Table of Contents

Communication with a subscriber using a browser	3
1 Notification of a subscriber about special offers and services via redirect when	
visiting an HTTP page depending on:	3
2 Inserting banner ads into HTTP resources in order to monetize traffic:	3

Communication with a subscriber using a browser

1 Notification of a subscriber about special offers and services via redirect when visiting an HTTP page depending on:

- Location
- Time of day
- Browser
- Subscriber profile

R	VAS Experts DPI : test -	g4 Campaign settings	
		Title " 24TV	
= 184	SERVICE MANAGEMENT / ADVERTISING	Responsible John Smith	÷
8\$	Group and campaigns	Campaign period *	
\$	+ H 🟵 🕄	05/30/2019 - 06/11/2019	
4 3	Groups Group	Time from * Time to * 00:00 ③ 23:59	0
	O OTT Service	Days of the week " Mon, Tue, Wed, Thu, Fri, Sat, Sun	v
		Redirect URL *	
		Campaign state Campaign is stopped (default)	÷



More details on dealing with the option are described in the GUI section: Advertising control.

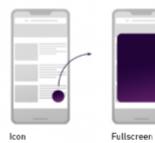
2 Inserting banner ads into HTTP resources in order to monetize traffic:

Stingray Service Gateway provides a service on a turnkey basis using VAS Cloud where the operator can activate the banners downloading from the cloud service. Activating of banners is further carried out through the Blocking and replacement of the ad. option Banner Options:

- Desktop and mobile
- Interactive windows
- Fullscreen
- Heading

- Native
- Video
- Menu and form filling

Mobile formats











lcon

Desktop formats

Fullsize vertical Fullscreen Page banner Native / Text and graphics