

# JavaScript Tag (Push)

## Summary

Generate the JavaScript code required to display the Push ad format on your website. Configure the display settings, generate the script, and add it to your website.

## Before You Begin

- Role: Webmaster
- Required information:
  - Approved Site traffic source
  - Access to your website's HTML source code
- Estimated time: 3-5 minutes

**Important!** JavaScript code is available only for Site traffic sources. If your source type is Link, create and approve a Site Source before continuing.

## Steps

1. Open your approved Site source of Push. After your Site Source has been approved, navigate to Sources - Push and open the source that will be used for the Push format.
2. Open the Code page and click Code to open the JavaScript code configuration settings.
3. Configure the following parameters:
  - Click ID for postback - if you want to track conversion through postback
  - Redirect Count - Maximum number of redirects before the user is subscribed. We recommend using no more than 5 redirects.
  - Decline Count - Maximum number of declined subscription attempts before redirecting the user to the Trafficback URL. We recommend using the default value.
  - Full-screen Mode - Enable or disable full-screen display on the landing page.
  - Landing Page Type - Select one of the available landing page types.

|                   |                                          |
|-------------------|------------------------------------------|
| Type              | Self domain                              |
| Start Popup Delay | Self domain ✓                            |
|                   | Popup captcha                            |
| Popup Timeout     | Popup full screen                        |
|                   | Self domain with layout                  |
|                   | Self domain with prompt notification     |
|                   | Popup with notification                  |
|                   | Self domain with prompt notification v.2 |

- Start Popup Delay - Time (in seconds) before the first popup appears.
  - Popup Timeout - Time interval (in seconds) between popup displays.
4. Download the generated code archive, extract it, and upload the script files to your website's root directory.

### Attention

Please unpack downloaded file . Put unpacked files at the **root** of your site . Insert following code in your main page

```
<script defer src='/daopush-init.js'></script>
```

Get code

5. Subscriber collection begins once visitors allow push notifications on your website.

## Troubleshooting

**Issue:** The Code button is unavailable.

**Solutions:** If you have not received the authorization code.  
Verify that:

- your Site Source has been approved;
- the source type is **Site**;
- you have permission to access the source.

## Related

- [Site vs Link](#)
- [Create a Site Source](#)
- [Site/App Approval](#)

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