



Flurry Advertising

Flurry Android Adapter for DFP

Adapter version 4.0.0.r1

Updated: 06/26/2014

Mediate Flurry through DFP/AdMob

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

1. Latest Flurry Ads SDK
2. Flurry's adapter for AdMob/DFP
3. Google Play Services SDK.

The same adapter is used for both AdMob and DFP mediation but configuration and integration instructions are slightly different. Please follow the steps below depending on the mediation type.

1. Introduction

AdMob/DFP mediation involves three steps:

1. In your application, include the Flurry SDK along with the Google Play Services 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. Use configuration details (for AdMob, please refer to section 2.3 and for DFP, please refer to section 3.3) to set-up mediation of Flurry Ads.

2. Mediate Flurry through AdMob

This section is for AdMob configuration setup. If you are mediating DFP, skip to Step 3 (Mediate Flurry through DFP).

2.1 Requirements:

- A Mediation ID (obtained from the [Google AdMob](#))

- Android SDK
- Google Play Services SDK for Android
- Runtime of Android 2.3.3 or later.
- Latest Flurry Analytics SDK, Flurry Ads SDK and Flurry adapter for DFP.

2.2 Instructions for AdMob:

- Download the [Flurry Android SDK](#). Record the API Key found on the download page. This will identify your app in the Flurry system.
- Add the Google Play Services SDK to your project. This is required for AdMob Ads and Android Advertising ID support. See [Google Play Service setup](#).
- Include the Flurry SDK (FlurryAndroidAnalytics-<latestVer>.jar and FlurryAndroidAds-<latestVer>.jar) in your project.
- Set Flurry ad space to not refresh [following instructions outlined here](#).
- 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](#).
- Enable the Flurry Ad network in the AdMob Ad Network Mediation UI with your Flurry Publisher ID (Api Key) and Ad Name Space that corresponds to AdMob ad placement (currently support banner, leaderboard, medium rect and interstitials)
- Make ad requests normally for AdMob 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.
- If you plan to run [ProGuard](#) on your APK before releasing your app, you will need to add the following to your “proguard.cfg” file:

```
-keep class com.flurry.** { *; }
-dontwarn com.flurry.**
-keepattributes *Annotation*,EnclosingMethod
-keepclasseswithmembers class * {
public <init>(android.content.Context, android.util.AttributeSet, int);
}

# Preserve Flurry mediation classes for DFP/AdMob Ads
-keep public class com.google.ads.mediation.flurry.**

# Google Play Services library
-keep class * extends java.util.ListResourceBundle {
    protected Object[][] getContents();
}

-keep public class
com.google.android.gms.common.internal.safeparcel.SafeParcelable {
    public static final *** NULL;
}
```

```

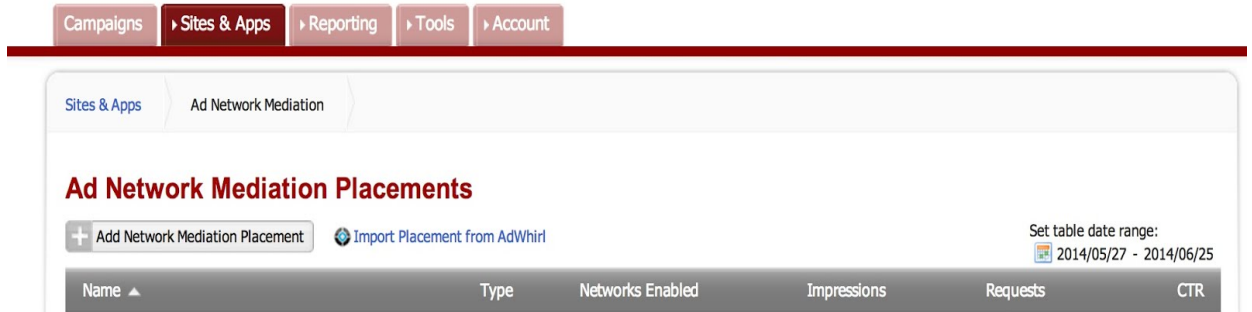
-keepnames @com.google.android.gms.common.annotation.KeepName class *
-keepclassmembernames class * {
    @com.google.android.gms.common.annotation.KeepName *;
}

-keepnames class * implements android.os.Parcelable {
    public static final ** CREATOR;
}

```

2.3 Configuring AdMob Ad Unit to mediate Flurry inventory

- 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).

