

# How to Manage Your **HTML5** Banner Project



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Digitaland Production Manager

Helping digital media  
teams achieve a  
seamless HTML5  
production experience



**DIGITALAND™**  
richmedia company

# Introduction

“ How has HTML5 changed digital production?  
And how do we manage the new process?” ”

When HTML5 first came on the scene, we began fielding these questions a lot. Even though the technology is more established, there's still a lot of uncertainty surrounding the process.

That's why we created this guide. Here at Digitaland, we've worked with hundreds of brands, media companies, publishers and agencies on thousands of projects. We've had the opportunity to see what works and what doesn't.

Over and over, we've seen our client's success skyrocket when we pull back the curtain on the HTML5 production process.

We want to help you work better, too. So, we've distilled our experience and behind-the-scenes insights into one user-friendly reference guide. This guide has one goal: to demystify the HTML5 production process, so you can manage HTML5 banner projects more effectively.

**This guide is for you if you're a project manager for a digital media team and you:**

- *Are new to HTML5 projects*
- *Want to manage HTML5 production more effectively in-house*
- *Need to outsource HTML5 production*

And if you're an account executive who wants to direct your project managers to a useful resource, this is the guide you're looking for.

We'll cover how HTML5 has changed digital production, setting your campaign up for success, managing it from start to finish, measuring success, troubleshooting and how to choose the right digital production partner.



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Ready? Let's get started.

# About the author



**Juan Manuel Sosa Vives** is a veteran of the Digital Advertising landscape, with over 10 years of experience across every aspect of digital production. Prior to transitioning into production management, he worked in production, and the cross-disciplinary background gave him a unique ability to understand the production process from every angle. Juan Manuel has spearheaded the development of online campaigns such as Samsung, Univision, Lacoste, Coca-Cola and Axe for markets across the U.S., Latin America, Asia and Europe. As the Production Manager for Digitaland, Juan Manuel works with clients to produce impactful HTML5 campaigns that are on time and on budget.

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# 1

## Banner Basics: a primer on what HTML5 means for you

Before we dive into HTML5, let's start with a little pop quiz.

Who are you producing your ads for? i.e. your target audience

- A. Your client
- B. Accounts team
- C. Media company specs
- D. Users
- E. All the above

While it's tempting to pick 'All the above,' the answer is more nuanced. It also lays the groundwork for everything we're going to discuss in this book, so it's important to both know and understand the answer.

Answer: C and D. Media company specs and users.

With **users**, the rationale is straightforward. Their clicks and conversions are what drive your client's' bottom line. Without them, there are no sales, no business model. So, it's important to develop ads that appeal to them, ads that are fast-loading, engaging and memorable.

**Media company/publisher specs** (or **media plans**) may seem like a strange target audience. They're things. But, those specs lay out every requirement for the ads you're producing, including requirements for third party ad servers. Ad servers are gatekeepers that determine whether your ad loads. And if your ads aren't optimized for an ad server's unique specifications, guess what? Your ads won't show up.

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# Banner Basics

Why is that relevant? Well, a few years ago, the online world was dominated by Flash. Ad developers knew how to work with Flash to create ads that appealed to consumers and ad servers.

Then everything changed.

## The demise of Flash

Flash was king of the internet landscape until recently. Designers, developers and ad agencies relied on the technology to easily build ads, websites, experiences and more.

But, Flash came with a tiny issue:

Holes in the code that cybercriminals used to attack unsuspecting web users' computers.

No more how fast Adobe worked to fix the bugs, they couldn't stop of the onslaught. Browser-makers began discontinuing support for Flash.

### Another issue:

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Apple and Android don't use Flash, which meant companies were running ad campaigns that couldn't reach mobile users. In 2010, that may not have been a big deal, but with more users moving to mobile every year, neglecting mobile nowadays is just bad business.

That's where HTML5 comes in.



