CHAPTER **3**

Advertising Modules

This chapter provides an overview of the various advertising modules and their functions.

- Overview of the Advertising Modules
- Various Advertising Modules

Overview of the Advertising Modules

The Advertising modules enable you to display advertisements on your mobile sites using FreeWheel Ad and Interstitial modules.The FreeWheel Ad module enables you to display ads from the Freewheel Ad system on specific ad zones on your mobile site. The Interstitial module enables you to insert promotional pages in between your site content.

Various Advertising Modules

This section includes the detailed description of the following Advertising modules:

- FreeWheel Ad
- Interstitial
- Interstitial-Launch
- Interstitial-Redirector
- Interstitial-Skip

FreeWheel Ad

The FreeWheel Ad module enables you to display ads from the Freewheel Ad system on specific ad zones on your mobile site. The module gathers information on pages, content, devices, and sites and sends the data to the Freewheel system. Based on the data received, the system displays particular type of ads on specific pages with specific content.

When each page loads, the FreeWheel Ad module appends the Freewheel Main URL (Customer ID) with values passed for that page. Based on the values in the URL, the Freewheel system displays ads in the page.

Note   Ensure that you enter correct values to display the required ads. You must know the values to be passed for each page before you start configuring the FreeWheel Ad module.

The structure of the URL that is passed when a page loads is as follows:

http://(customerId?) (global params) ; (key value params) ; (slot params) 1

where,

- **Customer ID** is the URL given by the Freewheel when you open an Freewheel account.

  ```
  cue.v.fwmrm.net/ad/g/1?nw=value&ssnw=value&csid=value&resp=SMART ;  a=b  ;
  ptgt=s&envp=g_image&w=320&h=50
  ```

- **Global Params** includes parameters such as the location of the site where the ad is to be displayed. It is formed by parameters such as Network ID, Section Site Section, or any valid string.

  ```
  cue.v.fwmrm.net/ad/g/1?nw=value&ssnw=value&csid=value&resp=SMART ;  a=b  ;
  ptgt=s&envp=g_image&w=320&h=50
  ```

- **Key Value Params** is optional. You can use key=value pair to pass site-specific values. For example, pages where you want the Freewheel to display entirely different ads, you can declare a variable and pass its value. You can also leave this empty. When the URL is formed, it passes an empty section with semicolons as shown in the following URL:

  ```
  cue.v.fwmrm.net/ad/g/1?nw=value&ssnw=value&csid=value&resp=SMART ;    ;
  ptgt=s&envp=g_image&w=320&h=50
  ```

- **Slot Params** parameters pass values such as height and width of ads to be shown and the types of ads.

  ```
  cue.v.fwmrm.net/ad/g/1?nw=value&ssnw=value&csid=value&resp=SMART ;    ;
  ptgt=s&envp=g_image&w=320&h=50
  ```

Note   The values of params such as Customer ID, nw(Network ID), ssnw(Site Section Nework ID), resp(response type), primary target, envp(ad environment profile) are provided by Freewheel. Therefore, ensure that you have received these values from Freewheel before you start configuring this module.

The following is an example of the Ad Call URL that is formed when a page is loaded:

```
cue.v.fwmrm.net/ad/g/1?nw=value&ssnw=value&csid=value&resp=SMART ;  a=b  ;
ptgt=s&envp=g_image&w=320&h=50
```

Note   The spaces between params are inserted intentionally to increase readability. In the actual URL, there will not be white spaces between params.

Freewheel Data Keys

The module uses Freewheel Data Keys that can be mapped to the fields in the Freewheel data structure. These Freewheel Data Keys can be classified as constants, page properties, and standard properties based on the type of values they pass.

- Constants: (Site Level) are used to configure values that don't change for the entire site. That is, every page of the site can send the same value to a specific Freewheel data key. The Freewheel Data Keys pass the following constants:
  - Customer ID
  - Network ID
  - Site Section Network ID
  - Response Type
  - Primary Target
  - Ad Environment Profile

> **Note** The Freewheel provides values for these data keys.