The screenshot shows the 'Add Network Mediation Placement' form. It has a breadcrumb trail: 'Sites & Apps' > 'Ad Network Mediation' > 'Add Network Mediation Placement'. The form title is 'Add Network Mediation Placement'. Under 'Placement Details', there are fields for:

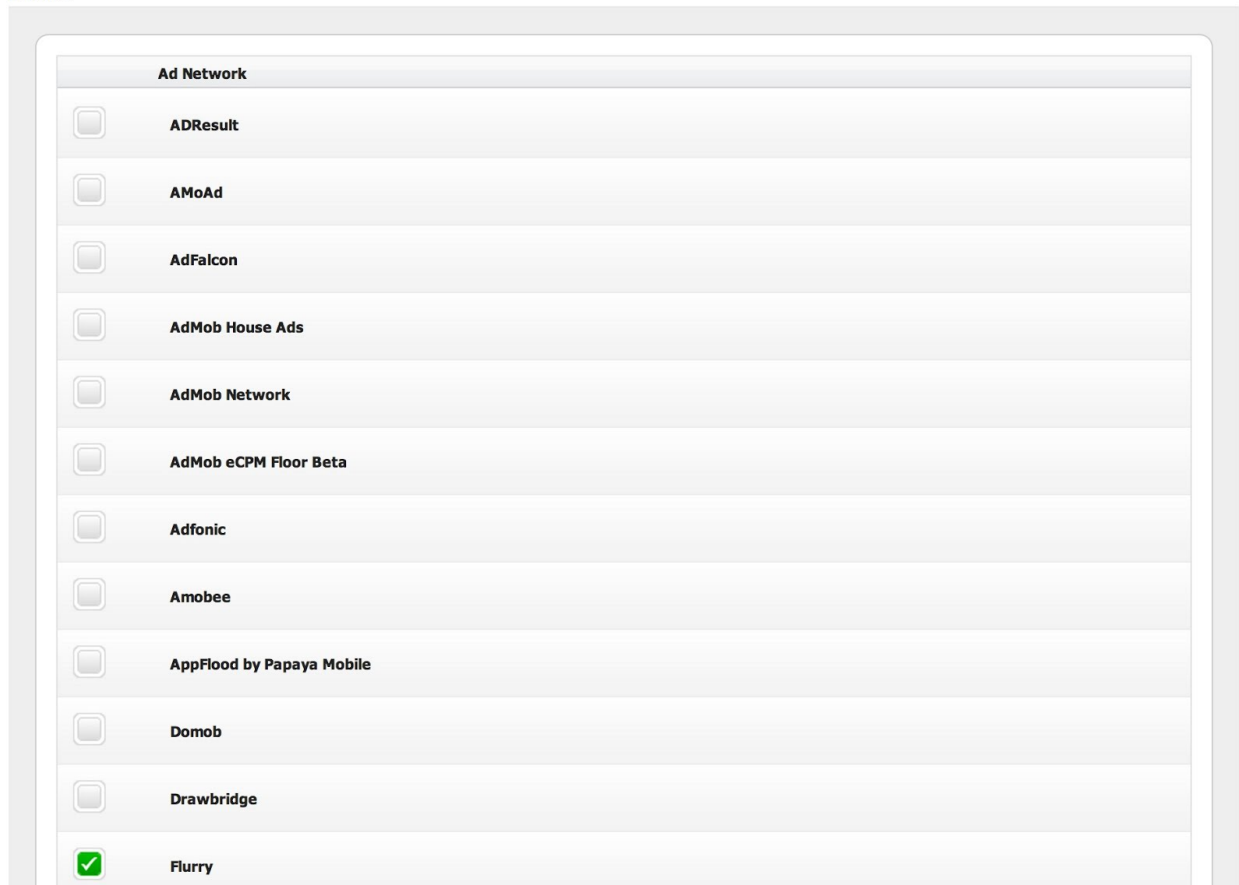
- Name:** Bannerandroid
- Platform:** Android (dropdown)
- Ad Size:** Banner – Typically 320x50 (dropdown)
- Automatic Refresh:**
 - ☐ No refresh
 - ☒ Refresh rate: 60 seconds (12 - 120 seconds)

 At the bottom right, there are buttons for 'Save & Continue' and 'cancel'.

- 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.

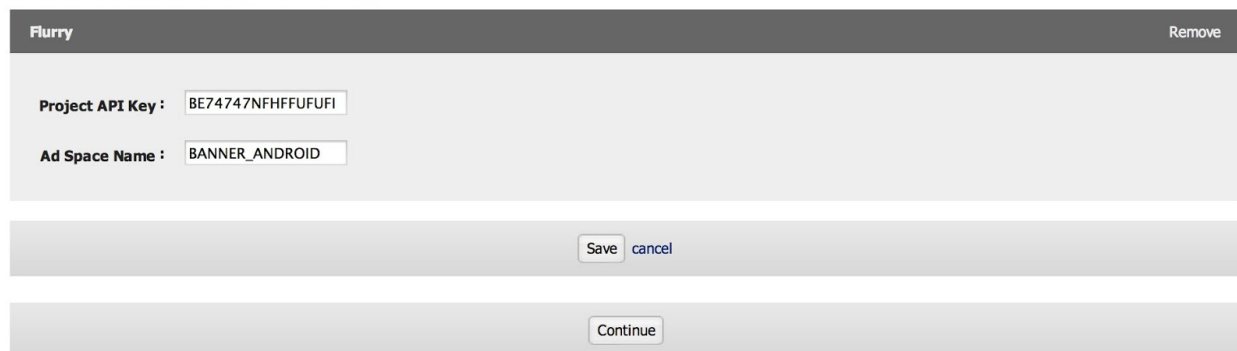
Choose Ad Networks:

