

Click and Impression support MoPub & GAM

The purpose of this document is to describe how GAM and MoPub will track impressions and clicks in cases when Prebid has won and is handling the rendering part.

Android

GAM Android	Rendering Module		Prebid Universal Creative		Rendering Module Support Details	
	imp support	click support	imp support	click support	Impression	Click
Banner & Outstream video					https://securepubads.g.doubleclick.net/pcs/view?... adView.recordManualImpression is executed and the above impression pixel is sent.	There is no API to track this event manually.
Interstitial Display					No API for registering impressions. No requests are found when interstitial ad is displayed.	There is no API to track this event manually.
Interstitial Video					No impression requests are spotted on ad display.	No requests are spotted on ad click.
Rewarded Video					No API for registering impressions. No requests are found when interstitial ad is displayed.	There is no API to track this event manually.

MoPub rendering for Android is performed with the help of Mediation adapters.

MoPub Android	Rendering Module		Prebid Universal Creative		Rendering Module Support Details	
	imp support	click support	imp support	click support	Impression	Click
Banner					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/ack
Interstitial					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/ack
Rewarded					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/ack
Native with adapter					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/ack

iOS

GAM iOS	Rendering Module		Prebid Universal Creative		Rendering Module Support Details	
	imp support	click support	imp support	click support	Impression	Click
Banner & Outstream video					No impression requests are found when the ad is rendered.	There is no API to track this event manually.
Interstitial Display					No impression requests are found when the ad is rendered.	There is no API to track this event manually.
Interstitial Video					No impression requests are found when the ad is rendered.	There is no API to track this event manually.
Rewarded Video					No impression requests are found when the ad is rendered.	There is no API to track this event manually.

MoPub iOS	Rendering Module		Prebid Universal Creative		Rendering Module Support Details	
	imp support	click support	imp support	click support	Impression	Click
Banner					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/aclick
Interstitial					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/aclick
Rewarded					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/aclick
Native with adapter			Not supported	Not supported	Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/aclick
Native without adapter					Are sent to: https://ads.mopub.com/m/imp	Are sent to: https://ads.mopub.com/m/aclick