ad magic builder

User's Manual

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User's Manual

Contents

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User's Manual

How To Install Ad Magic Builder

1.a- Download Link
To download Ad Magic Builder, **CLICK HERE.**

1.b- How To Install The Plug-in In Adobe Extension Manager
Open Adobe Extension Manager program to start with the installation of Ad Magic Builder.
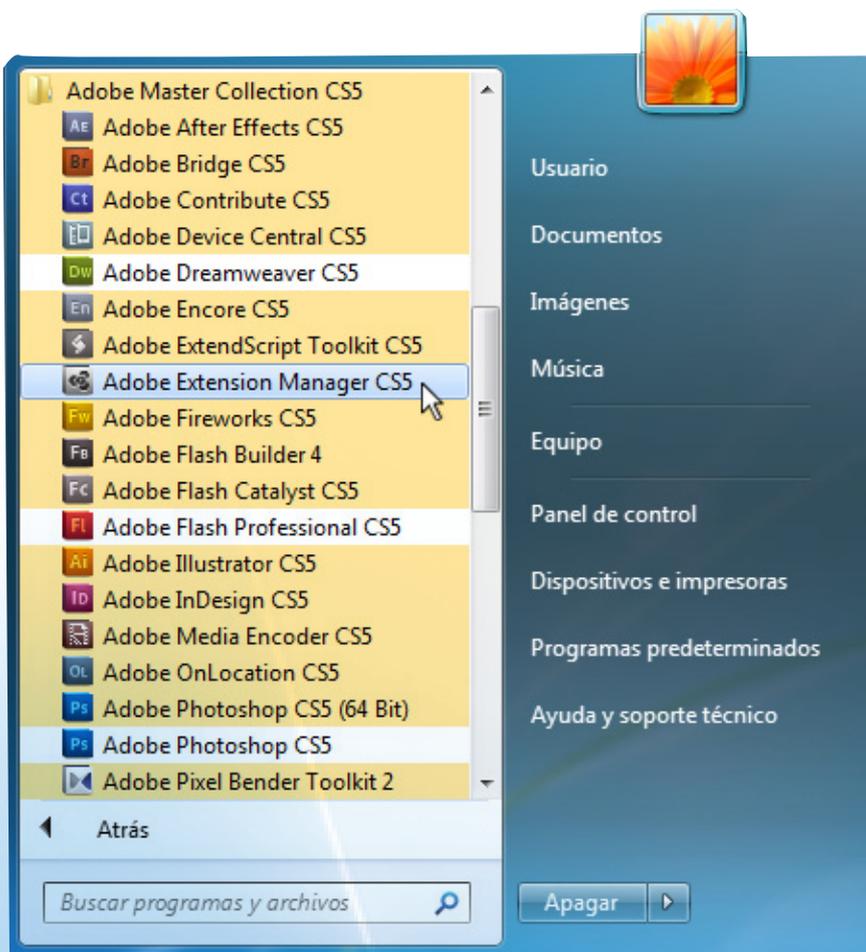
User's Manual

How To Install Ad Magic Builder (cont.)

Click on Install and select the **Ad Magic Builder** file.

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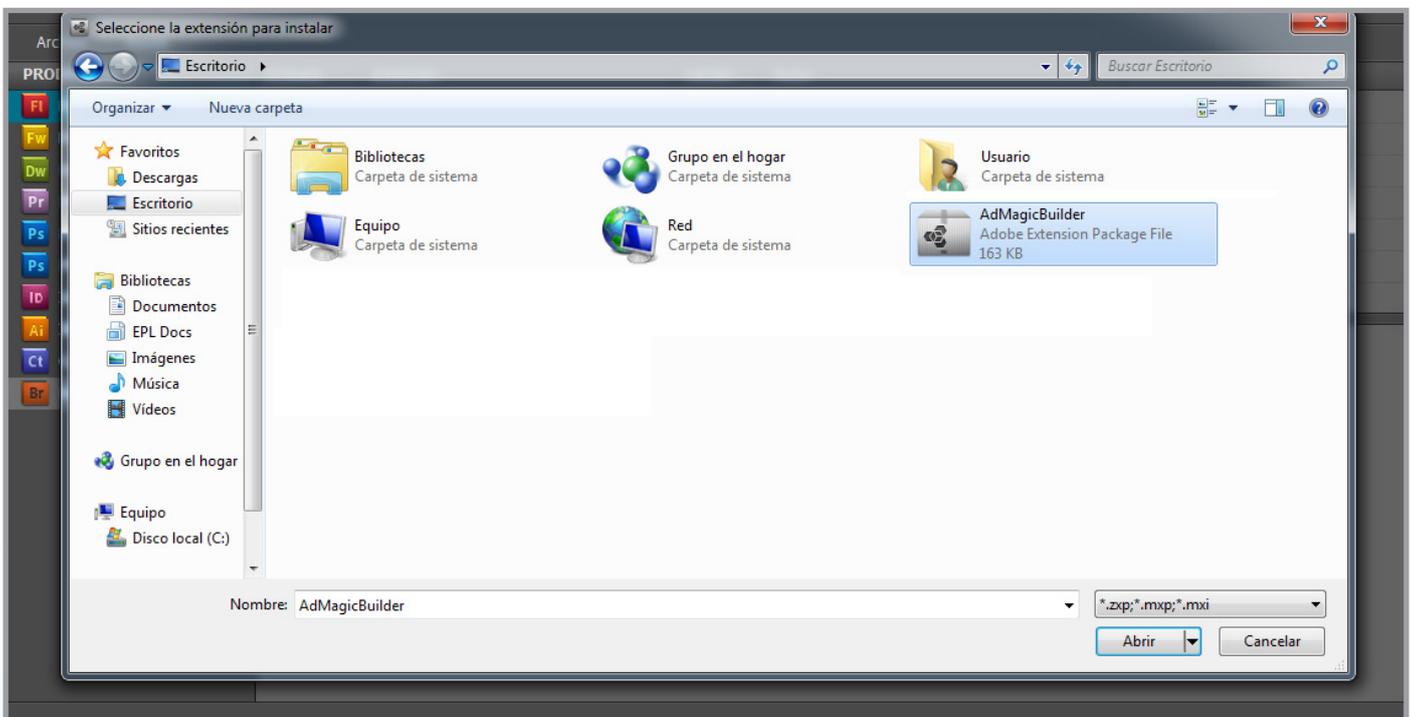
User's Manual

How To Install Ad Magic Builder (cont.)

