

# What does Adhese record?

Actions and parameters divide the measurement process of Adhese into two categories:

- An **action** is 'something that happens';
- The **parameters** are 'all the information that is collected together with the action'.

## Actions

Adhese measures **actions**. Actions are behaviours a visitor can exhibit, such as the retrieval of a web page, reading an article, watching or clicking on a banner ad, watching a video, playing a game, submitting a form, purchasing a product etc. Every time a user performs a pre-determined action, the clients sends a request to the servers of Adhese.

The most basic action of the ad serving process are **impressions**. This means that a specific format (such as a leaderboard) was loaded onto a specific location (for example the homepage or an article page) of a publication (for instance a newspaper's website). It depends on the chosen implementation method when the counting of an impression takes place. Please refer to [www.github.com/adhese/sdk](http://www.github.com/adhese/sdk) for a complete description of the different implementation methods.

## User actions: beyond impressions and clicks

Adhese enables the tracking of interesting user actions, beyond mere impressions and clicks. Besides, Adhese lets you track multiple actions at the same time – allowing for a full optimization of your advertising experience.

The standardized syntax for an action tracking call enables the insertion of three elements:

- A campaign identifier, for example Volvo2015
- An identifier, like "info request" or "request for demo"
- A free value, such as the value of a purchase

This tracking feature requires a custom setup of your account. [Contact Support](#) if you wish to implement this feature.

Let's have a look at some examples of interesting user actions.

- **Within the ad environment**  
You can, for example, track what behaviour the visitor portrays if Adhese serves a splash ad or interstitial. Does the visitor click outside the ad or does he or she click the close button inside the ad to continue to the webpage?
- **Outside the ad environment**  
Adhese is also able to track events that occur outside the environment of an online advertisement. For example: If someone clicks your ad, Adhese is able to track the visitor and checks whether or not the visitor did purchase a product in response to your advertising. This allows for more accurate attribution models as many events can contribute to an online purchase or lead.

## Viewability

Adhese has a tracker that can be used to measure viewability if (legacy) document.write is used (see [Parameters for templates and Advar templates](#)).

If you use json your own logic can be implemented to measure viewability and then report it to Adhese via the **viewableImpressionCounter** parameter which is available in the json response (see [List of JSON response structure object fields](#)).

## Parameters

A set of **parameters** accompanies every action or request. Parameters offer a greater insight as to *who* is doing *what* and *where*, and *how* these actions are occurring. Parameters include predefined data such as the screen size, browser and operating system, URL and referrer, or custom user data such as age, geographic location and gender.

It is possible to implement any number of custom parameters depending on your needs and possibilities. Refer to Appendix [Request target parameters](#) for a list of readily available parameters. The configuration of your Adhese account determines the available target parameters and their prefixes.

Based on this information, Adhese will build your inventory and create insights for the purpose of matching campaigns to your audience and vice versa.