

Appendix A: Creative Remarketing Implementation Guide

1) Embed a BlueLithium AdPath pixel into the creative.

This method requires a modification to all creatives for the campaign where the advertiser wants to retarget using BlueLithium. This requirement should be identified to the creative team at the agency before they begin work on the creatives.

If the advertiser has a GIF image ad that they want to use for Creative Remarketing, this can be easily done. BlueLithium can provide both a template and a HTML pixel to create a HTML banner using the GIF image.

For other types of banners, the process is as follows:

- 1) The advertiser tells BlueLithium what types of pixel they need. We can provide a HTML or JavaScript version. The people creating the ads will know which one is needed.
- 2) BlueLithium will provide the advertiser with the code for an AdPath pixel. This code requests a 1x1 invisible gif image.
- 3) The advertiser will need to embed that pixel into the creative so that this pixel is served every time the creative is served.

Pixel Placement Suggestions by media type:

- 1) For a GIF banner, the banner will need to be converted to a HTML banner. Please refer to Appendix B of this document to see how to do this.
- 2) For Flash and HTML banner, simply place the HTML version of the BlueLithium pixel at the end of the banner code, just before the `</body>` tag. See Appendix C for step by step instructions as to how this is done.
- 3) Test the banner to make sure it displays correctly after making these changes.

Appendix B: Implementing Creative Remarketing with a GIF Banner

This document describes how to embed an AdPath pixel into a banner that is composed of a GIF image. Conceptionally what you are doing is simply putting the GIF banner into an HTML file. Below is a sample banner.

The following are the changes you need to make to it to create an HTML banner out of a GIF banner and insert the BlueLithium pixel. The parts of the HTML file that are **in blue** need to be changed.

- 1) Open a new Notepad (Windows) or TextEdit (Mac) document.
- 2) Copy and paste the template in.
- 3) Specify the banner size. Change the third line of the file with the appropriate width and height settings
- 4) Update the GIF file name. You need to change the name of the gif file in the same line.
- 5) Update the BlueLithium pixel number. Where it says adpath=number replace number with the actual number that is in the BlueLithium pixel code.
- 6) Save the file as a HTML file. For Notepad, after saving the file and closing the window, change the file extension from .txt to .html. For TextEdit, save the file as text (not RTF) and change the file extension from .txt to .html.
- 7) View the HTML file to make sure it displays correctly. Put the HTML file and GIF image into the same folder and open the HTML file to verify that the banner displays correctly.

Template:

```
<html>
<body>
<a href="<!--HREF-->" target="_blank">
<!--AdRevolver adpath code begin-->

<!--AdRevolver adpath code end-->
</body>>
</html>
```

Example:

For example, if you have a 728x90 banner with a gif file named banner.gif, and the AdPath pixel number is 99999, you would update the template as follows:

```
<html>
<body>
<a href="<!--HREF-->" target="_blank">
<!--AdRevolver adpath code begin-->

<!--AdRevolver adpath code end-->
</body>>
```

Appendix C: Implementing Creative Remarketing within a Flash Banner

This document describes how to embed an AdPath pixel into a banner that is created in Macromedia Flash.

- 1) Open your flash file (.FLA) and create a new layer at the top of the layers column, call it AdPath Pixel.
- 2) Create an empty movieclip called mcAdpath.
- 3) Insert the AdPath pixel code into an action on the empty MovieClip, your actionscript should look like the example below.
- 4) Drag the empty movie clip (mcAdpath) onto the stage, into the AdPath Pixel layer
- 5) Save and publish your movie to a live/testing environment
- 6) Test the movie, and check it is working
- 7) Inform the UK traffic team at traffic-uk@bluelithium.com so they can test the pixel is firing

Example:

```
this.createEmptyMovieClip("adpath_mc", 999);
```

```
loadMovie("http://media.adrevolver.com/adrevolver/trace?adpath=9999&rnd="+Math.floor(Math.random()*100000000), adpath_mc);
```

Appendix D: Implementing an AdPath Pixel

AdPath pixels are used to power AdPath technology of BlueLithium network. This helps us apply optimisation algorithms based on behaviour of users on your website.

From technical stand-point an AdPath pixel is a small piece of HTML code that pings our server when the page which contains it, is accessed.

It is visually represented by a 1x1 transparent image that does not affect page layout.

The pixel is sent to you as a simple text file, which you need to cut and paste as close to the top of confirmation page as possible. Keeping the code EXACTLY as it is sent to you in the .txt file attachment. Ideally, right after the page header HTML, immediately after the BODY tag.

If you can not place the pixel right after the page headers or your page design/layout does not allow this, strive to place the pixel as close to the top of the page as possible. The closer the pixel to the beginning of the page, the more reliable the statistics will be.

Once the pixel(s) is installed, send a notice to your Account representative at BlueLithium along with exact URLs (web addresses) of where the pixel(s) are installed.

This is required for us to verify the pixel(s) placement and performance.

Example:

```
<html>
<head>
<meta http-equiv="Content-Language" content="en-us">
<meta http-equiv="Content-Type" content="text/html;
charset=windows-1252">
<title>Yoursite.com - Homepage</title>
</head>
<body background="images/background.jpg" link="#000080"
vlink="#000080" alink="#000080">
```

<!-- AdPath Pixel placed HERE -->

```
<!--AdRevolver code begin-->

<!--AdRevolver code end-->
```

<!-- AdPath Pixel placed HERE -->