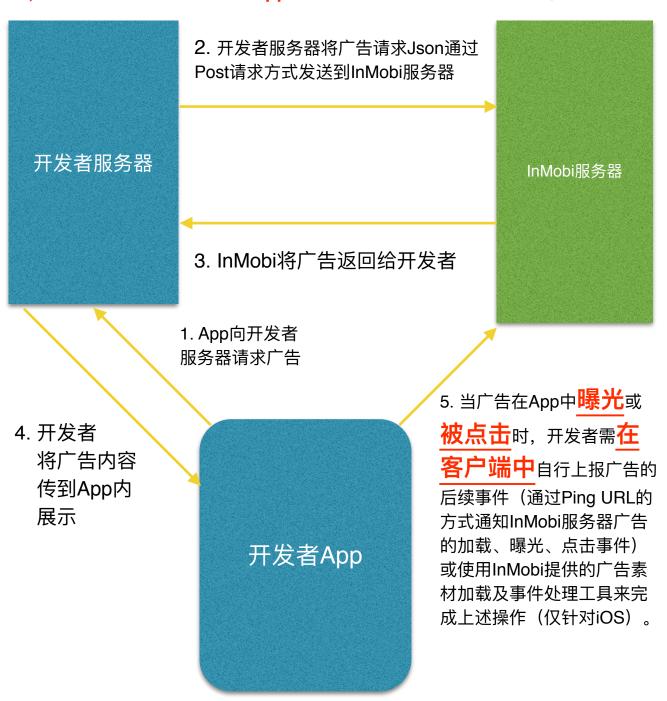
InMobi原生广告 API v3 集成文档

I.简介

如果您不能通过InMobi SDK接入InMobi原生广告,可以选择通过API - Server to Server的方式接入InMobi原生广告。注意:使用API集成必须遵循下图描述的方式,不允许开发者从客户端(App)发送API请求到InMobi服务器。



Ⅱ. 广告请求

1. 请求终端

http://api.w.inmobi.cn/showad/v3 或 https://api.w.inmobi.cn/showad/v3

返回Base64加密的广告内容

http://api.w.inmobi.cn/showad/v3.1 或 https://api.w.inmobi.cn/showad/v3.1 或 https://api.w.inmobi.cn/showad/v3.1 或

返回不加密的广告内容

海外请求端:

http://api.w.inmobi.com/showad/v3.1 或 https://api.w.inmobi.com/showad/v3.1 或 https://api.w.inmobi.com/showad/v3.1 或

2.必要的请求头:

Header: Content-Type Value: application/json

3. Json请求体参数说明

Json对象名	参数名	参数值类型	参数说明	
арр	id	String	在InMobi平台注册应用生成的原生广告位ID(Placement ID)	
арр	bundle	String	App的BundleID,需要和在InMobi注册的AppStoreURL中应用的BundleID一致	
imp.native(仅限原生广 告)	layout	Integer	该值传0即可	
imp.banner	h	Integer	Banner 该值传50, Interstitial 该值传480	
(仅限 banner、 interstitial广 告)	w	Integer	Banner/Interstitial 该值传320	
imp	secure(仅限iOS 设备)	Integer	该值传0时InMobi返回以http或https开头的链接,传1时仅返回 https开头的链接。(如果您App全局禁用了ATS属性,则传 0,否则传1)	
imp	trackertype(仅 限原生)	String	该值传"url_ping"即可,表明以ping URL的方式通知InMobi广告事件	
imp.ext	ads	Integer	该值可传1-10,表明一次广告请求返回广告的个数,通常传3。若传其他值时需要提前和InMobi商务和技术沟通	
device	ifa (仅限iOS设 备)	String	iOS设备的IDFA值(大写)	

