



USER MANUAL

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Introduction

Welcome to the Ad Peeps Banner and Text Ad Management User Manual. Ad Peeps is a banner rotator and text ad rotator - all in one that allows you to sell and/or manage a variety of image ads, rich-media/flash ads and text ads on your website.

Ad Peeps provides highly detailed statistics to you and your advertisers and capable of delivering millions of impressions per day on a typical shared web server.

This document will help you get started with using Ad Peeps on your website and explain features and concepts to maximize your user experience.

Product Website: <http://www.adpeeps.com>

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Installation

- Requires:
- 1) PHP (<http://www.php.net>) 5.1 and higher
 - file_uploads should be on to allow banner images to be uploaded from hard-drive
 - mail function – built-into PHP to send e-mails
 - 2) MYSQL (<http://www.mysql.com>) 5.1 and higher
 - 3) SSL-enabled curl extension – required to connect to PayPal IPN and/or Authorize.net AIM
 - 4) Minimum 50 MB RAM

To install Ad Peeps banner and text ad management system you will need to create a MYSQL database prior to installation. Once you have completed this, the Ad Peeps program can be installed in minutes. It comes with its own setup program.

Step 1: Download the latest version from Ad Peeps (<http://www.adpeeps.com>) by clicking the Download link and unzip the contents to your hard drive.

Step 2: Open Notepad or WordPad and edit the mysqlauth.php (database configuration) file. You will need to define inside this file the following information:

- a. \$mysqlusername = The username to your MYSQL Database that you setup
- b. \$mysqlpassword = The password to access your MYSQL Database
- c. \$mysqldatabase = The name of your pre-existing database
- d. \$mysqlhost = The host name that MYSQL is located (normally localhost)

These variables MUST be setup in the mysqlauth.php file before you will be allowed to continue setup.

Step 3: FTP into your web server and create a folder called **adpeeps**.

Upload all the files and directories you downloaded into the newly created /adpeeps directory including the sessions, reports, supplementals and uploaded_banners folders.

Step 4: CHMOD (change permissions) the /sessions and /uploaded_banners directory to 777. Not to worry, only session files and banners that can't be stored in the database will go here. If you have no idea how to do this, ask your web host.

Step 5: Navigate to the /adpeeps directory from your web browser and open the setup.php file (i.e <http://www.mywebsite.com/adpeeps/setup.php>).

Step 6: Follow the on-screen Setup Program. You will be given a trial code upon completion. When you get this code, copy it into your clipboard, you will be asked for it when unlocking the software.

By default, the username and password to login to your adpeeps software will be:

admin (all lowercase)

Upgrading

With every purchase of Ad Peeps, you are entitled to Free updates. This includes new features, bug fixes and other enhancements - excluding Add-on modules which may be an additional charge. Whenever such updates are available, you will be notified in the *Software News* section of your software, via e-mail and/or by visiting our homepage for the latest version number.

To upgrade your Ad Peeps software from any version to the latest version, follow these steps in their entirety.

ADS UPLOADED INSIDE THE MYSQL DATABASE WILL NOT TRANSFER, AND YOU MAY NEED TO RELOAD.
ADS LOADED INTO THE UPLOAD_BANNERS FOLDER WILL STAY UNTOUCHED.

Step 1: Download the latest upgrade from <http://www.adpeeps.com>. Click on Download. There will be two versions available, an upgrade and a fresh install, select the UPGRADE zip.

Step 2: Save and unzip the new files to your hard-drive.

Step 3: Login to your Ad Peeps software and Purge all Outdated Records. This will prevent stale statistics from being copied to your new version. You can find this feature in the Maintenance Wizard by clicking Other Features / Settings > Perform System Maintenance.

Once you have purged your system of unneeded records, create a BACKUP of your Ad Peeps database for safety. – Important; allows a restoration point if anything unexpected happens.

Step 4: Delete the adpeeps.php file from your web server. This will prevent the database from being changed while you are upgrading the system and will temporarily take ads down from your website.

Step 5: Upload every file (**except the adpeeps.php file**) into your /adpeeps directory on your web server replacing all the current files. Be sure to keep the file structures in tact. DO NOT DELETE your mysqlauth.php from your current site because it has your database login information.

Step 6: Run the setup.php script from your browser. SELECT THE UPGRADE OPTION

*****IMPORTANT!*** - If you select Installation it will delete all your existing ads and advertisers.**

Note: You will get a warning that the adpeeps.php file does not exist (we removed it earlier)

Step 7: After successful upgrade, you will get a confirmation screen. It is NOW safe to upload the adpeeps.php file to your web server.

That's it. Your Ad Peeps software should be updated to the latest version. Login and make sure everything works including ensuring ads are back showing on your web site. If you have any problems, please contact our professional support team.

Notice: If upgrading to version 8.4 you may get a software locked message. If this happens, simply paste the contents of your registration or trial code inside.

If you have an old \$src code (no longer used), paste the contents of the variable not the entire variable.

Example:

```
$src = "abcdefg";
```

You would use: abcdefg

Logging into the Control Panel

Advertisers and Administrators login to the control panel by visiting:

<http://www.YOURDOMAIN.com/adpeeps/index.php>

Bookmark this page for easy loading. You will need a valid login name and password to login.



Ad Management Account Login | Real-Time Statistics

■ Enter your login details below.

LOGIN NAME:

Remember my Login Name

PASSWORD:

[Login to Control Panel](#)

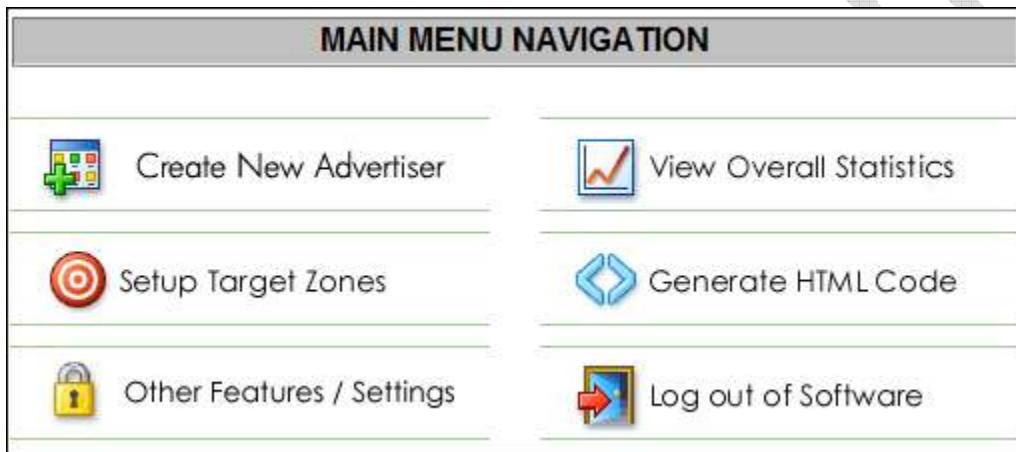
- [View](#) overall statistics of your advertising campaign
- [Monitor](#) hourly break-downs and day-by-day performance
- [Update](#) your settings or information.
- [Forget Login?](#) [CLICK HERE](#)

Getting Started

Now that you've installed Ad Peeps, you are ready to configure the behavior of your ad management system and get it ready to start showing ads.

But first, let's get familiar with the Ad Peeps navigation. Ad Peeps is a very powerful "enterprise" management system. However, we have made the controls very user-friendly so that the software can be adapted by small, medium and large companies alike.





Many features within Ad Peeps can be accessed through the Main Menu Navigation section on the Main Screen.







Main Menu Navigation

As you visit different screens throughout Ad Peeps, you can always return to the Main Screen by clicking the Main Screen button located on the top left hand corner of every page.

Below is a description of each button in the Navigation and what they do.

| | |
|---|---|
|  Main Screen | Returns you to the Main Page |
|  Create New Advertiser | Used to manually setup ads for each new advertiser |
|  Setup Target Zones | Used to setup targeting areas on your website to separate ad locations |
|  Other Features / Settings | <ul style="list-style-type: none">• Change Admin Password Changes the administrators password from the default• Settings / Configuration |

| | |
|---|--|
| <p>FEATURES & SETTINGS </p> <p>Change Admin Password</p> <hr/> <p>Settings / Configuration</p> <hr/> <p>Switch Page Layout</p> <hr/> <p>Sell Advertising / Setup Price List</p> <hr/> <p>Manage Coupon Codes</p> <hr/> <p>View Expired / Expiring Ads</p> <hr/> <p>View Recently Deleted Ads/Advertisers</p> <hr/> <p>E-mail Advertisers</p> <hr/> <p>View Previous Advertising Orders</p> | <p>Configures variables Ad Peeps settings used by the system such as logo upload, license codes, and payment information.</p> <ul style="list-style-type: none"> • Switch Page Layout No Longer Available • Sell Advertising / Setup Price List Setup ad packages for advertisers to select and purchase • Manage Coupon Codes (optional) Add, Edit, and Delete coupon codes • View Expired / Expiring Ads Displays ads that have expired or about to expire within 10 days • View Recently Deleted Ads/ Advertisers Shows ads and advertisers recently deleted and allows you to permanently remove • E-mail Advertisers Built-in E-mailer that allows you to send messages to advertisers from within Ad Peeps • View Previous Advertising Orders Allows you to view orders captured by Ad Peeps <p>Mass Update Target Zones / Ad Weights Allows you to update the target zones or weights for ads in bulk.</p> |
| <p> View Overall Statistics</p> | <p>Allows you to view an overall, high-level view of statistics generated by Ad Peeps, hourly breakdowns, browsers used to view ads, ect.</p> |
| <p> Generate HTML Code</p> | <p>Built-in HTML generator that allows you to generate the snippet of code to paste on your website where you want your ad(s) to appear.</p> |
| <p> Log out of Software</p> | <p>Protects your system from unauthorized access by logging you out.</p> |

Geotargeting with Ad Peeps in 3 Easy Steps



This product includes GeoLite data created by MaxMind, available from <http://www.maxmind.com>

Geotargeting allows you to restrict ad displays to visitors by Country, State/Region and/or City/Territory. In order to use this functionality, Ad Peeps uses the GeoLite City database provided free from MaxMind (<http://www.maxmind.com/app/geolitecity>).



Geotargeting: Geotargeting uses an optional database that allows you to display this ad only to visitors in certain geographic locations. Depending on database in use, you can restrict country, State / Region and City / Territory.

| | |
|-----------------|---------------|
| Country: | United States |
| State/Region: | California |
| City/Territory: | San F |

Geotargeting Settings Currently Active

| Country | State / Region | City / Territory | |
|---------------|----------------|------------------|--------------------------|
| UNITED STATES | | HOLLYWOOD | <input type="checkbox"/> |
| UNITED STATES | | LOS ANGELES | <input type="checkbox"/> |

You must however use their Binary version – not CVS version as we have pre-bundled and coded around their binary version for easy installation for use with Ad Peeps.

Step 1 - Download and Install Database

The database is provided by MaxMind, an industry-leading provider of geolocation and online fraud detection tools. Their GeoLite City database is free to download and use, subject to GPL/LGPL for APIs and database license.

Ad Peeps version 8.6.5d and greater is designed to use MaxMinds database right out the box. Follow these steps to install the GeoLite City database for use with Ad Peeps.

Shell Access on Web Server

If you have shell access on your web server, this is the easiest method to install since you use your web servers internet connection to download the data file.

1. Navigate to the `/geodb` folder inside your Ad Peeps directory. Your data file from MaxMind needs to be installed within this folder so that Ad Peeps can find it.
2. While working from the `/geodb` directory, enter the following command from the shell prompt:
\$> wget http://geolite.maxmind.com/download/geoip/database/GeoLiteCity.dat.gz
3. Uncompress the datafile
\$> gunzip GeoLiteCity.dat.gz
4. Rename File to `GeoIPCity.dat` (Do not forget this step)
\$> mv GeoLiteCity.dat GeoIPCity.dat

Done. Continue to Step 2 to test and activate.

Without Shell Access on Web Server

If you do not have Shell Access to your web server, you can still use the GeoTargeting database provided by MaxMind. However, you would need to first download the file to your local hard drive, unzip it using Winzip or another unzipping utility and upload into the specified Ad Peeps folder.

1. **Download** the file from <http://geolite.maxmind.com/download/geoip/database/GeoLiteCity.dat.gz> to your local harddrive.
2. **Uncompress** the file using zipping utility like Winzip or similar.
3. **Rename** the `GeoLiteCity.dat` to `GeoIPCity.dat`
4. **Upload** the file `GeoLiteCity.dat` to your `/adpeeps/geodb` onto your web server.

Done. Continue to Step 2 to test and activate.

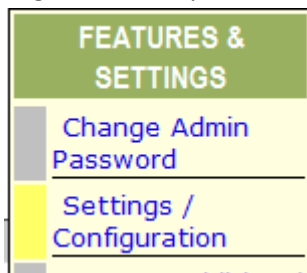
Step 2 – Testing Database

Before activating and usage within Ad Peeps, ensure the database has been uploaded successfully and working properly. To test, visit: `YOURDOMAIN.com/adpeeps/geodb/iptest.php`

A successful installation would show your Country, State and City on the screen.

Step 3 – Activate within Ad Peeps

Login to Ad Peeps as Administrator > Other Features / Settings > Settings / Configuration



Click Enable and Save.

Geotargeting Database:

Enable Disable

Frequently Asked Questions

- Do you provide support for the GeoLite database?
We will support getting the database to work with Ad Peeps as apart of our normal support. However issues such as accuracy, missing countries, cities, ect is not supported.
- We require greater accuracy.
The GeoLite City database is over 99.5% on a country level and 79% on a city level for the US within a 25 mile radius. MaxMind provides a drop-in replacement for the GeoLiteCity database which provides greater accuracy. See vendor website at <http://www.MaxMind.com> for additional details, pricing and accuracy charts.
- How can we keep our database updated?
The datafile is provided and maintained by MaxMind. They update the file at the beginning of each month. Simply repeat steps 1 and 2 to install the new file. They may also provided automated services that you may use to automate this process at a fee.
- Do I have to put the data file in the /adpeeps/geodb folder?
Yes, Ad Peeps will look for it there and ONLY there. In addition, the file name must be GeoIPCity.dat
- In your demo and screen shots above, States and Cities from the United States are included in a drop down list. Is this available?
The drop down list contains all US Cities and States and is an optional add-on. Please see our Pricing page for details.
You may select the country from the list however States and Cities must be typed accurately.