# Banner Basics

## HTML5 101

HTML5 is the latest iteration of HTML, a markup language that forms the foundation of the internet. The problem with previous versions of HTML was their limited functionality. They could only create static (i.e. boring) pages. To meet demand for more robust pages, HTML was paired with plugins like Java, Flash, etc.

HTML5 comes with a whole new level of functionality that replaces the need for Flash.

- **Security:** HTML5 doesn't rely on plugins, making it a trusted option for browser-makers
- **Browser-friendly:** HTML5 ads use less processing power and fewer computer resources, which translates to faster loads
- **Better reach:** HTML5 ads are responsive, so they can market to multiple screens.
- **Engaging:** HTML5 is the foundation of a powerful rich media ad – video, animation and gamification

## Downsides of HTML5

HTML5 comes with one big challenge: it's resource intensive.

Flash enabled ad developers to design without thinking about code. Thanks to the browser plugin, developers only needed to create one file and it would deliver a consistent experience across all browsers.

HTML5 doesn't need plug-ins to execute because it's self-contained. Think of HTML5 ads as mini webpages that combine multiple types of technologies and assets. Everything needed for the creative is included in the final package delivered to the publisher. That includes file variations for every type of browser.

# Banner Basics

Unsurprisingly, the final creative package can be sizable and media companies don't like that. They have very specific size requirements.

Developing HTML5 ads and then optimizing the file size is code-intensive, time-intensive and requires a comprehensive understanding of HTML5. Since the technology is still relatively new, there aren't a lot of developers with the necessary skills, knowledge and hands-on experience to reliably deliver on-spec HTML5 creative.

## Importance of a good production partner

Even with a slew of new HTML5 tools on the market, developers still need an in-depth working knowledge of HTML5, coding, CSS, animation skills, browser requirements, ad server requirements and best file delivery practices to fully realize the potential of HTML5 technology, meet client goals and reach the target audiences.

It's a tall order and that's why we'll share some tips on how to choose the right production partner toward the end of this eBook.

Now let's dive into how you can lay the foundation for a great HTML5 campaign.



# 2

## Planning: lay the foundation for a great campaign

There's a saying we love at Digitaland HQ:  
Begin with the end in mind.

For a successful HTML5 banner campaign, that means starting with one question:

"How will the brand measure success?"

Answering that question starts with your client's objective. Every campaign needs a clear goal. What's theirs?

A few possibilities:

- **Raise awareness**
- **Build engagement**
- **Drive traffic**
- **Boost sales**
- **Promote a specific event or offer**

Next, what are your client's key metrics or key performance indicators (KPIs)? Are they tracking clicks, traffic, time spent engaging with the banner or some other metric?

To design and produce a successful banner, your team needs to know how the client is measuring success. If your client's goal is building brand awareness and the banner is produced to drive clicks, you'll miss the mark and potentially lose the client.

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# Planning



The most important direction you can provide your design team and production partner are your client's objectives and key metrics.



Goal



Approach

- **Creating engagement:** Build more interactive elements into the content so users spend more time on the content
- **Driving traffic:** Compelling content with a strong call to action (CTA)
- **Building brand awareness:** Build memorable images, video or copy into the content

## Media Plans

Client objectives aren't the only factor you need to take into consideration when developing a campaign. Your clients should provide your team with a media plan or media specs. If they don't, follow up until you receive one (or something comparable).

The media plan is your blueprint for creating a successful, on-spec campaign. It's a checklist to ensure you provide your client with everything they ordered. It also provides guidance on how to fulfill the order correctly.