device	gpid (仅限 Android设备)	String	安装了Google Service Framework的Android设备的Google Advertising ID(中国不支持GSF的设备,可以不传此项)	
device	md5_imei (仅限 Android设备)	String	移动设备IMEI的MD5加密值,Android设备必传	
device	sha1_imei (仅 限Android设备)	String	移动设备IMEI的SHA1值,Android设备必传	
device	o1 (仅限 Android设备)	String	取Android ID的小写40位SHA1值传入,Android设备必传	
device	um5 (仅限 Android设备)	String	Android ID 的小写MD5 加密值	
device	ua	String	移动设备的WebView User-Agent(用户代理)值,明文	
device	ip	String	当前移动设备所处网络的公网IP(非局域网IP)	
ext	responseformat	String	该值传"json",表明广告内容以Json字符串形式返回	
device.geo	lat	float	该设备GPS位置的纬度值 (能够获取到就传)	
device.geo	lon	float	该设备GPS位置的经度值 (能够获取到就传)	
device.geo	accu	float	该值表示经纬度精确度,无法获取时传0即可 (能够获取到就 传)	
user.ext	age	Integer	该值表示用户年龄,需为正整数 (能够获取到就传)	
user	gender	String	该值表示用户性别,传"m"表示男性,"f"表示女性 (能够获取到就传)	

关于User-Agent参数的特殊说明

InMobi广告体系中需要用到Webview UA, 而非系统原始UA或自定义UA。详见下列示例:

正确的Webview 或浏览器 UA示例:

Android: Mozilla/5.0 (Linux; Android 5.1.1; Nexus 5 Build/LMY48B) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/43.0.2357.93 Mobile Safari/537.36

iOS: Mozilla/5.0 (iPhone; CPU iPhone OS 8_2 like Mac OS X) AppleWebKit/600.1.4 (KHTML, like Gecko) Version/8.0 Mobile/12D436 Safari/600.1.4

错误的UA示例:

Android: kan_2.3.12(GT-N7100,Android23) 或 Dalvik/1.6.0 (Linux; U; Android 4.4.4; OPPO R7 Build/KTU84P) 等

iOS: 类似CFNetwork/711.1.12 或 Darwin/14.0.0 或 xxxxxx/7.1.5 (iPhone; iOS 9.1; Scale/2.00) 等

类型

可选参数(强烈建议开发者根据自身情况传入以提高广告价格)Json对象名 参数名 参数值 参数说明

可选参数 (强烈建议开发者根据自身情况传入以提高广告价格)

device.geo	type	Integer	该值表示经纬度信息来源: 1:通过GPS定位 2:通过IP地址定位	
device.geo	city	String	用户所在城市名称: "Shanghai" "Beijing" 等等	
device.geo	country	String	国家代码: ISO-3166-1-alpha-3 中标明的国家代码	
device	connectiontype	Integer	1: Ethernet 2: WIFI 3: CELLULAR UNKNOWN 4: 2G 5: 3G 6: 4G	
device	carrier	String	表示运营商名称,例如"ChinaMobile", "ChinaUnicom", "ChinaTelecom"	
device.ext	locale	String	表示移动设备中系统的Locale属性值	
device.ext	orientation	Integer	该值表示屏幕朝向 1: 竖屏 2: 反向竖屏 3: 横屏 4: 反向横屏 (横屏是指手机设备头部在左侧 home键在右侧)	
app.ext	reftag	String	供流量聚合平台使用,用来区分使用同一PlacementID的不 同流量来源	
regs	сорра	Integer	(美国流量需要传)传1表示符合美国FTC协会制定的 COPPA法规,0表示不符合	

4.POST请求Json样例

iOS平台

```
"app": {
"id": "1463152075376",
"bundle": "com.inmobi.test"
  },
"imp": {
      "native": {
         "layout": 0
     },
"secure": 0,
kertype
      "trackertype": "url_ping",
      "ext": {
         "ads": 3
   "device": {
     "ifa": "FC0F3445-0FCE-40EE-8646-3CA8BB2663EA",
"ua": "Mozilla/5.0 (iPhone; CPU iPhone OS 8_2 like Mac OS X) AppleWebKit/600.1.4 (KHTML, like
Gecko) Version/8.0 Mobile/12D436 Safari/600.1.4",
      "ip": "3.0.119.0",
      "geo": {
         "lat": 40.7127,
         "lon": 74.0059,
         "accu": 0
      },
```

```
"carrier": "ChinaUnicom",
    "connectiontype": 2,
    "ext":{
        "orientation":1
    }
},
"user": {
        "yob": 1990,
        "gender": "m",
        "keywords": "gamer",
        "ext": {
            "age": 25
    }
},
"ext": {
        "responseformat": "json"
}
```

