

Intro

Adhese Gateway and Direct Ad Server

The Gateway and Ad Server operate entirely server-side, ensuring that client implementations remain as straightforward as possible and preventing the exposure of business rules and configuration. This allows for straightforward integration across a wide range of platforms and devices, eliminating the need for complex development processes.

Once implemented, no further client-side changes are required. Publishers can use a centralised web application to enable new demand sources, add or modify the data they share with their partners, and set business rules, multipliers and exceptions. These changes are executed instantly, without any need for intervention from web administrators or application developers.

The implementation for using Gateway or Direct Ad Server technologies is the same. Below are the links to the various repositories with examples and code.

Libraries & SDKs

Adhese has a TypeScript-based SDK for web integrations. The SDK and its documentation can be found via the following links:

[TypeScript Adhese SDK](#) and its [documentation](#)

Adhese also provides an open-source JavaScript software development kit (SDK) for use in web-based environments. It can be used as a standalone tool or integrated with various existing JavaScript (JS) frameworks and wrappers. Developers can pick and choose the parts they need to keep the code as lightweight as possible. The JavaScript SDK should be considered a legacy implementation.

[Adhese JavaScript Library](#) on [GitHub](#)

Prebid Compatible

Gateway can be used as a bidder for both Prebid.js and Prebid Server, and has been incorporated into various custom wrappers created by publishers and SSPs.

[Prebid.js Bidder on Prebid](#) [Prebid Server Bidder on Prebid.org](#)

Native Mobile SDK

An open-source native Android and iOS SDK is freely available. Mobile apps can implement the Adhese instance as a pure API, giving them complete control over the user experience.

[Adhese for Android on GitHub](#)

[Adhese for iOS on GitHub](#)

API implementation

Any publisher can implement their Adhese instance as a pure API, calling the ad server endpoints directly from their mobile app, CMS system or connected TV app. They receive campaigns for multiple placements in one request, which can be visualised according to device and context.

Detailed documentation is available at [Server Side Ad Request Endpoint](#).

Adhese Ad Tags

There are several ways to integrate the Adhese ad tag into your platforms:

- The most common implementation method is JSON or JSONP. The JSON or JSONP method bundles all ads into one request and the creatives are visualised in the reserved spots on your site. With this method, it is easy to consider when an ad has an actual chance to be seen ('viewability'). JSON or JSONP is best suited for use in a responsive environment.
- Classic or legacy method: tag.js
The legacy method involves placing JavaScript functions into containers. When a request is made to the ad server, a `document.write` instruction is generated on the implementing page.

Migrating your old ad server to Adhese

Depending on the customer's requirements, migration from an existing ad server to Adhese can be achieved in several ways.

One approach is to focus on getting **the Adhese tags** up and running. Based on the inventory setup, all tags are made available. Existing tags from the legacy ad server can be implemented in Adhese as standard campaigns that serve the legacy tags as third-party ads. To ensure continuity, 100% of the inventory is sent to these campaigns. New campaigns booked in Adhese can take priority over the legacy tags if required. Eventually, the legacy campaigns will stop running, as no further traffic is needed. Any new or updated campaigns will be booked directly in Adhese.

Another approach is to postpone tagging and **start booking new campaigns in Adhese**. Adhese tags or third-party tags can then be uploaded to the legacy ad server. This can be done on a per-campaign basis or you can send 100% of the traffic to Adhese campaigns in the legacy system. As the tags are distributed across the client's network, the same Adhese creatives will be displayed, either by being called directly through the Adhese tags or by being passed through the tags of the legacy ad server.

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