# Planning

This is an excerpt from a media plan:

Country	Site	Unit Size	Ad Format	Serving Type	Max File Weight	Backup Gif/Jpg
Mexico, Colombia, Chile, Argentina, Peru	BBC Mundo Sojern Pulpo Adara	300x600	HTML5	Double Click Standard Media	300KB	YES
	BBC Mundo Xaxis Sojern Pulpo Adara	728x90				
	BBC Mundo Xaxis Sojern Pulpo Adara	300x250				
	Xaxis	160x600				
	BBC Mundo Xaxis Sojern Pulpo Adara	300x250	JPG / PNG	Double Click Standard Media	<100 KB	N/A
	Xaxis Pulpo	320x50	JPG / PNG	Double Click Standard Media	<100 KB	N/A

\*\* The adserver for this client is Double Click. Please refer to the following link to view more about the DFA creative guidelines:

SEE FULL MEDIA PLAN

[https://support.google.com/dcm/answer/3068258?hl=en&ref\\_topic=2826366&rd=1](https://support.google.com/dcm/answer/3068258?hl=en&ref_topic=2826366&rd=1)

Many campaigns are run across different sites, which means banners may need to be developed in different sizes and formats. That's a lot of variables to take into consideration and the media plan makes it easy to see what you need to focus on.

In short, a media plan makes it easier to do your job and satisfy the client.

# Planning

## Spec Sheets

Spec sheets are another crucial component of producing a successful campaign. While a media plan tells you what your client wants, spec sheets tell you what different platforms or ad servers want.

### A spec sheet excerpt:

	CREATIVE UNIT NAME	INITIAL DIMENSIONS (WXH IN PIXELS)	MAXIMUM EXPANDED DIMENSIONS (WXH IN PIXELS)	MAX INITIAL FILE LOAD SIZE (SEE NOTE 2 BELOW)	HOST-INITIATED SUBLOAD (SEE NOTE 3 BELOW)	ANIMATION/VIDEO GUIDELINES (SEE VIDEO NOTES BELOW)
RISING STARS	<b>Billboard</b>	<b>970x250</b>	Initiates in expanded  Please see style guide for details	<b>200 KB</b>	<b>1 MB</b>	Minimum 24 fps for video 30 sec max length (unlimited user-initiated) 2.2 MB additional file size allowed for host-initiated video Unlimited file size for user- initiated video or animation
	<b>Filmstrip</b>	<b>300x600</b>  viewable with scrolling ad size of 300x3000 Please see style guide for details	Expansion not allowed for this unit	<b>200 KB</b>	<b>300KB</b>	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user- initiated video
	<b>Portrait</b>	<b>300x1050</b>  divided into 3 segments. Please see style guide for details	Up to 580x460 depending on module. Please see style guide for details	<b>200 KB</b>	<b>350KB</b>	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user- initiated video
	<b>Pushdown</b>	<b>970x90</b> (optionally <b>970x66</b> is offered by some publishers)	<b>970x415</b>	<b>200 KB</b>	<b>300KB</b>	Minimum 24 fps for video 15 sec max length (unlimited user-initiated) 1.1 MB additional file size allowed for host-initiated video Unlimited file size for user- initiated video

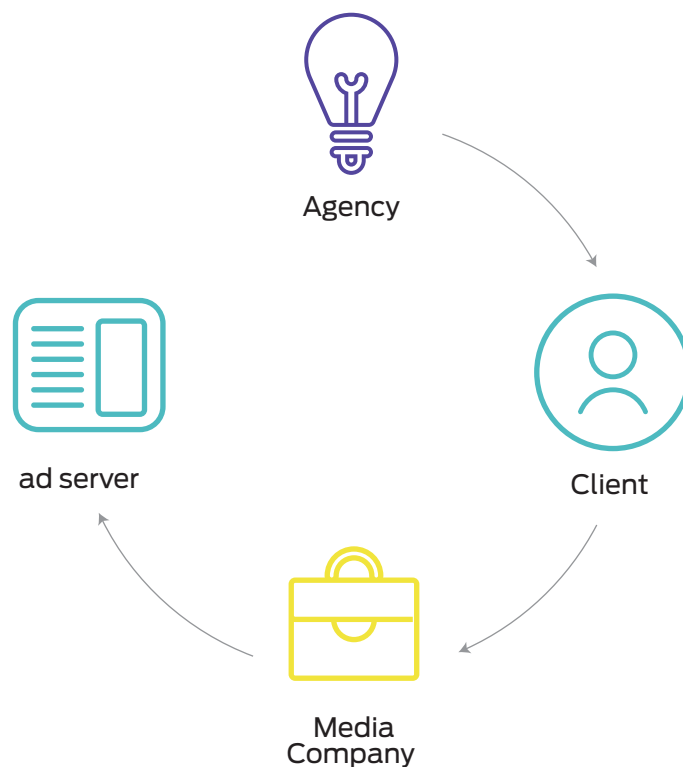
[SEE FULL SPEC SHEET](#)





