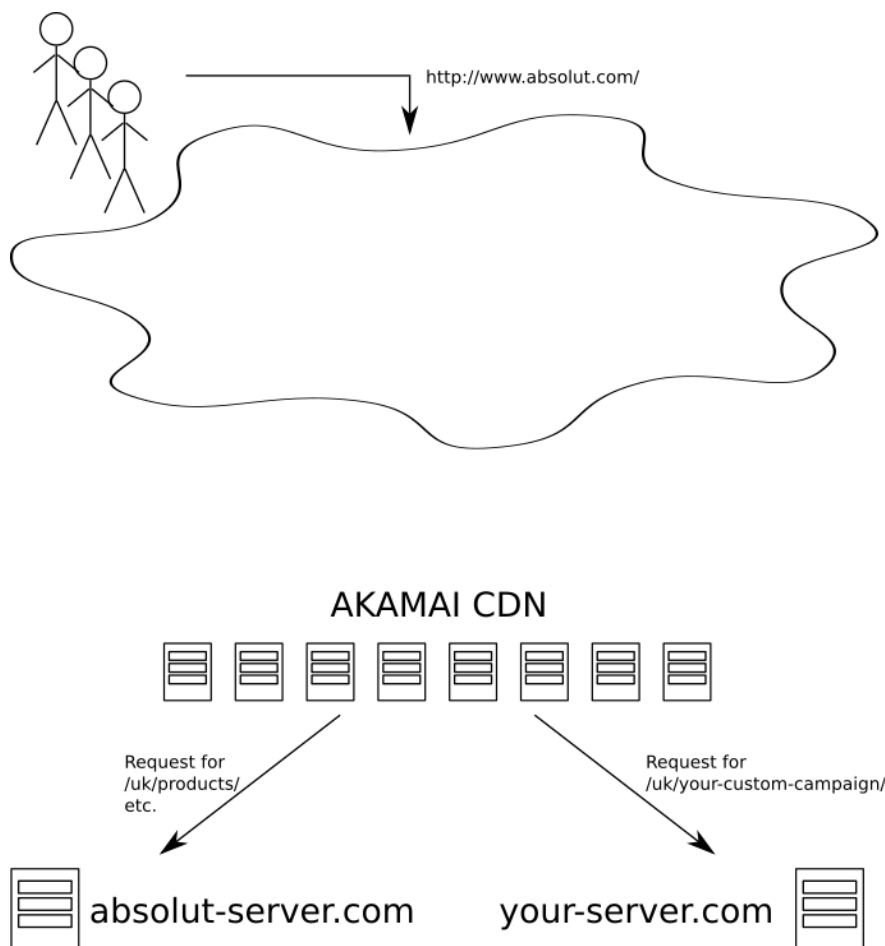# Custom Campaign Template

Absolut.com

Prerequisites

Before you get started you need a copy of our campaign template. This template shows how to properly integrate the scripts and stylesheets needed to achieve the correct look and feel of absolut.com. Technically speaking, it will load content such as header, footer and age gate from our servers and display them correctly. The template will load only the necessary scripts and a subset of the stylesheets so that transfer is minimised.

Your customised content mus reside within the "<!--YOUR CONTENT HERE-->" placeholders. Any markup between: "<!--DO NOT REMOVE CONTENT START-->" must not be removed or edited in any way.

Solution

We will setup Akamai so that all requests matching a certain prefix will be forwarded to your servers. Akamai will forward all client side information supplied by the client allowing you to set cookies or custom headers.

You will have a base url on which the campaign site will reside within the absolut.com domain. It usually looks something like */us/campaign-name* or */uk/campaign-name*. It's very important for the solution to work properly that all links and resources loaded from your servers are accessible at the same level (or a sub level) using relative urls. If you absolutely need to fetch something originating on a higher level you will have to use a full url (http://www.your-server.com/your/file). All links to subpages must be relative or else Akamai will not find the resources.

Common pitfalls

Links

The most common pitfall as per our experience is when assets need to be fetched from the root of the website. For instance, if your root is <u>web.yourdomain.com/rootdirectory/</u> and you have an anchor similar to: `<a href="/rootdirectory/">Home</a>`. This will not work correctly. All links need to be relative, for instance: `<a href="../">Home</a>`. or `<a href="../../">Home</a>`.

Redirects

The same principle applies to redirects. If you need to make a response with an HTTP 302 redirect the page redirected must be relative or else match the folder structure at <u>absolut.com</u>. This is not always trivial as some web servers tend to make the redirect a fully qualified URL.

Conclusion

There are some limitations to this kind of solution as some of the usual trivial things to achieve using traditional web programming gets a bit more complicated. As long as the folder depth of your solution matches the depth for the web browser making the request it will be easier. If the folder structure mimics the folder structure on <u>absolut.com</u> the complexity of the application will be minimised.