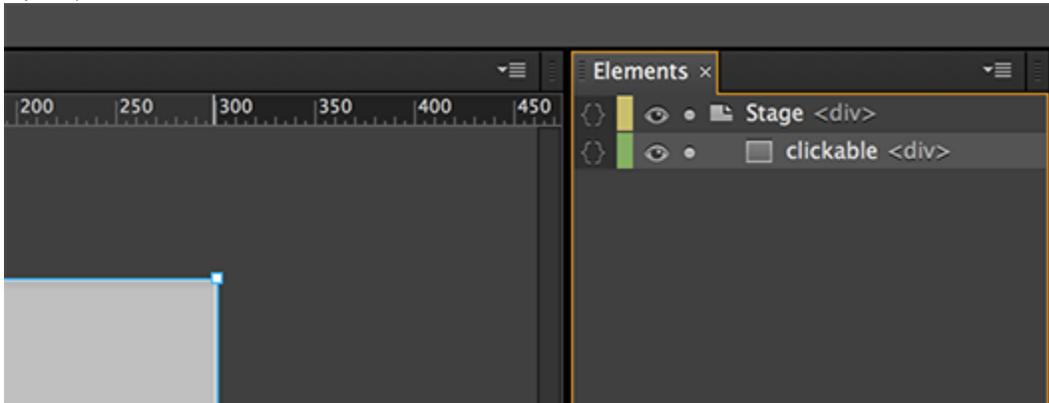# Build an HTML5 AppNexus Creative in Adobe Edge

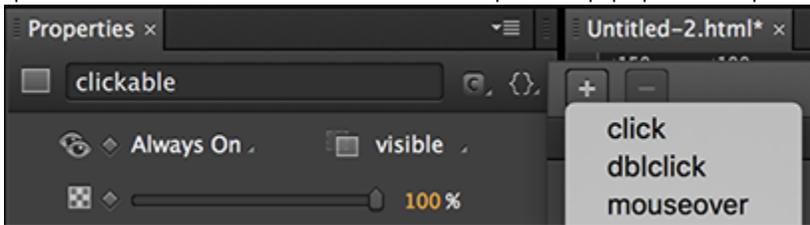## Build an HTML5 AppNexus Creative in Adobe Edge

This guide explains how to use Adobe Edge to build HTML5 creatives that will properly track clicks in AppNexus. It assumes that you are familiar using Adobe Edge to build creatives.
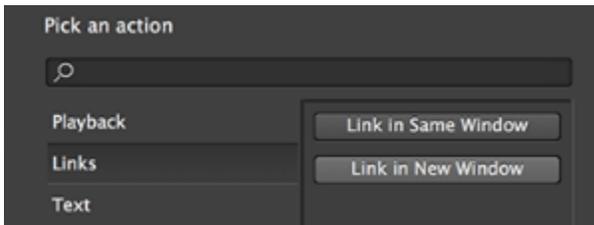
With AppNexus HTML5 Library

1. From within Adobe Edge, select the element you want to make clickable from the **Elements** panel. (Naming the element "clickable" is not required)
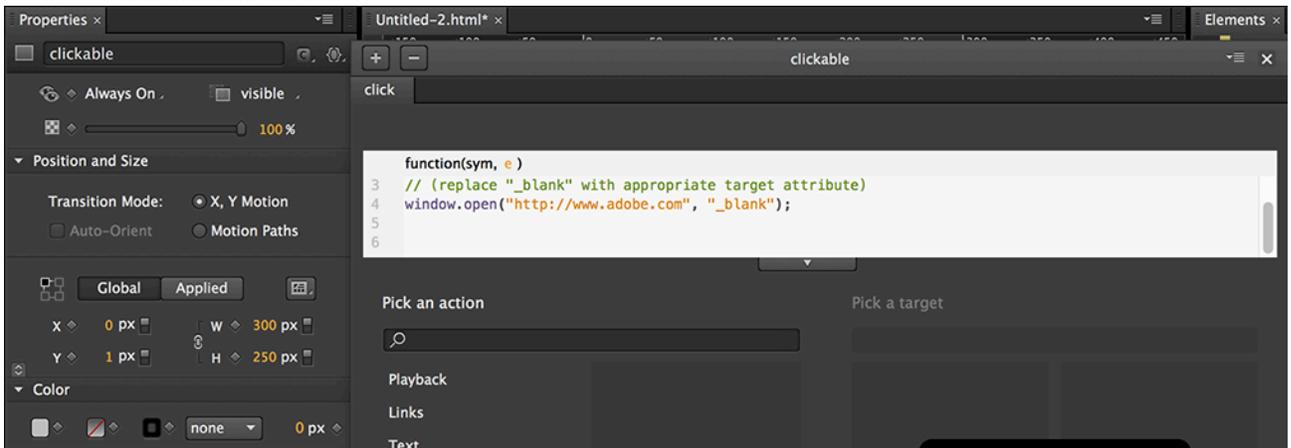