# Planning

Many of your clients will run campaigns on third-party ad servers like DoubleClick.

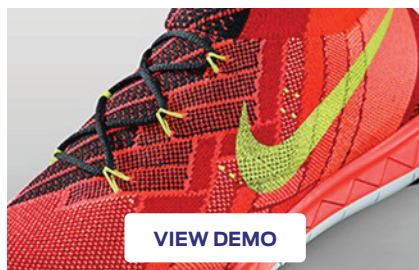


These servers each have their own list of compatibility requirements for banner creative files, such as max weight and max duration. Every aspect of the final creative file must meet every specification exactly, otherwise the ad server won't generate tags and serve ads to the target audience. A good digital production partner will ensure the final creative files meet specs, media plan requirements and align with client objectives and KPIs.

# Planning

## Standard banners and rich media units

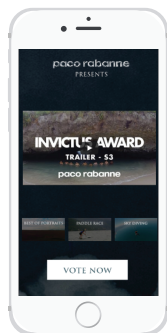
Different ad formats drive different results, so it's important to choose the right format for your client's KPIs and objectives. We're including a few examples below. You can also take a look at **these** campaigns for inspiration.



# Planning

Standard banners are ideal to pair with a compelling call to action. They're subtle but can grab attention when developed with clean design, sharp graphics and clear copy. Since they don't have interactive elements, the file size tends to be smaller, making these banners less resource-intensive to develop.

On the other end of the spectrum are rich media units, the compelling and resource-heavy stars of the digital display world. Rich media units are interactive, driving more users to engage with your ad. Their files also tend to land on the hefty side, so you want a strong development partner to keep the final creative package within industry and ad server size limits.



## Examples:

- **Interstitials:** full-screen takeovers
- **Video ads:** banners or interstitials with video
- **Expandable banner:** banners which expand for a partial-screen takeover

Both banner types have their place in an effective campaign. An HTML5 production specialist can provide valuable guidance on the best banner format to meet your client's objectives, budget and timelines.

# Managing your campaign from start to finish

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Campaigns revolve around one thing: **time**.

Or to be more accurate, the lack of it.

Producing a successful campaign requires juggling a whirlwind of different departments, details and timelines. One misstep could set you back days. The last thing you want are unexpected delays or sky-high rush fees.

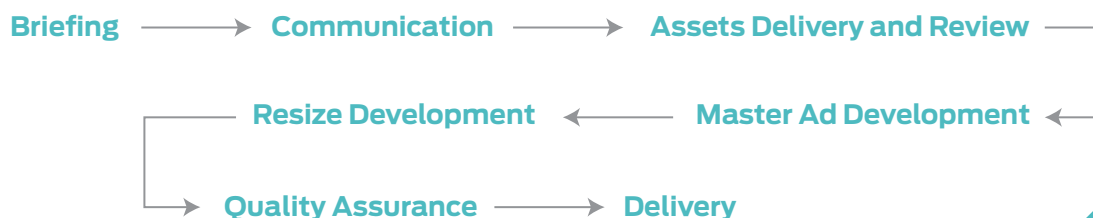
We've worked on thousands of projects over the years. In the process, we've developed an iron-clad approach that shaves days and weeks off the digital production process. We've learned what speeds things up and the pitfalls to avoid at all costs.

