

Request Endpoints

Adhese supports the integration of the Adhese ad server into mobile applications using **ad tags**.

Ad tags are code snippets that inform the Adhese ad server about the available inventory it can target. To achieve this, an ad request URL is sent with all the necessary information and targeting parameters. Adhese responds to this request with a JSON response that allows the application to deliver an ad and correctly track its impressions and clicks.

URL structure

An example of a request URL that contains only the basic (**required**) parts: `https://ads-demo.adhese.com/json/sl_sdk_example_-leaderboard/?t=244.18664863333106`

- `https://ads-[account].adhese.com`
 - You can find the value of the account attribute in your Adhese subscription information or through our support portal.
- `/json/`
 - Adding this part to the URL makes sure that the result you receive is JSON formatted.
 - JSON has a fixed structure and, therefore, fixed fields. Refer to the [List of JSON response structure object fields](#) for an explanatory list of the fields.
- `/sl[location code]-[format code]/`
 - `sl` is the prefix for the section which contains the **position** information and is followed by two codes, separated by a dash `-`.
 - The location code has to match the **URL code** of the corresponding **location** in Adhese.
 - The format code has to match the **code tag** of the **format** you wish to request.
- `?t=[timestamp]`
 - It is necessary to add a timestamp to avoid caching issues.

Additional parameters

The request URL can contain additional parameters for [Targeting](#).

An URL that contains targeting will look like this: `https://ads-demo.adhese.com/json/sl_sdk_example_-_leaderboard/brChrome;OSX/dtdesktop/incars?t=244.1866486333106`

A 2-letter combination (e.g. br, dt or in) prefixes every target parameter and the actual target(s) comes after. If a parameter contains more than one target, use a semicolon to separate the different values.

The configuration of your Adhese account determines the available targeting parameters and their prefixes. Please get in touch with our [Support team](#) for more details.

Every account contains the following default parameters:

- `/br`: brands or data about the browser and operating system;
- `/dt`: device type, such as phone, tablet, desktop or unknown;
- `/in`: interests, this parameter is user-defined.
- `/t1`: consent indicator, values `none` | `all`, default is `none`

Response structure

The request returns a JSON object with the fields described in the [List of JSON response structure object fields](#). Adhese returns an empty JSON object (just two curly brackets) if it cannot deliver a suitable ad for the request.

Revision #4

Created 7 February 2025 12:46:50 by Casper Steuperaert

Updated 4 March 2025 10:02:31 by Casper Steuperaert