

PubMatic Android SDK

Developer Guide Document

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# Introduction

The PubMatic Android SDK makes it easy to incorporate ads into their Android applications.

The PubMatic Android SDK is completely modular, which provides the following benefits:

* You can integrate with either single or multiple ad formats at same time.
* Considerably reduces SDK size

Complete flexibility to choose between PubMatic and Mocean Ad Server

# Features

* PubMatic Android SDK supports following ad formats
  + Banner
  + Interstitial
  + Native
* PubMatic Android SDK supports latest Android version 6.0 Marshmallow
* Rich Media MRAID 2.0 compliant Banner ads

# Getting Started

## Prerequisites

1. Minimum Android SDK version 2.3, API level 9 or later
2. Compile with Android SDK version 4.3, API level 18 or later
3. Android Studio 1.5.0 or later
4. Android SDK tools 24.1.1 or later
5. Android Support Library 23.1.1 or later
6. Gradle 2.8 or later

# Download PubMatic SDK

You can download PubMatic Android SDK directly from the GitHub source code.

## Source Code Download from GitHub

PubMatic SDK is available as Open Source project for download from GitHub.

You can download or clone PubMatic SDK source from following path:

<https://git.pubmatic.com/PubMatic/pubmatic-sdk-android>

## Integration with Gradle-based projects

To integrate the PubMatic SDK as source code into your Android Studio project:

1. Copy the required modules from PubMatic-Android-SDK project as modules into your application project. Note that **common-sdk** module is mandatory for adding any ad format SDK.   
   For example: To integrate Banner ads into your application project, copy the **common-sdk** and the **banner-sdk** modules from PubMatic-Android-SDK to your project folder.
2. Modify your project's **settings.gradle** file.
3. Add PubMatic SDK's banner-sdk, common-sdk and modules**:   
   include :app, :common-sdk, and :banner-sdk**
4. Modify your project's **build.gradle** file and add the common-sdk and other required ad format modules as dependencies.  
   Please refer sdk-sample-app for sample implementation.

#### Example: Adding Dependencies

|  |
| --- |
| dependencies  {  // Add PubMatic common-sdk as Module dependency  Compile project(':common-sdk')  // Add PubMatic banner-sdk as Module dependency  Compile project(':banner-sdk')  // Add PubMatic native-sdk as Module dependency  Compile project(':native-sdk')  } |

# Integration with Eclipse-based Projects

If you are using the Eclipse IDE for your Android projects, you can include the PubMatic SDK as JAR library files.

**Note:** when you add SDK JAR files, make sure that you add **common-sdk.jar**.

Following is a list of SDK JAR files available with PubMatic SDK:

1. common-sdk.jar (Mandatory - Base SDK library)
2. banner-sdk.jar (For integrating Banner ads)
3. native-sdk.jar (For integrating Native ads)

While integrating SDK, you can add any one or multiple of the above SDK JAR files, per your requirement.

### Generating JAR files to use with Eclipse projects

You can also generate JAR files by running a custom gradle task. You must have gradle installed to run a gradle task.

Run the following gradle task from PubMatic SDK source project folder:

# PubMatic-Android-SDK $ **gradle exportJar**

Running this task successfully generates the JAR files in **SDK-JAR/** folder: for example: PubMatic-Android-SDK/SDK-JAR/common-sdk.jar

### Add SDK JAR files to Eclipse project

To integrate SDK with your Eclipse application, copy above generated JAR files to your projects libs/ folder. Make sure that these libraries are present in your projects classpath.

# Adding Permissions to the Manifest file

Declare the following security permissions in your manifest file (AndroidManifest.xml) to enable the SDK.

Table 1 Basic Permissions for the Manifest File

|  |  |
| --- | --- |
| Permission | **Description and Manifest file entry** |
| Internet | Access the Internet. Required for ad-content download.  <uses-permission android:name="android.permission.INTERNET" /> |
| Location | Use the phone network to obtain location information. This permission is needed as location detection in enabled by default in SDK. <uses-permission android:name="android.permission.ACCESS\_COARSE\_LOCATION" /> |
| Network State | Access the network state. Required for ad request parameter setting,  and MRAID support.  <uses-permission android:name="android.permission.ACCESS\_NETWORK\_STATE" /> |

Depending on the ad content you display in your app, the following might also be needed.