You should accept the Terms and Conditions to finish the installation using **Adobe Extension Manager**.
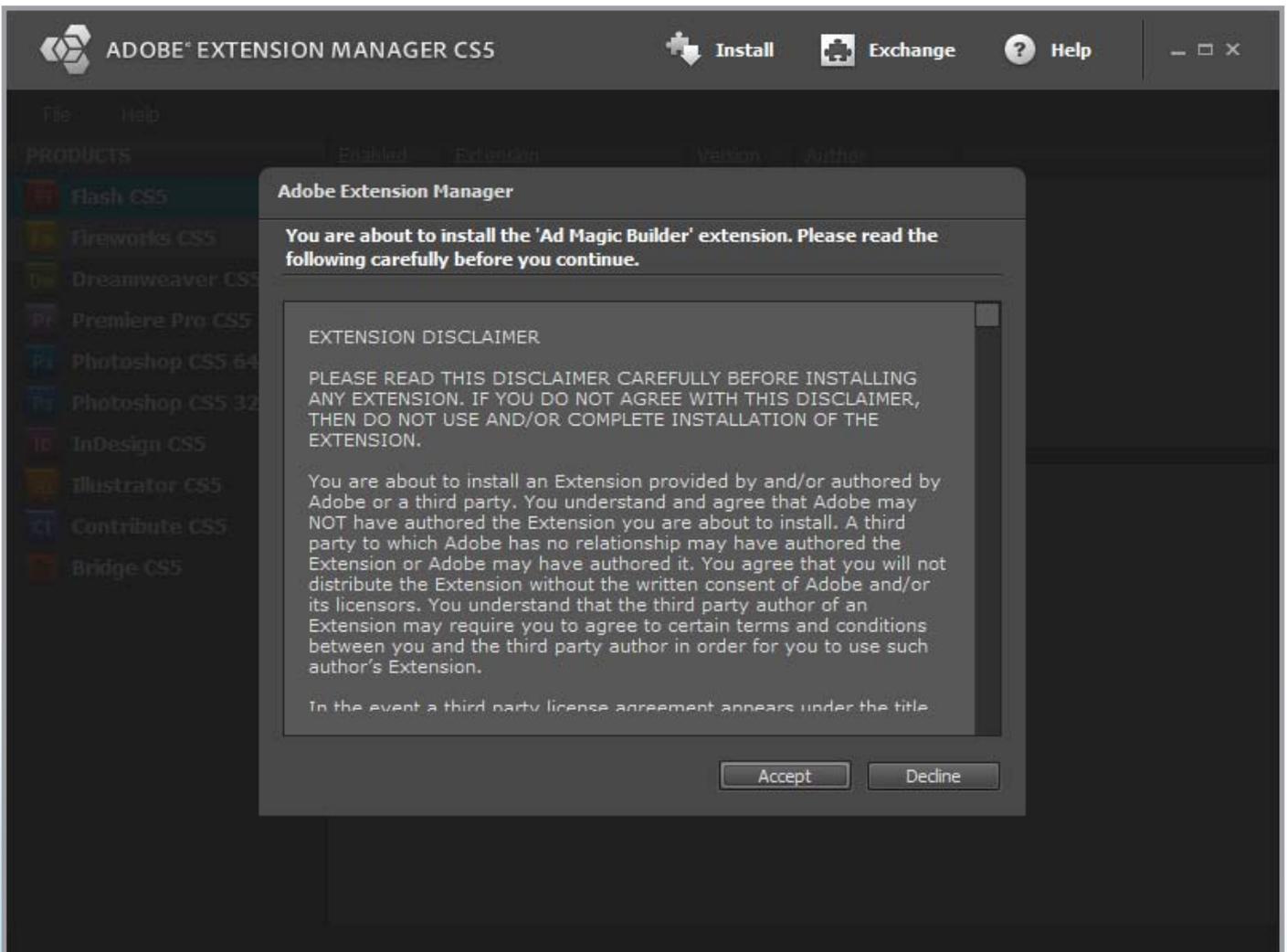
User's Manual

How To Install Ad Magic Builder (cont.)

By doing this, the set-up will finish and you will see Ad Magic Builder installed in Adobe Extension Manager.
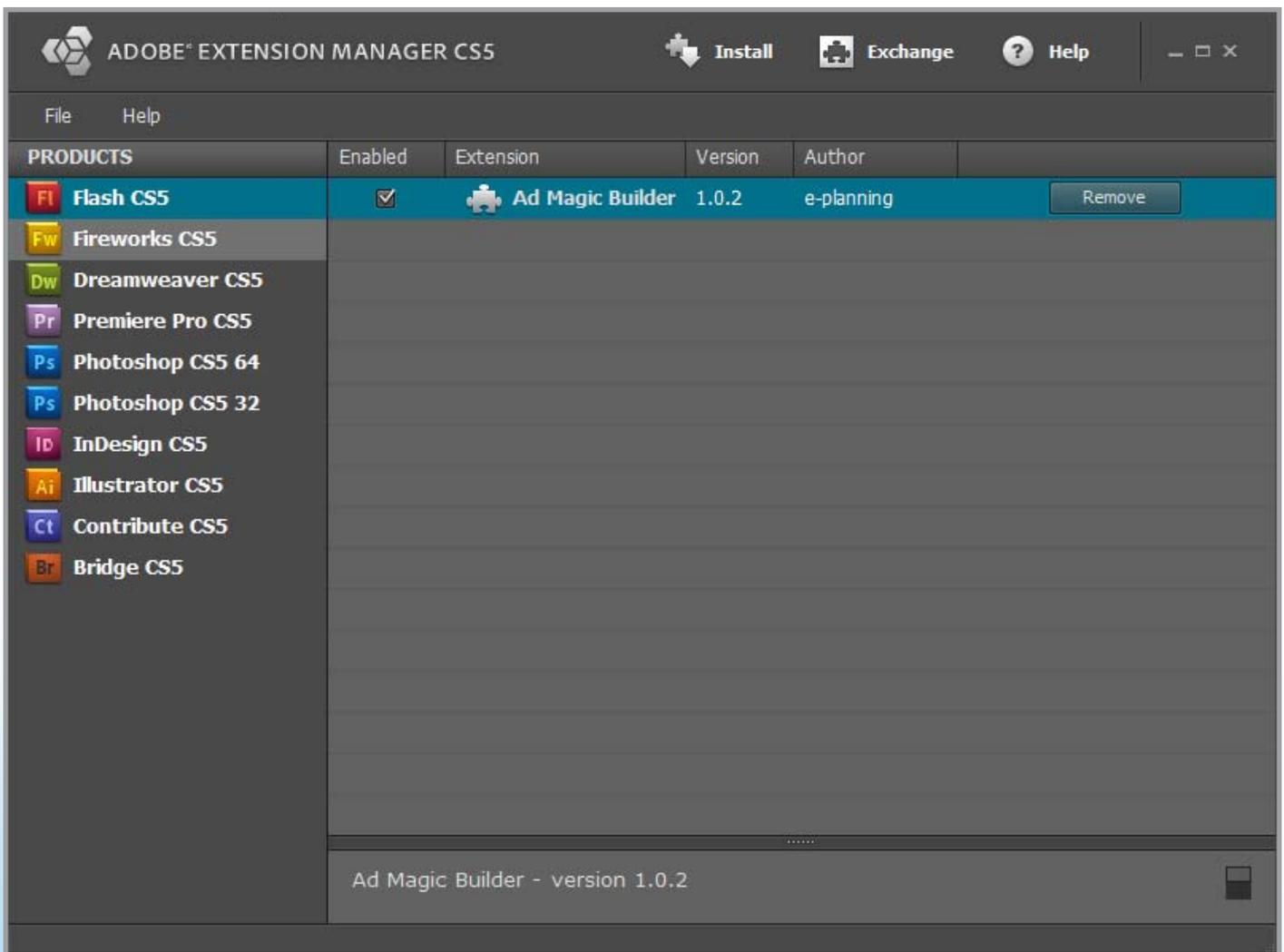
User's Manual

How To Install Ad Magic Builder (cont.)

1.c- How To Verify The Installation
Open Adobe Flash program and verify that Ad Magic Builder has been properly installed.

