

JavaScript

Information about JavaScript creatives

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JavaScript Creatives (HTML5)

HTML5 - a banner type of creatives, that created using JavaScript, HTML, and CSS. They can include images, animations, videos, or any combination of these elements. The creatives can support a variety of engagements: taps, shakes, clicks, etc.

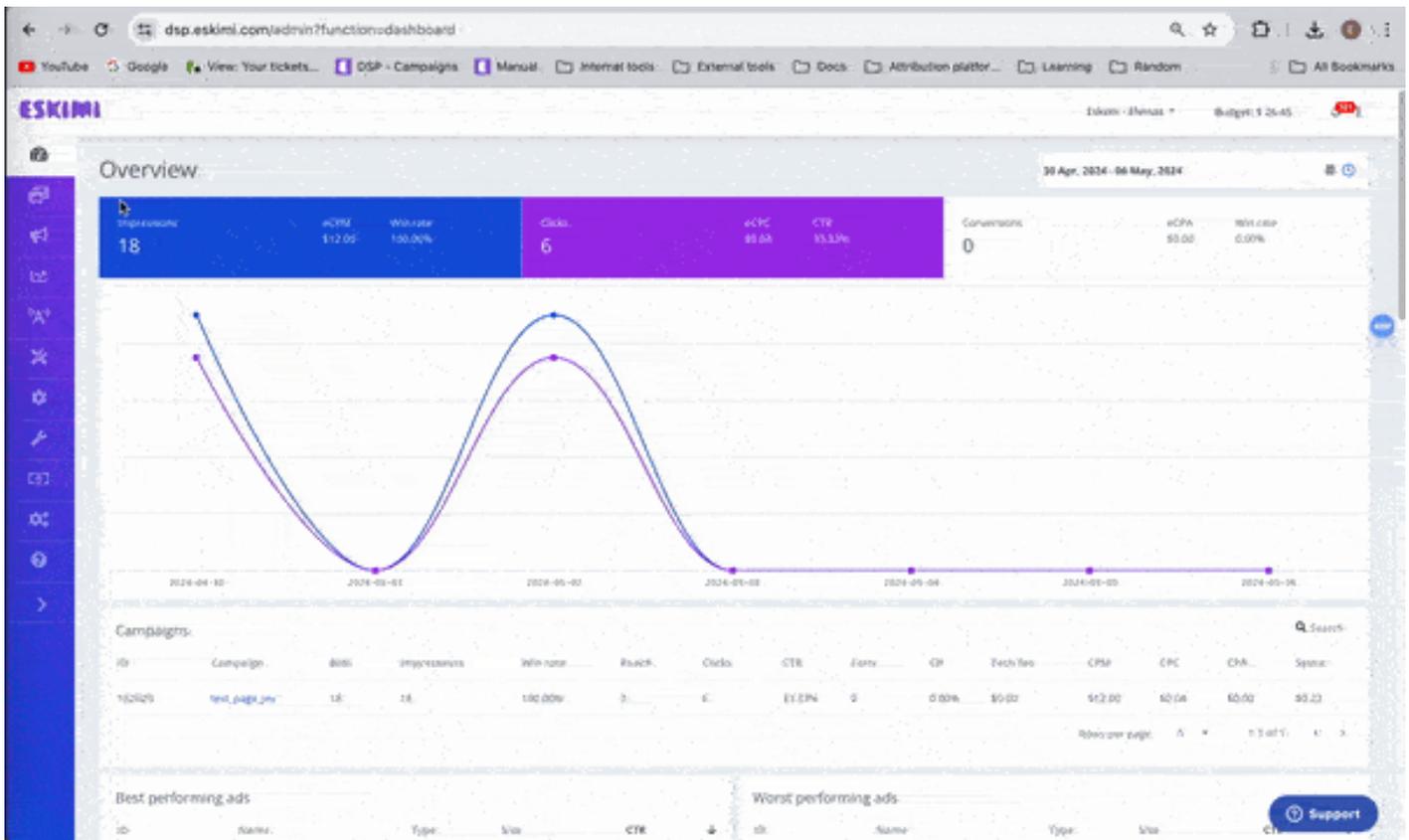
HTML5 (js) creative requirements:

- Creative must be **full SSL compliant** (all requests from https). The landing page also https
- HTML file must be called as **index.html**
- HTML5 creative **must have ClickTag macros**, one of {CLICK_URL}, {CLICK_URL_ENC}, {CLICK_URL_ASYNC}. Click tag has to be inserted in the main RM creative file (if it's HTML5 - index.html file; if it's a JavaScript tag - main JS tag).
- All creatives must open the landing page (click URL) in a new tab/window. The target window for the click-through URL must be set to "**_blank**" so the click-through will open in a new window. Do not leave the target statement undeclared.
- Ads must remain static after **30 seconds**.
- Creatives may not exceed a **150K initial load**. The total download cannot exceed 5MB.
- HTML5 creative code has to be valid and pass validator - <https://validator.w3.org>. Also no errors in the browser console.

