# AdRiver SSP and DSP integration form

|  |
| --- |
| Please fill in the form below and send it back to [ssp@adriver.ru](mailto:ssp@adriver.ru?subject=AdRiver%20SSP%20and%20DSP%20integration). Please specify your company name in the subject line of your email — **“[Company name] AdRiver SSP and DSP integration**” — or just reply to the incoming letter |

## 1. Integration process

Upon completion of the DSP integration process you will be able to use the following banner formats for targeting your ads on the users of the AdRiver system.

|  |  |  |
| --- | --- | --- |
| **Banner sizes:**   * 240x400 * 728x90 * 300x250 * 120x600 * 160x600 * 336x280 * 468x60 * 250x250 * 200x200 | **Code types:**   * Javascript * IFrame * HTML5 * VAST * Redirect | **Banner types:**   * Flash (swf, 4.0–10.1) * Image (jpeg, png, gif) * Video (mp4, flv, webm) * Rich-Media * Pixel (impressions counting, research of the auditory, brand awareness level, tracking purposes, etc.) |

Not specified formats can be discussed particularly.

Please make sure the content you provide does not include objects or activities forbidden for advertising by the Russian federal law.

The DSP integration process includes the following steps:

* Filling in the integration form (technical specification)
* Signing the contract (legal issues)
* The testing process

The testing process consists of 2 parts:

1. **Bidder is off**  
   Please provide us with all the codes you intend to use in your ads and we will check the compatibility of your DSP codes with the all popular browsers and operation systems
2. **Bidder is on**  
   After checking your codes we'll run some DSP bid request tests to make sure that information you have provided is correct and all the request specified fields are present. The bid request testing consists of the compatibility tests of your DSP ads with all popular browsers and operation systems and the statistic difference tests (between AdRiver SSP and your DSP)

## 2. AdRiver SSP common parameters

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Value** | **Description** |
| Protocol | OpenRTB v2.0 | [Protocol specification](http://www.iab.net/media/file/OpenRTB_API_Specification_Version2.0_FINAL.PDF) |
| Currency of the auction | RUB | Russian ruble |
| DSP bid model | CPM (Cost-per-thousand impressions) | The value of the bid is converted to the cost-per-thousand impressions value |
| Type of the auction | Second price | Bidders submit their bids without knowing the bid of each other. The highest bidder wins but the price paid is the second-highest bid plus 1/100 of the currency of the auction.  In case the bids are equal the winner is chosen randomly from the bidders with the equal bids |
| Bid confirmation timeout | 50 ms | The bid response timeout is 50 ms |
| Imprerssion object type | banner | Banner |
| Advertisement transfer method of the bid object | adm or nurl | The body of the ad block is contained in the adm attribute of the bid object. If the adm attribute is not found ad block should be available through the link of the nurl attribute in the bid object.  nurl attribute are supported for the winning notification. The value of the nurl attribute can be obtained through the GET method.  If the bidder refuses to take part in an auction the DSP have to reply with 204 response |

## 3. AdRiver SSP supported macros

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Description** | **Example** |
| ${AUCTION\_PRICE} | http://mydsp.ru/ ?winnotice=1 &aid=![reqid] &aprice=${AUCTION\_PRICE} | Winning price |
|  |  | Click tracking: |
| //![rhost]/ cgi-bin/eclick.cgi ?xpid=![xpid] | "nurl": "http://dsp.domain.ru/ winnoticeurl &click=//![rhost]/ cgi-bin/eclick.cgi ?xpid=![xpid]" | **1. The winner of the auction (the winning DSP) performs a redirect of the user to the destination page on its own**  AdRiver SSP notifies the DSP about the win of the auction. There is a click variable in the nurl attribute of the bid request (the name of the variable can be different) which contains the notification macro. The DSP calls the macro from the variable and notifies the AdRIver SSP about the click |
| //![rhost]/ cgi-bin/click.cgi ?xpid=![xpid] ?rleurl=url | "nurl": "http://dsp.domain.ru/ winnoticeurl &click=//![rhost]/ cgi-bin/click.cgi ?xpid=![xpid] ?rleurl=http://mydsp.ru" | **2. AdRiver SSP performs a redirect to the destinaiton ad page**  After receiving the winning notification the DSP calls the macro from the click variable with the additional rleurl parameter which contains the target link. AdRiver performs the redirect of the user to the rleurl link at the moment the macro is called. |
| ![reqid] | "id": "12345" | Unique request ID |
| ![pos] | "pos": 1 | Banner location  0 — unknown  1 — top  2 — middle (depending on the screen resolution can be visible or hidden from the user)  3 — bottom (hidden from the user) |
| ![dsp\_id] | http://ssp.adriver.ru/ cgi-bin/sync.cgi ?dsp\_id= YOUR\_ID &external\_id=USER\_ID | The ID of your DSP assigned by AdRiver SSP. It is required attribute for the cookie synchronization |

## 4. Cookie syncing

The database of synchronized cookies is always stored on the AdRiver SSP side. If it is possible both *SSP user id* and *DSP user id* are contained in the AdRiver SSP bid request. If DSP *user id* is missing only SSP *user id* is contained.

