

Click Counting with an External Adserver

Status: 06/2015

Certain parameters must be attached to the tag so that external adservers can also count clicks of advertising media that were delivered by ADITION.

The initial tag looks like this:

```
<script type="text/javascript" src="http://imagesrv.adition.com/js/adition.js"></script>
<script type="text/javascript"
src="http://adfarm1.adition.com/js?wp_id=[WID]&kid=[KID]"></script> <noscript>
<a href="http://adfarm1.adition.com/click?sid=[WID]&kid=[KID]" border="0" target="_blank">
</a>
</noscript>
```

The parameters [WID] and [KID] are automatically generated by ADITION and must not be modified because they are the internal IDs of the respective advertising space and/or campaign.

Transmission of the Click URL

In order to transmit an external click URL to the JavaScript source, the parameter "&clickurl=" is now attached to the tag. It should be noted that the click URL is transmitted encoded.

The resulting tag should look like this:

```
<script type="text/javascript" src="http://imagesrv.adition.com/js/adition.js"></script>
<script type="text/javascript"
src="http://adfarm1.adition.com/js?wp_id=[WID]&kid=[KID]&clickurl=[EXTERNE_KLICK_URL]">
</script>
```

The external click URL is only called up when the advertising medium is clicked, and then the ADITION Click URL is requested. It is important that the external Click URL is directed to the Click URL of ADITION.

If the ADITION Click URL is expected in a different location than at the end, an alternative of two different parameters can be used:

- a) [url] -> replaced by the encoded ADITON Click URL
- b) [url_plain] -> replaced by the non-encoded ADITION Click URL

Application example:

```
<script type="text/javascript"
src="http://adfarm1.adition.com/js?wp_id=[WID]&kid=[KID]&clickurl=[EXTERNE_Klick_URL][url]">
</script>
```

The same principle applies to the <noscript> area. The external click URL is also only called up here when clicking the advertising medium, and then the ADITION Click URL is requested.

The <noscript> tag should ultimately look like this:

```
<noscript>
<a href="[EXTERNE_KLICK_URL]http://adfarm1.adition.com/click?sid=[WID]&kid=[KID]" border="0"
target="_blank">
</a>
</noscript>
```

Full example of an adjusted tag:

```
<script type="text/javascript" src="http://imagesrv.adition.com/js/adition.js"></script>
<script type="text/javascript"
src="http://adfarm1.adition.com/js?wp_id=[WID]&kid=[KID]&clickurl=[EXTERNE_KLICK_URL]">
</script> <noscript>
<a href="[EXTERNE_KLICK_URL]http://adfarm1.adition.com/click?sid=[WID]&kid=[KID]" border="0"
target="_blank">
</a>
</noscript>
```