For Google Web Designer or GWD requirements. Please read this article: [Google Web Designer banner creation](#).

HTML5 (js) creative uploading process:

Step 1: Log in to your DSP account, go to Creative Sets



Step 2: On the new page click "Add creative set"

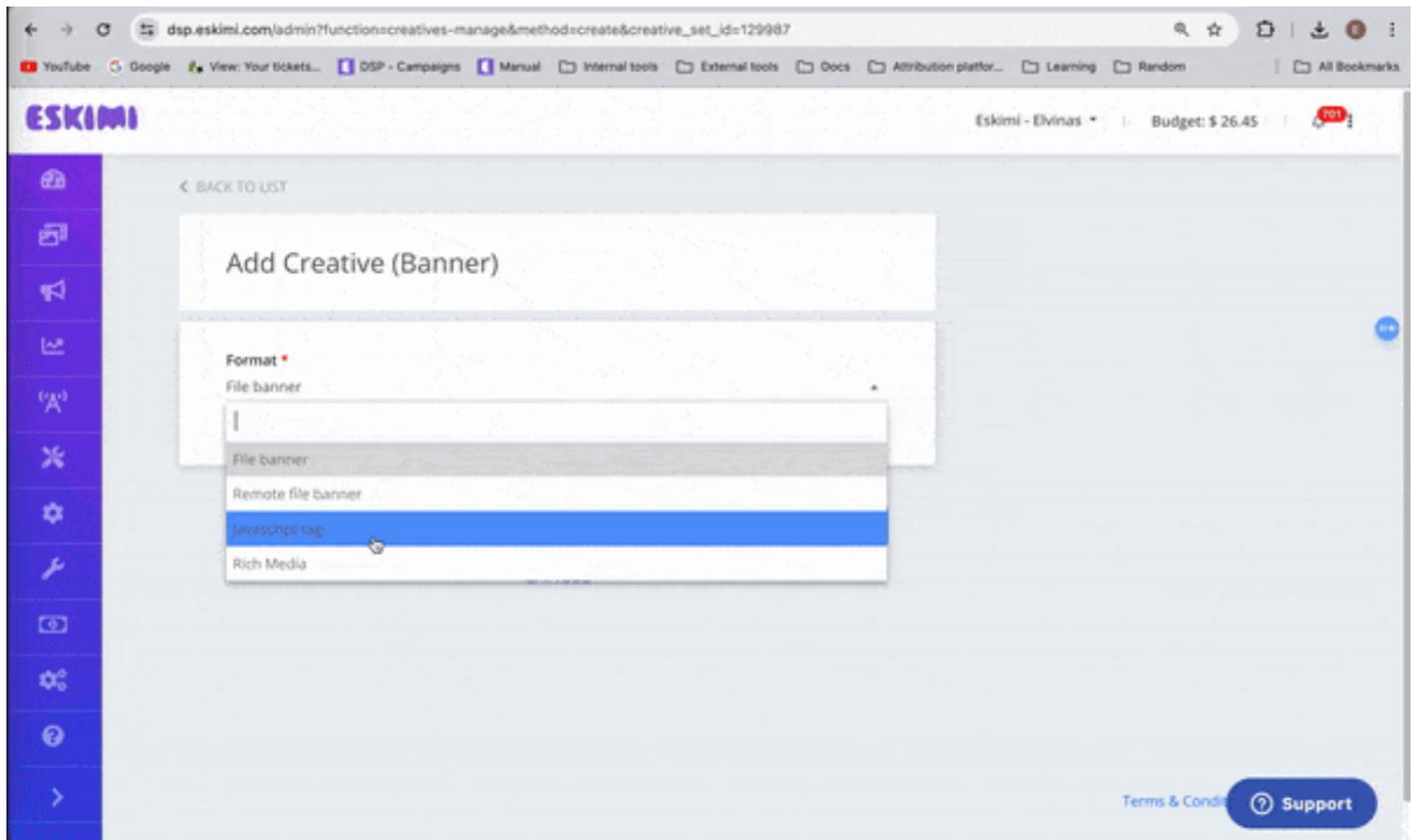
Step 3: On the next page indicate the creative sets Title and select the Banner format.