Most of it boils down to transparency of the process – everyone understands what's happening now and next - and constant communication.

(We know, it'd be more exciting if it was something like personal robots.)

If you stick to our time-saving recipe, you'll meet your timelines.

## The blueprint of a successful digital production process



# Managing your campaign

## Briefing

The first and most important step of a successful HTML5 banner campaign is the kick off call. When we conduct kick off calls with clients, our entire team joins in.



Account manager



Project manager



Developer



Designer



QA

That may seem like overkill but it's how we're able to deliver quality, on-spec creative. Everyone starts out, and stays, on the same page thanks to a comprehensive briefing.

### A good briefing accomplishes three goals:

1. **Define the scope:** What are we creating and where is it going?
2. **Review specs:** What are the client objectives and metrics, media plan and spec sheet?
3. **Define timelines:** How long do approvals take and when does this need to go live?

# Managing your campaign

## Communication



Frequent communication is the real key to success of any project. Even though we're including it as a 'step' in the workflow recipe, it isn't a stage to check off. It's an ongoing, living foundation for the whole process.



We use tools like Basecamp, Asana, Dropbox, Slack, e-mails and phone calls to manage project tasks, collaborate more efficiently, centralize project documents and keep everyone working toward an on-time campaign launch.

It's better to over communicate than under communicate. Under communicating results in misunderstanding and missed deadlines.

So, communicate often for success.



Basecamp



slack



asana



Dropbox



# Managing your campaign

## Assets Delivery and Review

**Next up:** asset delivery and review. You deliver all the mandatory files and information your digital production team needs to start building the creatives. That could include images, PSD files, fonts, audio, ad server specs, media plans, animation direction and more.

This is where the time savings kick in. At Digitaland, we immediately check the assets and make sure we have everything we need to move forward. If something is missing or more clarification is needed, we reach out to the client right away, so no time is wasted.

Even if all the files are delivered, in most cases, you'll still need to hop on another call because it's tough to hash out things like animation direction based on assets and e-mails alone.

It's such a simple step, but it can prevent costly delays down the line.

This stage is where production gets started.

First, we create a master ad. Before we can move onto resizing the creative for different devices and platforms, we need approval on that master ad.

### Why?

If there's a last-minute change or mistake, it's better to catch and correct it on the master ad, before production starts building out the different sizes and formats for the rest of the campaign. Otherwise, you'll lose valuable time when production rebuilds everything again.

Pro tip: During your briefing call, make sure you cover the number of revisions you'll receive during the design stage.

Once the master ad has been revised or approved, the ad moves into development.

# Managing your campaign

## Resize Development

After the master ad is approved, the resize production, or banner development, can begin.

Banners are built to media plan and ad server specs – specs that were covered in detail during the briefing – and resized accordingly. Understanding the specs before you start ensures the resizes are built out correctly.

Even though the master ad was already approved, and the resizes are built per the master ad, we also require review and approval of the resizes.

“ Frequent approval check-ins help prevent mistakes and time-intensive rebuilds. ”

(And yep, you guessed it: during your briefing call, make sure you find out how many rounds of resize revisions are included during the development stage.)

Once the resizes have been approved, the file moves into quality assurance.

## Quality Assurance

There are four components of a successful quality assurance (QA) stage:

- **Content:** Does the content render perfectly on all applicable devices and browsers?
- **Visual:** Are the images and animation rendering perfectly on all applicable devices and browsers?
- **Functional:** Does everything function properly in the banner? Do links lead to their landing pages?
- **Implementation:** Is the banner creative file optimized for the destination ad servers? Have clicktags been added and coded properly?





# Managing your campaign

(We'll get back to ad servers and click tags in a minute.)

By defining the QA scope during the initial briefing, you ensure your digital production team doesn't waste valuable time and money testing the banner on unnecessary platforms or devices.

