

Adhese Parameters

- [Server-side request parameters](#)
- [Parameters for templates and Advar templates](#)
- [Stack sequence](#)

Server-side request parameters

The ad server replaces the following list of parameters with the request information for each personalised request. The parameters can be included in any template, including Advar templates or third-party code.

Parameter	Description
[adheseExpand: <ID>]	
[adheseReplace: <ID>]	Is replaced by the values sent with the corresponding ID from the request.
[adheseLogID]	A unique number used for reporting.
[adheseRequestData]	All parameters used in the ad request.
[adheseRequestDataFlat]	Contains the full request as it is sent to the ad server but replaces all semicolon-separated values by a /prefixValue/ clause.
[adheseSetExpandPrefix: <prefix>]	
[adheseTimestampNowMs]	Unix timestamp at the moment of sending the response, the number of milliseconds since 1970-01-01 0:00:00.
[adheseAdditionalRequestParameters:<target>]	This parameter can contain additional parameters that are added to the targets of the request, for example, dmADV <ADHESE_ADVERTISER_ID>;OR <ADHESE_ORDER_ID>.
[adheseEnv:<KEY>]	This parameter is replaced by the environment variable <KEY> of the request, for example [adheseEnv:HTTP_HOST]. See [http://en.wikipedia.org/wiki/Common_Gateway_Interface] (http://en.wikipedia.org/wiki/Common_Gateway_Interface) for an overview of all environment variables.
[adheseReplace:SL]	The value of the string identification for the requested position.
[adheseReplace:A2]	The value of the identification cookie.
[adheseDomain:ad_host], [adheseDomain:click_host], [adheseDomain:pool_host], [adheseDomain:track_host]	Contains the incoming host for the request. Usefull for 1st domain implementations with multiple domains.

Parameters for templates and Advar templates

When working with **advar templates** & advar creatives, you need to **use the 2ND (and higher)** macro's when adding macro's related to **uploaded creative files**. Examples are `<ADHESE_EXT_2ND>`, `<ADHESE_SWF_SRC_2ND>`

Parameter	URIENCODED	Description
<code><ADHESE_ADSPACE_COMMENT></code>	<code><ADHESE_ADSPACE_COMMENT_URIENCODED></code>	The comment of the booking.
<code><ADHESE_ADSPACE_END></code>		The end date of a booking.
<code><ADHESE_ADSPACE_ID></code>		The unique ID of the booking.
<code><ADHESE_ADSPACE_KEY></code>	<code><ADHESE_ADSPACE_KEY_URIENCODED></code>	The external reference or key of a booking.
<code><ADHESE_ADSPACE_START></code>		The start date of a booking.
<code><ADHESE_ADVERTISER_ID></code>		The ID of the selected Advertiser company
<code><ADHESE_ALT_TEXT></code>	<code><ADHESE_ALT_TEXT_URIENCODED></code>	The content of the alt text field.
<code><ADHESE_BODY></code>	<code><ADHESE_BODY_URIENCODED></code>	The body of the creative (if available).
<code><ADHESE_CLICK_TAG></code>	<code><ADHESE_CLICK_TAG_URIENCODED></code>	The click tag of a creative (including URL).
<code><ADHESE_CONFIGURABLE_TRACKER_URL></code>	<code><ADHESE_CONFIGURABLE_TRACKER_URL_URIENCODED></code>	If configured, the tracking URL that has been configured in the configuration.
<code><ADHESE_CREATIVE_ID></code>		The unique ID of the link between the booking and the creative.
<code><ADHESE_CREATIVE_NAME></code>	<code><ADHESE_CREATIVE_NAME_URIENCODED></code>	The name of the creative.
<code><ADHESE_DELIVERY_MULTIPLES></code>	<code><ADHESE_DELIVERY_MULTIPLES_URIENCODED></code>	The delivery multiples value of the booking.
<code><ADHESE_DELIVERY_MULTIPLES_GROUP_ID></code>	<code><ADHESE_DELIVERY_MULTIPLES_GROUP_ID_URIENCODED></code>	The group ID for the delivery multiples, if needed.