The screenshot shows the 'Creative sets / Creatives' page in the ESKIMI dashboard. The page title is 'Creative sets / Creatives'. There is a search bar and a filter dropdown. A prominent blue button labeled 'Add creative set' is visible in the top right. Below the filter, there is a table listing creative sets:

Title	Creative format	Creative count	Status	Created at	
test	Banner	0	Active	2024-05-06 16:16:36	
test	Banner	0	Active	2024-05-06 16:14:30	
test	Banner	1	Active	2024-05-06 15:56:15	
test	Banner	1	Active	2024-05-06 15:48:05	
test	Banner	0	Active	2024-05-06 15:12:28	
test	Banner	2	Active	2024-05-06 15:09:08	
Spin2win	Banner	9	Active	2024-04-29 13:18:00	
	Banner	25	Active	2024-04-29 12:58:28	

A 'Support' button is located in the bottom right corner of the page.

Step 4: Then select Javascript tag format and click "Continue".



Step 5: You will see 2 ways to upload the creatives.

1. **Direct JS tag upload** - For this method you just need to enter the size of the creative and PASTE the JS code in the code block.

Floating ad support

Tag is floating ad

Minify tag

Width *

300

Height

Height *

50

Upload zip

Choose files

JavaScript tag *

+ Insert macro

```
1 <!DOCTYPE html>
2 <!--
3   NOTES:
4     1. All tokens are represented by '$' sign in the template.
5     2. You can write your code only wherever mentioned.
6     3. All occurrences of existing tokens will be replaced by their
7       appropriate values.
8     4. Blank lines will be removed automatically.
9     5. Remove unnecessary comments before creating your template.
10 --><html>
11 <head><base href="https://dsp-media.eskimi.com/upload/rm/upload
12   /6638c86ef1b49/Fenikss_S 300x50/" target="_blank"><meta http-equiv
13   ="Content-Type" content="text/html; charset=UTF-8">
14   <meta name="ad.size" content="width=300,height=50">
15   <script type="text/javascript">
16     var clickTag = "https://www.feniksscasino.lv/lv";
17     &acirc;&#128;&#139;</script>
18   <meta charset="UTF-8">
19   <meta name="authoring-tool" content="Adobe_Animate_CC">
20   <title>Fenikss_S 300x50</title>
21   <!-- write your code here -->
22   <script src="https://code.createjs.com/1.0.0/createjs.min.js"></script>
23   <script src="https://dsp-media.eskimi.com/upload/rm/upload
24     /6638c86ef1b49/Fenikss_S%20300x50/Fenikss_S%20300x50.js"></script>
25 </head><body></body></html>
```

2. **Click on Mass File Upload** (used for single creative uploads as well) -> click on Choose File -> select creatives you want to upload. The creatives size will be detected automatically if it's visible in the index.html file.

SafeFrame support

Enable SafeFrame

Floating ad support

Tag is floating ad

Minify tag

JS tag upload

Mass file upload

Upload zip

Choose files



1 Fenikss_S 300x50.zip

Width *
300

Height *
50



JavaScript Creatives (HTML5)

Requirements

- Creative must be **full SSL compliant** (all requests from https). The landing page also **https**.
- RM creative main **index.html** file has to have a campaign **landing page URL** (click URL):
- RM creative **must have ClickTag macros**, one of {CLICK_URL}, {CLICK_URL_ENC}, {CLICK_URL_ASYNC}.
- Click tag has to be inserted in the main RM creative file (if it's HTML5 - index.html file; if it's a JavaScript tag - main JS tag).
- Recommended RM banner sizes: **300x250px** and **320x480px**.
- All creatives must open the landing page (click URL) in a new tab/window. The target window for the click-through URL must be set to "**_blank**" so the click-through will open in a new window. Do not leave the target statement undeclared.
- Ads must remain static after **30 seconds**.
- Creatives may not exceed a **150Kb initial load**. The total download cannot exceed 5MB.
- Rich Media creative code has to be valid and pass validator - <https://validator.w3.org>. Also no errors in the browser console.
- For Google Web Designer or GWD requirements. Please read this article: [Google Web Designer banner creation](#).

Notes:

- JavaScript (JS) creatives supported only if created with: Google tools (GWD, GCM, etc.) and Sizmek.
- We are using our own DSP/RTB platform to serve ads. We don't use any third-party ad server (i.e. DFP).
- Tags must be sent on a plain text file. No copy-paste from email, spreadsheet files, etc.

Alcohol creatives:

All creatives related to alcohol has to have:

- Text: DRINK RESPONSIBLY

- This icon set:  type unknown

Text and icons size should be adapted by creative size, but it should be visible and readable without zoom.

JavaScript Creatives (HTML5) Validation

What is creative validation?

Creative validation is a process where the system cleans up the creative code or/and provides errors which should be fixed. Creative validation is crucial for a successful digital advertising campaign. Nobody wants to run broken, unclickable ads, right? This is why at Eskimi, we create a system which automatically validates creative quality.

