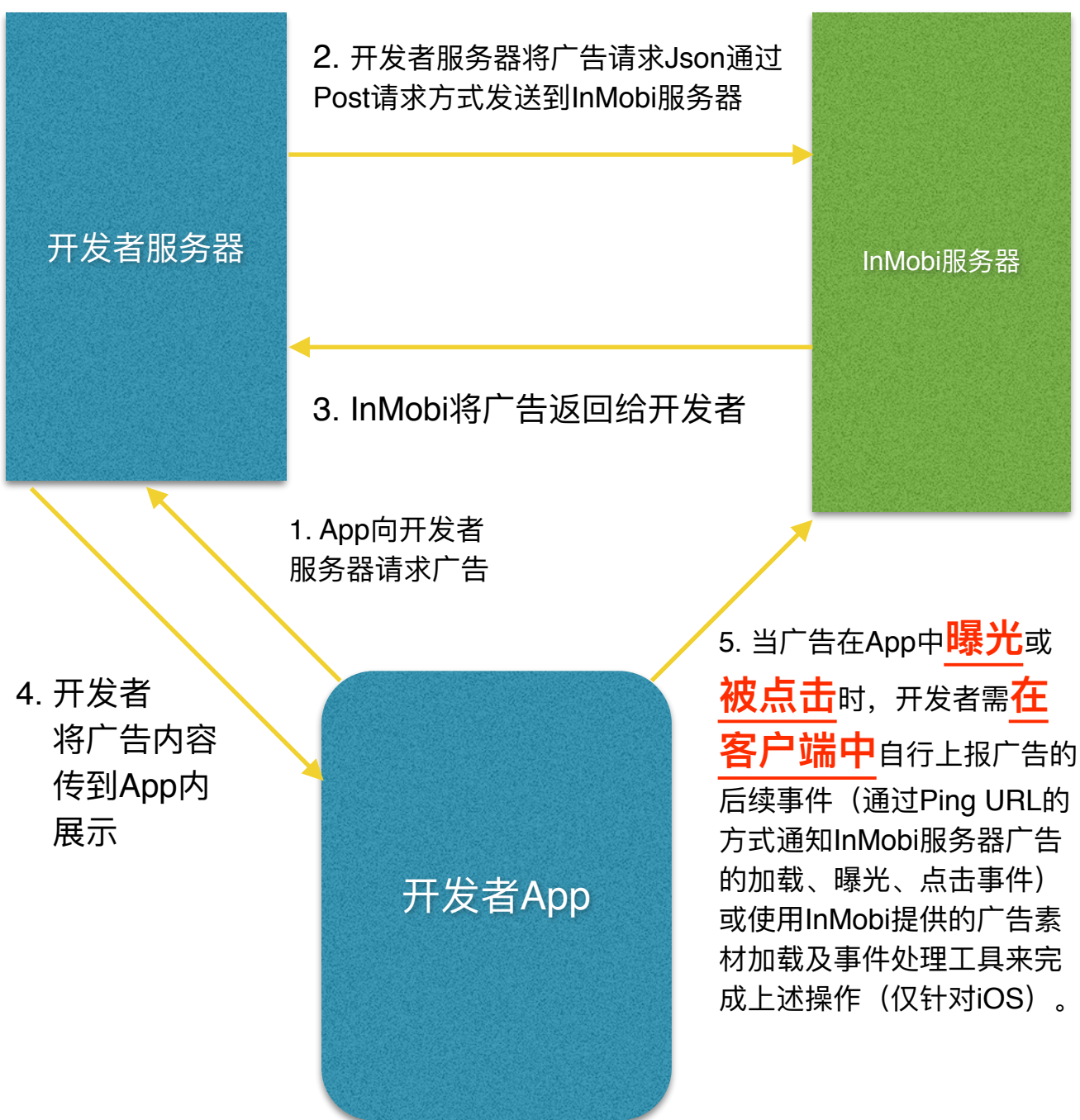


InMobi原生广告 API v3.1 集成文档

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

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>

2. 必要的请求头:

Header: Content-Type Value: application/json

3. Json请求体**必传参数**说明

Json对象名	参数名	参数值类型	参数说明
app	id	String	在InMobi平台注册应用生成的原生广告位ID(Placement ID)
app	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(仅限banner、interstitial广告)	h	Integer	Banner 该值传50, Interstitial 该值传480
	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1。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	gpuid (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, Android设备必传
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)
device	os	String	当前移动设备的操作系统名称
device	osv	String	操作系统版本
device	model	String	设备型号名称
ext	responseformat	String	该值传"json", 表明广告内容以Json字符串形式返回
ext	externalSupported	boolean	该值传"true", 表示支持Deeplink, 调起三方App, "false"不支持

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

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

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	参数值类型	参数说明
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)

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
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）
user.ext	consent	String	该值表示用户是否遵循GDPR. 0或者false 不遵循，1或者true遵循。其他值视为无效，会被当做不遵循GDPR处理(海外必填参数)
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	coppa	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
regs.ext	gdpr	String	该值表示用户是否遵循GDPR. 0或者false 不遵循，1或者true遵循。其他值视为无效，会被当做不遵循GDPR处理(海外必填参数)

返回参数说明：

参数名	类型	父级	描述	备注
ads	Array		返回广告数组	
requestId	String		每一次请求的UUID	
pubContent	Object	ads	返回单个广告具体内容	Banner和Interstitial是Html代码

landingPage	String	ads	落地页链接	当openExternal字段为false时，使用此字段加载落地页，当openExternal字段为true时,且Deeplink调起失败时，使用此参数加载落地页
beaconUrl	String	ads		弃用字段
eventTracking	Object	ads	上报链接集合	
isApp	boolean	ads	判断广告是否是下载类广告[仅限3.1版本]	true: 下载类 false: 非下载类
openExternal	boolean	ads	判断是否需要调起三方App	true:是 false:不是
	1 Object	eventTracking	素材在客户端下载完毕的上报链接	
	8 Object	eventTracking	素材在客户端下载产生点击的链接	
	18 Object	eventTracking	素材在客户端展示的连接	
	120 Object	eventTracking	素材在客户端缓存了的链接	
title	String	pubContent	广告标题	
description	String	pubContent	广告描述	
landingURL	String	pubContent	deeplink广告对应调起地址 (scheme/universal link)	openExternal字段为true时，先调用此字段尝试调起三方app，例如京东;openExternal字段为false时，此字段不需要处理

cta	String	pubContent	点击按钮描述文本	
icon	Object	pubContent	广告Icon相关信息	
screenshots	Object	pubContent	广告素材（主图）的相关信息	
width	Integer	icon/ screenshots	素材宽度	
height	Integer	icon/ screenshots	素材高度	
url	String	icon/ screenshots	素材链接	
aspectRatio	Double	icon/ screenshots	素材的比例	宽/高 比
urls	Array	1/8/18/120	上报链接内容的具体数组	
	pubContent的内容是动态，不同的广告类型，格式不一样，以后台申请位置ID时的内容为主			

4.POST请求Json样例

iOS平台

```
{
  "app": {
    "id": "1463152075376",
    "bundle": "com.inmobi.test"
  },
  "imp": {
    "native": {
      "layout": 0
    },
    "secure": 0,
    "trackertype": "url_ping",
    "ext": {
      "ads": 1
    }
  }
}
```

```

"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",
  "ip": "3.0.119.0",
  "os": "iOS",
  "osv": "8_2",
  "model": "iPhone 5",
  "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
    "consent": 1
  }
},
"regs": {
  "coppa": 0,
  "ext": {
    "gdpr": 1
  }
},
"ext": {
  "responseformat": "json",
  "externalSupported": true
}
}

```

Android平台

```

{
  "app": {
    "id": "1447831129334",
    "bundle": "com.inmobi.test"
  },
  "imp": {
    "native": {
      "layout": 0
    },
    "secure": 0,
    "trackertype": "url_ping",
    "ext": {
      "ads": 1
    }
  }
},

