



Inserting Click-Tracking Tokens into Adify's Ad Tags

This document explains how to insert click-tracking tokens from third-party ad servers into Adify's ad tags.

This document is intended for ad operations managers who manage websites that receive Adify ad tags, and who wish to insert Adify's ad tags into their third-party ad server.

- Using the Sample Adify Ad Tag below as a guide, add a new variable to your Adify ad tag called **sr_click_count_url**. Set it equal to your ad server's click-tracking URL token.
 - Sample Adify Ad Tag 1 shows this value equal to a **specific URL** provided by an example ad server.
 - Sample Adify Ad Tag 2 shows this value equal to a **token** (%ZZECLICK%) from an example ad server.
- Insert the click-tracking token inside non-curly quotes.
- Do not forget to place the semicolon at the end of this line, as shown in the sample ad tags.
- You may also wish to further optimize your Adify ad tag for insertion into your third-party ad server. Adify can provide additional documentation on this topic.

Sample Adify Ad Tag 1

```
<!-- Begin Adify tag for Business Directory Skyscraper ID#561107 -->
<script type="text/javascript">
<!--
    sr_adspace_id = 561107;
    sr_adspace_width = 160;
    sr_adspace_height = 600;
    sr_adspace_type = "graphic";
    sr_color_back = "#FFFFFF";
    sr_color_text = "#000000";
    sr_color_url = "#E15F00";
    sr_color_title = "#3F66B3";
    sr_color_border = "#3366CC";
    sr_color_your_ad = "#2852A3";
    sr_color_your_adbk = "#FFDD81";
    sr_text_your_ad = "Advertise with this Site";
    sr_show_footer = true;
    sr_yah_new_window = true;
    sr_ad_new_window = true;
    sr_click_count_url = "http://counter.count.this/count?a=1&b=2&url=";
-->
</script>
<script type="text/javascript" src="http://js.afy11.net/srad.js?azId=561107">
</script>
<script type="text/javascript">srExecute();</script>
<!-- End Adify tag for Business Directory Skyscraper ID#561107 -->
```

Sample Adify Ad Tag 2

```
<!-- Begin Adify tag for Business Directory Skyscraper ID#561107 -->
<script type="text/javascript">
<!--
    sr_adspace_id = 561107;
    sr_adspace_width = 160;
    sr_adspace_height = 600;
    sr_adspace_type = "graphic";
    sr_color_back = "#FFFFFF";
    sr_color_text = "#000000";
    sr_color_url = "#E15F00";
    sr_color_title = "#3F66B3";
    sr_color_border = "#3366CC";
    sr_color_your_ad = "#2852A3";
    sr_color_your_adbk = "#FFDD81";
    sr_text_your_ad = "Advertise with this Site";
    sr_show_footer = true;
    sr_yah_new_window = true;
    sr_ad_new_window = true;
    sr_click_count_url = "%ZZECLICK%";
-->
</script>
<script type="text/javascript" src="http://js.afy11.net/srad.js?azId=561107">
</script>
<script type="text/javascript">srExecute();</script>
<!-- End Adify tag for Business Directory Skyscraper ID#561107 -->
```

For additional assistance, please contact Adify Customer Support at help@adify.com or 1-877-GO-ADIFY (outside the US: +1 650-392-6200).

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