- **Page Property** (Page level) is used to configure values that are constant for a set of pages in a site or all inner pages of a module. For example, using a Page Property variable, you can pass a value for all pages that deal with a specific topic and another value for all pages that deal with a different topic. You can pass custom values for these type of keys.

  The Freewheel Data Keys can be used to pass the following Page Properties:
  - Site Section ID
  - Extra Parameter

> **Note** You can pass values for these data keys using the Page Settings feature in the Enterprise Mobility Services Platform Site Builder.

- **Standard Property** is used to configure values that change depending on the external factors that are not site level constants and page property. For example, device name. This is useful when you have to display ads of different dimensions based on the form factor of rendering device.

  The Freewheel Data Keys can be used to pass the following standard properties:
  - Ad Height
  - Ad Width

The Standard Properties list is provided in the section Standard Parameters.

Extra Param [key=pair] Field

The Extra Param [key=pair] field in the edit panel of the module is an optional field that you configure to pass site-specific values. The syntax to configure this field is: Key Name = $[Page Property Variable] or (Standard Property), where key name can be any name of your choice.

Configuring the FreeWheel Ad Module

To configure the FreeWheel Ad module, perform the following steps:

Step 1   In the Modules panel, enter **FreeWheel Ad**. The FreeWheel Ad module appears in the Modules panel.

Step 2   Drag and drop the module into the footer area of your site in the canvas. The Edit panel of the module opens.

Step 3   In the Edit panel of the module, specify the required values in the respective fields.

> **Note**   Ensure to enter the values of each Freewheel Data Key.

Step 4   Click **Save**.

Step 5   Go to the page of which the data you want to pass to the Freewheel.

Step 6   Choose **Page Settings** > **Page Metadata,** and then set page level variables and the value to be passed for that page.

Step 7   Repeat step 5 to 6 for each page of which the data you want to pass to the Freewheel.

> **Note**   It is recommended that you drag and drop the FreeWheel Ad module into the footer area of your site. If the module is used in the footer, it should be dragged and dropped above any analytic module (if included). Since the Cisco Enterprise Mobility Services Platform loads a page in the order of modules in the page (from top to bottom), a page view is recorded only after all modules in the page have loaded. Also, as the footer area is common for all pages of the site, it gets reflected across all pages of the site so that you can avoid dragging and dropping the module into every page. However, you can also use the FreeWheel Ad module in the body area of the site. Then, it will show ads only on that page where it is used.

Configuring Page Property Variable

You can configure the FreeWheel Ad module to gather information such as the title of the page viewed and category of content the page displays.

To configure the Page Properties, perform the following steps:

Assume that you have already dragged and dropped the FreeWheel Ad module into the footer section of the site.

Step 1   In the footer of the page, click the **FreeWheel Ad** module. The Edit panel of the module opens.

Step 2   In the Site Section ID field, declare a Page Property Variable in the following way:$[name of the Page Property variable you want to create].

For example, $[PageName].

Step 3   Click **Save.**

Step 4   Go to the page where you want to define a value for the page property variable you declared.

Step 5   Click **Page Setting**s at the bottom of the Canvas.

Step 6   In the Page Metadata section, click **+Add** to add a new key value pair.

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Step 7 In the Name field, enter the name of the Page Property variable you declared in the FreeWheel Ad module.

Step 8 In the Value column, enter the value to be passed for that page.

Step 9 Click **Save**.

Step 10 Repeat steps 4 to 8 to define values for Page Property in each page.

> **Note** Currently Freewheel does not support special characters. For example, PageName=videos-sports is incorrect and will not pass the value. In addition, the key values are case sensitive. For example, if you configure $[PageName] in the FreeWheel and in the page metadata, if you configure pagename=videos, the module will not pass the value.

Configuring the Page Property for Inner Pages

You can set the Page Property value for an inner page of a module.