Table 2 Advanced Permissions for the Manifest File

| Permission | Description and Manifest file Entry |
| --- | --- |
| Fine Location | Use GPS to obtain location information.  <uses-permission  android:name="android.permission.ACCESS\_FINE\_LOCATION"/> |
| Phone State | Read state of phone data connection. Required for ad request parameter setting.  <uses-permission android:name="android.permission.READ\_PHONE\_STATE"/> |
| Read Calendar | Read calendar events. Needed if the MRAID ad makes use of calendar features.  <uses-permission android:name="android.permission.READ\_CALENDAR"/> |
| Write Calendar | Write calendar events. Needed if the MRAID ad makes use of calendar  features.  <uses-permission android:name="android.permission.WRITE\_CALENDAR"/> |
| Call Phone | Initiate a phone call. Needed if an ad makes use of the MRAID feature to place a phone call.  <uses-permission android:name="android.permission.CALL\_PHONE"/> |
| Send SMS | Send an SMS (text) message. Needed if an ad makes use of the MRAID  feature to send a text message.  <uses-permission android:name="android.permission.SEND\_SMS"/> |
| External Storage | Access the SD card storage area. Required for photo, and file access to support MRAID features.  <uses-permission  android:name="android.permission.WRITE\_EXTERNAL\_STORAGE"/> |

# Integrating Banner Ads

PubMatic SDK supports Banner ad serving from PubMatic as well as Mocean Ad Server.

To integrate a banner ad:

1. Decide where to put an ad in your UI.
2. Create the ad view.

Use one of the following ways to add the AdView components to your activity:

* Dynamically by creating the view in code and adding it to a layout
* Using an XML layout definition.

Example of creating a banner ad with each approach follows. Note that these examples show a small set of the ad view properties that you can use to customize the appearance and behavior of the ad view. The full set of View properties like margins, padding, orientation etc are also available for use as needed. You can refer attributes of Android [View](http://developer.android.com/reference/android/view/View.html#lattrs) class for more details.

Note: Before integrating any ad formats to your application, please make sure that you have added all necessary permissions in your applications manifest file.

## Layout Based Ad View Creation

1. Open the layout XML file for your activity.
2. Add the com.pubmatic.sdk.banner.PMBannerAdView component into the XML view.

#### Example: Mocean Ad Request

If you are using the Mocean ad server:

1. Use **channel="mocean"**.
2. Add placement details using the **zone** parameter.

|  |
| --- |
| <com.pubmatic.sdk.banner.PMBannerAdView  android:layout\_width="match\_parent"  android:layout\_height="50dp"  channel="mocean"  zone="<zoneId>" /> |

#### Example: PubMatic Ad Request

When you use the PubMatic ad server:

1. Specify **channel=pubmatic**.
2. Add AdTag details using the following parameters: **pubId**, **siteId, adId**, **adWidth**, and **adHeight**.

You can set and update these parameters from the code.

|  |
| --- |
| <com.pubmatic.sdk.banner.PMBannerAdView  android:layout\_width="match\_parent"  android:layout\_height="50dp"  channel="pubmatic"  pubId=<pubID>  siteId="<siteId>"  adId="<adId>"  adWidth="320"  adHeight="50" /> |

## Creating Code Based AdView

1. Import PubMatic’s object definitions into your Java class.

#### Example: Code-based AdView

|  |
| --- |
| // Banner Ad View Class  import com.pubmatic.sdk.banner.PMBannerAdView;  // Delegate for AdRequest events  import com.pubmatic.sdk.common.AdViewDelegate;  // For making request to Mocean Ad server  import com.pubmatic.sdk.banner.pubmatic.MoceanBannerAdRequest;  // For making request to PubMatic Ad server  import com.pubmatic.sdk.banner.pubmatic.PubMaticBannerAdRequest; |

1. Use code such as **Example: Mocean Ad Request** to create and setup a PMBannerAdView component

###### **Example: Mocean Ad Request**

|  |
| --- |
| PMBannerAdView banner = new PMBannerAdView(context);  RelativeLayout layout = (RelativeLayout) findViewById(R.id.parent);  LayoutParams params = new LayoutParams(LayoutParams.MATCH\_PARENT,  LayoutParams.WRAP\_CONTENT);  params.setLayoutDirection(RelativeLayout.ALIGN\_PARENT\_TOP);  layout.addView(banner, params);  MoceanBannerAdRequest adRequest = MoceanBannerAdRequest  .createMoceanBannerAdRequest(this, "<zoneId>");  // Make the ad request to Server  banner.execute(adRequest); |

