

2025

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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.

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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.

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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



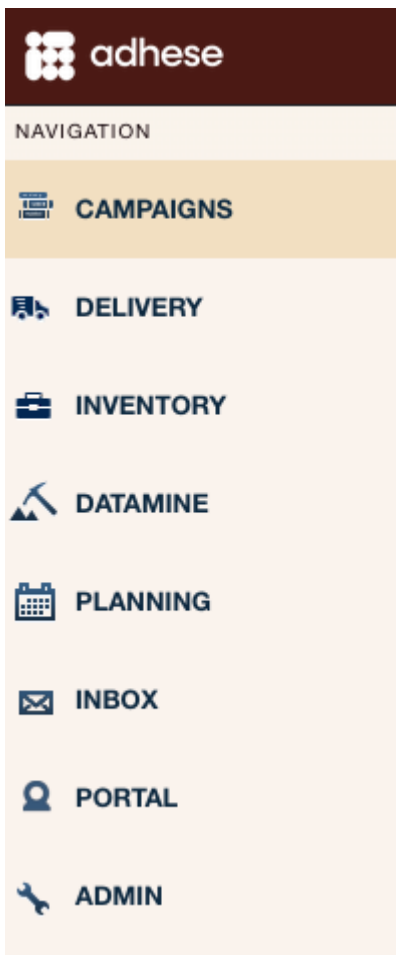
Dynamically adjust the bid price. The CPM becomes the maximum bid price.

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

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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.

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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