# Creatives

Once a new booking has been saved, you can upload a creative. A **creative** is the visual element of an advertising campaign that is displayed to visitors on your platform.

# Upload a creative

You can upload different kinds of creatives in Adhese. Adhese supports the following format types:

- Image files (JPG, GIF, or PNG)
- HTML5 files
- Video files (MP4 and FLV)
- Audio files (MP3 and MPEG)
- Text
- Third-party JavaScript tags.

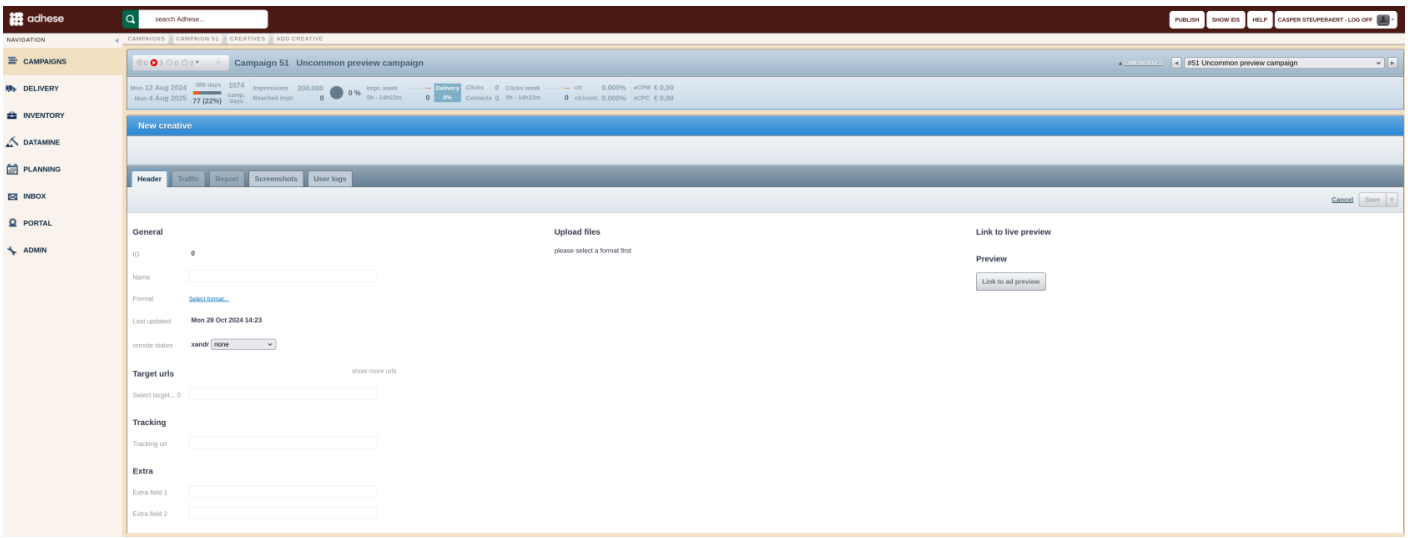
In addition, Adhese has developed its own format, *Advar*, to simplify the creation of complex creatives. Advar templates can be customised to take various forms, including video advertising formats, text ads, or content.

> It depends on the client which fields are compulsory to complete. To save a creative, you must select a format. If a mandatory field is left blank, the creative can still be saved, but the mandatory fields will be set to their default values.

# Add an HTML5 creative

To add an HTML5 creative:

1. Go to the *Campaign* overview, click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to upload an HTML5 creative.
3. Click the *Creatives* tab. The *Creative* overview opens. The *Creative* overview lists all creatives t uploaded for the selected campaign.
4. Click the *Add HTML5* button. The *New creative* screen opens.




Specify the details of the creative under the following headings:

# General

- The **ID** is automatically generated by Adhese after the creative is saved.
- Give the creative a meaningful and clear name in the **Name** field. A distinct name will make it easier to recognise the creative in the next step when it is attached to a booking.
- In the **Format** field, click the *Select format* link. This opens the *List of formats* modal window. Select the appropriate format with the correct dimensions from the list and click on the *Save* button.
- The **Last updated** field indicates the most recent update of the creative.

# Target URLs

- In the **Select target** field, determine the target URL or the URL of the landing page. Click the *show more URLs* link to add multiple target URLs to the creative.

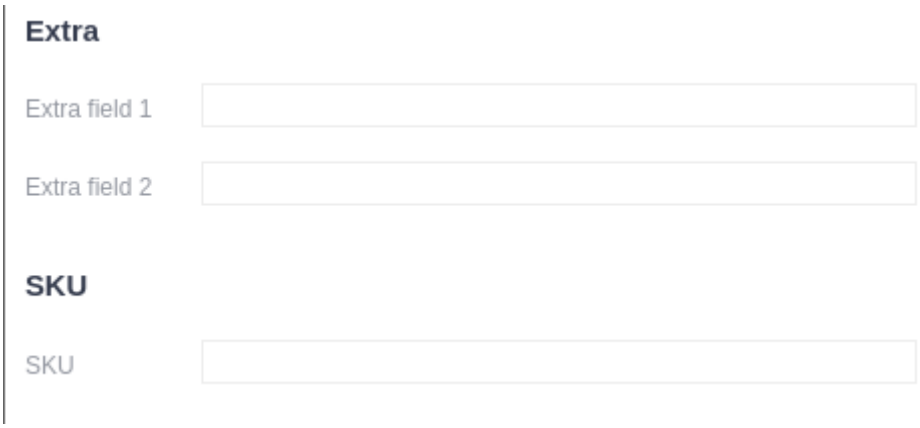
> You may omit **http://** from the target URL, as Adhese will automatically add it. If the target URL is over a secure connection, you must add **https://** to it.

# Tracking

- Adhese monitors every campaign, booking, and creative, and reports are available in the interface. It is also possible to let a third party monitor a creative. The client needs to

provide a tracking URL, which is inserted in the **Tracking URL** field. For more information about the tracking URL, refer to Third-party tracking.

# Extra




- The **Extra field 1** and **2** input fields are custom input fields depending on the chosen format and template. These fields are used to add extra functions, such as changing the background colour of a wallpaper ad.

# SKU

- Creative managers can associate one or more product IDs (such as SKUs or company-specific identifiers that refer to an article) with a specific creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data. The SKU field functionality is account-specific.

> No input validation has been implemented for this field. It is the user's responsibility to ensure that the IDs entered are accurate and correspond to the data required for ROAS calculations.

# Upload files

> A format needs to be selected before you can upload an HTML5 creative.

To upload an HTML5 creative, click the *Main file* button. You need to choose a correct .zip HTML5 creative file. For details, see the *HTML5 Creative file* section below.

While uploading a .zip file, Adhese verifies various potential issues, including file size and proper implementation of the clickTag.

If there is an issue, the .zip file is not uploaded and Adhese gives an error message.

If you are convinced that an error notification is not justified, you can disregard it by simply checking the *Ignore errors (only for me)* box under the *Alternative creative* section and upload the file again.

Next to the .zip file, you can upload up to five additional files. This enables you to upload HTML5 creatives with additional material, such as a wallpaper.

> Please note that if you do not provide a clickTag and select *Ignore errors (only for me)*, Adhese will not track your Clicks.

Click the *Save* button after the .zip file is uploaded.

# HTML5 Creative file

The HTML5 creative file is a .zip file that defines the creative or advertisement. You can either receive such a .zip file from the advertiser or prepare it yourself.

To create it by yourself, make sure:

- The .zip file contains at least an *index.htm* or *index.html* file or another unique .htm or .html file. This file will be used as the starting point for the HTML5 ad.
  Ensure that the filename only contains alphanumeric characters, dots, and underscores. Other characters may cause issues when Adhese processes the file.!
- The main .html file contains a clickTag. Adhese relies on it to track clicks correctly.
- The main .html file relatively refers to all code and assets. This means that all links in the HTML5 creative, such as the link to an image within the ad, need to use a relative path, for example,*./graphics/ad-image.png* or `<img src="/graphics/ad-image.png">`. This enables the ad to be self-contained and, therefore, to run independently or to render without a network connection. External libraries and web fonts are exceptions to this guideline.

Some additional guidelines:

- There are no specific rules for the folder structure inside the .zip file. You can organise all files in different subfolders or within the root folder.
- The number of files should be kept to a minimum because each different file results in a single request that affects the web page's performance where the ad is being loaded.

> All links in the HTML5 creative, such as the link to an image within the ad, must use arelative path, e.g. */graphics/ad-image.png* or *img src="/graphics/ad-image.png*". This enables the advertisement to run independently. External libraries and web fonts are exceptions to this guideline.

> The use of Adhese macros, such as *[adheseReplace:xx]* or *<ADHESE_X>*, from within the HTML5 file is not possible. An Adhese value will not replace these macros.

# clickTag

To let Adhese measure the clicks of the banner, some extra work is required:

1. We require a **JavaScript variable** to be present in the code. This variable has to be named *clickTag* in order to be picked up.
   The value of the clickTag variable needs to be a string literal within single quotes:
   **Example**

```
<a id="clickThroughBtn" target='_new' href="">Register click</a>

<script>
  var clickTag = '';
  document.querySelector('#clickThroughBtn').href = clickTag;
</script> ...
```

> The HTML code above is only an example of how to use the clickTag variable. **Simply copying and pasting this code into your file will not suffice!** The clickTag variable needs to be integrated into the already existing click logic.

3. Place this variable in the **main HTML** file. This is the only file that will be parsed. 4. The Adhese UI will provide the landing page URL. Once the banner is uploaded, this URL, together with our click tracker, will be assigned to the clickTag variable.

> Make sure to make use of this variable when implementing the click-through logic!

Some banners make use of **more than one landing page**. We allow the implementation of up to nine different landing page URLs, each with its own click tracker. To utilise this option, define multiple clickTag variables as follows:

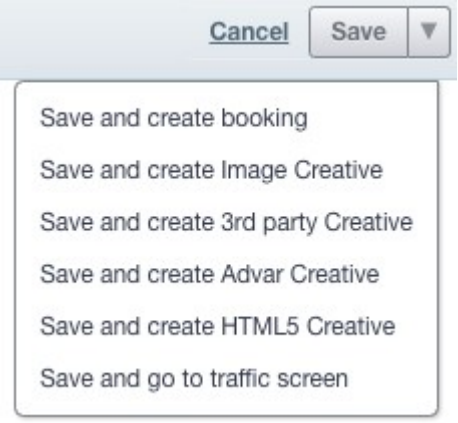
```
...
   var clickTag = '';
   var clickTag2 = '';
   var clickTag3 = '';
...
```

All clicks will be counted collectively to calculate the total number of clicks on a specific banner. However, in the more detailed reports, you can view the clicks per URL.

