

Creating interactive banners

Adform provides the possibility to use external data communication inside banners. Examples of such are banners with polls, sign-up forms, product catalogs or simply sound or movie streaming banners.

Instructions

There are some important aspects that has to be taken into account when planning an interactive banner campaign and creating the actual banner files.

1. MEDIA ACCEPTANCE

Make sure that the Medias will allow interactive banners to connect to third party servers. For example, Yahoo or MSN networks NEVER allow connections to external servers.

2. SERVER CAPACITY

The Adform server cluster can effectively handle millions of requests generated by ads on front-page placements of large media networks. However, a single server, set up by an advertising agency and equipped with an average corporate bandwidth internet connection would not perform as expected.

3. SPECIAL CONSIDERATIONS REGARDING FLASH BANNERS

For Flash banners using external communication there are two properties that need to be set.

allowDomain

For interactive flash banners to run properly you have to define an "allowDomain" construction in the banner code. This is done by adding the following line of code:

a) when using ActionScript 2

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

b) when using ActionScript 3

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

If you plan to use other external data servers (apart from Adform servers), similar commands with their domains should also be defined as shown above.

crossdomain.xml

For security reasons, a Flash banner running in a web browser is not allowed to access data that resides outside the exact web domain from which the SWF originated, thus domains must be identical for data to be read. In order to allow external data access cross-domain policy files must be used. A policy file is a XML file that gives the Flash Player permission to access data from a given domain without displaying a security dialog. When placed on a server, it tells the Flash Player to allow direct access to data on that server, without prompting the user grant access. The server can be in any location available to the Flash movie and does not have to be in the same domain. Cross-domain policy files, named `crossdomain.xml`, are placed at the root level of a server. Adform has these policy files implemented on all servers and allows all access.

4. ADFORM CLICK COUNTING/DATA SENDING IS ONLY POSSIBLE USING GET METHOD

If you want to count users' clicks on a specific button and save data, which they have submitted using your banner (e.g. e-mail address, telephone number, post code, etc.), you can use the "cpper" parameter. More information on how to implement this parameter can be found in the *Ad Specification* page: <http://test.adform.com/Support/General.aspx>. If you are making DHTML banners with forms, make sure you are transferring all the data via GET not POST. If this is not possible due to specific restrictions, you need to create a JavaScript method, that is called on form submit event. Our technical traffic team will provide the click counter, which will enable counting all submit button clicks.

5. UNIQUE USERS

Polls and similar applications normally require that a user can only vote once. If you need to assure that this condition is fulfilled in DHTML banners you can use cookies:

```
document.cookie
```

Note: There can be 1 cookie, containing no more than 20 characters, set per banner. This limitation is enforced in order not to fill users' browser with Adform cookies. If you want to use multiple cookies or exceed the maximum character limit, you should consult *Adform Traffic & Support* team first.

In case of flash banners you can use flash shared objects (*flash cookies*):

```
SharedObject.getLocal(objectName:string[, objectPath:string]); //creates a reference
```

```
var flushResult = objectName.flush();//immediately writes data to a file on local disk
```

Note: If the user has chosen to never allow local storage or has set the local memory usage setting to an amount that is less than the object is trying to occupy, the shared object will not be saved. Therefore try to minimize the amount of data you are willing to store in a shared object. For further information on shared objects please consult *LiveDocs at Adobe (SharedObject)*:

<http://livedocs.adobe.com/flash/9.0/ActionScriptLangRefV3/flash/net/SharedObject.html>

Contact

If you have any questions regarding interactive banners, please contact Adform Traffic Team at traffic@adform.com.