To do this, please go to the **Window** menu and then to **Components**.
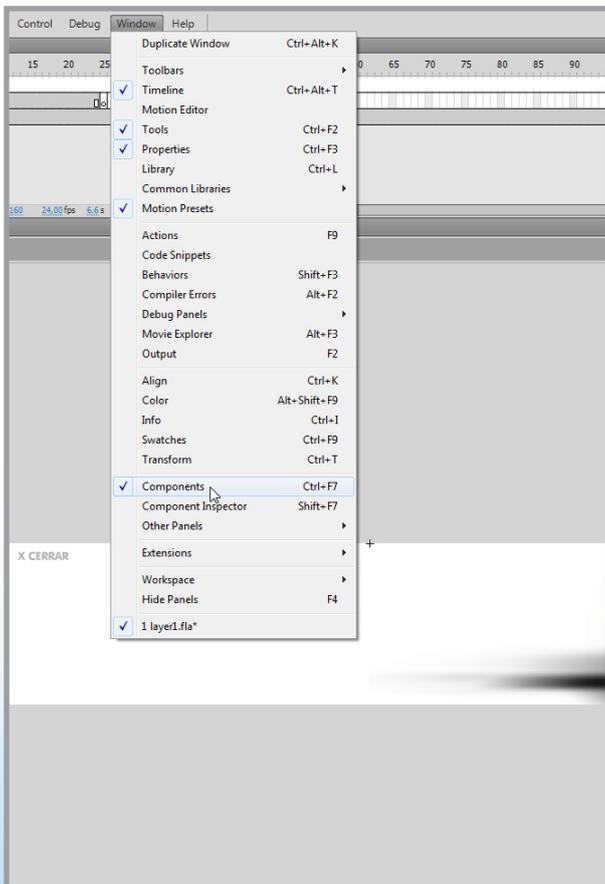
Once the Components window has been enabled, you will visualize the components in Flash, next to the Library.
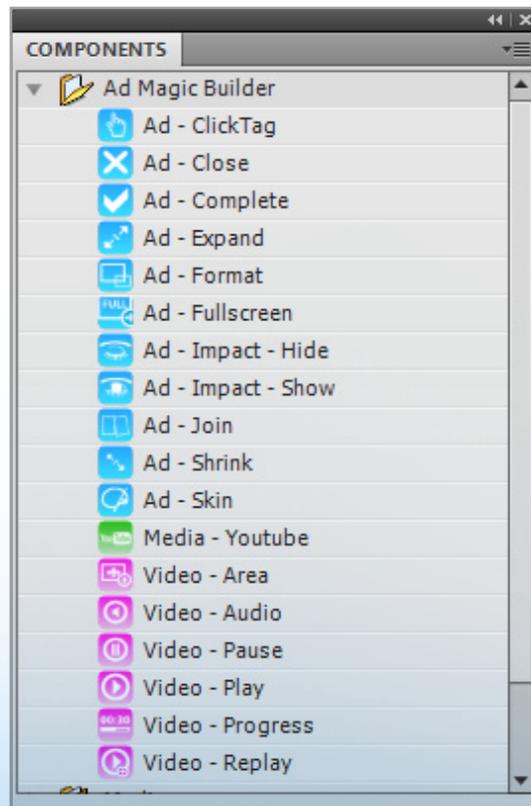
User's Manual

How To Program Creatives

2.a- How To Insert Components (Drag & Drop)
In the example described below, we have set one Layer as the programming basis.

Firstly, you should select the component that corresponds to the format you are programming.
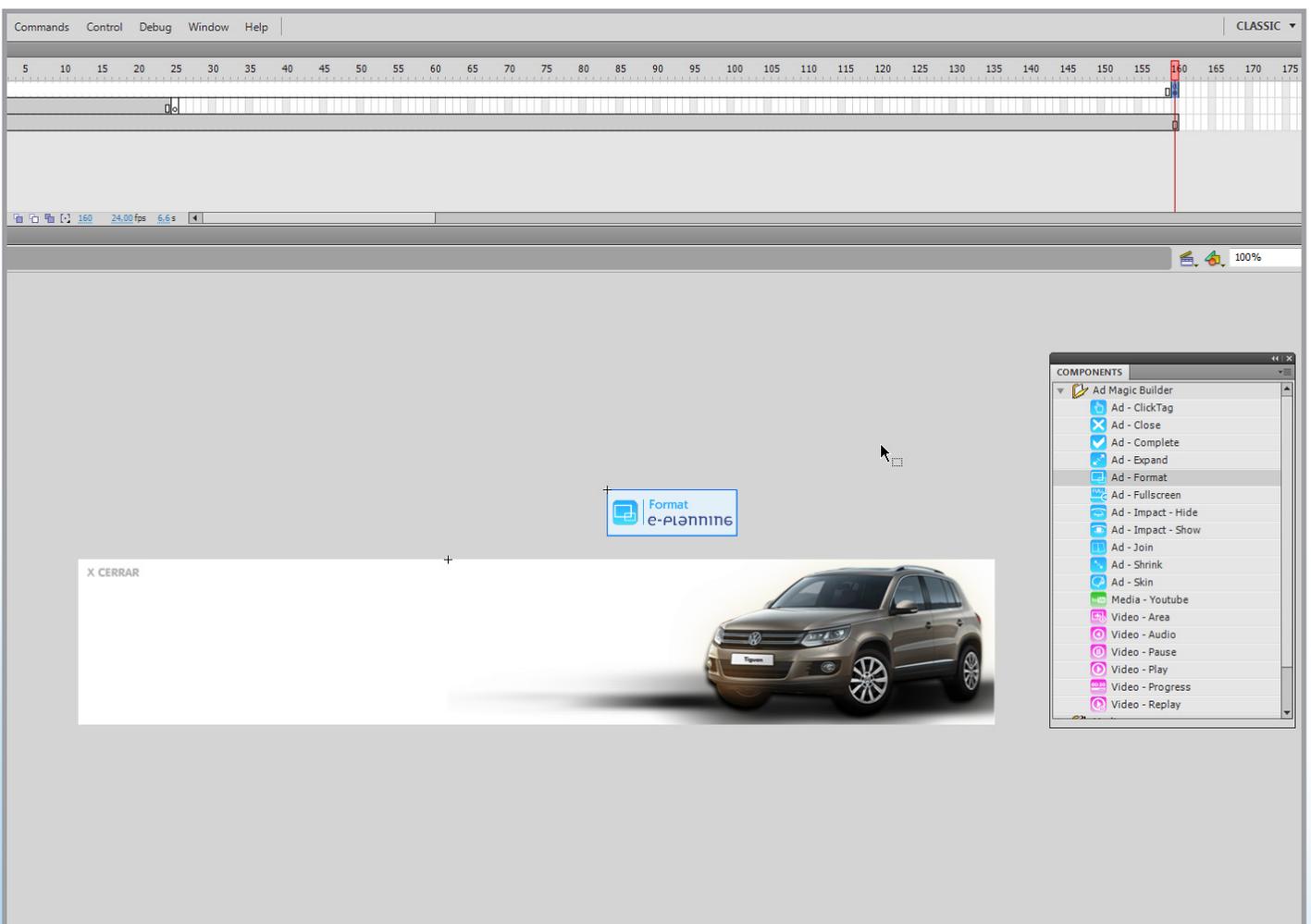
User's Manual

How To Program Creatives (cont.)

