

Use IAB's HTML5 clickTag Standard on AppNexus

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Follow these instructions to use the IAB's clickTag standard in HTML5 creatives hosted with AppNexus. This allows AppNexus to track clicks and set the ad's landing page to the URL provided in Console.

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Prerequisites

You will require a text editor to complete the procedure below. If you do not have one, we recommend [Sublime Text](#).

Do not hardcode landing page URLs for your creative. This will be set in Console when the assets are uploaded.

Step 1: Add the AppNexus HTML5 Library

Add the AppNexus HTML5 Library inside the `<head>` tag in the `index.html` file, by adding the following `<script>` tag:

```
<script type="text/javascript"
src="https://acdn.adnxs.com/html5-lib/1.3.0/appnexus-html5-lib.min.js"></script>
```

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

Step 2: Add `APPNEXUS.getClickTag()` to a clickable element

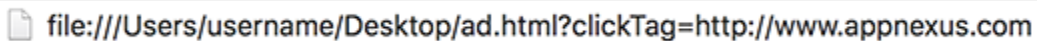
Wrap the banner markup in an HTML element that opens a new window and uses the `APPNEXUS.getClickTag()` function. This will retrieve the value of the clickTag parameter set in the ad URL. The example below uses the `<a>` anchor element with the `href` attribute set to `javascript:void(0)` and an `onClick` attribute set to `window.open(APPNEXUS.getClickTag(), '_blank');`.

Open `` immediately after `<body>` and be sure to close it with `` immediately before `</body>`. The banner markup should go between `` and ``.

```
<body>
  <a href="javascript:void(0)" onClick="window.open(APPNEXUS.getClickTag(),
  '_blank');" >
    <!-- Your banner markup goes here. -->
  </a>
</body>
```

Step 3: Test

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.

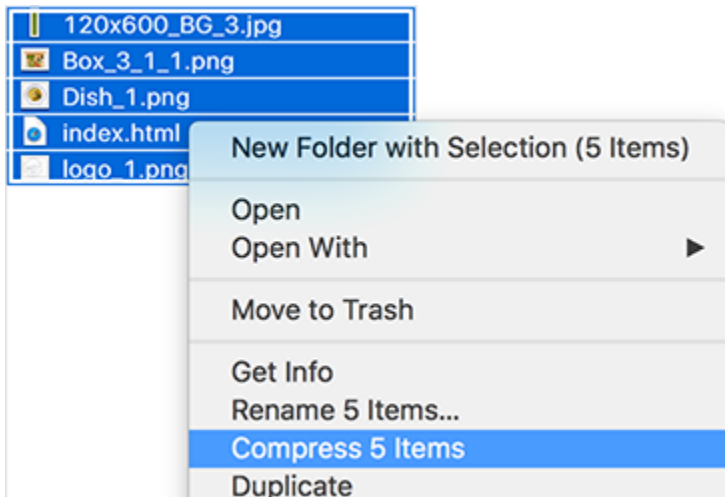


Refresh the page and click on the ad. A new window with AppNexus' website should open in your browser. When the ad is served AppNexus sets the value of `clickTag` to AppNexus' click tracker and a redirect to the landing page URL provided for the creative in Console.

Step 4. Save work

Step 5. Zip creative contents

Select all of the contents. Compress the contents into a `.zip` file.



You are now ready to upload your HTML5 creative onto the AppNexus platform.

Additional Option

AppNexus follows [IAB HTML5 guidance](#) for `clickTag` (Section 3.10.1). The ad URL returned to a publisher's page includes a `clickTag` parameter in the query string. Ad developers who prefer not to use AppNexus' `getClickTag()` convenience can access the `clickTag` parameter's value with their own Javascript. In this case, the ad does not need to load the AppNexus HTML5 Library.

Example Ad URL with clickTag Parameter

```
https://vcdn.adnxs.com/.../index.html?clickTag=http%3A%2F%2Fnym1-ib.adnxs.com%2Fclick%3FAA...gwJUgAAAAA.%2Fbn%3D0%2Fclickenc%3Dhttp%253A%252F%252Fwww.appnexus.com%252F
```

Related Topics

- [Build an HTML5 AppNexus Creative in Google Web Designer](#)
- [Build an HTML5 AppNexus Creative in Adobe Edge](#)
- [Integrate the AppNexus HTML5 Library with Ads Created in Adobe Edge](#)
- [Integrating the AppNexus HTML5 Library with Ads Created in Google Web Designer](#)