To configure Page Property in an inner page, perform the following steps:

Step 1 In the Page Editor, click **Page Manager**. The Page Manager opens.

Step 2 Go to the page where the module (of which the inner page you want to configure) is placed.

Step 3 Click the module. The module's inner pages expand.

Step 4 Double-click on the **Details** page of the module. The Details page opens in the Page Editor.

Step 5 Click **Page Settings** at the bottom of the Canvas.

Step 6 In the Page Metadata section, click **+Add** to add a new key value pair.

Step 7 In the Name field, enter the name of the Page Property variable you declared in the FreeWheel Ad module.

Step 8 In the Value field, enter the value to be passed for that page.

Step 9 Click **Save.**

Step 10 Repeat steps 1 to 9 to define values for Page Property in all inner pages of modules.

FreeWheel Ad Properties

Main Properties

The Main properties enable you to specify the basic properties of the module. The following is the list of FreeWheel Ad Main properties.

The Edit panel displays keys in the order in which the values have to be passed. The key value pairs are case sensitive.

Table 3-1   Main Properties

Property	Description
Customer ID	The customer ID provided by FreeWheel for your FreeWheel account. For example: http://cue.v.fwmrm.net/ad/g/1 This is provided by FreeWheel when you open a FreeWheel account.
Network ID	This key passes a constant value that is provided by the FreeWheel.
Site Section Network ID	This is optional. The value for this key is provided by the FreeWheel.
Site Section ID	This key identifies a set of pages within a site to which ads are targeted. You can pass a dynamic page value for this key. For that, you need to declare a Page Property variable here and then pass a value from the pages where you want to display ads. You can declare a variable for this key in the following way: $[Page Property Variable] For example, $[pageName].
Response Type	This key indicates the type of response. Use SMART as value for banner ads or use the value provided by FreeWheel for this key.
Extra Parameter	This is optional. You can use this key-value pair if you want FreeWheel to show a different ad on a specific page. For that, declare a Page Property variable here and the set value for the variable in the page where you want to show a different ad. In addition, you can use this field to pass a Standard Property such as Device Name and User Agent.

Table 3-1   Main Properties

Property	Description
Primary Target	The type of slot into which the ad will be placed. As a request can reference both a site section and video asset (possibly owned by different entities), this parameter is necessary to disambiguate the root ownership of the inventory. The value is provided by FreeWheel.
Ad Environment Profile	The environment profile into which the ad will be delivered. The profile (which must be pre-configured by FreeWheel) is used by the MRM Ad server to filter ad creatives that are not physically compatible with the display environment. The key value is provided by FreeWheel.

Table 3-1   Main Properties

Property	Description
Ad Height	The height of the ad slots in pixels. You can use a standard property in this field. The Cisco Enterprise Mobility Services Platform renders the same site across multiple devices and platforms, automatically detecting their form factors and screen dimensions. Therefore, using standard property ensures that ads are delivered uniformly across devices or platforms, based on the screen dimensions of rendering device.
	Declare standard property in the following way: $(mmaHeight). This ensures that the module displays ads of appropriate size based on the screen dimensions.
	Note Alternatively, you can directly specify the exact dimensions of the ad slots. For example, you can enter 50 and the module displays ads of 50 pixels height. If you do this, no matter what the form factor of rendering device is, the ad displayed will always be of the size you specify in this field.
Ad Width	The width of the ad slots in pixels.
	Declare a standard property here as follows: $(mmaWidth): This ensures that the module displays ads of appropriate size based on the screen dimensions.
	Note Alternatively, you can directly specify the exact dimensions of the ad slots. For example, you can enter 100 and the module will display ads of 100 pixels width. If you do this, no matter what the form factor of rendering device is, the ad displayed will always be of the size you specify in this field.

Layout Properties

The Layout properties enable you to specify the layout for the module. The following is the list of FreeWheel Ad Layout properties.

