

# 2025

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# Release notes Adhese 3.8.0

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## Campaign Manager: fixes and improvements

The following issues have been resolved:

- Data in the reporting view did not show the data of the end date itself selected in the date picker
- Budget adjustments did not always update the price
- Creatives got unlinked due to an update in the related booking

## Adhese Classic: features

- Pacing can now be set as a parameter on the booking level to opt for a more front-loaded delivery
- Auto delivery limits can be set to ensure a more even distribution of deliveries over time.

# Release notes Adhese 3.7.0

## Campaign Manager: features

- SKUs can now be added to a creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data.

## Campaign Manager: fixes and improvements

- Consistency enhancements towards the columns shown by default and their placement.
- Ability to view creatives to approve beyond a 30-day time window.
- Various other performance and UX improvements.
- Some compatibility fixes towards the Safari browser.

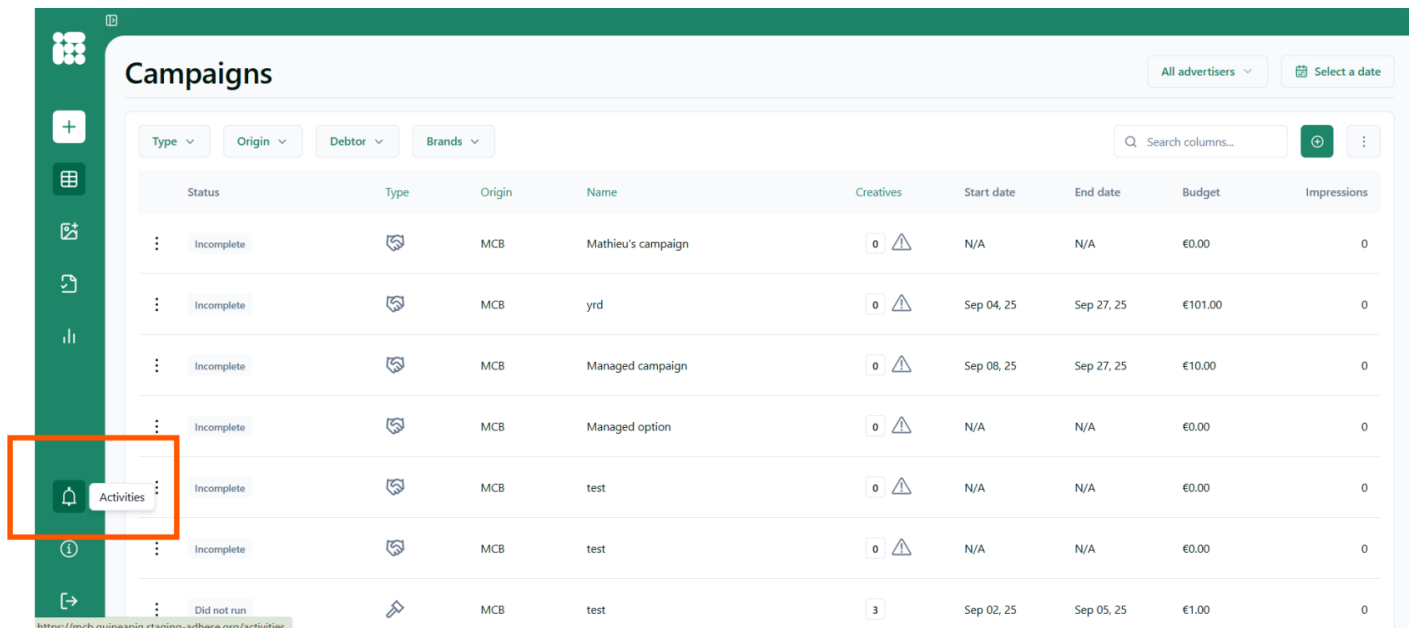
## Adhese Classic UI

- Security enhancements.

# Release notes Adhese 3.6.0

## Campaign manager: Activities

Adhese's Campaign Manager UI has gained a new Activities feature that alerts the user when a booking, creative, or guaranteed campaign submitted by them is rejected or unapproved, and when the campaign is set to start within 2 days.



The screenshot displays the Adhese Campaign Manager interface. The main content area shows a table of campaigns with columns for Status, Type, Origin, Name, Creatives, Start date, End date, Budget, and Impressions. The table contains several rows, including campaigns with 'Incomplete' status and 'Did not run' status. A sidebar on the left contains navigation icons, and the 'Activities' button is highlighted with a red box.

