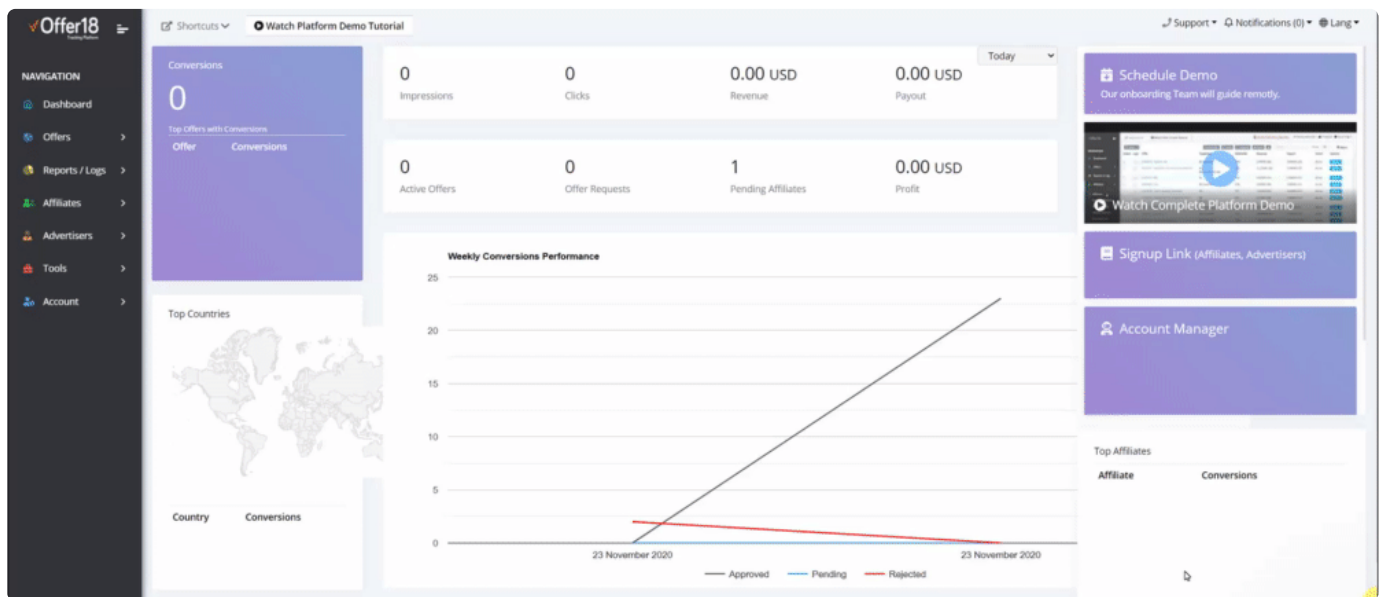Links >

Offer - Capping Rules

⋮

1. Go to **Offers » Offer-Approved**

2. Click on the Offer name to enter in its configuration » Capping Tab.

3. Go to Create Capping Rule

Fields in Capping rule

Field	Description
Rule Name	Capping rule name
Rule Type	• Advertiser Capping • Affiliate Capping

Capping type	- Gross Conversions (Advertiser) - Approved Conversions - Gross Revenue - Approved Revenue - Gross Payout - Approved Payout - Gross Clicks (Advertiser) - Approved Clicks
Period	- Hourly - Daily - Weekly - Monthly
Capping Value	Value of Capping rule In the case of Clicks & Conversions, one count of Clicks & Conversions. In the case of Gross Revenue, Approved Payout, and Approved Payout one needs
Over Capping Action	- Pending Conversions - Accept Conversions - Reject Conversions - Stop Offer - Enable Fallback - Enable Fallback + Approved Convers View More
Capping Timezone	Timezone in which the Capping rule will
Event	By adding Events in this field Event Cap
Affiliate Visibility	Capping rule will be hidden or shown in with this
Enable rule	Capping rule can be enable / disable fro

000000 - Test ⬤ ⚙ Advance Mode

| GENERAL | TARGETING | CREATIVES | AFFILIATES | **CAPPING** | FALLBACK / INTEGRATION | EVENTS / PAYOUT TIER | OTHERS | SECURITY |

╋ Create Capping Rule

Rule Name
[   ]

Rule Type
[Advertiser Capping   ▾]

Capping Type   Period   Capping Value
[Gross Conversions (advertiser) ▾]   [Daily   ▾]   [   ]
Over Capping Action   Capping Timezone
[Pending Conversions   ▾]   ⚪ Enable

Events
[Select   ]

Affiliate Visibility   Notification Email : CC
[Show   ▾]   🔵 Enable Rule   [cc@example.com   ]
                                                                        [🗑 Remove] [❷ Submit]

Click Cap only supported in Period : 1 Day & Hourly, Timezone : UTC, IST.

Over Capping Action

- **Pending Conversions -** Once Capping reaches its limit. Excess conversions will be recorded as Pending status.

- **Accept Conversions -** Conversions will be recorded with Approved status even after Capping hits its limit.

- **Reject Conversions -** Conversions after the Capping limit is over will be recorded as rejected status.

- **Stop Offer -** Stop Offer Action, will pause the Offer once its Capping hits the defined limit.

- **Enable Fallback -** This Action enables the Fallback feature to work after the offer Capping limit is over, and the traffic will be diverted to the Fallback offer or Fallback URL. **(Fallback)**

- **Enable Fallback + Approve Conversions -** This action will redirect traffic to Fallback and If the Advertiser is sending Postback after limit reached then those Conversions will be recorded as approved status.

Previous

←   **Offer - Assign Affiliates**

Next

Offer - Events →

Last modified 4mo ago

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