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	
<input type="checkbox"/>	ADResult
<input type="checkbox"/>	AMoAd
<input type="checkbox"/>	AdFalcon
<input type="checkbox"/>	AdMob House Ads
<input type="checkbox"/>	AdMob Network
<input type="checkbox"/>	AdMob eCPM Floor Beta
<input type="checkbox"/>	Adfonic
<input type="checkbox"/>	Amobee
<input type="checkbox"/>	AppFlood by Papaya Mobile
<input type="checkbox"/>	Domob
<input type="checkbox"/>	Drawbridge
<input checked="" type="checkbox"/>	Flurry

Additional Ad Network Configuration Settings



Flurry		Remove
Project API Key :	<input type="text" value="BE74747NFHFFUFUFI"/>	
Ad Space Name :	<input type="text" value="BANNER_ANDROID"/>	
<div>Save cancel</div>		
<div>Continue</div>		

- 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.

[Sites & Apps](#)
[Ad Network Mediation](#)
[Bannerandroid](#)

Bannerandroid
[Edit](#)

Platform: **Android**

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

Mediation ID: **044bac2362ba4241**

[+ Add Ad Network](#)
[+ Add Custom Event](#)

Ad Network	Enabled	eCPM	Country Targeting
Flurry	<input checked="" type="checkbox"/>	\$ 0.00	Not Configured

[Save](#)
[cancel](#)

Note:

For banner placement: Make the following 2 changes to your AdBannerView:

- Specify your Mediation ID instead of your AdMob site ID as the adUnitID of your AdBannerView.
- Set the ad size of your AdBannerView to the ad size that you would like to show in this mediation placement (see the table below).

Size	GADBannerViewSize
Banner	AdSize.BANNER
Medium Rectangle	AdSize.IAB_MRECT
Full Banner	AdSize.IAB_LEADERBOARD

2.4 Requesting Ads

Follow the same instructions used for integrating AdMob ads into your application. 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 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 AdMob site to incorporate Flurry.

3. Mediate Flurry through DFP

This section is for DFP configuration setup. If you are mediating AdMob, skip to Step 2 (Mediate Flurry through AdMob).

3.1 Requirements:

- A Mediation ID
- Android SDK
- Google Play Services SDK for Android
- Runtime of Android 2.3.3 or later.
- Latest certified [Flurry Analytics and Ads SDK](#) and Flurry adapter.

3.2 Instructions for DFP:

- Download the [Flurry Android SDK](#). Record the API Key found on the download page. This will identify your app in the Flurry system.
- Add the Google Play Services SDK to your project. This is required for Android Advertising ID support also for AdMob. See [Google Play Service setup](#).
- Include the Flurry SDK (FlurryAndroidAnalytics-4.x.x.jar and FlurryAndroidAds-4.x.x.jar) in your project.
- Set Flurry ad space to not refresh [following instructions outlined here](#).
- 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](#).
- Create line item targeting to mobile device [following these instructions](#).
- Add the Ad unit ID obtained from the google [DFP site](#) to the application. The ad ID is obtained after generating ad tag [following these instructions](#).
- If you plan to run [ProGuard](#) on your APK before releasing your app, you will need to add the following to your "proguard.cfg" file:

```
-keep class com.flurry.** { *; }
-dontwarn com.flurry.**
-keepattributes *Annotation*,EnclosingMethod
-keepclasseswithmembers class * {
public <init>(android.content.Context, android.util.AttributeSet, int);
}

# Preserve Flurry mediation classes for DFP/AdMob Ads
-keep public class com.google.ads.mediation.flurry.**

# Google Play Services library
-keep class * extends java.util.ListResourceBundle {
    protected Object[][] getContents();
}
```

```

}

-keep public class
com.google.android.gms.common.internal.safeparcel.SafeParcelable {
    public static final *** NULL;
}

-keepnames @com.google.android.gms.common.annotation.KeepName class *
-keepclassmembernames class * {
    @com.google.android.gms.common.annotation.KeepName *;
}

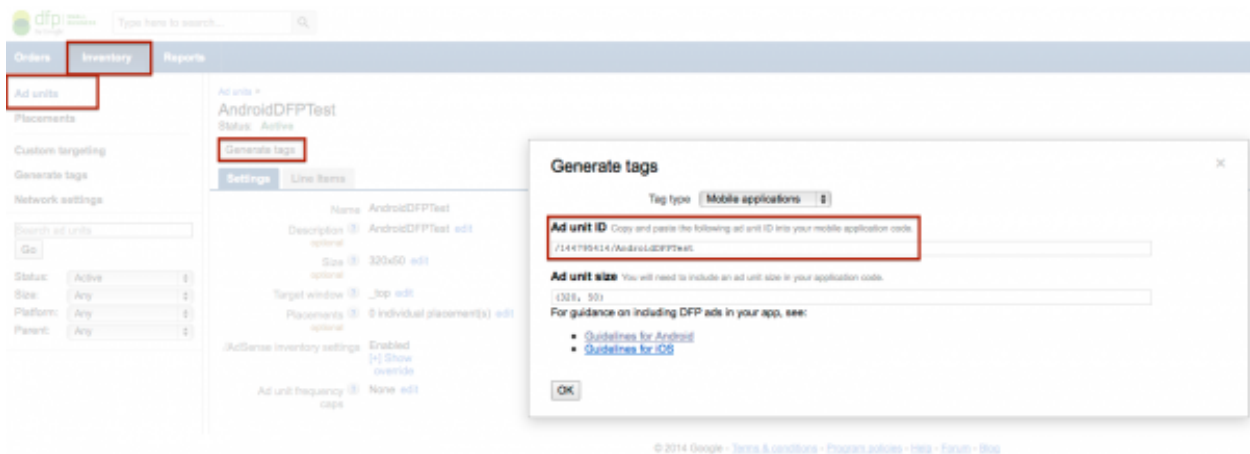
-keepnames class * implements android.os.Parcelable {
    public static final ** CREATOR;
}

