Voltari-Adfonic Integration

Phase 1 – Protocols and Interfaces

Version: 0.1d

Overview

1	When >0 Voltari Creative is eligible to serve
2	A Voltari Creative won the bid
3	Asynchronous tracking pixel
4	A click on a Voltari creative
5	302 Redirect to a Voltari URL
6	Voltari responsible for delivering user to final destination
7	A user "converts" in some way known to Voltari
8	Voltari knows the Adfonic Impression ID that caused the conversion (preferred)
9	Voltari knows the Application ID and Device ID that installed an app

Impression Interface

Adfonic will take a template from Voltari with space for the following parameters:

Name	Description
Impression ID	UUID, identical to the Impression ID in the Madison-Reco protocol
Creative ID	UUID, identical to the Impression ID in the Madison-Reco protocol

The service will live in a Voltari-controlled environment and will be called **asynchronously**. The service **must** return a 1x1 pixel in a regular image format, with a Content-Type header correctly describing the returned mime-type.

Click Interface

Adfonic will take a template from Voltari with space for the following parameters:

Name	Description
Impression ID	UUID, identical to the Impression ID in the Madison-Reco protocol
Accountable	0 | 1, indicates where Adfonic will count the click
URL	URL-encoded string representing the Destination URL of the Creative

The service will live in a Voltari-controlled environment and will be called **synchronously** with the user click, but after the Adfonic click handling. The service **must** force the user to the URL as specified in the URL parameter, by any cross-platform compatible method.

Madison-Reco Protocol

The core purpose of the Madison-Reco Protocol is to present the list of eligible (pre-filtered for the opportunity) Voltari Creatives as well as a description of the current opportunity in terms of device, size, geo-location and user and to receive a weighted subset of this creative list to allow Adfonic to bid on Voltari's behalf.

The Madison-Reco protocol is based off OpenRTB v2.0, and uses JSON as serialization format. Unless explicitly mentioned any required field or object will be present, any optional field will be optional and any type or format constraints will be identical to the ones as described in the OpenRTB v2.0 specification.

In the current proposal we don't expect to send fields not listed in the below specification.

All requests will be made as a HTTP POST, and the expectation is that a relatively large amount of requests will be sent across a single TCP connection to amortize any TCP session startup cost.

Request: Top-Level Object

```
{ id: <Impression ID>,
  imp: [<impresson object>],
  site | app: <site or app object>,
  device: <device object>,
  user: <user object>,
  ext: <extensions object>
}
```

Notes:
The id field is a UUID, like: 078afd27-2d61-41a2-afef-543b8c06c9ee.

Request: Impression Object

```
{ id: 1,
  banner: {
     w: <Width of banner>,
     h: <Height of banner>
   },
  ext: {
    fcr: [ Creative External ID ]
  }
```

Notes:
The id field will always be 1.
Creative External IDs are UUIDs, like: 078afd27-2d61-41a2-afef-543b8c06c9ee.
There will always be at least one Creative ID and it will always belong to a Voltari controlled Advertiser.

Request: Site Object

```
{ id: <Publication External ID>,
  cat: [ <IAB category> ],
  ref: <Referring URL>,
}
```

Notes:
Presence of this field indicates that the opportunity is on a mobile site.
The Publication External IDs are UUIDs, like:
078afd27-2d61-41a2-afef-543b8c06c9ee.
There will always be at least one category.

Request: App Object

```
{ id: <Publication External ID>,
  ver: <Version of app>
  ref: <Referring URL>,
}
```

Notes:
Presence of this field indicates that the opportunity is on a mobile application.
The Publication External IDs are UUIDs, like:
078afd27-2d61-41a2-afef-543b8c06c9ee.
There will always be at least one category.

Request: Device Object

```
{  dnt: 0|1
    ua,
    ip,
    language,
    make,
```

```
    model,
    os,
    osv,
    connectiontype: <Wifi/3G>
    geo: {
      lat/lon
      zip
      city
      country
      type: GPS/IP derived/User Provided
}
```

Notes:
Make/model/OS are all as derived by Adfonic.
When geo.type is set to "IP derived" all fields are Adfonic derived, based on the IP.
If it is set to "GPS" all fields are Adfonic derived, minus "lat" and "lon".

Request: User Object

```
{
  id,
  yob,
  gender,
}
```

Notes:
The id will be guaranteed to be unique per-user, per-exchange, if provided.

Request: Extensions Object

```
{
  device_id: {
    dpidsha1: <SHA1(UDID | Android.SECURE_ID)>,
    hifa: <SHA1(String representation of identifierForAdvertisers)>,
    adtruth: <Ad Truth identifier>
  }
  source: "Madison"
}
```

Notes:
All fields in device_id are currently optional.
All device_id fields are strings.

Response: Top-Level Object

```
{ id: <Adfonic Impression ID>,
  seatbid: [
    { id: <Creative External ID>,
      bidid: 1,
      price: 0.0,
      weight: <int 0-1000> // Voltari specified
    }
  ]
}
```

Notes:
Impression ID and External ID are UUIDs and must match their counterparts in the request.
The bidid field is always 1. The price is always 0.0.
Voltari to supply preferred format for “weight” value.

A “no bid” response indicating that no Voltari ads are eligible to serve on this particular opportunity can be achieved by returning a 204 No Content response.

Advertiser API

Find a description of the Advertiser API here: http://developer.adfonic.com/index.php/Advertiser_API. It will require a working Adfonic account and an associated developer key.

Publication Meta-Data Interface

Currently proposed is a format like:

Name	**Presence**	**Type, comments**
Publication ID (AdSpace ID)	Mandatory	UUID
Publication Name	Mandatory	String
Publication Description	Optional	String
Publication URL/ID	Mandatory	String
Publication Type	Mandatory	“site” or “app”, controls meaning of the URL/ID field
Content Category	Mandatory	String, IAB category