



# ADDING CLICK TAGS FOR TRADE DESK IN GOOGLE WEB DESIGNER

Updated October 27, 2017

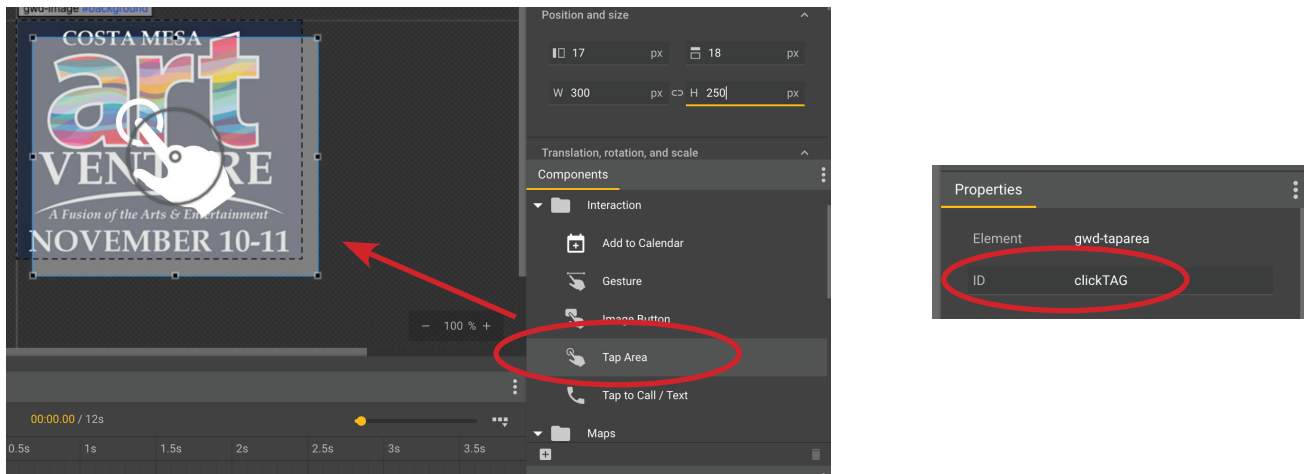
## INTRODUCTION

This document will show you how to prepare your Google Web Designer files for Trade Desk. This will allow the HTML5 banners to track and click through properly. [CLICK HERE TO DOWNLOAD A ZIP FILE](#) that contains a final sample file and a working template that you can utilize to create your banner with. Whenever possible, please host the images.

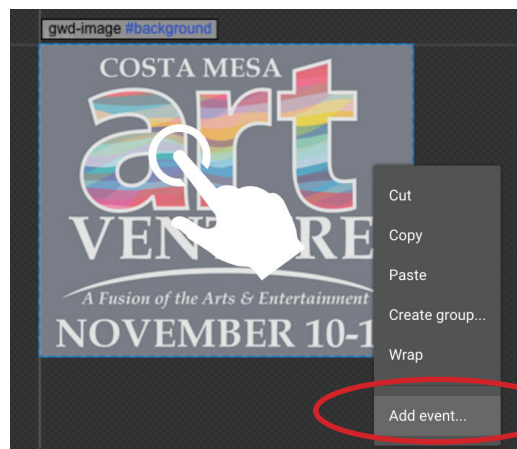
## ADDING THE clickTAG

A key component to making the clickTAG work properly is to set up a “button” or TAP AREA that covers your entire banner. We also need to add an event to the TAP AREA and we need to add a script at the end of the HTML code. Both of these can be achieved fairly easily with a few quick steps.

1.- Drag a new TAP AREA instance from the Components panel to the stage, size and place/align accordingly. On the Properties panel, change the ID to clickTAG. *\*NOTE... Naming convention is important. Please name it exactly as clickTAG.*