```

```

"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
  },
  "os": "Android",
  "osv": "5.1.1",
  "model": "Nexus 5",
  "carrier": "ChinaUnicom",
  "connectiontype": 2,
  "ext": {
    "orientation": 1
  }
},
"user": {
  "yob": 1990,
  "gender": "m",
  "keywords": "gamer",
  "ext": {
    "age": 25
    "consent": 1
  }
},
"regs": {
  "coppa": 0,
  "ext": {
    "gdpr": 1
  }
},
"ext": {
  "responseformat": "json",
  "externalSupported": true
}
}

```

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": [
      ""
    ]
  },
  "8": {
    "urls": [
      "",
      ""
    ]
  },
  "18": {
    "urls": [
      ""
    ]
  },
  "120": {
    "urls": [
      ""
    ]
  },
},
}
"isApp": false,
"openExternal": true
}
],
"requestId": ""
}

```

2) Native广告响应样例

京东广告：

```

{
  "ads": [
    {
      "pubContent": {
        "title": "点睛之笔，竟靠这款钻戒！",
        "description": "查看更多",
        "icon": {
          "width": 75,
          "height": 75,
          "url": "https://img1.360buyimg.com/pop/jfs/t2668/165/2762765582/5396/d425a980/5773923dNf3976e0f.png",
          "aspectRatio": 1
        },
      },
      "screenshots": {
        "width": 600,
        "height": 313,
      },
    },
  ],
}

```

"url": "https://img-x.jd.com/600x313_s1.jpg?1=jfs/t4630/68/1958503602/67893/ea5facec/58e8b36eN25c54df9.jpg&2=jfs/t7261/184/455551008/196133/8bc14744/5992f631N2a43f553.jpg",

"aspectRatio": 1.9169329073482428

},

"landingURL": "openapp.jdmobile://virtual?

params=%7B%22SE%22%3A%22ADC_JVZGN3kLB7KWs1h4itQtGnwWlp4P7ze5YJRZyAwTREsGv50lZtxvAj9j%2FM73thu0zgNgvLY%2BV7zzKVfZkmSysBOuhJmd1kUjQnhNFvXZEXQu2sVoucJCCjGgAduUx9n64f%2BKSaCHU%2Fvjh6K6aBKTIA%3D%3D%22%2C%22action%22%3A%22to%22%2C%22category%22%3A%22jump%22%2C%22des%22%3A%22getCoupon%22%2C%22kepler_param%22%3A%7B%22channel%22%3A%22e3b9ecfb3a1465badbbbeb48df4140c%22%2C%22source%22%3A%22kepler-open%22%7D%22m_param%22%3A%7B%22jdv%22%3A%2238571484%7Cinmobi%7Ct_1000011159_207944_2645%7Cadrealizable%7C_2_app_0_37af291abae949789d0e65f281aa6067-p_2645%22%7D%22sourceType%22%3A%22adx%22%2C%22sourceValue