



Ad tags and macros

Ad tags are the primary way to load Aarki ads on web pages and in mobile and tablet apps. They are HTML code containing JavaScript tags that asynchronously load and render the ad.

Here is an example of an Aarki ad tag:

```
<script type="text/javascript" id="aarki_fef5f23cf9fca33b">
(function() {document.write('<script id="mobspire-ad-tag" '
+'src="http://rm.aarki.net/v1/ads/fef5f23cf9fca33b/ad.js?cb='
+Math.random()+ '&channel=Docs"></scr'+ 'ipt>');})();</script>
```

It is possible to pass additional parameters to the script-loading URL to customize ad serving and specify how to track various ad lifecycle events. Typically ad servers support “macros” that dynamically resolve to actual values at the time of ad serving.

An example of an MRAID tag (for in-app ad serving), with `%%WIDTH%%` and `%%HEIGHT%%` macros for specifying the ad size:

```
<script type="text/javascript" src="mraid.js"></script>
<script type="text/javascript" id="aarki_fef5f23cf9fca33b">
(function() {document.write('<script id="mobspire-ad-tag" '
+'src="http://rm.aarki.net/v1/ads/fef5f23cf9fca33b/aarki_inapp.js?ad_width=%%WIDTH%%&ad_
+Math.random()+ '&channel=Docs"></scr'+ 'ipt>');})();</script>
```

Ad serving parameters

The following parameters can be passed into the ad tag:

- cb_ext:** Cachebuster value. Used to ensure that ads are refreshed and counted properly. Aarki tags contain a cachebuster value, but in some cases it may be helpful to also use your ad server’s cache busting macro.
- channel:** Channel identifier, e.g. site or app name. When a channel is used, reports can be broken down by channel, which can be useful in certain scenarios.
- ad_width:** Ad width
- ad_height:** Ad height
- advertising_id:** **iOS:** Advertising Identifier **Android:** Google Advertising ID from Google Play Services
- tracking_enabled:**
 - iOS:** Value of the `isAdvertisingTrackingEnabled` parameter in iOS versions 6 and higher (“y” or “n”) – defaults to “y”
- tracking_limited:**
 - Android:** Value of `isLimitAdTrackingEnabled()` parameter in Google Play Services 4.0 and higher (“y” or “n”) – defaults to “n”

long: Longitude
lat: Latitude
postal_code: Postal/ZIP code

Special functionality

Some parameters can be used to configure ad behavior and work around limitations of certain containers:

pagescroll: Setting this to “y” will instruct the ad not to capture touch move events. This allows to scroll the page where the ad is placed even when clicking within the ad. However it prevents swipe functionality from working in the ad. Defaults to “n”.

Parameters for tracking ad lifecycle events

For some events associated with the ad lifecycle, it is possible to provide tracking URLs in the ad tag. You can track:

- First page view: when the ad is loaded
- Expansion: when an expandable banner is expanded
- Interaction: any first touch/click within the ad
- Click-through: when user clicks out of the creative

Using URL-encoded tracking URLs for these events is recommended:

imp_esc: URL for tracking first page views
expand_esc: URL for tracking ad expansions
int_esc: URL for tracking user’s first interaction

Unescaped URLs should be escaped using the JavaScript *encodeURIComponent()* function before being passed into the ad tag.

Double-escaped versions of tracking URLs are also supported: **imp_esc_esc**, **expand_esc_esc**, **int_esc_esc**.

Click-through tracking

Aarki tracks clicks on the ad. But in some cases it may be useful to have the ad also report clicks to your ad server. This kind of click-through tracking can be done in two ways:

1. Using a redirect chain

In this case, the chain of redirects looks as follows when the user clicks out of the ad:

[Ad] -> [Ad server’s click tracking URL] -> [Aarki click tracking URL] -> [Destination URL]

Upon clicking, the user is first redirected to the ad server’s click-tracking URL with the Aarki URL appended. The URL can be specified using the **redir_chain_esc** parameter. The ad server should then count the click and redirect the user to the Aarki URL provided. This setup will only work if the ad server click-tracking URL supports appending of a URL.

2. Using a parallel tracking URL

Alternatively, you can specify the tracking URL that will be called from the client in parallel with redirecting the user to the destination URL. Use the `click_esc` parameter to pass an encoded tracking URL.

Overwriting click-through destination

Usually the destination URL for user clicks is defined in the ad. It is possible, however, to override it at the time of ad serving using the `redir_esc` parameter. As with all `_esc` parameters, an encoded URL is expected.

Impression tracking

Impressions are automatically tracked by ad servers when the tag is rendered. However, in some cases you may also need to track an impression using a third-party URL. You can generate an ad tag with a third-party impression tracking on Aarki Studio ad trafficking page. Here is an example of an ad tag with a third-party impression tracking URL `%%IMPRESSION_URL%%`.

```
<script type="text/javascript" id="aarki_fef5f23cf9fca33b">
(function() { var req_img=new Image(); req_img.src='%%IMPRESSION_URL%%';
document.write('<script id="mobspire-ad-tag" ' + 'src="http://rm.aarki.net/v1/ads/fe5f23cf9fca33b/aarki_inapp.js?channel=Docs'+Math.random()+'"></scr'+ 'ipt>'); })(); </script>
```

Examples of ad tags with macros for specific ad servers

DFP by Google

Example MRAID tag:

```
<script type="text/javascript" src="mraid.js"></script>
<script type="text/javascript" id="aarki_82dd673230c32277">
(function() {document.write('<script id="mobspire-ad-tag" '
+'src="http://rm.aarki.net/v1/ads/82dd673230c32277/aarki_inapp.js?channel=Docs '
+'&redir_chain_esc=%%CLICK_URL_ESC%%&cb_ext=%%CACHEBUSTER%%&ad_width=%%WIDTH%%&ad_height=%%HEIGHT%%'+Math.random()+'"></scr'+ 'ipt>');})();</script>
```

See https://support.google.com/dfp_premium/answer/1242718?hl=en&ref_topic=28159 for more on DFP macros.

Note that DFP recognizes Aarki ad tags and suggests to insert required macros automatically.

MoPub by Twitter

Example MRAID tag:

```
<script type="text/javascript" src="mraid.js"></script>
<script type="text/javascript" id="aarki_fef5f23cf9fca33b">
(function() {document.write('<script id="mobspire-ad-tag" '
+'src="http://rm.aarki.net/v1/ads/fe5f23cf9fca33b/aarki_inapp.js?channel=Docs '
+'&click_esc=%%CLICK_URL_ESC%%&cb_ext=%%CACHEBUSTER%%&advertising_id=%eudid!&cb=%%CLICK_URL_ESC%%'+Math.random()+'"></scr'+ 'ipt>');})();</script>
```

See <http://help.mopub.com/customer/portal/articles/785070-mopub-macros> for more on macro support in Mopub.

ADTECH by AOL

Example JS tag:

```
<script type="text/javascript" id="aarki_fef5f23cf9fca33b">  
(function() {document.write('<script id="mobspire-ad-tag" '  
+'src="http://rm.aarki.net/v1/ads/fef5f23cf9fca33b/ad.js?channel=Docs '  
+'&redir_chain_esc=_ADCLICKESC_&cb_ext=_ADTIME_&ad_width=_ADFC_WIDTH_&ad_height=_ADFC_H  
+Math.random()+&channel=Docs"></scr'+ 'ipt>');})();</script>
```
