

# Profero Trafficking Guide

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<b>GIF CREATIVE</b> .....	<b>2</b>
<b>FLASH CREATIVE</b> .....	<b>3</b>
FLASH CLICK-THROUGH IMPLEMENTATION .....	5
<b>RICH MEDIA/DHTML</b> .....	<b>6</b>
<b>AN EXPLANATION OF OUR URLS</b> .....	<b>6</b>
SERVING URL .....	6
CACHEBUSTING CODE .....	6
<i>Common Ad-rotation Software Cachebusting Codes</i> .....	7
CLICK-THROUGH URL.....	7
<b>EVENT TAGS (CLIENT SITE TRACKING)</b> .....	<b>7</b>
<b>TROUBLESHOOTING</b> .....	<b>8</b>
NEW AD ISN'T SHOWING .....	8
NEW AD CLICK-THROUGH ISN'T WORKING.....	8



## Gif Creative

If the Ad is to be 3<sup>rd</sup> Party served, Media Owners should be provided with two URLs: a serving URL (used to call the Ad from our AdServer and count views of the ad) and a click-through URL (used to track responses to the ad and direct users to the destination page).

Media Owners should enter the provided URLs into their Ad-Rotation software, taking care to ensure that correct cachebusting is implemented (see [An Explanation of our URLs](#) section for further details).

The serving URL **should not** be entered into a web browser with the intention of "saving off" the displayed ad, as this will negate the intention to 3<sup>rd</sup> party serve the creative (which requires each request or call for the ad to come from our Ad Server).

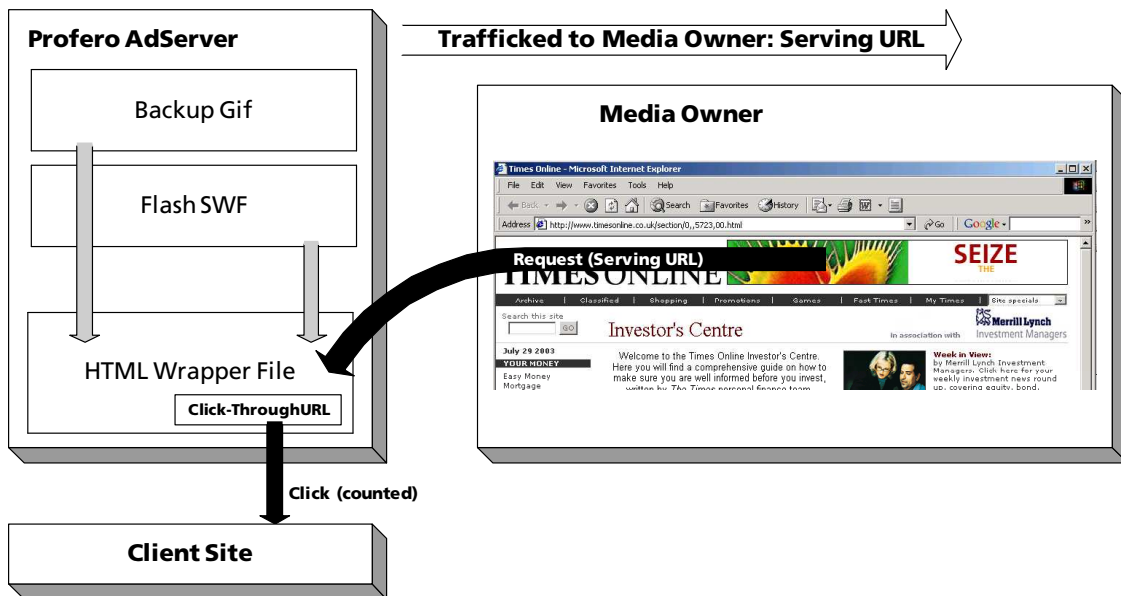
If this is a CPC deal then Media Owners should be issued with a physical file for the creative (.gif, .jpeg etc.) and a click-through URL.

If the Media Owner needs to track clicks separately then they may try to insert its own click-through URL over our provided click-through URL. In this case, the Media Owner must ensure that the user click is still redirected back to the original <http://eu.xmts.net> URL, and **not** directly to the destination page. If the click-through goes directly to the destination page, then we are not counting clicks.

## Flash Creative

We have, essentially, two methods of distributing “3<sup>rd</sup> party served” flash creative to Media Owners.

