

# Atlas Tags for Publishers

## What is an ad tag?

Ad tags are used to dynamically build content on a publisher's page that can then be served and tracked by a third-party ad server, such as Atlas. Atlas offers the following types of tags:

Atlas tags – tracking pixels, JavaScript Tag and iFrame Tag – are unique for each placement and contain Atlas domain and advertiser-specific information. The format of these ad redirects will differ according to the type used, as well.

The sample tags below can be used for testing. If you require publisher-specific tags or would like to test different sizes, please contact [PublisherSupport@fb.com](mailto:PublisherSupport@fb.com).

## Cache Busting

The majority of browsers store recently viewed webpages, including graphics, on the user's hard drive in a location known as a cache. Storing ads in a cache can result in the same ad being viewed repeatedly without additional requests being sent to the Atlas ad server, which can lead to undercounting and discrepancies. To solve these challenges for advertisers, Atlas recommends that cache-busting tags be applied to all tags. Insert the cache-busting tag (a time/date stamp or randomly generated number used to defeat proxy caching) after the “;cache=” and before the “?click=”. See each example below with exact cache buster location highlighted in **RED**.

## Publisher Click Tracker

Atlas has made it easy for publishers to also implement their own Publisher Click Tracker within the Atlas Tag. Insert the Publisher Click Tracker after the “?click=” for click tracking code. The format of the click tracking code should be ENCODED. See each example below with the exact Publisher Click Tracker location highlighted in **RED**.

## Tracking Pixels

Tracking pixels provide Atlas advertisers the ability to track impressions and clicks even though Atlas may not be serving the creative.

### **Tracking Pixel View Tag:**

`http://ad.atdmt.com/i/img;p=11002201224440;a=11002201177633;cache=%%Cache_Buster_Here%%`

Tracking Pixel Click Tag: `http://ad.atdmt.com/c/go;a=11002201177633;p=11002201224440;ev=11002201177634`

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## JavaScript Tags

To implement the JavaScript tag, copy the entire code into your ad serving system.

\*Replace **RED** section with your Cache Buster and Publisher Click Tracker macros.

```
<script src='http://ad.atdmt.com/i/a.js;p=11002201 224659;cache=%%Cache_Buster_Here%%?click= %%Publisher_Click_Tracker%%'></script><noscript ><iframe frameborder='0' scrolling='no' marginheight='0' marginwidth='0' topmargin='0' leftmargin='0' allowtransparency='true' height='250' width='300' src='http://ad.atdmt.com/i/a.html;p=11002201224 659;cache=%%Cache_Buster_Here%%?click=%%Publisher_Click_Tracker%%'></iframe></noscript>
```

## iFrame Tags

To implement the iFrame tag, copy the entire code into your ad-serving system.

\*Replace **RED** section with your Cache Buster and Publisher Click Tracker macros.

```
<iframe frameborder='0' scrolling='no' marginheight='0' marginwidth='0' topmargin='0' leftmargin='0' allowtransparency='true' height='250' width='300' src='http://ad.atdmt.com/i/a.html;p=11002201224 659;cache=%%Cache_Buster_Here%%?click=%%Publisher_Click_Tracker%%'></iframe>
```

## Testing Tags

You can easily test Atlas tags by either saving the tag as an HTML file and opening locally or by using an HTML tag tester such as JSFiddle.net.

Fiddler or HTTPWatch allow you to see the exact cache buster and click tracker you are passing through when testing.

## Secure vs. Non-Secure

Atlas tags are generated as non-secure tags but can be easily modified by changing `http://` to `https://`.

## Need Assistance?

Our Publisher Support team is available to help you. Please send an email to [PublisherSupport@fb.com](mailto:PublisherSupport@fb.com) and someone will respond within 24 hours.