

Macros for templates and Advar templates

When working with **advar templates** & advar creatives, you need to **use the 2ND (and higher)** macros when adding macros related to **uploaded creative files**. Examples are `<ADHESE_EXT_2ND>`, `<ADHESE_SWF_SRC_2ND>`

If you encounter invalid JSON responses (e.g., quotes in the campaign name), use the URI-encoded versions of the macros.

Macro	URIENCODED	Description
<code><ADHESE_ADSPACE_COMMENT></code>	<code><ADHESE_ADSPACE_COMMENT_URIENCODED></code>	The comment of the booking.
<code><ADHESE_ADSPACE_END></code>		The end date of a booking.
<code><ADHESE_ADSPACE_ID></code>		The unique ID of the booking.
<code><ADHESE_ADSPACE_KEY></code>	<code><ADHESE_ADSPACE_KEY_URIENCODED></code>	The external reference or key of a booking.
<code><ADHESE_ADSPACE_START></code>		The start date of a booking.
<code><ADHESE_ADVERTISER_ID></code>		The ID of the selected Advertiser company
<code><ADHESE_ALT_TEXT></code>	<code><ADHESE_ALT_TEXT_URIENCODED></code>	The content of the alt text field.
<code><ADHESE_BODY></code>	<code><ADHESE_BODY_URIENCODED></code>	The body of the creative (if available).
<code><ADHESE_CLICK_TAG></code>	<code><ADHESE_CLICK_TAG_URIENCODED></code>	The click tag of a creative (including URL).
<code><ADHESE_CONFIGURABLE_TRACKER_URL></code>	<code><ADHESE_CONFIGURABLE_TRACKER_URL_URIENCODED></code>	If configured, the tracking URL that has been configured in the configuration.
<code><ADHESE_CREATIVE_ID></code>		The unique ID of the link between the booking and the creative.

<ADHESE_CREATIVE_NAME>	<ADHESE_CREATIVE_NAME_URIENCODED>	The name of the creative.
<ADHESE_DELIVERY_MULTIPLES>	<ADHESE_DELIVERY_MULTIPLES_URIENCODED>	The delivery multiples value of the booking.
<ADHESE_DELIVERY_MULTIPLES_GROUP_ID>	<ADHESE_DELIVERY_MULTIPLES_GROUP_ID_URIENCODED>	The group ID for the delivery multiples, if needed.
<ADHESE_DURATION>, <ADHESE_DURATION_2ND>, <ADHESE_DURATION_3RD>, <ADHESE_DURATION_4TH>, <ADHESE_DURATION_5TH>, <ADHESE_DURATION_6TH>		The duration of the uploaded video files in seconds.
<ADHESE_DURATION_MS>, <ADHESE_DURATION_MS_2ND>, <ADHESE_DURATION_MS_3RD>, <ADHESE_DURATION_MS_4TH>, <ADHESE_DURATION_MS_5TH>, <ADHESE_DURATION_MS_6TH>		The duration of the uploaded video files in milliseconds.
<ADHESE_EXT>, <ADHESE_EXT_2ND>, <ADHESE_EXT_3RD>, <ADHESE_EXT_4TH>, <ADHESE_EXT_5TH>, <ADHESE_EXT_6TH>	<ADHESE_EXT_URIENCODED>, <ADHESE_EXT_2ND_URIENCODED>, <ADHESE_EXT_3RD_URIENCODED>, <ADHESE_EXT_4TH_URIENCODED>, <ADHESE_EXT_5TH_URIENCODED>, <ADHESE_EXT_6TH_URIENCODED>	The file extension of each uploaded file.
<ADHESE_EXTRA_FIELD_1>	<ADHESE_EXTRA_FIELD_1_URIENCODED>	The content of the extra field 1.
<ADHESE_EXTRA_FIELD_2>	<ADHESE_EXTRA_FIELD_2_URIENCODED>	The content of the extra field 2.
<ADHESE_FORMAT>	<ADHESE_FORMAT_URIENCODED>	The format of the booking.
<ADHESE_HEIGHT_LARGE_3RD>, <ADHESE_WIDTH_LARGE_3RD>		The dimensions of the third file that is uploaded.
<ADHESE_HEIGHT_LARGE_4TH>, <ADHESE_WIDTH_LARGE_4TH>		The dimensions of the fourth file that is uploaded.
<ADHESE_HEIGHT_LARGE_5TH>, <ADHESE_WIDTH_LARGE_5TH>		The dimensions of the fifth file that is uploaded.
<ADHESE_HEIGHT_LARGE_6TH>, <ADHESE_WIDTH_LARGE_6TH>		The dimensions of the sixth file that is uploaded.
<ADHESE_LIB_ID>		The unique ID of a creative in Adhese. This ID can be used to make JavaScript functions unique.
<ADHESE_ORDER_ID>		