> Adhese detects the clickTag in compressed code, which reduces file sizes by removing line breaks, tabs, and double spaces. Although the clickTag variable is present in the code and the click URL is correctly filled in by Adhese, it is still possible that Adhese will not measure clicks. If this is the case, you will have to contact the supplier of the HTML5 file. It is possible that the clickTag variable is not being used or is being overwritten.

# Save

To save the file, click the *Save* button. When you click the *arrow* next to the button, additional saving options are available in a drop-down menu.




| | |
|---|---|
| **Save and create a booking** | Saves the current creative and opens a new create booking screen |
| **Save and create Image Creative** | Saves the current creative and opens a create Image Creative screen |
| **Save and create 3rd party Creative** | Saves the current creative and opens a create 3rd party Creative screen |
| **Save and create Advar Creative** | Saves the current creative and opens a create Advar Creative screen |

| | |
|---|---|
| **Save and create HTML5 Creative** | Saves the current creative and opens a create HTML5 Creative screen |
| **Save and go to traffic screen** | Saves the current creative and goes to the traffic screen for that creative |

# More files

If a creative consists of more than one file, e.g., a background image and a video clip, you can add these individual files to the creative. After a format is selected, a new section becomes available: **More files**. This section enables you to add up to six files to a creative. *Click More files*... to expand this section. Five buttons appear, allowing you to upload additional files.

# Additional creatives

Once you have selected a format, you can upload the main HTML5 creative file. You must save the main creative before uploading any additional creatives, which are variants of the main creative, such as images with different dimensions for various platforms.

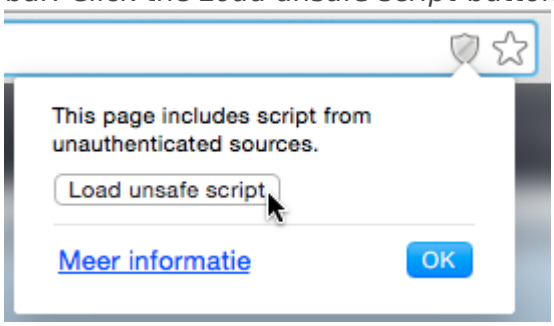
# Preview

After the file is uploaded, a visual preview of the creative appears. Check if there are no errors.

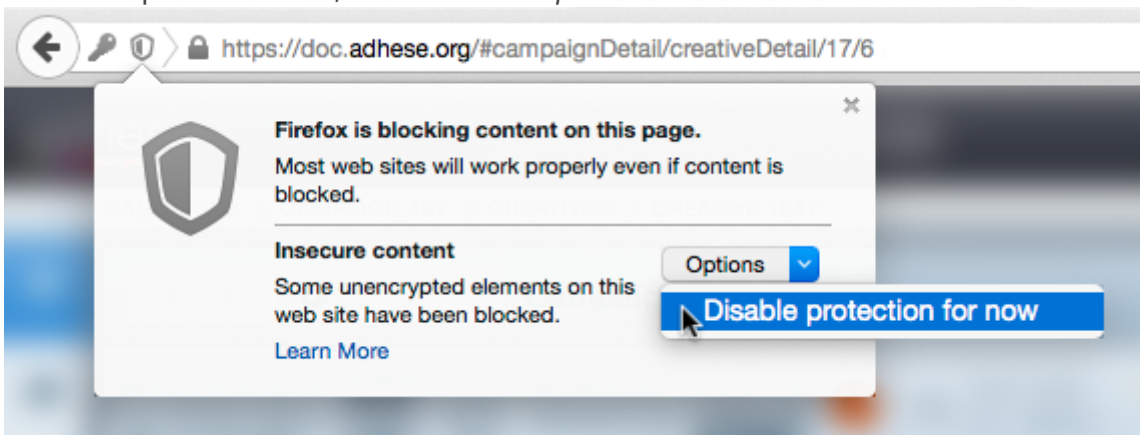
You can switch between the creative's actual size and its thumbnail. To show the exact size, click the [show actual size] link, or click the [show thumbnail] link to show the thumbnail.

If the HTML5 contains an action script with an HTTP request, various browsers may block the preview because the Adhese interface connects through HTTPS. It depends on the kind of browser, and what should be done to preview the creative:

- In Google Chrome, click the shield button situated on the right of the browser's address bar. Click the *Load unsafe script* button to enable the preview of the HTML5 creative.




- In Mozilla Firefox, click the shield button situated on the left of the browser's address bar. In the drop-down menu, select *Disable protection for now*.




# Link to live preview

You can preview the creative in its context after the file is uploaded and saved. Use this feature to check for errors (see the next paragraph). We recommend checking the live preview in multiple browsers. No impressions will be counted while previewing a creative in the live-preview mode. For more information on live previewing a creative, refer to Live preview a creative.

> The preview link will only be available if the booked position has the same dimensions as the selected format for the creative.

> The live preview URL can be copied and shared with the advertiser to ensure that the creative is displayed as desired.

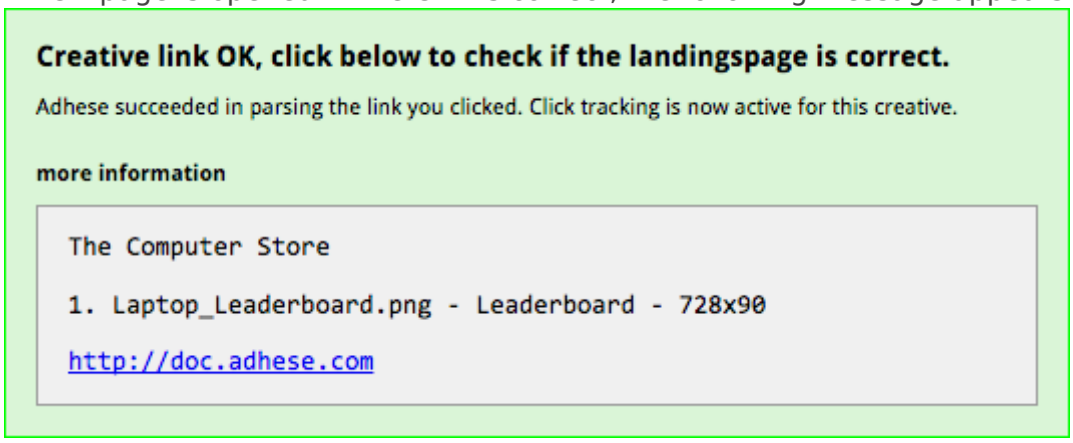
> Adhese has a safety feature to secure live preview links. There are randomised strings after the Creative ID in the live preview link. Changing the Creative ID will not allow you to view the creative associated with that ID. You will have to navigate to that creative and view it's live preview from there.

# Checking the URL of the uploaded creative

After you have uploaded and saved the HTML5 creative, the URL of the landing page needs to be verified. To verify the URL:

1. Do one of the following:
   - Click on the preview of the creative in the Adhese interface, or
   - Click on the creative in the live-preview mode.

   A new page is opened. If the URL is correct, the following message appears:

   If the above message does not appear, Adhese does not measure any clicks.
2. Click the link in the message to verify that the URL directs you to the actual landing page.

> If the preview does not click through, the HTML5 creative may not contain the clickTAG. For information on how to add a clickTAG correctly, refer to the above *Upload files* paragraph.

# Add an image

Adhese enables users to upload image files in formats such as JPG, GIF, and PNG.

To add an image file:

1. Go to the Campaign overview and click Campaigns in the left navigation menu of Adhese.
2. Click the campaign for which you want to upload a creative.

3. Click the *Creatives* tab. The *Creative* overview opens.
4. Click the *Add Image* button. The *New creative* screen opens.

Specify the details of the creative under the following headings:

# General

- The **ID** is automatically generated by Adhese after the creative is saved.
- Give the creative a meaningful and clear name in the **Name** field. A distinct name makes it easy to recognise the creative in the next step when the creative is attached to a booking. If no name is provided, the filename of the uploaded image file is used as the name.
- In the **Format** field, click the *Select format* link. This opens the *List of formats* modal window. Select the appropriate format with the correct dimensions from the list and click on the *Save* button.
- (Optional) In the **Alternative Text** field, provide text that will appear if the image cannot be displayed or if someone hovers over the image.
- The **Last updated** field indicates the most recent update of the creative.

# Target URLs

- In the **Target** field, you can choose whether the URL of the target or landing page should open in a new browser tab or in the same browser tab of the visitor. The default setting is set at *new window*. To change this default setting:
  - Click *new window*. The *Target of link* modal window opens.
  - Select *same window* to open the landing page within the same browser tab.
  - Click the *Save* button.
- In the **URL** field, determine the target URL or the URL of the landing page. Click the *show more URLs* link to add multiple target URLs to the creative. The URL can contain a maximum of 500 characters.

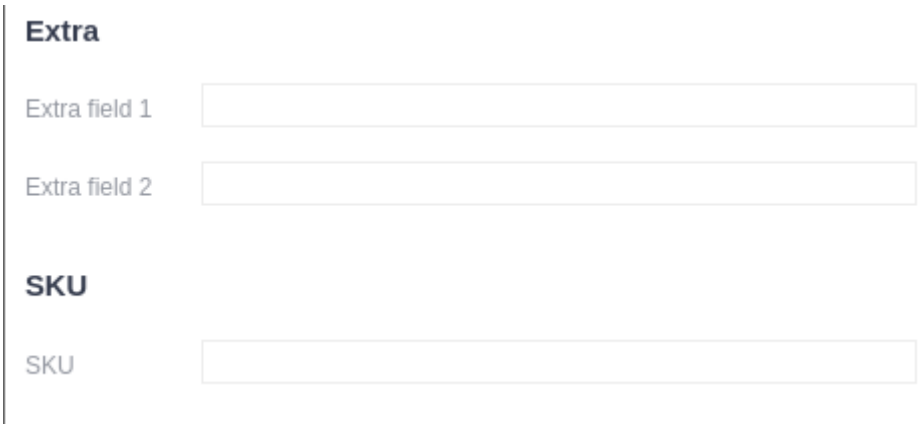
> You may omit **http://** from the target URL, as Adhese will automatically add it. If the target URL is over a secure connection, you must add **httpS://** to it.