Android平台

```
"app": {
    "id": "1447831129334",
    "bundle": "com.inmobi.test"
 },
"imp": {
"aativ
    "native": {
       "layout": 0
    "secure": 0,
    "trackertype": "url_ping",
    "ext": {
       "ads": 3
    }
  "device": {
    "gpid": "8defa752-d901-4066-9d59-4623a74d4493",
    "md5_imei":"c3d1ea622c3eef40d68c18539f85992a",
    "sha1_imei":"53e562b9723479166df2748992b2a97d920e084d",
    "o1": "a1c058dac07ccb635de5559489ca46bbf016e1e7",
    "ua": "Mozilla/5.0 (Linux; Android 5.1.1; Nexus 5 Build/LMY48B) AppleWebKit/537.36
(KHTML, like Gecko) Chrome/43.0.2357.93 Mobile Safari/537.36",
    "ip": "3.0.119.0",
    "geo": {
       "lat": 40.7127,
       "lon": 74.0059,
       "accu": 0
    "carrier": "ChinaUnicom",
    "connectiontype": 2,
    "ext": {
       "orientation": 1
    }
```

```
"user": {
    "yob": 1990,
    "gender": "m",
    "keywords": "gamer",
    "ext": {
        "age": 25
    }
},
"ext": {
    "responseformat": "json"
}
```

更多广告样式请求详见附录

III. 广告响应

广告响应中的内容默认以UTF-8编码,HTTP请求体中包含了所有的广告内容。

1) Native Json响应格式:

```
"ads": [
  {
      "pubContent": {},
      "landingPage": "",
"beaconUrl": "",
      "eventTracking": {
         "1": {
            "urls": [
            "urls": [
            "urls": [
         },
"120": {
            "urls": [
"requestId": ""
```

```
2) Native广告响应样例
   "ads": [
         "pubContent":
pubcontent:
"eyJ0aXRsZSI6IIZpdmEgU2xvdHMgTGFzIFZIZ2FzIC0gRnIiLCJkZXNjcmlwdGlvbiI6Ikluc3RhbGwgVml2YSBTbG90cyBWZWdhcyBUb2RheSBhbmQgc3Rh
cnQgc3Bpbm5pbmcgdG9kYXkhVml2YSBTbG90cyBWZWdhcyBoYXMgdGhIIG1vc3QgcmVhbGlzdGijlHNsliwiaWNvbiI6eyJ3aWR0aCl6MzAwLCJoZWlnaH
QiOjlMwMCwidXJsIjoiaHR0cDovL3VhYy1hc3NldHMuaW5tb2JpY2RuLm5ldC8xMDE3MDY0NTQxLXVzLTE0NTQ1NjA0MDAzMDIiLCJhc3BlY3RSYXRpbyI
6MS4wfSwic2NyZWVuc2hvdHMiOnsid2lkdGgiOjQ4MCwiaGVpZ2h0IjozMjAsInVybCl6Imh0dHA6Ly9yLmVkZ2UuaW5tb2JpY2RuLm5ldC9GaWxlRGF0YS9i
NWM3MGI0Y11NjNILTQwMWMtODA5Zi04NGE0YTAzNTdkYWUucG5nliwiYXNwZWN0UmF0aW8iOjEuNX0sImxhbmRpbmdVUkwiOiJodHRwczovL2l0dW
 5lcy5hcHBsZS5jb20vY24vYXBwL3ZpdmEtc2xvdHMtdmVnYXMtY2FzaW5vL2lkMTAxNzA2NDU0MT9tdD04liwiY3RhIjoiaW5zdGFsbClslnJhdGluZyl6NS4w
fO=="
AAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFlhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBUCAAA/-1/AA/
6/7fee29f1".
         "eventTracking": {
"http://et.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4Qkly
NjYzRUEifQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/Y29tLmlubW9iaS50ZXN0/
FuCnEiao0NmD7lSEABIYODVMTXU0RHo0NDJsWUt5WUl6TVh1ZDBuMmVGblRFMWdlM2dYWkM5c0t4NmQvbTNkMHdlK3N4UT09GAZOQVRJVkUcF
AAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFlhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBUCAAA/-1/AA/
6/7fee29f1?m=1&ts=$TS"
          },
"8": {
"urls": [
"http
                  "http://et.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4Qkly
NjYzRUEifQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/Y29tLmlubW9iaS50ZXN0/
FuCnEiao0NmD7lSEABIYODVMTXU0RHo0NDJsWUt5WUl6TVh1ZDBuMmVGbIRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09GAZOQVRJVkUcF
AAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFIhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBUCAAA/-1/AA/
6/7fee29f1?m=8&ts=$TS",
"http://c.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4Qkly
NjYzRUEifQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/1/0/x/12467575/NW/2t/0/api/3.0.0/dir/Y29tLmlubW9iaS50ZXN0/
FuCnEiao0NmD7lSEABIYODVMTXU0RHo0NDJsWUt5WUl6TVh1ZDBuMmVGblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09GAZOQVRJVkUcF
AAUAhwcFoDAmJWA0qSo-
 wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFIhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBUCAAA/-1/AA/
6/1c390b28?at=1&am=0&ct=$TS",
                  "https://app.adjust.com/72cvon?idfa=FC0F3445-0FCE-40EE-8646-3CA8BB2663EA&inmobi_click_id=7da84948-0153-1000-
 c76f-3e9e5a2c0093"
           },
"18": {
"-----|
"urls": [
"http://et.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4Qkly
NjYzRUEifQ---/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/Y29tLmlubW9ia550ZXN0/
 -uCnEiao0NmD7lSEABIYODVMTXU0RHo0NDJsWUt5WUl6TVh1ZDBuMmVGblRFMWdlM2dYWkM5c0t4NmQvbTNkMHdlK3N4UT09GAZOQVRJVkUcF
AAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFIhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBUCAAA/-1/AA/
6/7fee29f1?m=18&ts=$TS"
           },
"120": {
uns . [
"http://au.w.inmobi.com/c.asm/C/-1/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/-1/7da84948-0153-1000-c73c-3e9da61c8393/-1/0/-1/0/0/x/-1/NW/-1/0/
api/3.0.0/dir/Y29tLmlubW9iaS50ZXN0/BCoCOBpud2FkcG9vbC1wcm9kMTAwMS5hZHMuaGtnMQA/-1/
HBaAwJiVgNKkqPsBFtnxm57L2ODDcQAW4KcSFqjQ2YPuVBactrv9yr3k1yYVABUCGAZOQVRJVkUYODVMTXU0RHo0NDJsWUt5WUl6TVh1ZDBuMmV
GblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09AA/6/30ed30d2?m=120&ts=$TS"
        }
   ],
"requestId": "7da84907-0153-1000-e700-3eb000000090"
```

