

Back in *Day 14: Analyzing Your First Campaign Progress*, we talked at length about how you would be able to leverage the data that's being gathered by ThriveTracker in ways that would help you optimize the traffic you buy for your campaign. At the same time, we also hinted that you would be able to have the option to create custom redirect rules for your campaigns based on many different available factors, helping you to only spend money at the right time, in the right places, for the best opportunity at capturing conversions.

Conversions = Profits

You want lots of profits.

One of the best ways to do this is to actually make use of our built-in Geo-Redirect/Bot Filter functionality. This is a feature we introduced early in ThriveTracker's development and it has been a smash hit for our users every since. With this in play, you have the option to dictate your audience using data that's gathered on users when they click into your campaign.

Bots sending clicks through your traffic source and working your budget up? Clear it out in a hurry by using the rule for "Known Bots" or "Known Bot Hosts/ISPs".

Are you seeing that conversion rates for Samsung devices are down in the UK? No problem, just create a redirect rule and leave them out of your campaign funnel going forward.

Outdated Chrome browsers giving your audience issues? You choose where to draw the line in the sand, and the audience never knows the difference.

If the user qualifies for your campaign, they'll enter your campaign funnel and continue forward towards becoming a conversion on your offer. If they don't qualify, based on any one of your redirect rules in place, they'll be redirected to a destination URL of your choice. Just a suggestion, maybe send them to another landing page you have, with the Landing Page Pixel present, and send them through a campaign of yours that you can always depend on.

We've got a blog post you can review, found here:

<http://thrivetracker.com/blog/the-cloaker-bot-filter-add-on-module-for-thrive-now-available/>

We've got support articles with more info, found here:

<https://support.thrivetracker.com/hc/en-us/articles/225107187-Main-differences-between-Cloaker-Bot-Filter-and-Redirection-Rules>

<https://support.thrivetracker.com/hc/en-us/articles/221142148-Using-Cloaker-Bot-Filter-to-Cloak-Approval-Staff-of-Specific-Traffic-Sources>

Oh, and we've got a YouTube video of it in action as well!

<https://www.youtube.com/watch?v=MXF6r4RU9kg>

There's obviously no shortage of info available on the use of this great feature, but if you can't find the answer to your specific inquiry, let us know!