Table 3-2   Layout Properties

Property	Description
Align	The alignment for the module.

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Background Properties

The Background properties enable you to define the background color for the module.The following is the list of FreeWheel Ad Background properties.

Table 3-3   Background Properties

Property	Description
Background Color	The color that should appear as background in the area where the module appears.

Padding and Margin Properties

This Padding and Margin properties enable you to specify the padding and margin values. The following is the list of FreeWheel Ad Padding and Margin properties.

Table 3-4   Padding and Margin Properties

Property	Description
Padding	
Padding (Px) (Touch)	The space between the content boundary and the module boundary for touch mode.
Padding (Px) (Non-touch)	The space between the content boundary and the module boundary for non-touch mode.
Margin	
Margin (Px) (Touch)	The space between the outer border and the sides of device screens for touch mode.
Margin (Px) (Non-touch)	The space between the outer border and the sides of device screens for non-touch mode.

App Properties

The App properties enables you to provide the properties of the app. The following is the list of FreeWheel Ad App properties.

Table 3-5   App Properties

Property	Description
Visitor	The visitor.
Site Section NonTemporal Slot	The non-temporal slot for the site section.

Standard Parameters

The following table provides a set of standard parameters and the corresponding information the parameters can be used to gather.

Table 3-6   Standard Parameters

To get information on	Use this value
Device / browser	user-agent
Device Name	devicename
Unique Subscriber Identifier	subscriberId
Source (Search Engine name, URL, and Page within a site)	source
Operator (The name of the operator arrived at using the Gateway IP of the page request. Not to be used for On Deck sites that are configured using a URL Source parameter)	operator
IP Address	ipaddress
Session ID	sessionId

Interstitial

The Interstitial Module enables you to insert promotional pages in between your site content. The interstitial page can be used for in-house advertising and to display contextual content on any topic such as celebrity profile, sports, general knowledge, or forms.

The Interstitial module comprises:

- Interstitial-Launch
- Interstitial-Redirector
- Interstitial-Skip

The module offers the following use cases to a site producer:

- Use this module to give a break from passive content on a site
- Use this module to display in-house promotions
- Use this module to display contextual content.

> **Note** You need to create a target page or the page that acts as an interstitial with the Interstitial -Skip and Interstitial-Redirector modules configured in it.

> **Note** This module can be used only for web sites.

Configuring the Interstitial Module

To configure this module, perform the following steps:

Step 1 Create a mobile site using Site Builder.

Step 2 In the Modules panel of the Enterprise Mobility Services Platform Studio, search for the Interstitial module.

All of the three modules: Interstitial-Launch, Interstitial-Skip, and Interstitial-Redirector appears.

Step 3 In the page before which you want the interstitial page to display in runtime, (for example, Home page) drag and drop the **Interstitial Launch** module into the body area of the canvas.

Step 4 Create an interstitial page (for example, Link Page).

Step 5 Drag and drop the I**nterstitial-Skip** and **Interstitial-Redirector** modules into the body area of the canvas.

Step 6 In the Edit panel of both pages (Home and Link pages), specify the required values in the respective fields, and click **Save**.

> **Note** The Interstitial module can be viewed only in runtime.

When the user views the page (for example, home page) that contains the Interstitial-Launch module, the link or source page containing the Skip and Redirector modules is displayed for a set time. When the interstitial page runs for the set time, the homepage contents are displayed.

Working with the Interstitial Module

The Interstitial module enables you to create an interstitial page to run in between your site pages.

Depending on the in-house ad or contextual content you need to incorporate in your interstitial page, create the interstitial page with the skip and redirector modules in it. Then link this page to the page from which the interstitial page is to be launched. In runtime, the interstitial displays before the source URL page is launched.

About Campaign Names

- The Campaign name groups a set of interstitial pages and the user's preference that can be associated with it for that campaign.

- The response from the user (The 'Do not display this page again' checkbox in the skip interstitial module) is stored in the subscriber system against the specified campaign name.

