

Adhese Release Notes

Adhese release notes, sorted chronologically.

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2025

2025

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.

2025

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.

2025

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



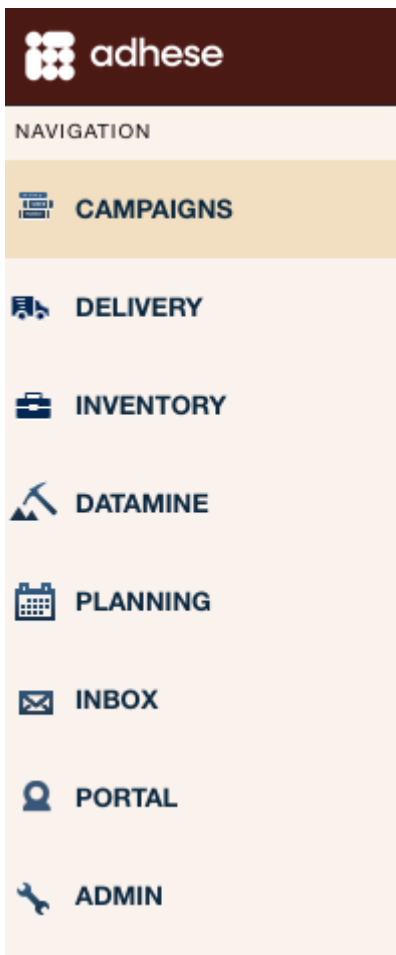
Dynamically adjust the bid price. The CPM becomes the maximum bid price.

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

2025

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.

2025

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

2024

2024

Release Notes Adhese 3.0.8

Xandr

We are releasing more functionalities for our Xandr connection. The usage of HTML5 and Javascript creatives is now possible. We also improved the flow when a creative is rejected by Xandr. Finally, more OpenRTB fields are now available as a target and in the different reports.

If you would be interested in using Xandr, please [contact support](#).

Improved Publish process

The publish process has long been identified as a point of attention. We are improving on this functionality and are now releasing a next step. Ideally, you shouldn't notice the changes. More improvements can be expected in the coming months.

Improved data processing

We took steps in improving the way we process campaign data. These changes will lead to improved stability and scalability.

Quality of Life improvements and bugfixes

Opening a link in a new tab uses the correct URL.

