Flurry Advertising

Flurry iOS Adapter for DFP

Adapter version 5.4.0.r1
Updated: 09/30/2014

Mediate Flurry through DFP/Admob

To integrate Flurry as the Custom Native Network in DFP or Admob ad serving flow, you need three things:

- Latest Flurry Ads SDK
- Flurry's adapter for AdMob/DFP, and
- Google DFP Ads Mediation SDK for iOS.

Please follow the five quick steps depending on your mediation type.

DFP mediation involves these steps:

1. In your application, include the Flurry Ads SDK , Flurry Adapter for DFP and AdMob and the Google AdMob Ads SDK. Instructions for this step are available in the DoubleClick for Publishers (DFP) Network Mediation documentation.
2. On Flurry's dev portal setup Flurry AdSpace to configure Flurry's ad serving content. For more information on Flurry's AdSpace set up, see the Getting Started Guide. Please note, it is required that you create your ad space on the server before retrieving ads through mediation.
3. On DFP site, create one or more ad units with SDK mediation creatives. Each ad unit created on the DFP site should have a corresponding ad space created on the Flurry's dev portal (detailed instructions are provided below) View instructions for adding a new creative.
4. Request Ads.
5. Set up Event notification.

AdMob mediation involves these steps (Please note that #3 below differs from above):

1. In your application, include the Flurry Ads SDK, Flurry Adapter for DFP and AdMob and the Google AdMob Ads SDK. Instructions for this step are available in the DoubleClick for Publishers (DFP) Network Mediation documentation.
2. On Flurry's dev portal, set up Flurry AdSpace to configure Flurry's ad serving content. For

more information on Flurry's AdSpace set up, see the Getting Started Guide. Please note, it is required that you create your ad space on the server before retrieving ads through mediation.

3. On AdMob site, create one or more line items with SDK mediation creatives. You can add SDK mediation creatives to multiple line items with different targeting, so it's possible to vary your ad network list and priority for different countries, devices, or other targeting criteria. View instructions for adding a new creative.

4. Request Ads.

5. Setup Event notification.

1. Integrate Flurry SDK and Flurry AdMob/DFP Adapter into your app

a. If your application is not tracked by Flurry, create a new application on Flurry's dev portal. After logging into https://dev.flurry.com, select Applications tab and from top right-hand corner select Add New Application. In case your application is already tracked by Flurry, you can download the latest SDK from the adjacent top right-hand link.
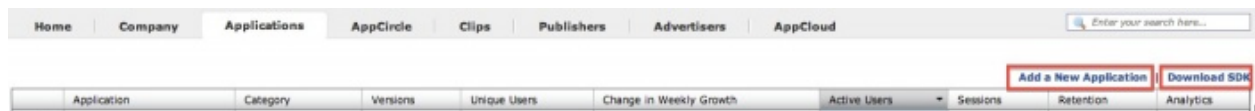
b. Download the Flurry iOS SDK. Keep a reference to the API Key found on the download page. This will identify your app in the Flurry system.

- Add the adapter library (libFlurryDFPAdapter_5.4.0.r1.a) into your XCode project with its associated Flurry SDKs: libFlurry_<latestVer>.a and libFlurryAds_<latestVer>.a

c. Add the libFlurryDFPAdapter_5.4.0.r1.a library to your project and ensure it is listed in the target's Link Binaries Build Phase. Add the following additional frameworks to your target's Link Binaries Build Phase :

- AdSupport.framework (Mark as Optional)
- AudioToolbox.framework
- AVFoundation.framework
- QuartzCore.framework
- CoreGraphics.framework
- CoreTelephony.framework
- Foundation.framework
- EventKit.framework
- EventKitUI.framework
- MessageUI.framework
- MediaPlayer.framework
- Security.framework

- SystemConfiguration.framework
- StoreKit.framework
- UIKit.framework
- Security.framework

Likely these frameworks are already incorporated into your project.

d. You now need to add -ObjC to the Other Linker Flags of your application target's build setting:

1. In Xcode's project navigator, press the blue top-level project icon.
2. Click on your target, then the Build Settings tab.
3. Under Other Linker Flags, add -ObjC to both Debug and Release.

