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

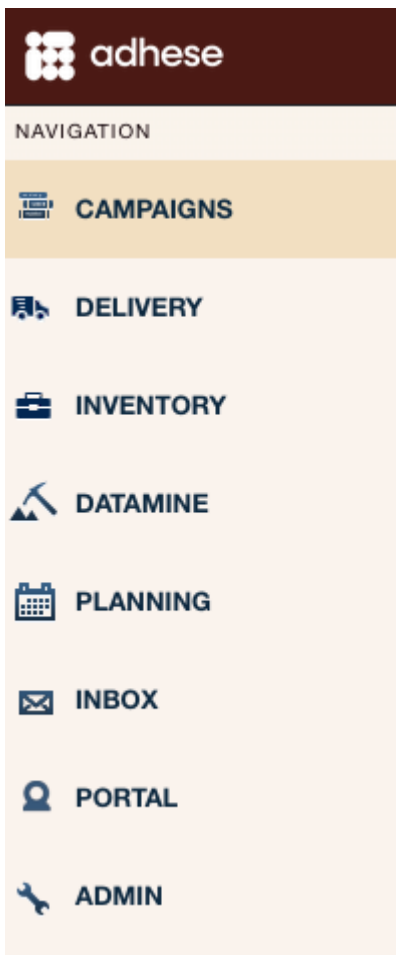|	
Pricing type	CPM
Unit price	3.44
Optimise bidding	☑

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

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Created 11 March 2025 13:01:03 by Ron Van Maanen
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