

The Sources of Ad Markup

There are three possible ad markup sources for the Prebid SDK:

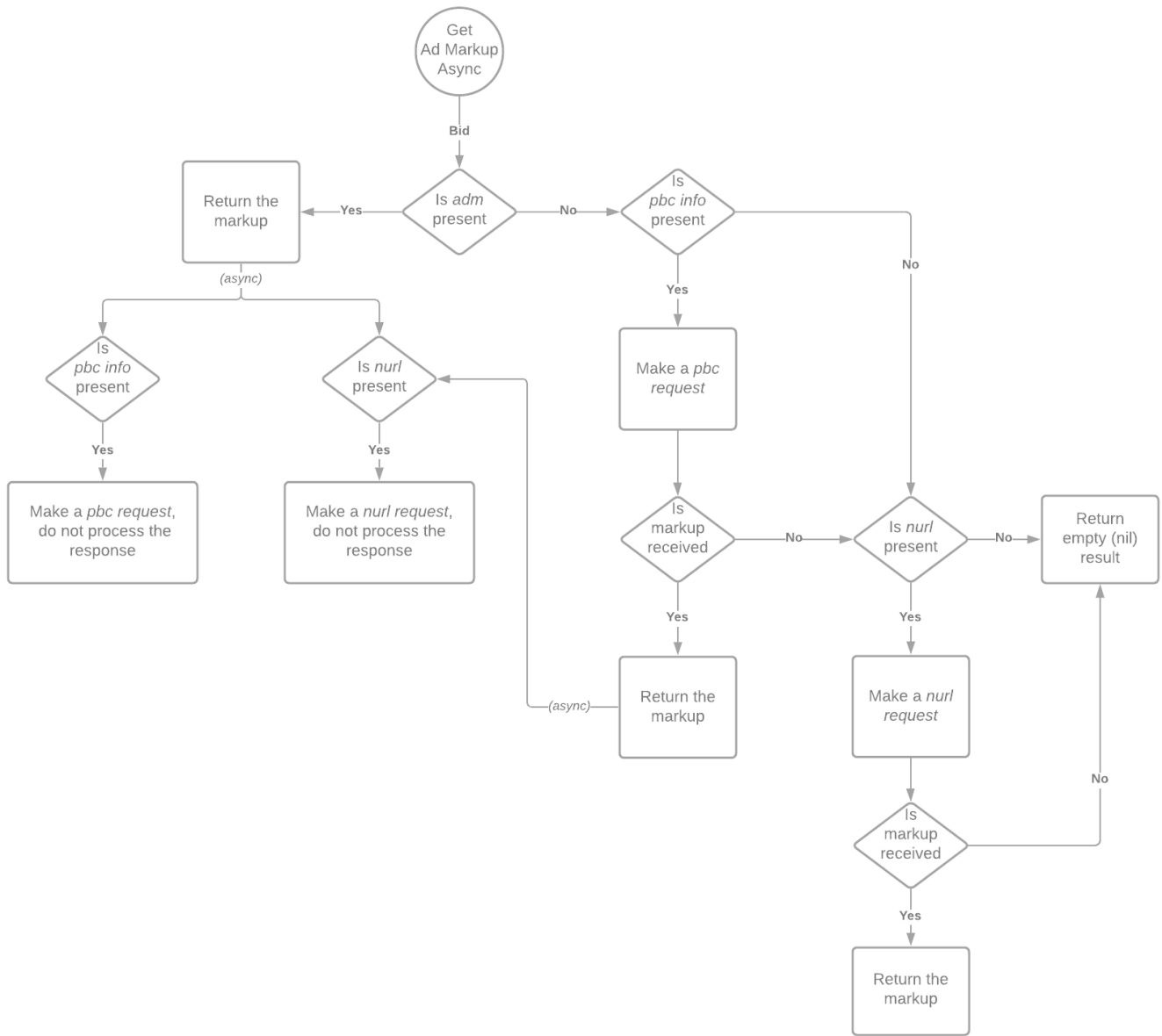
1. the **bid.adm** field
2. the response from URL in **bid.nurl** field
3. the response from **prebid cache**

The first two are regulated by [OpenRTB spec](#), the third one by the [caching feature](#) of the prebid server.

Respectively to these specs the next table describes the properties of markup sources

Ad Markup Source	Explicit usage	Implicit value
bid.adm	The value of this field contains the creative's code.	
bid.nurl	The value of this field contains the URL that should be invoked to indicate that bid won.	Returns the creative's code.
prebid cache	Returns the creative's code.	Signals to Apollo that bid won in the third party waterfall.

All of them are important and could not be skipped. The prebid server, in its turn, does not give any guarantees about the handling of nurl, so the SDK should process all of them respectively.



Note: it is not the implementation algorithm. That is a description of possible flows. The implementation could be and should be plainer with reusing of steps for utilization of nurl and pbc requests in the requesting and signaling modes.