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:

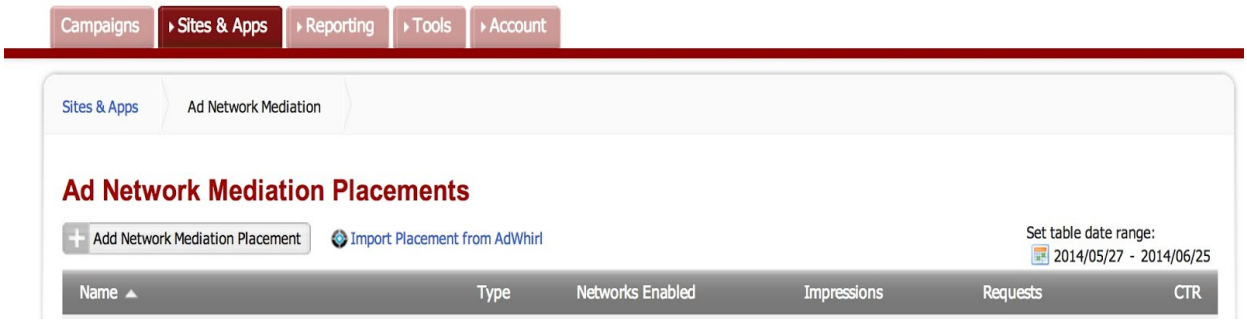
- Download the Flurry Android SDK. Record the API Key found on the download page. This will identify your app in the Flurry system.
- Add the Google Play Services SDK to your project. This is required for AdMob Ads and Android Advertising ID support. See Google Play Service setup.
- Include the Flurry 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;
}
```

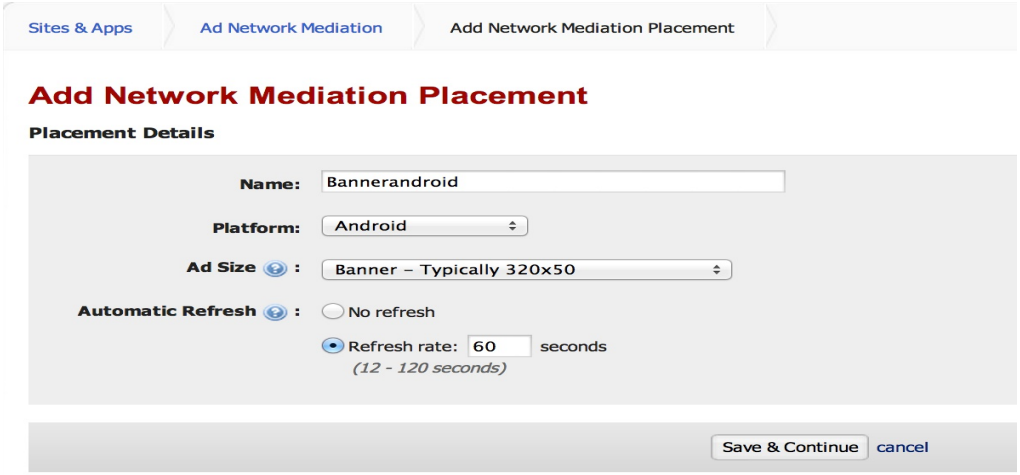
```
-keepnames @com.google.android.gms.common.annotation.KeepName class *
-keepclassmembernames class * {
   @com.google.android.gms.common.annotation.KeepName *;
}