Changing Administrative Password

Change your Ad Peeps password after you initially login for the first time and periodically thereafter. This will prevent others from logging in and changing anything on your system or gathering sensitive information about your advertisers or statistics.

To change your administrative Password move your mouse over the *Other Features / Settings* button from the Main Menu Navigation and select *Change Admin Password*.



When changing your password:

- Use at least seven characters.
- Password should be easy for you to remember, but hard for someone else to guess.
- Always use a mixture of upper and lowercase characters.

As a precaution, you should change your Ad Peeps password every 90 days.

Configuring Settings

The 'System Settings' screen allows you to configure your ad management software. You can control the look and feel of the software and define other payment and behavior settings.

Many of the options are set by default however you need to get familiar with the Settings Screen as you will most likely visit it from time to time to tweak the behavior of Ad Peeps.

To access the settings screen, move your mouse over the *Other Features / Settings* button from the Main Menu Navigation and select *Settings / Configuration*.



The System Settings screen has several sections: *License and Setup*, *Display*, *Website Information*, *Advertiser Settings*, *Payment Settings* and *Control Panel* options.

Let's go through each setting to explain what they are.

Registration Code – This is your 7 day trial code or your paid license code for this installation.

Trial codes contain all letters, paid registration/license codes contain letters and numbers.

If you're on a 7 day trial and purchase Ad Peeps, you simply need to replace your trial code with your paid registration code here to update Ad Peeps.

If your software expires, you will be prompted to enter a paid license code before being allowed to continue to use the Control Panel.

URL to Ad Peeps directory – This is the full url to your ad peeps script directory (without the trailing slash). Ad Peeps uses this url to verify your license authentication as well as create links when showing ads. You should NOT change this url once you have registered Ad Peeps as this may cause your license code previously generated to be invalid.

Software Update Notice – Toggle between Enable/ Disable to request that your software communicate with AdPeeps.com and be notified of new versions. (We highly recommend you leave this feature enabled).

In the event a new release or an important announcement is made, we will e-mail the users that have requested to be added. You can be removed from the list at any time by selecting Disable.

Geotargeting Database – Enables Geotargeting Database (Allows ad targeting to users in specific countries)

Upload your own logo – By default, Ad Peeps comes with a logo placeholder. You however can remove it by checking the remove box and saving your changes.

Ad Peeps allows you to brand the software by uploading your own logo. Click the *Browse...* button and find your logo on your LOCAL Hard drive. Ad Peeps will replace the default logo with your uploaded image. Both you and advertisers will be able to see your logo.



Upload your own logo Remove



Background Color – Allows you to change your Control Panel background color. You must use the 6 character hex number/letters. (IE FFFFFFFF or 000000).

Site Name – Allows you to define your site name for use in communications and expanded future versions.

Administrator E-mail – Specify your administrative e-mail address. Ad Peeps software will send you notifications such as expired/expiring ads, notification of password change, notification of automatic software optimization, pending advertisers, ect.

E-mail Signature - Signature will be added to all outgoing messages to Advertisers. Should be your closing, mailing address, ect.

Statistics Storage Limit - Defines the number of days to keep detailed (hourly, daily break-downs) statistics before system allowed to purge. For very high traffic sites, statistics could grow very large and while Ad Peeps will still function, the ability to backup the statistics table will be difficult since they can be very large.

Require advertiser approval – If set to Yes, will require that all new advertisers be approved by administrator before their ad appears on your site after payment.

Allow Advertiser Modify Ad – If set to Yes, will automatically allow advertisers to modify their campaign ad.

Text Ad Character Limit - Limits the number of characters advertisers can use when creating text ads on system.

File Size Limit - Sets the maximum file size of a banner ad an advertiser can upload in bytes.

Ad Rate Text – Replaces the default text on the Ad Rates page with whatever is inside this box. This box supports HTML.

Terms of Service - If set, Advertiser will be required to accept the terms of service contained in this box before being allowed to purchase advertising.

Curl Connection – In order for Ad Peeps to connect to PayPal's IPN service or Authorize.net, it uses the PHP CURL module to post data. You should see a green "Connected!" message.

This means CURL is functioning properly on your web server and Ad Peeps was able to establish an connection.

| | | |
|-------------------------|--|--|
| Curl Connection: | ■ Connected! | Tests to ensure Ad Peeps can connect to PayPal, Authorize.net. |
|-------------------------|--|--|

Proxy Url – Some Web Host, such as GoDaddy.com (<http://proxy.shr.secureserver.net:3128>) require you to use a Proxy Url to access their CURL function.

You will not be able to get a successful Connection message until you are able to successfully connect through the proxy. In this case, get the address from your webhost and input it here.

Transaction Key – If you plan to use the Authorize.net AIM system, input your transaction key in this box.

Login ID - If you plan to use the Authorize.net AIM system, input your login ID in this box.

Payment Currency - Defines currency code system should use. Ad Peeps supports the following currencies:

U.S. Dollars (\$), Australian Dollars (A \$), Canadian Dollars (C \$), Euros (€), Pounds Sterling (£), Yen (¥), New Zealand Dollar (\$), Swiss Franc, Hong Kong Dollar (\$), Singapore Dollar (\$), Swedish Krona, Danish Krone, Polish Zloty, Norwegian Krone, Hungarian Forint, Czech Koruna

Accepted tender - Check the box's next to the payment methods you can accept. Their logos will be shown on your Ad Rates page.

Current Advertising Rates

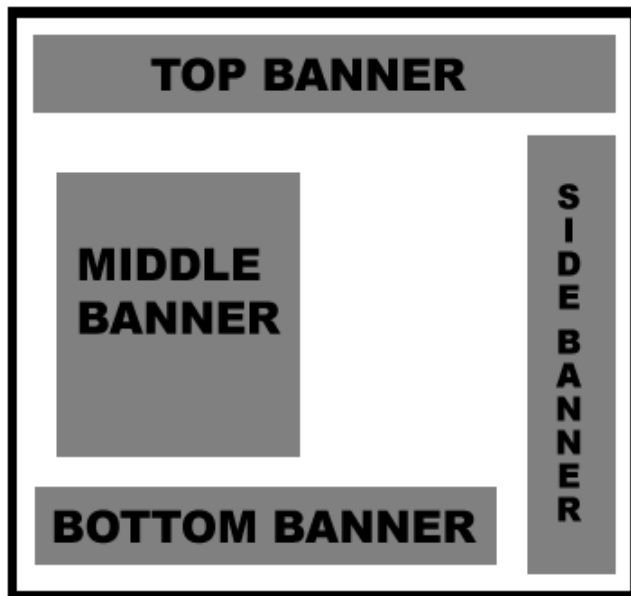


Logos shown on Ad rates paged based on Selections in Settings

Setting up Targeting Zones – Standard

Targeting allows you to restrict the location of where certain ads appear on one page or across various pages on your website.

For example, you could have “Banner A” ONLY show in the TOP HEADER of your web page and “Banner B” ONLY show in the BOTTOM FOOTER of your webpage.



To do this, you must create "Targeting Zones". A Targeting Zone is a location on your web page that you designate to show certain ads. When generating the HTML Code, you would select the targeting zone associated with that spot. By default, Ad Peeps has one zone already defined called “default”. However, you can add as many as you need.

To create or edit your targeting zones:



- From the Main Menu Navigation, click the [Setup Targeting Zones](#) button.

This will bring you to the Targeting Zones Setup Screen. Here you will see the pre-defined “default” zone. This zone must exist and cannot be removed.

 [\[Add New Target Zone\]](#)

To add a new target zone, click the button.

 [\[Add New Target Zone\]](#)

| Target Zone Name | Ads Assigned | |
|------------------|--------------|---|
| bottom_footer | 15 | [Edit] [Delete] |
| default | 1 | System Default |
| top_header | 10 | [Edit] [Delete] |

Target Zone Name – Displays the name of the targeting zone you have setup

Ads Assigned – Displays the number of ads currently assigned to that particular zone

Edit – Allows you to edit the name of the targeting zone

Delete – Deletes the targeting zone name from the system.

How to Name Your Targeting Zone

Your targeting zone name should be short and contain no special characters or spaces.

Also, since you want to quickly be able to identify which banners go where, you want to name the targeting zones to describe where they would go.

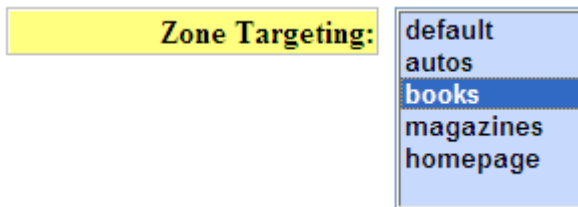
For example, if you wanted to define a targeting zone for the home page of your website on the header you may name your targeting zone **homepage_header**.

If you however wanted to show only auto related banners in the auto section of your website, you may name the targeting zone **autos**.

REMEMBER, NO SPACES OR SPECIAL CHARACTERS IN THE TARGETING ZONE NAME.

How to Target Banners to Zone

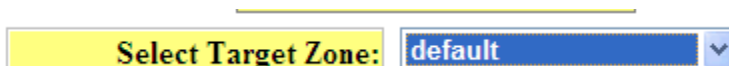
Now that you have created your targeting zones, whenever you create an ad, you will see a drop down list with the names of the targeting zones you created on the Setup Targeting Screen.



Select a single targeting zone, or hold down the CTRL key while pressing multiple targeting zones.

Now, you are ready to generate the HTML CODE.

- On the HTML Generator, you will see a Select Target Zone box. Select the targeting zone you would like this code to pull from.



You may only select one targeting zone at a time. If you targeting your AUTO ads to the AUTO targeting zones, and pasted that code on your auto pages, only banners matching that zone would be shown.

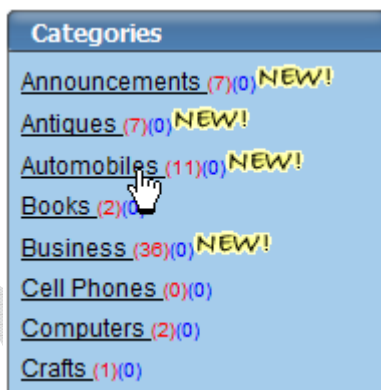
Setting up Targeting Zones – Geodesic Classifieds

GeoClassifieds is next generation Classified Ad Software by GeoDesic Solutions (<http://www.geodesicsolutions.com>) . Ad Peeps allows you to target ads within specific categories and search pages when used in conjunction with the GeoClassifieds software.

With Ad Peeps, you can show individual and targeted banners to users while they browse ads using GeoClassifieds. For example, if a user clicks on the Automobile category, you could show them ads from Ford or Toyota.

How to Use

- After setting up your categories with GeoClassifieds, navigate to Classifieds Homepage. (Example: <http://www.geodesicsolutions.com/products/classifieds/demos/enterprise/index.php>)
- Once there, you will see your categories on the left hand size of screen. Now, place mouse over each category you want to target. For this example, we will use the automobile category.



If a user clicked on the Automobile category it would take them to:

<http://www.geodesicsolutions.com/products/classifieds/demos/enterprise/index.php?a=5&b=15&c=>

Your url may also look like this:

<http://geodesicsolutions.com/demo/category/15/Automobiles.html>

The number "15" is the category number for Automobiles. This is what we need to place inside of Ad Peeps to target ads to the Automobile's category.

- Login to Ad Peeps as Administrator , click *Setup Target Zones*
- In the list, we could type 15. But, you probably wouldn't remember that 15 belonged to Automobiles. So, let's create a target zone called [15]_automobiles .

Use the following format when naming your GeoDesic targeting zones.

[CATEGORY_ID]_NAME_OF_CATEGORY – Do not forget to place the category ID between the [] brackets.

- Repeat this step for each category you want to target.
- Now, when creating an ad, simply target it to the [15]_automobiles zone.
- Generate Html Code.
- Instead of selecting, 15_automobiles as the target zone. Select “Auto-Detect”.
- Finally, paste the html code inside your template on your site.

Because you selected geodisec as your targeting zone, Ad Peeps will know to search for the proper category and show the targeted banner.

BE SURE TO CREATE AN AD AND DEFINE AS THE DEFAULT BANNER. THE DEFAULT BANNER WILL SHOW IN LOCATIONS YOU HAVE NOT SPECIFICALLY TARGETED.

Targeting using vBulletin Software



Developers interested in category targeting within your vBulletin software can do so with Ad Peeps. Ad Peeps gives you the ability to target up to the sub level of a category. Best of all, you simply place **1 piece** of Ad Peeps HTML code into your vBulletin template and Ad Peeps can detect which category the user is viewing and show them the appropriate ad.

With Ad Peeps, you can show individual and targeted banners to users while they browse your forum. For example, if a user clicks on the Automobile category, you could show them ads from Ford or Toyota.

How to Use

- **STEP 1 - Getting UNIQUE Category/Topic Number:**

vBulletin is a template-driven system. vBulletin software assigns each forum/topic and sub category an id number.

| Class Discussions | | | | |
|---|---|---|-----|-------|
|  | Druids BG/PvP-related discussions for the Druid class | [19] Druid looking for help by Cyoungrogue 11-20-2007 11:24 PM | 51 | 432 |
|  | Hunters BG/PvP-related discussions for the Hunter class | need help with build by Studdles 11-17-2007 08:51 AM | 106 | 1,115 |
|  | Mages BG/PvP-related discussions for the Mage class | agi mage by Cyoungrogue Yesterday 09:00 PM | 59 | 572 |
|  | Paladins (1 Viewing) BG/PvP-related discussions for the Paladin class | Spelldamage paladin by Valo Yesterday 12:36 AM | 69 | 679 |
|  | Priests (2 Viewing) BG/PvP-related discussions for the Priest class | 29 Priest by devilleader 11-19-2007 10:09 AM | 79 | 738 |

You will need to locate that number and create a targeting zone for it inside of Ad Peeps. To locate this unique number place your mouse over the name of the category/topic and look at your status bar, or if you find it easier, COPY the hyperlink and paste it into Notepad to get the id number.

For example, when moving our mouse over *Priest* in the example above, the status bar changed to:

<http://battlegroundforums.com/forum/forumdisplay.php?f=131>

The **UNIQUE NUMBER** for the category/topic Priest is **131**.

