SAS® 360 Match

HTML5 Creatives

Contents

HTML5 Creatives

In SAS® 360 Match you can upload HTML5 creatives that are packaged in ZIP files using the Smart Upload tool. The tool automatically creates a creative from the uploaded ZIP file and preserves the folder structure within the file so that there is no need to manually modify paths or URLs.

Contact SAS Technical Support at support@sas.com to configure the default creative format that is used for HTML5 creatives in Smart Upload.

Trafficking HTML5 Creatives using Smart Upload

In the Smart Upload tool in SAS® 360 Match, specify the advertiser that the creative(s) is assigned to, as well as a name pattern for the creative, such as HTML5.

After uploading the ZIP file, SAS® 360 Match identifies creative content in the file. If the upload is successful, SAS® 360 Match displays the results.

The creative format is automatically selected, as well as the size. The size of the creative can be adjusted if it is incorrect, but your manual specifications might conflict with what is indicated in the HTML file. Enter a click URL, if applicable.

Implementing Click Tracking for HTML5 Creatives

If you want to track clicks for an HTML5 creative within SAS® 360 Match, edit the creative code before uploading the HTML5 zip package. Like traditional third-party click tracking in Flash, HTML5 creatives vary in the way clicks are handled. Most third parties use a `clickTag` variable. This variable is case sensitive. This variable allows the system serving the HTML5 content to pass in a click URL ensuring that the click is counted on the serving and third-party systems.

Because HTML5 creatives are served into IFRAMEs with SAS® 360 Match, a small snippet of code needs to be added to the HTML5 creative source code for the `clickTag` variable to be usable. Typically, the code is added to the HTML file in the ZIP file that contains the creative contents. Once the code snippet has been added, the ZIP file can be repackaged and uploaded.

Use the following steps to add the code snippet to third-party HTML5 creatives:

1. Unzip the ZIP file containing the creative contents, preferably into its own directory.

2. Find the HTML file that contains the main creative source. Edit the file using a text editor.

3. Search for the `<head>` HTML tag. This is normally near the top of the contents. Beneath `<head>`, add the following line of code:

   ```
   <script type="text/javascript" src="//content.aimatch.com/
   parameters/v1/parameters.min.js"></script>
   ```

4. Look for the code that handles the click action. Typically, the destination URL is included in the file, so searching for that URL might help you to find the click handler. This code is most often enclosed between `<script>` and `</script>` tags. Add the following line of code under the opening `<script>` tag:

```
var clickTag = getParameter("clickTag");
```

If there is no `<script>` section, add one with the code above enclosed between `<script>` and `</script>` tags.

5. In the same section, edit the hardcoded click URL or click variable and change it to `clickTag.`

6. Here are some reasons to add a `clickTag`:

   a. A creative uses an anchor tag `<a>` for the click link. In this case, replace the anchor tag with the following line of code:

   ```
   <script>document.write('<a href="' + getParameter('clickTag') +
   '" target="_blank">');</script>
   ```

   Make sure this line replaces the existing `<a href>` statement, and that the content being linked and the closing `</a>` tag are left intact.

   b. A creative uses a button for the click through. In this case, add the function below:

   ```
   <script>
    function gotoPage() {
      var clientlandingpage = getParameter("clickTag");
      window.open(clientlandingpage);
    }
   </script>
   ```

   Then modify the `onclick` attribute of the button in the creative:

   ```
   <button class="mds-button mds-button--secondary mds-button--
   small" type="button" onclick="gotoPage()">Download the Market
   Volatility Kit</button>
   ```

7. Save the HTML file.

8. Recompress the ZIP file.

9. Upload the ZIP file through the Smart Upload tool in SAS® 360 Match.

Ad Creation with Google Web Designer

You can use Google Web Designer to create ads in SAS® 360 Match. Use the same steps that you would take to implement click tracking for HTML5 creatives, with the following changes:

If you do not use the GWD tap area component, skip step 4 through step 6. Instead, insert the following snippet of code:

```
<!--CLICK HANDLING CODE -->
  <script type="text/javascript">
    var clickTag = getParameter("clickTag");
```

```
    (function () {
      var bindClickEvent = function () {
        document.getElementById('exit').addEventListener("click",
        function (e) {
          window.open(clickTag, '_blank');
        });
      };
      if (document.attachEvent) {
        document.attachEvent("onreadystatechange", bindClickEvent);
      } else {
        document.addEventListener("DOMContentLoaded", bindClickEvent);
      }
    }());
  </script>
  <!--END OF CLICK HANDLING CODE -->
```

If you use the GWD tap area component, skip step 6. Instead, in the `gwd-events="handlers"` section, replace the URL and its surrounding quotation marks with `clickTag`.

For example, for the following line in your script:

```
gwd.auto_Gwd_taparea_1Action=function(event){gwd.actions.gwdGenericad.exit("gwd-ad","https://www.example.com",true,"page1")}
```

replace `"https://www.example.com"` with `clickTag`:

```
gwd.auto_Gwd_taparea_1Action=function(event){gwd.actions.gwdGenericad.exit("gwd-ad",clickTag,true,"page1")}
```