# Tracking

- Adhese monitors every campaign, booking, and creative, and reports are available in the interface. It is also possible to let a third party monitor a creative. The client needs to

provide a tracking URL, which is inserted in the **Tracking URL** field. For more information about the tracking URL, refer to Third-party tracking.

# Extra




- The **Extra field 1** and **2** input fields are custom input fields depending on the chosen format and template. These fields are used to add extra functions, such as changing the background colour of a wallpaper ad.

# SKU

- Creative managers can associate one or more product IDs (such as SKUs or company-specific identifiers that refer to an article) with a specific creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data. The SKU field functionality is account-specific.

> No input validation has been implemented for this field. It is the user's responsibility to ensure that the IDs entered are accurate and correspond to the data required for ROAS calculations.

# Upload files

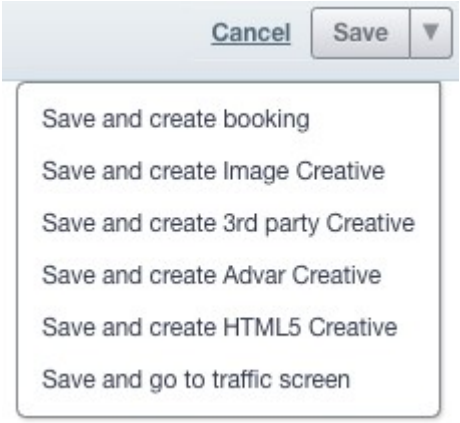
> A format needs to be selected before you can upload an image file.

To upload an image file, click the *Main file* button. The file should have a .jpg, .gif or .png filename extension.

Adhese analyses uploaded image files based on their dimensions and file size. If an image file exceeds the predefined maximum values, Adhese rejects the creative and displays an error message.

# Save

To save the file, click the *Save* button. When you click the *arrow* next to the button, additional saving options are available in a drop-down menu.




| | |
|---|---|
| **Save and create booking** | Saves the current creative and opens a new create booking screen |
| **Save and create Image Creative** | Saves the current creative and opens a create Image Creative screen |
| **Save and create 3rd party Creative** | Saves the current creative and opens a create 3rd party Creative screen |
| **Save and create Advar Creative** | Saves the current creative and opens a create Advar Creative screen |
| **Save and create HTML5 Creative** | Saves the current creative and opens a create HTML5 Creative screen |
| **Save and go to traffic screen** | Saves the current creative and goes to the traffic screen for that creative |

# More files

If a creative consists of more than one file, e.g. a background image and a video clip, you can add these individual files to the creative. After a format is selected, a new section becomes available: *More files*. This section enables you to add up to six files to a creative. Click *More files...* to expand this section. Five buttons appear, allowing you to upload additional files.

# Additional creatives

Once you have selected a format, you can upload the main creative file. You must save the main creative before uploading any additional creatives, which are variants of the main creative, such as images with different dimensions for various platforms.

# Preview

After the file is uploaded, a visual preview of the creative appears. Check if there are no errors.

You can switch between the creative's actual size and its thumbnail. To show the exact size, click the [show actual size] link, or click the [show thumbnail] link to show the thumbnail.

# Link to live preview

You can preview the creative in its context after the file is uploaded and saved. Use this feature to check for errors (see the next paragraph). We recommend checking the live preview in multiple browsers. No impressions will be counted while previewing a creative in the live-preview mode. For more information on live previewing a creative, refer to Live preview a creative.

> The preview link will only be available if the booked position has the same dimensions as the selected format for the creative.

> The live preview URL can be copied and shared with the advertiser to ensure that the creative is displayed as desired.

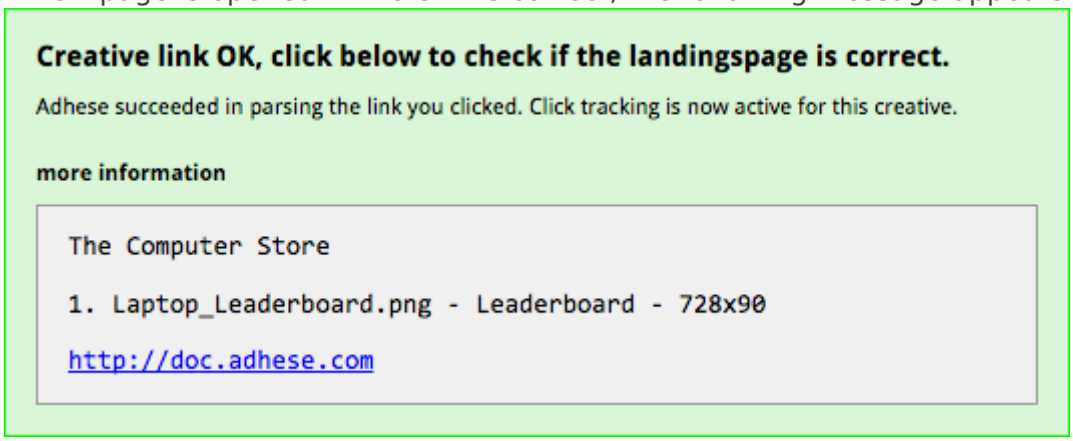
> Adhese has a safety feature that secures live preview links. Randomised strings are added to the end of the Creative ID in the live preview link. If you change the Creative ID, you will not be able to view the creative associated with that ID. Instead, navigate to the creative and view its live preview there.

# Checking the URL of the uploaded creative

After you have uploaded and saved the image, the URL of the landing page needs to be verified. To verify the URL:

1. Do one of the following:
   - Click on the preview of the creative in the Adhese interface, or
   - Click on the creative in the live-preview mode.

   A new page is opened. If the URL is correct, the following message appears:

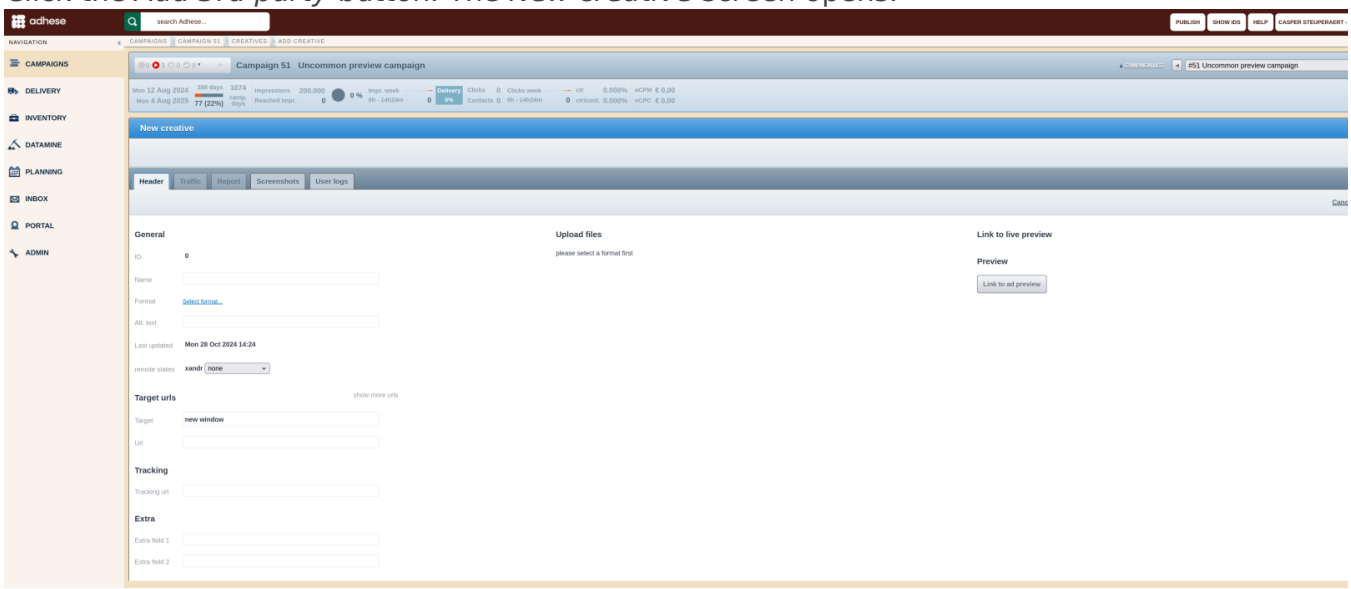
   If the above message does not appear, Adhese does not measure any clicks. Verify the syntax of the URL for potential errors.
2. Click the link in the message to verify that the URL directs you to the actual landing page.

# Add a third-party tag

Advertisers and advertising agencies frequently use their own ad servers. Adhese allows for the integration of **third-party** ad tags from multiple external ad servers and networks. Refer to the List of third-party ad servers and marketplaces for an overview of third-party ad servers.

To add a third-party tag:

1. Go to the *Campaign* overview and click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to upload a creative.
3. Click the *Creatives* tab. The *Creative* overview opens.
4. Click the *Add 3rd party* button. The *New creative* screen opens.




Specify the details of the creative under the following headings:

# General

- The **ID** is automatically generated by Adhese after the creative is saved.
- In the Name field, give the creative a meaningful and clear name. A distinct name makes it easy to recognise the creative in the next step when it is attached to a booking.
- In the **Format** field, click the *Select format* link. This opens the *List of formats* modal window. Select the appropriate format with the correct dimensions from the list and click on the *Save* button.
- The **Last updated** field indicates the most recent update of the creative.

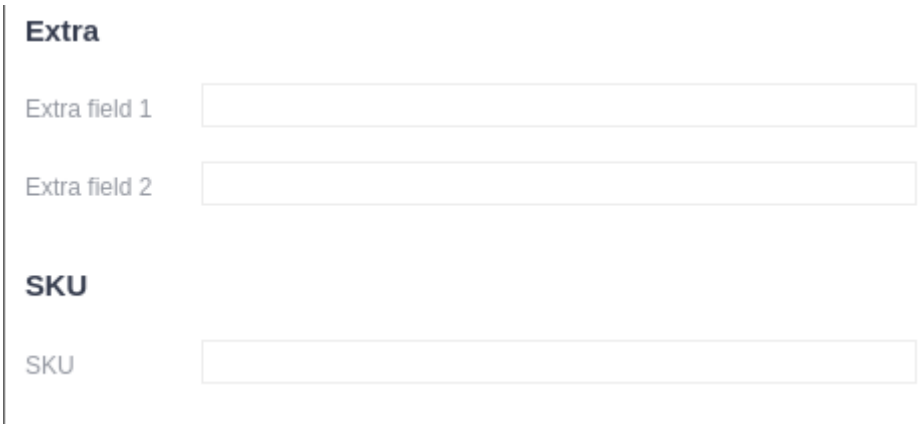
# Target URLs

- The URL of the target or landing page for a third-party tag is typically included in the code by the third party. As a result, you don't need to provide the target URL in the URL field.