- **STEP 2 - Create target zone for each category/target you wish to use:**
Now that we know what the unique id number is for each category/topic we wish to target to, we now need to create targeting zones inside of Ad Peeps. This will allow Ad Peeps to match the unique number with the page the user is on.

Logged into Ad Peeps as the Administrator click the Setup Target Zones button.



- To add a new target zone, click the [+ \[Add New Target Zone\]](#) button.

Ad Peeps uses the following naming convention for these special targeting zones:

[CATEGORY_ID]_NAME_OF_CATEGORY

So for this example, it would look like this: [131]_priest

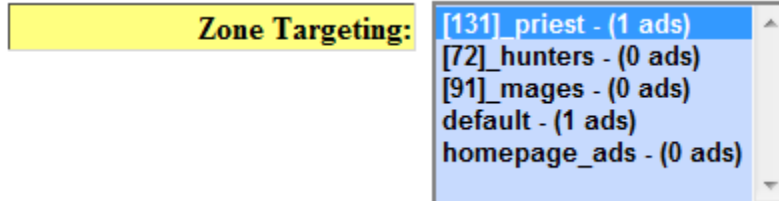
Now, when you target advertisements to this category, you will instantly be able to tell that it is for the Priest category/topic and not for Hunters or Druids.

| Target Zone Name | Ads Assigned | |
|------------------|--------------|---|
| [131]priest | 0 | [Edit] [Delete] |

Repeat this step for each category/topic you want to target.

STEP 3 - Target Ads

As you normally would, when creating your advertisement, Select the Targeting zone you wish the ad to show in. In our example we would select [131]_priest. You can select multiple zones by holding the CTRL key while pressing your selections.



STEP 5 - Generate HTML Code!

You are now ready to generate the Ad Peeps HTML Code and paste it into your vBulletin template.

To do this, from the Main Screen select > Generate HTML Code

IMPORTANT STEP

When selecting a target zone on the Generate HTML screen, instead of selecting 131 Select “Auto-Detect”. **Targeting**. Continue with the html code generator by selecting the settings you want.

Paste the generated code into the vBulletin template. (Refer to their documentation on how to do this as we do not make their software)

Whenever the user visits the page that has f=131 Ad Peeps will search to find any ads with 131 in the target zone name and show that ad.

DISCLAIMER: vBulletin is third-party commercial software provided by Jelsoft Enterprises Limited. It is not affiliated with Ad Peeps or IMPACT Software Company. This functionality is added as a value benefit and works independently vBulletin.

Setting up Advertisers (Manually)

There are two ways to setup Advertisers, the first is to Create a Price List where the Advertiser can select a package, pay, and setup their own account. – We will discuss this next. For now, we will focus on manually Creating an Advertiser. You may want to do this to setup in-house ads or 3rd party ads such as Google Ad Sense.

Each advertiser should have their own campaign setup in Ad Peeps. That way, should you allow them to login to view their statistics or get e-mailed reports, they can only see the ads under their campaign and not your other advertisers.

To create a new advertiser, from the Main Menu Navigation click the *Create New Advertiser* button.



The 'Create Advertiser' screen is used to setup each of your advertisers. Although only the advertiser's name is required, you may enter additional information about each advertiser that will be used to populate different screens or for future reporting.

Advertiser Name – Select a name that identifies this advertiser. This name will be shown in statistics and referred to when managing your Ad Peeps system.

This name is just used so you can quickly identify the Advertiser and search for them if needed.

First & Last Name – Specifies the First and Last Name of your advertiser contact person.

Advertiser E-mail – Advertiser e-mail address. If supplied, Ad Peeps will e-mail the advertiser when their ad has expired or is about to expire (at 3 days, then 10 days left).

Advertiser Address – For information purposes only, you can enter the contact address of your advertiser.

Advertiser Phone Number – Advertiser Contact Telephone Number (Don't enter dashes)

The Advertiser Login Setup is an optional feature that allows you to grant the advertiser you have manually setup the ability to view their statistics for all ads setup under their account.

To configure, you will need to supply a Username, Password, Password Hint.

| | |
|-----------------|--|
| Options: | <input type="checkbox"/> Allow advertiser to modify their campaign ad. |
|-----------------|--|

If you would like the advertiser to be able to modify ads under their campaign, check this box. As administrator you can modify ads regardless of if this box is checked or not.

You have two options after you have completed the "Create New Advertiser" screen.

[Create New Advertiser](#) | [Create Advertiser and Setup Ad](#)

Two Navigation Buttons

- *Create New Advertiser*
By clicking, will SAVE your details and RETURN you to the Main Screen where you can see the new Advertiser Setup

- *Create Advertiser and Setup Ad*
By clicking, will SAVE your details and advance on to the Setup Ad Screen where you can setup your banner or text ad for this advertiser immediately.

If you click the Create New Advertiser button, your changes will be SAVED and you will be returned to the Main Screen. Notice that your New Advertiser “Usps” appears under Active Advertisers however no Ads are setup.

- ◆ **Active Advertisers** [Show Ad Preview] [Hide Ad Preview]

Setup Banner or Text Ad

Use the appropriate "Add New" buttons on the left to setup banner or text ad for this campaign.

To Setup a banner ad for this advertiser, click the Add New button next to Banner Ad. If you want to setup a text ad for this advertiser, you would click the Add New button next to Text Ad.

Let’s upload a banner ad for this new advertiser by clicking on Add New next to Banner Ad.

Note : If you clicked the “Create Advertiser and Setup Ad” button when setting up this advertiser you would be taken to the Ad Setup Screen directly.

Now that you've created an advertiser, the 'Ad Setup' screen allows you to setup and configure your ad. The Setup Advertise screen is organized using 6 or 7 tabs. Simply click the Tab of interest to be taken to that section.



Save ALL Changes

The Tables are setup in the following ways:

| Tab Name | Purpose |
|-------------------|--|
| Configure* | Main tab, where you would upload your banner ad or setup your text ad. |
| Schedule | Set the date this ad should start, as well as define the day of the week it should display and hours of the day. |

Expiration

Defines when this ad should automatically be taken out of the ad rotation. By default, ads are set to NEVER expire however you can adjust so that ad stops displaying after a certain number of clicks, impressions, days, or months.

Targeting

Targeting allows ads to be displayed on specific pages or sections of your website.

For example, you could have some ads display only on your Homepage and others display on every page of your website.

Weighting

Increases/decreases probability ad will be displayed more/less often than other ads.

Auto weighting adjust ad priority based on click-through (CTR) performance displaying ad less and less if it doesn't perform well.

Other

Contains the direct link, section to specify OnMouseover text, Companion Ad and setting this ad as the default ad.

Ads set as default will be displayed when no other ads of the same size are eligible for display.

Preview

Once ad is Saved, this tab will appear to show you a preview of the ad.

*Main Tab (Configure is the main tab and is the only one required to fill out)

You will find the following fields on the various tabs. Here are there usage definitions.

Ad Size – Ad Peeps supports UNLIMITED Ad sizes however, by default Ad Peeps has a list of standard ad sizes you may select. If you don't know the size of the ad you're setting up, select Automatically Detect Size. Ad Peeps will attempt to detect the size of an uploaded ad. If it can't it will prompt you for the correct ad size.

Description (alt tag) – If entered, Ad Peeps will show this text in the Alt or Title Tag of the ad. For example, "Click Here to Visit our Sponsor".

Starts – Specifies the date in when this ad should start. Ad Peeps will default this value to the current date on your web server.

Expires – Specifies when the ad should expire. Ad Peeps supports ads to Never expire or to expire based on:

Unique Impressions, Unique Clicks, Total Impressions, Total Clicks, Days, Months, or you may enter a specific date in the following format yyyy-mm-dd.

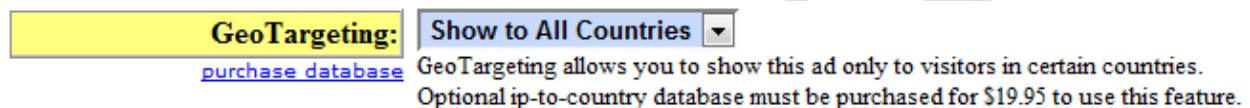
Display Weight – Defines frequency ad should be displayed compared to other ads in the same targeting category. – [See Ad Weighting].

Zone Targeting – Specify the targeting zone this ad should be displayed in. To select multiple zones, hold down the CTRL key while clicking on the zone names you want to select.

Day of Week Targeting – Specifies the day of week this ad should be displayed.

Time Targeting – Specifies the hour(s) this ad should show in.

Geotargeting (optional)– Allows you to select countries this ad should appear in. – See Geotargeting



Frequency Capping (per user) – Limits the number of times a single user can view this ad within a 24 hour period (including administrator)

Daily Capping – Limits the number of times per 24 hours this ad can be shown to any user. By default these ads will show as quickly as possible, however you can select to have them shown evenly over 24 hours.

Network Restriction - Prevents this ad from showing on certain web sites in your network. (usage: site1.com site2.com)

You can attach a banner ad in one of three ways (Upload it from your hard drive, supply a remote banner url, or paste the rich-media, or third party ad code).

Upload Banner - Upload GIF, JPG, PNG -- even FLASH (.swf) ads right from hard drive. Ad Peeps will save these images inside the /uploaded_banners folder. There is also an option to Save In Database. By clicking this option, Ad Peeps will upload the image inside the MYSQL database.

It is recommended to uploaded images on the web server instead of the database since Ad Peeps will have to use a separate call to pull the image from the database.

Remote Banner Source – Specify the image url of the the image you want to show.

Rich-Media Content – Paste html or rich-media content from third-party ad services like AdSense, Commission Junction, ect.

If you have errors showing these ads, check Correct Rich-Media errors and Ad Peeps will attempt to show these ads using a different method.

OnMouseover Text – Where supported, Ad Peeps will show the text defined here in the status bar when the user moves their mouse over an ad. Ad Peeps has a default soundbyte that you can enable that says “Click Here to Visit Our Sponsor” that can play when moving your mouse over the ad.

URL to goto on click – URL to transfer user to when they click an ad.

Default Ad – When checked, designates this ad as a default ad. Ad Peeps will show it when no other ads qualify to be shown that’s the same size and in the same zone. – [See Default Ad].

Companion Ad – Allows you to show ad at same time on page with other similar ads from same advertiser. – [See Setting up Companion Ads]

After saving your Ad, it will appear in the Ad Preview



Now that you’ve setup your Ad, click the Main Screen button to see how Ad Peeps has added it to the Advertiser’s Campaign.

Before Saving Ad

Before Saving Ad

- **Active Advertisers** [Show Ad Preview] [Hide Ad Preview]

| | |
|-----------------------|-------------|
| Usps [Edit] [Suspend] | |
| Total Impressions: | 0 |
| Total Clicks: | 0 |
| CTR: | 0:1 (or 0%) |
| Banner Ad: | [Add New] |
| Text Ad: | [Add New] |

VIEW STATS

Setup Banner or Text Ad

Use the appropriate "Add New" buttons on the left to setup banner or text ad for this campaign.

After Saving Ad

After Saving Ad

- **Active Advertisers** [Show Ad Preview] [Hide Ad Preview]

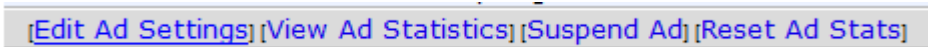
| | |
|-----------------------|-------------|
| Usps [Edit] [Suspend] | |
| Total Impressions: | 0 |
| Total Clicks: | 0 |
| CTR: | 0:1 (or 0%) |
| Banner Ad: | [Add New] |
| Text Ad: | [Add New] |

VIEW STATS

| | | | | | |
|---|-------------|---------|----------|----------|--------|
| Active / Medium-High | | default | | | |
| 363x308 | | | | | |
| Ad: 4 | Impressions | Clicks | CTR | Impress. | Clicks |
| Unique | 0 | 0 | 0:1 (0%) | | |
| Raw | 0 | 0 | 0:1 (0%) | | |
| Non-Expiring | | | | | |
| [Edit Ad Settings] [View Ad Statistics] [Suspend Ad] [Reset Ad Stats] | | | | | |

After saving the ad for your advertiser, in our example USPS, the Main Screen no longer says “Setup Banner or Text Ad”, but shows a preview of the Ad you setup as well other settings such as a snapshot of the statistics, ad size, zone, and weighting.

Once you attach an ad to an advertiser, options will show under the ad itself.



Edit Ad Settings – Allows you to edit the ads settings for the ad.

View Ad Statistics – View the statistics generated for particular ad.

Suspended/Resume Ad – Suspend and/or Resume ad from rotation.

Reset Ad Stats – Resets the statistics for ad to Zero

Setting up Advertisers (Automatically)

Ad Peeps allows you to sell advertising on your website with PayPal, Authorize.net, and 2Checkout.com, AlertPay and others. Once payment is received and validated, the advertiser can setup their ad on your website using Ad Peeps.

Selling your inventory with Ad Peeps has never been easier. The purchase process is completely automated. All you have to do once the advertiser has paid and setup their account is approve his/her submission (if you have opted to do so). You can price and sell your inventory per targeting category using the cost per click (CPC) model, cost per 10000 Impressions model (CPM), or even sell by the day(s) or month(s).

Using PayPal with Ad Peeps

Ad Peeps uses PayPal's IPN feature to automate the payment process. IPN -- Instant Payment Notification gives Ad Peeps the ability to confirm if payment has been successfully received and deposited into your PayPal Account. Follow these steps to activate PayPal's IPN feature.

- Login to your PayPal account and click the **Profile** tab.
- Select the **Instant Payment Notification Preferences** from the 3rd column under Selling Preferences



Selling Preferences

- [Auctions](#)
- [Sales Tax](#)
- [Shipping Calculations](#)
- [Shipping Preferences+](#)
- [Payment Receiving Preferences](#)
- [Instant Payment Notification Preferences](#)
- [PayPal Shops](#)
- [Reputation](#)

Instant Payment Notification Preferences

[Activate Instant Payment Notification](#)

Before activating Instant Payment Notification, please [read the instructions](#) to ensure that you can support the notification system.

Instant Payment Notification integrates PayPal payment notification and authentication with your website's backend operations. Check this box to activate Instant Payment Notification, and enter the URL at which you will receive the payment notifications below.