Once the **Format** component is included, go to **Properties** and select the **Ad Type** that corresponds to the one you are programming.
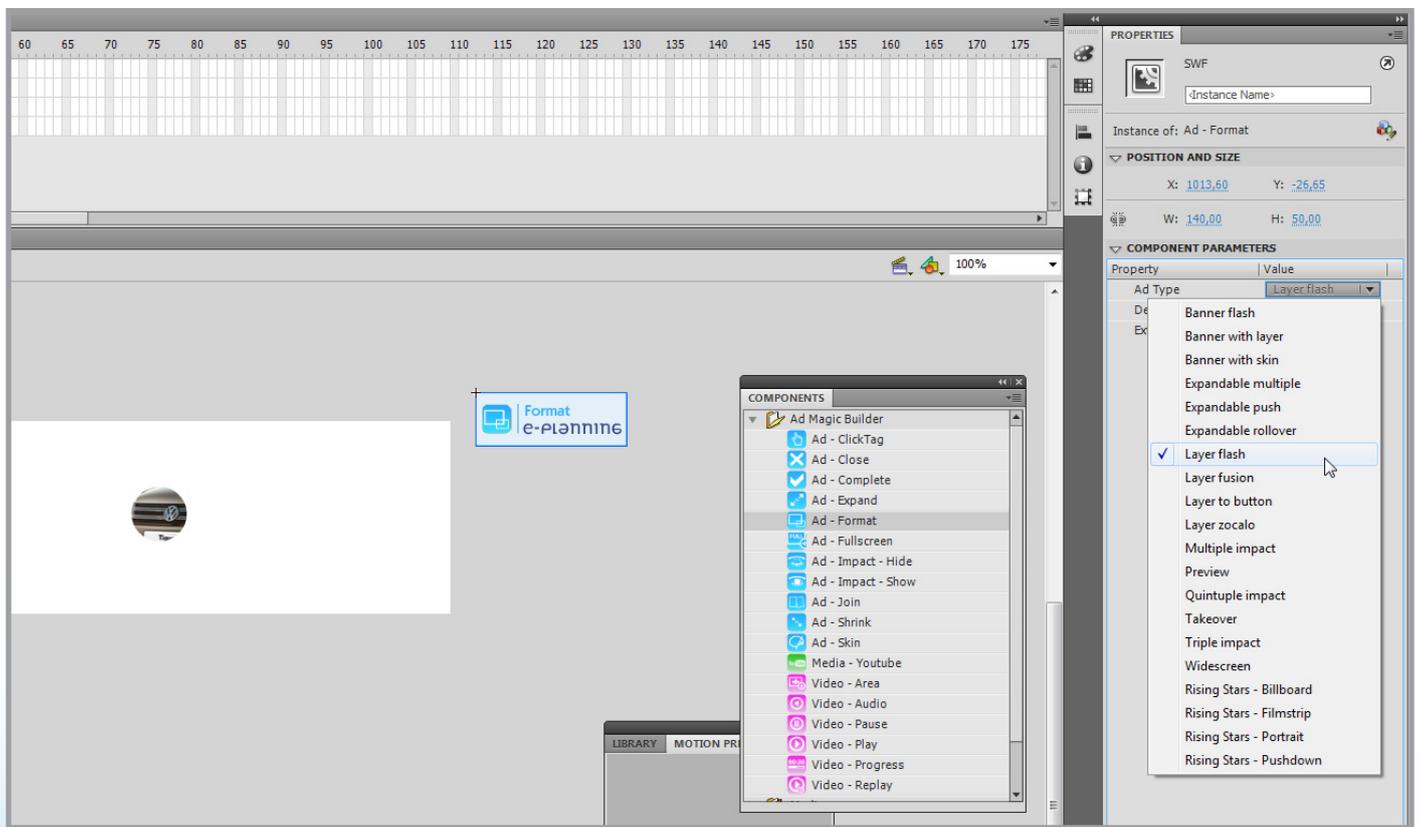
User's Manual

How To Program Creatives (cont.)

Next, we will include the clickTag in the creative, so that it counts the number of clicks in e-planning's platform. This component is one of the most important to be included when programming.
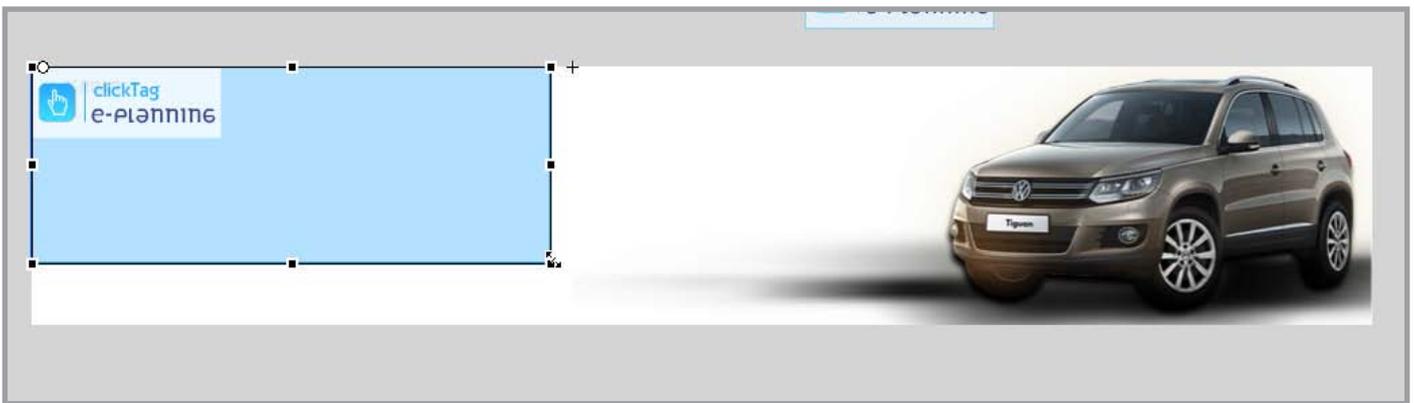
In the case of the Layer, the Close button will also be included.

User's Manual

How To Program Creatives (cont.)

Lastly, the Ad Complete component will be incorporated. It must be included in the last frame of the creative's animation.

