

Adform creative tag implementation (updated)

The following article presents the approach how adform tags should be implemented in Eskimi DSP.

1. Usually the tags which you will receive from client will be placed in excel file and looks similar to example below

```
<script language="javascript" src="https://track.adform.net/adfscript/?bn=50747383"></script>
<noscript>
<a href="https://track.adform.net/C/?bn=50747383;C=0" target="_blank">

</a>
</noscript>
```

2. To continue tag implementation, you need to create banner type creative set, then add creative as JS/HTML banner and copy the tag from spreadsheet manually.

- *When copying tags from this spreadsheet, make sure that you click inside the cell and highlight the text that you want to copy. If you select and copy the entire cell, rather than the text within it, some applications may put an extra set of quotation marks (") around the tags, causing them to function incorrectly when they're placed on the publisher's web page.*
- *Don't forget to establish weight and hight for creative in DSP system*

3. Once the code is copied, you need to adjust tag with click macro in order to track clicks in campaign.

3.1 add `;click={click_url}` into the redirect string.

3.2 To ensure proper cache-busting, replace **[timestamp]** with **{CACHEBUSTER}**.

Once all 2 steps completed the tags should look like

```
<script language="javascript"
src="https://track.adform.net/adfscript/?bn=50747383;click={click_url}"></script>
<noscript>
```

```
<a href="https://track.adform.net/C?bn=50747383;C=0" target="_blank">

</a>
</noscript>
```

4. Press save and later you can link this creative to your campaign.

Possible issues and troubleshooting:

According to our experience we noticed that the adform create tags might be created in multiply variations. Unfortunately, sometimes the creatives might be prepared incorrectly, not follow adform requirements. Therefore sometimes you might notice that after you followed the guide of tag adjustment the tag don't track clicks properly. In such cases suggest to client double check how the creatives were created, and if they follow all adform requirements. In that scenario client can refer to adform support team, or refer to official adform documentation:

The documentation of how the creative should be created below:

<https://www.adformhelp.com/s/article/UUID-ba1da05a-285e-ade0-1165-a33481f90b35>

Please also note that there are three important things to be taken into consideration when talking about Adform clicks to work correctly and tracker to fire well:

- Adform DHTML library;
- manifest.json file;
- Click function.

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