Integration of Tracking Methods

for Flash Banners
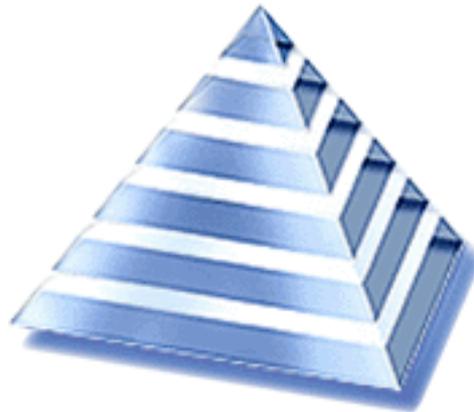
Preliminary Remarks

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Address and contact

ADTECH AG

Robert-Bosch-Str. 32

63303 Dreieich

Germany

Phone: +49 (0) 61 03 - 57 15-0

Fax: +49 (0) 61 03 - 57 15-111

E-Mail: info@adtech.de

URL: http://www.adtech.info/

Management Board: Michael Schultheiss, Dirk Freytag

Registration Office Offenbach/Germany

HRB 34657, VAT IDN: DE192720884

Various tracking methods

Using Flash is one of the best ways to attract attention with banners. Being able to count clicks on flash banners in HELIOS the click through URL should not be hardcoded inside the flash file.

To find out if the click through URL was hardcoded inside the SWF file open it inside a browser locally and click on it. If you are redirected to the targeted URL by then it is not possible to count clicks on these flash banners.

ADTECH offers two solutions for flash-file delivery and click reporting in HELIOS.
This instruction is supposed to help flash programmers to implement a tracking method into a SWF file.

- **Macromedia clickTAG-Parameter**
  (standard use !!!)
  As a member of the Macromedia-Alliance, ADTECH delivers banners with the Macromedia-Parameter **"clickTAG"** to transfer the target URL to all common Browser-Types and to report the clicks.
  The banner can be delivered via an IFRAME or JavaScript TAG. The clicks will be counted and linked as requested. The agency has to provide a complete and functioning banner, including the targets of the link. Subsequent changes at the programming, like a modification of the target-window, are not possible.

- **ADTECH Function "FlashClick();"**
  (only for special use after consultation !!!)
  In order to be even more flexible, ADTECH has created its own function **"FlashClick();"** to call the targeted URL. The banner can only be delivered via a JavaScript TAG. The clicks will be counted and the banners will be linked as requested. Thus, the advertiser is able to control the campaign. Targets, popup-windows and further functions can be changed. Errors might occur and the banner will not lead to the targeted URL if a flash banner with this tracking method is delivered over an IFRAME TAG.

How to proceed?

The first steps are the same at both methods. Convert the appropriate object into one box. Thus, you mark the object and click at the menu item **<Insert>** at **<Convert to Symbol>**. The following Pop-up appears:

Fig. 1: PopUp Symbol Properties

You assign a name and the attribute **<button>** to the symbol. After a click at the OK button, the object will be clearly indicated as a box in the user field **<Instance>**.

Fig. 2: Instance field

You have to assign an action to the selected key icon. As the tracking method may be, the transfer of the parameter or the JavaScript function will be prepared. While clicking at the arrow on the bottom right (**<Edit Actions>**) the new window **<Object Actions>** opens up.

In that activated window double-click at the action **<GetURL>**. Three code lines appear in the right part. Select the upper line by highlighting it. The status of the Mouse-Event can be activated or deactivated while clicking at **<on (press)>**. Highlight this line. The following getURL("") is defaulted. This line has to be completed by some data in the section parameters.

There are differences depending on the tracking-method.

Method 1: The clickTAG-Parameter

(standard use)

Enter the parameter **"clickTAG"** into the field **<URL>**. Pay attention to the upper and lower case!

Besides selecting the URL, you have to tick the box in front of the word **<Expression>**. Enter the appropriate target (e.g. _blank) in the box **<Window>**.
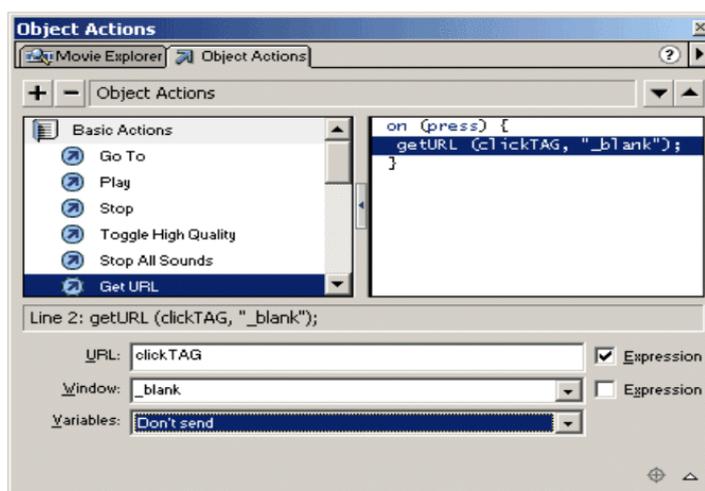
Fig. 3: Object Actions clickTAG Parameter

For a complete booking, the line **<getURL>** has to be identical with the one in the screenshot.