Notification URL:

- Click the box to Activate IPN AND enter the URL to your Ad Peeps Payment Processor Script (verifypayment.php). Save your changes.

(eg. <http://yourdomain.com/adpeeps/verifypayment.php>)
Please change this URL to reflect the REAL URL to the script on your website.

Note: If you already have IPN enabled, and another script is in the URL box, you do not need to replace it. Ad Peeps will feed the URL with the Payment Link. No Change is Necessary. Just make sure IPN is enabled.

PayPal's IPN feature should be now activated on your PayPal account. Now, confirm that Ad Peeps can connect to PayPal by ensuring you have a Curl connection.

To access the settings screen, move your mouse over the Other Features / Settings button from the Main Menu Navigation and select Settings / Configuration.

Using Authorize.net with Ad Peeps

Ad Peep's supports Authorize.Net AIM payment system. You will need to input your login id and transaction key into the Settings / Configuration Screen.

To access the settings screen, move your mouse over the Other Features / Settings button from the Main Menu Navigation and select Settings / Configuration.



| | | |
|-------------------------|---|-------------------------------|
| Transaction Key: | <input type="text" value="000000000000"/> | Authorize.net Transaction Key |
| Login ID: | <input type="text" value="adpeepskey"/> | Authorize.net Login ID |

In order for Ad Peeps to connect to PayPal's IPN service or Authorize.net, it uses the PHP CURL module to post data. To verify Ad Peeps can successfully connect, from the Main Screen, click Other Features / Settings > Settings / Configuration.

Under Curl Connection, you should see a green "Connected!" message.

This means CURL is functioning properly on your web server and Ad Peeps was able to establish a connection.

| | | |
|-------------------------|---|--|
| Curl Connection: | ■ Connected! | Tests to ensure Ad Peeps can connect to PayPal, Authorize.net. |
|-------------------------|---|--|



Using AlertPay with Ad Peeps

AlertPay (<http://www.alertpay.com>) is an account-based payment processor allowing just about anyone with an email address to securely send and receive money with their credit card or bank account.

The integration with Ad Peeps allows you to accept payments for advertising on your website using AlertPay in place of or as a alternative to PayPal for example.

The following requirements are needed for things to work properly.

- Your Ad Peeps version should be version 8.6.9 or higher
- You need to have an Alert Pay Account
- IPN Version 2 (a feature of AlertPay) needs to be enabled to communicate with Ad Peeps

Setup Ad Peeps to use AlertPay

Step 1: When setting up your price list (Login as Admin > Other Features / Settings > Sell Advertising / Setup Price List) select **AlertPay** under Payment Options.

Payment Options: Select the method of payment and other options that will control

| | |
|--|--|
| Payment Options: | AlertPay |
| Payment Settings: | <input checked="" type="radio"/> one-time payment <input type="radio"/> subscription |
| PayPal/AlertPay E-mail Address: | your_email@alertpay.com |

Step 2: Enter the email address associated with your AlertPay account in the **PayPal/AlertPay E-mail Address field**.

This will instruct Ad Peeps to create a dynamic Buy Now button and send the visitor to AlertPay.

Pay Per Click (CPC) |

| Package Description | Ad Size | Cost Per Click | Quantity |
|--|---------|----------------|------------|
| 468x60 Banner - 100 Clicks 100 Clicks to your website | 468x60 | \$0.10 | 100 clicks |



Activate IPN at AlertPay Website

IPN stands for Instant Payment Notification. When a payment is successfully received from an advertiser, AlertPay's IPN feature notifies Ad Peep software and an e-mail is instantly sent to the advertiser to setup their ad on your system.

To set up your Alert URL, just follow these steps:

1. Login to your AlertPay account.
2. Click on "Business Tools".
3. Under "Instant Payment Notification - IPN", click on "IPN Setup".
4. Enter your Transaction PIN and click on "Access".

5. Click on the "Edit" icon for the respective business profile. ****This is for Business accounts only. Ignore this step if you only have one business profile on your account****
6. Enter the information:
 1. For IPN Status, select "Enabled".
 2. For Enable IPN Version 2, Select "Enabled"
 3. For Alert URL, enter the **FULL URL** to the verifypayment.php script location inside your /adpeeps folder.

For example: <http://YOURDOMAIN.com/adpeeps/verifypayment.php>

7. Click on "Update" button.

The screenshot shows the 'Activate IPN' configuration page. It includes the following settings:

- IPN Status:** Radio buttons for 'Disabled' and 'Enabled'. The 'Enabled' option is selected.
- Enable IPN Version 2:** Radio buttons for 'Disabled' and 'Enabled'. The 'Enabled' option is selected.
- Allow Encrypted Payment Details (EPD):** Radio buttons for 'Disabled' and 'Enabled'. The 'Disabled' option is selected.
- Alert URL:** A text input field with a blue help icon to its right.

The other settings you can leave as defaults.

Testing your Configuration

AlertPay provides a feature that allows you to test whether your IPN Handler is able to receive and process our IPNs properly. No real funds are transferred and no Reference Number is created during this testing phase, but you will receive an IPN message with all the information pertaining to the test transaction.

To receive test IPNs, you must enable Test Mode from within your AlertPay account by following these instructions:

1. Login to your AlertPay account.

2. Click on “Business Tools”.
3. Under “Instant Payment Notification – IPN”, click on “IPN Setup”.
4. Enter your Transaction PIN and click on “Access”.
5. Click on the “Edit” icon for the respective business account.
6. For Test Mode, select “Enabled”.
7. Click on the “Update” button.

After you have enabled Test Mode for your respective business profiles, you may go to your own website and make a payment to yourself by clicking on your payment buttons. This will take you to the AlertPay checkout page where you will see the details of the purchase. At the top of the page, you will see “**Test Transaction**” in red. This means that no transaction will be created since Test Mode is enabled.

You may login to your AlertPay account to continue the payment process. *When in Test Mode, you can pay yourself even if you do not have funds in your account.*


Once you are logged in, click on the “Pay” button to complete the payment. This does not create the transaction, but mimics the process and sends a confirmation email and IPN.

You may repeat this process as many times as you like until you are satisfied with the test results. Once you have finished testing and want to accept real payments, please **turn off Test Mode in your AlertPay account**.

Creating a Price List

The first step to selling advertising is creating a Price List also known as a Rate Card. This will tell potential advertisers how much you are charging to advertise in certain areas of your website or with certain types of media. Ad Peeps allows you to charge different rates according to target zone, ad size, or pricing model. To create a price list, login to your Control Panel and click the *Other Features / Settings > Sell Advertising / Setup Price List* link. This will bring you to the Advertiser Price List screen.

Manage Advertising Price List |



The following ad packages are configured in the system. Advertisers will be able to select a package, pay via the method you have enabled and create their advertising account.

| | Unit | Ad Size | Package Description | Price | Listing Order | Slots Available |
|-----------------------|-------|---------|-----------------------------------|-----------------------------|---------------|-----------------|
| <input type="radio"/> | MONTH | 468x60 | 468X60 Monthly Advertising | \$25.00 (\$25.00 per MONTH) | *1 | Unlimited |

Advertiser Price List Screen

To Create a new Ad Package to sell, click the **Add New** Package button.

On the 'Advertiser Price List' screen there are eight simple fields. We will go over some few setup examples and soon, you too can be selling your inventory with Ad Peeps.

- **Package Description** - This is the ad package description advertisers will use to select which package they want to order. (ie. 3 Months of Advertising on Homepage of Wigets.com)

There are two boxes. The first is the Package Title which will be sent to Payment processor as Item Description. The second box is a description of the package and supports html code.

- **Banner Size** - Use this field to select which banner size or text ad you are selling for this package.
- **Target Zone** - This field allows you to sell advertising for different prices according to targeting category. If you have setup targeting other than default on your website, this will allow you to for example sell banner impressions on your Home Page for \$100 per month, and \$75 per month on all other pages.
- **Pricing** - You can sell advertising using a variety of methods (per month, per day, per click, ect). Enter the price and method you want advertisers to pay for this package. To allow advertisers to setup their ad at no charge you can enter 0.00.
- **Quantity** - To make it easier for advertisers, the quantity and duration of each new campaign is pre-defined. Ad Peeps uses this for example to maximize your profitability, manage your inventory and to prevent advertisers from ordering say 1 click.
- **Slots Available** - Inventory control allows you to limit the number of advertisers that can order this package. For example, if you have space on your homepage for just 5 advertisers, enter 5 below. Once 5 advertisers purchase this package it will show sold out. Otherwise, leave blank.
- **Payment options** - Select the form of payment you can accept. If you want advertisers to be only able to pay with PayPal, select PayPal Only. (Authorize.net is an optional module, contact support for details).
- **PayPal/AlertPay E-mail Address**- This is your payment e-mail you have on file with PayPal/AlertPay if using authorize.net, the e-mail confirmation of payment will be sent to . You will be sent notifications from Ad peeps when an advertiser pays for advertising.

Approving New Advertisers

Once your advertiser successfully purchases advertising from your Rate Card, they will be sent to a special part of Ad Peeps which will allow them to setup their username and password to check statistics, as well as upload banners or enter text ads. The advertiser will receive an automatic e-mail containing their username and password and the administrator of Ad Peeps will receive a notification that an account is awaiting approval.

If you have required that you approve the ad before they appear on your website, you will need to login as the Administrator and click the "Approve" link under the Advertiser section.

This setting can be changed to not require approval in the System Settings screen.

Advertisers Awaiting Approval

| | |
|--|-----------------------------------|
| <input type="checkbox"/> Sample Advertiser [Edit] [Approve] | |
| Total Impressions: | 0 |
| Total Clicks: | 0 |
| CTR: | 0:1 (or 0%) |
| Banner Ad: | + Add New Banner |
| Text Ad: | + Add New Text Ad |

 [View Statistics](#)
 [Export Statistics](#)

Ad(s) Assigned To Advertiser

[\[Show / Hide\]](#) Ad Preview

| <input type="checkbox"/> Start Date: Mar 17, 2010 | | 50 unique clicks left | | |
|--|------------------------------|-----------------------|----------|--------------------------------|
| text | Needs Review / High Priority | adpeeps.com | | |
| This is testing the system | | | | |
| Ad: | Impressions | Clicks | CTR | Impress. Clicks |
| 1751 | | | | |
| Unique | 0 | 0 | 0:1 (0%) | <div style="width: 0%;"></div> |
| Raw | 0 | 0 | 0:1 (0%) | <div style="width: 0%;"></div> |

[\[Edit Ad Settings\]](#) [\[View Ad Statistics\]](#) [\[Resume Ad\]](#) [\[Reset Ad Stats\]](#)

Renewing Expired Ads

When advertisements purchased through the automated system expire, Advertisers will have the opportunity to RENEW their already existing ad or browse other available packages. The system will check however if the same package they previously purchased is still available. If so, it will provide a direct link to make a payment in the Advertiser Control Panel.

Ad Peeps will renew that same ad under the new terms. Advertisers will go through the normal payment process except after payment is made, they will be returned to their Account where the expiration will be extended.

| | | | | |
|----------------|-------------|--------|----------|-------------------------------------|
| Ad No. 18 text | Active | | | 0 unique impressions remaining of 1 |
| test | | | | |
| | Impressions | Clicks | CTR | Impress. Clicks |
| Unique | 1 | 0 | 0:1 (0%) | <div style="width: 0%;"></div> |
| Raw | 0 | 0 | 0:1 (0%) | <div style="width: 0%;"></div> |

[\[Suspend Ad\]](#) [\[View Ad Statistics\]](#)

 **Alert - This ad has expired!**

Please act now to continue promoting your product/service on our network.

- [Re-Activate this ad.](#)
- [Browse other available Ad Packages](#)

Note: You must leave the Ad Package available – otherwise advertisers won't be able to reorder same package and will have to select and upload new one. System will also check to see if the ad space has sold out/unavailable. If so, advertisers won't be able to renew.

Advertisers will see the above ALERT while viewing Statistics next to the ad that has expired.

Advertisers will get an e-mail confirmation of their renewal order processed through the Payment system.

Tracking Clicks with FLASH Ads

From Adobe, http://www.adobe.com/resources/richmedia/tracking/designers_guide/

The clickTAG is the tracking code assigned by the ad serving network to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so advertisers may determine the effectiveness of their campaign.

To assign a clickTAG for your advertisement:

Instead of “hard coding” the URL to your website inside the ad, you need to make a small modification to instruct the image to use the “clickTAG” attribute.

```
on (release) {  
  if (clickTAG.substr(0,4) == "http") {  
    getURL(clickTAG, "_blank");  
  }  
}
```

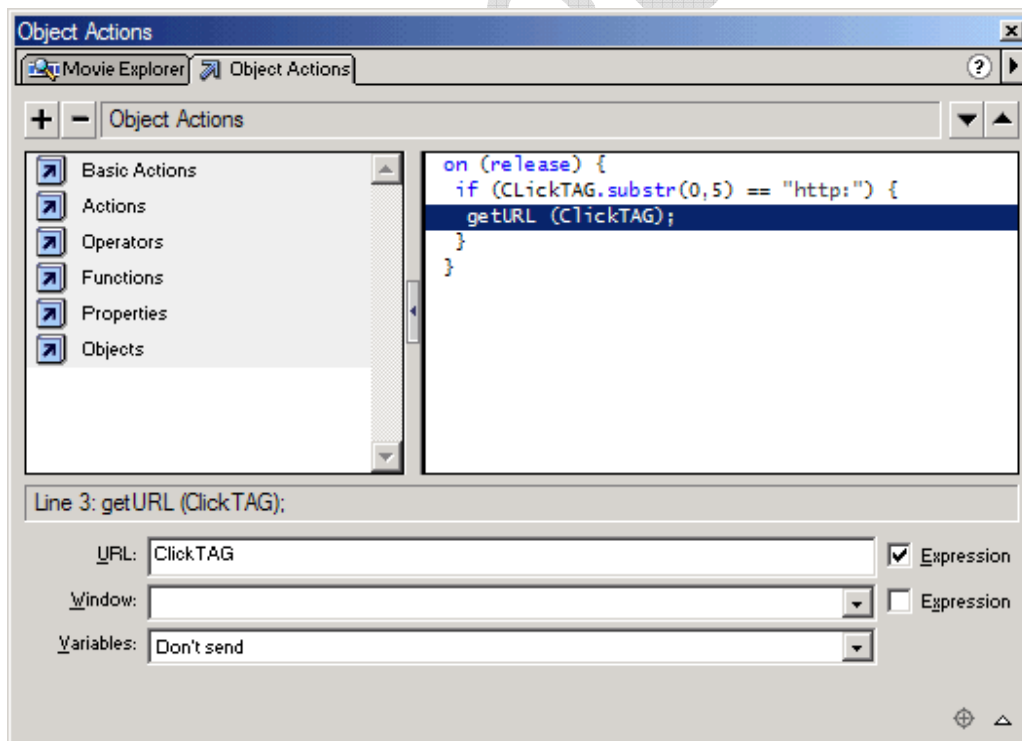
The only difference is, instead of the URL, it has the word clickTAG, for example:

clickTAG method action script example:

```
getURL(clickTAG,"_blank");
```

Hard-coded (direct link) method example:

```
getURL("http://www.domain.com/xxxx","_blank");
```



Note: The ActionScript in this Flash advertisement is verifying that the clickTAG URL begins with "http:". This is an important security measure. If you do not take this precaution, a malicious HTML page could

source your SWF and pass a clickTAG URL that begins with "javascript:" or another scripting pseudo-protocol. If your ActionScript code were to call getURL with a maliciously crafted JavaScript URL, it would be possible for the site serving the malicious HTML page to obtain the contents of your HTTP cookies or perform other actions on your site's behalf.