%22%3A%22inmobi_73%22%2C%22url%22%3A%22https%3A%2F%2Fccc-x.jd.com%2Fdsp%2Fnc%3Fext%3DaHR0cDovL3JlLm0uamQuY29tL2xpc3QvaXRlbS82MTYyLTEzODI0ODMxMDQzLm0bWw_cmVfZGNwPTQ0cEN1SGdNVm9rdWhQMFBDb1dBQ0VLZWJZRGFXyTnuajR6REhHcUhoZUpZTW1NTnJldjZObmthd282UE54enlRS1xd1VOTkZiRmJic053MmpOT3BHZmsxeENDWU5BV1JHT0FNMVI6T3FaMHJiNGs4NWZ6LUUpJU0V5VFdXRvhoOU9pTE95UEpfa1BtaHVhd2VqQTZGTnVqamg0ellVNzBqM0czeDk3ZHIzZDhXNktScWxybUVQT200X3VvaW44NWk1QSUzRCZhZF9vZD0x%26log%3D2YuvFnwvUX8oGRggy4cOPxYceyFJX5AeSH6ZTXwoQ0M3v8LVLT EaNp6XxSfDb0RYF3OFDFoQbY6eYPGDKWE0Q_WBEIQNzpG7DW27BIVlhk529dHE1JWeEoyXibERx4SJKGuEpZ9a xliHfCz49QYzOT0WejgW9YAk5R1UD1QBMrOJC98esiuGFO-s65BAY6fzQ-fqntYTcpo_-uwQpHZhd3iWxfENgtlqzDwXmSaH-O-aHDR8pHjS9OIRxnj7zw9n9WvdYvB5C8ZZK_lpYNpjoA0IOBfj5t0zGoYtlhyMBj-m5_bdZEMaWXUJdwFBkVhDOvMzrxvRWoc3zN6tmsuSrl-vSfg-uqhXZHprknvYOQh2Hruth9TFazG0N72r-kbi7SNGxYsW-84a_1wOAagNqdCRSFwyodqhXU2DMt2ehGxRAYk6NRt_GdvtvS01-P_RaC7UFSvg7MEulhjojpX5Fwj5_PcofaqKoRTNs4%5Cu0026v%5Cu003d404%22%2C%22beacons%22%3A%5B%22https%3A%2F%2Fet.v.inmobi.cn%2Ffc.asm%22%2FHdaOjbGuoaOxBrb-3goUVhTIAhWqDBsBWAwm0U4NkNDQOEtND FBNC00OTNFLUEwNUMtNjVDMkEzNTE2NDNDHBUEFRgVahXsBBUCJQAoA2RpcgATABwXDr4wmSqpPEAX-THmriX4XEAFAQYFFkyOXRMbk52ZFdkMUxrMTVRblZ6FuD0nwEchBaAwKCWwLWCxkMWm_3____h_9TAAAVDB cAAAAAEBVQCQAABjgATaMm9_EmlioOFE2ODIUmeHrQK5XYWp5UOhZZHNS3RhNEFRNzdmbl1dIR0FjcXg0N2N0T S9NeDvHqKNRK2xZZz09GAZOQVRJVkUcPBwWgMCGIsC1gsZDFpv9____4f_UwAW1NvL0-

"cta": "了解更多",

"rating": 4

},

"landingPage": "https://i.l.inmobicdn.cn/banners/programmatic/dpl3.html?

data=%7B%22url%22%3A%22openapp.jdmobile%3A%2F%2Fvirtual%3Fparams%5Cu003d%257B%2522SE%2522%253A%2522ADC_JVZGN3kLB7KWs1h4itQtGnwWlp4P7ze5YJRZyAwTREsGv50lZtxvAj9j%252FM73thu0zgNgvLY%252BV7zzKVfZkmSysBOuhJmd1kUjQnhNFvXZEXQu2sVoucJCCjGgAduUx9n64f%252BKSaCHU%252Fvjh6K6aBKTIA%253D%253D%2522%252C%2522action%2522%253A%2522to%2522%252C%2522category%2522%253A%2522jump%2522%252C%2522des%2522%253A%2522getCoupon%2522%252C%2522kepler_param%2522%253A%257B%2522channel%2522%253A%2522e3b9ecfb3a1465badbbbeb48df4140c%2522%252C%2522source%2522%253A%2522kepler-open%2522%257