Adhese Release Notes

Adhese release notes, sorted chronologically.

- 2026
  - August Adhese release notes
  - Release notes Adhese 3.14.0
  - Release notes Adhese 3.11.0
- 2025
  - Release notes Adhese 3.8.0
  - Release notes Adhese 3.7.0
  - Release notes Adhese 3.6.0
  - Release notes Adhese 3.5.0
  - Release notes Adhese 3.4.0
  - Release notes Adhese 3.3.0
  - Release notes Adhese 3.2.0
  - Release notes Adhese 3.1.1
  - Release notes Adhese 3.1.0
  - Release notes Adhese 3.0.9
- 2024
  - Release Notes Adhese 3.0.8
  - Release Notes Adhese 3.0.6

- Release notes Adhese 3.0.5

- 2023
  - Release notes June 2023
  - Adhese 3.0.4
  - Adhese 3.0.3
  - Adhese 3.0.2

- September Adhese Release Notes

2026

2026

August Adhese release notes

Improved our Self-Service Retail Media Platform

Different capabilities of our self-service platform have been improved offering advertisers a better experience when setting up and buying campaigns.

1) Simplified booking Setup
The self-service campaign and booking flow are now contextualised by booking type. In-store, sponsored products, and display now each have their own distinct flow, showing only relevant options related to targeting, inventory and audience selection e.g. store targets for DOOH.

2) Product Feed
Retailers can now visualize their product catalogue for sponsored product bookings in self-service. This simplifies picking the right products to sponsor for the advertiser. On top, after selecting 1 or more products, the creatives are automatically added.

3) Ratecard
Self-service pricing is now dynamic. Based on parameters selected by the advertiser during booking setup, the price is calculated live and updates as they adjust options.

4) More options to time targeting
Weekdays and dayparts targeting are added to the booking wizard, giving advertisers finer control over when campaigns run.

IAM upgrade
Upgraded IAM setup improves SSO integration with retail media clients' identity providers. This would make it more easy for retailers' advertisers to connect to the self-service platform.

2026

Release notes Adhese 3.14.0

Features and Improvements

Advendio

- Improvements to the campaign sync between Adhese and Advendio.

Campaign manager

- Improvements to UI components, making the UI more keyboard accessible amongst other changes.
- Restructured Delivery methods and Delivery objectives in the booking form to make more logical sense.
- Added rules and checks to the booking and creative formats to ensure they're compatible.
- Added publication and location information to channels when selecting your booking positions.
- Tabs have been made more visually consistent.
- Validation of active day selection has been removed as it is unnecessary.
- Added links to the release notes to the info button.
- Updated labels and language on various fields and features.

SDK

- Allows server-side requests via SDK.

Adhese

- Improvements to tracking a campaign's creation origin.

Fixes

Campaign manager

- Improved the performance of searching for audiences.
- Fixed an issue where the channel ID was displayed instead of the channel name.
- Fixed column alignments in bookings and the creative overview.
- The behaviour of the target search box has been improved, ensuring that targets are displayed correctly when nothing is entered after a previous search.
- Allow booking to be saved when *booking duration* is selected as user frequency cap without a value being entered in *per*.
- Added validation to ensure that the to reach value is always entered when AFAP, Even or Frontloaded is selected as the delivery method.
- Fixed placeholder text in the search field to prevent audiences from being cut off.
- Fixed an issue where a campaign couldn't be saved after changing advertisers.
- Fixed *exclusive on* not having a toggle.
- Fixed the creative preview not opening correctly in Safari.
- Fixed video preview behaviour in Safari so that clicking play now plays the video instead of opening Finder.
- Improved performance for the campaign overview when sorting.
- Prevent dates from being shown in three lines in the campaign overview.
- Show a placeholder when an Advar creative created without a template in the Classic UI is being opened in Campaign Manager.

Adhese

- Performance improvements when fetching campaigns for users who have a lot of brands associated with them.

2026

Release notes Adhese 3.11.0

This release contains a number of small improvements and bug fixes:

General Adhese Improvements

- Timezone support for daily delivery limits. Until now this feature only worked with UTC timezones.

