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Google Web Designer

2020.12.03

Google Web Designer is a tool to build HTML5 banners. In order to make such banners compatible with the Adform system, creatives should follow the specifications below.

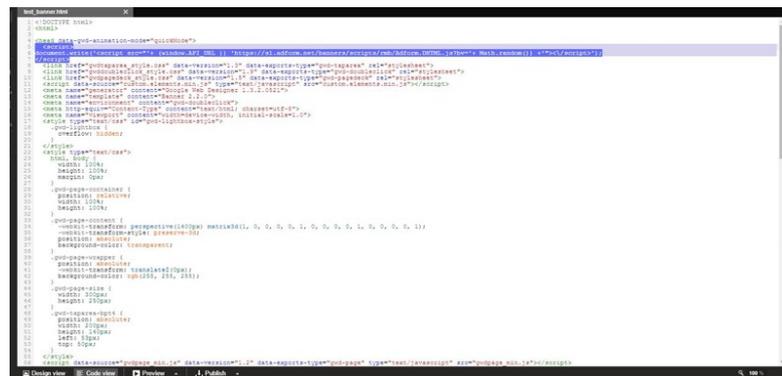
Use Adform's HTML5 Studio to automatically add required scripts and to auto-apply Global ClickTAG. Please make sure to test your banner if this Global ClickTAG solution is working properly, especially on Mobile devices.

i This describes the usage of external non-Adform related systems. Please check the respective documentation for the most up to date information.

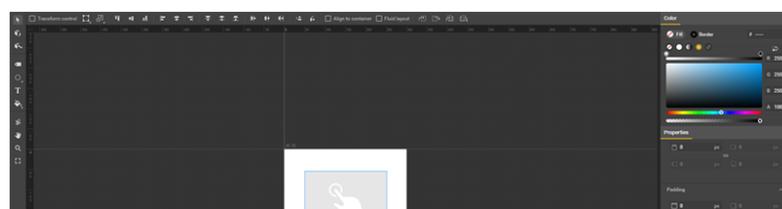
Add clickTAG via Google Web Designer Tool

1. Open Code view and insert the DHTML library to the head section.

```
<script>
document.write('<script src="'+ (window.API_URL || 'http
s://s1.adform.net/banners/scripts/rmb/Adform.DHTML.js?bv
='+ Math.random()) +' "></script>');
</script>
```

