

Request API: AD endpoint

The **AD endpoint** is used for integrations that can't parse a JSON response and require the response in a specific markup instead. It is typically used for video and audio setups, where ads are requested by media players and follow the VAST protocol in XML.

The API is public and requires no authentication and **cookies are not required** for an integration to work.

Request method

The AD endpoint supports **GET requests only**. As with the GET version of the JSON endpoint, **slot-level parameters are not supported**.

Unlike the JSON endpoint, only one placement can be retrieved with each call

URL structure

A request URL is built from the sections below, in order. Sections marked *repeatable* can appear more than once.

Section	Repeatable	Description
<code>https://ads-[account].adhese.com</code>	No	The domain — either the default ads domain for your account or a configured first-party domain. See First-party domains for more info.
<code>/ad/</code>	No	Fixed path segment that selects the AD endpoint.
<code>/sl[location code]-[format code]/</code>	No	A placement (slot). Starts with the prefix <code>sl</code> , followed by the full slot code.
<code>/ct[value];[value]/</code>	Yes	A target section. Starts with its predefined prefix (e.g. <code>ct</code>) and is followed by a single value or a list of values separated by <code>;</code> . Add one section per target group you want to pass.
<code>?t=[timestamp]</code>	No	A timestamp, used to avoid caching issues.

Example request

```
https://ads-demo.adhese.com/ad/sldemo.com_kitchen-billboard/dtdesktop
```

Broken down:

Part	Meaning
<code>https://ads-demo.adhese.com</code>	Ads domain for the <code>demo</code> account
<code>/ad/</code>	AD endpoint
<code>/sldemo.com_kitchen-billboard/</code>	Placement: prefix <code>sl</code> , location code <code>demo.com_kitchen</code> , format code <code>billboard</code>
<code>/dtdesktop/</code>	Target section: prefix <code>dt</code> with value <code>desktop</code>

Response

A successful request returns the ads in the requested markup (VAST XML for video/audio setups). This markup is determined by the advar template used to create the banner that is returned by the request.

If no ads are available, the response contains **no ads**. This is still a successful `200` response, **not** an error.

Response codes

Code	Name	Description
<code>200</code>	OK	The body contains the ads. If no ads are available, the response contains no ads — an empty response is a successful result, not an error.
<code>454</code>	No slots	The request contains no slots. The <code>x-adhese-bad-request</code> header contains <code>slots cannot be empty</code> .
<code>500</code>	Internal server error	For a debug request, check the debug log. Otherwise, contact Adhese Support.

Error handling

When handling errors programmatically, read the `x-adhese-bad-request` response header for the specific error message.

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