InMobi RTB API Specifications

Version 2.3

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# Welcome to Programmatic Buying

Real-time bidding (RTB) allows entities to buy mobile inventory programmatically through an online auction, where each auction is for a specific ad placement or impression.

The InMobi RTB platform follows the standards set by OpenRTB Version 2.0.

# Integration and Testing

## Registering Bidder URL with InMobi

Please [contact us](mailto:am.dcp@inmobi.com?subject=RTB-Demand%20Support) to register your bidder URL with the InMobi RTB platform.

On registering your bidder with our RTB platform, InMobi will configure an RTB test to send requests to your platform.

## Ensuring Receipt of Win Notifications

During the test you will see a limited volume of live traffic from InMobi. You should start receiving Win notifications on bids that you win in the auction. Please check and confirm that you are receiving the notifications. For more information, please see the section on [win notifications.](#_Win_Notifications)

# Getting Started

## Version

The InMobi RTB platform follows the standards set by [OpenRTB Version 2.0](#http://www.iab.net/media/file/OpenRTB_API_Specification_Version2.0_FINAL.PDF). The RTB version is set in the request header with a custom header parameter, *x-openrtb-version*.

***x-openrtb-version: 2.0;***

This parameter allows bidders integrated with multiple exchanges, and following different versions, to process a bid request appropriately.

## Bid Request

### Bid Request Object Hierarchy

|  |  |  |  |
| --- | --- | --- | --- |
| **Object** | **Supported** | **OpenRTB 2.0 Reference** | **Extensions** |
| Bid Request  *(Top level object)* | Yes | 3.3.1 | No |
| Impression | Yes | 3.3.2 | Yes |
| Banner | Yes | 3.3.3 | Yes |
| Video | No | 3.3.4 | No |
| Site | Yes | 3.3.5 | No |
| App | Yes | 3.3.6 | No |
| Content | No | 3.3.7 | No |
| Publisher | No | 3.3.8 | No |
| Producer | No | 3.3.9 | No |
| Device | Yes | 3.3.10 | Yes |
| Geo | Yes | 3.3.11 | No |
| User | Available in future versions. | 3.3.12 | No |
| Data | Available in future versions. | 3.3.13 | No |
| Segment | Available in future versions. | 3.3.14 | No |

### Bid Request Extensions

#### Banner Object

|  |  |
| --- | --- |
| **Field** | **Description** |
| *adh* | Indicates that the request supports adhesive banner units  0: Not Supported  1: Supported |
| *orientation* | The orientation of the device.  portrait: Orientation is portrait  landscape: Orientation is landscape |
| *orientationlock* | Whether orientation lock is enabled in the device  0: Not enabled  1: Enabled |

#### Device Object

|  |  |
| --- | --- |
| **Field** | **Description** |
| *idfasha1* | Sha1 hashed privacy aware unique identifier on iOS6 and above.  Replacement for UDID. |
| *Idfamd5* | MD5 hashed privacy aware unique identifier on iOS6 and above.  Replacement for UDID. |

### Sample Bid Request

{

"id": "8489536c-17f9-4362-9e0b-a9f2964bd9a0",

"at": 2,

"tmax": 200,

"cur": ["USD"],

"bcat": [

"IAB2-10",

],

"badv": [

"www.king.com",

"www.line.com"

],

"imp": [

{

"id": "ad825159-7611-46ab-a987-222e3164cbd1",

"banner": {

"w": 300,

"h": 50,

"id": "ad825159-7611-46ab-a987-222e3164cbd1",

"btype": [

3, 4

],

"battr": [

13

],

"ext": {

"adh": 0

"orientation": "portrait",

"orientationlock": 0,

}

},

"bidfloor": 0.40

}

],

"app": {

"id": "67825159-7611-46hb-a987-222e3164cbd1",

"appcat": [

"IAB2-1"

]

},

"device": {

"dnt": 1

"ua": "Mozilla/5.0 (iPhone; U; CPU like Mac OS X; en) AppleWebKit/420+ (KHTML, like Gecko) Version/3.0 Mobile/1A543a Safari/419.3",

"ip": "192.168.1.8",

"make": "Apple",

"model": "iPhone 3GS",

"os": "iOS",

"osv": "4.2.1",

"dpidsha1": "8248a74c6060ff89da9793e3d651dddc36a997f4",

"dpidmd5": "7669e3fe5b659658715d0687abfccdc5",

"devicetype": 5,

"geo": {

"lat": 37.73593192759468,

"long": -122.4481503906795,

"country": "USA",

“type”: 2

},

"ext": {

"idfasha1": "9547d68d1121ee89da9793e3d651dddc36d887e5"

"idfamd5": "9547d68d1121ee89da9793e3d651dddc36d887e5"

}

}

}

## Bid Response Object

### Bid Response Object Hierarchy

|  |  |  |  |
| --- | --- | --- | --- |
| **Object** | **Supported** | **OpenRTB 2.0 Reference** | **Extensions** |
| Bid Response  *(Top level object)* | Yes | 4.3.1 | No |
| Seat Bid | Yes | 4.3.2 | Yes |
| Bid | Yes | 4.3.3 | Yes |

