

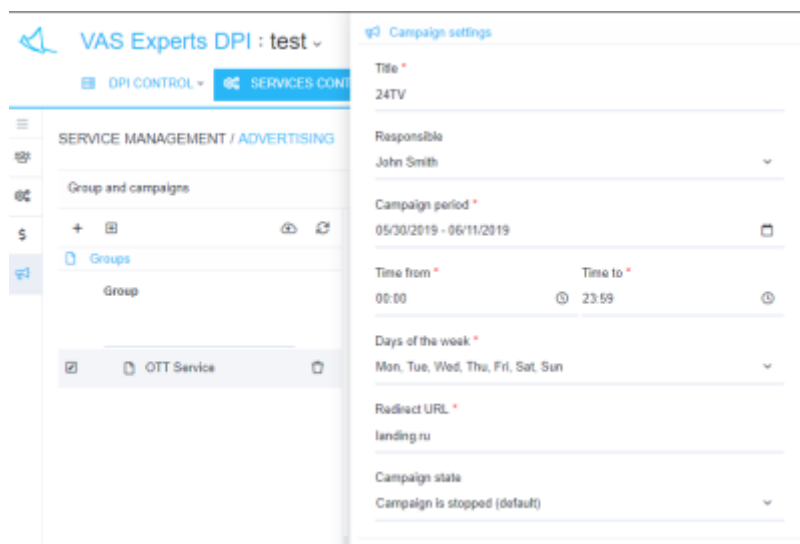
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Communication with a subscriber using a browser

1 Notification of a subscriber about special offers and services via redirect when visiting an HTTP page depending on:

- Location
- Time of day
- Browser
- Subscriber profile



The screenshot displays the 'VAS Experts DPI : test' interface. On the left, a sidebar menu includes 'SERVICE MANAGEMENT / ADVERTISING' and 'Group and campaigns'. The main panel shows 'Campaign settings' with the following fields: 'Title' (24TV), 'Responsible' (John Smith), 'Campaign period' (05/30/2019 - 06/11/2019), 'Time from' (00:00) and 'Time to' (23:59), 'Days of the week' (Mon, Tue, Wed, Thu, Fri, Sat, Sun), 'Redirect URL' (landing.ru), and 'Campaign state' (Campaign is stopped (default)).



More details on dealing with the option are described in the GUI section: [Advertising control](#).

2 Inserting banner ads into HTTP resources in order to monetize traffic:

Stingray Service Gateway provides a service on a turnkey basis using VAS Cloud where the operator can activate the banners downloading from the cloud service. Activating of banners is further carried out through the [Blocking and replacement of the ad](#) option

Banner Options:

- Desktop and mobile
- Interactive windows
- Fullscreen
- Heading

- Native
- Video
- Menu and form filling

Mobile formats



Desktop formats