2. Open **Actions** for the selected element. The Actions panel will pop-up with a dropdown menu. Then select **click** in the dropdown menu.
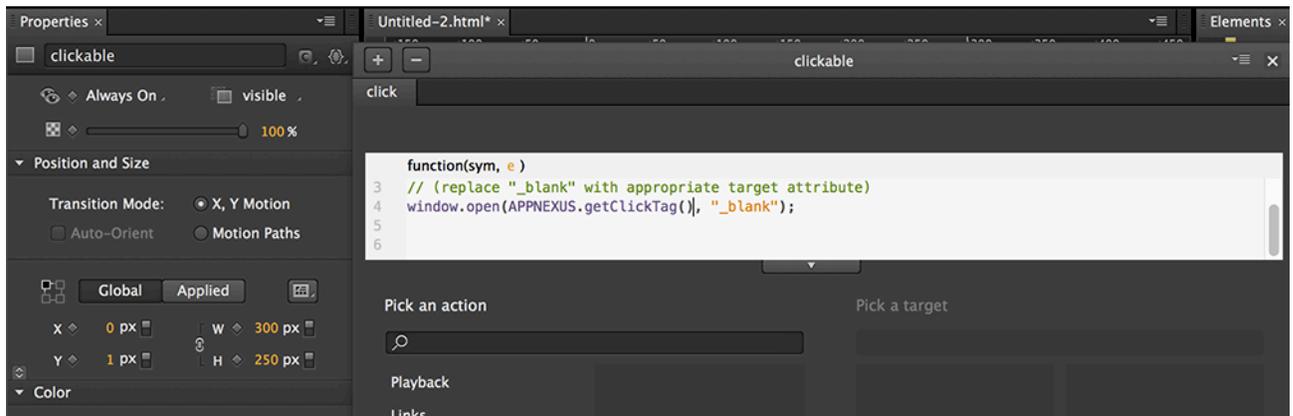

3. Select **Links** and **Link in New Window** from the **Pick an Action** area.
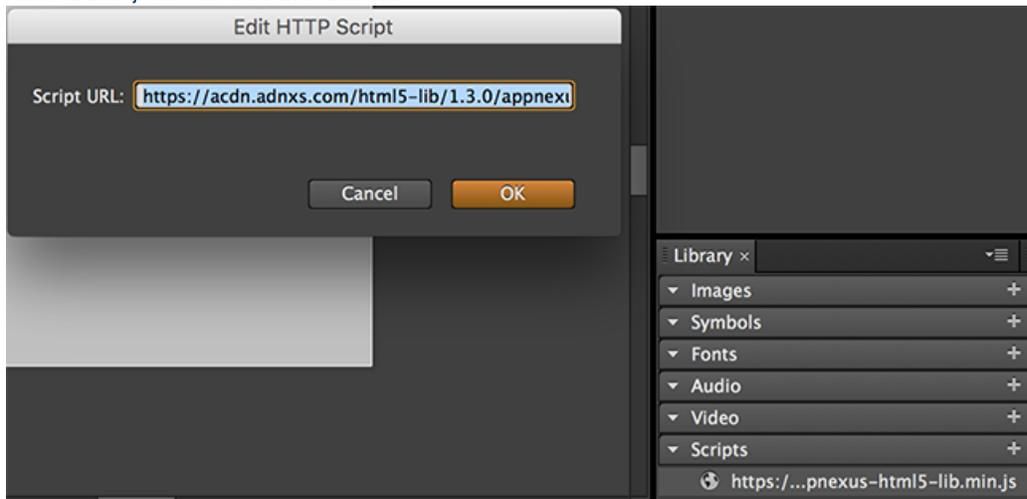