Ad Peeps will now be able to track clicks to your flash advertisements.

Setting up Companion Ads

Sometimes Advertisers supply multiple ad formats – for example, 468x60 ads, 728x90 ect. On your page, you may spots that support a few of those.

With Companion Ads, Ad Peeps will try to group together each of those ads and show them at the same time to your website visitor. As a result, when the page loads, users would see the 468x60 ad and the 728x90 ad.

To active Companion Ads:



Create or Edit the Advertisement and navigate to the *Other* Tab.



Save ALL C



Other Settings: Contains the direct link, section to specify OnMouseover Ads set as default will be displayed when no other ads of the same size are eli

| | |
|--------------------------|--|
| Direct Link: | <input type="text"/> |
| | Above link is for linking DIRECTLY to ad (ie to put in an e-mail). |
| OnMouseover Text: | <input type="text"/>  <input type="checkbox"/> Play Sound |
| Default Ad: | <input type="radio"/> On <input checked="" type="radio"/> Off |
| Companion Ad: | <input checked="" type="radio"/> On <input type="radio"/> Off Denoted by  on Main Screen |

Toggle the Companion Ad On/Off field to "On".

On the "Main Screen", you will see a red "C – For Companion" icon next to the expiration of the ad.

| | | | | |
|---|-------------|---|----------|---|
| 389x271 | | Active / High | | default |
| Ad: 9 | Impressions | Clicks | CTR | Impress. Clicks |
| Unique | 2 | 0 | 0:1 (0%) | <div style="width: 100%; height: 10px; background-color: #90EE90;"></div> |
| Raw | 1 | 0 | 0:1 (0%) | <div style="width: 10%; height: 10px; background-color: #FFD700;"></div> |
| Start Date: Jan 14, 2010 | | Non-Expiring C | | |
| [Edit Ad Settings] [View Ad Statistics] [Suspend Ad] [Reset Ad Stats] | | | | |

Rules: In order for this feature to work, the following rules must exist:

- Advertiser should have at least two ads designated as Companion Ads so that Ad Peeps can match them.
- The Companion ads must exist under the same Advertiser.

Ad Weighting

Ad weighting allows you to manipulate Ad Peep's probability system so that some ads are shown more than others. Ad Peeps uses five different weighting options to control ad probability; High, Medium-High, Medium, Medium-Low, and Low.

These settings can be found as the administrator by clicking on *Edit Ad Settings*.

| | | |
|------------------------|--|---|
| Display Weight: | Medium-High | <input type="checkbox"/> Auto Weighting |
| Zone Targeting: | High Priority Medium-High Medium Medium-Low Low | |

Use of the system is easy. Simply imagine Ad Peeps places all of your eligible ads for display inside a jar, then randomly selects one for display. Ad Peeps will place virtual COPIES of the ad inside the jar based on your weight setting.

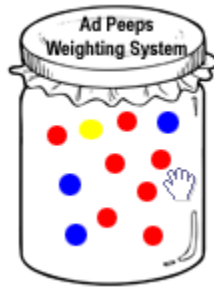
For example: Let's say you have three ads (Ad 1, Ad 2, and Ad 3). If we set them ALL to the SAME weight, they will EQUALLY have the same opportunity to be displayed.

If however we want Ad 1 to be shown MORE often than Ad 2, we simply set Ad 1's weight to High and the weight of Ad 2 to a lower weighting classification such as Medium or Medium-Low.

Ad Peeps will then place (illustration only) 7 copies of Ad 1 inside the virtual jar, and 3 copies of Ad 2 inside the virtual jar. In actuality, Ad Peeps places ads weighted to High in the jar 10 times, Medium-High 8 times, Medium 4 times, Medium-Low 2 times and Low 1 time.

Based on the laws of probability, Ad 1 will be shown more than Ad 2 because it has more copies inside the jar, increasing its likeliness to be picked more often for display.

If we wanted Ad 3 to get some exposure but very little compared to Ad 1 and Ad 2, we would set its weight to Low. As you can see from the illustration, Ad 3 is placed in the jar 1 time.



Ad Number 1 (Red) **Ad Number 2 (Blue)** **Ad Number 13 (Yellow)**
In Jar 7 Times In Jar 3 Times In Jar 1 Time

Note: When showing multiple ads in a row with Ad Peeps ensure you have the proper number of equally matching weights. For example, if you are showing 4 ads in a row. Make sure all 4 ads have the same weight or else the system when picking ads from the virtual jar, will pick only the ads that match the weight setting its currently looking for.

Ad Grouping

When generating the Html Code, you can select **On** For Ad Grouping. If your campaigns have more than one ad, grouping ensures that they don't have advantage over campaigns with fewer ads when being selected randomly. If showing ads in a row, Ad Grouping ensures that ads from the same campaign are not included.

Auto Weighting

Auto-Weighting is a feature that allows Ad Peeps to automatically change the weight based on performance (Click-Through-Ratio). If Ads are being shown and rarely clicked, Ad Peeps will change the weight in an attempt to show it less.

We recommend you not use this option with flash ads were clicks are not being tracked. Ad Peeps will also not use this feature if the ad has no click through url.

Testing Connection to PayPal and/or Authorize.net before accepting orders

[See "Configuring Settings" section, **Curl Connection**]

Viewing the Rate Card

Ad Peeps supplies a URL to give to potential advertisers containing your Rate Card (based on the ad packages you setup).

To access your automatically generated rate card, you need to go to:

YOURDOMAIN.com/adpeeps/index.php?loc=view_adrates&uid=100000

YOUR BUSINESS LOGO
GOES HERE

CONTROL PANEL

Ad Management and Reporting System

 **Main Screen**

Current Advertising Rates

Thank you for your interest in advertising on our website. Start promoting your product or service today by selecting a package that suites your needs.

We proudly and securely accept:



Real-Time Statistics - Monitor your ads performance in real-time

468x60 Active / High default

| | Impressions | Clicks | CTR | Impress. | Clicks |
|--------|-------------|--------|-------------|----------|--------|
| Unique | 4,848 | 720 | 7:1 (0.15%) | | |
| Raw | 2,548 | 1,205 | 2:1 (0.47%) | | |

Do you have a promotion code?

Once your payment is received, you will be able to setup your ad on our system instantly.

Step 1 Select Ad Package
Step 2 Pay Online
Step 3 Create Ad INSTANTLY!

Pay Per Click |

| Package Description | Ad Size | Cost Per Click | Total Price | |
|---------------------|---------|----------------|-------------|--|
| test | text | \$0.00 | FREE | <input type="button" value="Buy Now"/> |

Generating HTML Code for your website

Once you have setup an advertiser, and attached an ad, you are ready to Generate the HTML Code. To generate HTML Code, from the Main Menu click on the Generate HTML button.

 Generate HTML Code 

HTML Code is generated once per area – based on ad size and targeting zone.

This means you do not have to generate the HTML Code for every advertiser only per Zone, and Ad Size. Can you imagine if you had 100 advertisers and needed to generate the html code 100 times?

When you have new advertisers you simply attach them to that size and targeting zone. When Ad Peeps finds multiple ads of the same size in the same zone it will rotate them.

Note: If you have problems getting your ads to show, ensure that the advertiser is not suspended, the ad is active, that you selected the right banner ad size, and that you selected the target zone you placed the ad in.

Several Ways to Show Ads

You can place advertisements on your website easily using a number of methods. Ad Peeps supports:

- **Standard Image**

By selecting this mode, you can show standard (GIF, JPG, PNG) images only. No rich media, or text ads can be shown using this mode. This mode, shows images using the standard tags.

This code is recommended if you do not have any text ads or rich media ads to show AND you already have a lot of JavaScript calls on your page.

- **JavaScript**

This mode is our fastest and is most **recommended**. With JavaScript mode, you can show virtually all types of advertisements including flash ads and text ads.

This mode is the fastest however all of the modes are fast except with JavaScript it bypasses having to record the click through url in the database since it ads it to the screen dynamically.

- **IFRAME/ILAYER**

The IFRAME/ILAYER mode is designed to allow you to rotate the ads in second intervals. In the other modes, a new ad will show when the page is refresh. With this mode, you can change the ads on without refreshing the page every few seconds (you define how many).

This setting should only be used for Images

- **SSI**

If you have SSI-enabled pages, you can show Ad Peeps using this setting.

- **PHP**

PHP setting will allow you to show ads without calling JavaScript by using PHP calls. Your pages must be generated through the PHP language.

Select Type:

- Standard Image GIF/JPG/PNG Images Only
- Enhanced Image (**recommended**) GIF/JPG/PNG/FLASH/TEXT ADS
- SSI Support
- IFRAME/ILAYER Seconds until ad rotates.
- PHP

Multiple Ads

You can show a single ad or you can show ads in a row, or in columns. Simply put a number great than 1 in the *# of Ads to Display* box. Your ads must be of the same weight however and must all qualify to be shown in that zone.

For example, if you have one ad with a weight of High and another with a weight of Low, they will not be shown at the same time because the software shows one weight group at a time.

of Ads to Display

How many ads to show

Text Ad Styles

Ad Peeps supports both images and text ads. With Text Ads, you can show the same ad in different formats based on your preference. See examples below.

- **Standard (default)**

- [Antique Sale](#)

- Find, share, and trade antiques online at the click of your mouse button.

- [Internet Advertising](#)

- Easy. Fast. Affordable. Mamma
Pay Per Click Internet Advertising.

- [Flowers by Cindy](#)

- A unique collection of home-grown exotic imitation flowers. We ship anywhere in the U.S.

- **Yahoo Style!**

- [Flowers by Cindy](#)

- A unique collection of home-grown exotic imitation flowers. We ship anywhere in the U.S.

- www.flowerkindom.com

- [Antique Sale](#)

- Find, share, and trade antiques online at the click of your mouse button.

- www.antiquetradeshow.com

- [Affordable Car Insurance](#)

- Get up to 5 quotes from competitive lenders online now. No Credit Checks.

- www.insurance.com

- **Google-Style with Random Themes**

- This setting allows you to show Google-Styled ads. The look and color of the borders (themes) will randomly change. This can be modified in mysqlauth.php. The change in styles allow the same ads to look new again and perhaps get a second look by your audience.

- [Flowers by Cindy](#)

- A unique collection of home-grown exotic imitation flowers. We ship anywhere in the U.S.

- www.flowerkindom.com

- [Antique Sale](#)

- Find, share, and trade antiques online at the click of your mouse button.

- www.antiquetradeshow.com

- [Affordable Car Insurance](#)

- Get up to 5 quotes from competitive lenders online now. No Credit Checks.

- www.insurance.com

- **Google-Style Horizontally**

[Antique Sale](#)

Find, share, and trade antiques online at the click of your mouse button.

[Affordable Car Insurance](#)

Get up to 5 quotes from competitive lenders online now. No Credit Checks.

[Flowers by Cindy](#)

A unique collection of home-grown exotic imitation flowers. We ship anywhere in the U.S.

Sponsored Ads

To get this style, select Google with random themes, then select the Horizontal checkbox under Display Layout.

Display Layout:

Vertically (top to bottom) Horizontally (left to right)

Another Example

Use Ad Peeps to show your advertisements in text format.

adpeeps.com

Internet Advertising

\$50 off Search Advertising
Get listed on Yahoo!, MSN and more.

SearchMarketing.Yahoo.com

Ad Peeps 4.0

Our all new version allows you to show FLASH ads with ease!

www.adpeeps.com

- **Google-Style Vertical**

[Flowers by Cindy](#)

A unique collection of home-grown exotic imitation flowers. We ship anywhere in the U.S.

www.flowerkindom.com

[Antique Sale](#)

Find, share, and trade antiques online at the click of your mouse button.

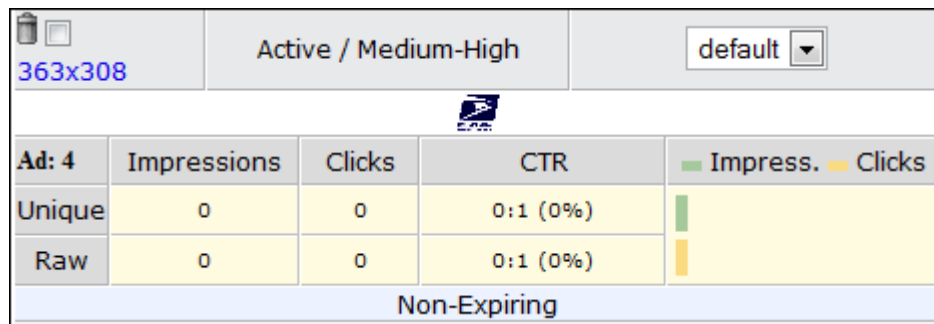
www.antiquetradeshow.com

[Affordable Car Insurance](#)

Get up to 5 quotes from competitive lenders online now. No Credit Checks.

www.insurance.com

Understanding the Ad Console



The screenshot shows the Ad Console interface. At the top left, it displays the ad size '363x308'. In the center, the status is 'Active / Medium-High'. On the right, there is a dropdown menu set to 'default'. Below this is a table with columns: 'Ad: 4', 'Impressions', 'Clicks', 'CTR', and a legend for 'Impress.' (green bar) and 'Clicks' (yellow bar). The table has two rows: 'Unique' and 'Raw'. Both rows show 0 impressions and 0 clicks, resulting in a CTR of 0:1 (0%). At the bottom of the table, it says 'Non-Expiring'.

| Ad: 4 | Impressions | Clicks | CTR | Impress. | Clicks |
|--------|-------------|--------|----------|----------|--------|
| Unique | 0 | 0 | 0:1 (0%) | █ | █ |
| Raw | 0 | 0 | 0:1 (0%) | █ | █ |

Non-Expiring

Ad Console

After you have attached an Ad to an Advertiser, the Ad Console will be displayed. This console will show a snapshot of settings and statistics for the ad you attached.