Adhese Classic UI

- We prevented the flow where a creative that is not yet approved by Xandr is trafficked to a Xandr specific slot or channel containing a Xandr specific slot. The creative will have to be approved by Xandr first. Users will see a pop-up error message if this approval has not yet been given.

2025

2025

Release notes Adhese 3.8.0

Campaign Manager: fixes and improvements

The following issues have been resolved:

- Data in the reporting view did not show the data of the end date itself selected in the date picker
- Budget adjustments did not always update the price
- Creatives got unlinked due to an update in the related booking

Adhese Classic: features

- Pacing can now be set as a parameter on the booking level to opt for a more front-loaded delivery
- Auto delivery limits can be set to ensure a more even distribution of deliveries over time.

2025

Release notes Adhese 3.7.0

Campaign Manager: features

- SKUs can now be added to a creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data.

Campaign Manager: fixes and improvements

- Consistency enhancements towards the columns shown by default and their placement.
- Ability to view creatives to approve beyond a 30-day time window.
- Various other performance and UX improvements.
- Some compatibility fixes towards the Safari browser.

Adhese Classic UI

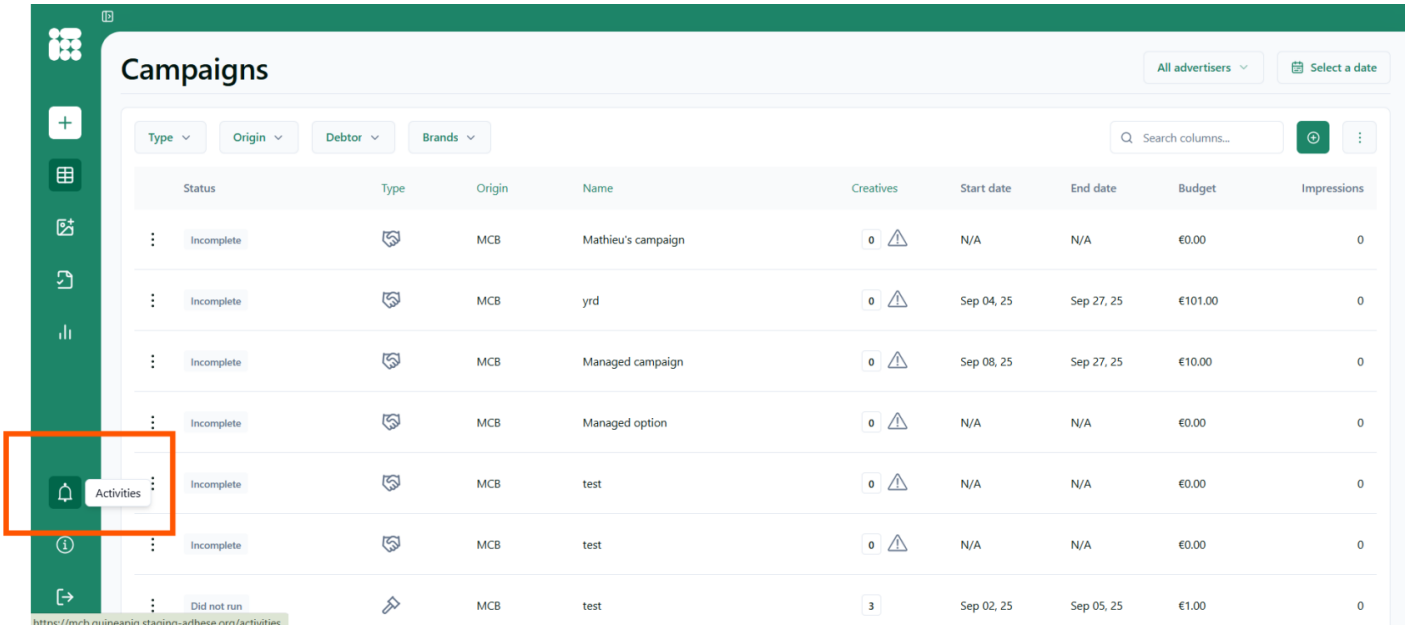
- Security enhancements.

2025

Release notes Adhese 3.6.0

Campaign manager: Activities

Adhese's Campaign Manager UI has gained a new Activities feature that alerts the user when a booking, creative, or guaranteed campaign submitted by them is rejected or unapproved, and when the campaign is set to start within 2 days.