## QA scope topics to cover:

- Browsers and devices the campaign will run on
- Versions of browsers and devices to test
- Budget
- Timelines

**Pro tip:** These are a few of the tools we use to avoid time-sucking file fixes.

- DoubleClick Campaign Manager HTML5 Validator
- Bugzilla

## Delivery

We're on the home stretch: delivering the goods! Your production team has the banner creative file packaged, optimized and ready to go. Now how do they get it over to you?

There are two options. They can:

- Deliver the source files directly to you
- Upload the files to a third party ad server

# Managing your campaign

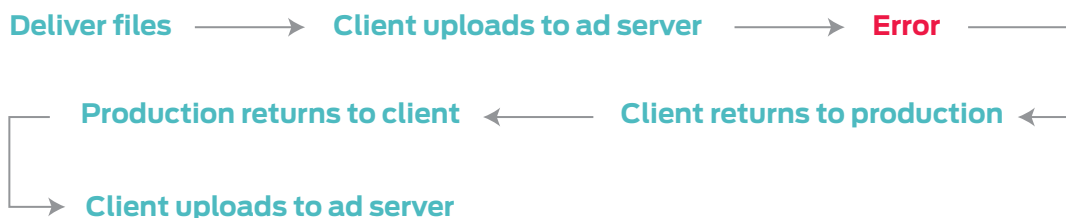
## Source files

This option is straightforward: your production team delivers the source files to you via zip files, Dropbox or whatever file transfer program you prefer.

You'll take the files and deliver them to your client, who uploads them to the designated ad platform (i.e. DSP, Google Ad Network) or third party ad server (i.e. DoubleClick, Celtra).

Sounds easy, right?

There's one tiny pitfall with this approach. If there's any issue with the file once it's uploaded to the ad server, guess what? Your client comes back to you with the file, you notify your production team and they start troubleshooting. Once they fix the issue, they send the file back to you and well, you get the picture. Ideally, the file is perfect on its first (or second) go. But, any back and forth wastes time and erodes your client's confidence.



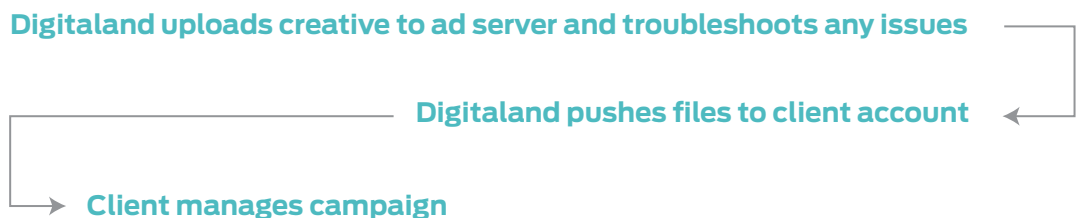
## Managing your campaign

### Ad server

Ad servers are 3rd party platforms that deliver your client's ads into the ad space they paid for. If your production partner is certified on that ad server, they can upload the banner creative file and perform a final QA check right on the ad server. They can troubleshoot issues quickly, without any back and forth.

Once the file has passed QA, your production partner can push the banner creative from their account directly to your (or your client's) account. It's fast, efficient and it saves everyone a lot of time.

Digitaland is an ad server expert and DoubleClick certified, so delivering an ad being served on DoubleClick would look like this:



And there you have it – the recipe for a seamless HTML5 production experience!



## Measure success: monitor your campaign like a pro

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Your campaign is designed, produced and ready to go. Now what?

Let's talk measurements, success, clicktags and how they all work together.

### **HTML5 Clicktags: what they are and why they matter**

We touched on clicktags earlier. What exactly are they?

Clicktags are pieces of code, embedded in the banner creative during the production process. They have two functions:

- Ensure your landing page (or pages, if your banner creative links to multiple destinations) will open in a new window when a user clicks on your ad
- Track the number of clicks and which sites they came from

Clicktags enable you to easily track the performance of your campaigns. Every ad server has different clicktag specs, so it's important to get these right in production. Otherwise, you won't be able to monitor your campaign.