### Type 1 (Flash Creative)



### Overview

The first method of distributing flash places the SWF file and an accompanying HTML wrapper on our AdServer. A call to the serving URL results in the serving of the HTML file, which has built-in flash detection, click-through & backup gif selection. This implementation is compatible with the “External Rich Media Package Tag” function in some Ad-Rotation Software, but it is also suitable for implementation in an IFRAME src, etc.

### What is Trafficked

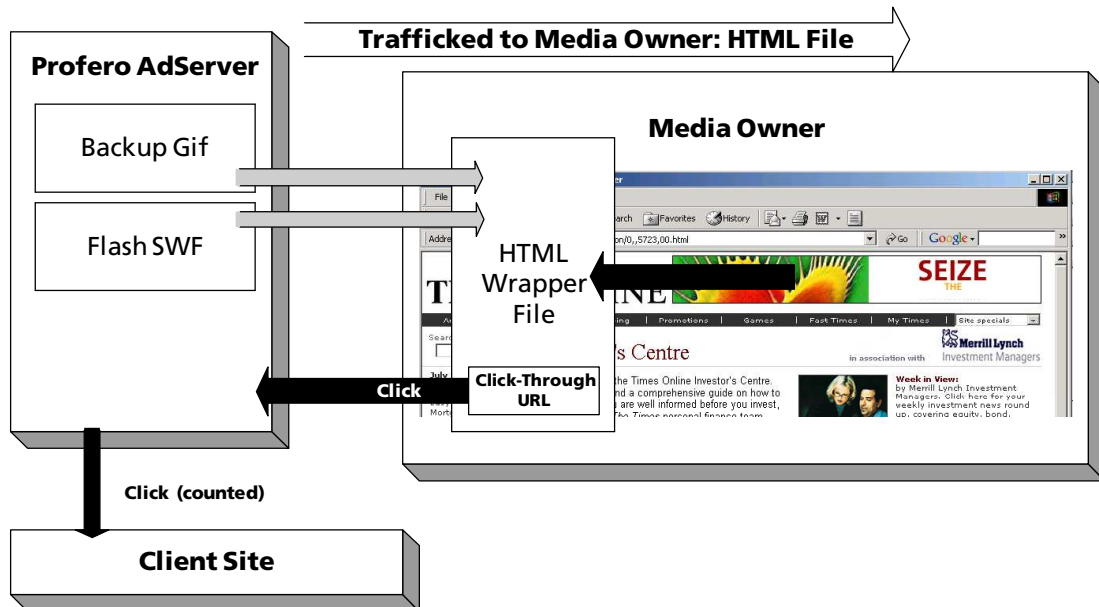
Only one URL (the serving URL) is trafficked to Media Owners with this method and calls to this **must** be cachebusted correctly (see [Serving URLs/Cachebusting Code section in An Explanation of our URLs](#) below).

Since the click-through is built inside the HTML file (and this resides on our system), this cannot be changed or affected “externally”. This is why no click-URL is trafficked with this method. If a Media Owner needs to track clicks via its own system, they should contact [adsupport@profero.com](mailto:adsupport@profero.com) in order to come to an arrangement (e.g. an exchange of click URLs between Profero AdServer & Media Owner tracking server).

### Example

An example of this kind of tag is: <http://eu.xmts.net/PERFORMANCE/21278?cachebusting-code>

## Type 2 (Flash Creative)



### Overview

The second method for distributing Flash involves sending the Media Owner an HTML wrapper for the flash creative. This wrapper contains flash detection, backup gif and built-in cachebusting, as well as calling the ad and sending the clicks via our AdServer.

### What is Trafficked

Media Owner receives an HTML file. This file contains calls for the Flash SWF, backup gif and, for safety and convenience, cachebusting which is handled via javascript.

Clicks are handled within the HTML wrapper file and not directly within the SWF itself. Specifically, clicks are implemented using the "ClickTag" method, as supported by DART and several others. This means that the SWF file, which is resident on our AdServer, does not contain the destination URL for the creative. Instead, the SWF contains the code "clicktag" (or ClickTag, clickTAG, etc.) and the HTML wrapper defines the destination for the click-through.

Should the Media Owner choose not to use the provided wrapper file, they can extract the relevant serving & click URLs from within our HTML file and use these in its own flash template.

