

Adform – Implementation of Flash Type Tracking Code



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

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Introduction

Events or pages inside a Flash movie can be tracked by executing an Adform JavaScript function located on the web-page embedding the Flash site. The function is executed with different parameters for each event/page.

Implementation

The implementation is done by two following **steps**:

1. Implement Adform library to the header <head> of each tracked page:

```
<script type="text/javascript"
src="https://track.adform.net/serving/scripts/trackpoint/"></script>
```

Flash Standard

2. Implement the below JavaScript on your preferred event of the flash movie:
 - a. Using ActionScript 2

```
on (release) {
getURL("javascript:adf.Params.PageName=encodeURIComponent('<WebsiteName>|<Event
tname>');adf.Params.Divider=encodeURIComponent('|');adf.track($campaignid);");
```

Note: multiple *getURL* calls are not supported. If you need to use another *getURL* call after the tracker call, refer to the redirect type of tracking code.

- b. Using ActionScript 3

```
import flash.external.ExternalInterface;
var fn:String = "adf.Params.PageName =
encodeURIComponent('<WebsiteName>|<Event name>'); adf.Params.Divider =
encodeURIComponent('|'); adf.track($campaignid);";
ExternalInterface.call("function() { " + fn + " }");
```

Flash Invisible

Invisible flash tracking code is used for specific cases only. Normally, Standard Flash Tracking would be used, but standard flash tracking requires that a JavaScript function is inserted on a page

containing the flash embed code. If this is not possible or problematic, invisible flash tracking can be used. It works simply by loading an invisible movie clip from Adform servers within the flash site.

2. The second step of implementation is done by the following:

```
_root.createEmptyMovieClip("invisibleMC", 999);  
loadMovie("http://track.adform.net/Serving/TrackPoint/?pm=$campaignid&ADFPageName=$WebsiteName|EventName&ADFdivider=|&rdir=http://track.adform.net/Banners/Invisible.swf", invisibleMC);
```

Info: If you have any questions regarding the tracking set up contact site-tracking@adform.com