

Content Cache

Adhese 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.

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