###### **Example: PubMatic Ad Request**

|  |
| --- |
| PMBannerAdView banner = new PMBannerAdView(context);  RelativeLayout layout = (RelativeLayout) findViewById(R.id.parent);  LayoutParams params = new LayoutParams(LayoutParams.MATCH\_PARENT,  LayoutParams.WRAP\_CONTENT);  params.setLayoutDirection(RelativeLayout.ALIGN\_PARENT\_TOP);  layout.addView(banner, params);    PubMaticBannerAdRequest adRequest = PubMaticBannerAdRequest  .createPubMaticBannerAdRequest(PubRuntimeBannerActivity.this,  "<pubId>",  "<siteId>",  "<adId>");  adRequest.setAdSize(PUBAdSize.PUBBANNER\_SIZE\_320x50);  // Make the ad request to Server  banner.execute(adRequest); |

### Listening to Banner Ad Request callbacks

PubMatic Banner SDK provides **RequestListener** delegate through which you can receive Ad received / Ad failed callbacks.

#### Note: Make sure to set RequestListener on the banner AdView instance before calling execute() method.

#### Example: implementation of RequestListener

|  |
| --- |
| // First initialize banner ad view...  // Set Ad request listener  banner.setRequestListener(new PMBannerAdView.BannerAdViewDelegate.RequestListener() {  @Override  public void onFailedToReceiveAd(PMBannerAdView adView, Exception ex {  // Ad failed callback  // You can hide the ad view in this case  runOnUiThread(new Runnable() {  @Override  public void run() {  banner.setVisibility(View.GONE);  }  });  }  @Override  public void onReceivedAd(PMBannerAdView adView) {  // Ad received successfully  }  @Override  public void onReceivedThirdPartyRequest(PMBannerAdView adView,  Map<String, String> properties,  Map<String, String> parameters) {  // Third party ad response received  }  });    // Make the ad request to Server  banner.execute(adRequest); |

### Handling Rotation Changes for Banner Ads

By default, when certain configuration changes (such as screen orientation and/or physical keyboard availability) occur, Android restarts the current activity (by invoking the onDestroy() and then onCreate() methods). This typically causes a full reload of all resources, and a refresh of screen content, including the ad view.

Sometimes this complete restart is not desired; application developers override the default behavior, so that only those resources that actually need to be reloaded do so.

Consult the Android developer documentation for more information about the general approach to handling configuration changes; this specific topic is addressed here:

<http://developer.android.com/guide/topics/resources/runtime-changes.html>

Depending on your UI layout, ifrequently the ad view is one of the elements that should be reloaded after a screen orientation change or the related physical keyboard change.

PubMatic recommends the following value \for the activity tag configChanges attribute in the manifest for activities that contain **PMBannerAdView** instances:

**android:configChanges="keyboardHidden|orientation|screenSize"**

# Integrating Interstitial Ads

Interstitial ads are full-screen ads displayed at transition points in the application; for example, when the app is launched, or when moving between screens, and others. Interstitial ads always include a **Close** button. Optionally, you can configure them to close automatically after some time has elapsed.

Unlike banner ads, you do not need to add an interstitial view to a layout. Instead, you use the custom ad view **showInterstitial()** method, and the ad will pop up in front of your activity screens until dismissed.

Create interstitial ads in code exclusively. Do not use an XML definition because they do not appear in layouts or need to be added to managers,

**Note:** Make sure to call either showInterstitial() or showInterstitialWithDuration() method after calling the execute() method on AdView. The interstitial ad is not shown until one of these methods are called.

For faster display of interstitial ads, call the **showInterstitial()** or **showInterstitialWithDuration()** method in **onReceivedAd()** callback. This ensures that a full-screen interstitial ad view is shown only when ad is successfully received from the server.