For example, we uploaded a 363x308 ad for the USPS advertiser. You will see the ad size in the upper left hand corner of the ad console.

The Ad Console contains the following information:

- **Ad Size**
- **Ad Status (Active or Suspended)**
- **Ad Weight (High Priority, Medium High, Medium, Medium-Low, Low)**
- **Targeting Zones**
- **Preview of Ad (Rich-media ads will not be shown)**
- **Ad Number**
- **Total Statistics**
- **Expiration**

Unique vs Raw Impressions

Throughout the system, several terms are used as they relate to Statistics.

Unique Impressions / Clicks – Refers to visitors (based on IP Address) that have seen or clicked an ad within 24 hours for the very first time.

Raw Impressions / Clicks – Refers to visitors (based on IP Address) that have repeatedly seen or clicked an ad within 24 hours.

For example, let's assume for the very first time we saw the ad for the USPS.



Ad Peeps would reflect 1 Unique Impression and 0 Raw Impressions. Now, let's assume we reloaded the page 4 times and each time saw the ad for the USPS.

We would then have 1 Unique Impression and 4 Raw Impressions for a total of 5 Impressions.

After 24 hours, Ad Peeps will start to count additional impressions as a unique impression and continue with subsequent displays/clicks by the same user as Raw.

This allows you to how many times the same ad is being shown to repeat visitors.

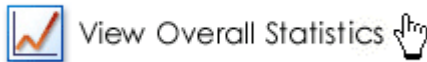
CTR (Click-Through-Ratio) – calculates the ratio of clicks received based on the number of times the ad was shown.

For example,

If an ad is shown 500 times and receives 100 clicks, the ratio would be: 5:1 (for every 5 impressions, the ad was clicked 1 time). Ad Peeps also shows this as a percentage.

Statistics / Reports

To View a high-level breakdown of statistics Ad Peeps, from the Main Menu Navigation click the *Overall Statistics* button.



Most reports are also available per Advertiser showing tallying up statistics for a particular advertiser or per ad.

Overall Statistics (All Advertisers)

Total Advertisers: 70 (64 active) (3 suspended) (0 awaiting approval)

| | | | | | |
|--------------------|---------------|--------------|-----------------|------------|-----------------|
| Unique Impressions | Unique Clicks | CTR | Raw Impressions | Raw Clicks | CTR |
| 212,796 | 31,917 | 7:1 (or 15%) | 105,112 | 52,504 | 2:1 (or 49.95%) |



| Day | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|-------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|
| Impressions | 9014 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Clicks | 2307 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CTR | 4:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | 0:1 | |

The Overall Statistics screen tallies all the impressions/clicks for all the advertisers and presents them in a series of tables.

The “By Day”, chart shows the TOTAL impressions and clicks and the corresponding CTR for the current month.

The Hourly Breakdown allows you to view the hourly breakdowns for the current day and the day prior. When available, you can select another period from the drop-down menu. The Hourly Statistics are based on the server time which may vary from your local time zone.

Hourly Breakdown Select Another Date ▾

Server Time: 6:04 pm

| | Today's Statistics | | | | Yesterday's Statistics | | | |
|----------|--------------------|---------------|-----------------|------------|------------------------|---------------|-----------------|------------|
| | Unique Impressions | Unique Clicks | Raw Impressions | Raw Clicks | Unique Impressions | Unique Clicks | Raw Impressions | Raw Clicks |
| 12:00 am | 0 | 0 | 0 | 0 | 2082 | 314 | 1020 | 501 |
| 1:00 am | 511 | 85 | 254 | 129 | 949 | 160 | 513 | 235 |
| 2:00 am | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 3:00 am | 0 | 0 | 0 | 0 | 1106 | 132 | 463 | 260 |
| 4:00 am | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 5:00 am | 585 | 87 | 272 | 121 | 0 | 0 | 0 | 0 |
| 6:00 am | 568 | 87 | 247 | 140 | 2067 | 306 | 1096 | 502 |
| 7:00 am | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 8:00 am | 0 | 0 | 0 | 0 | 581 | 88 | 245 | 108 |
| 9:00 am | 0 | 0 | 0 | 0 | 1081 | 167 | 488 | 253 |
| 10:00 am | 0 | 0 | 0 | 0 | 2328 | 326 | 1037 | 527 |
| 11:00 am | 571 | 75 | 256 | 128 | 0 | 0 | 0 | 0 |
| 12:00 pm | 1095 | 145 | 475 | 272 | 483 | 75 | 253 | 128 |
| 1:00 pm | 566 | 88 | 306 | 159 | 1578 | 230 | 738 | 387 |
| 2:00 pm | 559 | 78 | 226 | 124 | 1050 | 171 | 463 | 255 |
| 3:00 pm | 0 | 0 | 0 | 0 | 1703 | 242 | 743 | 382 |
| 4:00 pm | 568 | 82 | 282 | 136 | 0 | 0 | 0 | 0 |
| 5:00 pm | 615 | 78 | 252 | 116 | 0 | 0 | 0 | 0 |
| 6:00 pm | 523 | 66 | 283 | 111 | 0 | 0 | 0 | 0 |
| 7:00 pm | 0 | 0 | 0 | 0 | 1074 | 171 | 507 | 276 |
| 8:00 pm | 0 | 0 | 0 | 0 | 976 | 149 | 536 | 273 |
| 9:00 pm | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| 10:00 pm | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 11:00 pm | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

Ad Peeps also includes Monthly Breakdowns for the previous 6 months and the last 14 days of statistics along with other valuable Statistics such as: Active Pages, and Top 5 Browsers uses.

Monthly Breakdown (last 6 months)

| Month | Uniq. Impress. | Uniq. Clicks | CTR | Raw Impress. | Raw Clicks | CTR |
|-----------|----------------|--------------|-----------------|--------------|------------|-----------------|
| June 2008 | 6161 | 871 | 7:1 (or 14.14%) | 2853 | 1436 | 2:1 (or 50.33%) |
| May 2008 | 206165 | 30979 | 7:1 (or 15.03%) | 102073 | 50955 | 2:1 (or 49.92%) |

Day-by-Day Breakdown

Filter Dates From / / To / / [View](#)
* Last 14 Days Shown by default

| Date | Uniq. Impress. | Uniq. Clicks | CTR | Raw Impress. | Raw Clicks | CTR |
|--------|----------------|--------------|--------------|--------------|------------|-----------------|
| May 29 | 1 | 0 | 0:1 (or 0%) | 0 | 0 | 0:1 (or 0%) |
| May 28 | 1 | 0 | 0:1 (or 0%) | 0 | 0 | 0:1 (or 0%) |
| May 26 | 2 | 1 | 2:1 (or 50%) | 13 | 1 | 13:1 (or 7.69%) |
| May 25 | 2 | 0 | 0:1 (or 0%) | 93 | 0 | 0:1 (or 0%) |

The Day-by-Day Breakdown allows you to specify a date range to see the breakdowns per day. By default the last 14 days is displayed.

Inventory Forecast

| Target Zone | Ad Size | Uniq. Impress. | Uniq. Clicks | CTR | Raw Impress. | Raw Clicks | CTR | AVG Daily Impressions / Clicks |
|-------------|---------|----------------|--------------|-----------------|--------------|------------|-----------------|--------------------------------|
| default | text | 15 | 2 | 8:1 (or 13.33%) | 58 | 0 | 0:1 (or 0%) | 3 / 0 (based on 25 days) |
| default | 468x60 | 111 | 1 | 111:1 (or 0.9%) | 1292 | 0 | 0:1 (or 0%) | 351 / 0 (based on 4 days) |
| LIVE-DEMO | text | 7517 | 1093 | 7:1 (or 14.54%) | 3688 | 1846 | 2:1 (or 50.05%) | 415 / 109 (based on 27 days) |
| LIVE-DEMO | 468x60 | 2628 | 381 | 7:1 (or 14.5%) | 1263 | 619 | 2:1 (or 49.01%) | 778 / 200 (based on 5 days) |

The Inventory Forecast report displays a break-down of each targeting zone and ad sizes within them and how many impressions / clicks they are generating based on previous data it has already recorded.

This information is useful for forecasting how much ad inventory you have to sell. For example, as the report shows, based on the last 27 days of data previously recorded, text ads in the "LIVE-DEMO" zone generate approx. 415 total impressions per day.

Based on this, you would know that you could not deliver 10,000 impressions per day in this slot because it doesn't generate that volume.

The "Domain Statistics" reports displays the top 25 most popular pages on your website based on the percentage of ads they are showing. This information is based on the last 24 hours of IP records.

Domain Statistics (last 25)

Active Pages

Displays list of urls that have shown ads on your website. (Based on IP Address Records)

1. <http://www.mydomain.com/forums> (50%)
2. <http://www.mydomain.com> (25%)
3. <http://www.mydomain.com/otherpages> (25%)

The "Top 5" browsers report displays the most popular browsers users to your website are using and the percentage of ads they are showing. This information could help you design pages most compatible with these browsers.

Top 5 User Browsers (Based on IP Logs)

| Rank | Browser | Version | Access Count | % |
|------|-------------------|---------|--------------|-------|
| 1 | Firefox | 3.0 | 12 | 63.2% |
| 2 | Internet Explorer | 6.0 | 3 | 15.8% |
| 3 | Internet Explorer | 7.0 | 2 | 10.5% |
| 4 | Netscape | 5.0 | 2 | 10.5% |

Description: This chart displays the five most commonly used web-browsers to access your website. (unique ip address information used for accuracy)

E-mailing Statistics

For convenience, you or your advertisers may want to be e-mailed ad statistics. This will allow a quick snap-shot of how the advertisements are doing for the previous day. Without using CRON, Ad Peeps will automatically scan the system every 6 hours for Statistics to send that have been requested.

By default, this feature is turned **OFF**. To enable, as Administrator click *Other Features / Settings > Settings / Configuration*.

Navigate to the E-mail Statistics to Advertisers section and select the frequency you want Advertisers to be e-mailed.

E-mail Statistics to Advertisers:

Disabled ▾
Disabled
Daily
Weekly
Monthly

Note: Once turned on, any Advertisers ALREADY setup will still be disabled. You will need to edit their Campaign and select the frequency. Future account will use the new settings.

Update Test Advertiser |



The 'Create Advertiser' screen is used to manage and allow the Advertiser access to view their statistics.

.....

| | |
|--------------------------------------|---------------------|
| Advertiser Name: * | Sample Advertiser |
| First & Last Name: | Joe Sample |
| Advertiser E-mail: | jsample@adpeeps.com |
| Advertiser Address: | |
| Advertiser Phone Number: | |
| Statistics E-mail Preference: | Off |
| Username: | Off |
| Password: | Daily |
| Confirm Password: | Weekly |
| | Monthly |

Sample E-mail Advertiser will receive.

Dear JOE SAMPLE,

Below is a summary of your current advertising statistics on our website. For more in-depth statistics including break-downs, please login to your Advertising Control Panel at <http://demo.adpeeps.com/index.php?uid=100000>

Advertiser Name: Website Ads

Delivery Preference: DAILY

Last Notified: 2010-03-17

===== AD NO 520 =====

Size: 599x227

TOTAL UNIQUE IMPRESSIONS: 11905
TOTAL UNIQUE CLICKS: 31
CTR: 384:1 or (0.26%)
TOTAL RAW IMPRESSIONS: 6257
TOTAL RAW CLICKS: 2
CTR: 384:1 or (0.03%)

**** STATISTICS YESTERDAY ****

UNIQUE IMPRESSIONS: 0
UNIQUE CLICKS: 0
CTR: 0:1 or (0%)
RAW IMPRESSIONS: 0
RAW CLICKS: 0
CTR: 0:1 or (0%)

=====

SIGNATURE IS INSERTED HERE

Note: Inactive, Suspended and/or Expired ads have been excluded from this report.

Archiving Statistics – Improve Performance

Over time, the day-by-day statistics and hourly breakdowns can grow very large in size making it difficult to backup the database and even decreases efficiency when running queries against such a large segment of data.

Ad Peeps allows you to archive data and compress the data. Your overall totals will still be available and monthly data – this only merges the day-by-day numbers and hourly stats into a monthly tally.

Visit Other Features / Settings > Perform System Maintenance

By doing this for records older than 90 days you get a significant savings. In this example, in the month of January there were 87,752 total records, after merging this same data was represented in 123 records.

Archive Older Statistics: Detailed statistics such as daily and hourly ad breakdowns are stored in your database. However, after a while they tend to be less useful to you and advertisers and take up space and may impact performance overtime.

Note: You may only archive one month at a time to prevent the database from being overloaded.

| | <i>Month / Year</i> | <i>Records Before Archiving</i> | <i>Records After Archiving</i> | <i>Space Reclaimed</i> |
|----------------------------------|---------------------|---------------------------------|--------------------------------|------------------------|
| <input checked="" type="radio"/> | January 2011 | 87752 | 123 | 99.86% |
| <input type="radio"/> | February 2011 | 78825 | 132 | 99.83% |
| <input type="radio"/> | March 2011 | 86016 | 136 | 99.84% |
| <input type="radio"/> | April 2011 | 90111 | 144 | 99.84% |
| <input type="radio"/> | May 2011 | 97998 | 144 | 99.85% |
| <input type="radio"/> | June 2011 | 94355 | 143 | 99.85% |
| <input type="radio"/> | July 2011 | 99942 | 140 | 99.86% |
| | Totals: | 634,999 | 962 | |

[Archive Statistics Older than 90 Days](#)

By default, Ad Peeps will keep these archived statistics for 5 years. If you require a record of statistics beyond this point you will need to adjust this number.

