



Parameter + value filtering

blocking visits that had a specific value of the selected parameter
(and excluding them from reports)

We highly recommend consulting your Parameter + value filtering rule's setup with your Account Manager or Customer Success Team at support@voluum.com, to make sure you're blocking only intended traffic 🤖

BENEFITS & USE CASES

The **Parameter + value** is an extension to the [Traffic filtering](#) option. Allows you to create a filtering rule with Campaign URLs' parameter and its value(s).

This functionality excludes the traffic defined within the filtering rules from accessing your campaigns - visits that fulfill the conditions you set get blocked, analogically as in the IP/UA filtering case. Also, such visits are not counted in your reports to make sure that they won't negatively affect your stats.

USE CASE 1: Blocking fraud visits that are not real visitors/audience, but are not made by known bots (for ex. there is no IP/IP range or UA that connects them, only extremely high cost value).

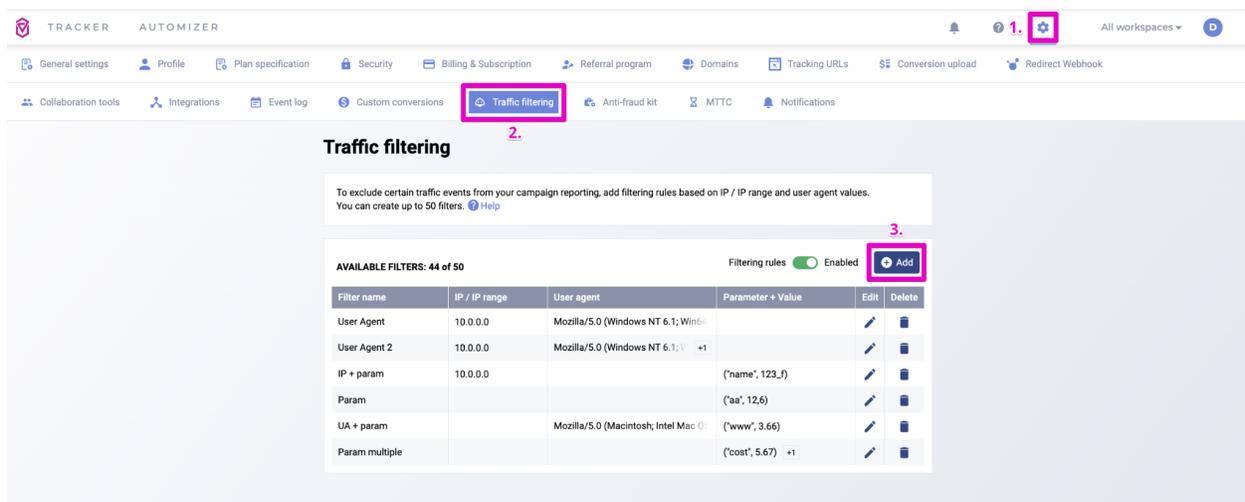
USE CASE 2: For direct publishers, this might be helpful to block the traffic for specific visitors that they want to filter out (and for which they want to block the Campaign URL) based on the data passed in the specified parameter.

INSTRUCTION

HOW TO SET THE PARAMETER + VALUE FILTER?

If this option is already turned on for your account by your Account Manager or Voluum Support team, you will be able to access it in the same tab as IP/IP range and UA filters.

1. Go to Settings by clicking on  icon.
2. Open the Traffic filtering tab.
3. Click the Add button. The New filtering rule pop-up window will show up.



Traffic filtering

To exclude certain traffic events from your campaign reporting, add filtering rules based on IP / IP range and user agent values. You can create up to 50 filters. [Help](#)

AVAILABLE FILTERS: 44 of 50 Filtering rules Enabled + Add

Filter name	IP / IP range	User agent	Parameter + Value	Edit	Delete
User Agent	10.0.0.0	Mozilla/5.0 (Windows NT 6.1; Win64; x64; rv:42.0) Gecko/20100827 Firefox/42.0			
User Agent 2	10.0.0.0	Mozilla/5.0 (Windows NT 6.1; Win64; x64; rv:42.0) Gecko/20100827 Firefox/42.0	+1		
IP + param	10.0.0.0		(name, 123_f)		
Param			(aa, 12,6)		
UA + param		Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7; rv:68.0) Gecko/20100827 Firefox/68.0	(www, 3.66)		
Param multiple			(cost, 5.67) +1		

- a. Provide a unique name for your rule in the Filter name field.

- b. To add a Parameter + value condition, enter a single value per line. Use the following format: *parameter=value*

Example: to block visits that have **2.89** and **2.99** passed under the **cost=** parameter in your campaign URLs, put one parameter + value pair per line:

The screenshot shows a 'New filtering rule' dialog box with the following fields and content:

- Filter name:** My filter (highlighted with a pink box and labeled 'a.')
- IP or IP range:** Type IP / IP range (empty text box)
- User agent:** Type user agent (empty text box)
- Parameter + value:** A list containing two items: 'cost=2.89' and 'cost=2.99' (highlighted with a pink box and labeled 'b.')

At the bottom, there are 'Cancel' and 'Save' buttons. The 'Save' button is highlighted in blue.

IMPORTANT! Please note that filtering is case insensitive, meaning that upper- and lowercase letters are treated the same. If you will set **cost=1.99**, also visits with **Cost=1.99** will get blocked (and the other way around).

CAN I COMBINE PARAMETER + VALUE WITH IP/IP range and/or UA filters?

The answer is yes: you can either fill out one filtering option ex. Parameter + value as a condition in your rule, or set multiple conditions (IP/IP range or UA).

While setting also **IP/IP range** and/or **User agent values** in the filtering rule please refer to [THIS](#) article from our documentation.

IMPORTANT! If you provide values in more than one text field: IP / IP range, User agent, and Parameter+value for one filtering rule, **all values will be applicable separately** meaning that the traffic events will be blocked independently for each IP address (or the IP range), User agent value and Parameter + value pair.

You're not sure if the rule you created/want to create has the correct setup?

No worries, our support team will be happy to help you!

Just ping your Account Manager or send an email to support@voluum.com and our Voluum experts will double-check the setup 🍊