3)Banner&Interstitial 广告响应样例:

```
{
    "ads":[
    {
```

"guicContent".

Tediolowiw-Calgic Casa CVIZZHKICAgic Agic Assown VSBu VVIIPS Jzawwscagyd Cig Yzaud Gwidolod Micro 1272° V Maz Towl CBlawspo VVILNIYV VIPS TEM Congress of Agic Agic Cagic NvbkhEUEkxNDcyMDM0Mjg1LnBuZyl+CiAglCAglCAglCAglDwvYm9keT4KPC9odG1sPgo=", "adtype": "banner", "width": 320. "height": 50 "requestId": "e7257dab-015b-1000-f200-0010000000b0"

pubContent: 如果您选择返回加密的广告内容,则需要用BASE64解码,获取原生广告内容的Json。此Json的格式和内容与SiteID在后台绑定的原生广告Json模板的格式和内容一致。

[注意!] 如果您使用的parser获取到的pubContent仍含有未被转义的内容,例如\u003d\u003d,则需要您先处理转义,再进行base64解码,否则可能出现乱码。

上例中Native广告 pubContent解密后的结果为:

```
"title": "Viva Slots Las Vegas - Fr",
        "description": "Install Viva Slots Vegas Today and start spinning today! Viva Slots Vegas has the most
realistic sl".
        "icon": {
                "width": 300,
                "height": 300,
                "url": "http://uac-assets.inmobicdn.net/1017064541-us-1454560400302",
                "aspectRatio": 1.0
        "screenshots": {
                "width": 480,
                "height": 320,
                "url": "http://r.edge.inmobicdn.net/FileData/b5c70b4b-a63e-401c-809f-84a4a0357dae.png",
                "aspectRatio": 1.5
       "landingURL": "https://itunes.apple.com/cn/app/viva-slots-vegas-casino/id1017064541?mt=8",
        "cta": "install",
        "rating": 5.0
```

上例中Banner&Interstitial广告 pubContent解密后的结果为HTML, webview直接展示即可:

eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ 0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEifQ~~/ca0d9776-0159-1000-ee66-38a46c1e0093/-1/411p/-1/0/0/40.71269989013672,74.00589752197266,0.0/13779426/NW/2t/0/api/

