



Technical specification for preparing
HTML5 creatives converted with Swiffy

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HTML5 creative converted with Swiffy

Example of body section of HTML5 creative converted with Swiffy converter

```
<body style="margin: 0; overflow: hidden">
  <div id="swiffycontainer" style="width: 225px; height: 200px"></div>

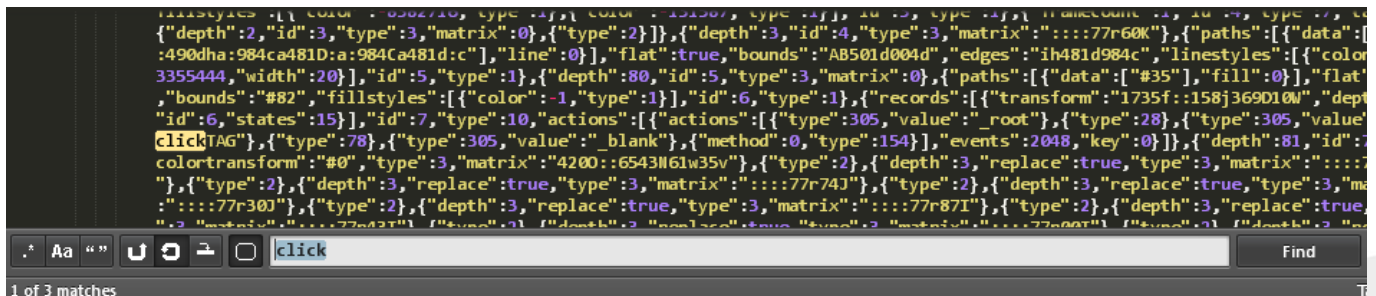
  <script>

    var stage = new swiffy.Stage(document.getElementById('swiffycontainer'), swiffyobject, {});
    stage.start();

  </script>
</body>
```

First the exact clicktag defined in swiffyobject must be found.

It can be done by searching in the file (**Ctrl+f** for most text editors) for "click":



Now that it is known that the clicktag defined in swiffyobject is „clickTAG” (in this example), then script block in body has to be changed to look like this:

```
<script>

  var parsed =
    (document.location.href.split('#')[1]||'').split('&');
    var params = parsed.reduce(function (params, param) {
      var param = param.split('=');
      params[param[0]] =
        decodeURIComponent(param.slice(1).join('='));
      return params;
    }, {});
    var stage = new swiffy.Stage(document.getElementById('swiffycontainer'), swiffyobject, {});
    stage.setFlashVars("clickTAG="+params.clickTag);
    stage.start();

</script>
```

where the **clickTAG** must be the same as found in swiffyobject.

And the clicktag in blue – **clickTag** is the clicktag that should be used in our interface, when creating the creative.



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