



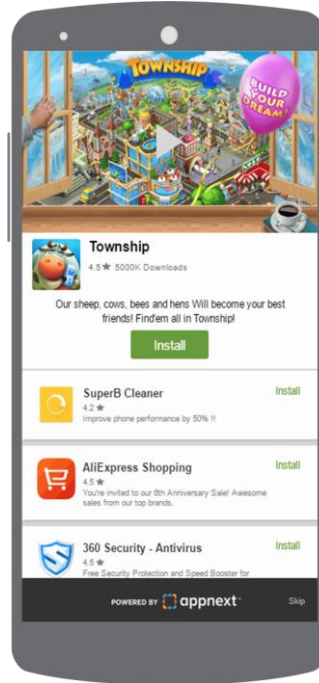
Integration Tools Documentation

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This script making via **Appnext Native JS**
Appnext & Adsnata is partners

The AdsNaTa Interstitial JS tag features a top converting video ad and a few other apps your users may be interested in.

Optimized for any device, and internet connectivity, AdsNaTa's Interstitial has fast load time, inviting users to discover new apps or re-engage with their favorites, maximizing both engagement and eCPM.



AdsNaTa Account & ID

1. Register for an AdsNaTa Account:

You must first create an account with AdsNaTa to be able to use this ad unit's features.

2. Get a Unique ID:

To get started, add a new App via the AdsNaTa Self-Service Platform, then copy the Placement ID, contact Account Manager for get this correct per developer (make sure to copy the Placement ID for both Android and iOS apps).

Unique ID

A unique ID called a "Placement ID" is required for all inbound requests. A Placement ID is a 32- character string generated by AdsNaTa for every registered app.

Change log

08/06/2017

- Added support to use the Interstitial together with other Mobile Web tags
- Added onError parameter to invoke JS function when the impressions is not filled (unlikely)

19/02/2017

- Videos are now auto-playing on mute by default

01/11/2016

- New param added for Ad Server Integration

19/04/2016

- New templates
- Fixed bugs

25/01/2015

- Changed the tag code
- Improved support for iOS
- Added a default black background image for the video
- Added improved support for landscape orientation
- Added the 'sub_id' attribute to the tag
- Improved the support for different browsers
- Layout improvements
- Fixed bugs and improved performance

31/12/2015

- Added a new parameter for setting the creative type (video, image, managed)
- Image placeholder is now displayed for most videos
- Fixed bugs and improved performance

Interstitial Integration

Important Notes:

- You can add only one Interstitial ad unit per webpage
- Note that these tags are intended for websites only and are not supported when integrated in mobile apps
- If you are interested in integrating tools of this kind for your apps, please review the SDK section. The Interstitial ad unit is available for both platforms – IOS and Android as well.

Embed this Javascript Tag in your mobile webpage as close as possible to the `</body>` Tag:

```

<code><script type="text/javascript">
var AdsNaTa = {
    android_id: 'ADD_HERE_YOUR_PLACEMENT_ID',
    ios_id: 'ADD_HERE_YOUR_PLACEMENT_ID',
    cat: '',
    pbk: '',
    b_title: '',
    b_color: '',
    auto_play: '',
    timeout: '',
    times_to_show: '',
    times_to_show_reset: '',
    creative: 'managed',
    subid: '',
    ad_server: 'false'
};

(function() {
    var _s=document.createElement('script');
    _s.type='text/javascript';
    _s.async=true;
    _s.src= 'https://adsnata.com/ads/manage_script.js' ;
    (document.body)?document.body.appendChild(_s):document.head.
appendChild(_s);
    }) ();
</script></code>

```

Where can I find my Placement ID?

Your Placement ID can be found in your account at: Apps-> Settings Icon-> Settings & Placements-> Placement ID (make sure to copy the Placement ID for both Android and iOS apps).

Parameter	Description	Example	Notes
android_id (Placement ID)	a 32-character string generated by AdsNaTa for every registered app/mobile-web app (Android) that is required for all inbound requests. Mobile Web requires to open both an iOS and Android Apps.	android_id=0fa643ba-a3e5-4f01-bf49-89354fbd0562	Mandatory

Parameter	Description	Example	Notes
ios_id (Placement ID)	a 32-character string generated by AdsNaTa for every registered app/mobile-web app (iOS) that is required for all inbound requests. Mobile Web requires to open both an iOS and Android Apps.	id=21164cba-a3e5-4f2c-bfd9-8d354dbd0e62	Mandatory
cat	Set specific app categories to display (see full list below)	cat:'Arcade%20%26%20Action'	Optional
pbk	Postback parameters value		Optional
b_title	Set the title of the button displayed on each banner. The default value is "Install".	b_title:'Install'	Optional
b_color	Install button color.The default color is set to "#6AB344"	b_color:'#6AB344'	Optional
auto_play	Video is auto playing by default. Default value is set to true. Optional values are : true/false		Optional
timeout	Set a timeout to close the interstitial, in seconds (The default will not have a timeout)		Optional
times_to_show	The number of times to show the interstitial to every user (The default is unlimited)		Optional, but mandatory if the parameter times_to_show_reset is used
times_to_show_reset	The period of time in which the times_to_show will take effect, in minutes	Default value is 1 minute	Optional, but mandatory if the parameter times_to_show is used
creative	Set a creative type which will be display in the focus of the unit.The default value is "managed". * managed – both video and image * video – video creative * static – image creative	creative:'managed'	Optional – Recommended to leave it, as AdsNaTa will automatically apply the most relevant creative

