

clickTAG: Single Flash Movie Tracking Application

Setup for CNET Networks and Third-party click tracking

Advertisers have one option for implementing click tracking within a single-movie Flash creative. It will work with most of the common third-party tracking methods, such as using unique URLs provided by a vendor.

1. Insert the clickTAG command only into the GetURL action

Only the clickTAG command is included in the getURL action and saved within the Flash single-movie creative.

a. Use the syntax in Example 1 to code your getURL action within the Flash creative. Please note that the standard method of using clickTAG in a getURL command within a Flash animation is to use:

```
on (release) {  
  getURL (_root.clickTAG, "_blank");  
}
```

When the user clicks and then releases on the button the getURL command is activated and a new window is opened. **Do not use on (press) instead of on (release), for example:**

```
on (press) {  
  getURL (_root.clickTAG, "_blank");  
}
```

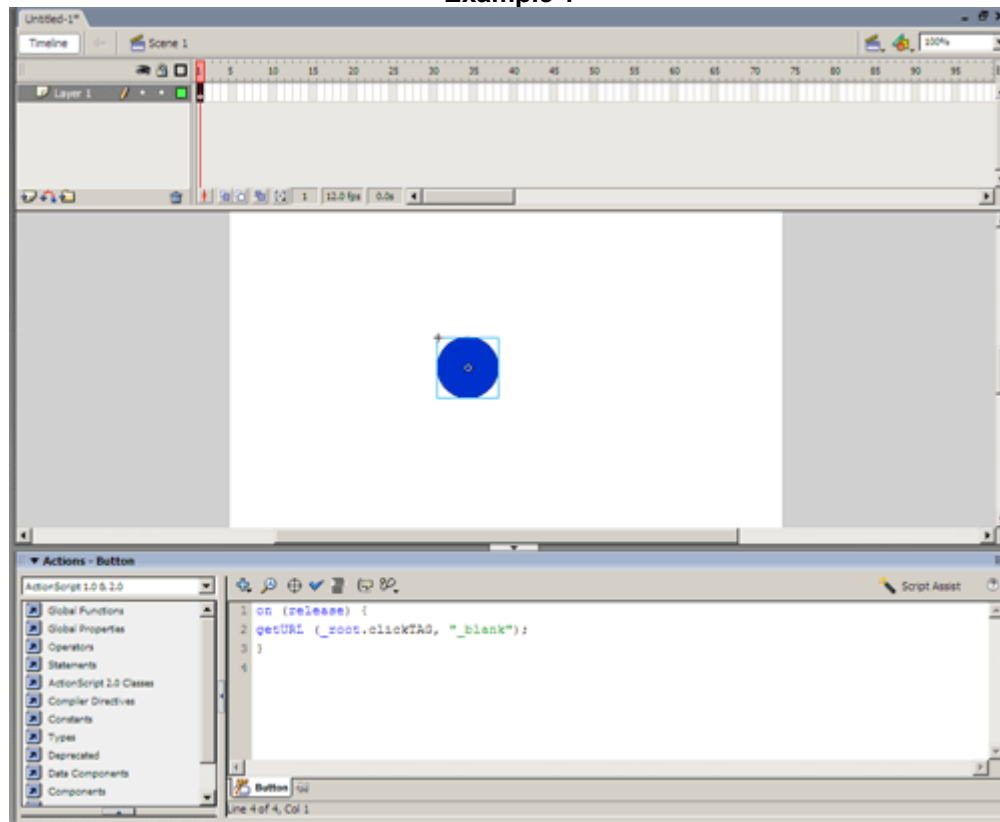
This will cause Pop-up blockers to be triggered.

b. Submit a tracking URL no more than 128 characters to CNET Networks.

When the ad is served, CNET Networks attaches the provided tracking URL through code outside the Flash file. CNET Networks provides both click-tracking and impression data.

Note: Advertiser must use *target="_blank"* for the window option.

Example 1



Inserting tracking on more than one link:

If there is more than one link to be tracked, we recommend numbering each clickTAG variable.

First button's action would be:

```
on (release) {  
  getURL (_root.clickTAG1, "_blank");  
}
```

Second button's action would be:

```
on (release) {  
  getURL (_root.clickTAG2, "_blank");  
}
```

Third button's action would be:

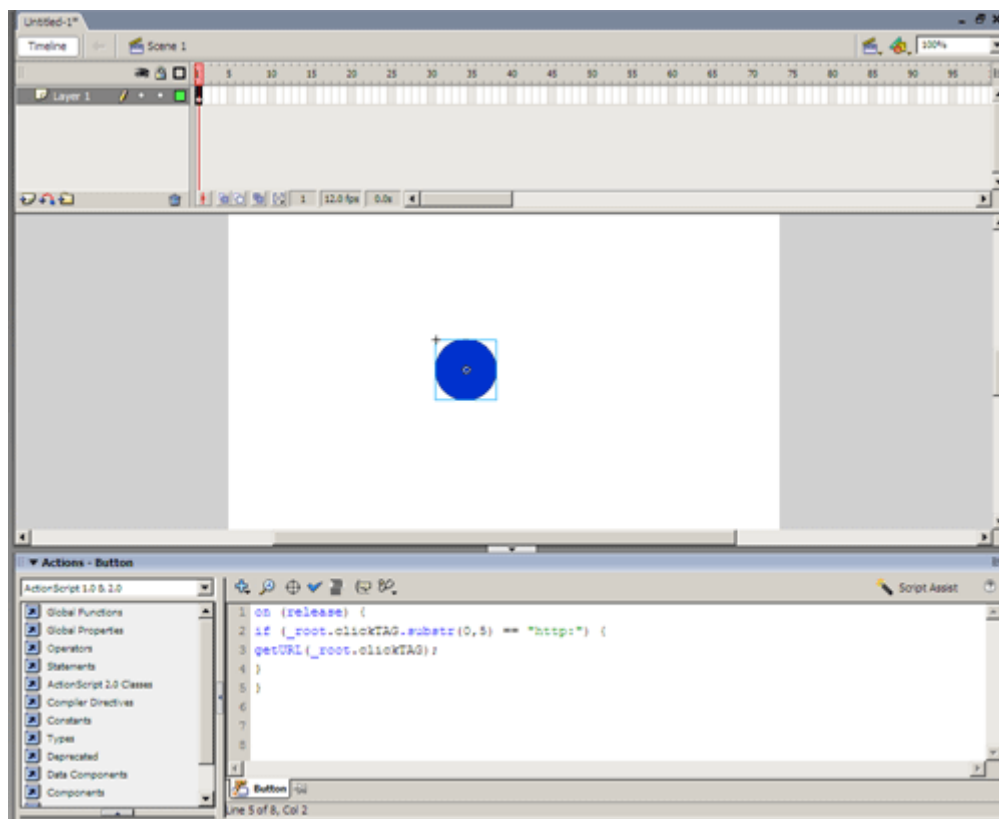
```
on (release) {  
  getURL (_root.clickTAG3, "_blank");  
}
```

etc.

Note: we will only track up to 10 links individually.

Security

For added security, Macromedia recommends using the following added bit of code to verify the URL source of any link that is not embedded:



For more information on clickTAG implementation please visit Macromedia's support center at http://www.macromedia.com/resources/richmedia/tracking/designers_guide/index.html#clicktag.