HTML5 click counting in Fusion

This document describes how to configure HTML5 ads to count clicks in the Fusion adserving system.
The specification assumes the html5 ad content will be served via an iframe on the page, the payload serving the ad (the iframe code) will be provided by the system.
Fusion customer will need to have a specific HTML5 payload template available in their account when booking the ad.

This procedure is preferably done by the creator of the html5 ad, or someone with javascript knowledge.
Since the ad will load inside an iframe all click redirects should be opened in a new browser window.

1. Include the html5clickcount.js script file in the html of the ad.
`<script src="https://fusion.adtoma.com/spl/html5clickcount.js"></script>`
The script must load before any references to clickTag variable is made.

2. The Fusion click counter and destination URL (if not hardcoded) will be assigned to a javascript variable named **clickTag**. This variable should be referenced when linking to the destination URL in the html5 ad.

There are two scenarios described below. First is if URL's should be administrated by the Fusion system, and second is if URL's remains hardcoded in the html or javascript of the ad.

2.1 Destination URL's are administrated by the Fusion system.
This enables the ad-trafficker to easily change the URL if needed, without having to update the html code.
The clickTag variable will then contain both the clickcounter and destination URL.
All destination URL references has to be changed using the Javascript clickTag variable instead.
E.g. in the ad code a destination URL is called when clicking an ad component, like this:

window.open("http://www.advertisersite.com/subpage", "_blank");
This should then be changed to
window.open(**clickTag**, "_blank");

If you have several different destination URL's in the ad then use
clickTag2,clickTag3… -> clickTag10 for the other URL's

- The destination URL should be attached separately in the mail sent to the publisher.
- If you have multiple URL's specify which clickTag should be connected with which URL.
- The destination URL's will be included in the Fusion system when booking the ad and sent to the html file.

2.2. In case of a scenario where the destination URL's must remain hardcoded in the ad.
For instance if URL's are dynamically created or similar.
Then clickTag can be added before the destination URL instead, like this:

window.open(**clickTag**+"http://www.advertisersite.com/subpage", "_blank");
or like this:
window.open(**clickTag**+dynamicUrlObject, "_blank");

In case the destination URL's uses characters like ? or & please encode the URL's like this:
clickTag +encodeURIComponent("http://www.advertisersite.com/subpage?var1=12&var2=34")

In this scenario no URL's needs to be sent to the publisher, just an explanation that URL's are hardcoded in the html5 ad and clickTag tracking has been added.

3. Testing the click function
After the ad has been configured according to above, then you can test click functionality via this page:
http://www.adtoma.com/html5/html5test.html
- The ad has to be on a webserver (since the tool does not have any upload functionality).
- Add the path to the html file and URL's if they are not hardcoded in the html.
- Then test by clicking on the ad and get confirmation page that click will be counted.
- If you don't get confirmation page, then something is wrong with the click counting and the ad should not be sent for live booking.