

Add an Advar creative

An Advar template is a custom template created by Adhese. The template consists of multiple components (images, videos, texts and URLs) that form a complex creative together. The user provides these elements when uploading a new Advar creative. The user does not need to know HTML or JavaScript code, since these codes are predefined in the template itself. Refer to the [Advar templates](#) section for more information.

To add an Advar template:

1. Go to the *Campaign* overview, click *Campaigns* in the left navigation menu of Adhese.
2. Click the campaign for which you want to upload a creative.
3. Click the *Creatives* tab, this opens the *Creative* overview.
4. Click the *Add Advar* button. This opens the *New creative* screen.

The screenshot shows the 'New creative' interface in Adhese. At the top, there's a search bar and navigation links like 'PUBLISH', 'SHOW IDS', 'HELP', and 'AMANDA BEUN - LOG OFF'. Below that, the campaign details for 'Campaign 12 The Clothes Store' are displayed, including dates, impressions, clicks, and budget. The main area is titled 'New creative' and has tabs for 'Header', 'Traffic', 'Report', and 'User logs'. The 'General' tab is active, showing fields for 'ID' (0), 'Name', 'Format' (with a 'Select format...' link), and 'Last updated' (Wed 18 Jan 2017 15:37). There are also sections for 'Advar form' (with a 'Template' field and an 'Add advar template...' link) and 'Link to live preview' (with a 'Preview' button). 'Cancel' and 'Save' buttons are at the top right of the form area.

Specify the details of the creative under the following headings:

- General
- Advar form
- Save
- Additional creatives
- Preview
- Link to live preview
- Checking the URL of the uploaded creative

General

- After you save the creative, Adhese automatically generates an **ID**.
- Give the creative a meaningful and obvious name in the **Name** field. An obvious name makes it easy to recognize the creative in the next step when the creative is attached to a booking.
- In the **Format** field, click the *Select format* link. This opens the *List of formats* modal window. Select the right format with the correct dimensions from the list and click the *Save* button.
- The **Last updated** field denotes when the creative was updated for the last time.

Advar form

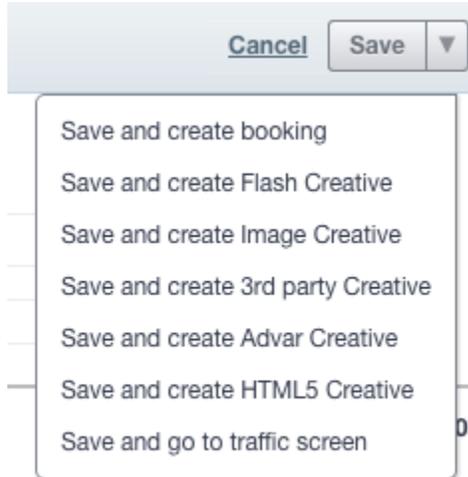
- In the **Template** field, click the *Add advar template* link. This opens the *List of Advar Templates* modal window. Choose a template from the list and click the *Save* button. The accompanying fields (for example the title, the target URL and an image file) of the template become visible and need to be completed in order to design the ad.

As soon as you create the Advar template, Adhese will check a number of possible issues. If an error is occurring, the file is not uploaded and Adhese gives an error notification. If you are convinced that an error notification is not justified, you are able to ignore it by simply checking the box *Ignore errors (only for me)* under the Advar template and upload the file again.

Save

Do not forget to save the creative. Click the Save button in the upper right corner of the *Creative* header.

You have the option to simply save the booking by clicking on the Save button. When clicking the arrow next to this button several *saving* options become available in a drop-down menu:



Save and create booking	Saves the current creative and opens a new create booking screen
Save and create Flash Creative	Saves the current creative and opens a create Flash Creative screen
Save and create Image Creative	Saves the current creative and opens a create Image Creative screen
Save and create 3rd party Creative	Saves the current creative and opens a create 3rd party Creative screen
Save and create Advar Creative	Saves the current creative and opens a create Advar Creative screen
Save and create HTML5 Creative	Saves the current creative and opens a create HTML5 Creative screen
Save and go to traffic screen	Saves the current creative and goes to the traffic screen for that creative

Additional creatives

The additional creatives functionality is made available in the next release of Adhese: 2.0.20.

After a format is selected, you can upload the main file of the creative. You have to save the main creative before you can upload the additional creative(s). An additional creative is a variant of the main creative, e.g. images with different dimensions for different platforms. For more information about how to upload additional creatives, refer to [Additional creatives](#).

Preview

After the template's details are determined and the template is saved, a visual preview of the creative will appear. Check if there are no errors.

You can switch between the actual size of the creative and its thumbnail. To show the actual size, click the *[show actual size]* link or click the *[show thumbnail]* link to show the thumbnail.

Link to live preview

After the Advar template is completed, you can preview the template in its context. Use this feature to check if there are no errors (see the next paragraph: *Checking the URL of the uploaded creative*). We recommend to check the live preview in more than one browser. No impression will be taken into account while previewing a creative. For more information about live previewing a creative, refer to [Live preview a creative](#).

A link to the preview will only be available if there is a booked position with the same dimensions as the format.

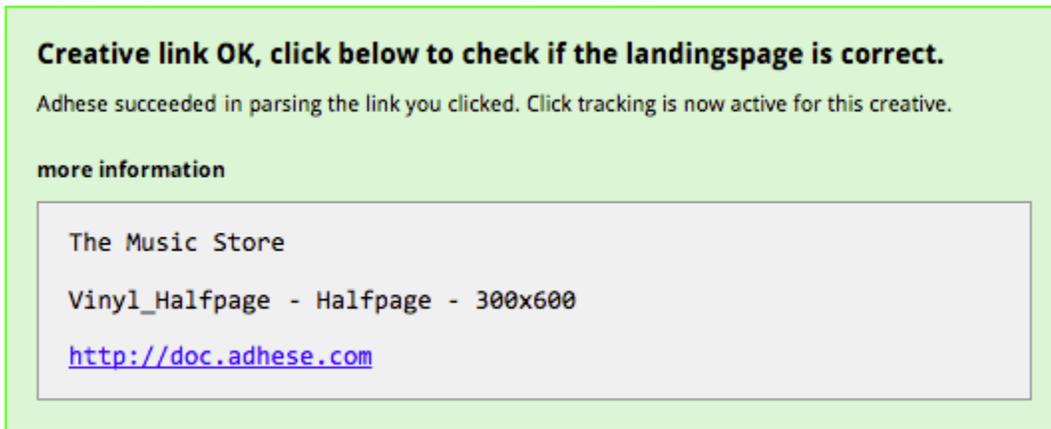
The URL of the live preview can be copied and forwarded to the client of the campaign to check if the creative is shown the way the client wants the creative to be shown.

Checking the URL of the uploaded creative

After you have uploaded and saved the Advar template, the URL of the landings page needs to be verified. To verify the URL:

1. Do one of the following:
 - Click on the preview of the creative in the Adhese interface,
 - Click on the creative in the live-preview mode (see the previous paragraph: *Link to live preview*).

A new page is opened. If the URL is correct, the following message appears:



Creative link OK, click below to check if the landingspage is correct.
Adhese succeeded in parsing the link you clicked. Click tracking is now active for this creative.

more information

The Music Store
Vinyl_Halfpage - Halfpage - 300x600
<http://doc.adhese.com>

If the above message does not appear, Adhese does not measure any clicks.

2. Next, click the link in the message to check if the URL goes to the actual landing page.