2024

Release Notes Adhese 3.0.6

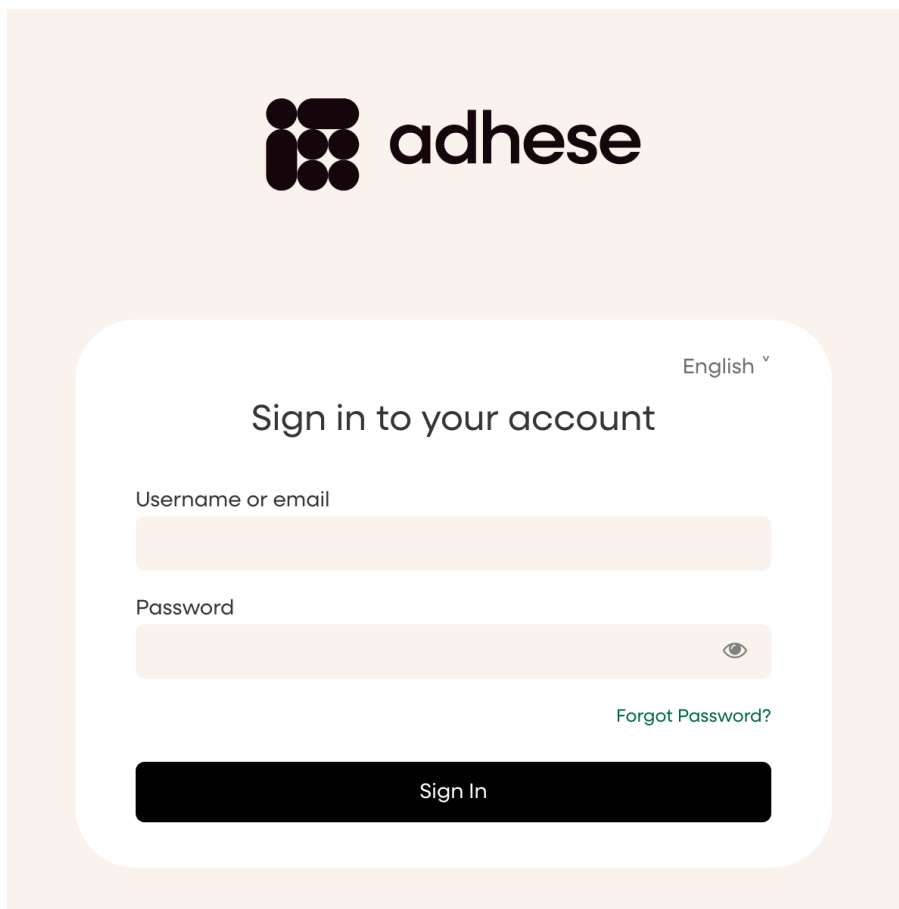
New branding

Adhese has a new logo and branding.

Keycloak

We have replaced our legacy login system with Keycloak. This tool facilitates managed authentication and authorisation, enabling users to log in once and have access to any environment for which they have rights.

We will enable the Keycloak login portal for each client. If enabled for your account, you will see a new login page (under a new URL, so please revise any bookmarks you may have set) that looks like this:

The image shows a login page for Adhese. At the top, there is the Adhese logo, which consists of a stylized 'i' made of dots followed by the word 'adhese'. Below the logo, there is a white rounded rectangle containing the login form. In the top right corner of this rectangle, it says 'English' with a dropdown arrow. The main heading inside the rectangle is 'Sign in to your account'. Below this, there are two input fields: 'Username or email' and 'Password'. The password field has a toggle icon (an eye) to its right. Below the password field, there is a link that says 'Forgot Password?'. At the bottom of the form, there is a black button with the text 'Sign In' in white.

When you navigate to the user management page within the admin section of the UI, you will be redirected to the user management tab in Keycloak. See [User Management Keycloak](#) for more info.

Keycloak will be gradually enabled in your account following the next release. Go to the main URL of your application, where you will be directed to the new login page. You may continue to use the same credentials to log in. Go to [Logging in to Adhese Keycloak](#) for more info.

Fixes and improvements

- When you open the advertiser company popup in the booking screen, you will now see all available companies by default.
- A template parameter placeholder for priority and publisher was added.
- Users can bulk enable target values in the select target values popup on the booking edit view by uploading a file containing target value codes.
- Improved user log information.

2024

Release notes Adhese 3.0.5

Fixes and improvements

- Adhese now supports comments in the template files.
- During publishing, a list of click domains from Advar templates is exported to whitelist these domains. This solves the problem for first-party domains that do not allow trusted third-party click URLs.
- Support for MP3 (audio) creatives. MP3 is added to the format types:

Type	
<input checked="" type="checkbox"/>	3rd. Party Image - image/gif
<input checked="" type="checkbox"/>	3rd. Party URL - iframe
<input checked="" type="checkbox"/>	Adhese Advar - application/x-adhese-advar
<input checked="" type="checkbox"/>	Adhese Advar - application/x-adhese-advar
<input checked="" type="checkbox"/>	Animated GIF - image/gif
<input type="checkbox"/>	Audio Mpeg - audio/mpeg
<input checked="" type="checkbox"/>	DHTML - text/dhtml
<input type="checkbox"/>	generated mp4 - video/x-adhese-mp4
<input type="checkbox"/>	generated webm - video/x-adhese-webm
<input checked="" type="checkbox"/>	GIF file - image/gif
<input type="checkbox"/>	helper zip - application/x-adhese-zip
<input checked="" type="checkbox"/>	HTML - text/html
<input checked="" type="checkbox"/>	html 5 zip - application/octet-stream
<input checked="" type="checkbox"/>	html 5 zip - application/x-adhese-html5
<input checked="" type="checkbox"/>	html 5 zip - application/zip
<input checked="" type="checkbox"/>	Http redirect - redirect
<input checked="" type="checkbox"/>	JavaScript - text/javascript
<input checked="" type="checkbox"/>	JPEG file - image/jpeg
<input checked="" type="checkbox"/>	JPEG file - image/pjpeg
<input type="checkbox"/>	MP3 Audio - audio/mpeg
<input checked="" type="checkbox"/>	MP4 Video - video/mp4
<input checked="" type="checkbox"/>	mpeg video - video/mpeg
<input checked="" type="checkbox"/>	PDF doc - application/pdf
<input checked="" type="checkbox"/>	PNG file - image/png
<input checked="" type="checkbox"/>	PNG file - image/x-png
<input checked="" type="checkbox"/>	quicktime video - video/quicktime
<input checked="" type="checkbox"/>	SWF file - application/octet-stream
<input checked="" type="checkbox"/>	SWF file - application/x-shockwave-flash
<input checked="" type="checkbox"/>	Text Ad - text/ad
<input checked="" type="checkbox"/>	Text Advertorial - text/advertorial
<input checked="" type="checkbox"/>	Text Link - text/plain