#### Example: Mocean Interstitial Ad Request

|  |
| --- |
| // In onCreate method of your Activity  PMInterstitialAdView interstitialAdView = new PMInterstitialAdView(context);  MoceanBannerAdRequest adRequest = MoceanBannerAdRequest  .createMoceanBannerAdRequest(this, "88269");  // Make Ad request to server  interstitialAdView.execute(adRequest);  // Set Ad request listener  interstitialAdView.setRequestListener(new RequestListener() {  @Override  public void onReceivedAd(PMBannerAdView interstitialAdView) {  // Call showInterstitial method in onReceivedAd callback  interstitialAdView.showInterstitial();  // Your code...  }  @Override  public void onReceivedThirdPartyRequest(PMBannerAdView interstitialAdView,  Map<String, String> properties, Map<String, String> parameters) {  // Your code...  }  @Override  public void onFailedToReceiveAd(PMBannerAdView interstitialAdView, Exception e) {  // Your code...  }  }); |

# Native Ads Integration

Native advertising is a form of online advertising where the ad is rendered with the same look and feel like the page or application in which it is displayed.

To show Native ads:

1. Initialize **PMNativeAd**.
2. Use **NativeRequestListener** to get the callback and assets required for rendering the Native ad.

#### Example: Integration of a Native Ad with your Application

|  |
| --- |
| // First create some assets to add in the request  List<PMAssetRequest> assets = new ArrayList<>();  PMTitleAssetRequest titleAsset = new PMTitleAssetRequest();  // Note: Unique assetId is mandatory for each asset  titleAsset.setAssetId(1001);  titleAsset.setLength(50);  titleAsset.setRequired(true); // Optional (Default: false)  assets.add(titleAsset);  PMImageAssetRequest imageAssetIcon = new PMImageAssetRequest();  imageAssetIcon.setAssetId(1003);  imageAssetIcon.setImageType(PMImageAssetTypes.icon);  assets.add(imageAssetIcon);  PMImageAssetRequest imageAssetMainImage = new PMImageAssetRequest();  imageAssetMainImage.setAssetId(1004);  imageAssetMainImage.setImageType(PMImageAssetTypes.main);  assets.add(imageAssetMainImage);  PMDataAssetRequest dataAssetDesc = new PMDataAssetRequest();  dataAssetDesc.setAssetId(1002);  dataAssetDesc.setDataAssetType(PMDataAssetTypes.desc);  dataAssetDesc.setLength(25);  assets.add(dataAssetDesc); |

#### Example: Mocean Ad Request

|  |
| --- |
| // Initialize PMNativeAd  PMNativeAd ad = new PMNativeAd(context);  // Create a Mocean ad request  MoceanNativeAdRequest adRequest = MoceanNativeAdRequest  .createMoceanNativeAdRequest(context, <zoneId>, assets);  // Set Native ad request listener  ad.setRequestListener(new AdRequestListener());  // Request for ads  ad.execute(adRequest); |

**Example: PubMatic Ad Request**

|  |
| --- |
| // Initialize PMNativeAd  PMNativeAd ad = new PMNativeAd(context);  // Create a PubMatic ad request  PubMaticNativeAdRequest adRequest = PubMaticNativeAdRequest  .createPubMaticNativeAdRequest(context, "<pubId>", "<siteId>", "<adId>", assets);  // Set Native ad request listener  ad.setRequestListener(new AdRequestListener());  // Request for ads  ad.execute(adRequest); |

