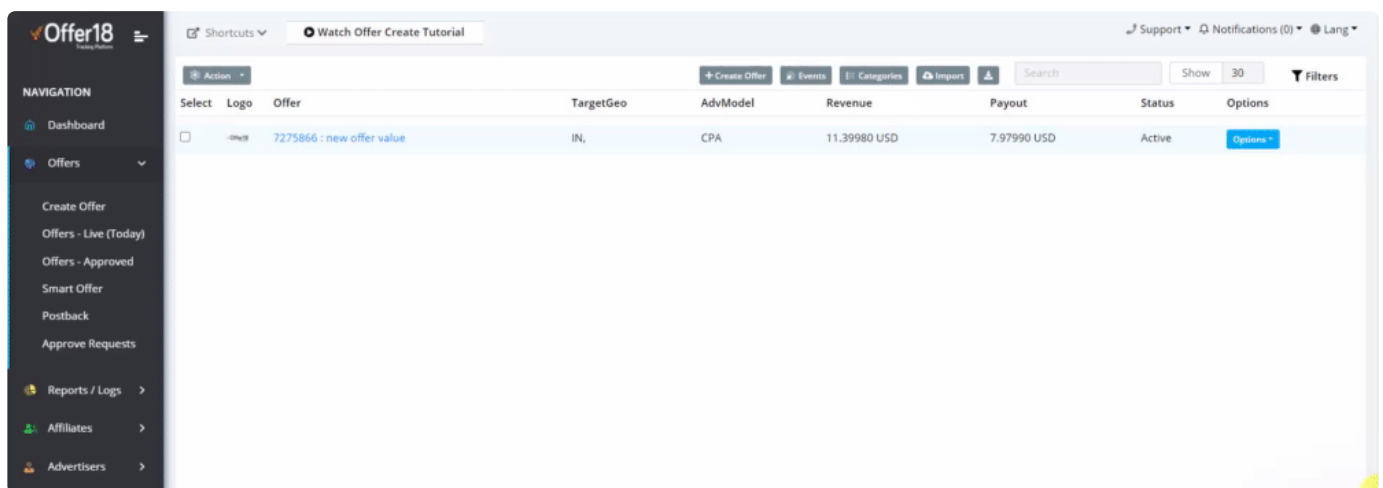**Offer18 Knowledge Base**

Offer - Fallback / JS Integration

1. Go to **Offers » Offer-Approved**

2. Click on the Offer name to enter in its configuration **»** Fallback / Integration Tab.

Fallback in Offer

Fallback helps to redirect the unutilized traffic of the particular campaign which could not be utilized due to various reasons. Fallback is the best way to optimize a campaign's performance and utilize the wasted traffic.

- Out of target clicks
- Blocked clicks
- Restricted traffic

Field	Description
Enable Fallback	Enable / Disable the state of Fallback
Fallback URL	Custom URL on which user wants to c
Fallback Offer	Select already created an Offer on wh to divert traffic
Fallback Offer Reports - Affiliate	Enabling this will show Fallback Offer

HTML / Javascript Tag Integration

In the Fallback / Integration tab, the user has to place the complete code given by the Advertiser in the field - **HTML / Javascript Code.**

Impression

Place Impression URL in the "URL to Replace / Impressions Redirect" field later Impression Tracking URL can be collected.

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