3.0.0/dir/Y29tLmlubW9iaS5kZW1vYXBw/

FvCTCRYAFta48rroVFcAAAAAAADwPzQAEhg4NUxNdTREejQ0MmxZS3lZSXpNWHVkMG4yZUZuVEUxZ 0gzZ1haQzlzS3g2ZC9tM2Qwd0grc3hRPT0YBkJBTk5FUhwUABQCHBwW 7-36r-itPJrFtndsvyC1-

PglwAWxN7fpp2TiM-yARUAEgAAOQUiFAAWloqp6t9RKD1wZXJmLWFkcG9vbC1za3lob29rcHJvZDUwMDJfcGVyZl9oa2cxX3Blc mYtYWRwb29sX3NreWhvb2twcm9kFAQSJpr5FhwVAgAsFQIAUwEm8JMJFQASGAUwLjA3NQA=/-1/AA==/ 7/844b2836?m=18" width="1" height="1" style="display:none;" /> </body></html>

集成Native广告的开发者可以直接解析Json中的内容,按需填充到App中的广告位。

title	标题
description	描述详情
icon	小图标
screenshots	大图
landingURL	不使用
cta	不使用
rating	不使用

landingPage: 广告最终的落地页,开发者必须使用此字段作为广告的跳转 页打开。

<*以下内容十分重要,建议参考上一页的响应样例>

eventTracking: 上报原生广告的后续行为: 曝光和点击:

注意: 所有eventTrackingURL都必须在客户端ping出, 且HTTP GET请求中, User-Agent要与广告请求中的ua值保持一致(客户端上报广告事件URL时,请求头中的 UA通常需要修改为Webview UA)

当广告在App中曝光给用户时,需要**在客户端**执行eventTracking中编号为<u>18</u>下 所有的URL(通常为一个或两个)来通知InMobi服务器广告的曝光行为:

http://et.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/

eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtO DY0Ni0zQ0E4QklyNjYzRUEifQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/ Y29tLmlubW9iaS50ZXN0/

FuCnEiao0NmD7ISEABIYODVMTXU0RHo0NDJsWUt5WUl6TVh1ZDBuMmVGblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdlK3N4UT09 GAZOQVRJVkUcFAAUAhwcFoDAmJWA0qSo-

wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFlhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBU CAAA/-1/AA/6/7fee29f1?m=18&ts=\$TS

当广告在App中被用户点击时,需要**在客户端**同时执行eventTracking中编号为 8下的所有URL(通常为两个或三个)来通知InMobi服务器广告的点击行为:

http://et.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/

eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEifQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/Y29tLmlubW9iaS50ZXN0/

FuCnEiao0NmD7ISEABIYODVMTXU0RHo0NDJsWUt5WUI6TVh1ZDBuMmVGblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09GAZOQVRJVkUcFAAUAhwcFoDAmJWA0qSo-

wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFlhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBUCAAA/-1/AA/6/7fee29f1?m=8&ts=\$TS

http://c.w.inmobi.com/c.asm/C/t/ecdg3a7bgl/1blu/q/2m/ba/u/0/0/0/

eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJJREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEifQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/1/0/x/12467575/NW/2t/0/api/3.0.0/dir/Y29tLmlubW9iaS50ZXN0/

FuCnEiao0NmD7ISEABIYODVMTXU0RHo0NDJsWUt5WUI6TVh1ZDBuMmVGbIRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09 GAZOQVRJVkUcFAAUAhwcFoDAmJWA0qSo-

wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFlhQAFtDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhl8FQIALBU CAAA/-1/AA/6/1c390b28?at=1&am=0&ct=\$TS

https://app.adjust.com/72cvon?idfa=FC0F3445-0FCE-40EE-8646-3CA8BB2663EA&inmobi_click_id=7da84948-0153-1000-c76f-3e9e5a2c0093

说明 (适用于单独集成API3.0产品的开发者,使用InMobi开屏lib产品的开发者可忽略):