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

2.3 Configuring AdMob Ad Unit to mediate Flurry inventory

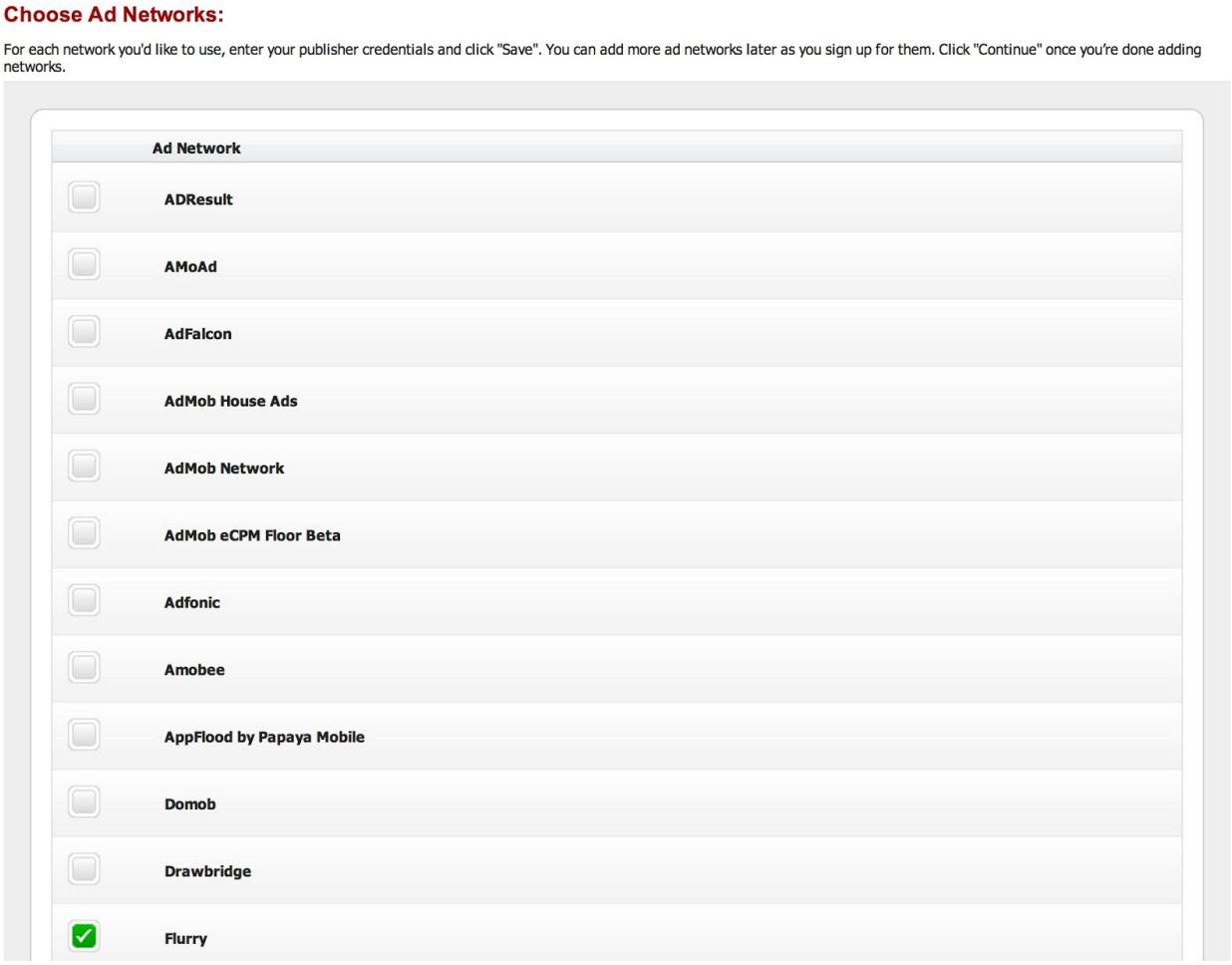
- From the mediation side, please log into Admob, click on Sites & Apps and choose Ad Network Mediation.



