



An impression is the display of an ad - this is generally via the serving of an ad within a web page or email. Voluum generates campaign specific impression pixels to track these events.

Overview

The following guide covers how to configure impression tracking between your Voluum and AdXpansion campaigns.

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First, impressions count - why?

Impression tracking is used to measure the delivery and engagement of your display ads. The success of your ads is deemed by total ad views versus click throughs on your ad to your campaign's landing or offer page. In common, this is measured as your campaign's impression click-through (iCTR %) or Win rate %.

Formula:

$$\frac{\text{Ad Clicks (Visits)}}{\text{Total impressions}} \times 100 = \text{iCTR \%}$$

$$\frac{578 \text{ (Visits)}}{3,476 \text{ impressions}} \times 100 = 16 \% \text{ iCTR}$$

Note: Impression tracking is currently free in Voluum - impressions are not factored into your billed events quota.

Follow the sections outlined below to enable impression tracking for your Voluum campaigns on AdXpansion.

AdXpansion - Traffic Source template setup

Impression tracking is toggled within the respective traffic source template in Voluum.

1. Check the impression tracking **box** in your AdXpansion traffic source template.

Traffic source templates

Name

Postback URL

Available URL tokens:

- + {externalid} + {payout} + {campaign.id} + {trafficsource.id} + {lander.id}
- + {offer.id} + {device} + {brand} + {model} + {browser} + {browserversion}
- + {os} + {osversion} + {country} + {region} + {city} + {isp} + {connection.type}
- + {carrier} + {ip} + {countryname} + {referrerdomain} + {language}
- + {transaction.id} + {click.id} + {var1} + {var2} + {var3} + {var:variable name}
- + {campaign.cpa}

Pixel redirect URL

Impression tracking 

When enabled, you can use the impression pixel URL listed in the Campaign's Advanced section to track individual banner impressions and CPM costs. Note that this feature requires your traffic source to support impression pixels.

2. Click on  to store the changes made to your template.

Now you've enabled this, an impression pixel will be included in each campaign that uses the same AdXpansion template.

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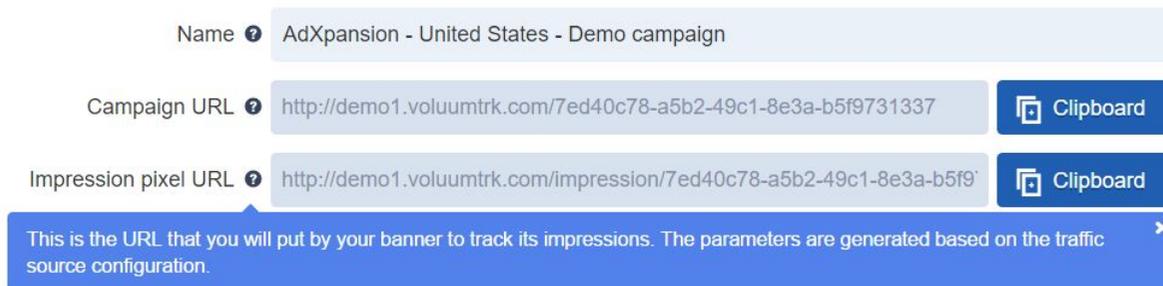
Where to find your impression pixel in Voluum?

Follow the steps below to locate your campaign's impression pixel:

1. Navigate to your list of active campaigns by clicking on the  tab.
2. Edit an existing AdXpansion campaign or create* a new one that uses the impression tracking-enabled traffic source template for AdXpansion.

Note: For existing campaigns, the impression pixel is visible below the campaign URL field. For new campaigns, the impression pixel is only shown after the campaign is saved.

3. Copy your campaign's impression pixel by clicking on -  **Clipboard**
- Reference screenshot below -*



The screenshot shows a form with three input fields and two clipboard buttons. The first field is labeled 'Name' and contains 'AdXpansion - United States - Demo campaign'. The second field is labeled 'Campaign URL' and contains 'http://demo1.voluumtrk.com/7ed40c78-a5b2-49c1-8e3a-b5f9731337'. The third field is labeled 'Impression pixel URL' and contains 'http://demo1.voluumtrk.com/impression/7ed40c78-a5b2-49c1-8e3a-b5f9731337'. A blue tooltip box is overlaid on the bottom of the form, containing the text: 'This is the URL that you will put by your banner to track its impressions. The parameters are generated based on the traffic source configuration.'

With your impression pixel copied, it's now time to place it for your creative within AdXpansion.

Note: You will need to insert both the impression pixel URL and campaign URL into your campaign configuration on AdXpansion. This is to facilitate the tracking of impressions (pixel URL) for your ads and handle click-throughs to the campaign URL. All tracking parameters are attributed to the impression pixel URL, not the campaign URL.

It's very important that you insert both to enable recording impressions, passing variable data from the AdXpansion, and ensuring that traffic is correctly redirected to your campaign.

Adding the Voluum impression pixel to your AdXpansion creatives

Follow the steps below to add your Voluum impression pixel to your creatives in AdXpansion

1. Log-in to Adxpansion and select the relevant existing campaign or create a new campaign from scratch.

Note: Existing campaigns are viewed by clicking on the 'Manage Campaigns' tab found in the left-hand menu. To create a new campaign, select the 'Create Campaign' from the same menu.

2. After completing the initial settings for your campaign's bidding / targeting, you'll be prompted to create an Ad Group for your campaign inclusive of the following steps;
 - i. Assign a unique name for your Ad group
 - ii. Set the Ad group target - Keyword or RON (Run of Network)
 - iii. Set your relevant cost amount based on your chosen cost model.
 - iv. Finish by clicking on Save to store your Ad Group

Now it's time to set your creatives - in our example we're setting iFrame creatives.

