

# Display ads

## Introduction

Display advertising with Adhese can be delivered through several integration routes, ranging from a drop-in web SDK to a fully server-side API. All routes ultimately talk to the same adserver engine, so the choice of integration method is about *how your platform requests and renders ads*, not about what campaigns can run.

## What do we mean by display ads?

Display advertising covers visual ad formats rendered in a reserved container. Adhese delivers all common display creative types through every integration method described in this document:

- **Image banners** - a hosted image with a click-through link; the simplest and most common display format.
- **HTML5 banners** - rich, animated or interactive creatives built as HTML5 bundles and delivered as an HTML fragment.
- **Third-party tags** - ad markup hosted by an external ad server or demand partner. Adhese returns the tag; the creative itself is loaded from the third party at render time.

The creative type is a trafficking choice, not an integration choice: whichever type a campaign uses, your integration receives the same kind of response and renders it into the same slot container. Building the integration once makes all three creative types available.

## Where can display ads run?

Anywhere the platform can request ads and render the returned markup or image:

- **Websites** - desktop and mobile web, whether ads are requested in the browser (SDK, tags, Prebid) or server-side by your CMS or backend before the page is delivered.
- **Apps** - native Android and iOS applications, using the mobile SDKs or the Request API directly, with creatives rendered in a webview or native component.

## Integration methods

Method	Best for
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<a href="#">TypeScript SDK</a>	Modern websites and web apps
<a href="#">Prebid.js / Prebid Server</a>	Publishers running header bidding
<a href="#">Request API</a>	CMS, apps, custom stacks
Native mobile SDKs	Android / iOS apps

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