D%252C%2522m_param%2522%253A%257B%2522jdv%2522%253A%252238571484%257Cinmobi%257Ct_1000011159_207944_2645%257Cadrealizable%257C_2_app_0_37af291abae949789d0e65f281aa6067-p_2645%2522%257D%252C%2522sourceType%2522%253A%2522adx%2522%252C%2522sourceValue%2522%253A%2522inmobi_73%2522%252C%2522url%2522%253A%2522https%253A%252F%252Fccc-x.jd.com%252Fdsp%252Fnc%253Fext%253DaHR0cDovL3JlLm0uamQuY29tL2xpc3QvaXRlbS82MTYyLTEzODI0ODMxMDQzLm0bWw_cmVfZGNwPTQ0cEN1SGdNVm9rdWhQMFBDb1dBQ0VLZWJZRGFXyTnuajR6REhHcUhoZUpZTW1NTnJldjZObmthd282UE54enlRS1xd1VOTkZiRmJic053MmpOT3BHZmsxeENDWU5BV1JHT0FNMVI6T3FaMHJiNGs4NWZ6LUUpJU0V5VFdXRvhoOU9pTE95UEpfa1BtaHVhd2VqQTZGTnVqamg0ellVNzBqM0czeDk3ZHIzZDhXNktScWxybUVQT200X3VvaW44NWk1QSUzRCZhZF9vZD0x%2526log%253D2YuvFnwvUX8oGRggy4cOPxYceyFJX5AeSH6ZTXwoQ0M3v8LVLT EaNp6XxSfDb0RYF3OFDFoQbY6eYPGDKWE0Q_WBEIQNzpG7DW27BIVlhk529dHE1JWeEoyXibERx4SJKGuEpZ9axliHfCz49QYzOT0WejgW9YAk5R1UD1QBMrOJC98esiuGFO-s65BAY6fzQ-fqntYTcpo_-uwQpHZhd3iWxfENgtlqzDwXmSaH-O-aHDR8pHjS9OIRxnj7zw9n9WvdYvB5C8ZZK_lpYNpjoA0IOBfj5t0zGoYtlhyMBj-m5_bdZEMaWXUJdwFBkVhDOvMzrxvRWoc3zN6tmsuSrl-vSfg-uqhXZHprknvYOQh2Hruth9TFazG0N72r-kbi7SNGxYsW-84a_1wOAagNqdCRSFwyodqhXU2DMt2ehGxRAYk6NRt_GdvtvS01-P_RaC7UFSvg7MEulhjojpX5Fwj5_PcofaqKoRTNs4%5Cu0026v%5Cu003d404%22%2C%22beacons%22%3A%5B%22https%3A%2F%2Fet.v.inmobi.cn%2Ffc.asm%22%2FHdaOjbGuoaOxBrb-3goUVhTIAhWqDBsBWAwm0U4NkNDQOEtND FBNC00OTNFLUEwNUMtNjVDMkEzNTE2NDNDHBUEFRgVahXsBBUCJQAoA2RpcgATABwXDr4wmSqpPEAX-THmriX4XEAFAQYFFkyOXRMbk52ZFdkMUxrMTVRblZ6FuD0nwEchBaAwKCWwLWCxkMWm_3____h_9TAAAVDB cAAAAAEBVQCQAABjgATaMm9_EmlioOFE2ODIUmeHrQK5XYWp5UOhZZHNS3RhNEFRNzdmbl1dIR0FjcXg0N2N0T S9NeDvHqKNRK2xZZz09GAZOQVRJVkUcPBwWgMCGIsC1gsZDFpv9____4f_UwAW1NvL0-

CjjM_RASIAADn1D4J9ghvC7QGK7wGM7wHSuWU3IID4NcCrKwB8qUD-usBvP0CvAO-
PhwAltDzHRwVAAAsFQAAhQISLBaAwKCWwLWCxkMWm_23p-7h_9ZSACXKARUKOBhuYXRpdmVfMjA3OTQ0MTM4
MjQ4MzEwNDMAGAE3AA%2Fbc3fc7c%3Fm%5Cu003d99%5Cu0026action%5Cu003ddpl-type2-
native%22%5D%2C%22fallbackbeacons%22%3A%5B%22https%3A%2F%2Fet.w.inmobi.cn%2Fc.asm%2FHDaOjbGuo
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"ads": [