- Changes made by the campaign sync are now visible in the user logs.
- Improved logic for finding clicktags when uploading HTML5 creatives.
- Improved auto delivery for bookings that started after the original start date.

- Fix for negative targeting.
Improved error handling when adding a negative target when no positive target is found.

2023

2023

Release notes June 2023

Many improvements and new tools have been developed over the last few months and we are gradually releasing these to the majority of our customers. Note that this is a work in progress.

Documentation

We have moved the documentation to a new domain. It is now part of our [support system](#) (Zendesk). Please email support@adhese.com if you don't have access to it.

Booking name

A new field is available on the booking screen that contains the booking name.

Tables

The tables for the Adhese reporting UI have been redesigned. You can find an example of this and a description of it in the [documentation](#).

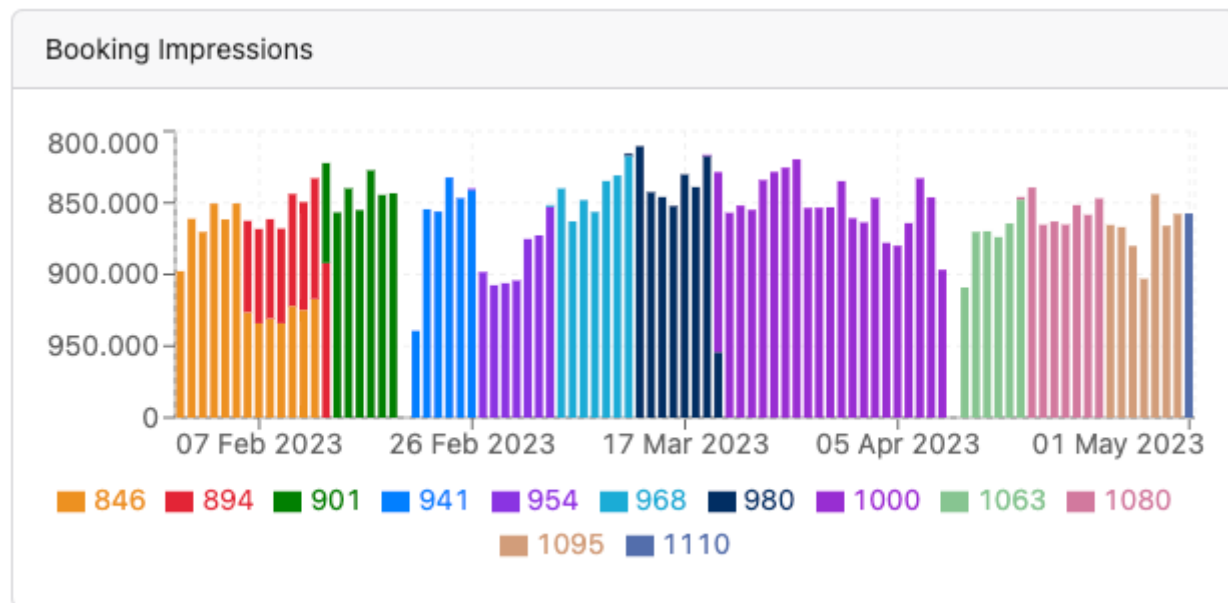
Campaign Reporting

The new campaign reporting dashboard is located at the following URL:

<https://accountname.adhese.org/tools/cubeui/reporting/dashboard>

[accountname] needs to be replaced by your account name.