CHECKPOINT

Verify that your Project Navigator in the Xcode incorporates Flurry as follows
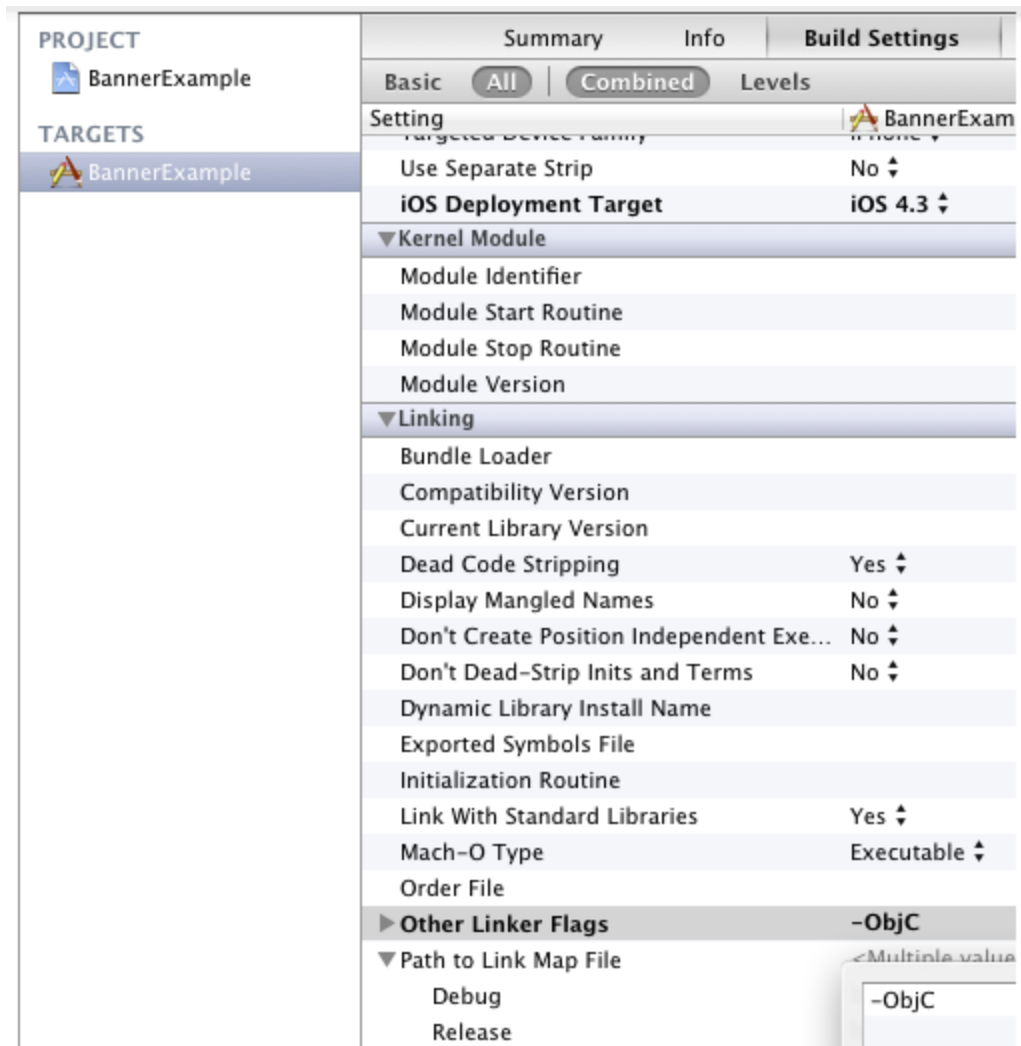
2. Configure Flurry Ad space(s)

For each Admob/DFP ad unit that you would like to mediate Flurry through, please create a matching ad space on Flurry's dev portal (http://dev.flurry.com).

Log into the developer portal and navigate to the **Publishers** tab. On the left hand navigation bar select **Inventory** and then **Ad Spaces**.
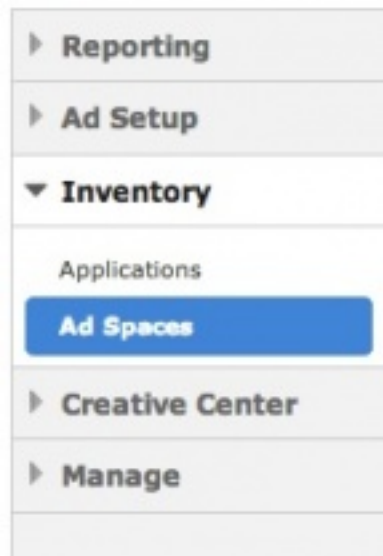
With Ad Spaces selected you'll see an index of previously created ad spaces. To set up a new one, Click on the New Ad Space button on the top right. The Ad Space setup screen has 4 modules.