### Native Response Handling

#### Example: implementation of AdRequestListener and Native Response Handling

|  |
| --- |
| private class AdRequestListener implements PMNativeAd.NativeRequestListener {  @Override  public void onNativeAdFailed(PMNativeAd ad, Exception ex) {  ex.printStackTrace();  }  @Override  public void onNativeAdReceived(final PMNativeAd ad) {  if (ad != null) {  runOnUiThread(new Runnable() {  @Override  public void run() {  List<PMAssetResponse> nativeAssets = ad.getNativeAssets();  for (PMAssetResponse asset : nativeAssets) {  try {  /\*  \* As per openRTB standard, assetId in response  \* must match that of in request.  \*/  switch (asset.getAssetId()) {  case 1001:  txtTitle.setText(((PMTitleAssetResponse) asset)  .getTitleText());  break;  case 1003:  PMNativeAd.Image iconImage = ((PMImageAssetResponse) asset)  .getImage();  if (iconImage != null) {  imgLogo.setImageBitmap(null);  ad.loadImage(imgLogo,  iconImage.getUrl());  }  break;  case 1004:  PMNativeAd.Image mainImage = ((PMImageAssetResponse) asset)  .getImage();  if (mainImage != null) {  imgMain.setImageBitmap(null);  ad.loadImage(imgMain,  mainImage.getUrl());  }  break;  case 1002:  txtDescription  .setText(((PMDataAssetResponse) asset)  .getValue());  break;  default:  break;  }  } catch (Exception ex) {  // Skip asset if there is any error  }  }  }  });  /\*  Important: Must call this method when response rendering is complete. This method sets click listener on the ad container layout. This is required for firing click tracker when ad is clicked by the user.  \*/  ad.trackViewForInteractions(adContainerLayout);  }  }  @Override  public void onReceivedThirdPartyRequest(PMNativeAd mastNativeAd,  Map<String, String> properties, Map<String, String> parameters) {  // NOOP  }  @Override  public void onNativeAdClicked(PMNativeAd ad) {  // Ad clicked  }  } |

### Track View for Interactions

You must call trackViewForInteractions() method when response rendering is complete.

Pass the instance of container layout (ViewGroup) in which native ads are rendered.

This method sets click listener on the ad container layout. This is required for firing a click tracker when an ad is clicked by the user.

#### Example: Track view for interaction

|  |
| --- |
| @Override  public void onNativeAdReceived(final PMNativeAd ad) {  if (ad != null) {  /\*  Code to render native assets as shown in code snippet above...  \*/  /\*  Important: Must call this method when response rendering is complete. This method sets click listener on the ad container layout. This is required for firing click tracker when ad is clicked by the user.  \*/  ad.trackViewForInteractions(adContainerLayout);  }  } |

### Deallocating Native Ads

PubMatic highly recommends deallocating the **PMNativeAd** instance when your activity is about to get destroyed.

#### Example: Deallocating Native Ad When Activity Ends

|  |
| --- |
| @Override  protected void onDestroy() {  super.onDestroy();  ad.destroy();  } |

# Passing Extra Targeting Information

You can pass additional targeting information in the ad request for better monetization.

**Best Practice:** Passing extra targeting information increases leads to demand partners usually bidding higher for such impressions. While it is not mandatory to pass extra targeting information in ad requests, PubMatic highly recommends passing this information to increase monetization

## Pass User Information

To pass user information, set demographic parameters on AdRequest instances.

#### Example: Pass User information on AdRequest Instances

|  |
| --- |
| // Create instance of PMUserInfo and add user information to it  PMUserInfo userInfo = new PMUserInfo();  userInfo.setAge("25");  userInfo.setOver18(PMUserInfo.OVER\_18.ALLOW\_ALL);  userInfo.setAreaCode("12345");  userInfo.setCity("Pune");  userInfo.setState("Maharashtra");  userInfo.setCountry("India");  userInfo.setZip("112233");  userInfo.setDMA("1234");  userInfo.setGender("M");  userInfo.setEthnicity("asian");  userInfo.setIncome("123456");  userInfo.setYearOfBirth("1991");  // Set PMUserInfo to AdRequest  adRequest.setUserInformation(userInfo); |

### Pass Application Information

To pass application information, set suitable customer parameters on AdRequest instances.

#### Example: Set Parameters in Pass Application Information

|  |
| --- |
| // Send App details  adRequest.setStoreURL("http://play.google.com?id=com.test.app");  adRequest.setAppCategory("Games");  adRequest.setAppName("TestGameApp");  adRequest.setIABCategory("IAB-CAT001");  adRequest.setCoppa(false); |

### Detecting Location

Automatic location detection is enabled by default in PubMatic SDK. You can disable automatic location detection using **setLocationDetectionEnabled(false)** method as shown in the code snippet . You can also manually pass user location using methods as shown in code snippet.

* PubMatic recommends that you keep automatic location detection enabled in SDK for better monetization.
* For retrieving location, you must add necessary access-location permissions in your application's manifest file. For more details, refer to Adding Permissions to the Manifest file.

#### Example: Disable Location Detection

|  |
| --- |
| // Disable location detection  // Location detection is enabled by default  banner.setLocationDetectionEnabled(false);  // Manually set location  adRequest.setLocation(<custom-location>); |