4. You will see code that looks like this.

5. Replace the "http://www.adobe.com" with `APPNEXUS.getClickTag()`. Make sure to remove the quotations.

6. From the **Library** panel, in the **Scripts** drop-down, click **Add JS File from URL...**. Paste https://acdn.adnxs.com/html5-lib/1.3.0/appnexus -html5-lib.min.js into the field and click **OK**.
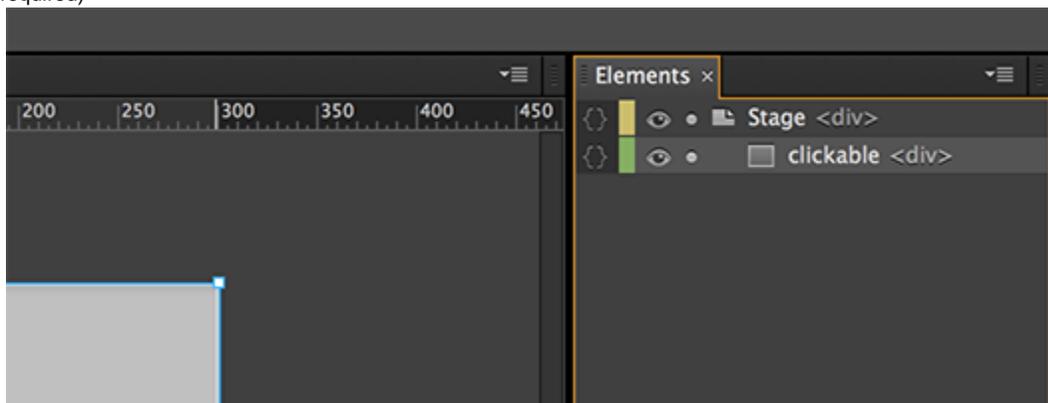

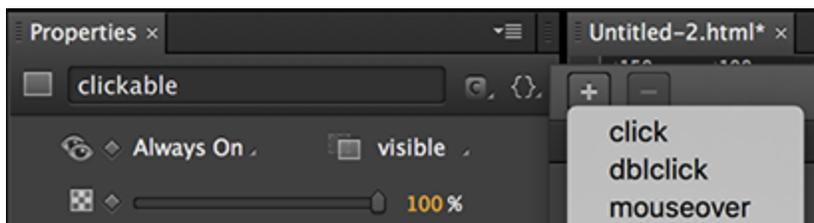> Use https to ensure the creative can serve on secure inventory.

7. Click **Preview in Browser** to open the ad in your browser. Add `?clickTag=http://YOUR-URL-HERE.com` at the end of the URL in the address bar with the landing page you want to test. Refresh the page and click on the ad. A new window with the landing page you entered should open in your browser. When the creative is served, AppNexus sets the value of `clickTag` to AppNexus' click tracker and sets a redirect to the landing page URL provided in Console.

Without AppNexus HTML5 Library

1. From within Adobe Edge, select the element you want to make clickable from the **Elements** panel. (Naming the element "clickable" is not required)
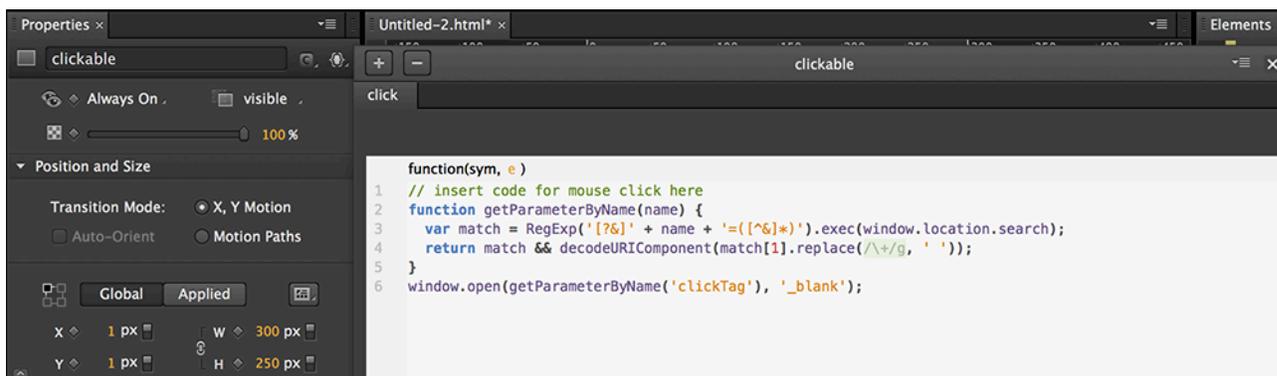

2. Open **Actions** for the selected element. The **Actions** panel will pop-up with a dropdown menu. Then select **click** in the dropdown menu.

3. Paste the code below into the text box provided (this is your `clickTag` code).

```
function getParameterByName(name) {
   var match = RegExp('[?&]' + name + '=([^&]*)').exec(window.location.search);
   return match && decodeURIComponent(match[1].replace(/\+/g, ' '));
}
window.open(getParameterByName('clickTag'), '_blank');
```


4. Click **Preview in Browser** to open the ad in your browser. Add **?clickTag=http://YOUR-URL-HERE.com** at the end of the URL in the address bar with the landing page you want to test. Refresh the page and click on the creative. A new window with the landing page you entered should open in your browser. When the creative is served, AppNexus sets the value of `clickTag` to AppNexus' click tracker and sets a redirect to the landing page URL provided in Console.

Related Topics

- Build an HTML5 AppNexus Creative in Google Web Designer