The Basic Setup section includes fields required to define the name, application, dimensions, placement and orientation of the ad space.

The basic setup is all you need to start, you can click Save.

Please note that mediating Flurry through DFP requires no additional Flurry related coding. If you are integrating banner ads, and would like to streamline reconciliation of the impressions count, we recommend you turn off banner refresh on the Flurry side and let Admob refresh the ads. *This can be done by setting the refresh rate for the ad space to an unusually high number, like 9999 (instead of the default 30 seconds). This setting is found on the 4th section of the ad space setup - Advanced Options. Change the value for 'Ad Refresh Rate' setting.*

IF Mediating through Admob, follow step 3a and skip step 3b.

IF Mediating through DFP, skip step 3a and proceed to step 3b.

3a. Configure Admob to mediate Flurry

The latest documentation and code samples for the DFP are available on the DFP For Publishers Instructions page.

To enable mediation of Flurry inventory, log into admob [https://apps.admob.com].

For Admob:

● Enable the Flurry Ad network in the AdMob Ad Network Mediation UI with your Flurry Publisher ID (Api Key) and Ad Space Name that corresponds to AdMob ad placement (Note: Flurry for Advertisers (FFA) currently supports 320x50 banners, 728x90 banners and interstitial. For medium-rectangle, please enable the corresponding Flurry adspace to serve RTB ads)

- Make ad requests normally using the AdMob SDK using the mediation ID for the placement.
- Note that mediation ids are different and should have only one corresponding adspace. e.g. 1 for banner and 1 for interstitial.
- From the mediation side, please log into Admob, click on Sites & Apps and choose Ad Network Mediation.

- After selecting Ad Network Mediation Placement, Select a name for the placement and choose platform and ad size (Note: Flurry for Advertisers (FFA) currently supports 320x50 banners, 728x90 banners and interstitial. For medium-rectangle, please enable the corresponding Flurry adspace to serve RTB ads).

Add Network Mediation Placement

Placement Details

● On the next screen, choose Flurry as the Ad Network and towards the bottom of the screen, enter your Flurry Project API Key and the Ad Space Name, and hit Save.

Choose Ad Networks:

For each network you'd like to use, enter your publisher credentials and click "Save". You can add more ad networks later as you sign up for them. Click "Continue" once you're done adding networks.

	Ad Network
☐	ADResult
☐	AMoAd
☐	AdFalcon
☐	AdMob House Ads
☐	AdMob Network
☐	AdMob eCPM Floor Beta
☐	Adfonic
☐	Amobee
☐	AppFlood by Papaya Mobile
☐	Domob
☐	Drawbridge
☑	Flurry

Additional Ad Network Configuration Settings

Flurry

Project API Key : JDJDJ488484848

Ad Space Name : BANNER_IOS

Save | cancel

- Please continue to the next screen. On this screen you will see all of the details you have entered so far as well as the Mediation ID, which is used in the code to reference it.

BannerIOS 🔧Edit

Platform: **iOS**

Ad Size: **Banner - Typically 320x50** | Download the SDK | Download Third Party SDKs and Adapters | See Documentation

Mediation ID: **aed13a2f12de4f27**

| + Add Ad Network | + Add Custom Event |

Ad Network	Enabled	eCPM	Country Targeting
Flurry	ON	$ 0.00	Not Configured

Save cancel

- Set the ad size of your GADBannerView to the ad size that you would like to show in this mediation placement (see the table below).

