Implementing IAB's HTML5 clickTag Standard

These instructions will describe implementing the IAB's clickTag Standard so you can track clicks. You will need access to a text editor such as SublimeText 3 which can be found at: http://www.sublimetext.com/3

-Do not hardcode the landing page URL in the html5 creative. This will be set on the platform itself when uploading the creative.

Step 1:
Add the AppNexus HTML5 Library inside the <head> tag, just below the opening of the tag, in the index.html file, by adding the following <script> tag: Make sure to use https so the creative can serve on secure inventory.
…<head>
<script type="text/javascript" src="https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js"></script>

Step 2:
This step implements the APPNEXUS.getClickTag() by wrapping the banner markup in an HTML element that will in turn open a new window and retrieve the value of the clickTag parameter set in the ad URL.

You need to open an <a> anchor element with the href attribute set to javascript:void(0) and an onClick attribute set to window.open(APPNEXUS.getClickTag(), '_blank');.

For example, open the anchor tag as below immediately after <body> and be sure to close it with immediately before </body>.

The banner markup should go between and .

<body>

                <!-- Your banner markup goes here. -->

</body>

Step 3:
Save your work. Open the index.html file in your web browser. Add ?clickTag=http://www.AppNexus.com at the end of the URL in the address bar.

Refresh the page and click on the ad. A new window with AppNexus' website should open in your browser. When the ad is served AppNexus sets the value of clickTag to AppNexus' click tracker and a redirect to the landing page URL provided for the creative in Console.

Step 4a:
You need to compress the asset folder into a .zip file. You can use WinRar that's found at: https://www.win-rar.com/start.html?&L=0 if your computer doesn't have a compression software.

(OPTIONAL - if you're using MacOS) Step 4b:
You need to compress the assets of the creative folder file with the zip command, for example:
zip -r -X html5_300x250.zip html5_300x250