

Microsoft PARAKEET Polyfill Onboarding Registration

Ask: Ad-Tech partners (SSP/DSP/Publisher/Advertisers) to run functional test during in Q3 2021

Signup Steps:

1. Open a [new Polyfill-Sign-up issue](#) & identify your company and the groups you are working with.
2. Complete the steps on our [PARAKEET Polyfill registration page](#) and link your [new Polyfill-Sign-up issue](#) to your registration request.
 - You can choose to Register as a Publisher/SSP, a DSP or both
 - To Register as a Publisher or SSP and will be required to provide the following:
 1. A Top-Level Domain you would like to enable for PARAKEET Testing
 2. An Anonymized Proxy URL you would like to enable for PARAKEET Testing

Two Staged Approach-PARAKEET Test Plan

1. Stage1 [Q3 2021]: Functional Testing to validate PARAKEET

- GOALS:
 - Validate PARAKEET APIs can be used to replace existing 3p cookie-based functionality
 - Confirm if PARAKEET model that retains auction in SSP/DSP is relatively easy to enable
- See Publisher / SSP [Set-up steps](#) in GitHub
- See DSP [Set-up steps](#) in GitHub

2. Stage2 [Q4 2021]: Set level of anonymization needed to balance privacy vs. monetization

- GOALS:
 - Evaluate Privacy and Monetization criteria for PARAKEET
 - Influence industry standards by meeting privacy, monetization, and adoption needs

Stage 1

[PARAKEET Polyfill library](#) for ad interests, ad request and rendering

- Implement ad serving flows – user features in browser and runtime read access
- Provide robust ad parameter setup – placement size, location, device etc.
- Data flows and key management for user feature encryption/decryption

Dev setup

- Advertiser.com JS changes to leverage polyfill library to handle user features
- Ad Request changes to access user features
- Ad server changes to accept user features in request (instead of cookie), and enable ad serving
- See Publisher / SSP [Set-up steps](#) in GitHub
- See DSP [Set-up steps](#) in GitHub

Feedback

Ask questions and provide feedback by opening [Polyfill GitHub Issues](#) & attending our [Bi-weekly PARAKEET Calls](#)