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:

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

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

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.

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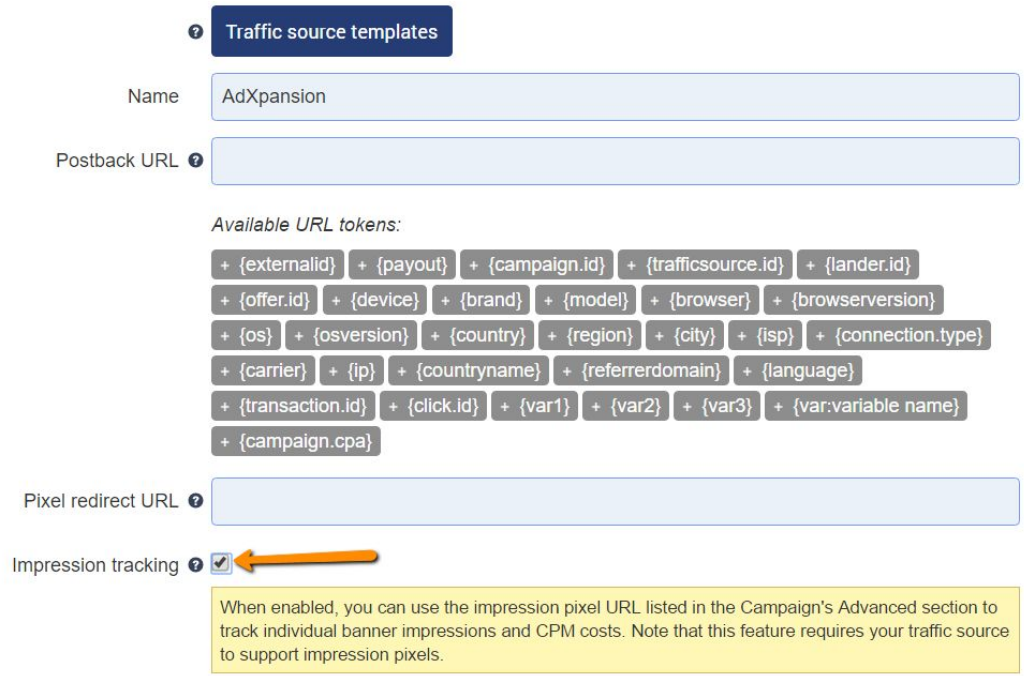
AdXpansion - Traffic Source template setup

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

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



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?

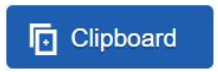
Follow the steps below to locate your campaign's impression pixel:

1. Navigate to your list of active campaigns by clicking on the

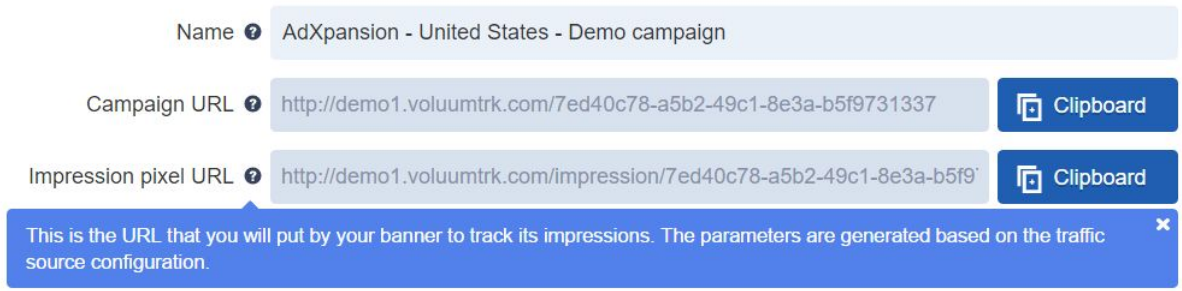
tab.

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 - 

Reference screenshot below -



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

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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.

