

AdMatch | FAQs

Generic FAQs

- **What is AdMatch?**

AdMatch is TradeDoublor's contextual aderving solution. AdMatch selects the most relevant advertisements to serve based on the content of the Publisher website on which it is placed.

- **What types of contextual solutions do we offer?**

We offer our clients 3 types; Text Ads, Image Ads and Product Ads

- **Are accepted and under consideration Advertisers included?**

AdMatch works the same way as other ads. So it depends on the Advertiser's implementation. Most programs by default allow Publishers to display ads and generate revenue even when they are under consideration, so it depends on this setting.

- **How can you stop certain ads from showing on the Publisher website?**

The Publisher can add negative keywords to the code, which will remove certain ads related to those keywords.

- **Does our contextual work with broad match? I.e. will DLEL be the same as DELL?**

It depends on the Publisher's selection. If a Publisher selects:

- Automatic: Broad match is not included when the Publisher selects the automatic option. Firstly, it uses exact match on the keywords and then the fallback option (fallback keywords)
 - Manual. Broad match is included when the Publisher selects manual option. Firstly it uses exact match and then broad matches
-

- **If a Publisher does not have a lot of content on the website and the ads are not relevant then what is the best practice?**

If the content is limited then it is better for the Publisher to add manual keywords to the codes. This can also be done by changing `pf_method = "Automatic";` to `pf_method = "Manual";`

- **Will the same ads appear on the same page?**

The same ads should not appear within the same template. However, if you have multiple templates on the same page then it is possible for the same ads to appear, although it is unlikely.

- **What are the fall back options for our contextual solution?**

At the moment Publishers can define a set of keywords as a fall back option. So if our adserving solution cannot find a relevant ad then it will use the keywords supplied to find a fallback ad.

- **Can Publishers control which ads appear?**

Publishers can add manual keyword so they have some control. So you can target specific categories or even Advertisers.

- **Can Publishers add contextual ads into an existing pool?**

Publishers cannot do this.

- **Are contextual ads based on a bidding system?**

No. They are based purely on relevancy.

- **What reports should Publishers use to see the performance of our contextual solution?**

Publishers should use the AdReport to check their performance. This will break it down per solution and per Advertisers to give Publishers even more transparency.

The AdServing report has report info when using the Product Ads Contextual solution.

- **Can templates be used or copied for one or more solutions?**

Yes, when you create a template it is saved and can be used for both text and product templates.

- **How long should a Publisher wait to evaluate their performance?**

Publishers should take into consideration that performance is based in most cases on a CPA model and each Advertiser has a cookie duration. Sales may not show instantly but may appear at a later point if they are made out of session (during the cookie duration)

- **Will the contextual solution work if a Publisher puts our code in an iFrame and then onto the website?**

No, it will not work unless they manually add keywords (td_keywords = "dell,apple" in the script).

- **Can Publishers add EPI2?**

Yes. td_epi2 = "anyepicode" in the script parameters will register "anyepicode " as epi2.
