TRADE DESK CREATIVE CLICK TAGS

This article details how to add click tags to client creatives that will be loaded directly into Trade Desk.

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HOSTED AD CREATIVE SPECIFICATIONS

- All information for serving the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the HTML file.
- The maximum HTML file size is 200 kilobytes.
- All files for displaying the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the zip file. The primary HTML file should be located in the root of the zip file.
- Zip files must contain no more than 100 files, including at least one HTML file for use as the initiating file for display. (We suggest keeping the file count low to minimize browser performance impact.)
- The maximum size of any automatically started video should be less than 1.1 megabytes The maximum size of any individual file is 2.2 megabytes.
- The maximum size of the primary HTML file should be 100 kilobytes.
- The zip file should be smaller than 10 megabytes compressed and the contents should be smaller than 12 megabytes uncompressed. Only file types of HTML, JS, CSS, JPG, JPEG, GIF, PNG, and SVG may be included in the zip file.

Important Note: Folders containing your files cannot be zipped or you will receive an error message when uploading to Trade Desk. The content of the folder must be zipped instead.

SETTING UP THE CLICK TAG

Trade Desk Click Tags are comprised of three parts:

1. The getParameterByName function which makes sure that the click out URL is formatted the correct way.
   Example: http://www.domainna me.com

```
function getParameterByName(name) {
    name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=([^&#]*)"), results = regex.exec(location.search);
    return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
```

This is just a copy and paste function. Nothing inside of the function needs to be changed. It needs to be enclosed in <script> tags in the <head> of your document.

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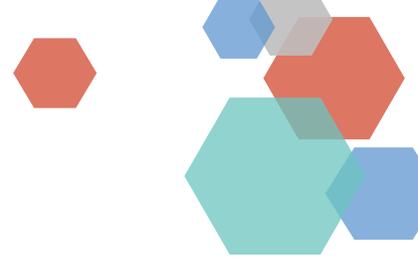
2. The click tag variable declaration, which can be done in two ways:

    Method 1: Declaring the click tag so a click out URL will be put in later when uploading to Trade Desk

    var clickTag = getParameterByName("clickTAG");

    The click tag variable (clickTag) and parameter name ("clickTAG") can be named anything, but you will need to remember what they are for later use.

    Method 2: Declaring the click tag with a click out URL

    var clickTag = getParameterByName("clickTAG") + encodeURIComponent("http://www.domainname.com");

    The click tag variable (clickTag) and parameter name ("clickTAG") can be named anything, but you will need to remember what they are for later use. The finished code in the <head> should look like this:

```
<script>
    function getParameterByName(name) {
    name = name.replace(/[\[]/, "\\[").replace(/[\]]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=([^&#]*)"),
    results = regex.exec(location.search); return results === null ? "" :
    decodeURIComponent(results[1].replace(/\+/g, " "));
    }
    var clickTag = getParameterByName("clickTAG");
</script>
```

3. An anchor <a> tag which is wrapped around the element that you want to click out.

    `<a href="javascript:window.open(window.clickTag);void(0);"><img src="clickme.jpg"/></a>`

    In this case the clickTag variable is named "clickTag", so that is what must be called in order for the tracking to work correctly.

CHANGING AN EXISTING GOOGLE WEB DESIGNER FILE'S ENVIRONMENT

If a Google Web Designer file was created for a DoubleClick environment then it will have to be changed to a generic environment and the click tag will have to be added afterward. Google has a document on how to do this.

Important Note: One thing missing from the Google document is that the <meta> tag declaring the ad's environment needs to be changed to generic.

```
1  <!DOCTYPE html>
2  <html><head><meta name="GCD" content="YTk3ODQ3ZWZhN2I4NzZmMzBkNTEwYjJl70c5f6cf444306fe8b3d2240c0035cd6"/>
3      <meta charset="utf-8">
4      <meta name="generator" content="Google Web Designer 1.7.0.1114">
5
6      <meta name="environment" content="gwd-generic">
7                                              , initial-scale=1.0">
```

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