

# Ad Tags on {Your Business Name} Mobile

We can serve Ad Tags via {Your Business Name} Mobile on RTB environments. However, there are certain restrictions to take into consideration when serving campaigns via JS Tag.

## Click Tracking

Similar to other AdServers, the used Tag will need to be modified using a Click Macro to track clicks in our system. **Our Click Macro: {CLICK\_URL}**.

## DoubleClick Tag

Submit via the online submission form or on the same doc as the scripts.

### Original Tag

```
<a href="https://ad.doubleclick.net/jump/N5295.281692GCA/B8202126.110109131;sz=320x50;ord=[timestamp]?">  
</a>
```

### Modified Tag

```
<a href="{CLICK_URL}">  
</a>
```

### The actual Click Through URL

```
https://ad.doubleclick.net/jump/N5295.281692GCA/B8202126.110109131;sz=320x50; ord=[timestamp]?
```

Please also see an overview of Ad Tags and how to insert the Macros:  
<http://www.knowonlineadvertising.com/ad-server/macros-insertion/>