User's Manual
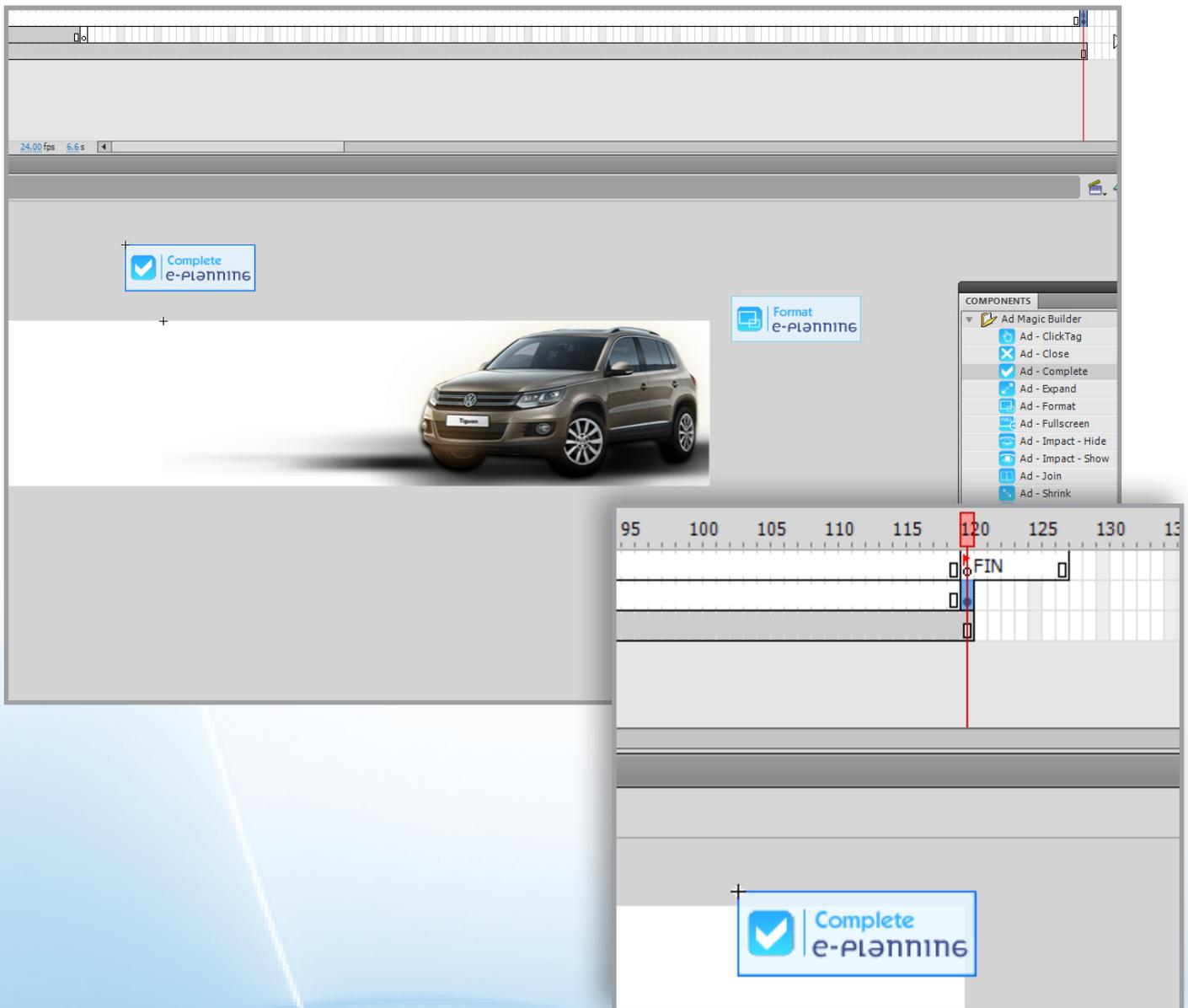
How To Program Creatives (cont.)

2.b- Description of components and their metrics.

Ad-ClickTag
The Ad - ClickTag component functions as a button and it corresponds to the creative's clickable area. It will redirect the user to the URL subsequently added by e-planning. It is recommended that this occupies 100% of the Flash movie size.

> Parameters
> » **clickTag Number:** In e-planning, you can use up to 20 different clickable areas for each creative. In cases where there are 2 or more clickable areas, this option must be used to indicate the clickTag number of the component.
> » **Custom Action:** e-planning also offers up to 10 custom actions (0 to 9). Select the Custom Action number if the component has to record this metric.
> » **External URL:** It allows adding an URL for external tracking of clicks (or "3rd party tracking").
> » **Target:** It allows redirecting the user in the same window or in a new one.

Ad-Close
The Ad - Close component functions as a closing button for those creatives that are Layers. This complement is not applicable to banners nor to layers in Impact formats (Triple Impact, Multiple Impact and Quintuple Impact), which use another component to hide/show. This component also records the "close ad" metric in the ad server.

Ad-Complete
Ad - Complete is the component that records the "complete ad" metric. We suggest that this component is placed at the end of the creative's animation. If the ad contains video, this metric can be triggered from the Video - Area component and it is not necessary to use Ad - Complete.

Ad-Expand
Some formats may unfold by using the Ad - Expand component. This component functions as a button and it also records the "expand" metric in the ad server. This component is not applicable to all formats. You can review the list of components arranged by formats, to find out in which formats this component can be used.

User's Manual

How To Program Creatives (cont.)

Parameters
» **Event:** It selects the manner in which the event is triggered: by clicking or rolling over.

Ad-Format
Ad - Format is the main component in each creative. It must be located in the first frame of the Flash movie and it is the one that defines the behavior of the other components. Before compiling the movie, it is necessary to select the right format from the Ad Type field in the Component Parameters.

Parameters
» **Ad Type:** It defines the format.
» **Debug Level:** You can choose between 3 existing debug levels. Level 0: Debugging mode is disabled. Level 1: It will enable the basic debugging mode, which shows the events and the principal actions of the creative. Level 2: It will enable the advanced debugging mode, which shows the complementary information of events and actions, such as the time and frame in which the event occurs.
» **External URL:** It allows you to add an URL for external tracking (or "3rd party tracking").

Ad-FullScreen
The Ad - FullScreen component functions as a button and it allows you to visualize the animation in full screen mode. It also permits to go back to normal mode. It is generally used in formats with video.

Ad-Impact-Hide
Ad - Impact - Hide is an exclusive component of Impact formats (Triple Impact, Multiple Impact and Quintuple Impact). It acts as a button that permits to hide one of the format creatives. It also records the "shrink" metric in the ad server.

Parameters
» **Impact Ad:** It defines the creative that will hide when clicking on the component.

Ad-Impact-Show
It is an exclusive component of Impact formats (Triple Impact, Multiple Impact and Quintuple Impact). It acts as a button that permits to show one of the format creatives. It also records the metric "expand" in the ad server.

User's Manual

How To Program Creatives (cont.)

Parameters
- » **Event:** It selects the manner in which the event is triggered: by clicking or rolling over.
- » **Impact Ad:** It defines the creative that will hide when clicking on the component.

Ad-Join

Ad - Join is an exclusive component of the Layer Fusion format. It functions as a button and it triggers the Join event, by which the side creatives are joined and finally displayed in one central layer.

Parameters
- » **Event:** It selects the manner in which the event is triggered: by clicking or rolling over.

Ad-Shrink

Some formats can fold through the Ad - Shrink component. This component functions as a button and it also records the "shrink" metric in the ad server. When this event is triggered by mousing out, it also fulfills the clickTag function, so that it is not necessary to use the Ad - ClickTag component. This component is not applicable to all formats. You can review the list of components arranged by formats, to find out in which formats this component can be used.

Parameters
Event: It selects the manner in which the event is triggered: by clicking or rolling over.

Ad-Skin

The Ad - Skin component functions as a button. When you click on it, it allows you to modify the skin of the site.

Parameters
- » **Skin Id:** It defines the skin ID to be shown or "restored" in case the original site skin should be reestablished.

Media-YouTube

It is possible to embed You Tube videos through the Media - YouTube complement. This acts as a non-clickable area where the video will be displayed. You can control the video through the You Tube player controls. This complement makes it possible to record the "complete ad" metric in the ad server. In this case, it is not necessary to use the Ad - Complete component.

