SSP and Publisher Ad Server

> <u>Creative Studio</u>

Product Updates

Adding the clickTAG via Adobe Edge Tool

2020.12.03

Adding a clickTAG to Adobe Edge Animate banner consists of these steps:

 Include Adform HTML library <u>https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js</u> (<u>https://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js</u>):



2. Open code editor Window > Code. Choose Stage element (or any other element you want to add a clickTAG to) and choose to add 'click' handler:

Code ×		
🗈 Stage	+ Event	A creationComplete
📴 Preloader	Elements	beforeDeletion
	Timeline	compositionReady
		😣 scroll
		🛞 keydown
		🛞 keyup
		🛞 orientationchange
		🛞 resize
		OnError
		🚱 click
		dblclick
		mouseover
		🛞 mousedown
		A mousemove

3. Insert Adform's clickTAG code to the handler:

window.open(
<pre>dhtml.getVar("clickTAG", "http://www.adform.com"),</pre>
dhtml gotVan("landingDagoTangot" " hlank")

5 6

^



More info about Adform HTML banner clickTAGs can be found <u>here (https://www.adformhelp.com/s/article/UUID-8bb7ab75-b4f5-0dbe-391e-769728db2409)</u>.

- When testing the banner locally, after click you will be landed on the fallback value (http://www.adform.com) and when uploaded to Adform, the landing page will be received from the assigned value in the system.
- Only the published part should be uploaded to the system. Usually, that can be found in Edge's project folder: publish/web/