Calendar Reminder Block

Build Guide

Sizmek™

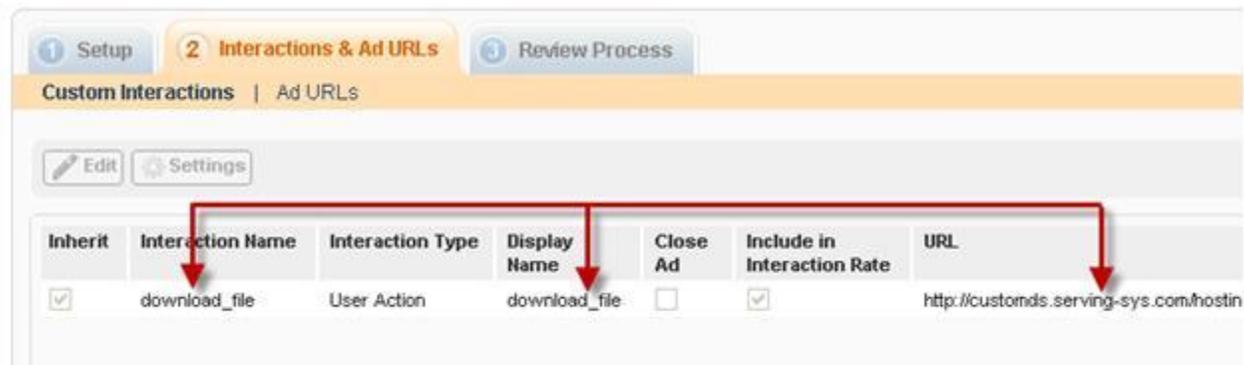# Table of Contents

Calendar Reminder

The Calendar Reminder Block enables you to download a file to your local machine from an ad, for example an ICS, PDF, ZIP etc., and track this download in the Sizmek MDX platform.

You can implement this feature by triggering a custom interaction of type "User Action" with a URL to the downloadable file.

The advantage of using a custom interaction with a URL is that this way each click to download is counted as a custom interaction and can be tracked along with the campaign report.

You can also download an ICS file with an appointment invitation. Once the invitation is opened and you accept the invitation, the file will be added to your calendar application.

You can implement this by creating a custom interaction with the name "download file" in Sizmek. This custom interaction is a "User Action" type and contains the URL of the file to be opened when the user clicks.

The Calendar Reminder can be used in existing ads in order to:

- Add event reminders to user's calendars:
  - big sale day
  - movie release date
  - recurrent reminder for entire season of a TV show
- Download a PDF to users local machine:
  - Product specification
  - Form
  - Catalog

Demos/Downloads

To view a technical demo, click here (http://creativezone.mediamind.com/blocks.aspx#ItemName=Calendar Reminder).

To download this block and start using now:

- In AS3, click here (https://platform.mediamind.com/eyeblaster.acm.web/creative/workshop/blocks/downloadblock.aspx?id=6032).
- In AS2, click here (https://platform.mediamind.com/eyeblaster.acm.web/creative/workshop/blocks/downloadblock.aspx?id=6031).

Known Issues

General Issues:

The execution of downloaded files can be configured by the user; downloaded files might behave differently according to specific user settings in browsers and OS.

ICS file:

Scenario: When downloading a Calendar Reminder plain text is displayed in your browser

Problem: The ICS hosting server is not sending the correct MIME type information.

Solution: The server needs to configured to send the file out with the MIME type: text/calendar

- **Error 1120** – Access of undefined property Blocks

  If you receive this error when publishing the FLA, you need to update your Workshop™ for Flash (MXP). Click here (http://demo.mediamind.com/Training_Zone/workshop/download.asp) to download the latest MXP.

Implementing the Block

The Calendar Reminder Block is implemented in Flash and in the Sizmek MDX platform as follows:

- Flash – Download and open the FLA template and make necessary changes.
- Sizmek – Upload the SWF asset, create an ad and configure the custom interaction URL.

Before you begin, make sure you have the following resources available:

- Workshop™ for Flash
- Calendar Reminder Block

Configuring in Flash

AS2

1. Open the file: Calendar_Reminder_AS2.fla .
2. In the MovieClip, enter the "As" layer as follows:

```
1
2   // Do not delete the following line. The ad might malfunction if you do.
3   eyeblaster.Blocks.initBlock( 6031, 2, "Calendar Reminder AS2");
4
5   // Implementing the label to the download button
6   this.label_btn.text = "Reminder";
7
8
9   this.onRollOver = function(){
10      this.gotoAndStop("mouseOver");
11  }
12  this.onRollOut = function(){
13      this.gotoAndStop("mouseOut");
14  }
15
16  this.onRelease = function(){
17      // Custom Interaction of type "User Action" with Clickthrough URL is the essence of the Calendar R
18      // The implementation of this sample assume that this ad have a Custom Interaction with the name "
19      // the Platform. This Custom Interaction should by from type "User Action" and contain the URL of
20      // upon user click.
21      // For more information regarding Custom Interactions with Clickthrough URL –
22      // visit our online help (you must be logged in to your MDX account first):
23      // http://www.eyeblasterwiz.com/OnlineHelp/MediaMind/External/#5309
24      EBBase.UserActionCounter("download_file");
25  }
```

3. In line 6, edit the label of the download button.
4. In line 27, call the custom interaction URL as it is configured in the Sizmek MDX platform or as you plan to configure it in the Sizmek MDX platform.

Note: A custom interaction is automatically created in Flash. You must define the URL in the Sizmek MDX platform if you want the interaction to work.

AS3

1. Open the file: com\sizmek\calendarReminder\Config.as:

2. In line 17, edit the label of the label of the download button.
3. In line 36, call the custom interaction URL as it is configured in the Sizmek MDX platform or as you plan to configure it in the Sizmek MDX platform.

Setting up in the Sizmek MDX Platform

1. Upload the asset to the Sizmek MDX platform.
2. Verify that the custom interaction has been created.
3. Open the ad then select **Interactions & Ad URLs > Custom Interactions**:

4. In the grid, select the interaction and in the **URL** column, enter the URL as it was defined in Flash.

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