- Select the 'IFrame' tab from the bottom menu and click on '+ New iFrame Creative'.
- Choose the media format (dimensions) for your creative and then paste in the URL of your creative AND your Voluum impression pixel URL.

Important Note: In both cases, you'll need to enclose both URLs in self-closing containers - example below.

CAMPAIGNS HOME >> DEMO CAMPAIGN >> DEMO AD GROUP >> ADD IFRAME CREATIVE

+ Copyright Responsibility

It's the advertisers responsibility to make sure they have the right to use the images placed on our network. If we receive proof that an image used by an advertiser was done so without permission, we will immediately remove the ad from our network. For repeat offenders, at our sole discretion we may decide to terminate your account and seize any funds that remain.

For Desktop:

Dimensions

Medium Rectangle : 300x250
 Full Banner : 468x60
 Vertical Banner : 120x240
 Leaderboard : 728x90
 Wide Skyscraper : 160x600
 Skyscraper : 120x600
 Superbanner : 900x250

For Mobile:

Dimensions

Mobi Large : 305x99
 Mobi Medium : 300x100
 Mobi Small : 300x50

Media Format	Medium Rectangle : 300x250 ▾
IFrame code	<pre> </pre>

Cancel
Save

Example snippet;

```
 Creative
 Voluum Impression pixel
```

- Click on the 'Save' to finish the addition of your creative.

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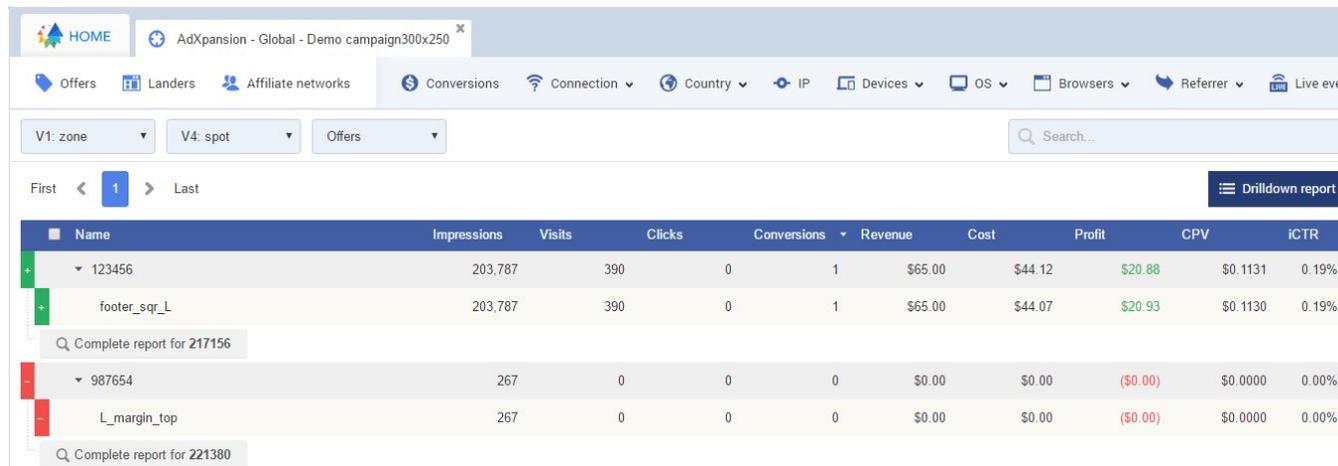
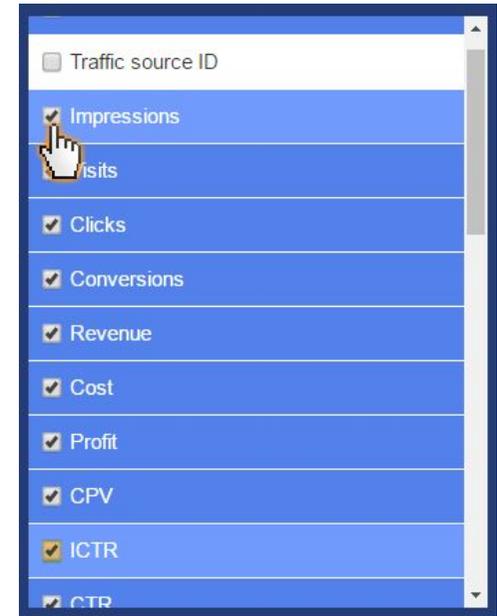
Impression reporting in Voluum

1. Click on the column view selection button  – in the right-hand corner of report table – to view impression data within reports.

2. Check the **Impressions** and **ICTR** boxes (impression click-through) from the list. - *example screenshot right.*

3. Click on  to confirm your changes.

4. Now you can group your ads performance across all of the reporting variables offered by Voluum.
Reference below -



A screenshot of the Voluum reporting interface showing a table of ad performance data. The table has columns for Name, Impressions, Visits, Clicks, Conversions, Revenue, Cost, Profit, CPV, and iCTR. The data is grouped by ad ID, with expandable rows for each group. A search bar and a 'Drilldown report' button are visible at the top right of the table area.

Name	Impressions	Visits	Clicks	Conversions	Revenue	Cost	Profit	CPV	iCTR
123456	203,787	390	0	1	\$65.00	\$44.12	\$20.88	\$0.1131	0.19%
footer_sqr_L	203,787	390	0	1	\$65.00	\$44.07	\$20.93	\$0.1130	0.19%
987654	267	0	0	0	\$0.00	\$0.00	(\$0.00)	\$0.0000	0.00%
L_margin_top	267	0	0	0	\$0.00	\$0.00	(\$0.00)	\$0.0000	0.00%

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