# Tracking

- Adhese monitors every campaign, booking, and creative, and reports are available in the interface. It is also possible to let a third party monitor a creative. The client needs to provide a tracking URL, which is inserted in the **Tracking URL** field. For more information about the tracking URL, refer to Third-party tracking.

# Extra




- The **Extra field 1** and **2** input fields are custom input fields depending on the chosen format and template. These fields are used to add extra functions, such as changing the background colour of a wallpaper ad

# SKU

- Creative managers can associate one or more product IDs (such as SKUs or company-specific identifiers that refer to an article) with a specific creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data. The SKU field functionality is account-specific.

> No input validation has been implemented for this field. It is the user's responsibility to ensure that the IDs entered are accurate and correspond to the data required for ROAS calculations.

# 3rd party code

- The JavaScript code of the third-party tag needs to be inserted in the **Original code** field.

Adhese checks the code when the creative is saved. If Adhese recognises the external server and its specific code, it will process and adjust it accordingly. The adjusted code will then appear in the **Parsed code** and **Parsed for JSON** fields.

If Adhese does not automatically detect and parse the third-party tag, the unmodified third-party tag will be copied as is.

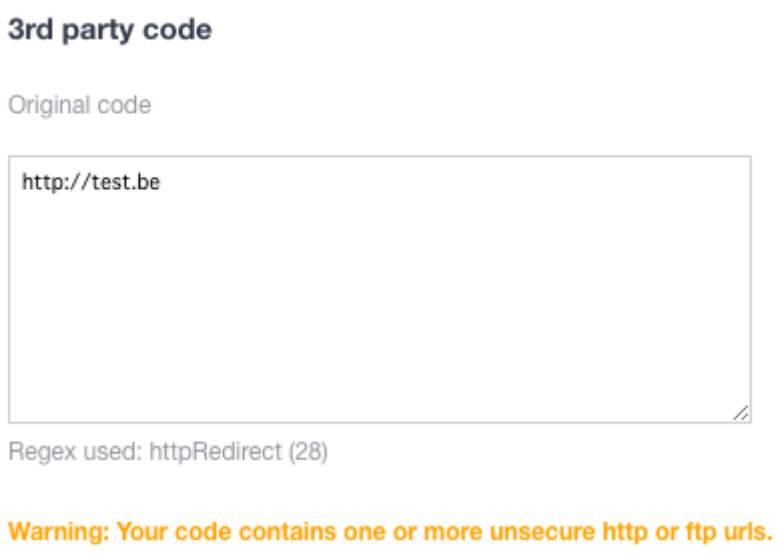
To ensure accurate tracking of impressions and clicks and reduce third-party discrepancies in reporting, inserting the appropriate Adhese tokens into the placeholders of the third-party tag code provided is crucial. Adhese will replace placeholders when the third-party tag is recognised. If the tag is not recognised, replace a timestamp placeholder with **%n** and a click-tracking placeholder with **%c**. Adhese will then replace these placeholders with the corresponding values while saving the creative. For example, a third-party tag could look like this:

```
<script src="https://someadserver.com/ad/1234-223-dde22-click-timestamp"> </script>
```

Once you have correctly inserted the tokens into their respective placeholders, the third-party tag will look like this:

```
<script src="https://someadserver.com/ad/1234-223-dde22-%c-%n"> </script>
```

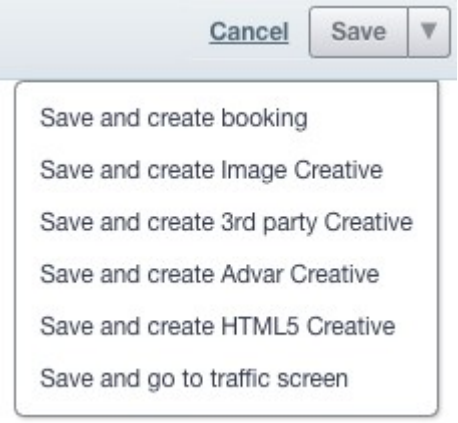
When pasting the above line in the original code field, Adhese will parse the code correctly and replace the %n and %c with the specific creative and campaign values.




> Adhese gives a warning when you try to paste an **HTTP** URL instead of an **HTTPS** one.

# Save

To save the file, click the *Save* button. When you click the *arrow* next to the button, additional saving options are available in a drop-down menu.




| | |
|---|---|
| **Save and create booking** | Saves the current creative and opens a *new create booking* screen |
| **Save and create Image Creative** | Saves the current creative and opens a *create Image Creative* screen |
| **Save and create 3rd party Creative** | Saves the current creative and opens a *create 3rd party Creative* screen |
| **Save and create Advar Creative** | Saves the current creative and opens a *create Advar Creative* screen |
| **Save and create HTML5 Creative** | Saves the current creative and opens a *create HTML5 Creative* screen |
| **Save and go to traffic screen** | Saves the current creative and goes to the *Traffic* screen for that creative |

# Upload files

If a third-party tag consists of more than one file, you can add these additional files to the third-party tag. Once you have selected a format, a new section will become available for uploading files. You will see five buttons that allow you to upload up to five extra files.

# Additional creatives

Once you have selected a format, you can upload the main creative file. You must save the main creative before uploading any additional creatives, which are variants of the main creative, such as images with different dimensions for various platforms.

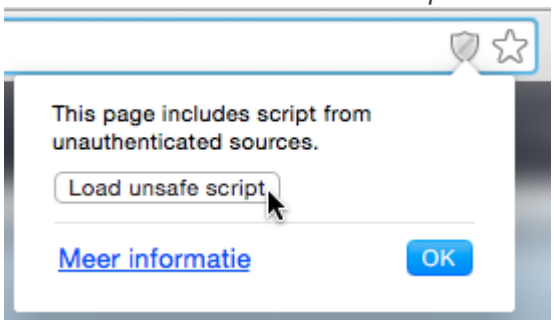
# Preview

After the tag is inserted and the creative is saved, a visual preview of the creative will appear. Check if there are no errors.

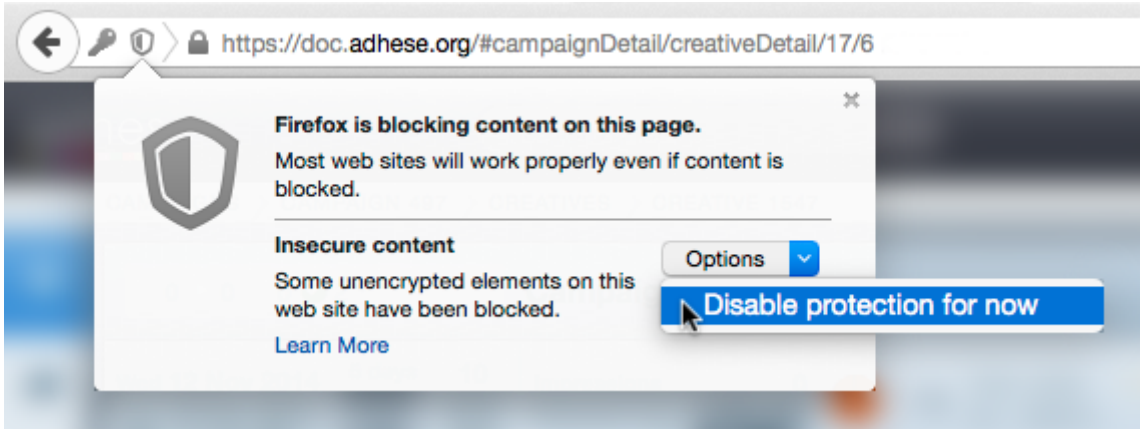
You can switch between the creative's actual size and its thumbnail. To show the exact size, click the [show actual size] link, or click the [show thumbnail] link to show the thumbnail.

If the tag contains an action script with an HTTP request, various browsers may block the preview because the Adhese interface connects through HTTPS. It depends on the kind of browser, what should be done to preview the creative:

- In Google Chrome, click the shield button situated on the right of the browser's address bar. Click the *Load unsafe script* button to enable the preview of the third-party creative.



- In Mozilla Firefox, click the shield button situated on the left of the browser's address bar. In the drop-down menu, select *Disable protection for now* to enable the preview of the third-party creative.




# Link to live preview

You can preview the creative in its context after the file is uploaded and saved. Use this feature to check for errors (see the next paragraph). We recommend checking the live preview in multiple browsers. No impressions will be counted while previewing a creative in the live-preview mode. For more information on live previewing a creative, refer to Live preview a creative.

The majority of third parties enable Adhese to display a preview or live preview.

> The preview link will only be available if the booked position has the same dimensions as the selected format for the creative.

> The live preview URL can be copied and shared with the advertiser to ensure that the creative is displayed as desired.

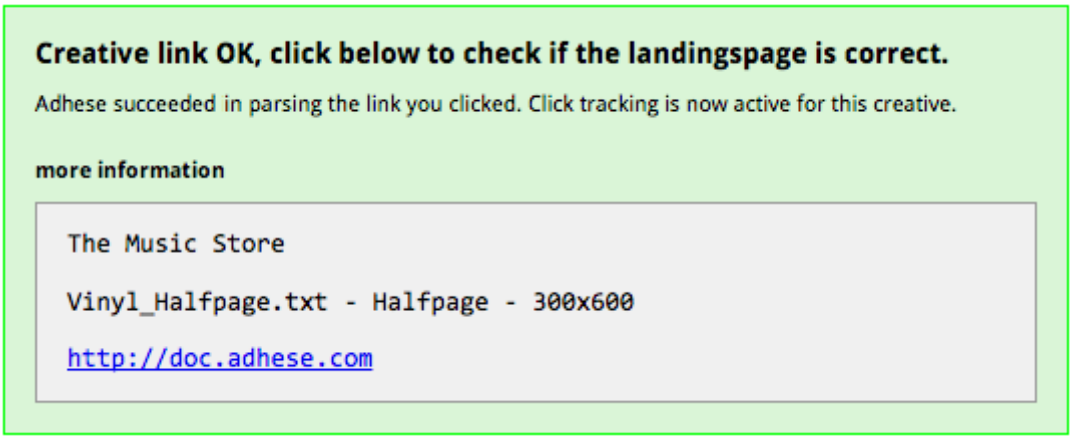
> Adhese has a safety feature to secure live preview links. There are randomised strings after the Creative ID in the live preview link. Changing the Creative ID will not allow you to view the creative associated with that ID. You will have to navigate to that creative and view it's live preview from there.

