

Event tracking in Flash banners

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Introduction

Adform Event tracking can be applied for different types of Flash events, e.g. clicks on specific Flash banner areas, mouse-over specific banner area and etc. Implementation of Event tracking depends on where the banners are hosted – on Adform servers or on Media servers.

When banners are hosted on Adform servers, in order to set up the tracking, the Flash programmer inserts a universal function into the Flash banner and executes this function for the events which are to be tracked. Each event is sent to the Adform system by calling the function `ADFevent()`. It uses the [ExternalInterface.call\(function\)](#) method to contact a JavaScript on the ad server.

The parameter ID in `ADFevent()` function call, which is set to 1 in the command examples below, is used for tracking unique events. For example, if it is required to track mouse-over on two different buttons, then two different commands:

```
ADFevent("point",1,"");
```

and

```
ADFevent("point",2,"");
```

should be implemented on the buttons.

When banners are hosted on Media servers, the Flash programmer uses an Adform Invisible Event component for Flash which has the `fireInvisibleEvent(ID)` method that has to be called on the occurrence of desired events. As this component does not depend on JavaScript functions, it is possible to use Adform Event tracking in a more flexible way.

The parameter ID in `fireInvisibleEvent(ID)` method call, which is set to 1 in the command examples below, is used for tracking unique events. For example, if it is required to track mouse-over on two different buttons, then two different commands:

```
AdfInvisibleEvent.fireInvisibleEvent(1);
```

and

```
AdfInvisibleEvent.fireInvisibleEvent(2);
```



```

var Divider:String="#|#";
var FSstring:String=ADFevent + Divider + ADFpointId + Divider + escape(Pars);
var ADFjs:String="FSCommandID" + ADFid;
if (ADFjs != "FSCommandID") {
    if (! ExternalInterface.available) {
        navigateToURL(new URLRequest("javascript:if(typeof(" + ADFjs + ")==
'function') {" + ADFjs + "('ADFevent','" + FSstring + "');});","_self");
    } else {
        ExternalInterface.call(ADFjs,'ADFevent',FSstring);
    }
}
}
}

```

2. In addition to that code, please insert the function calls when:

a) In case you are using ActionScript 2

```

button.onRelease = function() {
    _root.ADFevent("point",1,"");
// Calling the ADFevent() function which transfers the event data to Adform servers
};

```

b) In case you are using ActionScript 3

```

button.addEventListener(MouseEvent.CLICK,ADFevent1);
function ADFevent1(e:Event):void {
    ADFevent("point",1,"");
}

```

Note: The event ID is a whole number between 1 and 5 and represents unique events in the banner.

- Event cannot be called immediately when the banner is loaded (in the first frame). It should be called only after user interaction with the banner (e.g. mouse over, dragging object, playing video on mouse over and etc.).
- Test the Flash banner in live web environment using Adform Creative Test Module which can be found here: <http://test.adform.com>.

5. Banners should be compiled with Flash 8 or higher version. There might be pop-up blocker problems when interacting with lower version banners in Internet Explorer 7.

Banners hosted on Media servers

1. Download Adform Invisible Event component for Flash (AS2 and AS3 versions available)

<http://adform.com/Adform/Components/Adform.zip>.

2. Modify security settings:

- a) In case you are using ActionScript2

```
System.security.allowDomain("http://track.adform.net/");  
System.security.allowDomain("http://files.adform.net/");
```

- b) In case you are using ActionScript3

```
Security.allowDomain("http://track.adform.net/");  
Security.allowDomain("http://files.adform.net/");
```

3. Insert Invisible Event calls on specific events, which you want to track:

- a) In case you are using ActionScript2

```
button.onRelease = function() {  
    AdfInvisibleEvent.fireInvisibleEvent(1);  
};
```

- b) In case you are using ActionScript3

```
button.addEventListener(MouseEvent.CLICK,ADFevent1);  
function ADFevent1(e:Event):void {  
    AdfInvisibleEvent.fireInvisibleEvent(1);  
}
```

Note: The event ID is a whole number between 1 and 5 and represents unique events in the banner.

4. Event cannot be called immediately when the banner is loaded (in the first frame). It should be called only after user interaction with the banner (e.g. mouse over, dragging object, playing video on mouse over and etc.).
5. When hosting the banner, it must be passed a unique **bn** number from Adform system through FlashVars.
6. Banners should be compiled with Flash 8 or higher version. There might be pop-up blocker problems when interacting with lower version banners in Internet Explorer 7.

Contact

If you have any questions regarding event tracking in the Flash banners, please contact Adform Traffic Team at traffic@adform.com.