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QUICK TROUBLESHOOTING GUIDE

No or Low Delivery

Tactic and Campaign Budget Caps
Navigate into your campaign to confirm the total campaign budget has not been hit. Be mindful of any daily caps.
Next navigate to each tactic and confirm that the total value of all tactics is no less than the total campaign budget. Be mindful of any daily caps at the tactic level.

Campaign Flights
Navigate into your campaign to confirm the flight dates have not passed.

Creative Flights
Navigate into your creatives to confirm the flight dates have not passed.

Creative Approval
Navigate to your creatives to confirm the creatives have been approved by the SSPs that require approval

Targeting
Navigate into your tactics to confirm the targeting is not too narrow or contradictory

Reach out to support@admatx.com if you are unable to identify the reason for no or low delivery
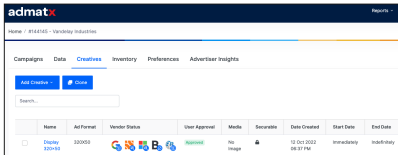
No Clicks

Is the clickTAG parameter properly placed in the HTML code?
- Open HTML file in Notepad++ and click ctrl F
- Search for 'clickTAG'

Is the click through URL hardcoded in the html code?
- Open HTML file in Notepad++ and click ctrl F
- Search for the clickthrough URL and replace any mention of the domain with window.clickTAG
- Save the edited file and upload the updated zip file.

The example code below should be included. If it is not, edit the code to include it and upload an updated zip file.

```
<script type="text/javascript">
   function getParameterByName(name) {
name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
var regex = new RegExp("[\\?&]" + name + "=([^&#]*)");
   results = regex.exec(location.search);
   return results === null ? "" :
decodeURIComponent(results[1].replace(/\+/g, " "));
   }
   var clickTAG = getParameterByName("clickTAG");
   </script>
```

Make sure the following code is inserted at the top of the body
```
<a href="javascript:window.open(window.clickTAG)">
```
Be sure to insert the closing below at the bottom of the body
```
</a>
```

No Pixel Fires

Is the pixel firing on the page
- Copy the pixel ID from the pixel table - Data > First Party Data
- Navigate to the webpage where the pixel should be placed
- Right click on the page and select "Inspect"
- Click "Network" at the top of the inspection box
- Enter the pixel ID in the Filter box
- Refresh the webpage you are on
- Note if the pixel appears under the name column
  - If not your pixel is not correctly placed on the webpage

Self Service DSP Programmatic Tool for Every Budget

Need assistance? Email support at support@admatx.com

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