# Checking the URL of the uploaded creative

After you have uploaded and saved the third-party file, the URL of the landing page needs to be verified. To verify the URL:

1. Do one of the following:
   - Click on the preview of the creative in the Adhese interface, or
   - Click on the creative in the live-preview mode.

   A new page is opened, and if the URL is correct, the following message will appear:

   If the above message does not appear, Adhese does not measure any clicks. Refer to Clicks for more information about possible solutions.
2. Click the link in the message to verify that the URL directs you to the actual landing page.

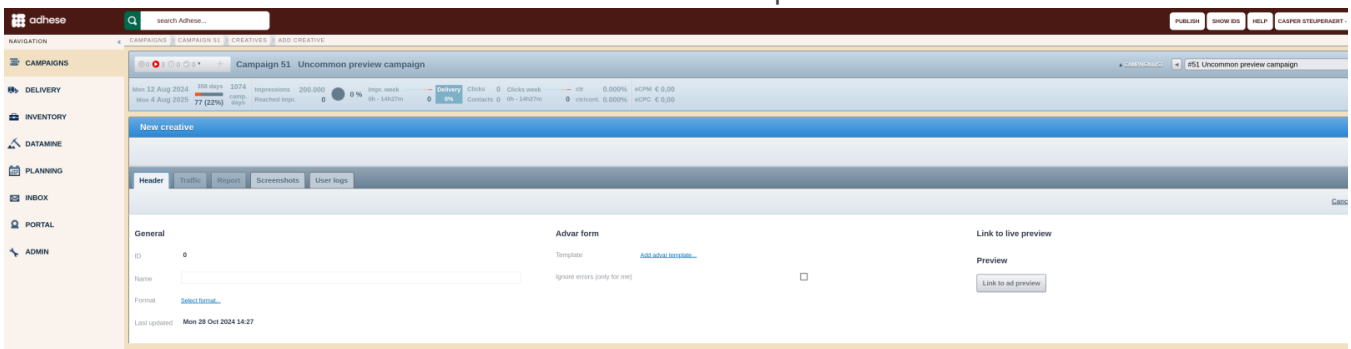
# Add an Advar creative

An Advar template is a custom template created by Adhese. The template can consist of multiple components (images, videos, texts and URLs) that form a sophisticated creative. The user provides these elements when uploading a new Advar creative. There is no need for the user to know HTML or JavaScript code, as these are predefined in the template itself. Refer to the Advar templates section for more information.

To add an Advar template:

1. Go to the Campaign overview and click Campaigns in the left navigation menu of Adhese.
2. Click the campaign for which you want to upload a creative.
3. Click the *Creatives* tab, the *Creative* overview opens.

4. Click the *Add Advar* button. The *New creative* screen opens.




Specify the details of the creative under the following headings:

# General

- The **ID** is automatically generated by Adhese after the creative is saved.
- Give the creative a meaningful and clear name in the **Name** field. A distinct name will make it easier to recognise the creative in the next step when it is attached to a booking.
- In the **Format** field, click the *Select format* link. This opens the *List of formats* modal window. Select the appropriate format with the correct dimensions from the list and click on the *Save* button.
- The **Last updated** field indicates the most recent update of the creative.

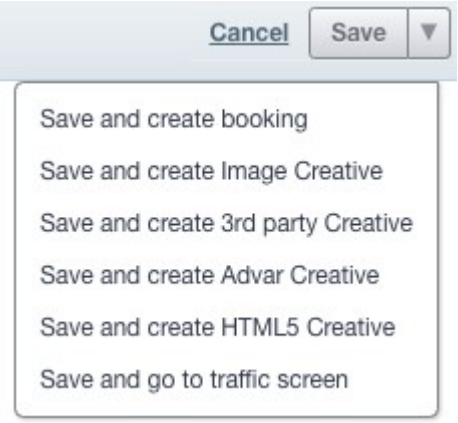
# Advar form

- In the **Template** field, click the *Add advar template* link. The *List of Advar Templates* modal window opens. Select a template from the list and click the *Save* button. The template's accompanying fields (for example, the title, target URL, and image file) become visible and must be completed to design the ad.

Once the Advar template has been created, Adhese will perform a series of checks to identify any potential issues. If an error occurs, the file will not be uploaded, and an error notification will be displayed. If you are convinced that an error notification is not justified, you can disregard it by simply checking the *Ignore errors (only for me)* box under the *Alternative creative* section and upload the file again.

# Save

To save the file, click the *Save* button. When you click the *arrow* next to the button, additional saving options are available in a drop-down menu.




| | |
|---|---|
| **Save and create booking** | Saves the current creative and opens a new create booking screen |
| **Save and create Image Creative** | Saves the current creative and opens a create Image Creative screen |
| **Save and create 3rd party Creative** | Saves the current creative and opens a create 3rd party Creative screen |
| **Save and create Advar Creative** | Saves the current creative and opens a create Advar Creative screen |
| **Save and create HTML5 Creative** | Saves the current creative and opens a create HTML5 Creative screen |
| **Save and go to traffic screen** | Saves the current creative and goes to the traffic screen for that creative |

# Additional creatives

Once you have selected a format, you can upload the main creative file. You must save the main creative before uploading any additional creatives, which are variants of the main creative, such as images with different dimensions for various platforms.

# Preview

After the file is uploaded, a visual preview of the creative appears. Check if there are no errors.

You can switch between the creative's actual size and its thumbnail. To show the exact size, click the [show actual size] link, or click the [show thumbnail] link to show the thumbnail.

# Link to live preview

You can preview the creative in its context after the file is uploaded and saved. Use this feature to check for errors (see the next paragraph). We recommend checking the live preview in multiple browsers. No impressions will be counted while previewing a creative in the live-preview mode. For more information on live previewing a creative, refer to Live preview a creative.

> The preview link will only be available if the booked position has the same dimensions as the selected format for the creative.

> The live preview URL can be copied and shared with the advertiser to ensure that the creative is displayed as desired.

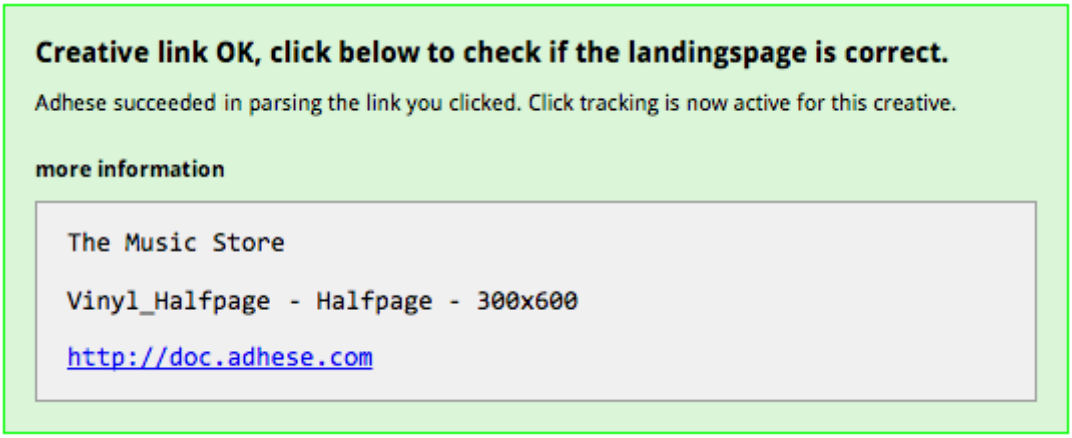
> Adhese has a safety feature to secure live preview links. There are randomised strings after the Creative ID in the live preview link. Changing the Creative ID will not allow you to view the creative associated with that ID. You will have to navigate to that creative and view it's live preview from there.

# Checking the URL of the uploaded creative

After you have uploaded and saved the Advar template, the URL of the landing page needs to be verified. To verify the URL:

1. Do one of the following:
   - Click on the preview of the creative in the Adhese interface, or
   - Click on the creative in the live-preview mode (see the previous paragraph: *Link to live preview*).

   A new page opens. If the URL is correct, the following message appears:

   If the above message does not appear, Adhese does not measure any clicks. Verify the syntax of the URL for potential errors.

2. Click the link in the message to verify that the URL directs you to the actual landing page.

# Additional creatives

Adhese enables users to add additional creatives to a main creative, such as images with different dimensions for different platforms. An additional creative is a variant of the main creative.

This chapter provides further details on how to add additional creatives and describes the implementation method.

# Add an additional creative

To add an additional creative:

1. From the *Creatives* overview, select the main creative to which you'd like to add an additional creative. This will open the *Header* tab of the creative.

   > You can only add additional creatives to a main creative that is already saved.

2. The *Header* tab of the main creative contains a new section: *Additional creative*. This section displays four URLs that enable you to add a new additional image, 3rd party, HTML5, or an advar.

   **Additional creative**

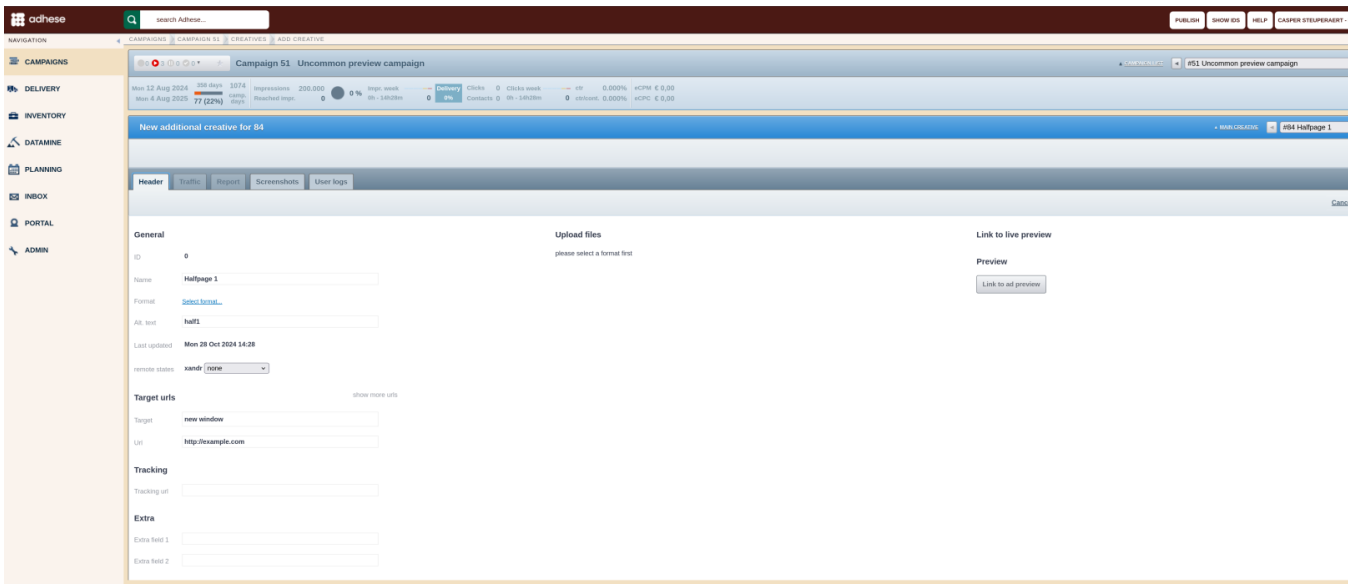
   New additional image ...