An overview with screenshots of the new reporting tool is available in the [documentation](#).



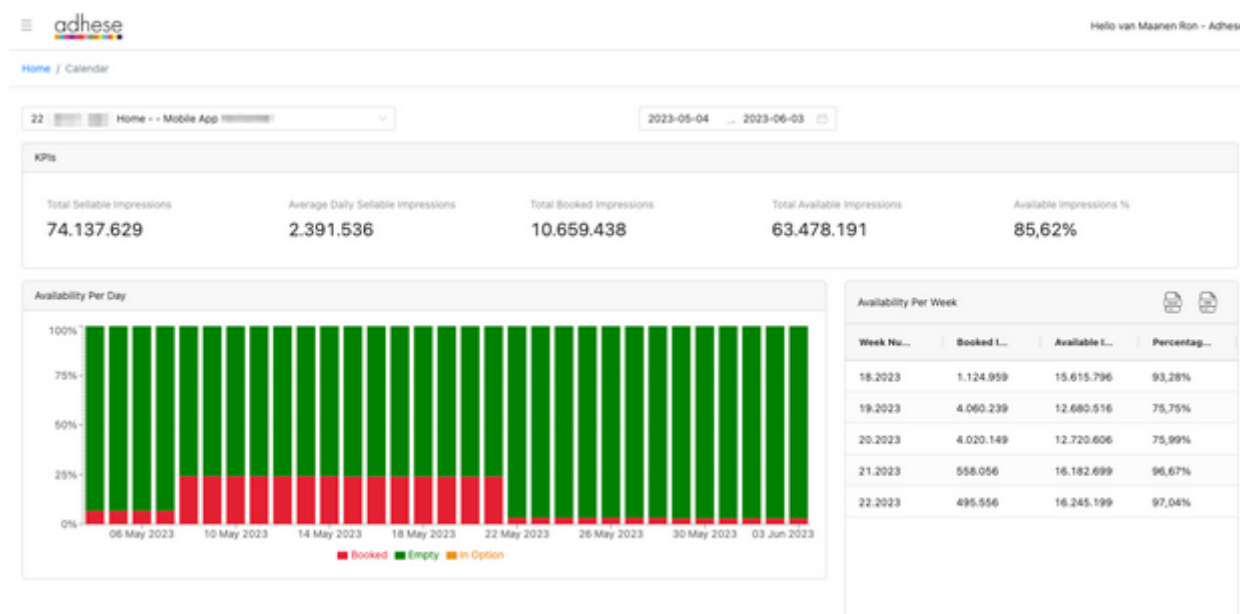
Calendar Dashboard

The calendar dashboard provides an overview of the inventory per position or channel for the coming month. You can reach it via the following link:

<https://accountname.adheses.org/tools/cubeui/calendar>

[accountname] needs to be replaced by your account name.

An overview with screenshots of the new inventory calendar tool is available in the [documentation](#).



Advertiser Reports

We now have the notion of a 'remote' user, a user not part of the Adhese customer's organization but an advertiser or agency. These users can see reports of the campaigns of their agency or company.

