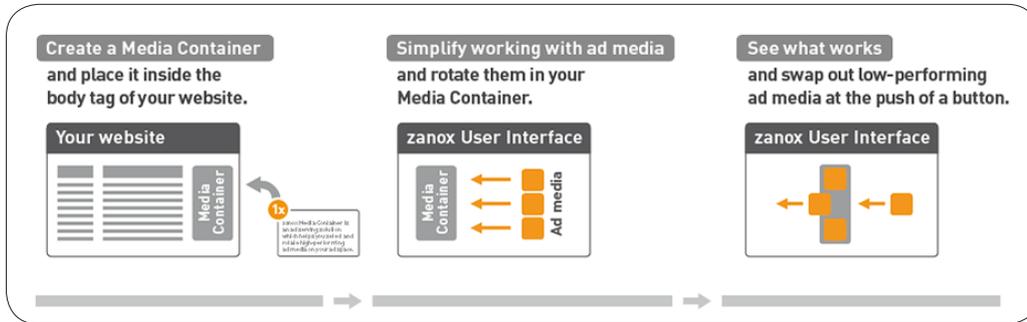
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## 1. WHAT IS ZANOX AD DELIVERY?



zanox Ad Delivery is a high performance ad management solution used to automatically place and optimise ad media on your website.

With only a few clicks you are able to create a script-container, also called **Media Container**. For each Media Container zanox Ad Delivery creates a code snippet which you can place on your website. After implementation you are able to use the Ad Delivery Dashboard to choose and change ad media that you want to rotate in your Media Container. Once you have placed the Media Container on your site, you can optimise your Media Container content solely from within the Ad Delivery Dashboard without having to touch your site. The integrated analytics feature tracks and reports the performance of each Media Container and allows for banner optimization in real time.

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## 2. WHICH BENEFITS DOES ZANOX AD DELIVERY OFFER?

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### Easy implementation

With Ad Delivery you are able to create a Media Container with only a few clicks. You will only have to integrate the code once. A user-friendly dashboard greatly simplifies the process of managing and optimizing the ad inventory which you are rotating in your Media Container.

### Quick optimization

The integrated real time analytics tool helps you optimise banner performance. Use the powerful cross-programme ad media search and the zanox AdRank to find ad media that are performing well.

### Ad media search across programmes

The powerful cross-programme ad media search allows you to quickly identify the best-performing banners across all your programmes in the zanox network.

### Integrated TPV tracking link

Ad media of TPV programmes that you have been enabled for are automatically delivered with a post view tracking link (TPV). This means you longer have to manually add a TPV tracking link to the high-traffic landing page of the advertiser.



**NOTE:**  
You must be TPV enabled for a programme to receive this programme's ad media with a TPV tracking link.

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## 3. WHAT ARE THE REQUIREMENTS FOR ZANOX AD DELIVERY?

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To be able to use zanox Ad Delivery you must have:

- a zanox marketplace account
- at least one verified ad space
- successfully applied to at least one programme

## 4. HOW CAN I CREATE A MEDIA CONTAINER?

1. Log in to the zanox marketplace and go to [Links & Tools > Ad Delivery](#).
2. Click the button [Create new Media Container](#).

The screenshot shows the 'Ad Delivery Dashboard' in the zanox marketplace. The navigation menu includes 'Dashboard', 'Profile', 'Programs', 'Links & Tools', 'Reports', and 'Help'. The 'Links & Tools' menu is active, and the 'Ad Delivery' sub-menu is selected. The dashboard content includes a 'Create new Media Container' button highlighted with a red box. Below this is a 'Media Container Process' diagram with three steps: 1. 'Create a Media Container and place it inside the body tag of your website.' showing a website layout with a 'Media Container' box. 2. 'Simplify working with ad media and rotate them in your Media Container.' showing a 'zanox User Interface' with 'Media Container' and 'Ad media' boxes. 3. 'See what works and swap out low-performing ad media at the push of a button.' showing a 'zanox User Interface' with a 'Media Container' box and arrows indicating rotation.