   New additional 3rd party ...

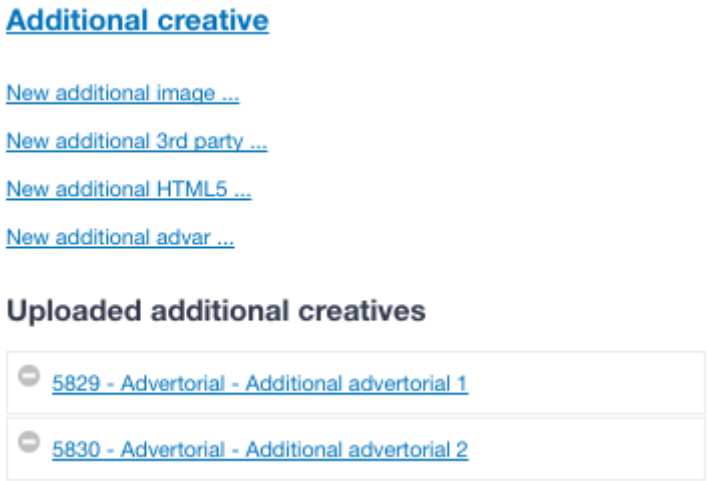
   New additional HTML5 ...

   New additional advar ...

3. Click the URL of the type of creative you wish to add to the main creative. This opens the *Header* tab of the new additional creative of the main creative. The main format properties, such as the *Name*, *Format*, and *Target URL*, are duplicated for the additional creative.



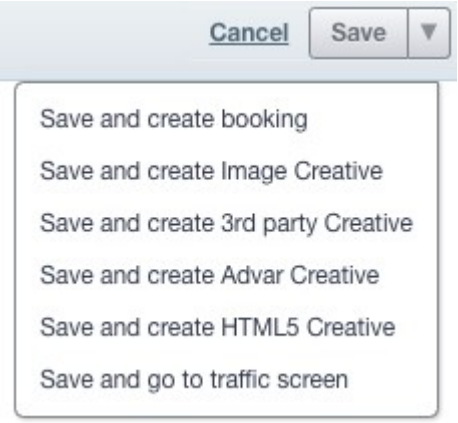

4. For a description of the different fields in the *Header* tab of the additional image, HTML5 creative, 3rd party tag, or Advar template, refer to Add an image, Add an HTML5 creative, Add a third-party tag, or Add an Advar creative, respectively.
5. Click the *Save* button. The additional creative is now visible in the *Header* tab of the main creative under the *Uploaded additional creatives* section.




6. Just repeat the above process if you wish to add another additional creative.

# Save additional creative

To save the additional creative, click the Save button. When you click the *arrow* next to the button, additional *saving* options are available in a drop-down menu.




| | |
|---|---|
| **Save and create booking** | Saves the current creative and opens a new create booking screen |
| **Save and create Image Creative** | Saves the current creative and opens a create Image Creative screen |
| **Save and create 3rd party Creative** | Saves the current creative and opens a create 3rd party Creative screen |
| **Save and create Advar Creative** | Saves the current creative and opens a create Advar Creative screen |
| **Save and create HTML5 Creative** | Saves the current creative and opens a create HTML5 Creative screen |
| **Save and go to traffic screen** | Saves the current creative and goes to the traffic screen for that creative |

# Edit an additional creative

To edit an additional creative:

1. From the *Creatives* overview, select the main creative to which the additional creative belongs. The *Header* tab of the main creative opens.
2. From the *Uploaded additional creative(s)* section, select the additional creative you wish to edit. The *Header* tab of the additional creative opens.
3. Edit the additional creative.
4. Click the *Save* button to save your modifications.

# Technical implementation of JSON

When calling the main creative in JSON, the JSON content contains an extra array: `additionalCreatives` This array contains the JSON content of the additional creatives. By using this

approach, developers can efficiently review the array of additional creatives and select the one that suits their needs. Next to the additional creatives, the array always contains the main creative. As a consequence, you can loop through the array. This approach enables easier development, as you only need to perform a single request and then select the desired creative.


```
{
    "dm": "[adheseAdditionalRequestParameters:dmADV2488]",
    "adType": "advertorial",
    "adFormat": "",
    "timeStamp": "1463480160000",
    "share": "0",
    "priority": "0",
    "orderId": "1927",
    "adspaceId": "7597",
    "adspaceKey": "",
    "body": "",
    "trackingUrl": "http://main.html5.be",
    "tracker":
"https://[adheseEnv:HTTP_HOST]/track/[adheseLogID]/[adheseRequestDataFlat]/?t=[adheseTimestamp
NowMs]",
    "extraField1": "main html5 creative",
    "extraField2": "",
    "altText": "",
    "height": "260",
    "width": "468",
    "tag": "<IFRAME
SRC='http://pool.stage.adhese.com/pool/lib/5833/web/640x150_fr.html?adheselogid=[adheseLogID]&
adheserequestdata=[adheseRequestDataFlat]' WIDTH='468' HEIGHT='260' ALT='' FRAMEBORDER='0'
SCROLLING='NO'></IFRAME>",
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    "widthLarge": "0",
    "libId": "5833",
    "id": "60481",
    "advertiserId": "2488",
    "orderProperty": "",
    "ext": "zip",
    "swfSrc": "http://pool.stage.adhese.com/pool/lib/5833.zip",
    "url":
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",
    "clickTag": "http://clicks.stage.adhese.com/raylene/[adheseRequestDataFlat]/ad60481/UR",
    "swfSrc2nd": "",
    "swfSrc3rd": "",
    "swfSrc4th": "",
    "poolPath": "http://pool.stage.adhese.com/pool/lib/",
    "comment": "",
    "adDuration": "0",
    "adDuration2nd": "0",
    "adDuration3rd": "0",
    "adDuration4th": "0",
    "orderName": "Demo Campaign",
    "creativeName": "MAIN HTML5",
```

```
    "deliveryMultiples": "free",
    "deliveryGroupId": "o1927g0c0",
    "adspaceStart": "1463436000000",
    "adspaceEnd": "1463695199000",
    "swfSrc5th": "",
    "swfSrc6th": "",
    "adDuration5th": "0",
    "adDuration6th": "0",
    "width3rd": "0",
    "width4th": "0",
    "width5th": "0",
    "width6th": "0",
    "height3rd": "0",
    "height4th": "0",
    "height5th": "0",
    "height6th": "0",
    "slotName": "[adheseReplace:SL]",
    "additionalCreatives": [
        {
            "dm": "[adheseAdditionalRequestParameters:dmADV2488]",
            "adType": "advertorial",
            "adFormat": "advertorialDesktop",
            "timeStamp": "1463480206000",
            "share": "0",
            "priority": "0",
            "orderId": "1927",
            "adspaceId": "7597",
            "adspaceKey": "",
            "body": "",
            "trackingUrl": "http://additional.image.be",
            "tracker":
"https://[adheseEnv:HTTP_HOST]/track/[adheseLogID]/[adheseRequestDataFlat]/?t=[adheseTimestamp
NowMs]",
            "extraField1": "additional image creative",
            "extraField2": "",
            "altText": "",
            "height": "90",
            "width": "728",
            "tag": "<A TARGET='_blank'
HREF='http://clicks.stage.adhese.com/raylene/[adheseRequestDataFlat]/ad60481/URhttp://www.targ
et2.be' TITLE=''><IMG SRC='http://pool.stage.adhese.com/pool/lib/5834.gif?t=1463480206000'
WIDTH='728' HEIGHT='90' ALT='' BORDER=0/></A>",
            "tagUrl": "http://pool.stage.adhese.com/pool/lib/5834.gif",
            "heightLarge": "0",
            "widthLarge": "0",
            "libId": "5834",
            "id": "60481",
            "advertiserId": "2488",
            "orderProperty": "",
            "ext": "gif",
            "swfSrc": "http://pool.stage.adhese.com/pool/lib/5834.gif",
            "url":
"http://clicks.stage.adhese.com/raylene/[adheseRequestDataFlat]/ad60481/URhttp://www.target2.b
e",
```

```
            "clickTag":
"http://clicks.stage.adhese.com/raylene/[adheseRequestDataFlat]/ad60481/UR",
            "swfSrc2nd": "",
            "swfSrc3rd": "",
            "swfSrc4th": "",
            "poolPath": "http://pool.stage.adhese.com/pool/lib/",
            "comment": "",
            "adDuration": "0",
            "adDuration2nd": "0",
            "adDuration3rd": "0",
            "adDuration4th": "0",
            "orderName": "Demo Campaign",
            "creativeName": "Additional image creative",
            "deliveryMultiples": "free",
            "deliveryGroupId": "o1927g0c0",
            "adspaceStart": "1463436000000",
            "adspaceEnd": "1463695199000",
            "swfSrc5th": "",
            "swfSrc6th": "",
            "adDuration5th": "0",
            "adDuration6th": "0",
            "width3rd": "0",
            "width4th": "0",
            "width5th": "0",
            "width6th": "0",
            "height3rd": "0",
            "height4th": "0",
            "height5th": "0",
            "height6th": "0",
            "slotName": "[adheseReplace:SL]",
            "additionalCreatives": "<ADDITIONAL_CREATIVES_ARRAY>"
        },
        {
            "dm": "[adheseAdditionalRequestParameters:dmADV2488]",
            "adType": "advertorial",
            "adFormat": "advertorialMobile",
            "timeStamp": "1463480160000",
            "share": "0",
            "priority": "0",
            "orderId": "1927",
            "adspaceId": "7597",
            "adspaceKey": "",
            "body": "",
            "trackingUrl": "http://main.html5.be",
            "tracker":
"https://[adheseEnv:HTTP_HOST]/track/[adheseLogID]/[adheseRequestDataFlat]/?t=[adheseTimestamp
NowMs]",
            "extraField1": "main html5 creative",
            "extraField2": "",
            "altText": "",
            "height": "260",
            "width": "468",
            "tag": "<IFRAME
SRC='http://pool.stage.adhese.com/pool/lib/5833/web/640x150_fr.html?adheselogid=[adheseLogID]&
```

```
adheserequestdata=[adheseRequestDataFlat]' WIDTH='468' HEIGHT='260' ALT='' FRAMEBORDER='0'
SCROLLING='NO'></IFRAME>",
            "tagUrl": "http://pool.stage.adhese.com/pool/lib/5833.zip",
            "heightLarge": "0",
            "widthLarge": "0",
            "libId": "5833",
            "id": "60481",
            "advertiserId": "2488",
            "orderProperty": "",
            "ext": "zip",
            "swfSrc": "http://pool.stage.adhese.com/pool/lib/5833.zip",
            "url":
"http://clicks.stage.adhese.com/raylene/[adheseRequestDataFlat]/ad60481/URhttp://www.target.be
",
            "clickTag":
"http://clicks.stage.adhese.com/raylene/[adheseRequestDataFlat]/ad60481/UR",
            "swfSrc2nd": "",
            "swfSrc3rd": "",
            "swfSrc4th": "",
            "poolPath": "http://pool.stage.adhese.com/pool/lib/",
            "comment": "",
            "adDuration": "0",
            "adDuration2nd": "0",
            "adDuration3rd": "0",
            "adDuration4th": "0",
            "orderName": "Demo Campaign",
            "creativeName": "MAIN HTML5",
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            "deliveryGroupId": "o1927g0c0",
            "adspaceStart": "1463436000000",
            "adspaceEnd": "1463695199000",
            "swfSrc5th": "",
            "swfSrc6th": "",
            "adDuration5th": "0",
            "adDuration6th": "0",
            "width3rd": "0",
            "width4th": "0",
            "width5th": "0",
            "width6th": "0",
            "height3rd": "0",
            "height4th": "0",
            "height5th": "0",
            "height6th": "0",
            "slotName": "[adheseReplace:SL]",
            "additionalCreatives": "<ADDITIONAL_CREATIVES_ARRAY>"
        }
    ]
}
```