You can also increase/decrease this number by clicking as Administrator: *Other Features / Settings > Settings / Configuration* and modifying the "Statistics Storage Limit" field.

Statistics Storage Limit: Days

Visitor Counter

If Ad Peeps HTML Code is placed on every page of your website, Ad Peeps can tell you how many people are viewing your website within the last five minutes based on IP Address information.

From the Main Screen, you will see the Real-Time Online Usage Statistics

| Real-Time Online Usage Statistics | |
|--|---------------------------|
| Last Ad Shown | Vistors Viewing Site Now* |
| 2008-06-01 18:30:03 | (53) View |

*Based on IP activity recorded within last 5 minutes.

Ad Peeps automatically extracts duplicate visitors and tallies up how many different users are browsing your website. By clicking the total, Ad Peeps will show you a break-down including which ads, and a partial IP Address those users are seeing.

This activity report displays the last 100 ad views/clicks and details about the ad. List is compiled from temporary ip logs and also shows frequency user had seen or clicked an ad (V = View C = Click).

| Last 100 Activity: | Advertiser Name | Ad Number | Ad Size | Date | IP Address | Frequency |
|--------------------|-----------------|-----------|---------|---------|------------|-----------|
| 1. | Fdh | 933 | 468x60 | Jun 1st | 212.40.272 | 8 (V) |
| 2. | Fdh | 933 | 468x60 | Jun 1st | 212.40.272 | 3 (C) |
| 3. | Ghijkl | 912 | text | Jun 1st | 90.63.498 | 11 (V) |
| 4. | Ghijkl | 912 | text | Jun 1st | 90.63.498 | 1 (C) |
| 5. | Bena Hosting | 836 | 800x640 | Jun 1st | 228.85.668 | 1 (V) |
| 6. | Bena Hosting | 842 | custom | Jun 1st | 228.85.668 | 1 (V) |
| 7. | Bena Hosting | 843 | custom | Jun 1st | 228.85.668 | 1 (V) |
| 8. | Bena Hosting | 844 | 234x60 | Jun 1st | 228.85.668 | 1 (V) |
| 9. | Bena Hosting | 849 | 468x60 | Jun 1st | 228.85.668 | 1 (V) |
| 10. | Bena Hosting | 836 | 800x640 | Jun 1st | 228.85.668 | 0 (C) |

The frequency column refers to the number of clicks (C) or impressions (V) a user has seen the particular ad within 24 hours.

Suspend (Pause) Advertiser or Ad

From time to time, there may be a need to suspend or otherwise pause an advertiser's campaign or individual ads from displaying on your website.

For example, if your Advertiser's website is down and they have asked you to temporarily stop their ads from running or you are awaiting payment. Ad Peeps has two features available to accomplish this. You have the ability to "Suspend" an Advertiser.

This action would stop *any* ads created under that Advertiser from displaying on your website. You could also suspend individual ads leaving other ads available to be displayed.

To Suspend an Advertiser, from the Main Screen click the "Suspend" link next to the Advertiser's name. The Advertiser will be removed from the "Active Advertisers" list and now be shown in the "Suspended Advertisers" list.

To suspend individual ads, click the "Suspend" link in the "Ad Console" from the Main Screen. The Ad Console bar will turn to YELLOW to allow you to quickly identify ads that are suspended.

To reverse any of these actions, repeat the same steps however the links will now say "Resume".

Deleting Advertisers and/or Ads

Advertiser(s) or specific ad(s) can be removed one-by-one, or you can select more than one and delete together from the Main Screen.

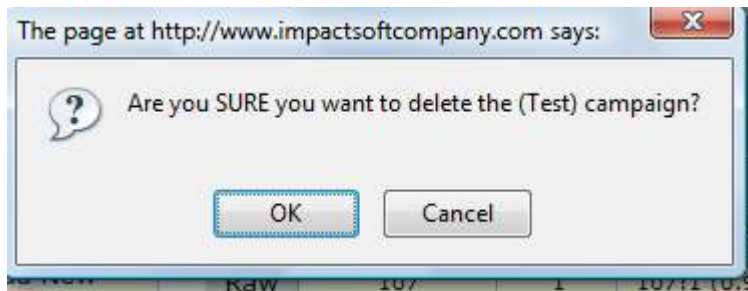
For your protection, whenever an Advertiser or ad is removed, it is not permanently removed; but stored in a virtual recycling bin in which you can later remove from there.

This gives you an opportunity to restore your Advertiser and/or ad in event you removed by mistake. Once an advertiser or ad has been permanently removed, it cannot be restored.

Ad Peeps has a Trash Can  and checkbox next to each Advertiser Name and Ad Size.

To remove an Advertiser/Ad:

- 1) Click the Trash Can next to the Advertiser's Name or Check the box for the entire Advertiser and all Ads associated with it **OR** Click the Trash Can or Check the box next to the Ad Size in the Ad Console to just remove an ad itself but not the Advertiser.
- 2) A Dialog box (see example) will appear asking you to confirm you want to delete the Advertiser and/or Ad



- 3) After clicking OK, the Advertiser or Ad is removed from the Main Screen

If you want to delete multiple Advertisers, or Ads at the same time, you will need to check the box. Then scroll to the bottom of the Main Screen and click the appropriate button.

Delete Selected Advertisers

Delete Selected Ads

NOTE: When removing an Advertiser, all ads under that Advertiser will also be removed.

To view recently removed Ads and/or to restore a previously deleted Advertiser or ad:

From Main Menu, click Other Features/ Settings > View Recently Deleted Ads / Advertiser



Recycle Bin | Previously Deleted Items



When an advertiser or ad is deleted it is removed out of the rotation and stored here to give you a second-chance opportunity to restore it and not lose any data. Once deleted from this screen it is permanently removed from database.

Individual Deleted Ads

| [Select] | Advertiser Name | Ad No | Ad Size | Expires | Date Deleted | |
|--------------------------|-------------------|-------|---------|----------------------------------|--------------|-----------------------------------|
| <input type="checkbox"/> | Sample Advertiser | 1751 | text | 50 unique clicks remaining of 50 | Today | [Edit] [View Stats] [Undelete Ad] |

[Restore Deleted Ads](#) | [Permanently Remove Selected Ads](#)

Deleted Advertisers

| [Select] | Advertiser Name | Ads Assigned | Created |
|--------------------------|-----------------|--------------|-------------------|
| <input type="checkbox"/> | Test | 1 | February 21, 2010 |

[Restore Deleted Advertisers](#) | [Permanently Remove Selected Advertisers](#)

You can permanently remove Advertisers/Ads from this screen. Once an ad is permanently removed it will not be able to be recovered and will no longer be backed up.

Expired/ Expiring Ads

Advertisements can be set to expire after a certain set threshold is reached such as impressions or clicks, or on a certain date or number of days – or to never expire.

Ad Peeps will automatically stop showing ads that have expired or reached their limits on your website. With Ad Peeps, you can set it and forget it.

The administrator will be e-mailed a notice when ads expire or are about to expire within 10 days (if expiration based on date is selected). If an e-mail address is also listed for the advertiser, a copy of the notice will also be sent to the advertiser.

Typically, Ad Peeps will send three notices; 10 days, 3 days, and when the ad has expired.

You may also view ads that have expired or will expire within 10 days from the Control Panel.

From the Main Menu, click Other Features / Settings > View Expired / Expiring Ads





The following advertisements have expired and/or will soon expire within 30 days.

| Expired Ads: | Advertiser Name | Ad Number | Ad Size | Expiration | Ad Status | Settings |
|--------------|-----------------|-----------|---------|-----------------------------|--------------------------------|------------------------|
| | 1. Website Ads | 520 | 599x227 | Expired 2010-02-06 00:00:00 | Expired (Final notice sent) | [Edit] [View] [Delete] |

| Ads Expiring: | Advertiser Name | Ad Number | Ad Size | Expiration | Status | Settings |
|--------------------------------|-----------------|-----------|---------|------------|--------|----------|
| No Ads Expiring within 30 Days | | | | | | |

Expired / Expiring Ads Report

The report identifies Advertiser Name, the ad number that has expired or is set to expire soon, and also the number of days left.

The status field shows if the ad itself is Active or Suspended.

In addition, you will also see if Ad Peeps has sent a notice out yet via e-mail. The possible messages are:

10 Day Notice Sent, 3 Day Notice Sent, Final Notice Sent, and Email not yet sent

Maintaining Ad Peeps

Your banner ad management software is designed to be heavily used. It uses a very powerful MYSQL database and strong data architect to maintain stable consistence performance.

Since Ad Peeps stores statistics in Real-Time and changes are constantly being made to the database (Inserts, Updates, Deletes, ect), it is important to keep your database healthy.

The first step is to use Ad Peep's built-in Maintenance Wizard. The 'Maintenance Wizard' allows you to easily upkeep your software to ensure it is running at optimal levels. Here you can remove outdated statistics, create backups, and perform system checks. The system also automatically tries to repair any corrupted tables.

To access the Maintenance Wizard, from the Main Screen visit Other Features / Settings > Perform System Maintenance.



The Maintenance Wizard has several key features:

Purge Outdated Records

Each time an advertisement is displayed and/or clicked, the users unique ip address is recorded into the database. This allows Ad Peeps to distinguish between unique and repeat impressions/clicks within a 24 hour period.

After 24 hours however, these records are no longer needed and can be discarded. MySQL has the ability to store millions of records so purging outdated files daily is not necessary. We recommend you purge your records when over 45% are outdated.

Optimize Tables

Optimizing your Ad Peep tables reclaims unused space after many deletions and updates to the system. This feature is provided through mySQL and can be done right from within Ad Peeps -- with a click of a button. It is only necessary however to run this feature every once in a while.

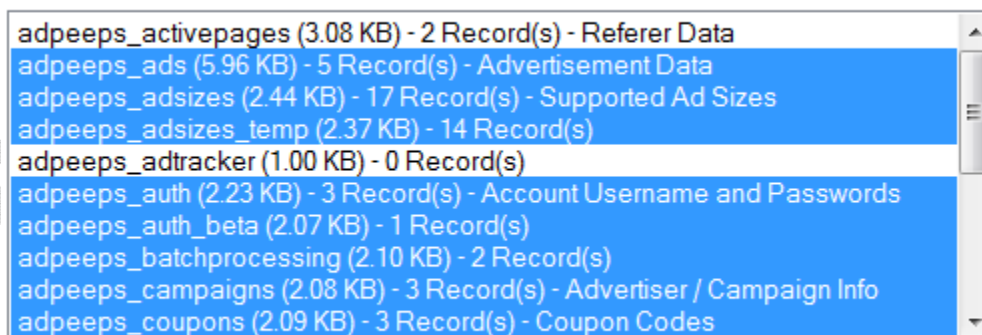
While the tables within Ad Peeps are being optimized they will be temporarily unavailable for a few seconds. It is best to use this feature during light hours on your website. Use this feature AFTER purging old records.

Backup Database

Backing up your ad database is critical. In the event of a hardware failure, a server move, or anything unforeseen, a backup allows you to continue business. Be sure to purge old records before creating a backup. Ad Peeps has a few tables that hold temporary data and are not critical. We have pre-selected tables that hold important information.

Note: The adpeeps_statistics table can grow VERY large. If you experience problems backing up any tables, try do to them all without that table or do them a few at a time.

To Select Multiple Tables, Press and HOLD CTRL and select tables



Create Backup File

Sample Built-in Database Backup

Automatic System Purge/Optimization

To ensure that your system is regularly maintained, Ad Peeps has an internal optimizer that will periodically Purge Outdated records, and Optimize your tables for you. When the internal system runs, it will send the administrator an e-mail alerting them of it's action.

The e-mail will look similar to:

| |
|--|
| <p>Ad Peeps Administrator:</p> <p>Your software has automatically optimized your tables and purged outdated records. These records were no longer in use by Ad Peeps and were wasting space. You can perform this function manually as well by logging in and clicking on the Maintenance Wizard link inside your Administrative Control Panel.</p> <p>Table Information:</p> <p>adpeeps_statisticsiplog - 6620 record(s) removed.</p> <p>adpeeps_statistics - 5 record(s) removed. - Storage Limit used: 180 days</p> <p>adpeeps_adtracker - 0 record(s) removed.</p> <p>THIS NOTICE IS AUTO-GENERATED BY YOUR AD PEEPS BANNER AD MANAGEMENT SOFTWARE (http://www.adpeeps.com)</p> |
|--|

Note: These notices cannot be disabled and are informational only.

You can also manually purge and optimize your Ad Peeps software by going to Other Features / Settings > Perform System Maintenance.

Configure E-mail Signature

When Ad Peeps sends any message to your advertisers such as when using the Bulk E-mailer, Notification of Expiring Ads, Reset Password, or Order information Ad Peeps will include an E-Mail Signature at the end of the communication.

To change the E-mail Signature, click Other Features / Settings > Settings / Configuration and navigate to the Website Information section.

| | | |
|---------------------------------|---|---|
| <p>E-mail Signature:</p> | <p>Thank you, Customer Service support@mydomain.com</p> | <p>Signature will be added to all outgoing messages to Advertisers. Should be your closing, mailing address, ect.</p> |
|---------------------------------|---|---|

E-mailing Advertisers


Using Ad Peep's built-in e-mailer, you have the ability to e-mail All or a specific advertiser. This feature can be used to send system updates, private messages or notes to advertisers. Only Advertisers that have an e-mail address stored can be e-mailed.

To access this feature, from the Main Menu click Other Features / Settings > E-mail Advertisers



Currently, <insertname> will insert the advertisers first and last name wherever this tag is found in the subject or the body.

Compose E-mail to Advertisers

 The 'Compose E-mail' screen allows you to send messages to specific or all of your advertisers.

| | |
|------------------|---|
| From*: | admin@mydomain.com <small>Your e-mail address.</small> |
| To*: | All Advertisers <small>Only displays advertisers with contact name and e-mail address on file</small> |
| Subject*: | Weekend Special |
| Message*: | <insertname>, We will be running a special this weekend... |

Note: To insert the advertisers name, insert <insertname> in the place the name should go.

Resetting Administrator Lost Password

If you have lost or forgotten your administrator password, the following steps can be taken to reset your password back to the default 'admin'.