The primary benefits of creative validation and clean-up are:

1. Saving time of the advertisers as the creative code is cleaned from irrelevant lines.
 2. Faster troubleshooting as the system provides errors instantly which needs to be fixed.
-

Creative code cleanup

There are three ways how HTML creatives can be added to Eskimi dashboard:

1. Uploaded as .zip file;
2. Pasted into the JavaScript tag area;
3. Written manually into the JavaScript tag area;

Title *

Creative test

SafeFrame support

Enable SafeFrame

Floating ad support

Tag is floating ad

Width *

300



Height *

250



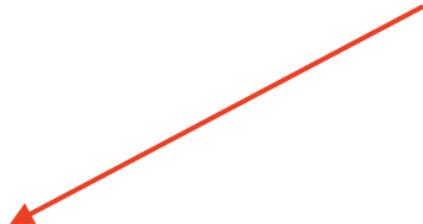
Upload zip

Choose files



Minify tag

JavaScript tag *  Insert macro



```
1 <!DOCTYPE html>
2 <!--
3     NOTES:
4     1. All tokens are represented by '$' sign in the template.
5     2. You can write your code only wherever mentioned.
6     3. All occurrences of existing tokens will be replaced by their
       appropriate values.
7     4. Blank lines will be removed automatically.
8     5. Remove unnecessary comments before creating your template.
9 -->
10 <!-- DCM Standard GDN AdSense Adwords with polite load -->
```

When the HTML is uploaded/pasted the system automatically (do additional steps are required) will clean up the creative code from irrelevant lines. The clean-up happens for:

1. System deletes comments that contain “http:” or “https:” substring.
2. System deletes empty lines if there are more than one empty line.
3. System deletes html codes `%0D%0` (end of line).

Fixing broken creatives

Naturally we don't want to serve broken creatives. To avoid broken creatives to see the day light the system updates the creative code automatically and fixes possible errors. There are few distics changes that the system does:

1. If you upload code from .zip or paste something into editor, the system will change the “a” tag to `` without breaking canvas.
2. If you upload code from zip or paste something into editor, the system will add `` only once.

Error bars

Error bars a great way to troubleshoot the problems faster. There are few ways how Eskimi indicates errors. Here are the main error indication types that allow advertisers to focus on their creative fixes faster:

1. Backend errors - these are errors that are crucial and won't allow to save the creative. These errors are marked in red.

The screenshot shows a user interface for creating a banner. At the top left, there is a link labeled '< BACK TO LIST'. Below this, a red error bar contains the text: '✖ Error(s): please fix the following issues:'. Underneath the error bar, a yellow box lists the error: '▪ No JS tag'. The main content area is titled 'Add Creative (Banner)'. Below the title, there is a form field for 'Title *' with the text 'Creative test' entered.

2. Frontend errors - indicates where the issue appeared. These errors appear instantly when the creative is uploaded/pasted. If the creative was created in the UI then the errors will appear when the advertiser will click save. These errors are marked in yellow. These errors will be visible even when creative is saved and during further revision until the errors are fixed.

⚠ Error(s): recommended to correct the following issues:

- Line: 107, Unexpected end tag (script). Ignored.
- Line: 178, Unexpected character after attribute value.
- Line: 179, Invalid character in attribute name.
- Line: 179, Unexpected start tag (a) implies end tag (a).
- Line: 179, End tag (a) violates step 1, paragraph 3 of the adoption agency algorithm.
- Line: 179, Unexpected end tag (canvas). Ignored.
- Line: 185, End tag (a) violates step 1, paragraph 1 of the adoption agency algorithm.
- Line: 185, Unexpected end tag (a). Ignored.

Editing Creative (Banner)

Title *

Creative test

3. Errors in the tag indicate specific issue that needs to be fixed. It is a continuation of previously mentioned yellow error bars. These errors appear automatically and instantly when the creative is uploaded or pasted.

JavaScript tag * + Insert macro

```
170     }
171   }
172 }
173   </script>
174 </head>
175 <body onload="load(scripts);init();" style="margin:0px;">
176 <a href="{CLICK_URL}" target="_blank">
177
178   <div id="animation_container" style="background-color:rgba(244, 244,
244, 1.00); width:300px; height:250px">
179     <a href="javascript:window.open(window.clickTag = '{click_url}'>
180       <canvas id="canvas" width="300" height="250" style="position:
181         44,
182       </div>
183     </a>
184   </div>
185
186 </a>
187 </body>
188 </html>
```

Invalid character in attribute name.
Unexpected start tag (a) implies end tag (a).
End tag (a) violates step 1, paragraph 3 of the adoption agency algorithm.
Unexpected end tag (canvas). Ignored.

In conclusion

Eskimi provides valuable information for non-technical people how the creatives should be fixed. The only steps are to reach out to your technical team so they would help you fix the errors. Eskimi strongly recommends to fix all the mention errors to reach the maximum quality during digital advertising.