# Upload expandable creatives

An expandable creative increases beyond the original dimensions of the creative upon a user-initiated action, such as a click or a (delayed) mouse hover. This enables interaction with your audience.

To create an expandable creative, use two image files.

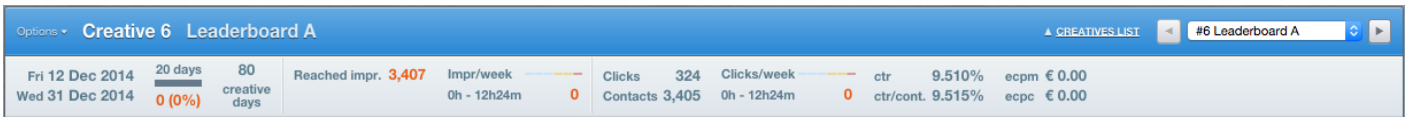
If you want to upload an expandable creative, you need two different creatives. The following clarification on how to upload an expandable creative uses a medium rectangle (300*250) that expands into an overlayer as an example.

To upload an expandable creative:

1. Go to the *Campaign* overview, click *Campaigns* in the left navigation menu of Adhese.
2. Create a new campaign or click the campaign for which you wish to upload an expandable creative.
3. Click the *Creatives* tab. The *Creative* overview opens.
4. Click the *Add Image* button to add a creative.
5. Give the creative a name, choose the correct format, and determine the target URL.
6. Upload the image file of the medium rectangle as the main file.
7. Upload the image file of the medium rectangle (or the overlayer ad) as the second file.
8. Click the *Save* button.
9. Check the live preview by moving your mouse over the medium rectangle.

# Creative dashboard

Each overview of an individual creative has a **creative dashboard**. This dashboard is located below the *Campaign* dashboard.




The *Creative* dashboard shows the following data and results:

- Start and end date of the creative;
- Total number of calendar days the creative is running, together with a progress bar indicating the number of days that have passed;
- Total number of "creative days". The total number of creative days equals the sum of the calendar days for each booking to which the creative is attached to.
- Total number of served impressions;

- Total number of impressions for the past seven days
  - A bar chart denotes the daily impressions. The weekends are indicated with a darker colour, while today is coloured orange;
  - Below this bar you can see the number of impressions already served today;
- Total number of delivered clicks;
- Total number of contacts or unique impressions.
- Total number of clicks for the past seven days
  - A bar chart denotes the daily number of clicks. The weekends are indicated with a darker colour, while today is coloured orange;
  - Below this bar you can see the number of impressions already served today;
- Click-through rate (CTR) or the number of clicks as a percentage of the total number of impressions;
- Click-through rate/contacts (CTR/cont.) or the number of clicks as a percentage of the total number of contacts;
- eCPM, or the effective cost per 1000 impressions. The eCPM is calculated by dividing the total revenue by the total number of thousands of impressions. The eCPM gives an idea of how much a booking would cost if sold on a CPM basis. This allows you to compare different bookings or campaigns;
- eCPC, or the effective cost per click. The eCPC is calculated by dividing the total earnings by the total number of clicks;

# Editing a creative

To edit a creative:

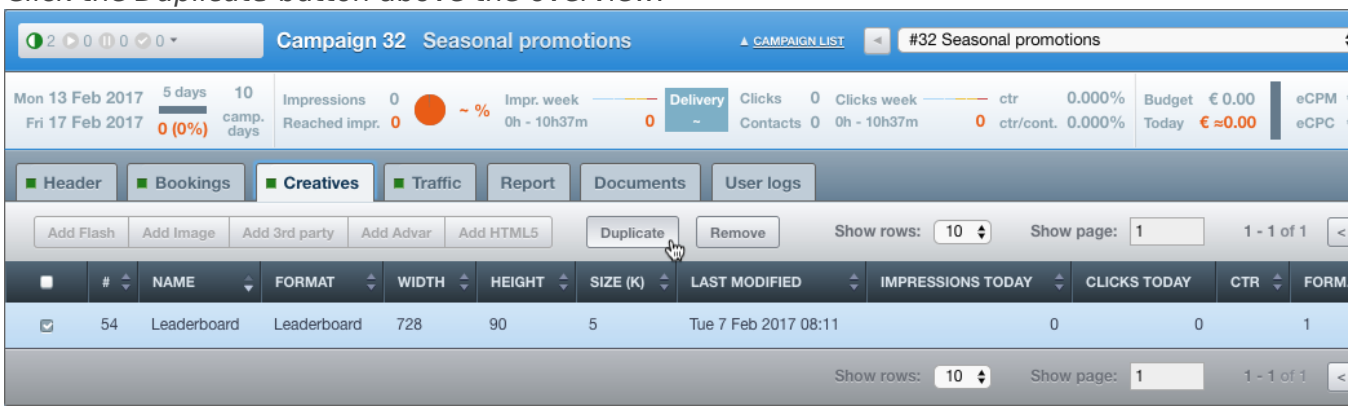
1. Go to the *Campaign* overview and click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to modify a creative.
3. Go to the *Creative* overview and click the *Creatives* tab.
4. Click the creative you want to edit. The *Header* tab of the creative opens.
5. Change any of the properties in the *Header* tab.
6. Click *Save*. A confirmation message briefly appears.

> If two or more files are uploaded to a creative, and one of the files requires an adjustment, the other file(s) must also be uploaded again to implement the adjustment correctly.

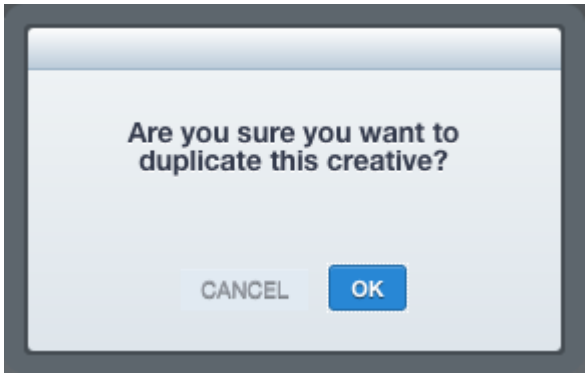
# Duplicate a creative

To duplicate or copy a creative:

1. Go to the *Campaign* overview and click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to duplicate a creative.
3. Go to the *Creative* overview and click the *Creatives* tab.
4. Select the creative you want to duplicate by ticking its box in the overview.
5. Click the *Duplicate* button above the overview.




6. Click *OK* on the confirmation screen. The creative is duplicated



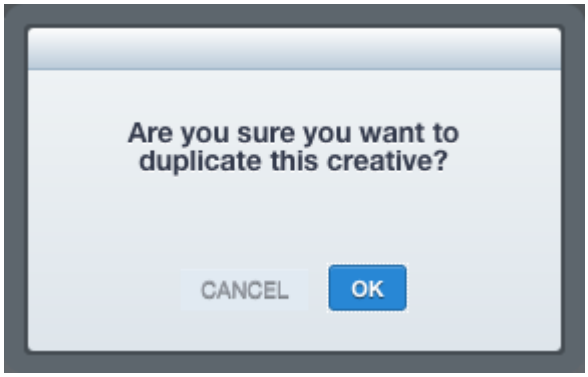

7. The duplicated creative is briefly highlighted in the overview.

Or,

1. Go to the *Campaign* overview and click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to duplicate a creative.
3. Go to the *Creative* overview and click the *Creatives* tab.
4. Click the creative you want to duplicate.
5. Click on *Options* left to the title of the creative. A list appears.