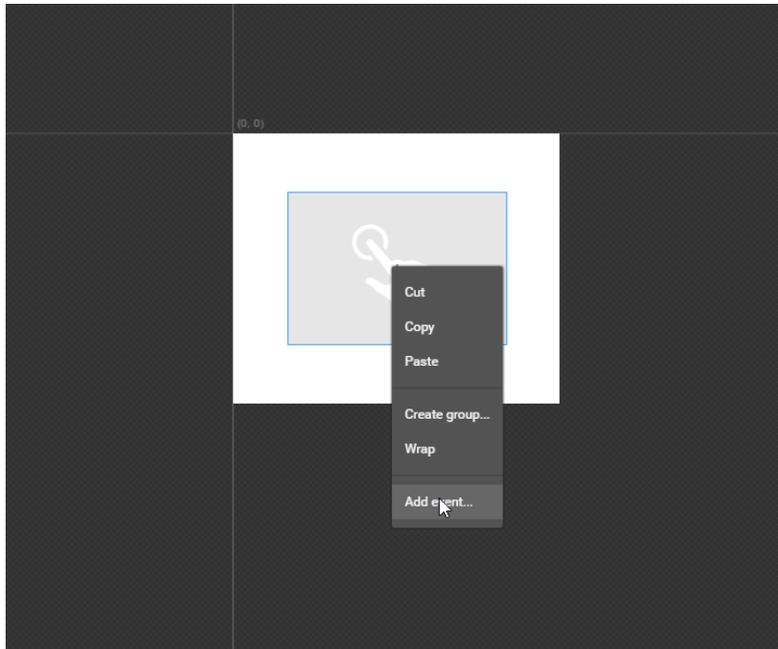


2. Create a tap area from Google Web Designer components.

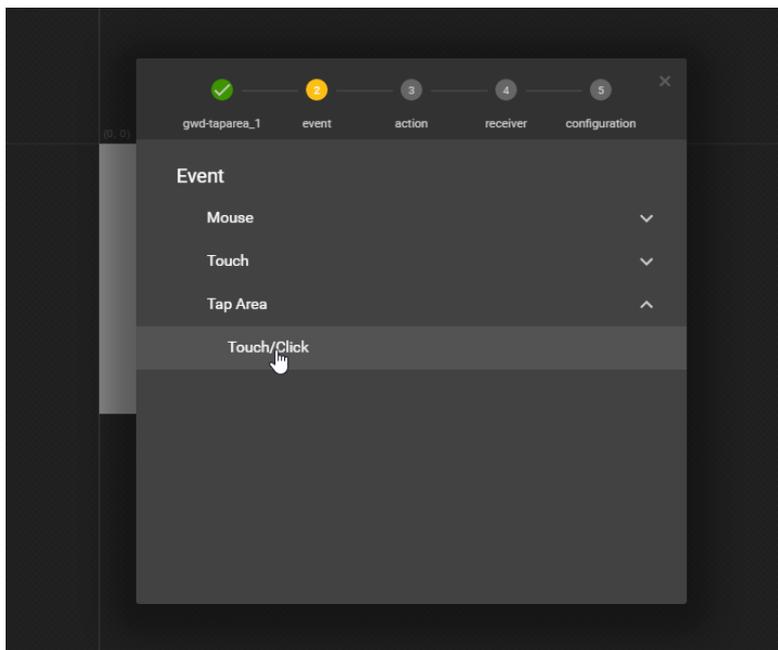




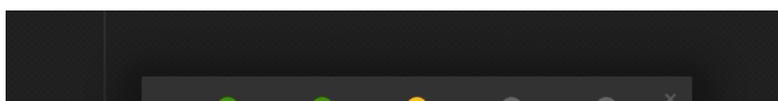
3. Click the right mouse button and select **Add event...**

