



## Flashcodes for clicktrackers

To measure the click-through rate of a Flash banner, a button must be attached to its top layer. Subsequently, the variable `getUrl` must be linked to the following `onRelease` function:

```
on (release) {getUrl (_root.clickTag, "_blank");}
```

If certain parts of the advertisement must be linked to different URLs, then this can be done by attaching multiple button actions to the FLA file. The first button action must be allocated the following `onRelease` function:

```
on (release) {getUrl (_root.clickTag1, "_blank");}
```

The following `onRelease` function must be allocated to the second button action:

```
on (release) {getUrl (_root.clickTag2, "_blank");}
```

The following `onRelease` function must be allocated to the third button action:

```
on (release) {getUrl (_root.clickTag3, "_blank");}
```

It is not possible to compile results for each separate version of `clickTag`; only the totals are available. If the measurements for each `clickTag` version are desired, then a click command can be created for each one which will then be processed by the advert's sniffer code. Using Motif, it is possible to measure the clicks of each separate URL. When Flash 9 / ActionScript 3 is used, a `clickTag` implementation may resemble the following:

```
btn.addEventListener(MouseEvent.CLICK, onClick);
function onClick(evt:MouseEvent):void {
if (root.loaderInfo.parameters.clickTag.substr(0,5) ==
"http:") {
navigateToURL(new URLRequest(root.loaderInfo.parameters.
click-
Tag), "_blank"); }
};
```