- 1. 所有上述eventTracking中的广告行为链接,最后的\$TS宏需要先用从epoch (00:00:00 UTC on 1 January 1970)起的毫秒数替换后再ping出到InMobi服务器。
- 2. Ping链接的方式为用http client向URL发送HTTP(s) GET请求,以收到2000K的返回码为ping通标志。
- 3. 我们强烈建议添加重试机制,即在ping URL失败时重试,以免由于ping链接失败对您的 广告数据和收入造成损失。

关于API集成的一些特殊规则说明:

- InMobi是移动广告平台,所有的广告都是针对移动设备的(通常是 Android和iOS平台的手机,平板等设备但不包含iPod和iTouch)。
- 2. InMobi平台的广告要求开发者实时请求,实时展示。具体时限为:请求到的广告要在45分钟之内上报广告曝光;如果当次广告发生了点击,时限为请求到广告之后的3小时以内;若过期则当前广告作废,要再次请求新的广告进行填充。
- 3. 请求到的每一只广告,只能上报一次曝光和一次点击(如果有)。如果上传了多次曝光和点击,都会算作非法的ping。

4. InMobi按照一次广告的**请求/响应**来区分广告。即使两次请求返回了

		检查请求体是否匹配广告形式? Native/Banner/Interstitial
	报400 Bad Request	请InMobi的BD或PM帮助确认您的 账户状态是否审核
		各项必传参数是否有缺失?
使用样例JSON body替换您的		参数key是否书写正确?
placementID请求广告	有广告返回,需对比检查您的请求	传入值类型是否符合要求? String / Integer / Double等
	体: (可以使用Postman测试请求,逐 项检查排出问题)	设备表示符即ifa值或gpid/iem/o1/ um5 值的格式是否符合要求?
		ua值是否为标准webview UA或浏 览器UA?
		ip值是否为公网IP?

内容相同的广告,我们认为这是两个不同的广告,广告的曝光和点击 产生的费用都是分别计算的。我们也没有类似广告ID这样的标识来区 分不同广告。

请求出错自检:

附录:

Android Native Json demo 请求样式:

```
{
   "app": {
      "id": "1472960895725",
      "bundle": "com.inmobi.com"
   },
   "imp": {
      "native": {
         "layout": 0
      },
```

```
"secure": 0,
    "trackertype": "url_ping",
     "ext": {
       "ads": 1
    }
  },
  "device": {
    "gpid": "8defa752-d901-4066-9d59-4623a74d4493",
    "iem": "123456789123456",
     "o1": "5adb76818713cd2796f9fddc8d26084d2dcb4a32",
    "ua": "Mozilla/5.0 (Linux; Android 5.1.1; Nexus 5 Build/LMY48B) AppleWebKit/
537.36 (KHTML, like Gecko) Chrome/43.0.2357.93 Mobile Safari/537.36",
    "ip": "106.39.48.50",
    "geo": {
       "lat": 40.7127,
       "lon": 74.0059,
       "accu": 0
    },
    "carrier": "ChinaUnicom",
     "connectiontype": 2,
    "ext": {
       "orientation": 1
    }
  },
  "user": {
    "yob": 1990,
    "gender": "m",
    "keywords": "gamer",
    "ext": {
       "age": 25
```

```
"ext": {
     "responseformat": "json"
}
```

Android Banner Json demo 请求样式:

```
"app": {
    "id": "1475353304288",
    "bundle": "com.inmobi.com"
  },
  "device": {
    "gpid": "8defa752-d901-4066-9d59-4623a74d4493",
    "iem": "863472026489440",
    "o1": "3fe074df52699debf40a9f405eb46d0e7db1207a",
    "ua": "Mozilla/5.0 (Linux; U; Android 4.1.1; zh-cn; MI 2SC Build/
JRO03L) AppleWebKit/534.30 (KHTML, like Gecko) Version/4.0 Mobile Safari/
534.30",
    "ip": "61.49.105.27",
    "geo": {
       "lat": 40.7127,
       "lon": 74.0059,
       "accu": 0
    }
  },
  "user": {
    "yob": 1990,
    "gender": "m",
    "keywords": "gamer",
    "ext": {
       "age": 25
```

```
},
"ext": {
    "responseformat": "json"
},
"imp": {
    "secure": 0,
    "ext": {
        "ads": 1
      },
      "banner": {
        "h": 50,
        "w": 320
      }
}
```