```

3.3 Configuring DFP Ad Unit to mediate Flurry inventory

To enable mediation of Flurry inventory, log into the [DFP](#).

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



- Target a line item to mobile device [following these Instructions](#)

Orders Inventory Reports Admin Help

Test
FlurryAndroidMediation
FlurryIOSMediation

Orders
My orders
All orders
Delivering
Starting soon
Ending soon
Stalled
More

Line items
My line items
All line items
Delivering
Ready
Paused
More

Creatives
Creative templates

Line item: FlurryAndroidMediation
1 of 2 line items
History

Network Feb 27, 2014 3:00 PM PST - Mar 6, 2014 11:59 PM PST

Pause Add creatives More actions Run report

Impressions 8 Clicks 5 CTR 62.50% Progress 8

Creatives (1) Settings

Name FlurryAndroidMediation
Inventory sizes 320x50
Labels Add a label
Allow same advertiser exception
Comments optional

Settings
Type Network 12
Start time 2/27/14 3:00 PM PST
End time 3/6/14 11:59 PM
Goal 100 % of remaining impressions
Rate \$1.00 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 Saved targeting presets (0) Manage presets

Browse Search
Back >
Inventory filtered based on sizes (320x50). Show all
Filter by
Ad units
Placements
Include

Selected criteria
Inventory
Ad units
AndroidDPTest

1 item
Save selected criteria as a preset
Give this preset a name Save

Save

- Create SDK Mediation creative to include Flurry impressions into the ad serving flow following these instructions.

Orders **Inventory** **Reports**

Creatives for
 FlurryAndroidMediation ▾
 + Upload a creative

320x50
 AndroidMediation (SDK mediation creative)

Orders
 My orders
 All orders
 Delivering
 Starting soon
 Ending soon
 Starred
 More ▾

Line items
 My line items
 All line items
 Delivering
 Ready
 Paused
 More ▾

Creatives
 Creative templates

Flurry > Test > FlurryAndroidMediation >
Creative: AndroidMediation Active
 Type: SDK mediation creative Actual size: 320x50

Preview Settings

Association settings
 This creative is associated with 1 line item. [More info](#)

Line item Test > FlurryAndroidMediation Delivering
 Start time 2/27/14 3:00 PM PST override ☐
 End time 3/6/14 11:59 PM override ☐
 Size overrides 320x50 override ☐

Creative settings

Name AndroidMediation
 Target ad unit size 320x50
 Location data [?](#) Active
 Network timeout [?](#) 5000 milliseconds optional
 Ad networks 1 ×

Select network Flurry ▾
 Project API Key CJTYK55QZ2GGWPSKK
 Ad Space Name Banner
 Project API Key CJTYK55QZ2GGWPSKK

[Add network](#) Add a maximum of 5 ad networks

Orientation (mobile-[?](#)) Any ▾ only optional

Save

3.4 Requesting Ads for DFP

Follow the same instructions used for integrating DFP ads into your application. 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 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.

For additional details - please visit [DoubleClick for Publishers \(DFP\) Network Mediation](#)