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Introduction

Ad Rotators are a great way to keep your site fresh. Ad rotators allow you to randomly display an image, [Flash](#) or snippet of [HTML](#) in any part of a web page. Every time a customer visits the web page with an Ad Rotator, a different item from your Ad Rotator group will be displayed.

For example, you can use Ad Rotators for:

- Product Specials
- Customer testimonials
- Special announcements
- And so forth

Adding Items to your Ad rotator

Your Ad Rotator group can contain as many items as you wish. It may consist of only images, Flash, HTML or a combination of any. Click on the **Ad Rotator Items** link to get started. Choose the item type, enter its details and select Save. Each item can have a Release and Expiry date which allows you to control when the item is available and when it is not.

By providing a **Click-Thru URL** for any item, you enable customers to click on that item. In addition, the system measures the number of clicks an item has received which enables you to gauge the effectiveness of that item.

To add your Ad-Rotator to any web page simply use click on **Add Ad Rotator to a web page**. You can also use the [Module Manager](#) or [Triangle](#) to add your Ad rotator to a web page.

Ad Rotator Items

Item Type:

Item Label:

Item HTML:

```
<table width="860" border="0" align="center" cellpadding="0" cellspacing="0">
<tr>
<td align="center" valign="top" bgcolor="#FFFFFF">
```

Item Click-Thru URL (optional):

Item VWidth (optional): Item Height (optional):

Target Frame (optional):

Release Date: Expiry Date:

Enabled:

Save Item
Delete Item
Back

Ad rotator Reporting

You can measure the performance of your Ad Rotators and the items within them. For every item, the system tracks the number of **Impressions** and **Click-Thrus** that item has received. The effective Click-Thru rate of an item is the number of clicks an item has received divided by the total number of impressions for that item.

To view the performance of your Ad Rotator click on the **Results** table.

Ad Rotator Performance

Ad Rotator Performance

This option displays the results and performance of your Ad Rotator including impressions and click-thrus for each item. You can filter this report by date.

Filter by Date

Period: From: To:

Results

No ad rotator item usage found for the specified date range.

Total Impressions: 0, Total Click-Thrus: 0, Click Thur Rate: 0.00%

Close