```
{ "pubContent": "<!DOCTYPE html> <html> <head> <title></title> <meta name='viewport' content='user-scalable=0, minimum-scale=1.0, maximum-scale=1.0'/> <style type='text/css'> body {margin: 0; overflow: hidden;} </style> </head> <body> <style>.im_1664_ads-lbl.im_1664_ads-lbl
```

```
{
  "width": 320,
  "height": 50
},
{
  "requestId": "e7257dab-015b-1000-f200-0010000000b0"
}
```

集成Native广告的开发者的可以直接解析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	deeplink地址
cta	不使用
rating	不使用

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

landingUrl: deeplink广告类型对应的deeplink地址

openExternal:判断广告是否为deeplink广告

deeplink广告在iOS设备上，首次调起scheme链接会有系统弹窗询问是否打开三方app，当用户点击取消时，必须打开落地页。deeplink推荐代码实现方式见文档结尾处（推荐代码逻辑，已涵盖取消后打开落地页情况）

isApp: 判断返回的广告是下载类还是非下载，true 是下载类广告，false 是非下载类广告

<*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18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/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJjREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/
Y29tLmlubW9iaS50ZXN0/
FuCnEiao0NmD7ISEABIYODVMTXU0RH0NDJsWUt5WUI6TVh1ZDBuMmVGblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09
GAZOQVRJvKJcFAAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFIhQAftDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhI8FQIALBU
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/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJjREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/0/0/x/12467575/NW/2t/0/api/3.0.0/dir/
Y29tLmlubW9iaS50ZXN0/
FuCnEiao0NmD7ISEABIYODVMTXU0RH0NDJsWUt5WUI6TVh1ZDBuMmVGblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09
GAZOQVRJvKJcFAAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFIhQAftDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhI8FQIALBU
CAAA/-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/
eyJVSUQiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiLCJjREEiOiJGQzBGMzQ0NS0wRkNFLTQwRUUtODY0Ni0zQ0E4QklyNjYzRUEiQ~~/7da84948-0153-1000-c76f-3e9e5a2c0093/-1/0/-1/1/0/x/12467575/NW/2t/0/api/3.0.0/dir/
Y29tLmlubW9iaS50ZXN0/
FuCnEiao0NmD7ISEABIYODVMTXU0RH0NDJsWUt5WUI6TVh1ZDBuMmVGblRFMWdIM2dYWkM5c0t4NmQvbTNkMHdIK3N4UT09
GAZOQVRJvKJcFAAUAhwcFoDAmJWA0qSo-
wEW2fGbnsvY4MNxABactrv9yr3k1yYVABIAADkFIhQAftDh1efwUygabndhZHBvb2wtcHJvZDEwMDEuYWRzLmhrZzEUAhI8FQIALBU
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200OK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：

1. 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**150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

Step 1: 使用样例JSON body替换您的placementID请求广告	Step 1完成后如果依然报400 Bad Request	检查请求体是否匹配广告形式？ Native/Banner/Interstitial
		请InMobi的BD或PM帮助确认您的账户状态是否审核
	Step 1完成后如果有广告返回,需对比检查您自己的请求体： (可以使用Postman测试请求，逐项检查排出问题)	各项必传参数是否有缺失？
		参数key是否书写正确？
		传入值类型是否符合要求？ String / Integer / Double等
		设备表示符即ifa值或gpuid/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？

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": {
  "gpuid": "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,
  "os": "Android",
  "osv": "5.1.1",
  "model": "Nexus 5",
  "ext": {
    "orientation": 1
  }
}
```

```

},
"user": {
  "yob": 1990,
  "gender": "m",
  "keywords": "gamer",
  "ext": {
    "age": 25,
    "consent": 1
  }
},
"regs": {
  "coppa": 0,
  "ext": {
    "gdpr": 1
  }
},
"ext": {
  "responseformat": "json",
  "externalSupported": true
}
}

```

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",
    "os": "Android",
    "osv": "4.1.1",

```

```
  "model": "MI 2SC",
  "ip": "61.49.105.27",
  "geo": {
    "lat": 40.7127,
    "lon": 74.0059,
    "accu": 0
  },
  "user": {
    "yob": 1990,
    "gender": "m",
    "keywords": "gamer",
    "ext": {
      "age": 25,
      "consent": 1
    }
  },
  "regs": {
    "coppa": 0,
    "ext": {
      "gdpr": 1
    }
  },
  "ext": {
    "responseformat": "json"
    "externalSupported": true
  },
  "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",  
    "os": "Android",  
    "osv": "4.1.1",  
    "model": "MI 2SC",  
    "ip": "61.49.105.27",  
    "geo": {  
      "lat": 40.7127,  
      "lon": 74.0059,  
      "accu": 0  
    }  
  },  
  "user": {  
    "yob": 1990,  
    "gender": "m",  
    "keywords": "gamer",  
    "ext": {  
      "age": 25,  
      "consent": 1  
    }  
  }  
}
```

