

Adserver Features

- Automated image resizing
- Video Content Cache
- IP override for server-side connections
- CPM Priority Sorting

Automated image resizing

What is Automated image resizing?

Adhese uses the AWS Lambda image-resizing service to automatically reduce the dimensions and file size of images uploaded as part of a creative. This allows you to request multiple versions of the image.

The image resizing feature is a custom feature that **requires setup and integration**. Please [contact Support](#) if you would like to use it.

As the image resizer uses an external service, enabling this feature may incur **additional costs** depending on your licensing agreement with Adhese. Please contact us if you are unsure.

Why use image resizing?

Using resized images improves responsive design and reduces bandwidth usage. Setting a viewport threshold ensures that smaller images are served to smaller displays, thereby reducing file sizes and bandwidth consumption. This is particularly beneficial for mobile-based implementations.

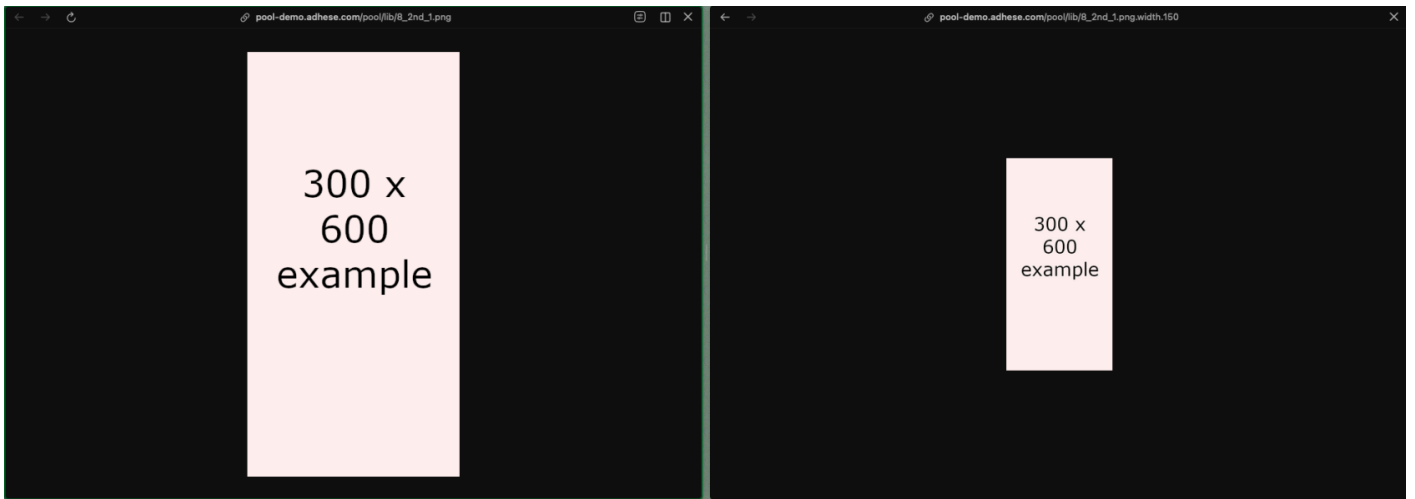
How to use image resizing?

By adding an extra parameter `.width.{px}` to the image URL, you can request a resized version with a specific width. The height will scale automatically to maintain the aspect ratio.

The logic to add the extra '**width**' value could be added to an Advar template in Adhese itself or to the code that processes the ad markup client-side.

For example:

```
https://demo-preview.adhese.org/pool/lib/8_2nd_1.png  
https://demo-preview.adhese.org/pool/lib/8_2nd_1.png.width.150
```



Video Content Cache

Adhese has a content cache system that facilitates video ad delivery in two ways:

1. It allows prebid offers to be made on video ads by providing a URL containing the VAST markup of the ad that won the bid. Once a video ad is requested, it is retrieved via the provided link.
2. This allows for fast and seamless delivery, as subsequent requests for the same ad can be delivered from the cache.

The content cache is a custom feature that requires setup. Please [contact Support](#) if you would like to make use of it.

Content Cache Setup

There are two main ways to make use of the content cache feature.

- Configure your Adhese Prebid server to use the feature by default.
- Explicitly request caching in a post request.

In both cases the value that must be added or enabled is:

```
"vastContentAsUrl": true
```

When caching is enabled, the VAST content will be available via a URL with a time-to-live of 3,5 hours, after which a new request must be made to the ad adserver.

IP override for server-side connections

What

By default, all ad requests to the Adhese ad server use the IP of the device that sends the request for all IP-related logic, such as geo-location targeting.

This behaviour makes it impossible to set up user-based location targeting in server-to-server setups, as the ad server would use the server's IP instead of the end user's IP.

To solve this, Adhese provides functionality that overrides the server's IP with the user's IP.

How

The user's IP can be added to the request via the **X-Forwarded-For** header. The ad server will pick up this header and override the default IP address from which the request is sent.

Please [contact Support](#) if you'd like to make use of this feature.

CPM Priority Sorting

Adhese determines share via priority. The end date of a booking also increases priority: the earlier the end date, the higher the priority and the larger the share. Two bookings with the same priority setting, but with different end dates will result in the booking with the earlier end date receiving a larger share.

The same share advantage for the booking end date applies when two bookings have different CPM values. Depending on your business case, this may be undesirable, as the booking with the earliest end date and the lowest CPM receives a greater share than a competing booking with a later end date and a higher CPM.

Adhese has an account configuration that can alter the Publish logic to prioritise bookings with a higher CPM instead of bookings with an earlier end date. In the event of two bookings with different end dates and CPM values, the booking with the higher CPM will receive a larger share.

This setting can be enabled for one priority level across the entire account. This means that the other priority levels will still be sorted by end date.

To enable CPM Priority Sorting, please [contact Support](#).