<ADHESE_DURATION>, <ADHESE_DURATION_2ND>, <ADHESE_DURATION_3RD>, <ADHESE_DURATION_4TH>, <ADHESE_DURATION_5TH>, <ADHESE_DURATION_6TH>		The duration of the uploaded video files in seconds.
<ADHESE_DURATION_MS>, <ADHESE_DURATION_MS_2ND>, <ADHESE_DURATION_MS_3RD>, <ADHESE_DURATION_MS_4TH>, <ADHESE_DURATION_MS_5TH>, <ADHESE_DURATION_MS_6TH>		The duration of the uploaded video files in milliseconds.
<ADHESE_EXT>, <ADHESE_EXT_2ND>, <ADHESE_EXT_3RD>, <ADHESE_EXT_4TH>, <ADHESE_EXT_5TH>, <ADHESE_EXT_6TH>	<ADHESE_EXT_URIENCODED>, <ADHESE_EXT_2ND_URIENCODED>, <ADHESE_EXT_3RD_URIENCODED>, <ADHESE_EXT_4TH_URIENCODED>, <ADHESE_EXT_5TH_URIENCODED>, <ADHESE_EXT_6TH_URIENCODED>	The file extension of each uploaded file.
<ADHESE_EXTRA_FIELD_1>	<ADHESE_EXTRA_FIELD_1_URIENCODED>	The content of the extra field 1.
<ADHESE_EXTRA_FIELD_2>	<ADHESE_EXTRA_FIELD_2_URIENCODED>	The content of the extra field 2.
<ADHESE_FORMAT>	<ADHESE_FORMAT_URIENCODED>	The format of the booking.
<ADHESE_HEIGHT_LARGE_3RD>, <ADHESE_WIDTH_LARGE_3RD>		The dimensions of the third file that is uploaded.
<ADHESE_HEIGHT_LARGE_4TH>, <ADHESE_WIDTH_LARGE_4TH>		The dimensions of the fourth file that is uploaded.
<ADHESE_HEIGHT_LARGE_5TH>, <ADHESE_WIDTH_LARGE_5TH>		The dimensions of the fifth file that is uploaded.
<ADHESE_HEIGHT_LARGE_6TH>, <ADHESE_WIDTH_LARGE_6TH>		The dimensions of the sixth file that is uploaded.
<ADHESE_LIB_ID>		The unique ID of a creative in Adhese. This ID can be used to make JavaScript functions unique.
<ADHESE_ORDER_ID>		
<ADHESE_ORDER_NAME>	<ADHESE_ORDER_NAME_URIENCODED>	The name of the campaign.
<ADHESE_ORDER_PRIORITY>	<ADHESE_ORDER_PRIORITY_URIENCODED>	
<ADHESE_POOL_PATH>	<ADHESE_POOL_PATH_URIENCODED>	The location of where the ad is located on the server.

<ADHESE_POSITION>	<ADHESE_POSITION_URIENCODED>	The position of the booking.
<ADHESE_PRIORITY>	<ADHESE_PRIORITY_URIENCODED>	The priority of the campaign.
<ADHESE_SHARE>	<ADHESE_SHARE_URIENCODED>	Deprecated.
<ADHESE_SWF_SRC>, <ADHESE_SWF_SRC_2ND>, <ADHESE_SWF_SRC_3RD>, <ADHESE_SWF_SRC_4TH>, <ADHESE_SWF_SRC_5TH>, <ADHESE_SWF_SRC_6TH>	<ADHESE_SWF_SRC_URIENCODED>, <ADHESE_SWF_SRC_2ND_URIENCODED>, <ADHESE_SWF_SRC_3RD_URIENCODED>, <ADHESE_SWF_SRC_4TH_URIENCODED>, <ADHESE_SWF_SRC_5TH_URIENCODED>, <ADHESE_SWF_SRC_6TH_URIENCODED>	The target URLs of the uploaded files, will be empty in case not uploaded.
<ADHESE_TAG>	<ADHESE_TAG_URIENCODED>	The complete HTML code of an ad: object/embed code in case of a .swf file, JavaScript in case of third-party code, or img link tags in case of a static image.
<ADHESE_TEMPLATE_CODE>	<ADHESE_TEMPLATE_CODE_URIENCODED>	The code of the template for the position of the booking.
<ADHESE_TEMPLATE_CODE_EXPORT>	<ADHESE_TEMPLATE_CODE_EXPORT_URIENCODED>	The export code of the template of the creative.
<ADHESE_TRACKING_URL>	<ADHESE_TRACKING_URL_URIENCODED>	The URL for tracking 3rd party impressions.
<ADHESE_URL>	<ADHESE_URL_URIENCODED>	The target URL or landing page of the ad, as determined by the user.
<ADHESE_IMPRESSION_TRACKING_URL>	<ADHESE_IMPRESSION_TRACKING_URL_URIENCODED>	The URL to count trackable impressions
<ADHESE_VIEWABLE_TRACKING_URL>	<ADHESE_VIEWABLE_TRACKING_URL_URIENCODED>	The URL to count viewable impressions.
<ADHESE_WIDTH>, <ADHESE_HEIGHT>		The dimensions of the first uploaded file.
<ADHESE_WIDTH_LARGE>,<ADHESE_HEIGHT_LARGE>		The dimensions of the second file that is uploaded.

Stack sequence

Sequencing

The sequence parameter can be used in advar templates to sort ads within the request response, and is therefore only relevant for **stack implementations** where multiple ads are returned for one placement. Some examples are:

- VAST Adpods
- Digital Out Of Home playlists
- Native advertising

Sequence suggestions are optional, and when implemented, Adhese will do its best to place the ad in the desired position within the response.

You can enter any number as a sequence suggestion, but obviously, it only makes sense to use unique numbers. An option is to use Adhese macros such as `<ADHESE_LIB_ID>` to implement sorting based on the creative ID.

The sequence value is **stripped from** the response when the adpod or stack response is rendered.

Templates

VAST

If `sequence=0`, the ad is preferred to be placed first in a pod. If `sequence=-1`, the ad prefers to be placed last in a pod. If `sequence=1` it prefers the second place and so on. This ordering happens after the ads are selected, so there is no guarantee that an ad with `sequence=0` will always be first in the pod (unless if it is the highest priority of all possible options).

```
<Ad sequence="0">
VAST ad implementation
</Ad>
```

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JSON

The sequence field must be added to the **main structure** of the JSON template. The order logic will not work if the field is added inside a nested object in the JSON structure.

```
{
  "sequence": 0,
  "example field": "some value"
}
```