```

},
"regs": {
  "coppa": 0,
  "ext": {
    "gdpr": 1
  }
},
"ext": {
  "responseformat": "json"
  "externalSupported": true
},
"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",
  "os": "iOS",
  "osv": "9_1",
  "model": "iPhone6",
  "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,
    "consent": 1
  }
},
"regs": {
  "coppa": 0,
  "ext": {
```

```

        "gdpr": 1
    },
    "ext": {
        "responseformat": "json",
        "externalSupported": true
    }
}

```

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",
    "os": "iOS",
    "osv": "8_2",
    "model": "iPhone 5",
    "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,
    "consent": 1
  }
},
"regs": {
  "coppa": 0,
  "ext": {
    "gdpr": 1
  }
},
"ext": {
  "responseformat": "json",
  "externalSupported": true
},
"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",
  "os": "iOS",
  "osv": "8_2",
  "model": "iPhone 5s",
  "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,
    "consent": 1
  }
},
"regs": {
  "coppa": 0,
  "ext": {
    "gdpr": 1
  }
},
"ext": {
```

```

    "responseformat": "json",
    "externalSupported": true
  },
  "imp": {
    "secure": 0,
    "ext": {
      "ads": 3
    },
    "banner": {
      "h": 480,
      "w": 320
    }
  }
}

```

Deeplink 处理

使用两条地址landingURL & landingPage

iOS:

//openExternal 为InMobi返回里的字段

```

if(openExternal){
    if (@available(iOS 10.0, *)) {
        [[UIApplication sharedApplication] openURL:[NSURL
        URLWithString:landingURL] options:@{} completionHandler:^(BOOL success) {
            //landingUrl 为InMobi返回的字段
            if (!success) {
                // 加载landingPage(InMobi返回字段), 可以外跳浏览器或webview加载
            }
        }];
    } else {
        if (![[UIApplication sharedApplication] openURL:landingurl]) {
            // 加载landingPage(InMobi返回字段), 可以外跳浏览器或webview加载
        }
    }
}

```

```
}
```

外跳浏览器处理落地页

```
[[UIApplication sharedApplication] openURL:[NSURL URLWithString:landingPage]];
```

WebView处理落地页

```
UIWebView * webview = [[UIWebView alloc] initWithFrame:CGRectMake(0, 0,  
self.view.frame.size.width, self.view.frame.size.height)];
```

```
NSURLRequest* request = [NSURLRequest requestWithURL:[NSURL  
URLWithString:landingPage]];
```

```
[webview loadRequest:request];
```

```
[self.view addSubview:webview];
```

Android:

//openExternal 为InMobi返回里的字段

```
if(openExternal){  
    try {  
        Intent intent = Intent.parseUri(landingURL, 0); //landingUrl 为InMobi返回的字段  
        if (intent.resolveActivity(MainActivity.this.getPackageManager()) != null) {  
            intent.setFlags(Intent.FLAG_ACTIVITY_NEW_TASK);  
            MainActivity.this.startActivity(intent);  
        } else{  
            // app未安装，加载landingPage(InMobi返回字段)，可以外跳浏览器或webview加载  
        }  
    }catch (Exception e){  
    }  
}
```

外跳浏览器处理落地页

```
Intent intent = new Intent();
```

```
intent.addFlags(Intent.FLAG_ACTIVITY_NEW_TASK);
```

```
intent.setAction(Intent.ACTION_VIEW);
```

```
Uri content_url = Uri.parse(landngPage); //landingPage为InMobi返回字段
```

```
intent.setData(content_url);
```

```
startActivity(intent);
```

WebView处理落地页

```
WebView webview;  
webview.loadUrl(landingPage); //landingPage为InMobi返回字段
```