

PPC traffic source deactivation flow

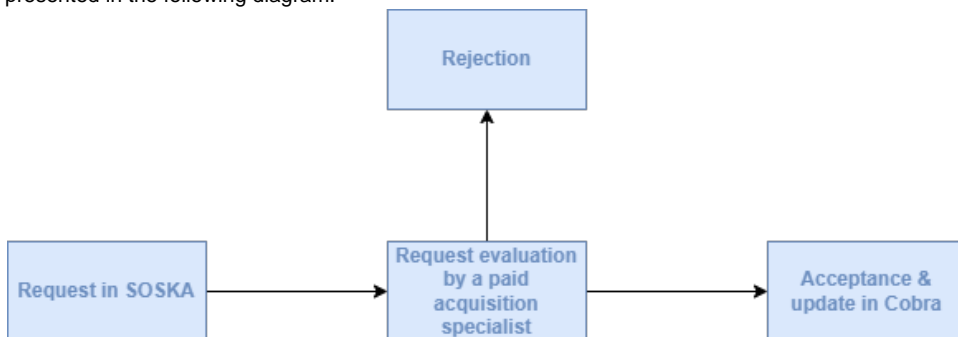
Overview

:jira: Jira tasks

In this article:

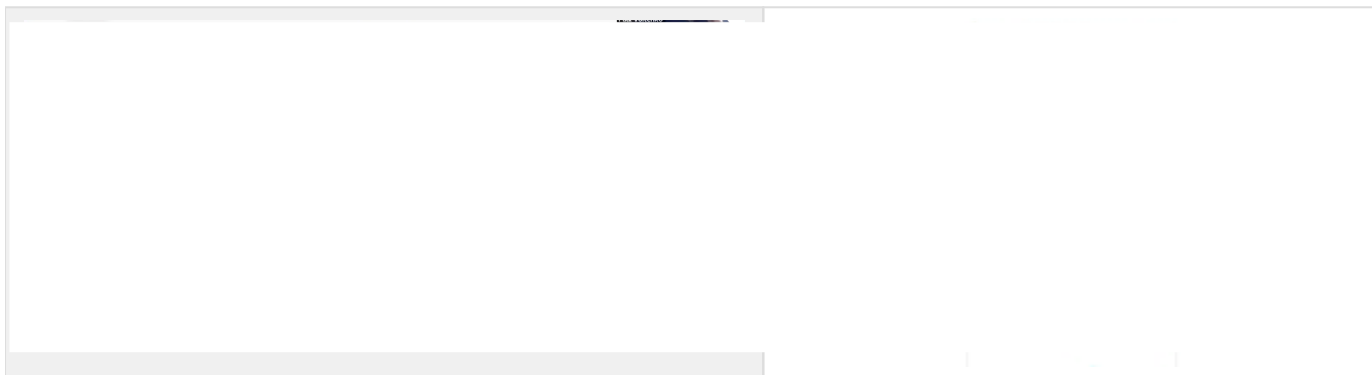
- [Overview](#)
- [Detailed process](#)
- [Cobra configs](#)

This article describes the flow of deactivating a specific PPC channel for clients. The general flow is presented in the following diagram.



Detailed process

1. To request deactivation, a customer success manager first creates a request in [SOSKA](#) by going to a jproject page of a particular client. For example, [sc project/at/414](#).
2. Next, the manager clicks on the "Question" button and selects the "Exclude traffic source" category.



3. Fill in all the required fields with corresponding information and send the request. Once the request has been created, it will be also visible in [Freshdesk](#). A paid acquisition specialist will then be able to follow the link to either reject or approve it.

The screenshot shows the Freshdesk interface with a request for deactivation. The request is titled 'Exclude traffic source' and includes details such as 'Traffic Source: spid', 'Conversion Rate: 36', 'Revenue: 4.58', 'AvgCPA: 11', 'CPA: 1.14', 'Expected Revenue Loss', 'Expected Traffic Loss', and 'Expected Conversion Loss'. A green box highlights the 'To accept or reject this request, follow this link:' text, which points to a URL for accepting or rejecting the request.

Traffic source	Assay revenue	CPR	Assay	Conversions	Conversion Rate
AdWords	15.19	0.58	41	27	66
AdWordsDisplay	0.85	0.48	2	0	0
Direct	5.19	1.02	23	9	39
Google	36.42	0.17	90	52	58
GoogleFor	0.42	0.21	2	2	100
LinkedIn	0.84	0.84	2	1	50
MobileAppPush	0.42	0.42	1	0	0
spid	1.26	0.42	2	2	67

4. On the newly opened page, the paid acquisition specialist should choose the needed option (a comment is required in case of rejection).

Request to deactivate source **cpc4** for AT/414

Stats:

Source revenue: 4.58	⚙
Source cpa: 134	
Source conversion rate: 36.0	⚙
Source aways: 11	
Expected traffic loss: None	
Expected revenue loss: None	
Expected cpa: 0.5	
Expected conversion loss: None	

Decision:

☐ Accept

☒ Reject

Comment:

Submit

5. If the request is rejected, the manager who authored the issue will receive a notification. In case the request is accepted, a notification will be sent out to [a](#) [.com](#), [.com](#), and to the email-address of the responsible Customer Success manager.

Cobra configs

In :cobra: [Cobra](#), the relevant configs can be found in the **features** ; section. The upper levels are project IDs (for example, on the screenshot) and the lower levels are traffic source IDs (for example,).