3. Select one of your verified ad spaces, name your Media Container and choose a banner size. Then click [Select ad media](#).

The screenshot shows the 'Create a new Media Container' dialog box. It contains the following fields and options:

- Ad space:** A dropdown menu.
- Media Container name:** A text input field.
- Size:** A dropdown menu with the selected option '120 x 600 IMU Skyscraper'.

At the bottom right, there are two buttons: 'Cancel' and 'Select ad media >>'.

- Select up to 50 different ad media in the size of your Media Container. You are able to filter search results by programme, category and sales region in the menu on the left. If you feel comfortable with your selection, click **Create Media Container and get code**.

**Create a new Media Container** ✕

Here you can search for ad media you want to add to your Media Container. You can select up to 50 ad media which zanox will evenly rotate in your Media Container.

**Refine Search**

Programs

Ad media categories of selected program  
All

Regions  
All

**Ad Media** You have 0 ad media in your Media Container.

Preview Image	Ad Media Name	Program Name	AdRank
	Ad Media 1	Program 1	2.8
	Ad Media 2	Program 2	2.8
	Ad Media 3	Program 3	2.7
	Ad Media 4	Program 4	2.6
	Ad Media 5	Program 5	2.5

Cancel ← Back to previous step Create Media Container and get code

**!** If you don't see any ad media, you probably haven't applied to a programme or there are no ad media available in the requested size.

**i** Use the zanox AdRank to find high-performing ad media.

- The Media Container code is shown in a pop-up. Please copy the code snippet.

**Media Container code** ✕

Copy this code and place it in the body tag of your website.



**Media Container code**

```

<div class="zanox zx_mediaslot">
<script type="text/javascript">
window._zx = window._zx || [];
window._zx.push({"id": "zanox-1234567890"});

(function(d) {
var s = d.createElement("script"); s.async = true;
s.src = (d.location.protocol == "https:" ? "https:" : "http:") + "//static.zanox.com/scripts/zanox.js";
var a = d.getElementsByTagName("script")[0]; a.parentNode.insertBefore(s, a);
})(document);
</script>
</div>

```

Close



## 5. WHERE CAN I CHECK MY MEDIA CONTAINER PERFORMANCE?

The integrated analytics feature tracks and reports real time statistics about views, clicks and click-through rates (CTR).



Go to the menu on the right-hand side to select up to 10 individual Media Containers and display their performances curves. Tick the check box **Accumulate Media Containers** to combine the performance of all selected Media Containers in one curve.

## 6. HOW CAN I OPTIMISE MY MEDIA CONTAINER PERFORMANCE?

1. Go to the Ad Delivery Dashboard to see a list of all the Media Containers you created. Select the Media Container you want to optimise and click **Edit**.

Name	Traffic	Ad Space	Type	Size	Details	Get Code	Remove
BannerRotator			Ad Rotator	160 x 600 IMU Wide Skyscraper	<b>Edit</b>	Code	Remove

2. Use the click-through rate (CTR) to do split testing between different ad media and remove low-performing ad media. Click **Add new ad media** to add new ad media to the ad inventory in your Media Container.

Here you can manage the ad media of your Media Container. You can add up to 50 ad media and delete ad media from your Media Container.

Media Container name: test  
Ad space: Qipu  
Size: 120 x 600 IMU Skyscraper

**Add new ad media**

Ad Media Name	Preview	Program Name	CTR	Remove

**i** Use the zanox AdRank to find high-performing ad media.

3. Save your changes.

Here you can search for ad media you want to add to your Media Container. You can select up to 50 ad media which zanox will evenly rotate in your Media Container.

**Refine Search**

Programs: All  
Ad media categories of selected program: All  
Regions: All

**Ad Media** You have 1 ad media in your Media Container.

Preview Image	Ad Media Name	Program Name	AdRank

Cancel Save

# zanox.



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