<ADHESE_ORDER_NAME>	<ADHESE_ORDER_NAME_URIENCODED>	The name of the campaign.
<ADHESE_ORDER_PRIORITY>	<ADHESE_ORDER_PRIORITY_URIENCODED>	
<ADHESE_POOL_PATH>	<ADHESE_POOL_PATH_URIENCODED>	The location of where the ad is located on the server.
<ADHESE_POSITION>	<ADHESE_POSITION_URIENCODED>	The position of the booking.
<ADHESE_PRIORITY>	<ADHESE_PRIORITY_URIENCODED>	The priority of the campaign.
<ADHESE_SHARE>	<ADHESE_SHARE_URIENCODED>	Deprecated.
<ADHESE_SWF_SRC>, <ADHESE_SWF_SRC_2ND>, <ADHESE_SWF_SRC_3RD>, <ADHESE_SWF_SRC_4TH>, <ADHESE_SWF_SRC_5TH>, <ADHESE_SWF_SRC_6TH>	<ADHESE_SWF_SRC_URIENCODED>, <ADHESE_SWF_SRC_2ND_URIENCODED>, <ADHESE_SWF_SRC_3RD_URIENCODED>, <ADHESE_SWF_SRC_4TH_URIENCODED>, <ADHESE_SWF_SRC_5TH_URIENCODED>, <ADHESE_SWF_SRC_6TH_URIENCODED>	The target URLs of the uploaded files, will be empty in case not uploaded.
<ADHESE_TAG>	<ADHESE_TAG_URIENCODED>	The complete HTML code of an ad: object/embed code in case of a .swf file, JavaScript in case of third-party code, or img link tags in case of a static image.
<ADHESE_TEMPLATE_CODE>	<ADHESE_TEMPLATE_CODE_URIENCODED>	The code of the template for the position of the booking.
<ADHESE_TEMPLATE_CODE_EXPORT>	<ADHESE_TEMPLATE_CODE_EXPORT_URIENCODED>	The export code of the template of the creative.
<ADHESE_TRACKING_URL>	<ADHESE_TRACKING_URL_URIENCODED>	The URL for tracking 3rd party impressions.
<ADHESE_URL>	<ADHESE_URL_URIENCODED>	The target URL or landing page of the ad, as determined by the user.
<ADHESE_IMPRESSION_TRACKING_URL>	<ADHESE_IMPRESSION_TRACKING_URL_URIENCODED>	The URL to count trackable impressions
<ADHESE_VIEWABLE_TRACKING_URL>	<ADHESE_VIEWABLE_TRACKING_URL_URIENCODED>	The URL to count viewable impressions.
<ADHESE_WIDTH>, <ADHESE_HEIGHT>		The dimensions of the first uploaded file.
<ADHESE_WIDTH_LARGE>,<ADHESE_HEIGHT_LARGE>		The dimensions of the second file that is uploaded.

Macros in Advar fields

If you want to fill in a macro in a field of an Advar template during creative creation, i.e.

`pool-demo.adhese.com?bg_sourceid=<ADHESE_LIB_ID>` to be filled in a Landing Page field, you need to allow the macro to be replaced within the Advar template itself.

For example:

```
{
    "default": "<ADHESE_LIB_ID>",
    "doc": "replacementtest",
    "label": "NA",
    "type": "singleLineText",
    "key": "<recu-open_ADHESE_LIB_ID>"
}
```

Where `<recu-open_[MACRO]>` allows the macro to be replaced in the Advar field.

For the macro replacement to work, the account configuration needs to be changed. Please [contact Support](#) when you want to make use of this feature.

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