VIS.X TAG

DOCUMENTATION

Internal Features

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CHANGELOG

Version	Date	Name	Comment
1.2	24.08.2018	Evgenij Tovba	Update feature descriptions
1.1	21.08.2018	Mirko Bald	Update feature descriptions
1.0	06.07.2018	Dorian Wojda	Initial version

GENERAL INFORMATION

This document describes internal features to help troubleshooting tag integrations, auction logic or other issues such as campaign delivery and testing.

Please do not share this document or the information contained herein outside of our organisation, as it may give insights on sensitive information and proprietary auction logic within VIS.X!

The intended audience are developers, technical audience and publisher managers.

INTERNAL FEATURE: DEBUG COOKIE

Some of the features described in this document will require a debug cookie to be set for security reasons.

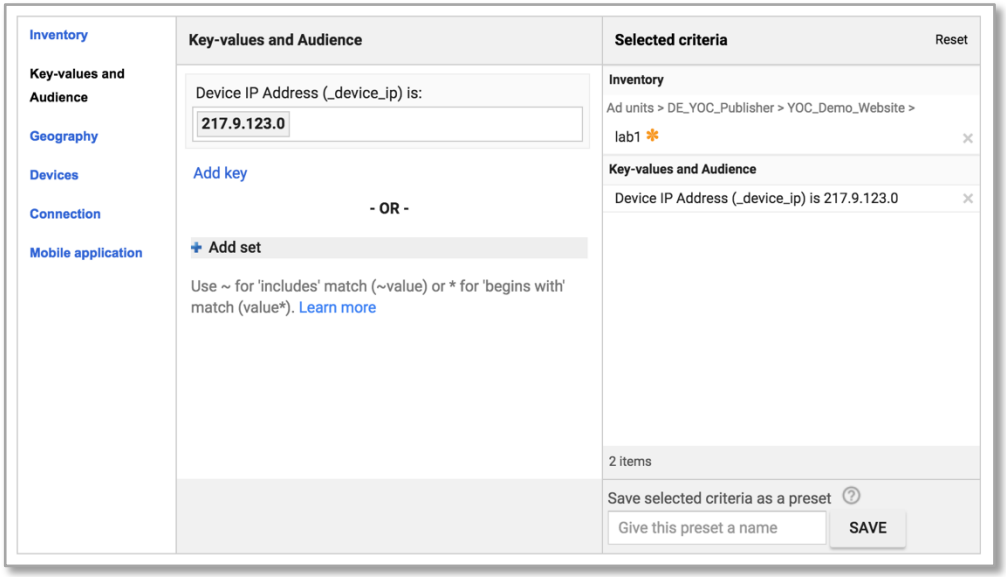
This cookie needs to be set in the browser you want to test with (works on mobile devices as well) and will enable that browser to provide additional information, if requested.

To enable your browser, navigate to this URL:
https://t.visx.net/auth?key=orai8kae0UuD

Please note: the cookie will expire after some time and you will need to refresh it before testing.



INTERNAL FEATURE: IP TARGETING



This feature does not require any activation in the tag or URL. It is always active, if the user's IP address can be detected in VIS.X.

To target a campaign towards an IP address, a key-value targeting is available in DFP. In the line item, within the section "Targeting" select "Key-values and Audience" and add "_device_ip". In accordance with GDPR, we will obfuscate the IP address, so you have to change the value slightly. Simply replace the last part of the IP address with a "0".
Example: to target the IP "**217.9.123.250"**, use "**217.9.123.0".**

After saving the changes to the line item, allow DFP to propagate the changes for a few minutes.

Get your public IP address: https://www.whatismyip.com/

INTERNAL FEATURE: DEBUG MODE

Activating the debug mode will show additional troubleshooting information, such as the bid request and auction decisions.

This feature requires the debug cookie to be set (see above).

URL setting name	Setting value	Comment
`visx_debug`	No value needed	-

Example:

`https://www.ehorses.de/oldenburger-stute-1jahr-167-cm-dunkelfuchs-dressurpferd-rhauderfehn/1407806.html?`**`visx_debug`**

INTERNAL FEATURE: DEAL PREFERENCE MODE

This feature forces VIS.X to prefer a deal, even if other deals / demand sources are bidding better. By doing this, the auction logic will ensure, that the specified deal always wins when the buyer is bidding on it.

This feature requires the debug cookie to be set (see above).

Setting name in URL	Setting value	Comment
`visx_debug_win_deal`	Deal ID	-

Example:

`https://www.ehorses.de/oldenburger-stute-1jahr-167-cm-dunkelfuchs-dressurpferd-rhauderfehn/1407806.html?`**`visx_debug_win_deal=YOC78BHHG7tGH88jbz87`**

INTERNAL FEATURE: STAGING MODE

This feature redirects the request from VIS.X production servers to the staging servers. By adding the parameter below, the staging server is called for this request and without an adjustment on the publisher's site. Using the staging server gives us the ability to test new features before releasing them to the broader public.

Setting name in URL	Setting value	Comment
`visx_stage`	No value needed	-

Example:

`https://www.ehorses.de/oldenburger-stute-1jahr-167-cm-dunkelfuchs-dressurpferd-rhauderfehn/1407806.html?`**`visx_stage`**

COMBINING FEATURES

You can combine the aforementioned features by adding parameters to an URL altogether. For brevity, we'll use a simple URL.

Example: see debug information on the staging server

`https://www.publisher.com/article123.html?visx_stage&visx_debug`

Example: Troubleshoot a deal and see debug information

`https://www.publisher.com/article123.html?visx_debug_win_deal=YOC78BHHG7tGH88jbz87&visx_debug`