Special remarks regarding Flash MX

-   The case sensitivity in the word clickTAG is of special importance if the flash was created and saved as Flash MX. If the tracking parameter is written differently than "clickTAG" an error will occur when a user clicks on the flash banner.

-   If the clickable area in a flash created with Flash MX is not on the top level, the variable clickTAG additionally needs to be prefixed with _**level0.** like in the following example:
    on (press)
    {
    getURL(_level0.clickTAG, "_blank");
    }

Method 2: The ADTECH Function FlashClick();

(only for special use after consultation)

The command **"javascript:FlashClick();"** has to be entered in the **<URL>**. Pay attention to the upper and lower case. Deactivate the tick in front of the word **<Expression>** (next to the line URL). Do not enter anything in the box **<Window>**.
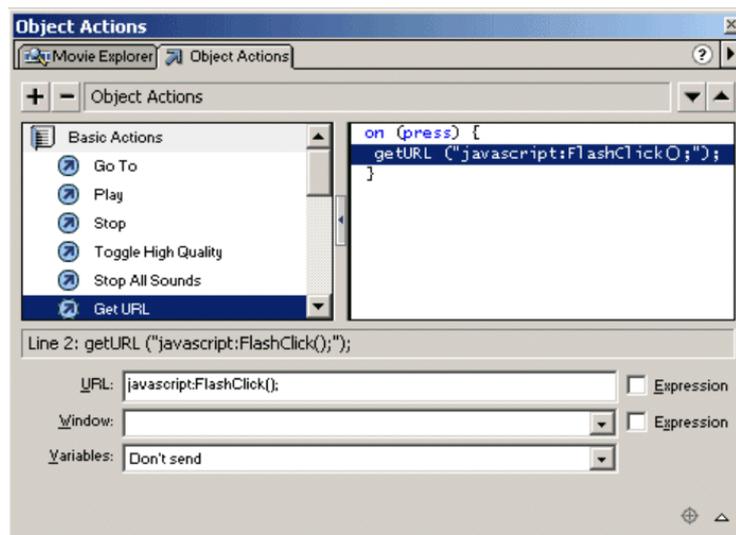
Fig. 4: Object Actions Function FlashClick()

For a complete booking, the line **<getURL>** has to be identical with the one in the screenshot.

Even the slightest error, like leaving out or adding quotation marks could cause problems. For example clicks could no longer be counted.

Using clickTAG in flash banners opening a Microsite

(thus bookable with the help of the BannerWizard)

The creation of a button takes place as described above for the clickTAG (case sensitivity!). As soon as you get to the text field with the following script definitions,
on press{
getURL("");
}
please switch to the professional mode and enter the following code into the pre-set line **getURL("")**

getURL("javascript:window.open(clickTAG,'ms','width=640,height=480,left=0,
screenX=0,top=0,screenY=0');void(0);");
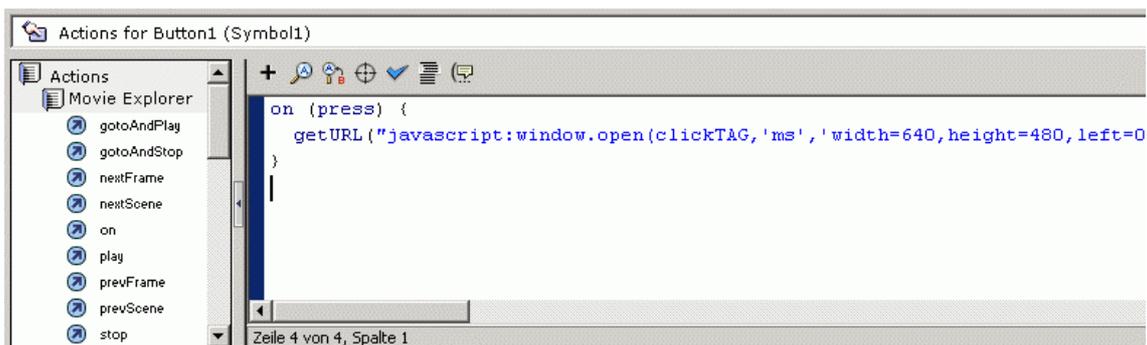
Fig. 5: Defining options for microsite

Please use the definitions for width and height as well as the position. You can also add further attributes such as scroll bar, status bar, etc. if required. The use of void(0);, without any extension is very important. The lack of this parameter may lead to problems with the microsite.

Attention: Again, please do not leave out any inverted commas or other characters. This could lead to the fact that the click-through URL is not working properly or is not counted.

The implementation of the clickTAG as described in this documentation is optimized for the use of the Banner Wizard. If the instructions are not followed and other definitions used, the banner will require its own html file when the standardised booking with the Banner Wizard is not possible.