

Bitrix Site Manager 4.1

Controlling advertising shows using keywords



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Introduction

One of the methods that can be applied to control the banner shows and to target the advertising precisely is using keywords. The distinctive advantage of this method is that it allows to drive the advertising campaign aimed to reach the well defined target group among your visitors.

Using the Advertising and Site Explorer modules of the Bitrix Site Manager, you can:

- **target advertisement to a specific user group.** This means that, in respect of a user group, you can show advertisement on the most frequently viewed pages, or on pages whose content can be of particular interest to this user group;
- **confine banner impressions within the defined rules,** for example, depending on the level of correlation between the advertisement subject and the information on a page.

How keywords can help you control advertising shows

The system offers various mechanisms to manage and control advertising shows (in other words, banner impressions). Among them are *desired* and *required* keywords; additionally, a special *set of keywords* can be assigned to a *banner*. In general, a common sequence of actions that an administrator (or other person in charge of the site management) has to perform to fine-tune banner shows, looks like the following.

1. Define the advertisements to be shown on the site pages. For example, define the advertisements which concern only the certain, strictly defined subject; and those concerning the site baseline in whole.
2. According to the desired results, define *special keywords* for each affected page. For better flexibility, the system allows to define the following two different *sets of keywords*:
 - **desired**: if a site page is assigned the desired keywords, all the banners that have at least one matching keyword in their keyword sets can be shown on that page.

If no banners with the matching keywords can be found, then the page will show banners that are not assigned any keywords. In this situation, the system uses own standard algorithm to select banners to be displayed.
 - **required**: if a site page is assigned the required keywords, all the banners that have all keywords in their keyword sets can be shown on that page.

If no such banners can be found, then the page will show banners that are not assigned any keywords. In this situation, the system uses own standard algorithm to select banners to be displayed.
3. Assign the appropriate keywords to your banners.
4. Now, the banner shows are controlled by the following conditions:
 - keywords assigned to a page;
 - keywords assigned to a banner.

Example of using keywords to set up for self-managed advertising

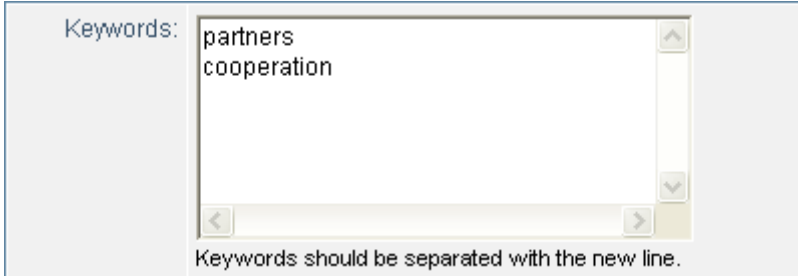
Assigning keywords to banners

You can assign keywords to a banner in the **Keywords** field on the banner editing page (*Administrative section* -> **Advertising** -> **Banners**, click **Add banner** or **Modify**)

Sample settings

Create 2 banners with different keyword sets (the **Right** banner type):

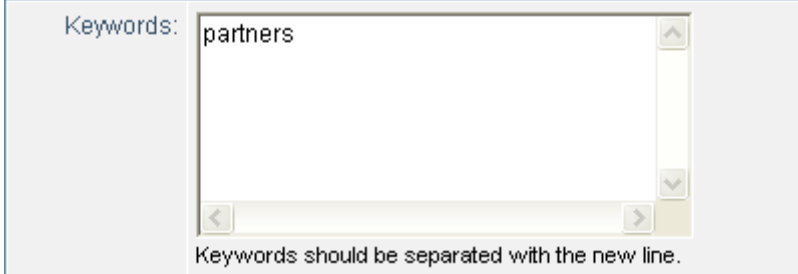
- for the first banner, use the following keywords: *partners, cooperation*:



Keywords: partners
cooperation

Keywords should be separated with the new line.

- for another banner, use the following keyword: *partners*:




Keywords: partners

Keywords should be separated with the new line.

Providing the desired page keywords

A special property named **adv_desired_target_keywords** is used to manage the *desired* keywords. This property is predefined, i.e. its name and behaviour are hard-coded in the system.

To activate and use the desired page keywords, do the following.

1. Add the property **adv_desired_target_keywords** to all pages of the site:
 - go to the **Site Explorer** module settings page: *Administrative section* -> **Site Explorer** -> **Browse** -> click  on the toolbar;
 - type the property type name and description in the **Property types** section:
type: *adv_desired_target_keywords*;
name (description): *Ключевые слова для рекламы (желательные)*.

Property types:	Type	Name
	description	Description
	keywords	Keywords
	title	Additional page title
	adv_desired_target_key	Advertising keywords (desired)

2. Now, you can start editing properties of the required section or page of the site (*Administrative section* -> **Site Explorer** -> **Browse**).

To edit the folder properties, open the folder and click the **Folder properties** link at the page menu.

To edit the file (page) properties, open the desired file for editing and click  on the editor toolbar.

Type the desired keywords in the **Desired keywords** field of the **Folder properties** or **File properties** form.

Note

Changing the value of a folder property affects all pages in the folder.

Example

Assign the following keywords to all pages in the **About** site section: *partners, cooperation, company, contacts*.

Code	Value
Description	
Keywords	
Additional title	
Desired keywords	partners, cooperation, company, contacts

[More...](#)

Both banners, that we have created before, contain the following keywords from the page desired keywords:

- **the first banner:** *partners* and *cooperation*
- **the second banner:** *partners*

Hence, both banners can be shown on pages of the **About** section.

Notes for developers

You can specify the desired page keywords by calling the method **SetDesiredKeywords**. This method accepts the following parameters:

- **keywords** – array of one or more **desired** keywords;
- **TIP_SID** – the symbolic identifier of the advertisement type. Describes the advertisement type to which the keywords are to be assigned. Leave this parameter empty to assign keywords to all types.

Example

```
CAdvBanner::SetDesiredKeywords(array("Partners",  
                                     "Cooperation",  
                                     "Company",  
                                     "Contacts"),  
                                "RIGHT");
```

You will find the detailed description of the method in the [API reference](#).

Providing the required page keywords

The **required keywords** impose active constraints on the banner shows. If the banner keywords does not contain **all** of the page keywords, the banner will **not** be shown on the page.

Developers have the opportunity to assign the required keywords to a page by calling the method **SetRequiredKeywords**. This method accepts the following parameters:

- **keywords** – array of one or more **required** keywords;
- **TIP_SID** – the symbolic identifier of the advertisement type. Describes the advertisement type to which the keywords are to be assigned. Leave this parameter empty to assign keywords to all types.

You will find the detailed description of the method in the [API reference](#).

Example

The following call assigns the following two required keywords to a page: *partners* and *cooperation*.

```
CAdvBanner::SetRequiredKeywords(array("Partners",  
                                     "Cooperation"),  
                                "RIGHT");
```

In this case, only the first banner can be shown on the page since the set of keywords of this banner contains all the required keywords assigned by the call to **SetRequiredKeywords**.