Lines 34 & 37 of wrapper file:

```
e.g. <PARAM NAME=movie VALUE="http://eu.xmts.net/PERFORMANCE/28682?clicktag=http://eu.xmts.net/28682?' + random_number + '">
```

Here you can see the call to our AdServer for the SWF (in this case, the AdServing URL <http://eu.xmts.net/PERFORMANCE/28682>), the click-through URL (<http://eu.xmts.net/28682>) and the built-in cachebusting ('?' + random\_number + '). Care should be taken to ensure that the AdServing URL is similarly cachebusted in any replacement template used (<http://SWFURL?clicktag=clickURL?cachebusting-code> - see [An Explanation of our URLs](#) section).

### Example

An example HTML Wrapper file is available for download (in ZIP format) here:

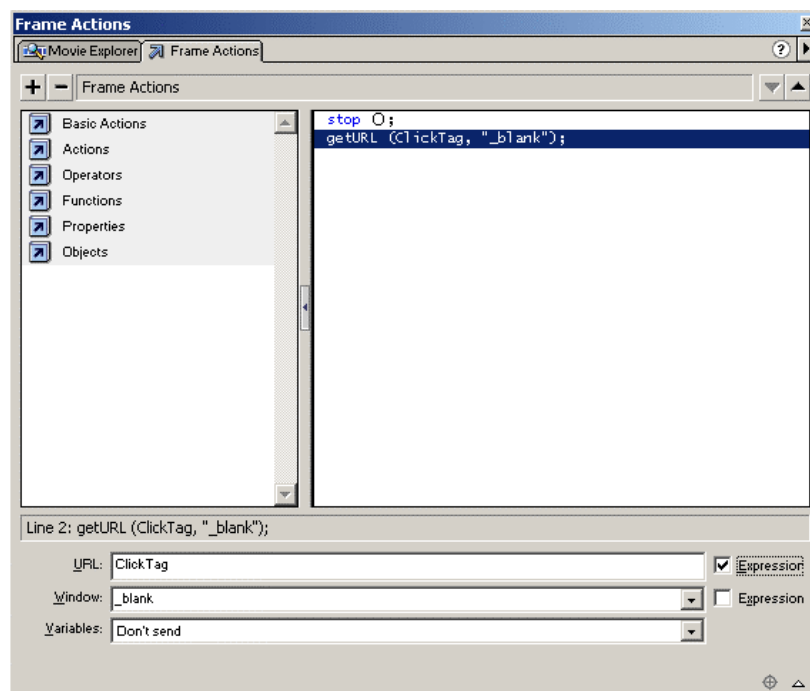
[http://www.xmts.net/example\\_flash\\_type2.zip](http://www.xmts.net/example_flash_type2.zip)

## Flash Click-Through Implementation

As mentioned above, our standard method for implementing Flash click-through is via the “ClickTag” method. This means that clicks are handled within the HTML wrapper file and not directly within the SWF itself, thereby reducing production overhead (since each execution does not require a distinct click-through to be implemented inside the Flash file itself).

Instead of the flash movie clicking directly through to the client site (e.g.: "GetURL(http://www.destination.com)" ), we want to replace the URL with just the word clickTAG.

- 1) On the getURL action that makes the creative click through, remove any existing URL and in the URL field type 'clickTAG' (without the quotes) and click the 'Expressions' checkbox next to it ON.
- 2) In the window field choose '\_blank' if you want the creative to click to a new window, or '\_top' if you want to click through in the same window.
- 3) In the variables field choose 'Don't Send'.
- 4) Export/Publish the SWF as normal.





## Rich Media/DHTML

For the most part, this type of creative execution is distributed either via an intermediary such as Tango Zebra, EyeBlaster, CheckM8 etc., or via a zip file that contains all the elements of the ad.

Due to the complexity and variety of this type of ad, it is impractical to go into specific trafficking details. However, any questions regarding the implementation of Rich Media should be directed to [adsupport@profero.com](mailto:adsupport@profero.com).

Media Owners wishing to track clicks separately may try to insert their own click-through URL over the <http://eu.xmts.net> URL already present. In this case, the Media Owner must ensure that the user is redirected back to the original <http://eu.xmts.net> click URL afterward.

## An Explanation of our URLs

Our system uses 2 basic types of URL, a serving URL and a click-through URL.

Serving URL: <http://eu.xmts.net/ABC123/12345?cachebusting-code>

Click-through URL: <http://eu.xmts.net/12345?cachebusting-code>

## Serving URL

The serving URL is used to call an ad, or component thereof, allowing us to track impressions or ad "views". A serving URL takes the form:

<http://eu.xmts.net/ABC123/12345?cachebusting-code>

The first part is the address of our AdServer (<http://eu.xmts.net>), ABC123 refers to the campaign and 12345 is the "Banner ID" of the individual creative piece.