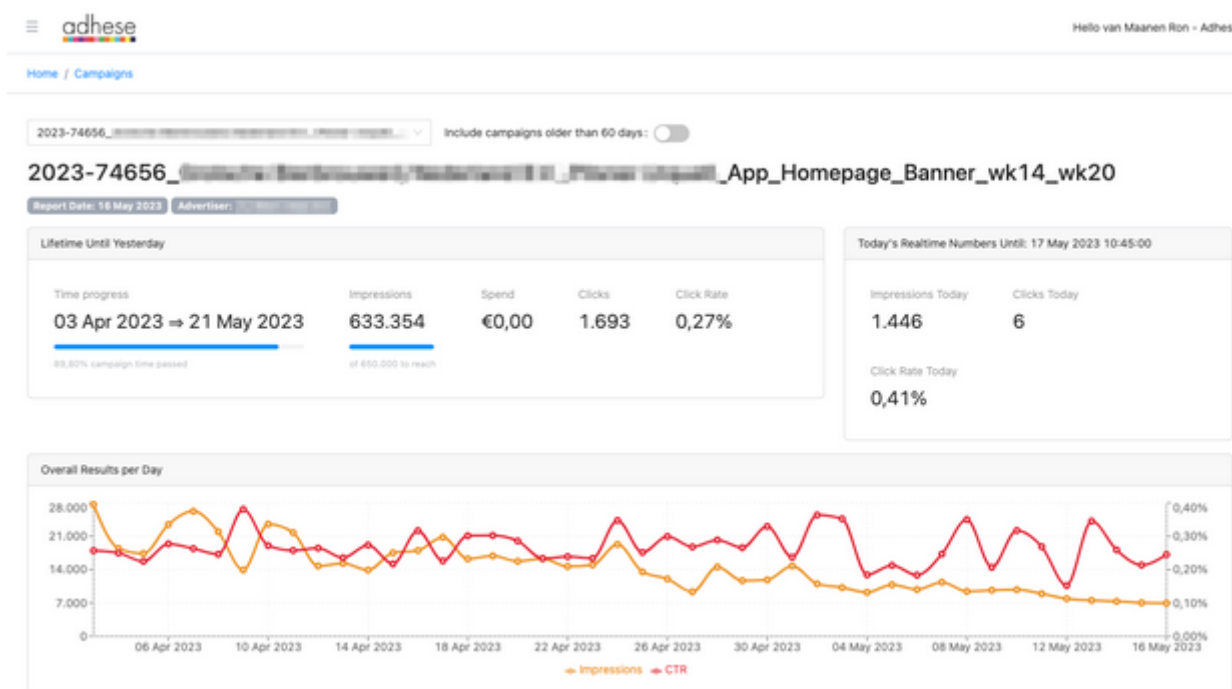
For the campaigns user have access to, a full report (different than the 'publisher' one) is available, with real-time numbers for live campaigns.

An overview with screenshots of the new advertiser reporting is available in the [documentation](#).

The new advertiser report is located at the following URL:

<https://accountname.adhese.org/tools/cubeui/reporting/advertiser/campaigns>

[accountname] needs to be replaced by your account name.



Advanced Targeting

Through the Advanced Targeting feature, a set of functions are available that make it possible to express complex target combinations. These target expressions can be saved and made available on the booking screen, so daily use is simply selecting from a list of pre-made targets.

The expressions behind each target can be managed via the Admin UI. An overview with examples of advanced targeting is available in the [documentation](#).

Product and Campaign Sync API

The API allows users to connect external order management systems with their Adhese instance. The management system can be a master of pricing, and sync products with Adhese. Campaigns can be initiated in the external system and then synced to Adhese via the API, or they can be created in Adhese and synced to the ext. system, via the same API, in the other direction.

The Revenue API returns daily results for each active campaign and can be used to integrate campaign results in the ext. system.

New Target Config Admin UI (work in progress, not released yet)

This is the first in a series of new administration screens for inventory configuration that will eventually make up a new Configuration UI. The targeting config UI allows for defining new targets without the intervention of a support user.

Webshop (work in progress, not released yet)

Auction & Guaranteed Campaigns managed by advertisers.

Remote users

We now have the notion of a 'remote' user, which means a user that is not part of the Adhese customer's organization, but an advertiser or agency.

Remote users are connected to advertisers or invoice companies. Through this relation, they get access to campaigns, and/or can create new campaigns as well. Each user has a certain role (some are read-only).