Both DSP initialized and SSP initialized cookie syncing are supported.

### 4.1. DSP initialized cookie syncing

Cookies are synchronized through the following request:

http://ssp.adriver.ru/cgi-bin/sync.cgi?dsp\_id=YOUR\_ID&external\_id=USER\_ID

where:

* dsp\_id=YOUR\_ID — The ID of your DSP assigned by AdRiver SSP
* external\_id=USER\_ID — The DSP cookie  
  The cookie can contain only numeric or alphabetical symbols. If the cookie contains symbols other than numeric or alphabetical the request external id has to be url encoded (escaped url)

The example of the DSP user response syncing code:

<img width="0" height="0" src="http://ssp.adriver.ru/cgi-bin/sync.cgi?dsp\_id=999&external\_id=332244"/>

ssp.adriver.ru will reply with *204 No Content.*

### 4.2. AdRiver SSP initialized cookie syncing

The AdRiver system initializes a new cookie matching process for every new user.

The syncing process includes the following steps:

* Request of the syncing url from the DSP
* Replacing of the value of the ![cuid] variable with the macro in the received url
* Sending the request to the DSP with the substituted value
* Awaiting of the 302 response
* Redirecting to the syncing service of the AdRiver SSP

## 5. AdRiver SSP bid request parameters

### 5.1. Bid request

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| id | string | Unique ID of the bid request |
| imp | array of objects | Array of impression objects. Multiple impression auctions may be specified in a single bid request. At least one impression is required for a valid bid request |
| device | object | This object describes the device the ad impression will be delivered to (e.g., mobile phone, computer, etc.) and its capabilities (e.g., flash support) |
| user | object | This object describes the user, and may include unique IDs for the user |
| site | object | Either a site or an app object may be included — not both. Neither is required |
| bcat | array of string | Blocked advertiser categories\* |
| cur | array of string | Currency of the auction |

### 5.2. Impression

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| id | string | A unique ID for this impression within the context of the bid request |
| banner | object | A reference to a banner object |
| bidfloor | float | Bid floor price for this impression in CPM\* |
| bidfloorcur | string | Currency of the bid floor attribute |

### 5.3. Banner

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| w | integer | Width of the impression in pixels |
| h | integer | Height of the impression in pixels |
| pos | integer | Ad position |
| battr | Array of integer | Specifies the types of banners blocked by publisher\* |

### 5.4. Site

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| id | string | Site ID |
| ref | optional | Referrer URL that caused navigation to the current page\* |
| page | string | Full url of the page where impression to be occur\* |
| cat | array of string | Array of IAB content categories for 5 the overall site |
| sectioncat | array of string | Array of IAB content categories for the current subsection of the site |

### 5.5. Device

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| ua | string | Browser user agent string |
| ip | string | Browser language; use alpha-2/ISO 639-1 codes |
| geo | object | \* |
| language | String | \* |

### 5.6. Geo

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| country | string | Country, using ISO 3166-1\* |
| region | string | Region, using ISO 3166-2\* |
| city | string | MaxMind GeoCity name\* (<http://dev.maxmind.com/geoip/legacy/geolite/>) |
| zip | string | Zip/postal codes\* |

### 5.7. User

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| id | string | Unique ID of the user |
| buyeruid | string | \* |

### 5.8. PMP Object

|  |  |  |  |
| --- | --- | --- | --- |
| **Параметр** | **Тип** | | **Описание** |
| private\_auction | | integer | An integer flag indicating that this impression is a private auction eligible only to seats named in the Direct Deals object. (e.g., 1 = bids for this impression are restricted to the deals specified and the terms thereof; 0 = all bids are accepted) |
| deals | | array of objects | A collection of “deal” objects encapsulating a list of direct deals eligible for this impression. |

### Direct Deals Object

|  |  |  |  |
| --- | --- | --- | --- |
| **Параметр** | **Тип** | | **Описание** |
| id | | String | A unique identifier for the direct deal. |
| Bidfloor | | Float | Bid floor for this impression (in CPM of bidfloorcur) |
| bidfloorcur | | String | Currency of the bid floor attribute (default USD) |

The values of parameters marked with asterisk (\*) are not strictly necessary and set if possible

### 5.9. Bid request example

{

"id": "1234534625254",

"imp": [

{

"id": "5",

"bidfloor": "1.2",

"bidfloorcur": "RUB",

"banner": {

"w": 300,

"h": 250,

"pos": 1

}

}

],

"site": {

"id": "234563",

"page": "siteabcd.com/folder1/folder2/topic.html",

"name": "siteabcd.com"

},

"device": {

"ip": "64.124.253.1",

"ua": "Mozilla/5.0(Macintosh;U;IntelMacOSX10.6;en-US;rv: 1.9.2.16)"

},

"user": {

"id": "65555424-750f-4100-b2d3-f1dba8bea04d-1",

"buyeruid": "45asdf987656789adfad4678rew656789"

},

"cur": [

"RUB"

]

}

JSON objects can be arranged in a random order. The values of the fields can be empty.