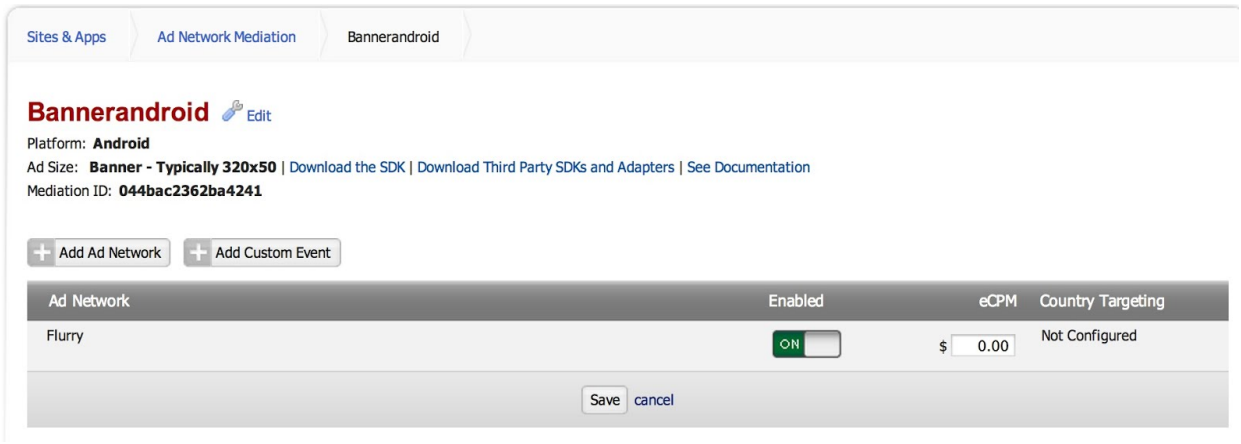
- After selecting Ad Network Mediation Placement, Select a name for the placement and choose platform and ad size (Note: Flurry for Advertisers (FFA) currently supports 320x50 banners, 728x90 banners and interstitial. For medium-rectangle, please enable the corresponding Flurry adspace to serve RTB ads).



- 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.



- 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.



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:

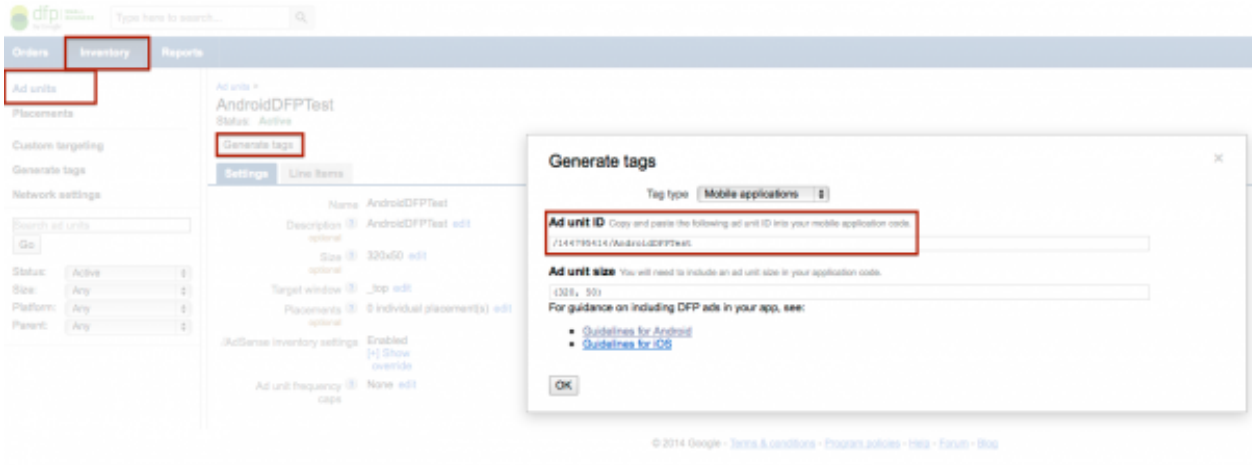
```
-keep class com.flurry.** { *; }
-dontwarn com.flurry.**
-keepattributes *Annotation*,EnclosingMethod
-keepclasseswithmembers class * {
public <init>(android.content.Context, android.util.AttributeSet, int);
}

# 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;
}
```