2023

Adhese 3.0.4

- Adshop (ZSP MVP+):
 - Rename 'insertion order' to 'campaign' in all UI components (AD-5004)
 - Add new logo of retail mediaservices (AD-5011)
 - Change places between pricing component and availability component in line item screen (AD-5012)
 - Add navigation in main menu with bold heading (AD-5015)
 - Introduce back button in campaign screen and remove cancel button (AD-5009)
 - Pre-fill CPM with floorprice of selected product (AD-5017)
 - Automatically scroll down to 'add Line item' and 'add Creative' buttons when saving a campaign (AD-5016)
 - Campaign in offer state is not editable (since submitted for approval) (AD-5019)
 - Replace 'Save' button by 'Update' button when draft campaign is saved for the first time (AD-5010)
 - Allow for full url in landing page (AD-5031)
 - Bugfix inlog creating new user & allow for empty advertiser-debtor mapping (AD-5073)
 - Bugfix allow for saving when pause creative on running line item (AD-5073)
- Adhese admin UI:
 - Bugfix regarding hierarchy positions and sub-positions when planning a new booking (AD-5013)
 - Clear external key's when duplicating a campaign (AD-5035)
- Reporting release (monday 30-10):
 - Align reporting logic of Admin UI with ZSP reporting data
 - Fill recently approved list in ZSP dashboard (AD-5020)
 - Introduce average CPM per day for auction, spend and budget in ZSP dashboarding (AD-4914)
 - Show open offers in stead of options in ZSP dashboard homescreen (AD-5023)
 - Bugfixes bookingcalendag: remove deleted and inactive campaigns and order bar in line with status (AD-4966)

2023

Adhese 3.0.3

- Adshop (ZSP MVP+):
 - 'Audience ZSP' target type available in Adshop as controlled subset of current CDP audiences available in Admin as target type 'Audience'
 - New tooltips in the webshop UI and add extended information to the support/help page.
 - Fixed login error Adshop
 - Rename a field in the webshop UI to better indicate the meaning. (impressions → booked impressions)
- Product sync Advendio-Adhese
 - Use Advendio paramater (includedEnvironments) to indicate in product sync if the product is to be shown in the webshop or not.
 - Improve error messages returned if the campaign or product sync is accessed with unknown or faulty parameters.
 - Set the publisher (in Adhese) based on the adtype parameter in the product sync. Configured publications are 'AHMS products Display' and 'AHMS products DooH'.
- Adhese admin UI:
 - Add product type and product code to the position export in Adhese admin UI
 - The feedback send on initiating a publish has been improved to better indicate the status.
 - Make the automatic option expiry configurable and enable by default

2023

Adhese 3.0.2

- Campaign origin: keep track of the origin of campaigns
 - Campaign sync: Prevent syncback based on this origin
 - Guaranteed flow: Use origin to decide when to transition OPTION → CAMPAIGN
- Campaign sync
 - Map “Fixed price” to ADM
 - Map campaign status “Closed lost” to “Stopped campaign”
 - Fix a bug where the booking profile is not created in newly created bookings without any targets
 - Prevent syncback based on campaign origin
 - Prevent booking price recalculation based on the campaign origin
 - Fix a bug where the booking format is not set in bookings coming from campaign sync
 - Fix a bug where the booking name is not set from the campaign sync
- Product sync
 - Allow adType and includedEnvironments fields in DTO
 - Update dto → make fields isactive and isdeleted uniform
 - Fix a bug where the slot class is not assigned to a newly created slot
- DOOH
 - Fix a bug where the headsip endpoint is missing some valid creatives
 - Fix a bug where the headsip endpoint is showing creatives from unconfirmed campaigns
- Targeting
 - Filter out inactive target values in the target popup on the booking screen
 - Reserve z. target codes for Adhese
 - Prevent access/changes to hidden targets
- Maintenance
 - HTML5 creatives: Fix bug where file url in the creative is not updated upon changed in some cases
 - Get rid of obsolete authentication related pages
 - Rework authentication in preparation to supporting SSO
 - Escape square brackets in the JSON creatives preview
- Internal
 - Switch to Github actions as build facilitator
 - Added a code formatter to have uniformly formatted code
 - Increase the amount of logs we keep
 - Library updates and switching to Github packages