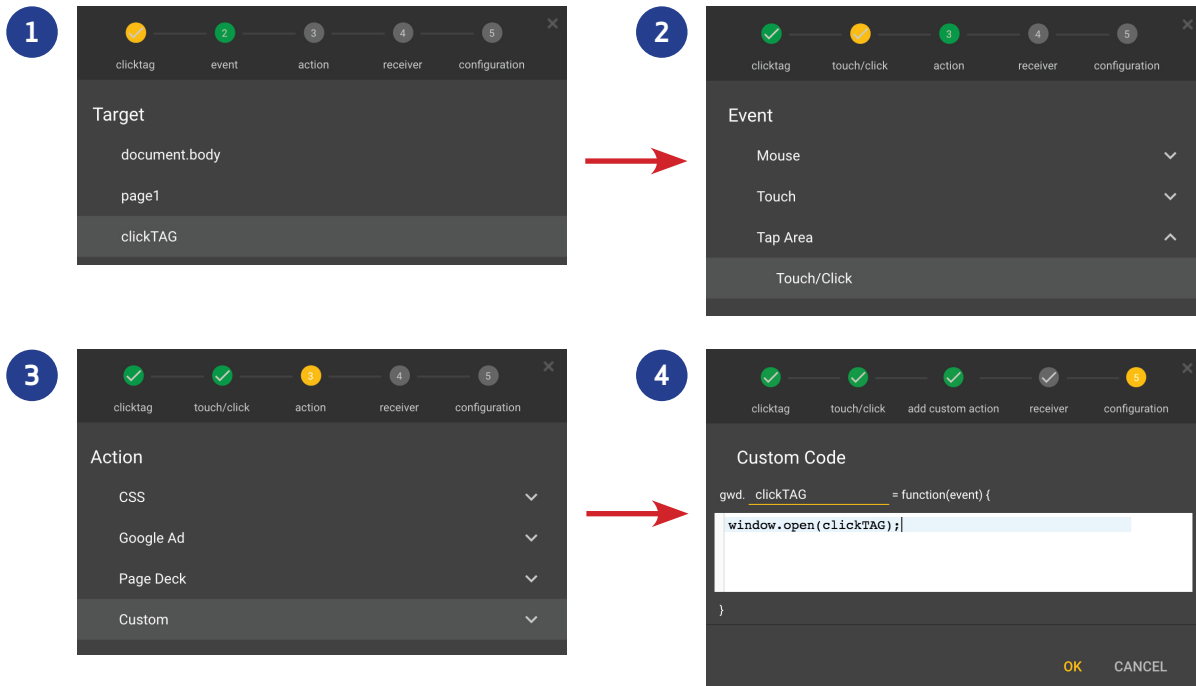


2.- Right-click on the TAP AREA instance on the stage and select ADD EVENT.



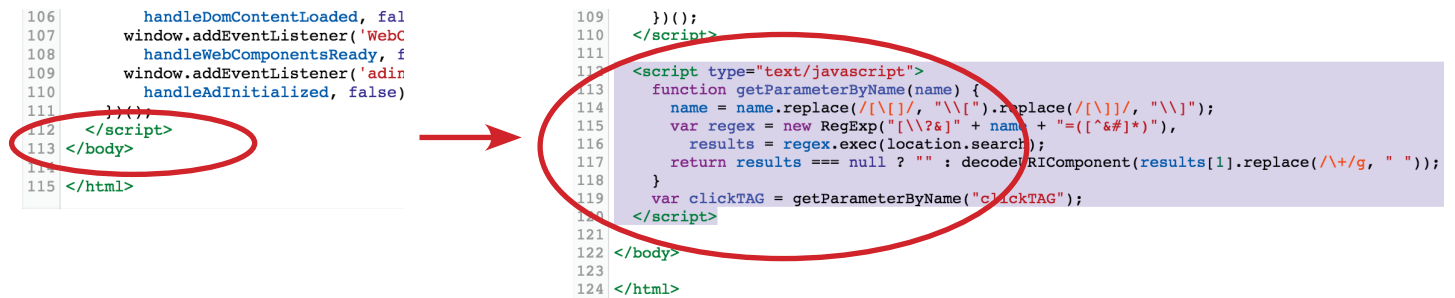
3.- On the pop-up window, select the following:

- 1.- This should already automatically be selected. It's the green check-mark. If not, select click-TAG.
- 2.- EVENT: Click on Tap Area than select Touch/Click.
- 3.- ACTION: Click on Custom, than select +Add custom action.
- 4.- RECEIVER: Name your function(event) clickTAG, paste the following code on blank space than click OK.



4.- Click on CODE VIEW to view and edit the raw HTML code. Scroll all the way to the bottom and add the following code before the `</body>` tag. For your convenience, [CLICK HERE TO DOWNLOAD THE CODE](#).

```
</script>
<script type="text/javascript">
function getParameterByName(name) {
    name = name.replace(/[[]/, "\\["].replace(/[\]]/, "\\]");
    var regex = new RegExp("[\\?&]" + name + "=(^&#)*");
    results = regex.exec(location.search);
    return results === null ? "" : decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName("clickTAG");
</script>
```



5.- On the top right corner of GWD, click PUBLISH and select Locally. Typically, we check all the settings. If your art has a border, you don't need to check the Add Border option. Keep in mind that we require a border. Click Publish.