# Measure success

## Everything you need to know about ad servers

Ad servers are platforms that make it easy to manage, optimize and test your campaigns. They:

- Store ad creative files
- Deliver ads to one or more web sites
- Display ads to visitors
- Track ad displays and clicks
- Enable reporting on ad performance

Ad servers can even use predefined criteria to selectively display ads to site visitors, a powerful feature if you're trying to target a very specific niche.

“ Bottom line: ad servers help you deliver a better advertising experience. Leverage those capabilities by working with a production partner that knows how to build ad server-friendly banners. ”

There are two types of ad servers: hosted and self-hosted.

Self-hosted servers are exactly that – ad servers that are installed and maintained on your own server. Most of you will be working with hosted ad servers: ad servers which are run and maintained by a third party.

## Measure success

Some of the most popular rich media ad server platforms:



Many ad servers offer certifications for digital production partners. For example, a DoubleClick certification enables production teams to upload banner creative files directly to the DoubleClick server, troubleshoot any issues that arise and then push the file over to the publisher's DoubleClick.

### What this means for production

Remember the briefing call specs we touched on in the last chapter? They include ad server spec sheets.

Every ad server has different requirements for the banners it hosts, which they publish in their spec sheets. These guidelines enable your production partner to develop a campaign that will perform flawlessly on the destination ad server. That's why it's so important to know where your banners are headed after production.

A good production partner can handle the rest.



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## Troubleshooting with ease

This section is short and sweet because for troubleshooting purposes, there's only one thing that matters.

“ Your production partner should be able to code by hand. ”

(Wondering how you can find a strong production partner? We'll dive into some best practices in the next section.)

While a comprehensive understanding of ad server and browser requirements, HTML5 tools and more is a prerequisite for building flawless banners, most troubleshooting will also require an in-depth working knowledge of JavaScript, HTML5 and CSS.

A strong working knowledge of hand coding dramatically speeds up the troubleshooting process, saving you time and money.

While banners don't need to be built by hand, one of the reasons we hand code banners at Digitaland is for better quality control. If there's an issue with a banner, we can fix it quickly. And we don't have to work within the confines of any tools or banner frameworks.

This is a handy checklist to go through when optimizing your banner ad creative packaging:


Did you:

- Use the correct code
- Compress the code
- Shrink the assets and images
- Sync animation with audio
- Build out and include all file size and formats
- Test and optimize for all in-scope browsers and devices
- Meet all ad server and media plan specs

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## Outsourcing 101: How to choose the right production partner

A good production partner can mean the difference between high-quality, on-time, on-budget campaigns and campaigns that are plagued with delays, glitches and budget overages.

Guess which type of campaign will keep your clients coming back for more (and ideally, sending referrals your way)?

Let's look at the best way to find a production partner that keeps you and your clients happy.

### What does your 'perfect match' look like?

You have a few options when it comes to producing HTML5 banners.

- **In-house:** In-house developers are the most expensive option, in more ways than one. Full-time employees are a big investment and they have a finite amount of time. HTML5 projects are time-intensive, which limits the number of projects an in-house developer can take on. Since HTML5 is still a relatively new technology, few developers have all the necessary skillsets, knowledge and hands-on experience to reliably deliver on-spec HTML5 creative.
- **Freelancer:** Freelancers are a great option for low-volume needs or projects that require specific skillsets. However, quality and reliability can vary. We've worked with several clients who came to us in a panic because a big contract was on the line and their freelancer disappeared, couldn't deliver or provided sub-par work.





# Outsourcing 101

- **Production houses:** Production houses that specialize in digital production are a great option for medium to high volume production needs or quality assurance purposes (i.e. that client you need to keep happy). Production houses have the depth and breadth of working knowledge on HTML5, JavaScript, CSS, animation, best file delivery practices and browser and ad server requirements to meet your client goals. And they usually have a proven track record and portfolio that showcases their capabilities.

