PPC traffic source deactivation flow
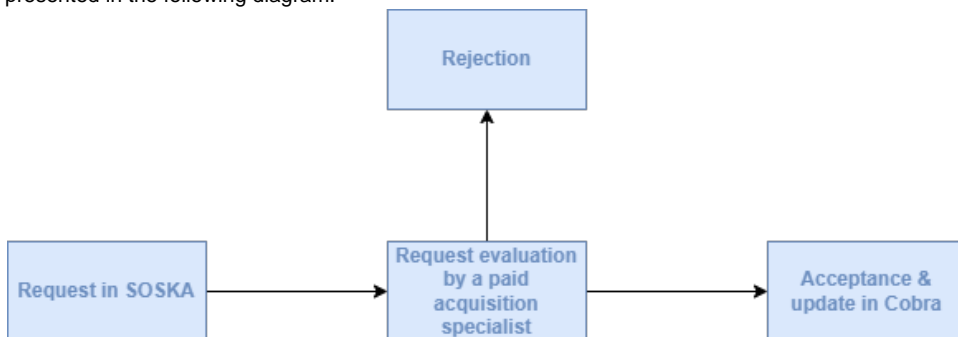
Overview

| :jira: Jira tasks	
	}

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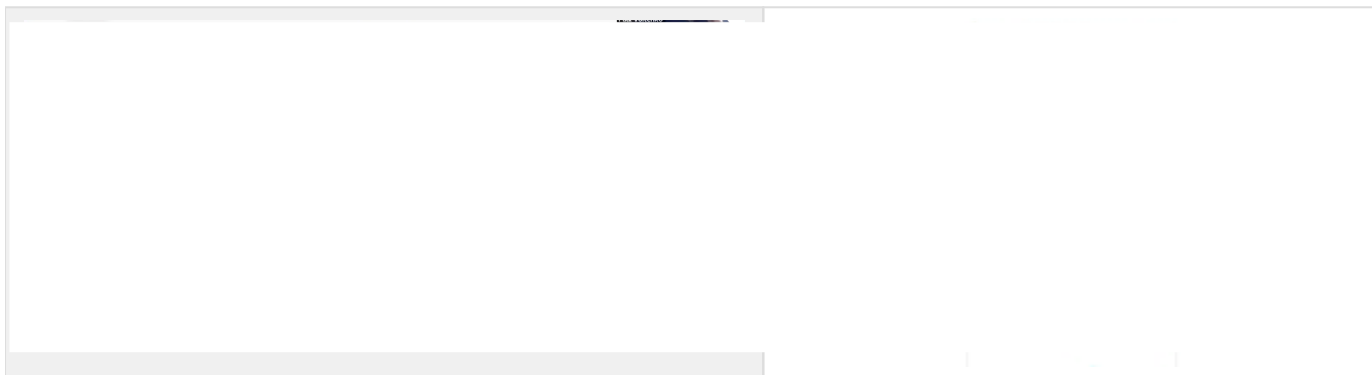
3. Fill in all the required fields with corresponding information and send the request. Once the request has been created, it will be also visible in Freshdesk. A paid acquisition specialist will then be able to follow the link to either reject or approve it.

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

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,   ).