## 6. AdRiver SSP bid response parameters

### 6.1. Bid response

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| id | string | ID of the bid request |
| seatbid | array of objects | Array of seatbid objects |

### 6.2. Seat bid

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| bid | array of objects | ID of the bid request. Array of bid objects; each bid object relates to an impression object in the bid request. One impression object can have many bid objects |

### 6.3. Bid

|  |  |  |
| --- | --- | --- |
| **Parameter** | **Type** | **Description** |
| id | string | ID for the bid object chosen by the bidder for tracking and debugging purposes. Useful when multiple bids are submitted for a single impression for a given seat |
| impid | string | ID of the impression object to which this bid applies |
| price | float | Bid price in CPM |
| adid | string | ID that references the ad to be served if the bid wins |
| adomain | array of strings | Advertiser’s primary or top-level domain for advertiser checking. This can be a list of domains |
| iurl | string | Sample image URL (without cache busting) for content checking |
| crid | string | Creative ID for reporting content issues or defects. This could also be used as a reference to a creative ID that is posted with an exchange. |
| adm | string | Actual ad markup. XHTML if a response to a banner object, or VAST XML if aresponse to a video object |
| nurl | string | Win notice URL |
| dealid | string | A unique identifier for the direct deal associated with the bid. If the bid is associated and in response to a dealid |

### 6.4. bid response example

{

"id": "85e6debb-8aa9-4010-85ed-14a9256de597",

"bidid": "C7hzK05T-kM3VETDbZ2fagMmIwn-46pjb",

"seatbid": [

{

"bid": [

{

"id": "1",

"impid": "C7hzK05T-kM3VETDbZ2fagMmIwn-46pjb",

"price": 44.59,

"adid": "2077705",

"adomain": [

"http://www.quelle.ru/"

],

"nurl": "http://rad.adriver.ru/cgi-bin/erle.cgi?expid=C7hzK05T-kM3VETDbZ2fagMmIwn-46pjb&wprc=${AUCTION\_PRICE}&pass=![pass]&tuid=-1",

"adm":"<iframe src=\"http://creative/clickUrlPrefix=http%3A%2F%2F![rhost]%2Fcgi-bin%2Fclick.cgi%3Fxpid%3D![xpid]%26rleurl%3D\"></iframe>",

"iurl":"http:// creative /creative/2575",

"crid":"d2f34266590311d7217a0ca103c62f23"

"cid": "254015"

}

]

}

],

"cur": "RUB"

}

## 7. Real Time Bidding and protocol specification

Detailed information about Real Time Bidding and protocol specification you can find [here](http://www.adriver.ru/rtb/).8. Contact information and technical parameters of your DSP

|  |  |
| --- | --- |
| Legal business name |  |
| Legal address |  |
| Website address |  |
| Privacy policy link |  |
| Cookies opt-out link | [Cookie Opt-Out link] |
| Integration manager contact | [Full name] [Email] [Phone number] [Position] |
| Legal issues contact | [Full name] [Email] [Phone number] [Position] |
| Tech support contact | [Full name] [Email][Phone number] [Position] |
| Model of the DSP bidder: Private development | [Yes/No] |
| Model of DSP bidder: Licensed RTB technology | [Yes/No] Please specify the technology and the protocol you are using |
| Using of Fingerprinting technology | [Yes/No]  Using area:  [Mobile App] [Mobile Web] [Desktop] |
| A list of domains and subdomains for advertising content | [http://sub.foo.com] |
| Cookies are available in the time of advertisement is displayed | [Yes/No] [Browsers]  [Yes/No] [Flash]  [Yes/No] [Other LSO] |
| Cookies domains and subdomains | [http://sub.foo.com] |
| Cookie synchronization URL | [Cookie synchronization URL] |
| Bidder URL and port number | [Bidder URL] |
| Max number of queries per second | [QPS] |
| Click Macro | [YOUR\_CLICK\_MACRO PARAMETER]  Parameter passes through macro: click=//![rhost]/cgi-bin/eclick.cgi?xpid=![xpid] |
| Cachebuster support | [Yes/No] CACHEBUSTER  [Yes/No] [OUR\_CACHEBUSTER\_PARAMETER] |
| Category and reference book support | [Yes/No] The category is set by the bcat= parameter value  Data source [TNS] [IAB] [Google] |
| Using report metrics |  |
| Calculation availability delay | [Yes/No] Impressions calculation availability delay  [Yes/No] Clicks calculation availability delay |
| Using data filtering of the statistics | [Yes/No] Impressions  [Yes/No] Clicks |
| The causes of the data discrepancy |  |
| Countries of the placement of your servers |  |
| Server monitoring method | [Yes/No]  Banner availability delay  Server availability delay |
| Anti-virus monitoring | [Yes/No] Please specify |
| Are you interested in data provided by [*AdRiver DMP*](http://www.adriver.ru/rtb/dmp)? | [Yes/No] |

## 9. Banner codes

Please provide us with the all banner codes you intend to use. It is possible to use iframe tags. Please select one.

|  |  |
| --- | --- |
| Iframe 728x90 |  |
| Iframe 468x60 |  |
| Iframe 300x250 |  |
| Iframe 240x400 |  |
| VAST |  |
| Other formats |  |