## Questions to ask before hiring a HTML5 production partner

These are some of our favorite questions for identifying quality HTML5 production partners. Remember: you're looking for more than HTML5 knowledge. Production partners who show up prepared, ask thoughtful questions and respect your time will be more likely to help you shine in front of clients.

- **Which frameworks have you worked with?**

Frameworks like Google Web Design and Adobe Edge are a powerful tool that enable your developer to build banners faster. But, not all frameworks operate the same. If you have a specific framework that you want (or need) to use, make sure the developer has experience on it. Otherwise, your project budget and timeline will go toward training the developer on an unfamiliar framework.

- **Can you build banners from scratch?**

Developers can build banners without knowing how to hand code. But, hand coding is critical to troubleshooting. It also frees up developers to work outside the confines of frameworks and tools. If your project hits a snag, hand coding can mean the difference between a quick, creative solution and a costly delay.

# Outsourcing 101

- **What tools do you use for animation?**

Animation makes banners more engaging but it's also one of the most time-intensive aspects of banner creation. The more tools your developer knows how to use, the faster they'll be able to complete your project. Ideally, your developer will have experience with external JavaScript tools like GreenSock, which creates advanced animations with small file sizes.

- **What's your process for keeping banner file sizes compact?**

File size is one of the biggest challenges of working with HTML5 banners. But, it's not insurmountable. The more tools and tricks your developer knows for trimming file size (without compromising quality), the faster you'll be able to publish the campaign.

- **What's your experience with publisher clicktags?**

Clicktags are what make it possible for you to send visitors to landing pages and measure the success of your campaign. If a developer doesn't have experience with clicktags, it's best to keep looking.

- **What ad servers have you built banners for?**

Ad servers let you manage your campaign. Most of your campaigns will be built for and delivered on ad servers, so it's important that the final banner creative meets ad server specs. If it doesn't, the banner won't display or function properly. Make sure your developer has experience with the ad servers you'll be publishing to.



# Outsourcing 101

- **Are you Google DoubleClick certified?**

A DoubleClick certified developer will understand how to build banners for Google's DoubleClick ad server, ensuring you get robust insights from your campaign. They can even save you time by uploading the final banner creative file to their DoubleClick account and pushing it directly to the publisher's account.

- **What's your quality assurance process?**

There are a lot of little things that can go wrong with an HTML5 banner campaign, and that's why a good developer will have a detailed quality assurance process in place. That includes checking content, functionality, spec requirements, file size, load times and correct rendering across different browsers and devices. It's not enough to follow current best practices for responsive digital production. Developers should test banners on every in-scope browser and device.

- **Do you have experience with this approval process?**

Some clients operate in industries with unique requirements. For example, in the healthcare industry, the FDA is required to approve every piece of creative. What does that have to do with your development partner? While it's ideal if your developer is experienced with a client's approval process, the most important question to answer is, are they willing to go through it? And will they be able to meet approval milestones so the banner can be published on time?



# Outsourcing 101

## Make the most of your HTML5 banners

HTML5 makes it easier than ever to build compelling banners that connect with your client's target audience. A good digital production partner can help you fully realize the potential of the technology, but it takes more than knowing HTML5 to produce quality creative. Look for developers who take the time to understand your goals. Their work, and their interest in your needs, will speak for itself.



# Thank you!

Whether it's your first HTML5 campaign or your hundredth, we know managing the HTML5 production can be stressful. We hope this guide has been helpful and provided more transparency into the process.

Now, we'd love to hear from you. What was your biggest takeaway from this guide? Are there any questions or concerns we missed? Reach out and let us know your thoughts and questions.

[CONTACT US](#)

## Check out our other resources on HTML5 banners



### Digitaland Blog

Industry news, tips, tricks and ideas to maximize your HTML5 campaigns

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### The Guide to HTML5 Banner Ads

Great for designers and in-house developers

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# On-time, on-budget digital production solutions

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A few of the brands we've developed campaigns for:



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