User's Manual

How To Program Creatives (cont.)

Parameters
- » **Audio:** It defines whether the video audio is "on" or "off" when it initiates.
- » **Auto Play:** It defines if the video starts in "play" or "stop" mode.
- » **Track ad End:** It records the "complete ad" metric in the ad server.
- » **YouTube Video ID:** It is the YouTube video ID to be displayed in the complement.

Video-Area

It is possible to show videos through the Video complements. The Video - Area complement acts as a non-clickable area that will display the video to be uploaded to e-planning. You can control the video through the following complements: Audio, Pause, Play, Progress and Replay. This complement makes it possible to record the "complete ad" metric in the ad server. In this case, it is not necessary to use the Ad - Complete component.

Parameters
- » **Audio:** It defines whether the video audio is "on" or "off" when it initiates.
- » **Auto Play:** It defines if the video starts in "play" or "stop" mode.
- » **Buffer Time:** It defines the buffer time (necessary time for loading before the video starts to play).
- » **Go To:** It defines the frame where the animation should go once the video ends.
- » **ID:** Identification of the video. The Audio, Pause, Play, Progress and Replay complements also need to include the ID of the video to be controlled.
- » **Loop:** It defines whether the video should be replayed automatically once it has ended.
- » **Replay Button:** It shows the button "replay" once the video has ended. This button also records the "audio on" and "audio off" metrics in the ad server when clicked on.
- » **Track ad End:** It records the "complete ad" metric in the ad server.

Video-Audio

The Video - Audio complement acts as a button that can control the sound of a determined Video - Area. It is necessary to indicate with precision the ID of the video to be controlled. This complement also records the "audio on" and "audio off" metrics in the ad server.

Parameters
- » **ID:** Identification of the Video - Area complement over which it should have audio control.

User's Manual

How To Program Creatives (cont.)

Video-Pause

The Video - Pause complement acts as a button that can pause a specific Video - Area. It is necessary to indicate with precision the ID of the video to be controlled. This complement also records the "pause" metric in the ad server.

Parameters
» **ID:** Identification of the Video - Area complement that can be paused.

Video-Play

The Video - Play complement acts as a button that can play a specific Video - Area. It is necessary to indicate with precision the ID of the video to be controlled. This complement also records the "play" metric in the ad server.

Parameters
» **ID:** Identification of the Video - Area complement over which the user can click "play".

Video-Progress

Video - Progress is a complement that can control the reproduction of a determined Video - Area. It also shows the loading time and the played time of such video. It is necessary to indicate with precision the ID of the video to be controlled.

Parameters
» **ID:** Identification of the Video - Area complement that must be controlled.

Video-Replay

The Video - Replay complement acts as a button that can replay a determined Video - Area. It is necessary to indicate with precision the ID of the video to be controlled. This complement also records the "replay" metric in the ad server.

Parameters
» **ID:** Identification of the Video - Area complement over which the user can click "replay".

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User's Manual

How To Program Creatives (cont.)

2.c- List of formats and their components.

FORMATS	AD CLICK TAG	AD CLOSE	AD COMPLETE	AD EXPAND	AD FORMAT	AD FULLSCREEN	AD IMPACT HIDE	AD IMPACT SHOW	AD JOIN	AD SHRINK	AD SKIN	MEDIA YOUTUBE	VIDEO AREA	VIDEO AUDIO	VIDEO PAUSE	VIDEO PLAY	VIDEO PROGRESS	VIDEO REPLAY
FLASH BANNER	✓		✓		✓							✓	✓	✓	✓	✓	✓	✓
BANNER WITH LAYER																		
Banner	✓			✓	✓							✓	✓	✓	✓	✓	✓	✓
Layer	✓	✓	✓		✓							✓	✓	✓	✓	✓	✓	✓
SKIN BANNER	✓		✓		✓						✓	✓	✓	✓	✓	✓	✓	✓
MULTIPLE EXPANDABLE																		
Shrinked	✓			✓	✓							✓	✓	✓	✓	✓	✓	✓
Expanded	✓		✓		✓					✓		✓	✓	✓	✓	✓	✓	✓
PUSH EXPANDABLE	✓		✓	✓	✓					✓		✓	✓	✓	✓	✓	✓	✓
EXPANDABLE ROLL-OVER	✓		✓	✓	✓					✓		✓	✓	✓	✓	✓	✓	✓
SIDE LAYERS																		
Side Layers	✓				✓				✓			✓	✓	✓	✓	✓	✓	✓
Layer	✓	✓	✓		✓							✓	✓	✓	✓	✓	✓	✓
FLASH LAYER	✓	✓	✓		✓							✓	✓	✓	✓	✓	✓	✓
LAYER TO BUTTON																		
Layer	✓	✓	✓		✓							✓	✓	✓	✓	✓	✓	✓
Button	✓				✓							✓	✓	✓	✓	✓	✓	✓
DOCKING LAYER																		
Docking	✓	✓		✓	✓							✓	✓	✓	✓	✓	✓	✓
Layer	✓		✓		✓					✓		✓	✓	✓	✓	✓	✓	✓

✓ (only if expanded with a click)   ✓ components (optional)

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User's Manual

How To Program Creatives (cont.)

2.c- List of formats and their components.

FORMATS	AD CLICK TAG	AD CLOSE	AD COMPLETE	AD EXPAND	AD FORMAT	AD FULLSCREEN	AD IMPACT HIDE	AD IMPACT SHOW	AD JOIN	AD SHRINK	AD SKIN	MEDIA YOUTUBE	VIDEO AREA	VIDEO AUDIO	VIDEO PAUSE	VIDEO PLAY	VIDEO PROGRESS	VIDEO REPLAY
MULTIPLE IMPACT																		
Left, Right & Top Banner	✔				✔		✔	✔			✔	✔	✔	✔	✔	✔	✔	✔
Layer	✔		✔		✔		✔					✔	✔	✔	✔	✔	✔	✔
PREVIEW	✔	✔	✔		✔							✔	✔	✔	✔	✔	✔	✔
QUINTUPLE IMPACT																		
Left, Right, Top & Extra Banner	✔				✔		✔	✔			✔	✔	✔	✔	✔	✔	✔	✔
Layer	✔		✔		✔		✔					✔	✔	✔	✔	✔	✔	✔
TAKE OVER																		
Banner	✔			✔	✔							✔	✔	✔	✔	✔	✔	✔
Layer	✔	✔	✔		✔							✔	✔	✔	✔	✔	✔	✔
TRIPLE IMPACT																		
Left & Right Banner	✔				✔		✔	✔				✔	✔	✔	✔	✔	✔	✔
Layer	✔		✔		✔		✔					✔	✔	✔	✔	✔	✔	✔
WIDESCREEN																		
Banner	✔			✔	✔							✔	✔	✔	✔	✔	✔	✔
Layer	✔	✔	✔		✔							✔	✔	✔	✔	✔	✔	✔
RISING STARS - BILLBOARD	✔				✔					✔		✔	✔	✔	✔	✔	✔	✔
RISING STARS - FILMSTRIP	✔		✔		✔							✔	✔	✔	✔	✔	✔	✔
RISING STARS - PORTRAIT	✔		✔		✔							✔	✔	✔	✔	✔	✔	✔
RISING STARS - PUSH DOWN	✔		✔	✔	✔					✔		✔	✔	✔	✔	✔	✔	✔

