

Tag Manual

A tag – also known as Third-Party Tag or HTML Tag – is a snippet of code that calls an ad server for ad content when the placement is requested.

NEXD generates a unique tag for each advertisement in a campaign. Typically, an advertiser or agency will work with a publisher or DSP to decide where to target the tags on any site, as well as which types of tags are the most suitable.

Here's the basic process: First NEXD User sets up creatives in campaign. Then the user assigns Advertisement delivery platforms to these creatives, where the ads are trafficked. Once everything is ready in Campaign Manager, the trafficker generates tags and inserts these tags in their DSP or sends them to publishers.

Where can you insert NEXD's tags?

NEXD Tags work in all major **advertisement delivery platforms**. Advertisement delivery platform means platforms like **DSPs, SSPs, Ad Servers, Ad Networks**, or directly to the **Publisher**.

Handling tags is very easy – copy-paste from the file to a creative type like **HTML Tag, Third-Party Tag** or **Custom Creative**. All platforms have the support for this.



Always make sure the NEXD tag has been set up for the **Advertisement Delivery Platform** you are inserting the tag into. If you are using Ad server use it's functionality as a "Tracking Creative", as NEXD already incorporates Ad-serving in it's tag. Refer to Page "Ad Servers"

What does a Tag look like?

A tag consists of several lines which are all editable for the user. These lines are important to show correct content and have correct integration.

```
<ins class="adcads"
  data-adc-id="MU4eJvQz5QGz"
  data-unit="MU4eJvQz5QGz"
  data-responsive="yes"
  data-clickable="yes"
  data-click-tracker="YOUR-URL-HERE"
  data-interstitial="yes">
  <script src="https://media.adcanvas.com/MU4eJvQz5QGz/adtag.js" type="text/javascript"></script>
</ins>
```

The main things to be aware of:

Does the platform our tag states match the platform you are inserting our tag to?

If you use extra ad servers, use them only for tracking purposes as stated in Page "Ad Servers".

Remember to change only the URL part or YOUR-URL-HERE and nothing else (don't delete the macro). Everything else is vital for all platform integrations.

Please remember that your landing page URL needs to have http or https in front of the URL. Otherwise platforms might not be able to open the link correctly

Platforms

Let's have a look at few bigger platforms and some examples. Each platform uses their own variables and macros, like click trackers, that need to be manually verified by the user.

Google Display & Video 360

Use creative type called Third-Party Tag

Make sure you have inserted the correct URL in the tag and also have the macro before it. Looks like this:

```
<ins class="adcads"
  data-adc-id="MU4eJvQz5QGz"
  data-unit="MU4eJvQz5QGz"
  data-responsive="yes"
  data-clickable="yes"
  data-click-tracker="{CLICK_URL}https://nexd.com/?utm_content=example"
  data-Interstitial="yes">
  <script src="https://media.adcanvas.com/MU4eJvQz5QGz/adtag.js" type="text/javascript"></script>
</ins>
```

DV 360 Macro

Your Link

Adform

Use creative type called Third-Party Tag

The creative will take the Redirect URL from Adform and it's not necessary to add into the tag. Looks like this:

```
<ins class="adcads"
  data-adc-id="MU4eJvQz5QGz"
  data-unit="MU4eJvQz5QGz"
  data-responsive="yes"
  data-clickable="yes"
  data-click-tracker="%c1;cpdir="
  data-Interstitial="yes">
  <script src="https://media.adcanvas.com/MU4eJvQz5QGz/adtag.js" type="text/javascript"></script>
</ins>
```

Adform Macro

Appnexus

Make sure you have inserted the correct URL in the tag and also have the macro before it. Looks like this:

```
<ins class="adcads"
  data-adc-id="MU4eJvQz5QGz"
  data-unit="MU4eJvQz5QGz"
  data-responsive="yes"
  data-clickable="yes"
  data-click-tracker="{CLICK_URL}https://nexd.com/?utm_content=example"
  data-Interstitial="yes">
  <script src="https://media.adcanvas.com/MU4eJvQz5QGz/adtag.js" type="text/javascript"></script>
</ins>
```

Appnexus Macro

Your Link

Ad Servers

NEXD has done extensive developments in its capabilities of fast delivery, distribution and support for platforms. NEXD's pricing also offers Ad Serving.

This is why we suggest using "Tracking Creatives" in Ad Servers.

AD SERVER: Google Campaign Manager TRAFFICKING PLATFORM: Google Display & Video 360

Use creative type called Tracking Creative in Campaign Manager

Implement trackers you get from Campaign Manager and insert tag in DV 360.

```
<ins class="adcads"
  data-adc-id="MU4eJvQz5QGz"
  data-unit="MU4eJvQz5QGz"
  data-responsive="yes"
  data-clickable="yes"
  data-click-tracker="{CLICK_URL}https://ad.doubleclick.net/ddm/trackclk/N6428.153913.NEXD.COM/B9225334.00000000;dc_trk_aid=000000000;dc_trk_cid=00000000"
  data-3rd-tracker="https://ad.doubleclick.net/ddm/trackimpj/N6428.153913.NEXD.COM/B9225334.00000000;dc_trk_aid=000000000;dc_trk_cid=00000000;ord=[timestamp]?"
  data-Interstitial="yes">
  <script src="https://media.adcanvas.com/MU4eJvQz5QGz/adtag.js" type="text/javascript"></script>
</ins>
```

DV 360 Macro

CM Click Tag

CM Impression Tag (JavaScript)

AD SERVER: Adform TRAFFICKING PLATFORM: Sizmek

Use creative type called Link Creative in Adform

Implement trackers you get from Adform and insert tag in Sizmek.

```
<ins class="adcads"
  data-adc-id="MU4eJvQz5QGz"
  data-unit="MU4eJvQz5QGz"
  data-responsive="yes"
  data-clickable="yes"
  data-click-tracker="{scriptclickprefix}http://track.adform.net/C/?bn=00000000"
  data-3rd-tracker="https://track.adform.net/adfserve/?bn=00000000;1x1inv=1;srctype=3;ord=[timestamp]"
  data-Interstitial="yes">
  <script src="https://media.adcanvas.com/MU4eJvQz5QGz/adtag.js" type="text/javascript"></script>
</ins>
```

Sizmek Macro

Adform Target URL

Adform 1x1 pixel counter