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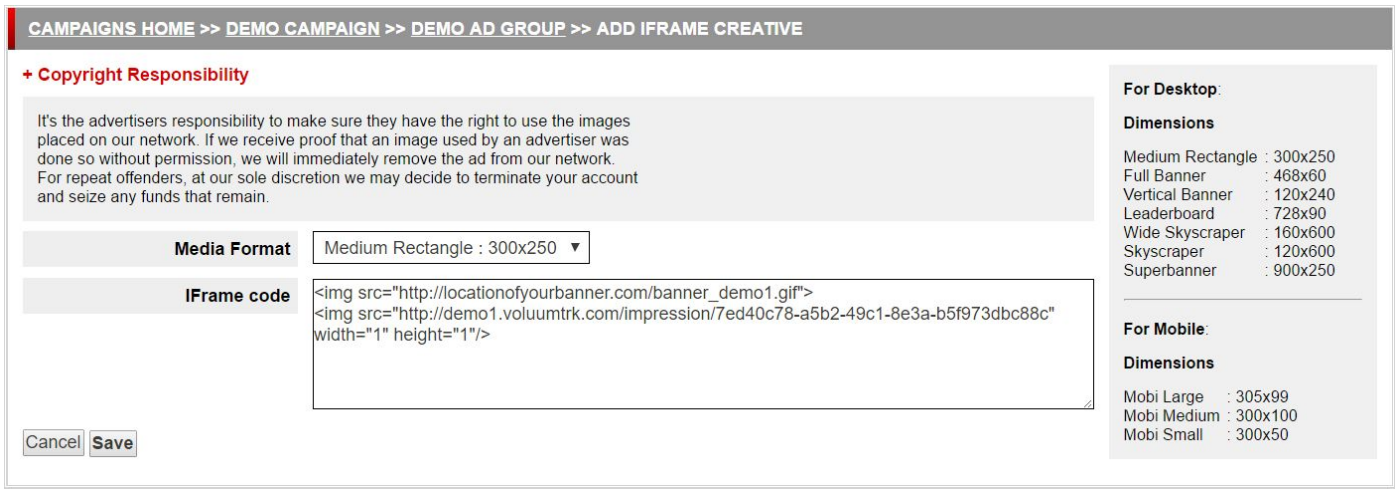
4. Select the ‘IFrame’ tab from the bottom menu and click on ‘+ New iFrame Creative’.

5. 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 <img> containers - example below.



Example snippet;

```
<img src="http://locationofyourbanner.com/banner_demo1.gif"> Creative

<img src="http://demo1.voluumtrk.com/impression/7ed40c78-a5b2-49c1-8e3a-b5f9731337" width="1" height="1"/> Voluum Impression pixel
```

6. Click on the ‘**Save**’ to finish the addition of your creative.

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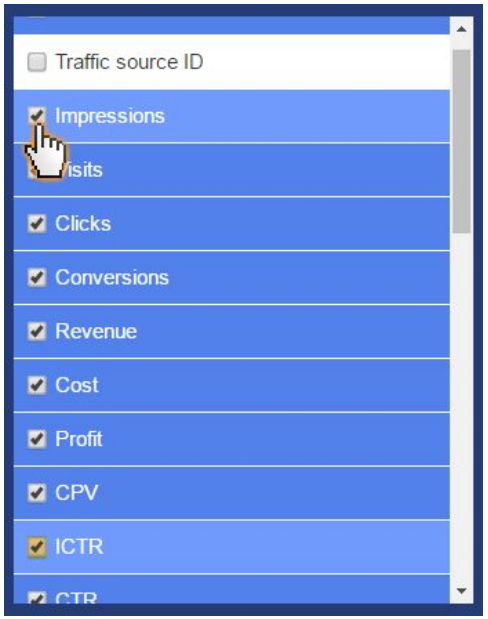
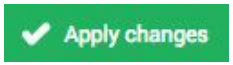
Impression reporting in Voluum

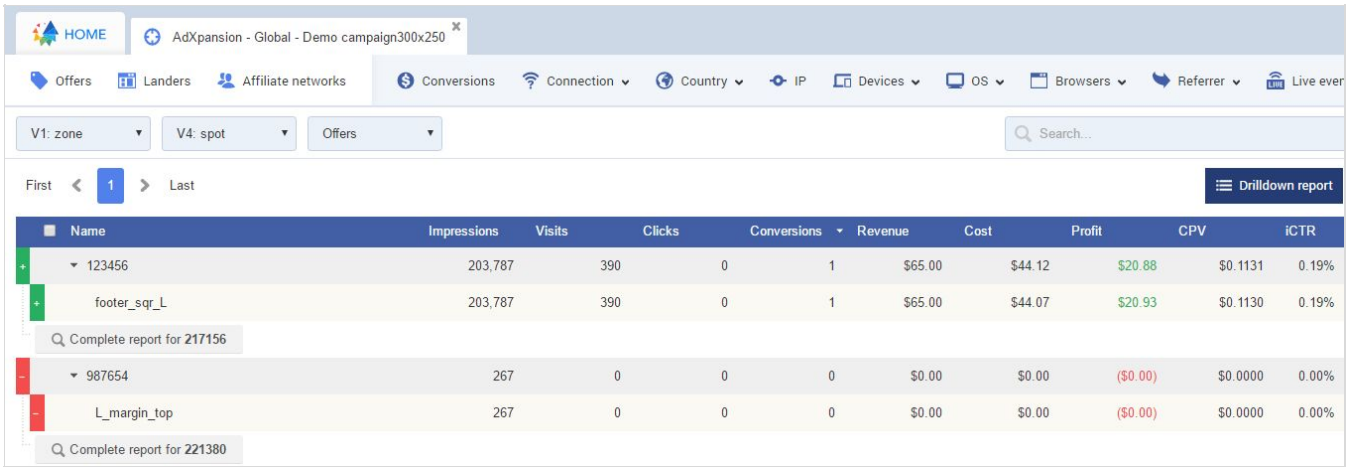
1. Click on the column view selection button – in the right-hand corner of report table – to view impression data within reports.

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 -*



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