Status	Type	Origin	Name	Creatives	Start date	End date	Budget	Impressions
Incomplete	MCB	Mathieu's campaign	0	N/A	N/A	€0.00	0	
Incomplete	MCB	yrd	0	Sep 04, 25	Sep 27, 25	€101.00	0	
Incomplete	MCB	Managed campaign	0	Sep 08, 25	Sep 27, 25	€10.00	0	
Incomplete	MCB	Managed option	0	N/A	N/A	€0.00	0	
Incomplete	MCB	test	0	N/A	N/A	€0.00	0	
Incomplete	MCB	test	0	N/A	N/A	€0.00	0	
Did not run	MCB	test	3	Sep 02, 25	Sep 05, 25	€1.00	0	

# Release notes Adhese 3.5.0

## More functionality for the ADvendio sync

We have added the following new features to our ADvendio sync:

- Targeting: Create targets for ADvendio in Adhese (see [documentation](#))
- Frequency capping
- Capturing metadata
- Improved error messaging

ADvendio is a platform that helps media companies and advertisers manage and optimise their advertising campaigns across different channels.

These improvements reduce manual data entry and ensure accurate, timely updates between systems.

# Release notes Adhese 3.4.0

## General improvements for the new Campaign Manager

- The menu layout now features a collapsible side panel
- Syntax can now be integrated per account (e.g. locale-specific punctuation use)
- An external documentation link is now available per account
- Load times have been reduced in certain situations
- The OSI (On Schedule Indicator) calculation has been adapted to be in line with the Classic UI
- Impressions are now calculated by budget and CPM
- Inactive brands are not shown to self-service users
- Lifetime status has been improved so that bookings can only be started when a campaign is approved
- Unused columns have been removed from the campaign table

## Bug fixes

- Ad delivery now takes into account the period during which a campaign was paused
- An issue with user mapping has been resolved, whereby externally managed users were not recognised in the Campaign Manager
- Security improvements

# Release notes Adhese 3.3.0

## Campaign Manager for Self Service

We're pleased to announce the launch of the **Campaign Manager** for self-service use, a new platform designed to streamline the collaboration between publishers and advertisers.

This release introduces a user-friendly interface that enables advertisers to independently create, manage, and launch their own campaigns—at any time, from any location. Built-in validation and structured approval workflows ensure campaign quality and compliance with publisher guidelines.

- **Self-Service Campaign Management**

Advertisers can now independently design, target, and activate campaigns without manual intervention.

- **Approval Workflows for Creatives and Campaigns**

Publishers can review and approve all submitted assets, maintaining full control over campaign quality and brand safety.

- **Custom Branding Support**

The platform allows for customization with publisher logos and visual identity, offering a seamless branded experience to advertisers.

- **Built-In Validation**

Ensures campaigns and creatives meet predefined standards before going live.

- **Faster Time to Market**

The self-service model significantly reduces turnaround time, helping campaigns go live faster.

### Benefits

- Enhanced flexibility and autonomy for advertisers
- Reduced operational overhead for publishers
- Maintained editorial and brand standards through controlled approval processes

For more details or to get started, please contact your Adhese representative or visit our [documentation portal](#).

## Advendio sync

We've completed the setup of a synchronization between **Advendio** and **Adhese**, enabling automated insertion of campaign data from Advendio into the Adhese platform.



This integration streamlines campaign management by reducing manual data entry and ensuring accurate, timely updates between systems.

## Highlights

- Automated transfer of campaign details from Advendio to Adhese
- Improved consistency and reduced risk of human error
- Faster campaign setup and go-live timelines



# Release notes Adhese 3.2.0

## May 2025

### **Improved campaign data processing**

We've made behind-the-scenes improvements to our data processing systems to improve performance and reliability. These changes help ensure faster data processing and better overall system stability. While you shouldn't notice any difference in your day-to-day use, these updates lay the groundwork for future improvements. As always, everything should continue to run smoothly - just a little more efficiently.

### **Minor improvements to Xandr creative status**

We've improved handling Xandr statuses to ensure better synchronisation between the Xandr UI and the Adhese UI. We've also strengthened the connection between the publish process and the various Xandr statuses for more accurate publish updates.

### **Improved publish process for better scaling and observability**

We've made enhancements to the publishing service, similar to our earlier improvements to data processing. These updates improve scalability and reliability, ensuring smoother operation as demand grows. In addition, increased observability will help us detect and resolve issues faster, resulting in a more robust overall system.

