# Interview/java/adserver

Aus AditionWiki

## Goal

Implementation of an ad server

- serving of ads
- configuration

## User Stories

- The customer wants to serve ads. The ad server should deliver the advertising media as JSON and/or XML.
- An advertising media ("ad") is composed of a title, image, and a target URL for clicks.
- The customer wants to be able to define advertising spaces for placement of ads on a website
    - Advertising spaces are identified by a unique id which is sent in the ad request
- Once an advertising space for a website is defined, only advertising media with matching dimensions may be served
    - Example: if an advertising space has a dimension of 100x100, only advertising media with 100x100 may be served
- The ads must not be static. They should be selected randomly from the pool of available advertising media
- Advertising media should be grouped by advertising campaigns so it is possible to activate/deactivate multiple ads at once.
- Campaigns must have an active/inactive flag
- Campaigns may have periods of validity, time spans in which the contained advertising media may be served
- Campaigns have a limit how often the contained ads may be served. Once the limit is reached, no ads from the campaign are to be served.
    - It should be accessible how often ads from the campaign have been served
- It should be possible to define optional targeting filters for a campaign in order to limit the dispatchment to target audience
    - It should be possible to filter based on the day of week and/or the hour of the day (time-targeting)
    - It should be possible to filter based on a HTTP cookie-value (cookie-targeting)
    - It should be possible to filter based on the HTTP referrer

- Ads should only be served if all filters match
- The configuration should be per customer.
- Configuration must be exposed via SOAP API
- Access must be password protected.

Bonus:

- It should be possible to assign categories to advertising spaces and filter campaigns to only deliver on spaces belonging to categories specified in the category filter.
  - The categories should be inventoried, so only assignment of categories known to the system should be possible.
  - The categories should have a tree structure.
  - The the category filter should match also on descendants of the categories configured in the filter.

# Guidelines

## Technologies

- Project management:
  - maven
- Programming languages:
  - Java
- JEE:
  - JPA
  - JAXB
  - JAX-RS
  - JAX-WS
  - Servlet
  - ...
- TestNG or JUnit

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