Adform Creative Tag Implementation

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">
<img src="https://track.adform.net/adfserve/?bn=50747383;srctype=4;ord=[timestamp]" border="0"
width="300" height="250" alt=""/>
</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">
<img src="https://track.adform.net/adfserve/?bn=50747383;srctype=4;ord={CACHEBUSTER}" border="0"
width="300" height="250" alt=""/>
</a>
</noscript>
```

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

Notes:
The {CLICK_URL} Macro in Adform creative JS tags should be automatically added/updated after uploading saving, but it's good to always re-check and confirm.

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.

Adform Tag Creatives – Eskimi.com Domain Whitelisting

When working with client-supplied Adform tags, please be aware of a recurring issue: **creatives may not render** in our system due to **domain whitelisting restrictions** on the Adform side.

Root Cause:

Adform requires domains to be explicitly whitelisted to allow tag calls and asset serving. If **eskimi.com** is not whitelisted in the client’s Adform settings, the creative might not appear in our preview or live delivery environments.

What to Check / Do:

- If a creative from Adform is not visible after tag upload, **verify if eskimi.com is whitelisted** in Adform.
- Communicate this to the client and request their Adform team to add eskimi.com to the allowed domains list.
- Once confirmed, recheck the creative visibility in the system.

NOTE:

In some cases, clicks may not be collected due to incorrect settings on the client’s side in Adform, rather than an issue with Eskimi DSP implementation.

If we see situations where **0 clicks are recorded in Eskimi DSP**, we recommend reaching out to the client to review and adjust the Adform click tracking setup.

This usually helps resolve the issue and ensure proper click collection.

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