

How to assign a clickTAG for your online advertisements

The **clickTAG** is the tracking code assigned by the ad serving network (**BEWEB**) to an individual ad. The clickTAG allows the network to register where the ad was displayed when it was clicked on. This click through data is reported to the ad serving servers so you may determine the effectiveness of their campaign.

The code below will allow ad serving networks to dynamically assign a clickTAG to their ad.

In this example, a `getURL` action is being assigned to a button that will navigate the browser to [«clickTAG»]. The «`getURL(clickTAG)`» statement appends the variable data passed in via the OBJECT EMBED tag and navigates the browser to that location. It is the tracking code assigned by the ad serving network, which allows them to register a user's click on that advertisement.

```
<EMBED src=»ad_banner_example.swf?clickTAG= http://adnetwork.com/tracking?http://www.destinationURL.com»>
```

The code below will allow ad serving networks to dynamically assign a clickTAG to their ad:

// Action script...

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