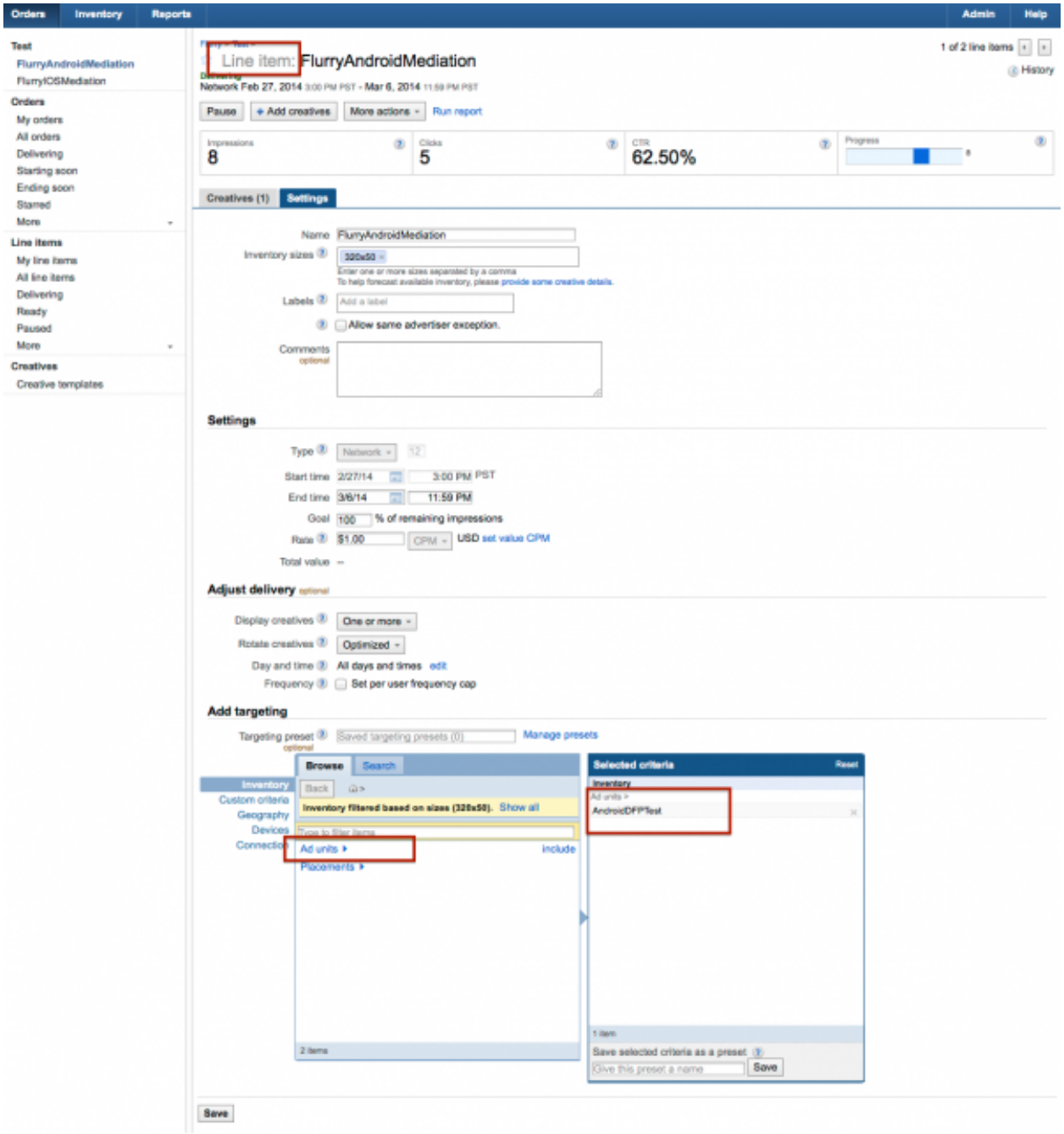
3.3 Configuring DFP Ad Unit to mediate Flurry inventory

To enable mediation of Flurry inventory, log into the DFP.