## Cachebusting Code

"?cachebusting-code" on the end of the URL refers to a cachebusting timestamp code. In order to ensure that no cacheing occurs on the viewer's machine (therefore affecting stats collection), "cachebusting-code" should be replaced with a code specific to the ad-rotation software used by the site and separated by a question mark from the original banner URL. For example, a creative URL of:

<http://eu.xmts.net/TST123/12345?cachebusting-code>

might be implemented as:

<http://eu.xmts.net/TST123/12345?%n>, where %n is the ad-rotation software code which generates a timestamp (see below). At serve-time this would become something similar to:

<http://eu.xmts.net/TST123/12345?1004445881> with the 1004445881.. part being the cachebusting timestamp.

Do **not** leave a serving URL as "<http://eu.xmts.net/ABC123/12345?cachebusting-code>" or caching issues will occur. If in doubt regarding this, please contact [adsupport@profero.com](mailto:adsupport@profero.com)



## Common Ad-rotation Software Cachebusting Codes

If your code is not listed here or is incorrect, please contact [adsupport@profero.com](mailto:adsupport@profero.com) and let us know:

ADROTATION SOFTWARE	CACHEBUSTING CODE USED
Accipiter	%%RANDOM%%
Adforce	_ADFORCE_TIME
BanManPro	[RandomNumber] or [timestamp]
Dart (DoubleClick)	%n or [timestamp]
Engage	%%ACC_QUERY%%?
Netgravity	\$gmt\$
Open Adstream/Real Media	%%GMTTIME%% or _QUERY_

## Click-through URL

The click-through URL is used to direct response to the ad (a click), via our AdServer which counts this response, to the client or destination page.

A click-through URL takes the form:

<http://eu.xmts.net/12345>

The first part is the address of our AdServer (<http://eu.xmts.net>) and 12345 is an individual "Banner ID" which refers to the creative execution in question. When a user clicks on a piece of our creative, they are taken to our AdServer (which records the click) and then redirected to the destination page.

## Event Tags (Client Site Tracking)

Our Event Tags are designed to be easily placed on designated pages, or the corresponding template, of a site. This means a user will request a 1x1 invisible pixel from Profero's tracking server each time they call/view the tracked page. The URL for our Event Tags is similar to the Serving URL for regular gif creative (see [An Explanation of our URLs](#) above), the campaign identifier in the URL being replaced by the word "COOKIE".

To ensure the action is counted properly, we recommend that the tag be placed near the top of the page source. If a tag is placed too low in the page rendering order, visitors with particularly slow connections may not be counted if the tag does not fully load. We also recommend that the tag is cachebusted (see [Cachebusting Code section in An Explanation of our URLs](#) above).

### Example

An example Event Tag, implemented with our built-in javascript cachebusting is available for download (in ZIP format) here: [http://www.xmts.net/Cachebusted\\_Event\\_Tag.zip](http://www.xmts.net/Cachebusted_Event_Tag.zip)

As can be seen from the source of this example, the tag is effectively an image call ``

For testing purposes, it might help to set the tag to a larger size with a visible border (this will make it easier to spot). Once live, however, the width & size should be explicitly defined as 1 pixel and the border set to zero, in order to minimise intrusion into the page design.

Please contact [adsupport@profero.com](mailto:adsupport@profero.com) if you have any queries regarding Event Tag implementation.



## **Troubleshooting**

The majority of problems encountered are due to set-up issues, rather than a problem with our AdServer itself. Our AdServer system is among the most reliable in the industry and great care has been taken to ensure backup redundancy and the prevention of outages. However, if an ad was previously running okay and has suddenly stopped working then the matter obviously needs to be investigated ASAP. Please contact our adsupport team on +44 20 7700 9960 or [adsupport@profero.com](mailto:adsupport@profero.com) .

### **New Ad Isn't Showing**

If you have read this document and an ad you are trafficking still does not display as expected, please contact [adsupport@profero.com](mailto:adsupport@profero.com) for further guidance.

### **New Ad Click-through isn't working**

If you have read the [Click-through URL](#) section of this document, are satisfied that the click URL is formatted correctly but isn't working then please contact [adsupport@profero.com](mailto:adsupport@profero.com). We will investigate the problem.