Android Interstitial Json demo 请求样式:

```
{
   "app": {
      "id": "1475353304288",
      "bundle": "com.inmobi.com"
},
   "device": {
      "gpid": "8defa752-d901-4066-9d59-4623a74d4493",
      "iem": "863472026489440",
      "o1": "3fe074df52699debf40a9f405eb46d0e7db1207a",
      "ua": "Mozilla/5.0 (Linux; U; Android 4.1.1; zh-cn; MI 2SC Build/
JRO03L) AppleWebKit/534.30 (KHTML, like Gecko) Version/4.0 Mobile Safari/
534.30",
      "ip": "61.49.105.27",
      "geo": {
            "lat": 40.7127,
            "lon": 74.0059,
      "ion": 74.0059,
```

```
"accu": 0
  }
},
"user": {
  "yob": 1990,
  "gender": "m",
  "keywords": "gamer",
  "ext": {
     "age": 25
  }
},
"ext": {
  "responseformat": "json"
},
"imp": {
  "secure": 0,
  "ext": {
     "ads": 1
  },
  "banner": {
     "h": 480,
     "w": 320
  }
}
```

IOS Native Json demo 请求样式:

```
"app": {
    "id": "1474961274731",
    "bundle": "com.inmobi.demoapp"
},
```

```
"imp": {
    "native": {
       "layout": 0
    },
    "secure": 0,
    "trackertype": "url_ping",
    "ext": {
       "ads": 3
  },
  "device": {
     "ifa": "C23B4F8C-4BDF-4899-9A52-B36C632927CB",
     "ua": "Mozilla/5.0 (iPhone; CPU iPhone OS 9_1 like Mac OS X) AppleWebKit/
601.1.46 (KHTML, like Gecko) Version/9.0 Mobile/13B143 Safari/601.1",
     "ip": "106.39.48.50",
     "geo": {
       "lat": 40.7127,
       "lon": 74.0059,
       "accu": 0
    },
    "carrier": "ChinaUnicom",
    "connectiontype": 2,
    "ext": {
       "orientation": 1
    }
  },
  "user": {
    "yob": 1990,
    "gender": "m",
    "keywords": "gamer",
    "ext": {
       "age": 25
```

```
}
},
"ext": {
    "responseformat": "json"
}
```

IOS Banner Json demo 请求样式:

```
"app": {
    "id": "1457129410091",
    "bundle": "com.inmobi.demoapp"
  },
  "device": {
    "ifa": "FC0F3445-0FCE-40EE-8646-3CA8BB2663EA",
    "ua": "Mozilla/5.0 (iPhone; CPU iPhone OS 8_2 like Mac OS X) AppleWebKit/
600.1.4 (KHTML, like Gecko) Version/8.0 Mobile/12D436 Safari/600.1.4",
    "ip": "61.49.105.27",
    "geo": {
       "lat": 40.7127,
       "lon": 74.0059,
       "accu": 0
    },
    "carrier": "ChinaUnicom",
    "connectiontype": 2,
    "ext": {
       "orientation": 1
    }
  },
  "user": {
    "yob": 1990,
    "gender": "m",
    "keywords": "gamer",
```

```
"ext": {
     "age": 25
  }
},
"ext": {
  "responseformat": "json"
},
"imp": {
  "secure": 0,
  "ext": {
     "ads": 3
  },
  "banner": {
     "h": 50,
     "w": 320
  }
```

IOS Interstitial Json demo 请求样式:

```
{
   "app": {
      "id": "1457129410091",
      "bundle": "com.inmobi.demoapp"
},
   "device": {
      "ifa": "FC0F3445-0FCE-40EE-8646-3CA8BB2663EA",
      "ua": "Mozilla/5.0 (iPhone; CPU iPhone OS 8_2 like Mac OS X) AppleWebKit/
600.1.4 (KHTML, like Gecko) Version/8.0 Mobile/12D436 Safari/600.1.4",
      "ip": "61.49.105.27",
      "geo": {
            "lat": 40.7127,
            "lon": 74.0059,
      "
```

```
"accu": 0
  "carrier": "ChinaUnicom",
  "connectiontype": 2,
  "ext": {
     "orientation": 1
  }
},
"user": {
  "yob": 1990,
  "gender": "m",
  "keywords": "gamer",
  "ext": {
     "age": 25
  }
},
"ext": {
  "responseformat": "json"
},
"imp": {
  "secure": 0,
  "ext": {
     "ads": 3
  },
  "banner": {
     "h": 480,
     "w": 320
  }
```