

WP Banner Campaigns

Installation & Usage Guide

A practical banner campaign manager for WordPress: create campaigns, add banners, rotate them, and track views/clicks/CTR. Includes embed options for your own site, traffic exchanges, and partner websites.

What's included: Campaign dashboard, inline banner manager, visual previews, statistics (views/clicks/CTR), unique link detection, copy buttons, and persistent resizable admin columns.

Plugin Name	WP Banner Campaigns (Banner Campaign Rotator)
Works With	WordPress 5.8+ (recommended: latest), PHP 7.4+ (recommended: 8.x)
Embeds	Shortcode, Iframe, HTML (traffic exchange), JS Slot Rotator (no iframe)
Tracking	Views (impressions), Clicks, CTR, Unique Links, Duplicate Links

Tip: Keep this PDF on your desktop. It's written for fast copy/paste and daily use.

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1. Installation

You can install the plugin like any normal WordPress plugin. For the cleanest updates, use the “Deactivate → Delete → Upload New ZIP” method. Your campaigns and banners are stored in the database, so updating the plugin files should not remove your data.

Steps:

1. Download the plugin ZIP file to your computer.
2. In WordPress: go to **Plugins** → **Add New** → **Upload Plugin**.
3. Choose the ZIP and click **Install Now**.
4. Click **Activate**.
5. Open the menu item **WP Banner Campaigns** in the left admin sidebar.

Recommended update method: Deactivate the old plugin, delete it, then upload the latest ZIP and activate. This avoids mixed old/new files that can cause odd behavior.

2. Create Your First Campaign

A campaign is a container for banners that share a common size and purpose (example: 468x60 traffic exchange banners, 300x250 sidebar banners, etc.).

To create a campaign:

1. Go to **WP Banner Campaigns** → **Campaigns**.
2. Click **Add New Campaign**.
3. Fill in: **Name**, **Description** (optional), and **Banner Size** (example: 468x60).
4. Click **Save**.

After saving, the campaign appears in the “Existing Campaigns” list with buttons to manage banners and copy embed code.

3. Manage Banners (Add / Edit / Preview)

Each campaign has an inline banner manager. Click **Manage Banners** on the campaign row to expand the panel.

Inside the banner manager you can:

- Choose an existing banner from the campaign-only dropdown.
- Add a new banner (image URL, link URL, description).
- See a live visual preview of the selected banner.
- Save / Update without leaving the campaigns page.

Banner fields

Banner Image URL: direct image URL (JPG/PNG/WebP).

Banner Link URL: the final destination you want visitors to reach.

Description: internal note (optional) to help you identify the banner.

Best practice: Use HTTPS links for both image and destination to avoid mixed-content blocks on secure sites.

4. Stats & Optimization

At the top of the campaigns page you'll see a statistics bar for a quick overview of performance.

- **Total Banners:** number of banners across all campaigns.
- **Total Links:** total banner link entries.
- **Total Unique Links:** unique destinations (helps detect duplicates).
- **Total Views:** impressions (how many times banners were shown).
- **Total Clicks:** total tracked clicks.
- **CTR:** Click Through Rate = (Clicks / Views) × 100.

Use **Unique Links** and **Duplicate Links** to quickly audit your campaigns and remove repeated/obsolete offers.

5. Embed Options

You can display banners using different embed methods depending on where you want to show them.

5.1 Shortcode (on your WordPress site)

The shortcode is available inside the **Manage Banners** panel for each campaign. Paste it into posts/pages, widgets, or builders.

```
[banner_campaign id="1"]
```

5.2 Iframe Embed Code (external sites or isolated rendering)

Iframe embed is easy for external websites and keeps styling isolated. It rotates banners and tracks views/clicks.

```
<iframe src="https://YOURDOMAIN/wp-content/plugins/banner-campaign-rotator/public/embed
```

5.3 HTML Embed (Traffic Exchange / PTC classic format)

Some exchanges require a classic **<a>** format. The plugin provides campaign-level links and a ready HTML snippet. This is best for exchange platforms that fetch a banner image URL and send traffic through a target URL.

5.4 JS Slot Rotator (no iframe, still rotates image + link together)

For partner sites that allow scripts, use the slot rotator. It inserts a normal **<a>** banner into a placeholder and can rotate automatically.

```
<div id="bcr-slot-1"></div>
<script src="https://YOURDOMAIN/wp-content/plugins/banner-campaign-rotator/public/embed
```

Note: If a partner site blocks scripts via CSP, use the iframe embed instead.

6. Traffic Exchange / PTC Instructions

Inside **Manage Banners** you'll find a "Campaign Instructions" block designed for traffic exchanges. It provides the three items most exchanges ask for:

Campaign Image URL	A rotating banner image endpoint (used by exchanges to display the banner).
Campaign Target URL	A tracking redirect URL that sends the visitor to the banner's real destination link.
Campaign Image HTML Code	A ready-to-paste <code><a></code> snippet for platforms that accept HTML.

Because some exchanges fetch the image and handle clicks separately, the plugin uses a campaign target endpoint to ensure the click redirects to the correct banner destination (and tracks the click).

7. Column Widths (Resize & Persist)

You can resize the admin table columns by dragging the right edge of the column headers. Widths are saved per user in WordPress user meta, so they persist after refresh.

Reset: Use the "Reset column widths" button to restore defaults.

8. Troubleshooting

Banners show, but clicks don't redirect correctly: Use the latest plugin version. For traffic exchanges, use the Campaign Target URL / Campaign Image HTML Code from the "Campaign Instructions" section.

Stats not updating / views seem stuck: Caching can interfere. Exclude the plugin embed endpoints from caching, or test in an incognito window. If you use aggressive page caching, ensure the embed URLs are not cached.

Layout looks wrong after update: Hard refresh the wp-admin page (Ctrl+F5) to clear cached CSS/JS. If a minify plugin is active, clear its cache too.

Images not loading on external sites: Confirm the image URL is publicly accessible and uses HTTPS. Some sites block hotlinking; ensure your server allows it.

Tip: If you are testing clicks from the same IP repeatedly, you may see differences depending on your setup. Always test with a fresh browser session or another network to confirm real behavior.

9. FAQ

Q: Will updating the plugin remove my campaigns and banners?

A: No. Campaigns/banners are stored in the database. Updating replaces plugin files only. Always keep a backup as best practice.

Q: What's the best embed for traffic exchanges?

A: Use "Campaign Instructions": Campaign Image URL + Campaign Target URL, or paste the Campaign Image HTML Code if the platform supports it.

Q: Can I use multiple campaigns on the same page?

A: Yes. Use different shortcodes/embeds per location.

Q: Can I rotate banners without iframes on external sites?

A: Yes, use the JS Slot Rotator embed if scripts are allowed on the partner site.

Need help or customizations?

If you need per-campaign reports, geo filtering, scheduling, or advanced licensing (1-site / 10-site / unlimited), these can be added as an optional upgrade.