### **Public API**

We've continued our work on public APIs to make connecting and integrating with our platform easier for customers. The first is the Campaign API, which allows you to create campaigns programmatically. If you're interested in early access or would like to know more, feel free to reach out.

# Release notes Adhese 3.1.1

Adhese 3.1.1 is a maintenance release.

## DOOH Features

- In addition to the existing template macro that returns the duration of a video or audio file in seconds, we now have a macro that returns the duration in milliseconds:

`<ADHESE_DURATION_MS>`. The macros can be found [here](#).

- The headsup endpoint, which is generally used to cache video files in DOOH setups, now contains the 'filesize' parameter, which returns the file size in bytes. More info about this endpoint can be found [here](#).

## Bug Fixes

- If creatives used with our Xandr connection are not *approved* on Xandr, they will be detrafficked. This ensures that no empty bookings are returned for requests coming from Xandr.
- Fixed an issue where a booking would be moved back one day if the user was logged in from a different timezone than the account's timezone.

# Release notes Adhese 3.1.0

## Bid optimisation

Accounts that have Bid Optimisation enabled will have the option to enable/disable Bid Optimisation on a per-booking basis. The checkbox is enabled by default. If your account doesn't yet have access to bid optimisation and you would like access to this feature, please [contact us](#).

### Price

Pricing type	CPM
Unit price	3.44
Optimise bidding	<input checked="" type="checkbox"/>

Dynamically adjust the bid price. The CPM becomes the maximum bid price.

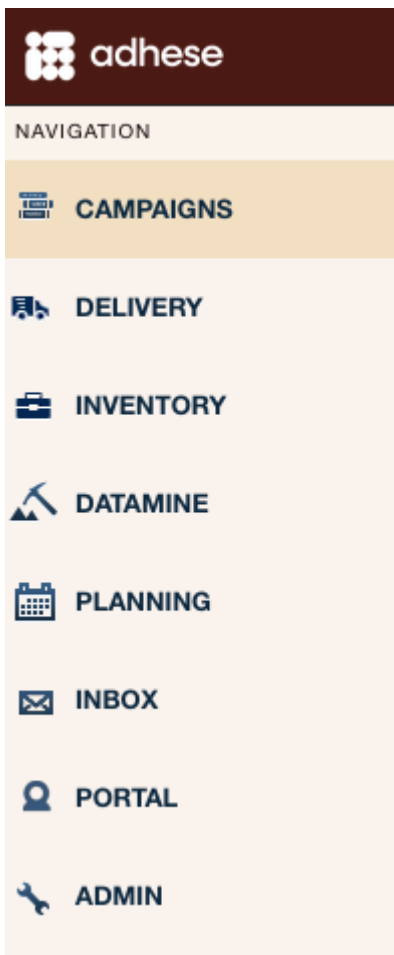
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## Changes to IP-address targeting

We made changes in the way we obtain user's IP addresses for geolocation targeting purposes. This ensures server-side requests will get back the user's IP-address and not the servers IP address, enabling more accurate geolocation targeting for Gateway setups. This feature will be released with a feature flag and is currently disabled for most customers. If you are interested in this feature, [please let us know](#).

## Removal of 'planning'

The Planning section has been deprecated for some time. In this release, it has been completely removed from the user interface.



## Preparation to support new timezones and more currencies

We've made changes under the hood and in the admin UI to support new timezones and more currencies.

## Quality of Life improvements and bug fixes

- Enhancements to our Keycloak-based user management system
- Several small technical improvements

# Release notes Adhese 3.0.9

## Xandr

- More Xandr functionality:
  - Adding a viewability tracker (measurement.js) will result in more valuable campaign insights. To achieve this, all creatives for Xandr will be javascript.
  - The setup of Xandr inventory will become clearer as the name of the linked domain will be included in the slot and location name. The Xandr status of your creative will be shown in the overview of all creatives.

## SKU

- Creative managers can associate one or more product IDs (such as SKUs or company-specific identifiers that refer to an article) with a specific creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data. The SKU field functionality is account-specific.  
**Note:** No input validation has been implemented for this field. It is the user's responsibility to ensure that the IDs entered are accurate and correspond to the data required for ROAS calculations.

## Quality of Life improvements and bugfixes

- crid (creative ID) is now included in our prebid responses.
- The correct duration of videos is used in forecasting instead of a rounded up/down duration.