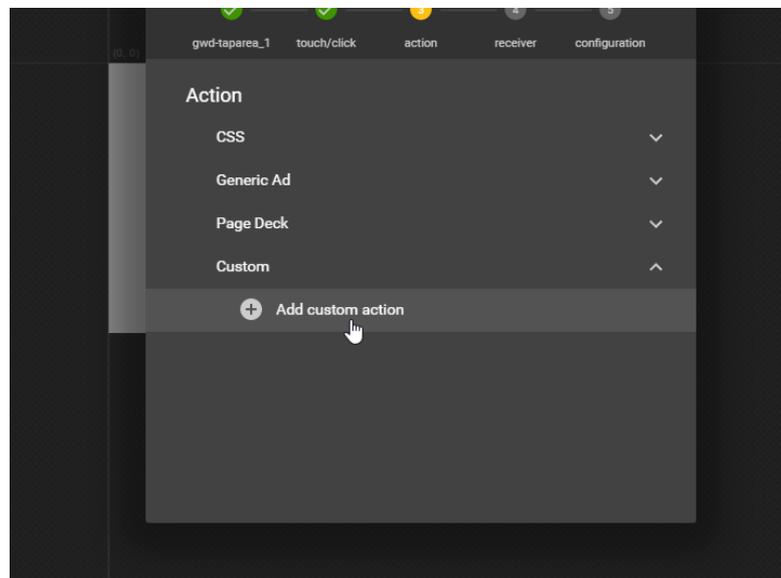


4. Select **Tap Area** and then **Touch/Click**.



5. Choose **Add custom action**.

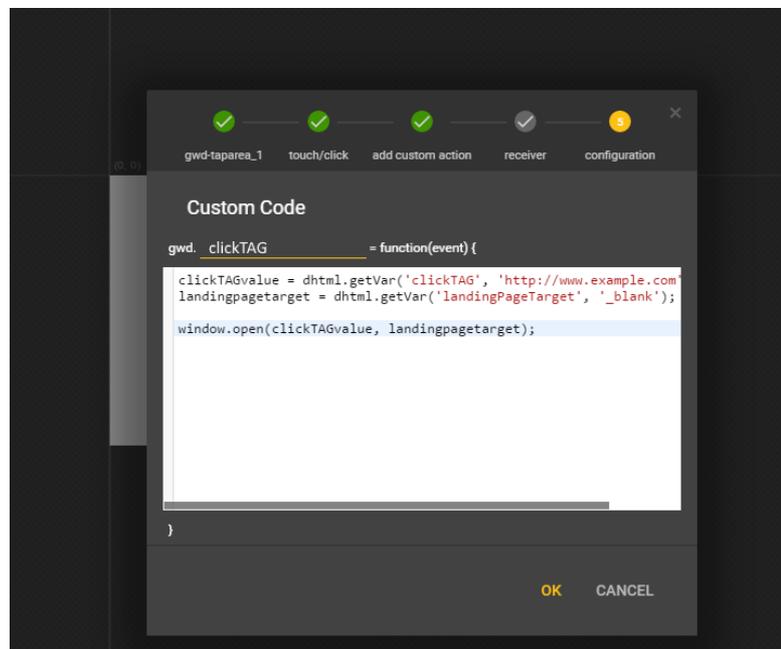




6. Define function name, e.g. "clickTag", and add this code snippet.

```
clickTAGvalue = dhtml.getVar("clickTAG", "http://www.example.com");
landingpagetarget = dhtml.getVar("landingPageTarget", "_blank");

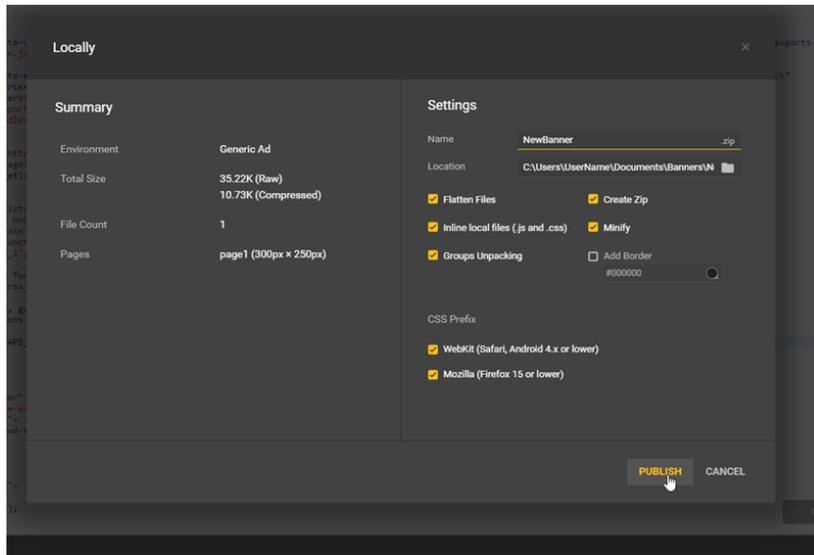
window.open(clickTAGvalue, landingpagetarget);
```



7. Click the Save button and the banner is almost ready to run on Adform! It is missing Adform specific file (manifest.json). (<https://www.adformhelp.com/s/article/UUID-8bb7ab75-b4f5-0dbe-391e-769728db2409>), where banner details are stored.

Test GoogleWebDesigner Banner in Adform Studio

Export the banner using these example settings:



Upload the ZIP file to [Adform Studio](https://studio.adform.com/browse-templates/) and define banner settings (category, type, dimensions, clickTAG).

 Check if it's clickable (both on Desktop and Mobile devices using different OS and browsers), being displayed properly, all the functions are working

When you're done, click the Export button.

Got a question? We're here to answer!

Contact Support

Resources

[Webinars](https://site.adform.com/center/webinars/)
(https://site.adform.com/center/webinars/)

[Podcast](https://site.adform.com/center/effortless-modern-marketing-podcast/)
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