



Thank you for using our advanced ad mediation platform, Addience! We have included the Addience SDK for Android and instructions for how to include the platform in your application(s).

Sense Networks' ad mediation platform, Addience, improves developer ad revenue by optimizing the performance of multiple mobile advertising networks within a single application, and by serving hyperlocal and premium ads. Using Sense Networks' predictive analytics engine, the Addience SDK is able to choose the best ad network to query for any specific user at any given time and location. It also improves ad click-through by targeting advertisements to individual users based on: demographics, lifestyle, location and click history.

Developers maintain their own direct relationship with the ad networks, and all payments from the ad networks go directly to the developer. The API key from each ad network is entered into the Addience SDK server, and the Addience SDK remotely manages the included ad networks automatically, optimizing their performance.

We will need to register the API keys for each of your chosen ad networks (i.e. the API key given to you when you signed up on AdMob, Millennial Media, etc.) with the Addience SDK. If you are using ad network accounts and credentials we set up for you, then we have already taken care of this step for you. However, if you are using your own ad network accounts, please send your API keys for each ad network account to support@addience.com.

The included Developer Documentation should guide you through the necessary steps of how to include Addience in your app. Please make sure you test the SDK out before you release your app into the Android Market. This is an ongoing project for us so all developer feedback is appreciated.

Test Application

We shipped the Addience SDK together with a test app. You can use this app to test your api key and see if all the chosen ad networks are working. To use the test application, install it on your device, enter your api key in the test field and hit 'ok'. Addience will start to request ads from the ad networks you chose. You can iterate over the single networks by hitting 'Try next network'.

Legal Note

This document and the Addience SDK itself are covered under the terms of our Non-Disclosure Agreement and Terms of Service Agreement. Do not re-post or distribute the SDK or this document without our explicit permission. We are interested in your feedback on this SDK, so please let us know of any questions, concerns and/or suggestions via email at support@addience.com.

Thank you!