- This module checks in the subscriber system for a previously stored response (that is, if the user chooses the "Do not display this page again" option). Based on this, the next time when a user visits the same page or a page with an interstitial from the same campaign, this module may or may not display the content of the interstitial page.

Interstitial-Launch

The Interstitial-Launch module links to the page that serves as the interstitial page.

Note   This module can be used only for web sites.

Interstitial-Launch Properties

Main Properties

The Main properties enable you to configure the link to the interstitial (target) page. The following is the list of Interstitial-Launch Main properties.

Table 3-7   Main Properties

Property	Description
Linked interstitial page	The URL of the interstitial page you have created. You can use the Browse button to search for the page.
Campaign Name	A unique name to identify a set of interstitials.

Interstitial-Redirector

The Interstitial-Redirector module enables you to redirect to the previous page (source URL) based on (pre-configured) time.

Note   This module can be used only for web sites.

Interstitial-Redirector Properties

Main Properties

The Main properties enable you to set the time duration for the interstitial page here. The following is the list of Interstitial-Redirector Main properties.

By default, background properties apply to both touch and non-touch modes.

Table 3-8   Main Properties

Property	Description
Timer for the interstitial page (in seconds)	The time duration of the interstitial page, in seconds.
Add Background Image (Non-touch)	To use an image as the background of the module. You can upload the image using the Upload Image button.

Interstitial-Skip

The Interstital-Skip module enables a user to skip a particular interstitial.

Note   This module can be used only for web sites.

Checkbox Properties

The Checkbox properties enable you to include or exclude the "Do not show this page again" checkbox in the interstitial source page. The following is the list of Interstitial-Skip Checkbox properties.

Table 3-9   Checkbox Properties

Property	Description
Display checkbox	To display the "Do not show this page again" (default label) checkbox. This is selected by default.
Checkbox label	The text for the label that represents the checkbox. Default label is "Do not show this page again".
Font color	The font color you want to apply for the label.

Button Properties

The Button properties enable you to configure the style and label for the Skip button. The following is the list of Interstitial-Skip Button properties.

Table 3-10   Button Properties

Property	Description
Button label	The new label text if you want to change the default text. The default label is Skip.
Button text color	The appropriate color for the button text.
Button color	The color for the Skip button. The Button color reflects only if the Button is not an image.
Display button as an image	To display the button as an image.
Change default button (250x40Px)	To change the default button image.

Background Properties

The Background properties enable you to specify the background color, and background image for this module. The following is the list of Interstitial-Skip Background properties.

Table 3-11   Background Properties

Property	Description
Background Color	The color to be used as the background of the Interstitial-Skip module.
Add Background Image (Touch) Add Background Image (Non-touch)	To use an image as the background of the Interstitial module. You can upload images separately for touch and non-touch devices.
Repeat horizontally only	To repeat the background image only horizontally.

Border Properties

The Border properties enable you to specify the border properties for the module. The following is the list of Interstitial-Skip Border properties..

Table 3-12   Border Properties

Property	Description
Border Color	The border color for the module.
Stroke Weight (px)	The weight for the border line.
Top Corner-radius (Px) and Bottom Corner-radius (Px) (Touch)	The values for top and bottom corner radius to apply rounded corner effect to the border. Corners apply only to touch modes.

Padding and Margin Properties

The Padding and Margin properties enable you to specify the padding and margin values for this module. The following is the list of Interstitial-Skip Padding and Margin properties.

Table 3-13   Padding and Margin Properties

Property	Description
Padding (Px) (Touch)	The space you want to leave between the content and the module boundary for touch mode.
Padding (Px) (Non-touch)	The space you want to leave between the content and the module boundary for non-touch mode.
Margin (Px) (Touch)	The space between the module boundary and the sides of device screen for touch mode.
Margin (Px) (Non-touch)	The space between the module boundary and the sides of device screen for the non-touch mode.

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