Parameter	Description	Example	Notes
subId	Sub ID parameters		Optional
ad_server	In case you are not working through adServer, set the param value to false	Default is set to true	Optional
onError	Error callback in case the impression is not served	onError: function() { ... };	Optional

Important notes:

1. Make sure not to remove the ' '
2. When using multiple categories, make sure to use the following format:
app_category,app_category,app_category Categories with 2 words, for example: Arcade & Action must be encoded in the following format: Arcade%20%26%20Action
3. If you are interested in receiving a Postback, please make sure to set your Postback URL under your app's settings in "Apps" / "Settings & Placements" / "Advanced Settings". And then add your Postback macro to the pbk parameter.

We offer postback with the following parameters: postback-token, revenue and app-package. Please make sure to indicate the parameters you would like us to send.

4. In case of Capping /Geo Targeting/end of banner inventory no landing page will be open.

Adding more than one tag

Adding different tags on the same page

If you would like to add another tag to your page in addition to the interstitial, you will need to make to set each extra AdsNaTa <div> element ID (Interstitial tag stays the same). In order to do so, you will need to set the element ID within each tag `ph` (placeholder) parameter.

Example:

```
<code><!-- The interstitial tag: -->
<script type="text/javascript">
  var AdsNaTa = {
    android_id: 'ADD_HERE_YOUR_PLACEMENT_ID',
    ios_id: 'ADD_HERE_YOUR_PLACEMENT_ID',
    cat: '',
    pbk: '',
    b_title: '',
    b_color: '',
    auto_play: '',
    timeout: '',
    times_to_show: '',
    times_to_show_reset: '',
    creative:'managed',
    subid: '',
    ad_server:'false'
  };
  (function(){
    var _s=document.createElement('script');
    _s.type='text/javascript';
    _s.async=true;
    _s.src= 'https://adsnata.com/ads/manage_script.js' ;
    (document.body)?document.body.appendChild(_s):document.head.
appendChild(_s);
  }) ();
</script>

<!-- The second tag: Recommendation Widget -->
<div
```

```

id="AdsNaTa_recommendation"> </div>
<script type="text/javascript">
  var AdsNaTa_Widget = {
    parent_url: window.location.origin,
    android_id: 'ADD_HERE_YOUR_PLACEMENT_ID',
    ios_id: 'ADD_HERE_YOUR_PLACEMENT_ID',
    ph: 'AdsNaTa_recommendation', // Make sure that the div element id
is set here
    cnt: '',
    pbk: '',
    mute: '',
    creative:'',
    subid:'',
    b_title:'',
    b_color:'',
    title:'',
    ad_server:''
  };
  (function(){
    var _s=document.createElement('script');
    _s.type='text/javascript';
    _s.async=true;
    _s.src='https://adsnata.com/ads/m.js' ;
    (document.body)?document.body.appendChild(_s):document.head.
appendChild(_s);
  }) ();
</script></code>

```

Integration Support

Should you have any problems integrating the product, log a ticket with us by emailing info@adsnata.com

App Categories:

Android:

1. Action
2. Adventure
3. Arcade
4. Arcade & Action
5. Board
6. Books & Reference
7. Brain & Puzzle
8. Business
9. Card
10. Cards & Casino
11. Casino
12. Casual
13. Comics
14. Communications
15. Education
16. Educational
17. Entertainment
18. Family
19. Finance
20. Health & Fitness
21. Libraries & Demo
22. Lifestyle
23. Live Wallpaper
24. Media & Video
25. Medical
26. Music
27. Music & Audio
28. News & Magazines
29. Personalization
30. Photography
31. Productivity
32. Puzzle
33. Racing

34. Role Playing
35. Shopping
36. Simulation
37. Social
38. Sports
39. Sports Games
40. Strategy
41. Tools
42. Travel & Local
43. Trivia
44. Weather
45. Word

iOS:

1. Action
2. Adventure
3. Arcade
4. Board
5. Books
6. Business
7. Card
8. Casino
9. Catalogs
10. Dice
11. Education
12. Educational
13. Entertainment
14. Family
15. Finance
16. Food & Drink
17. Graphics & Design
18. Health & Fitness
19. Kids
20. Lifestyle
21. Medical
22. Music
23. Navigation
24. News
25. Photo & Video
26. Productivity
27. Puzzle
28. Racing
29. Reference
30. Role Playing
31. Simulation
32. Social Networking
33. Sports
34. Strategy
35. Travel
36. Trivia
37. Utilities
38. Weather