

Character Encoding in Advar Responses

When special characters are used in creative field values, the Adhese ad response (advars) does not always return them as-is. This page describes the current encoding behavior so integrators can correctly process the `ad.tag` property and display these values.

Character processed without change

! @ # \$ % ^ * () : ; | ? / , . ~ `

Always entity-encoded

Regardless of account configuration, the following characters are always encoded:

character	name	encoded as
&	ampersand	&
"	double quote	"

example:	encoding
"Abc" K&L	"Abc" K&L

Single quote: controlled by the `escapeAdvarStrategy` setting

How a single quote (') is encoded depends on the account's `escapeAdvarStrategy` configuration property. This property exists because a single, universal escaping approach doesn't work for every delivery format:

- the HTML entity `’` only decodes correctly in HTML contexts

- in native or JSON tags it would otherwise show up to the end user as literal entity text.

value of <code>escapeAdvarStrategy</code>	behavior	example: <code>O'Brien</code>
<code>raw</code>	No escaping — the quote is passed through as-is	<code>O'Brien</code>
<code>html</code>	HTML-entity escaping	<code>O&rsquo;Brien</code>
<code>accent</code>	The quote is replaced with an acute accent (´) — a visual substitution, not a true escape	<code>O´Brien</code>

Fallback: if `escapeAdvarStrategy` is unset, blank, or set to an unrecognized value, the account falls back to its legacy `escapeAdvarParams` boolean: `false` behaves like `raw`, and `true` (the default) behaves like `html`.

Accounts that haven't set `escapeAdvarStrategy` are unaffected and continue to behave exactly as before.

Integrators should decode a value according to the account's configured strategy before displaying it. For an account using `html` (the default), a value containing `T&T` is returned as `T&T` and should be decoded back to `T&T`; a value containing `O'Brien` is returned as `O’Brien` and should be decoded back to `O'Brien`.

Unsupported characters

The following characters currently cannot be saved in a creative field:

character	name	behavior
<code>\</code>	backslash	Results in a malformed value in the ad response
<code><</code>	less than sign	Not accepted when saving the creative
<code>></code>	more than sign	Not accepted when saving the creative

Don't use these characters in field values!

Note

Encoding behavior is subject to change; this page will be updated if the rules above change.

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