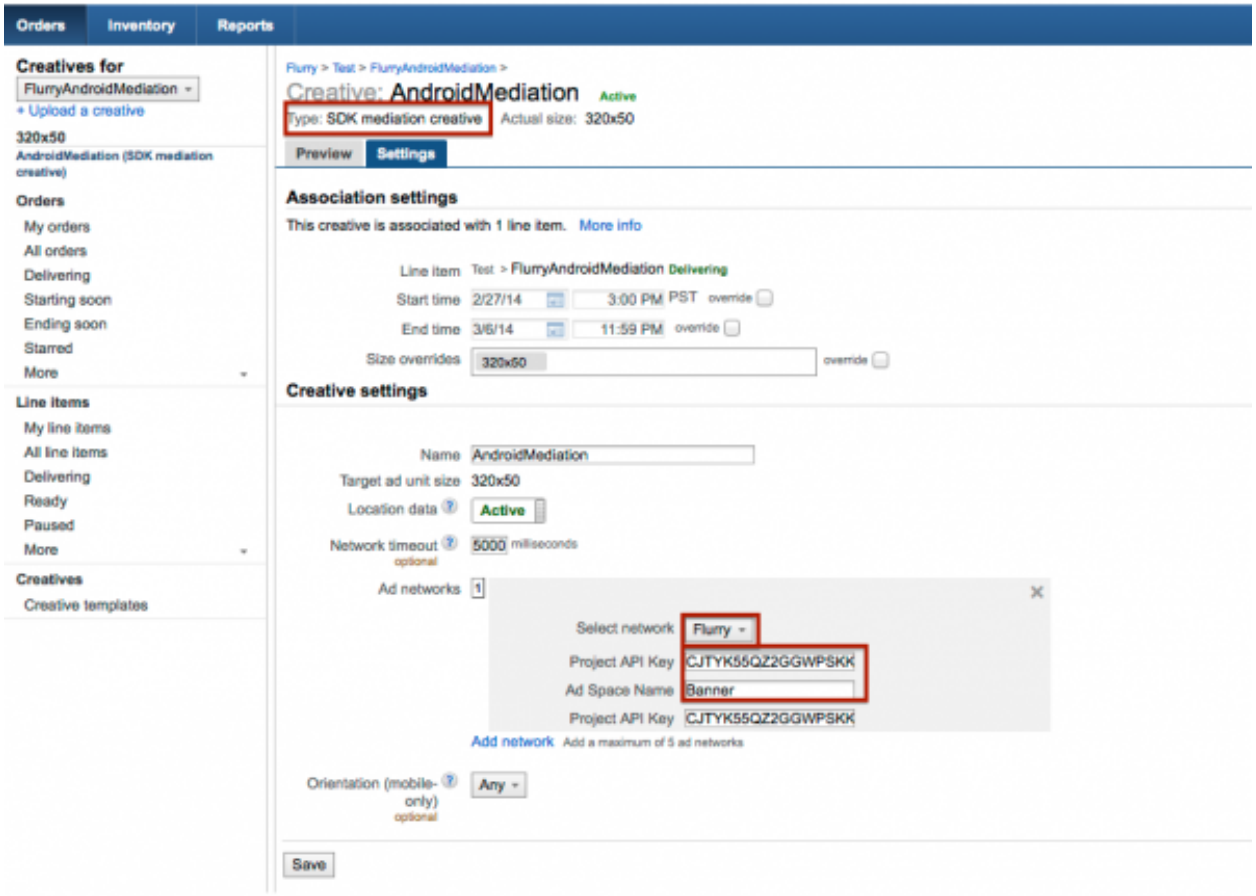
- Click on Inventory tab
- Select the ad unit for which you are extending with Flurry mediation. This unit's ad unit id (found under Generate Tags) is used in the code to reference it.



- Target a line item to mobile device following these Instructions



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



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