



*Flurry Advertising*

## **Flurry Android Adapter for DFP**

**Adapter version 5.0.0.r1**

**Updated: 12/09/2014**

### **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;
}

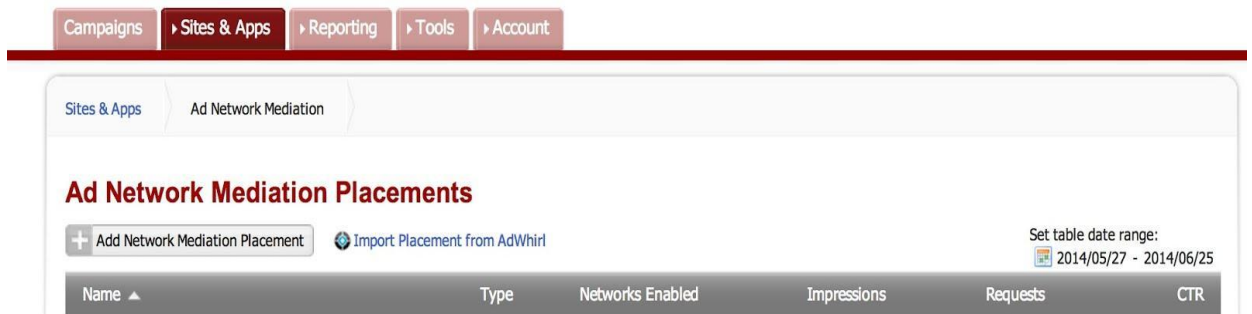
-keepnames @com.google.android.gms.common.annotation.KeepName class *
-keepclassmembernames class * {
    @com.google.android.gms.common.annotation.KeepName *;
}

-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).

Sites & Apps > Ad Network Mediation > Add Network Mediation Placement

## Add Network Mediation Placement

**Placement Details**

**Name:** Bannerandroid

**Platform:** Android

**Ad Size:** Banner – Typically 320x50

**Automatic Refresh:** ☐ No refresh  
☒ Refresh rate: 60 seconds  
*(12 - 120 seconds)*

[Save & Continue](#) [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 :**

**Ad Space Name :**

Save cancel

Continue

- 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"/>	\$ <input type="text" value="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-5.x.x.jar and FlurryAndroidAds-5.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.

The screenshot shows the Google Display Advertising (DFP) interface. The top navigation bar includes 'Orders', 'Inventory', and 'Reports'. The 'Inventory' tab is selected, and the 'Ad units' section is active. A search bar is at the top left. On the left sidebar, there are links for 'Placements', 'Custom targeting', 'Generate tags', and 'Network settings'. The main content area displays details for an ad unit named 'AndroidDFPTest' with status 'Active'. A 'Generate tags' button is highlighted. A modal dialog titled 'Generate tags' is open, showing the 'Tag type' as 'Mobile applications'. The 'Ad unit ID' field contains the value '7144795414/AndroidDFPTest'. The 'Ad unit size' field contains the value '(320, 50)'. Below these fields, there are links for 'Guidelines for Android' and 'Guidelines for iOS'. An 'OK' button is at the bottom of the dialog.

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- 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  
Network Feb 27, 2014 3:00 PM PST - Mar 6, 2014 11:59 PM PST  
Pause Add creatives More actions Run report

1 of 2 line items History

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  
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  
Inventory filtered based on sizes (320x50). Show all  
Ad units  
Placements  
Selected criteria  
Ad units  
AndroidDPPtest  
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](#)