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AD DELIVERY
USER GUIDE

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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.
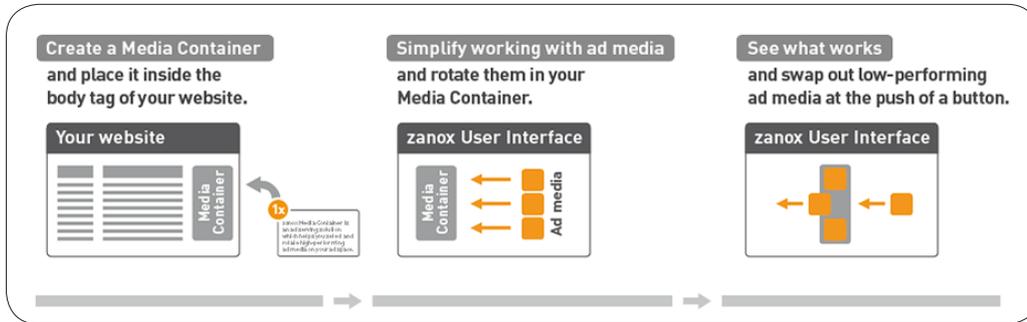
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1. WHAT IS ZANOX AD DELIVERY?

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?

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.

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NOTE:
You must be TPV enabled for a pro-gramme 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?

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

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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.

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

4. 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.

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

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.

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

6. Place the code snippet into the body tag of your website.

```
<div id="rightpanel">
<h1>AdDelivery DIV</h1>
 <div class="zx_19832814942970367287 zx_mediaslot">
    <script type="text/javascript">
        window._zx = window._zx || [];
        window._zx.push({"id":"19832814942970367287"});

        (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>
</div>
```

7. Now you should see the Media Container on your website. Congratulations, you have successfully implemented the code!

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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.

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.

3. Save your changes.

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

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