6. Click *Duplicate creative*.

7. Click *OK* on the confirmation screen. The creative is duplicated



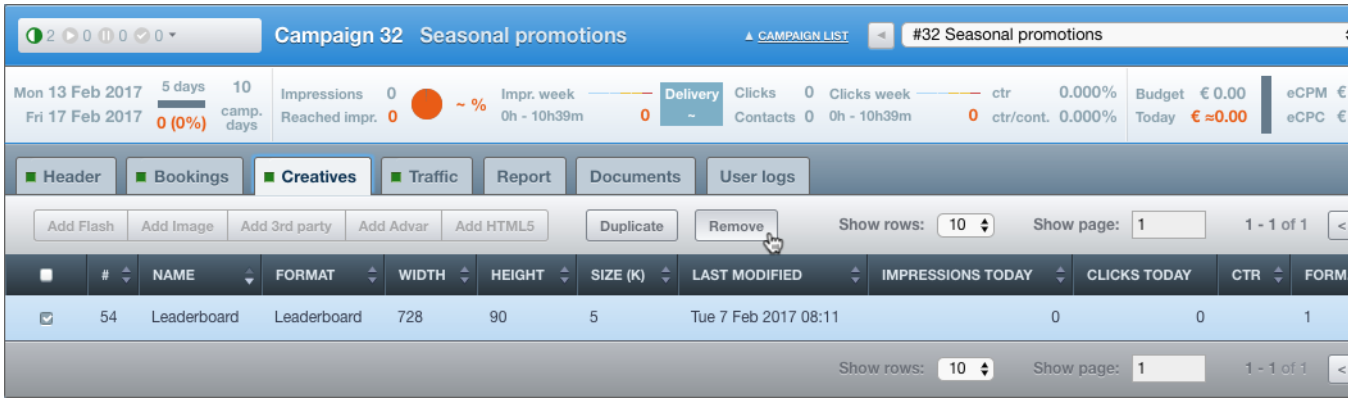

8. The duplicated creative is named *Copy of [original creative]* and is briefly highlighted in the *Creative* overview.

The duplicated creative is an exact copy of the original creative.

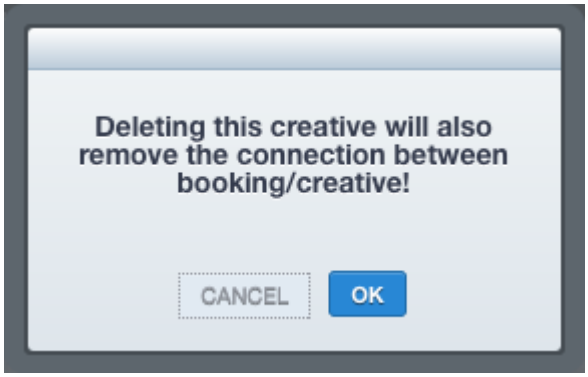
# Remove a creative

To remove a creative:

1. Go to the *Campaign* overview and click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to remove a creative.
3. Go to the *Creative* overview and click the *Creatives* tab.
4. Select the creative you want to remove by ticking its box in the overview.
5. Click the *Remove* button above the overview.

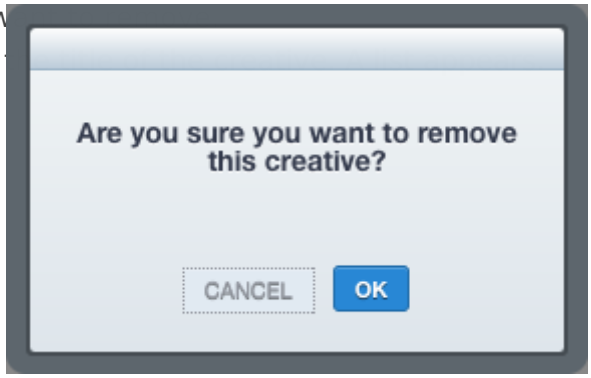


6. Click *OK* on the confirmation screen. This removes the creative.



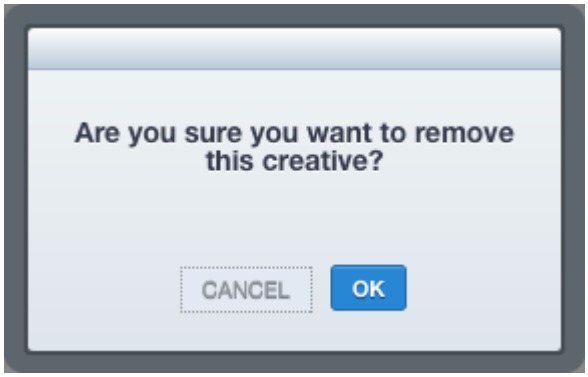

Or,

1. Go to the *Campaign* overview and click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to remove a creative.
3. Go to the *Creative* overview and click the *Creatives* tab.
4. Click the creative you w
5. Click on *Options* left to




6. Click *Remove creative*.

7. Click *OK* on the confirmation screen. The creative is removed.




> Note that a creative can only be removed if Adhese did not measure any impressions for the creative.

# Live preview a creative

Once a campaign has been created and bookings are in order, live preview links will appear on the individual Creative screen. Each link contains a collection of parameters that can be used to perform a live preview request.

```
?adhesePreviewCreativeId=71578&
adhesePreviewSlotId=51512&
adhesePreviewCreativeTemplate=HALFP&
adhesePreviewWidth=300&
adhesePreviewHeight=250&
adhesePreviewTemplateFile=preview.html&
adhesePreviewCreativeKey=null
```

The next table describes the parameters from the above live preview URL:

| Parameter | Description |
|---|---|
| `adhesePreviewCreativeId` | The ID of the creative |
| `adhesePreviewSlotId` | The ID of the booked position |
| `adhesePreviewCreativeTemplate` | The code of the creative's format |
| `adhesePreviewWidth` | The width of the creative in pixels |
| `adhesePreviewHeight` | The height of the creative in pixels |
| `adhesePreviewTemplateFile` | |
| `adhesePreviewCreativeKey` | The key of the creative |

Requesting a preview of a creative can be done using one of the following languages:

- JavaScript
- JSON

- JSONP

# JavaScript

```
http://[account]-
preview.adhese.org/creatives/preview/tag.do?id=[adhesePreviewCreativeId]&slotId=[adhesePreview
SlotId]
```

This URL must be set as the source for a `<script>` tag. The URL will return regular JavaScript, which can contain document.write statements. This script should be called in the same place as a live ad would be called.

> When making use of the JavaScript SDK, the SDK code generates the **<script>** tag and the URL.

# JSON

```
https://[account]-
preview.adhese.org/creatives/preview/json/tag.do?id=[adhesePreviewCreativeId]
```

# JSONP

```
https://[account]-
preview.adhese.org/creatives/preview/jsonp/tag.do?id=[adhesePreviewCreativeId]&callback=[callb
ackFunctionName]
```

The JSON / JSONP preview can be requested asynchronously. The returned JSON has the same structure as the live JSON and can be processed in the same way as the live JSON response.

# Multiple creatives

The JSON / JSONP URLs also support multiple creatives. Repeating the `id` parameter will return multiple creatives:

```
.../tag.do?id=[adhesePreviewCreativeId]&id=[adhesePreviewCreativeId]
```

You can find more info on previewing multiple creatives at *Composing a live preview with more than one creative* here below. This method adds all necessary info to the page URL and displays a preview of more than one creative on the same page.

# Preview domains

To preview XML files (such as VAST) correctly in the Adhese interface, a crossdomain.xml file must be added to the root server of the preview host domain. For security reasons, the process of previewing a creative is hosted on a different domain than your original Adhese admin domain. This inhibits the crossdomain.xml file from having free access to the admin host. The crossdomain.xml file is a cross-domain policy file that enables a web client to communicate with servers other than the one on which it is hosted.

# Composing a live preview with more than one creative

To compose a live preview with more than one creative:

1. Select the preview URLs of two creatives, for instance:
   - Leaderboard + wallpaper live preview URL: `http://www.test.com/?adhesePreviewCreativeId=1404&adhesePreviewSlotId=24056&adhesePreviewCreativeTemplate=leaderboard&adhesePreviewWidth=984&adhesePreviewHeight=120&adhesePreviewTemplateFile=preview.html&adhesePreviewCreativeKey=null`
   - Rectangle live preview URL: `http://www.test.com/?adhesePreviewCreativeId=1405&adhesePreviewSlotId=24058&adhesePreviewCreativeTemplate=rectangle&adhesePreviewWidth=336&adhesePreviewHeight=280&adhesePreviewTemplateFile=preview.html&adhesePreviewCreativeKey=null`
2. Copy both links into a text file.
3. In the second URL, replace `http://www.test.com/?` with an ampersand ("`&`"): `&adhesePreviewCreativeId=1405&adhesePreviewSlotId=24058&adhesePreviewCreativeTemplate=rectangle&adhesePreviewWidth=336&adhesePreviewHeight=280&adhesePreviewTemplateFile=preview.html&adhesePreviewCreativeKey=null`
4. To create the live-preview URL with both creatives, paste the adjusted second URL after the first URL: `http://www.test.coml/?adhesePreviewCreativeId=1404&adhesePreviewSlotId=24056&adhesePreviewCreativeTemplate=leaderboard&adhesePreviewWidth=984&adhesePreviewHeight=120&adhesePreviewTemplateFile=preview.html&adhesePreviewCreativeKey=null&adhesePreviewCreativeId=1405&adhesePreviewSlotId=24058&adhesePreviewCreativeTemplate=rectangle&adhesePreviewWidth=336&adhesePreviewHeight=280&adhesePreviewTemplateFile=preview.html&adhesePreviewCreativeKey=null`

Repeat the above procedure to add additional creatives to a preview URL.

# Third-party tracking

In addition to the Adhese reporting tools, it is also possible to have a third-party platform monitor your creatives. This process is also known as **third-party tracking**.

To add third-party tracking to creatives, you need to define the unique tracking URL provided by your third-party vendor.

# Add third-party tracking to a creative

1. When adding a creative in the *New creative* screen, go to the *Header tab's Tracking section*.
2. Enter the tracking URL given by your vendor in the **Tracking URL** field.
3. Click the *Save* button.

# About tracking URLs and tags

The collection of letters and numbers at the end of a tracking URL is the **tag**. You can only use a transparent 1x1-pixel image or **tracking pixel**.

If Adhese recognises the third-party vendor and its specific tracking URL, Adhese replaces the placeholders with the correct value. If a tracking URL contains one of the following values, Adhese replaces it with a timestamp:

- [timestamp]
- [random]
- [cachebuster]
- %d
- %n

If Adhese is unable to automatically recognise the type of tracking URL of a specific third-party vendor, it is important to add the correct Adhese tokens within the placeholders of the given third-party tracking URL. This enables Adhese to accurately track the creative, thereby reducing discrepancies in third-party reporting.

Make sure you do not use duplicate URLs. Otherwise, your results will be counted twice.

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