

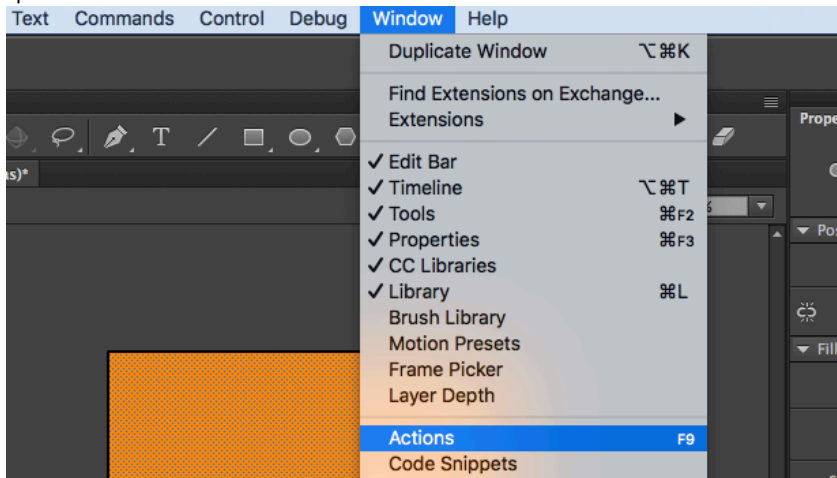
# Build an HTML5 AppNexus Creative in Adobe Animate CC

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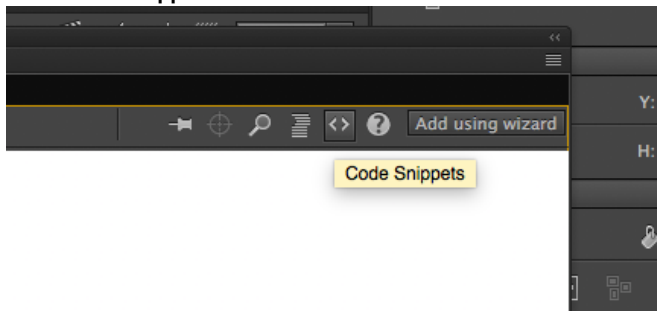
This guide explains how to use Adobe Animate CC to build HTML5 creatives that will properly track clicks in AppNexus. It assumes that you are familiar using Adobe Animate CC to build creatives.

### With AppNexus HTML5 Library

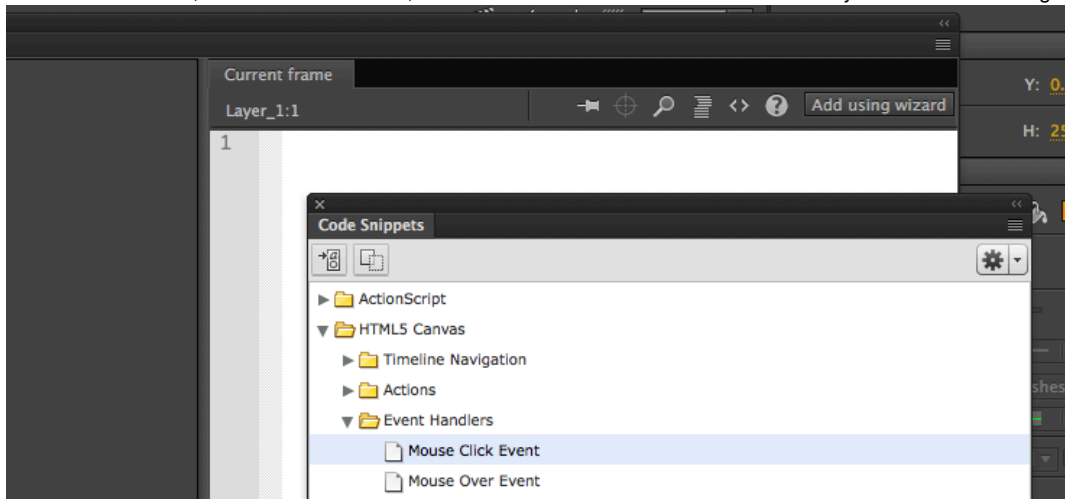
1. From within Adobe Animate CC, select the element you want to make clickable.
2. Open the **Actions** window.



3. Select **Code Snippets** in Actions toolbar.

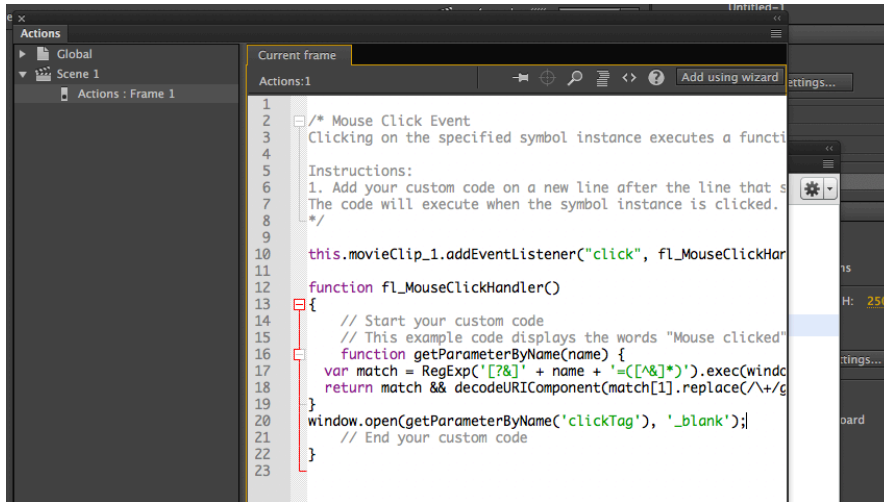


4. Click **HTML Canvas**, then **Event Handlers**, and then select **Mouse Click** and click **OK** if you receive a warning.

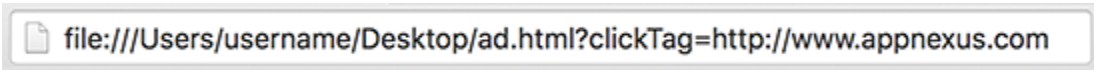


5. You will see a text editor pre-populated with code. Replace the `alert("Mouse clicked");` with:

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



6. Save and **Publish** your work. Open the project's .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.

## Related Topics

- [Use IAB's HTML5 clickTag Standard on AppNexus](#)