



AdFalcon Adapter for AdMob Mediation Integration Guide

AdFalcon Mobile Ad Network
Product of
Noqoush Mobile Media Group



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1 Introduction

This document aims to provide guidance for developers interested in integrating AdFalcon SDKs with AdMob Mediation.

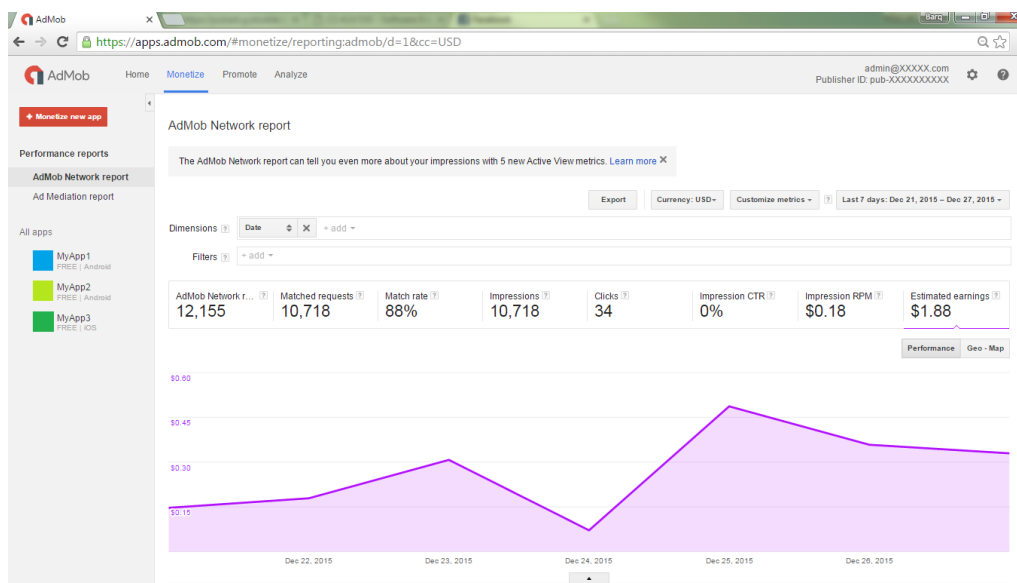
Requirements

1. An valid AdFalcon App/Site ID for AdFalcon app. The status of the app in AdFalcon should be "Active". Otherwise, AdFalcon will not return ads.
2. A valid AdMob Ad unit ID for AdMob app.
3. For iOS: AdFalcon iOS SDK v3.6.0 or above.
4. For Android: AdFalcon Android SDK v3.4.0 or above.



2 Configure AdMob Mediation to Use AdFalcon

- 1) Open AdMob website <http://apps.admob.com>.
- 2) Click on the "**Monetize**" tab.
- 3) From the left pane under "All apps", select the app you plan to integrate with AdFalcon.



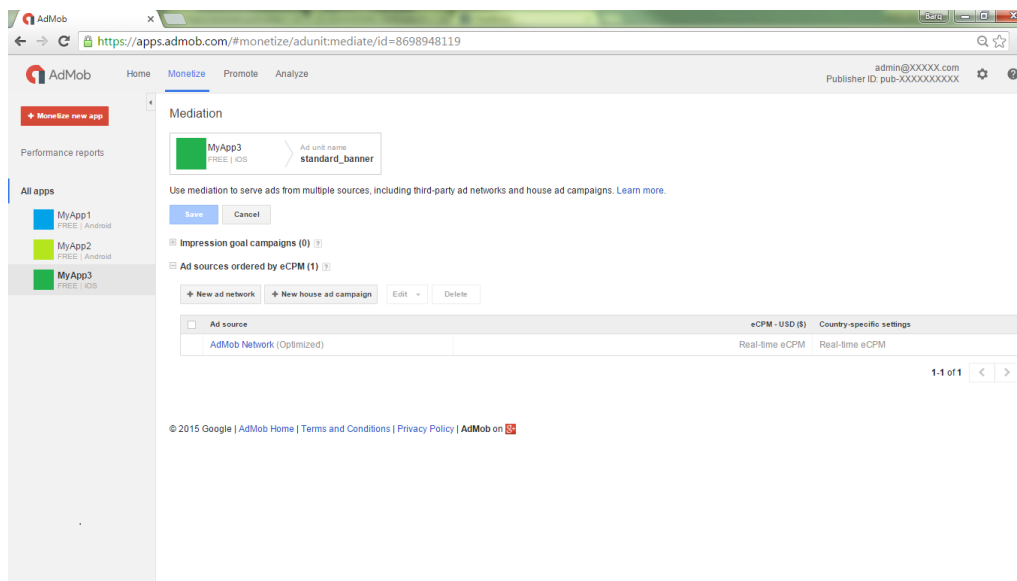
- 4) After selecting the app, you will see a table listing the ad units of the app as below:

The screenshot shows the AdMob app view for 'MyApp3 (FREE | iOS)'. The left sidebar lists the three apps. The main content area displays the 'Ad units' table for the selected app.

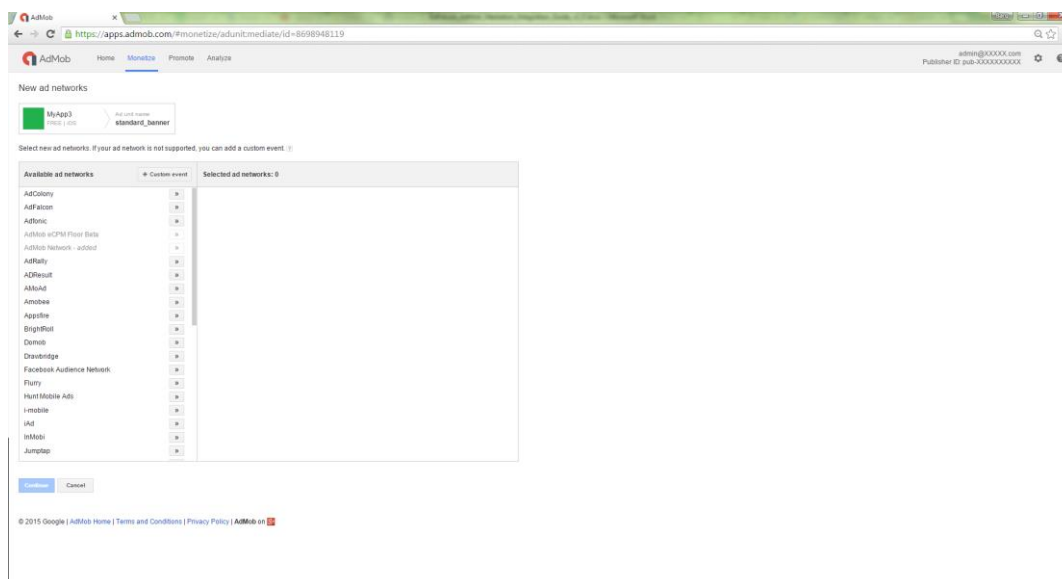
Ad unit	Ad format	Mediation	Frequency capping (per user)
<input type="checkbox"/> medium_rectangle_banner Ad unit ID: ca-app-pub-xxxxxxx/xxxxxxx	Banner	2 ad sources	Not applicable
<input type="checkbox"/> standard_banner Ad unit ID: ca-app-pub-xxxxxxx/xxxxxxx	Banner	1 ad source	Not applicable

The table shows two ad units: 'medium_rectangle_banner' and 'standard_banner'. Both are banners and have frequency capping set to 'Not applicable'.

5) Under the "Mediation" column, click on the sources' link for the selected ad unit, the Mediation page will be displayed as below:



6) Click on “New ad network” button, a new page called “New ad networks” will be displayed as below:





7) From the left pane under "Available ad networks", select "AdFalcon".