✔ (only if expanded with a click)   ✔ components (optional)

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User's Manual

How To Compile Creatives

3.a- How To Compile My Creative
When compiling the file in the folder where it is stored, please note that the minimum required Flash version is 8.
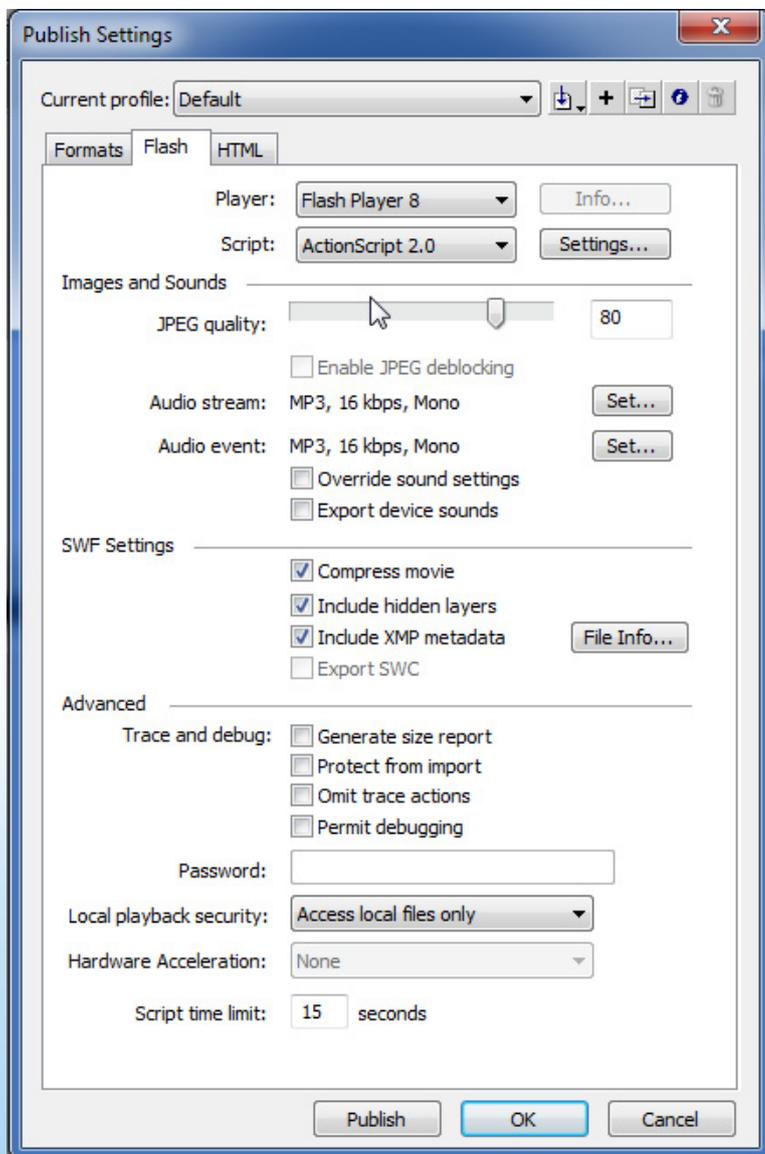
User's Manual

Testing Creatives

4.a- Debug Level

You can select between 3 different debug levels among the Format component options:

Level 0: Debugging mode disabled.
Level 1: Basic debugging mode enabled. It shows the main events and actions of the creative.
Level 2: Advanced debugging mode enabled. It shows complementary information about events and actions, such as the time and frame in which the event occurs.
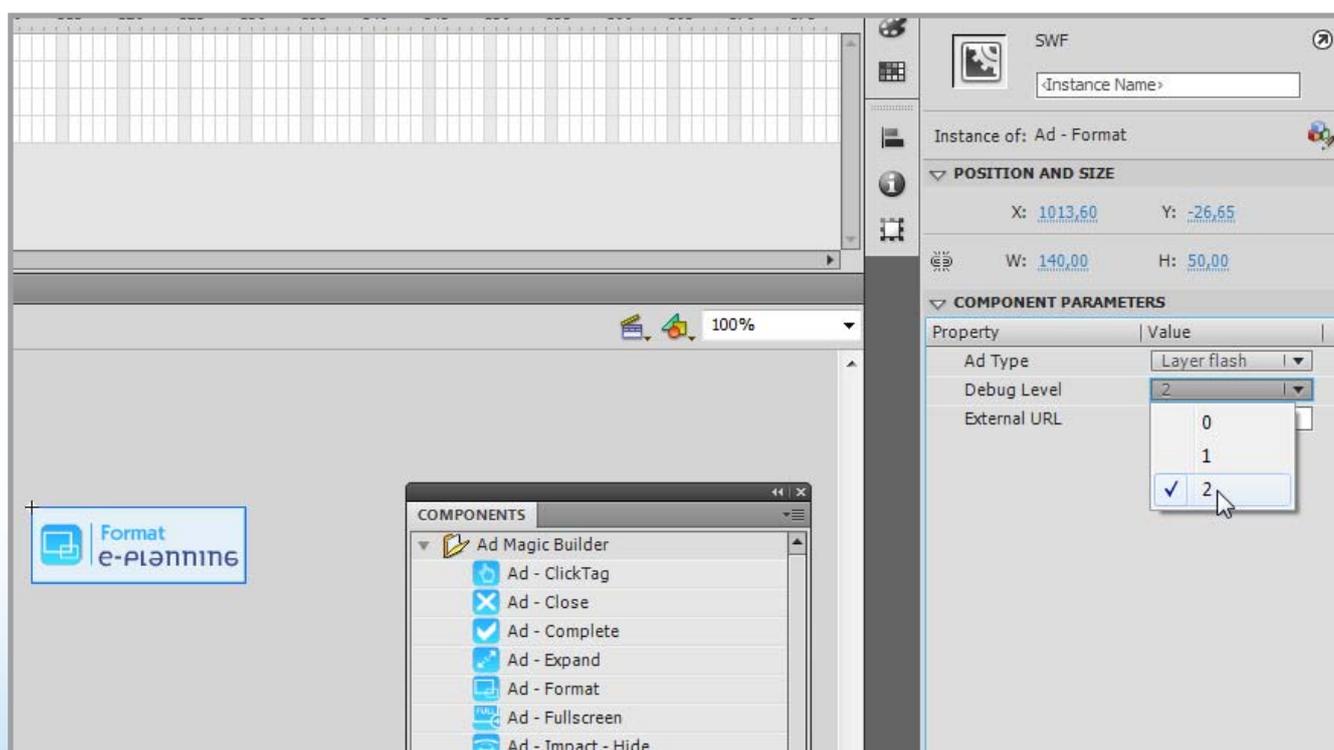
4.b- Traces.

In this testing stage, the creative is checked to confirm if it is adequately programmed. Traces will show the event that the creative is performing, and the information will depend on the type of debug level which is being used.

User's Manual

Testing Creatives (cont.)

