

Third-party ad servers and marketplaces

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List of third-party ad servers and marketplaces

Adhese offers a comprehensive solution for integrating and implementing third-party technologies, including real-time bidding systems and third-party ad servers. We are continuously expanding our partner network to bring our clients the latest innovations in digital marketing

Currently, Adhese integrates with the following **marketplaces**:

- adform
- adscience
- xandr
- improve (Azerion)
- justpremium
- kobler
- mobpro
- platform161
- proxistore
- pubmatic
- pubnative
- magnite
- sharethrough
- equativ
- spotx
- triplelift

Contact Support if you wish to implement a third-party ad server or integrate with a marketplace.

Xandr Inventory Setup Instructions

Please [contact support](#) if you want to connect to Xandr as this connection requires setup and a change to your contract.

Before you can traffic creatives to Xandr, you need to set up Xandr-specific inventory for a given account.

If necessary, the Support team can help you set this up using DB / UI-API automation scripts.

1. Create a **publisher**.
 - Part of: "Main Publisher" (or account name),
 - Company name: "Xandr",
 - Active: .

Edit publisher

Part of 1	Main Publisher <input type="text"/>
Company Information	
Company name	Xandr
Quote	<input type="text"/>
Street	<input type="text"/>
Number	<input type="text"/>
Postal code	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Website	<input type="text"/>
Email	<input type="text"/>
Bank Account	<input type="text"/>
VAT	<input type="text"/>
Active?	<input checked="" type="checkbox"/>
Contact	
First name	<input type="text"/>
Last name	<input type="text"/>
Street	<input type="text"/>
Number	<input type="text"/>
Postal code	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text"/>

2. Create publications.

- For each site domain or app bundle (app ID), there needs to be a publication.
- Publisher: Xandr,
- Active: yes,
- Name: site domain or app name & platform (like “Example.com - Android”) if this is an app-related publication,
- Quote: *leave empty*

- Website: domain name or matching the app ID, like “com.example.android or 123456789” if this is an app-related publication.

Edit publication ← Back

Publisher	Xandr <input type="button" value="v"/>
Active?	yes <input type="button" value="v"/>
Name	Xandr
Quote	<input type="text"/>
Comment	<input type="text"/>
Street	<input type="text"/>
Number	<input type="text"/>
Postal code	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Website	https://bidder.xandr.com/ <input type="button" value="Visit site"/>

3. Create a location.

- For each publication, there needs to be a location.
- Publication: *choose a publication created in step 2,*
- Name: *same as the publication name,*
- URL: "xandr_" and the site domain or app bundle, for example:
 - “xandr_example.com” for websites,
 - “xandr_com.example.android.news.mobilead” for Android apps,
 - “xandr_123456789” for iOS apps,
- Channel: normal position (no group).

Edit location ← Back

Publication	Xandr - <input type="button" value="v"/>
Name	xandr xandr
URL	_xandr_
Preview URL	<input type="text"/>
Code	<input type="text"/>

4. Create missing formats and/or ensure existing formats can be used for Xandr bid requests.

- Tag: yes,
- Code tag & Code book: the code tag of a format must contain a tag with numeric dimensions, e.g. "300x600". If another code tag is already defined, prepend the numeric tag with a semicolon, like "300x600;halfpage". Ensure the code book value is also updated (it supports semicolons as well).
- See documentation on [formats](#) for further reference.

Edit template Ba

Name	Medium Rectangle					
Part of	--					
Template file	--					
Trigger Order	2					
	File 1	File 2	File 3	File 4	File 5	File 6
Width	300	0	0	0	0	0
Height	250	0	0	0	0	0
Max size (kB)	40.0	0.0	0.0	0.0	0.0	0.0
Add URL?	yes					
Tag	yes					
Open creative previews in a new tab?	no					
Has completion rate events	no					
Transcodable	no					
Code import						
Code book	halfpage;300x250					
Code mdb						
Code tag	300x250					
Code export						

5. Create [positions](#).

- For each combination of the Xandr location and a format, there needs to be a position.
- Location: *publication-name* [*location-name*]
- Format: *required format*, e.g. *Halfpage, 300 * 600, 0kB*
- Position Type: normal javascript

Edit position ← Back

Enter the position's details.

Location	Xandr [] xandr
Format	Medium Rectangle, 300 * 250, 40kB
Name	My 300x250 Xandr Position
URL	
Preview URL	
Comment	<div style="border: 1px solid #ccc; height: 60px;"></div>
Server	
Position Type	normal javascript -

Supported formats currently supported with Xandr

- Expand List**
- 1800x1000
 - 970x1000
 - 970x250
 - 970x90
 - 728x90
 - 300x600
 - 320x500
 - 320x400
 - 320x240
 - 300x250
 - 160x600
 - 120x600
 - 320x100
 - 320x50
 - 300x100
 - 300x50
 - 320x480
 - 1x1

- 1x2