- 1) Visit login url (<http://www.YOURDOMAIN/adpeeps/index.php>)
- 2) Click the "Forget Login?" link and enter your administrative e-mail address on file.
- 3) Ad Peeps will send an e-mail to the administrative e-mail address on file with a special link. Once this link is clicked, your password will be reset back to: admin

We recommend you change your Administrative password to something more secure [See [Change Admin Password](#)]

Upload your own LOGO

To blend the look and feel of Ad Peeps to your own website, you have the ability to upload your own logo as well as change the background color.

Visit [Other Features / Settings > Settings Configuration](#).

Your logo can be uploaded directly from your local hard-drive and will be stored in the /uploaded_banners folder.

You can also add items to the footer of all Ad Peeps pages by adding content to the footer.php file. This is an area suitable for adding things like your contact details, copyright notices, or navigation links.

This file supports full html.

Customizing Ad Peeps

Your Ad Peeps software is designed to be easily customizable to fit your business needs. Only three files within Ad Peeps are encoded to protect our proprietary licensing and authentication system. You are free to modify Ad Peeps to fit your business needs however take into account that future upgrades to Ad Peeps may not be available since they would overwrite your changes.

In addition, our support team would be unable to provide support on a modified version of Ad Peeps. As such, we recommend you retain Ad Peep's development group to make any changes. All custom code delivered by us would always be supported and future upgrades would also be available.

How to Determine Your Ad Peeps Version

To determine which version of Ad Peeps you can always view the version.txt file in your /adpeeps directory. In addition, Ad Peeps displays the current version on the 'Administrator Login Screen'.

Performance Tips and Information

Ad Peeps is designed to be light on your web server. We believe that advertisements should be one of the first things that load on your website. Keep in mind however that no matter how efficiently our code is designed, administrators must consistently ensure that the hardware, memory, and software that Ad Peeps runs on are optimized and maintained.

In addition, there are a few things you can do within the Ad Peeps software itself to ensure maximum efficiency.

1. **Check for updates** – Periodically check for updates at <http://www.adpeeps.com>. We regularly update Ad Peeps with not only new features, but with enhancements and bug fixes. As such, failing to upgrade your software periodically places your website at risk to be affected by known issues including security risk that we may have found and corrected.
2. **Purge Outdated records** - Ad Peeps collects ip address information from each user on your website when showing ads. This information is used to calculate and determine amongst other things, how many people are on your website as well as distinguish between unique and repeat visitors.

After 24 hours, this information is no longer used by the software. Ad Peeps has a built-in purge feature that will purge this information however, you can also manually purge these records by using **Other Features / Settings > Perform System Maintenance**.

These records once over a certain percentage could start to slow your system does as it searches though these records.

3. **Upload images to file server** – When uploading images, ensure they are being saved in the `uploaded_banners` folder instead of the database. When images are saved in the database Ad Peeps has to complete an extra call to the database to retrieve the image. Images saves to the `uploaded_banners` folder are referenced by the program saving that extra call. These calls could become very costly to the database if thousands of people are calling ads simultaneously.

There permissions of your `uploaded_banners` should be 777 or else images by default may be uploaded to the database due to insufficient permissions.

4. **Display methods** – Carefully decide how many images you will place on one page. If using Enhanced Images (Javascript), try to limit the total number of Ad Peeps calls to three (3) or less. This is because browsers typically load the Javascript first, then load the page. With too many javascript calls, you may start to see a delay in page loading time. This is not because ads are loading slow, but because most browsers load the content of the Javascript before rendering the page which causes the illusion that the ads are loading slow.

Instead try showing images in a row. Ad Peeps has the ability to show multiple images in a row horizontally or vertically using 1 Javascript (enhanced imaged) call to Ad Peeps.

Also, if you have a spot on your website that will not be using rich-media or text ads, you may also try using Standard Image.

Moving Ad Peeps to Different Web Server

In may be necessary to copy your Ad Peeps software to a new web host. This guide is designed to prepare you to do so.

In our example, you will need FTP access to both old and new web host and PHPMYADMIN access on the new web host.

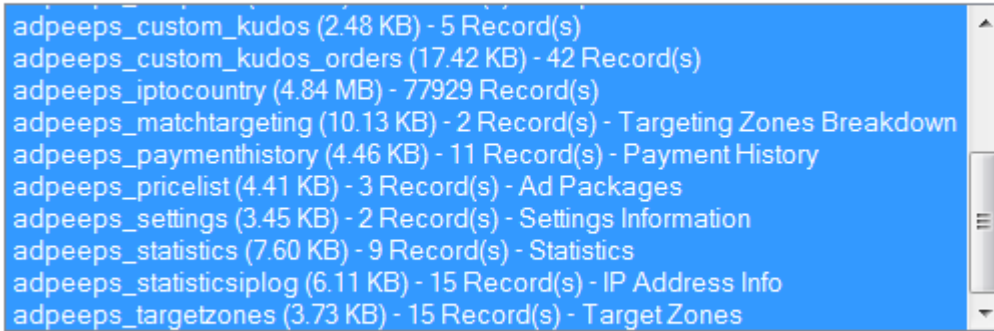
1. Download old Ad Peeps files from old FTP server including the `uploaded_banners` folder (contains uploaded images) and **re-upload** onto your new webhost in same directory structure.

This will put the software files on the new web server.

2. Create a new database on your new web host.
3. From Ad Peeps, Login As Administrator > Other Features / Settings > Perform System Maintenance. Scroll down to the Backup section.

Highlight ALL Tables and click Create Backup File

To Select Multiple Tables, Press and HOLD CTRL and select tables



Full Backup Partial - Data added/changed since 2010-01-14 20:02:46

4. Click Create Backup File and save file to a location on your harddrive... ie Desktop
5. Now login to your database you created in Step 2 using PHPMYADMIN.
Select the Database Name on the left.
Click the Import Tab and Import the Backup you saved earlier from the file you saved.

NOTE: If your file is too large to upload, you will need to backup a few tables at a time, not all of them and import individually.

6. Modify the mysqlauth.php on the new web server. It will most likely contain mysql database information from the old web host and should be adjusted to point to your new database on your new web host.

Your ads should now be appearing on your new web host.

Troubleshooting

If you encounter any of the following errors when using Ad Peeps, try the following recommendations to resolve. If problems persist, contact Support [See Contacting Support].

Problem: “Fatal error: Allowed memory size of 8388608 bytes exhausted (tried to allocate 1245184 bytes) in /adpeeps/adpeeps_functions.php on line 4761”

Solution: This error is caused when your PHP Configuration does not allocate enough memory to your Ad Peeps script.

Add this line to LINE #2 (after the <?php) to the index.php file
`ini_set('memory_limit', '20M');`

This will allow PHP to set the memory to 20 MB for the script.

Note: This section will be updated as common issues are reported and resolved.

Problem: Advertisers did not get e-mail from Paypal to Setup Account

Solution: 1st, try to call the verifypayment.php script directly. It should send the administrator an E-mail saying that it received an invalid order.

2nd, Check your paypal account to confirm IPN sent the message and if it was successful. You could also try to have it resend.

Using the IPN History

Use the IPN History page on PayPal to view IPN messages sent to you from PayPal and request that messages be resent. You can select the IPN messages to review by date range, by delivery status, and by PayPal transaction



[My Account](#) | [Send Money](#) | [Request Money](#) | [Merchant Services](#) | [Products & Services](#) | [Shopping](#)
[Overview](#) | [Add Funds](#) | [Withdraw](#) | **History** | [Resolution Center](#) | [Profile](#)

Instant Payment Notification (IPN) history

Select search criteria below to display search results. A maximum of 1,000 IPN messages will be displayed.

Search

Dates (Range must be within the past 28 days)

Last 5 days From To

Delivery status

Transaction ID

Search results

| Date/time created | Message ID | Status | HTTP response code | Transaction ID |
|-------------------------|-----------------------------------|--------|--------------------|-----------------------------------|
| 5/25/2009 12:59 PDT (*) | 0DD01643ML211863U | Sent | 200 | 96J05134FR0233917 |
| 5/25/2009 12:57 PDT (*) | 62H89571J0376742L | Failed | | |

25 results per page

(*) Resent

The search results contain the following information:

- The date and time that PayPal created the IPN message
- Whether this IPN message was the original message or whether it was resent, which is indicated by the asterisk (*) in the Date/time created column
- The IPN message ID assigned by PayPal
- The current status, which is one of the following values:
 - Sent indicates that PayPal sent the message to your IPN listener
 - Failed indicates that PayPal did not receive an acknowledgement to the message
 - Queued indicates that PayPal is ready to send the message
 - Retrying indicates that message was resent between 1 and 15 times and PayPal continues to be resend the message

- Disabled indicates that the message will not be resent because the merchant's account has been disabled

Note:

If you have requested that PayPal resend the IPN message and the status has not been updated for the attempt, resending is appended to the status, e.g. Failed - resending.

- Your server's response to the HTTP POST that delivered the IPN message to your listener. For more information about these codes, see [RFC 2616: Hypertext Transfer Protocol -- HTTP/1.1](#).
- If the message is related to a PayPal transaction, the ID of the PayPal transaction associated with the message; you can

To see more information about an IPN message, click on the message ID. The IPN details page appears:

Log Out | Help | Security Center

PayPal

My Account | Send Money | Request Money | Merchant Services | Products & Services | Shopping

Instant Payment Notification (IPN) details

| | |
|-----------------------------------|---|
| Message ID | 0DD01643ML211863U |
| Date/time created | 5/25/2009 12:59 PDT |
| Original/Resent | Resent |
| Latest delivery attempt date/time | 5/25/2009 12:59 PDT |
| Notification URL | http://10.244.180.155:8090/ipn_test.php |
| HTTP response code | 200 |
| Delivery status | Sent |
| No. of retries | 0 |
| Transaction ID | 96J05134FR0233917 |
| IPN type | Transaction made |

[Back to IPN History](#)

In addition to the information on the IPN History page, the details contain the following information:

- Whether this IPN message was the original message or whether it was resent
- The last time the message was resent
- The URL on which your listener is running

Note:

You cannot change the URL; if you request PayPal to resend an IPN message, it is sent to this URL.

- The number of retries before the message was successfully acknowledged
- The type of IPN message

Resending IPN Messages

You can use the IPN History page to request that PayPal resend one or more IPN messages. You can search the IPN message history for the messages that may need to be resent and then select them.

To make a request that PayPal resend IPN messages, mark one or more messages for PayPal to resend and click the Resend selected button to make the request:

The screenshot shows the PayPal user interface for the IPN History page. At the top, there are links for 'Log Out', 'Help', and 'Security Center', along with a search box. Below this is the PayPal logo and a navigation menu with tabs for 'My Account', 'Send Money', 'Request Money', 'Merchant Services', 'Products & Services', and 'Shopping'. Under 'My Account', there are sub-tabs for 'Overview', 'Add Funds', 'Withdraw', 'History', 'Resolution Center', and 'Profile'. The main heading is 'Instant Payment Notification (IPN) history'. Below this, there is a note: 'Select search criteria below to display search results. A maximum of 1,000 IPN messages will be displayed.' The search section includes a 'Search' heading, a note 'Dates (Range must be within the past 28 days)', and a date range selector set to 'Last 14 days'. There are also fields for 'From' and 'To' dates, a 'Delivery status' dropdown set to 'All (default)', and a 'Transaction ID' input field. A 'Search' button is present. Below the search filters is a 'Search results' section with a 'Resend selected' button. The results are shown in a table with columns for 'Date,time created', 'Message ID', 'Status', 'HTTP response code', and 'Transaction ID'. Three rows are visible: one 'Sent' message and two 'Failed' messages.

Log Out | Help | Security Center

PayPal

My Account | Send Money | Request Money | Merchant Services | Products & Services | Shopping

Overview | Add Funds | Withdraw | History | Resolution Center | Profile

Instant Payment Notification (IPN) history

Select search criteria below to display search results. A maximum of 1,000 IPN messages will be displayed.

Search

Dates (Range must be within the past 28 days)

☺ Last 14 days ▾ ☐ From [] To []

Delivery status

All (default) ▾

Transaction ID

[]

Search

Search results

Resend selected

| <input type="checkbox"/> | Date,time created | Message ID | Status | HTTP response code | Transaction ID |
|-------------------------------------|-------------------------|-----------------------------------|--------|--------------------|-----------------------------------|
| <input type="checkbox"/> | 5/25/2009 12:59 PDT (*) | 00D01643ML211863U | Sent | 200 | 96J05134FR0233917 |
| <input type="checkbox"/> | 5/25/2009 12:57 PDT (*) | 62H89571J0376742L | Failed | | |
| <input checked="" type="checkbox"/> | 5/20/2009 15:08 PDT | 94F36080FA763570V | Failed | | |

After you make the request, PayPal notifies you that the messages have been resent and updates the status. The status indicates that PayPal is resending the message until it actually has been resent:

My Account | Send Money | Request Money | Merchant Services | Products & Services | Shopping

Instant Payment Notification (IPN) history

IPN messages re-sent

Select search criteria below to display search results. A maximum of 1,000 IPN messages will be displayed.

Search
Dates (Range must be within the past 28 days)
Last 14 days From To
Delivery status
All (default)
Transaction ID
Search

Search results

Resend selected

| <input type="checkbox"/> | Datetime created | Message ID | Status | HTTP response code | Transaction ID |
|--------------------------|-------------------------|-----------------------------------|--------------------|--------------------|-----------------------------------|
| <input type="checkbox"/> | 5/25/2009 12:59 PDT (*) | 0DD01643ML211863U | Sent | 200 | 96J05134FR0233917 |
| <input type="checkbox"/> | 5/25/2009 12:57 PDT (*) | 62H89571J0376742L | Failed | | |
| <input type="checkbox"/> | 5/20/2009 15:08 PDT | 94F36080FA763570V | Failed - resending | | |

When the message has been sent, your server's response to the HTTP POST is used to update the HTTP response code field. A value of 200 indicates that your server successfully received the IPN message. Other values typically indicate a server configuration error for the server that hosts your IPN listener. For more information about these codes, see [RFC 2616: Hypertext Transfer Protocol -- HTTP/1.1](#). If you do not see a response code, you should check that your sever is running.

Contacting Support

Help is just a click away when you need it. If you have any problems, feature request or bug reports visit <http://www.adpeeps.com/cis>

Remember to be as detailed as possible. Our support team is available 24/7 – even Christmas.