When you preview the ad, different testing actions must be taken to see if they are functioning in the appropriate manner. When compiling the ad, it is advisable to favor a complete interaction with the ad to test its correct performance.
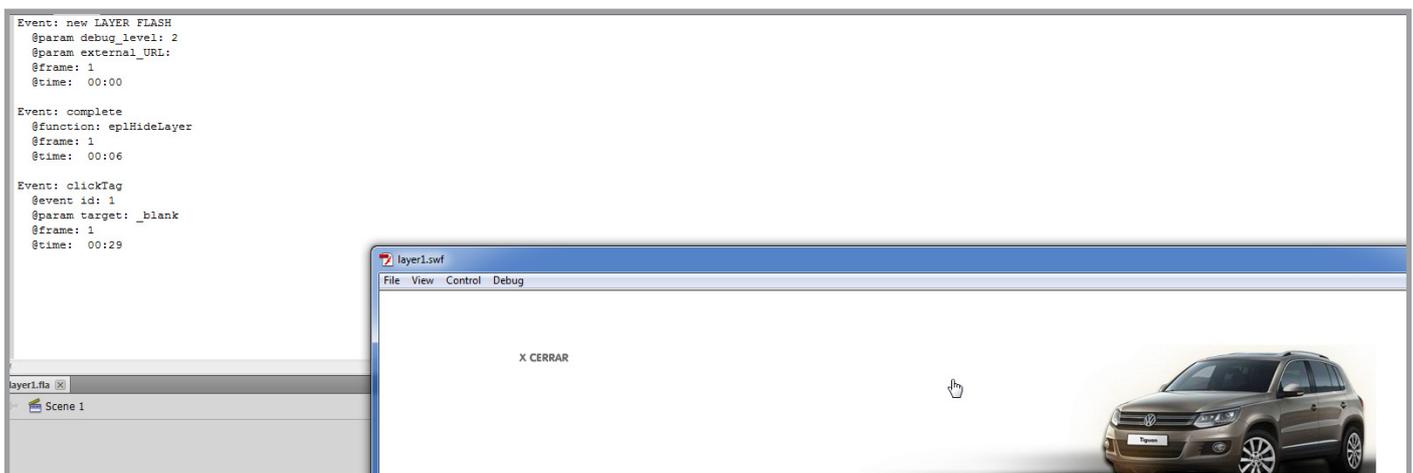
4.c- Testing Using Firebug.

Once the ad is uploaded to e-planning, we can test the events and actions through the Firebug console.
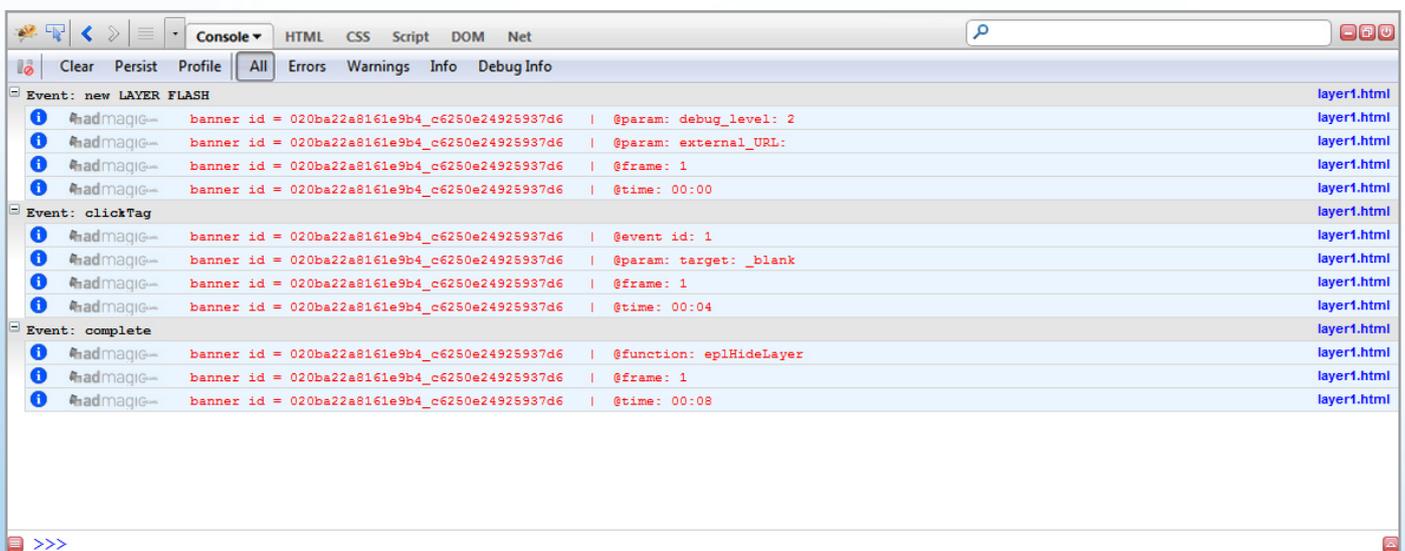
User's Manual

Adding Creatives To The Interface

Once the creatives have been adequately programmed and their correct performance has been checked by means of all the available tests, the next step is to store the ad in the interface.

REMEMBER THAT YOU WILL NO LONGER NEED TO SUBMIT A TICKET TO THE TECHNICAL SUPPORT AREA TO SEND/RECEIVE THE PROGRAMMED CREATIVES. THIS IS DUE TO THE FACT THAT AD MAGIC BUILDER ALLOWS YOU TO SELF-SERVE THE CREATIVES, FROM THEIR PROGRAMMING STAGE TO THE GENERATION OF THE TAG.

To go to the campaign where the ads will be associated, click on Add Ad.

User's Manual

Adding Creatives To The Interface (cont.)

Select the format that corresponds to the creative that was programmed.

Select this as the way to upload ads: **Files that make up the ad.**

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User's Manual

ad magic BUILDER

Adding Creatives To The Interface (cont.)

According to the format that was selected, the number and type of files to be uploaded will be enabled. These are the creatives that were programmed using Ad Magic Builder components.

IMPORTANT NOTE: When uploading ads that were programmed with Ad Magic Builder, you should always select Tracking Version number 2.

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User's Manual

Glossary

ADOBE EXTENSION MANAGER: This is a program developed by Adobe Systems. It is used to install and manage the extensions associated to various Adobe programs.

BUFFER: This is the action of saving a portion of data in memory for later processing. In many occasions, it is associated to those applications which control video and/or audio. Having more video and audio data in memory means that the application can compensate issues when there is a variation in the speed in which the medium is being transmitted.

CLICKTAG: It is a variable that is placed in the creatives during the programming process to allow redirecting the user and counting clicks in the adserver.

DEBUG: It is a process used to find and eliminate malfunctions in the actions that creatives perform. This offers the possibility of correcting potential errors.

FIREBUG: It is a Firefox plug-in especially created and designed for web developers and programmers. It is a utility packet which you can use for analyzing (reviewing the loading speed, DOM structure), editing, monitoring and debugging the source code, CSS, HTML and JavaScript on a web page instantly and online.

FRAME: Adobe® Flash® Professional documents divide lengths of time into frames. In the timeline, you work with these frames to organize and control the content of the documents. Frames are located in the timeline in the order you wish the frame objects to appear in the final content.

TRACE: It is a function. It evaluates the expression and shows the result in the Output panel in test mode. It is used to record the programming notes or to show messages in the Output panel while testing a SWF file. The trace() function is similar to JavaScript alert function.

TRACKING: It is a method to make the follow-up of campaigns in different Ad Servers. Advertising companies that do not own a server generally insert a 1x1 pixel to obtain the campaign information in a more reliable manner.