### Bid Response Object

#### Bid Response Object

|  |  |
| --- | --- |
| **Field** | **Supported** |
| *id* | Yes. Mandatory. |
| *cur\** | No.  \* Only USD is supported. |
| *customdata* | No. |

#### Seat Bid Object

|  |  |
| --- | --- |
| **Field** | **Supported** |
| *seat\** | Yes. Mandatory.  \* InMobi provided advertiser id. |
| *group* | No. |

#### Bid Object

|  |  |
| --- | --- |
| **Field** | **Supported** |
| *id* | Yes. Mandatory. |
| *impid* | Yes. Mandatory. |
| *price* | Yes. Mandatory. |
| *adid* | Yes. |
| *nurl* | Yes. |
| *adm* | Yes. Mandatory.  Supported format: HTML. |
| *adomain* | Yes. Mandatory |
| *iurl* | Yes. Mandatory |
| *cid* | Yes. |
| *crid* | Yes. Mandatory |
| *attr* | Yes. Mandatory |
| *ext* | Yes. |

### Sample Bid Response

{

"id": "1234567890",

"seatbid": [

{

"bid": [

{

"id": "1",

"impid": " ad825159-7611-46ab-a987-222e3164cbd1",

"price": 0.60,

"adid": " 67825159-7611-46hb-j987-222e3164cbd1",

"adomain": [

"www.zeptolab.com"

],

“attr”: [

0,

1

],

"iurl": "http://adserver.com/pathtosampleimage",

"adm" : “”,

“nurl” : “”

}

],

"seat": " jk825159-7611-46fg-k987-222e3164cbd1"

}

],

"bidid": " da825159-6543-46ba-z987-222e3164cbd1",

"cur": ["USD"]

}

## Win Notifications

InMobi supports both client-to-server and server-to-server Win notifications. To enable this feature, the bidder must specify so in the bid response.

### Supported Win Notifications

|  |  |
| --- | --- |
| **Notification Type** | **How** |
| Client-to-server | Specify the notification URL in the bid response using the attribute *nurl*. InMobi will add the *nurl* to the *adm* before serving. Do not include a notification URL in the ad markup attribute *adm.*  \* InMobi will notify the Win URL on rendering of the ad markup. |
| Client-to-server *(alternative)* | Specify the *nurl* in the *adm*. In this format, InMobi will not ignore the *nurl* and not modify the *adm*.  *\** InMobi will notify the Win URL on rendering of the ad markup. |
| Server-to-server | Specify the *nurl* in the bid response.  *\** InMobi will notify the Win URL upon completion of the auction, before serving the response. |

### Win Notification Subscription Macros

Refer to section 4.6 of the OpenRTB 2.0 specification. The following macros are supported by InMobi.

|  |  |
| --- | --- |
| **Macro** | **Supported** |
| *auction\_id* | Yes |
| *auction\_bid\_id* | Yes |
| *auction\_imp\_id* | Yes |
| *auction\_seat\_id* | Yes |
| *auction\_ad\_id* | Yes |
| *auction\_price* | Yes |
| *auction\_currency* | No. Only USD is supported. |

## Auction Model

We use a standard second-price auction model. In the second-price auction, InMobi matches buyers’ targeting with sellers’ inventory and selects the buyer with the highest bid. The winning buyer pays a cent above the second-highest bid price. In case there is no second bid the winning buyer pays the floor price for the impression. Bids below the floor price are not considered in the auction. InMobi serves the ad from the buyer, who wins the auction.

## Ad Auditing

InMobi reviews the quality of ads served by the Ad Server on a regular basis. If our ad quality team reports that ads that don’t comply with our content guidelines, InMobi will penalize partners by suspending service.

To increase the coverage of this review, we expect all buyers to mandatorily send the following parameters in the bid response.

|  |  |
| --- | --- |
| **Attribute** | **Description** |
| **crid**  *(type: STRING)* | Creative ID for reporting content issues or defects. This could also be used as a reference to a creative ID that is posted with an exchange. |
| **iurl**  *(type: STRING)* | Sample image URL (without cache busting) for content checking. |
| **adomain**  *(type: ARRAY OF STRING)* | Advertiser’s primary or top-level domain for advertiser checking. This  can be a list of domains if there is a rotating creative. However, exchanges may mandate that only one landing domain is allowed. |
| **attr**  *(type: ARRAY OF INTEGER)* | Array of creative attributes. Accepted values for *attr* are mentioned in *Table 6.3 of OpenRTB specification.* |

Please note, any bid that does not have the above parameters in addition to the other mandatory parameters will be invalidated.

Please find our content guidelines [here](http://www.inmobi.com/terms/content-guidelines/).

We recommend that the buyer honor the ad blocks and category blocks present in the request at the time of serving in order to comply with these guidelines.

## InMobi Data Centers

|  |  |
| --- | --- |
| **Location** | **IP** |
| London | 173.245.116.244 |
| San Jose (US West Coast) | 174.140.140.132 |
| Massachusetts (US East Coast) | 216.205.25.244 |
| Massachusetts (US East Coast) | 174.140.157.38 |
| Massachusetts (US East Coast) | 174.140.158.8 |
| Hong Kong | 174.140.137.244 |