Size	GADBannerViewSize
Banner	kGADAdSizeBanner
Medium Rectangle	kGADAdSizeMediumRectangle (not yet supported)
Leadership Banner	kGADAdSizeLeaderboard
Full Banner	kGADAdSizeFullBanner (not yet supported)

You might instantiate your GADBannerView in this way, for example:

bannerView_ = [[GADBannerView alloc] initWithAdSize:kGADAdSizeBanner];bannerView_.adUnitID = e123456789012345;

You would then load an ad by calling:

bannerView_ loadRequest:[GADRequest request]];

For interstitial placements

Specify your Mediation ID instead of your AdMob site ID in the GADInterstitial request object. You might instantiate your GADInterstitial request like this, for example:

interstitial_ = [[GADInterstitial alloc] init]; interstitial_.adUnitID = e987654321098765;

Load the interstitial exactly as you would load an AdMob interstitial, for example:

[interstitial_ loadRequest:[GADInterstitial request]];

When the ad is fully loaded, your delegate method GADInterstitialDelegate's interstitialDidReceiveAd: will be called. Implement this method in order to display the ad.

[interstitial_ presentFromRootViewController:self];

Goto Step 4.

3b. Configure DFP to mediate Flurry (do not follow if you completed step 3a).

For DFP:

- Click on Inventory tab
- Select the ad unit for which you are extending with Flurry mediation. This unit's ad id (found under Generate Tags) is used in the code to reference it.

- Target a line item to mobile device

Flurry > FlurryIOSTest >

☆ Line item: **FlurryIOSBanner** ▾ **Delivering**
Network Jun 12, 2014 10:34 AM PDT - Feb 7, 2015 11:59 PM PST

| Pause | + Add creatives | More actions ▾ | Run report |

Impressions ⍰	Clicks ⍰	CTR ⍰	Progress ⍰
19	13	68.42%	

| **Creatives (1)** | **Settings** |

Name: FlurryIOSBanner

Inventory sizes ⍰: 320x50 ✕
Enter one or more sizes separated by a comma
To help forecast available inventory, please provide some creative details.

Labels ⍰: Add a label

⍰ ☐ Allow same advertiser exception.

Comments
optional:

Settings

Type ⍰: Network ▾   12

Start time: 6/12/14   10:34 AM   PDT

End time: 2/7/15   11:59 PM

Goal: 100   % of remaining impressions

Rate ⍰: $0.00   CPM ▾   USD set value CPM

Total value: —

Adjust delivery optional

Display creatives ⍰: One or more ▾

Rotate creatives ⍰: Optimized ▾

Day and time ⍰: All days and times   edit

Frequency ⍰: ☐ Set per user frequency cap

Add targeting

Targeting preset ⍰
optional: Saved targeting presets (0)

Inventory	**Browse** **Search**		Selected criteria	Reset
Custom criteria	Back ⌂ >		Inventory	
Geography	Inventory filtered based on sizes (320x50). Show all		Ad units >	
Devices	Type to filter items		FlurryIOSBanner	✕
Connection	■ Ad units	include		
	■ Placements			
			1 item	

- Create SDK Mediation creative to include Flurry impressions into the ad serving flow

4. Requesting Ads

To integrate non-interstitial ads (banner size, leaderboard size, and so on), follow the fundamental instructions.

To integrate interstitial ads (full-screen ads that take over the screen), follow the advanced instructions .

Make ad requests normally using the AdMob SDK using the ad Id for the placement. No additional steps are required to integrate Flurry into the ad serving flow assuming that the ad unit referenced in the code is configured on the DFP site to incorporate Flurry.

5. Set up event notification

To be notified of ad lifecycle events like impressions, you can implement a GADBannerViewDelegate. When using mediation, this delegate will automatically be notified of events from all the networks you're mediating. For example, impressions from any ad network will be reported through the GADBannerViewDelegate method adViewDidReceiveAd.

DoubleClick for Publishers (DFP) Mobile is an ad delivery system for mobile websites and applications that delivers dynamic, interactive ads to mobile web pages and applications based on specific criteria as determined by you. It supports a wide range of devices and boasts a full management and reporting suite. DFP Mobile is fully integrated with DFP to help you manage all of your ad inventory from the same place, enabling you to drive direct sales revenue and maximize yield across all screens.

The Flurry AdMob/ DFP mediation adapter SDK allows you to send impressions from mobile applications to the Flurry network via the Flurry Advertising SDKs. SDK mediation is useful in the following situations:

- An ad network only accepts requests from its own SDK.
- Certain custom formats are only available in the ad network's SDK.
- Information provided by the SDK, such as location information or a unique user ID, enables higher CPMs.

The list of mediation providers are listed in the Mobile third-party partners list.