

# Request target parameters

All target codes which are part of the following list and all codes starting with **x**, **y** or **z** are reserved

Reserved for the Adhese backend			
Code	Reserved	Description	Example
co	yes	Country as alpha 2, based on IP	coBE
CO	yes	Country as alpha 3	
rg	yes	Sub division of a country, based on IP	rgBE11
ci	yes	City postcode, based on IP	ci9000
da	yes	Reserved for newsletter implementations	da20140110
il	yes	Adhese impression ID	
pr	yes	Reserved for rotation file 'priority' logic	
SL	yes	Position as a string	
A2	yes	Adhese cookie prefix	
dm	yes	Booking groups (all-together etc)	
dt	yes	device type	
sl	yes	Position (or the combination of a location and template, slot is used as backend name)	sl_nbo_22_156_-LAYER
tl	yes	Binary consent	tlnone tlall

Reserved for the Adheses backend			
xt	yes	IAB consent string	
yd	yes	Device type (based on useragent)	Desktop, console, TV_Device, ...
ys	yes	Device OS (based on useragent)	ChromeOS, Linux, macOS,...
yb	yes	Browser (based on useragent)	Chrome, Edge, Firefox, ...
yp	yes	Device Maker(based on useragent)	Samsung, Philips, Lenovo, ...

Reserved for general use			
Code	Reserved	Description	Example
br	yes	Pre-configured parameter for target group 'brands'. Often used to capture and target device data	brChrome;Chrome7;Mac
in	yes	Pre-configured parameter for target group 'interests'. Often used to capture page data	

OpenRTB			
Code	Reserved	Description	Example
xa	yes	(Gateway specific) Allows passing target information to Dale	xatl,1
xb	yes	(Gateway specific) Bundle ID. For Apple iOS devices pass iTunes ID. For Android devices pass package name (e.g. com.foo.mygame).	iOS: iTunes ID Android: package name
xc	yes	(Gateway specific) Coordinates. Latitude;longitude: two floats separated by a semicolon, e.g. [-90..90];[-180..180].	

OpenRTB			
xs	yes	(Gateway specific) SHA1- encoded device ID	
xn	yes	(Gateway specific) video min duration	
xx	yes	(Gateway specific) video max duration	
xk	yes	(Gateway specific)	xk123
xd	yes	(Gateway specific)	
xu	yes	(Gateway specific)	
xi	yes	(Gateway specific)	
xv	yes	(Gateway specific) Unique visit ID	
x5	yes		
xd	yes		
xe	yes		
xf	yes		
xg	yes		
xh	yes		
xl	yes		
xm	yes		
xo	yes		
xp	yes		
xr	yes		
xs	yes		
xt	yes		
xv	yes		
xy	yes		
xz	yes		
xj	yes		
xq	yes		

Revision #21

Created 3 June 2024 12:32:48 by Casper Steuperaert

Updated 7 April 2025 12:42:38 by Casper Steuperaert