Afterwards, AdFalcon's form will be displayed in the right pane as below:

The screenshot shows the AdMob interface for configuring ad networks. On the left, under "Available ad networks", AdFalcon is selected. On the right, the "Selected ad networks: 1" pane shows the AdFalcon configuration form. The form includes:

- App/Site ID**: A text input field.
- Ad network optimization**: A checkbox labeled "Automatically pull the eCPM value from this ad network" which is checked.
- Login credentials**: A section containing:
 - API Client ID**: A text input field with a placeholder "e.g. fedcba9876543210fedcba98765432".
 - API Key**: A text input field with a placeholder "e.g. 0123456789abcdef0123456789abc".
- Authorization (required)**: A checkbox with the text "By checking this box, you authorize Google to access, manage, retrieve and analyze data relating to your account with the above-referenced ad network(s) and represent that such authorization and access does not violate any of your third party agreements.".

At the bottom of the form, there are "Continue" and "Cancel" buttons. The footer of the page shows "© 2015 Google | AdMob Home | Terms and Conditions | Privacy Policy | AdMob on G+".

8) fill your App/Site ID and optionally Ad network optimization info, then click on "Continue" to save your changes. You can obtain the API Client ID and API Key by contacting support@adfalcon.com.

9) After the mediation settings were saved successfully, AdFalcon ads will start running via the mediation in few hours.



3 SDK Integration Steps

Android

This section illustrates how to integrate AdFalcon Android SDK with AdMob Mediation in your app. The below instructions assume that you are using Android Studio and Gradle.

Step 1: Add AdMob SDK to your app

For more information, please check AdMob's guide:

<https://firebase.google.com/docs/admob/android/quick-start>

Step 2: Pull the AdFalcon SDK and Mediation Adapter via maven repository

- a. Open your project's build.gradle, and update the "allprojects" block, as follows

```
allprojects {
    repositories {
        jcenter()
        maven {
            url "https://cdn01.static.adfalcon.com/sdk/android/maven"
        }
    }
}
```

- b. Update the "dependencies" block of your module's build.gradle file, as follows:

```
dependencies {
    // ... other dependencies
    compile 'com.noqoush.adfalcon.android.sdk:adfalcon-sdk:3.5.0'
    compile 'com.google.ads.mediation.adfalcon:admob-mediation-adapter:2.1.0'
}
```

- c. Sync the project with Gradle files.

For more information about AdFalcon SDK, Please refer to

<http://www.adfalcon.com/en/download-sdk.html>

Step3: Configure Proguard

To safely use Proguard with AdFalcon SDK, Google Mobile Ads and AdFalcon Mediation Adapter, add the following to your Proguard config:

```
-keep class com.noqoush.adfalcon.android.sdk.** {*;};
-keep class com.google.ads.mediation.adfalcon.** {*;};
-keep public class com.google.android.gms.ads.** {
    public *;
}
-keep public class com.google.ads.** {
    public *;
}
```



iOS

This section illustrates how to integrate AdFalcon iOS SDK with AdMob Mediation in your app.

Step 1: Add AdMob SDK to your app

For more information, please check AdMob's guide: <https://firebase.google.com/docs/admob/ios/quick-start>

Step 2: Add AdFalcon SDK v3.6.0 or above to your app

You don't need to add any code for AdFalcon SDK; Google Mobile Ads SDK will fetch and render the ads from AdFalcon network internally.

Visit the link below to find the instructions on how to add AdFalcon SDK
<http://www.adfalcon.com/en/download-sdk.html>

Step 3: Download the iOS Mediation Adapter library and add the Adapter to your app

The iOS mediation adapter requires AdFalcon iOS SDK v3.6.0 or above.

You will find the mediation adapter in the below link:
<http://www.adfalcon.com/en/adapters.html>

AdMob Mediation

For more information on AdMob Mediation SDK please check the below links:

- iOS: <https://developers.google.com/admob/ios/mediation>
- Android: <https://developers.google.com/admob/android/mediation>

For any technical instructions queries, please contact support@adfalcon.com