2025

Release notes Adhese 3.5.0

More functionality for the ADvendio sync

We have added the following new features to our ADvendio sync:

- Targeting: Create targets for ADvendio in Adhese (see documentation)
- Frequency capping
- Capturing metadata
- Improved error messaging

ADvendio is a platform that helps media companies and advertisers manage and optimise their advertising campaigns across different channels.

These improvements reduce manual data entry and ensure accurate, timely updates between systems.

2025

Release notes Adhese 3.4.0

General improvements for the new

Campaign Manager

- The menu layout now features a collapsible side panel
- Syntax can now be integrated per account (e.g. locale-specific punctuation use)
- An external documentation link is now available per account
- Load times have been reduced in certain situations
- The OSI (On Schedule Indicator) calculation has been adapted to be in line with the Classic UI
- Impressions are now calculated by budget and CPM
- Inactive brands are not shown to self-service users
- Lifetime status has been improved so that bookings can only be started when a campaign is approved
- Unused columns have been removed from the campaign table

Bug fixes

- Ad delivery now takes into account the period during which a campaign was paused
- An issue with user mapping has been resolved, whereby externally managed users were not recognised in the Campaign Manager
- Security improvements

2025

Release notes Adhese 3.3.0

Campaign Manager for Self Service

We’re pleased to announce the launch of the **Campaign Manager** for self-service use, a new platform designed to streamline the collaboration between publishers and advertisers.

This release introduces a user-friendly interface that enables advertisers to independently create, manage, and launch their own campaigns—at any time, from any location. Built-in validation and structured approval workflows ensure campaign quality and compliance with publisher guidelines.

- **Self-Service Campaign Management**
  Advertisers can now independently design, target, and activate campaigns without manual intervention.
- **Approval Workflows for Creatives and Campaigns**
  Publishers can review and approve all submitted assets, maintaining full control over campaign quality and brand safety.
- **Custom Branding Support**
  The platform allows for customization with publisher logos and visual identity, offering a seamless branded experience to advertisers.
- **Built-In Validation**
  Ensures campaigns and creatives meet predefined standards before going live.
- **Faster Time to Market**
  The self-service model significantly reduces turnaround time, helping campaigns go live faster.

Benefits

- Enhanced flexibility and autonomy for advertisers
- Reduced operational overhead for publishers
- Maintained editorial and brand standards through controlled approval processes

For more details or to get started, please contact your Adhese representative or visit our documentation portal.

Advendio sync

We’ve completed the setup of a synchronization between **Advendio** and **Adhese**, enabling automated insertion of campaign data from Advendio into the Adhese platform.

This integration streamlines campaign management by reducing manual data entry and ensuring accurate, timely updates between systems.

Highlights

- Automated transfer of campaign details from Advendio to Adhese
- Improved consistency and reduced risk of human error
- Faster campaign setup and go-live timelines

2025

Release notes Adhese 3.2.0

May 2025

Improved campaign data processing

We've made behind-the-scenes improvements to our data processing systems to improve performance and reliability. These changes help ensure faster data processing and better overall system stability. While you shouldn't notice any difference in your day-to-day use, these updates lay the groundwork for future improvements. As always, everything should continue to run smoothly - just a little more efficiently.

Minor improvements to Xandr creative status

We've improved handling Xandr statuses to ensure better synchronisation between the Xandr UI and the Adhese UI. We've also strengthened the connection between the publish process and the various Xandr statuses for more accurate publish updates.

Improved publish process for better scaling and observability

We've made enhancements to the publishing service, similar to our earlier improvements to data processing. These updates improve scalability and reliability, ensuring smoother operation as demand grows. In addition, increased observability will help us detect and resolve issues faster, resulting in a more robust overall system.

Public API

We've continued our work on public APIs to make connecting and integrating with our platform easier for customers. The first is the Campaign API, which allows you to create campaigns programmatically. If you're interested in early access or would like to know more, feel free to reach

out.

2025

Release notes Adhese 3.1.1

Adhese 3.1.1 is a maintenance release.

DOOH Features

- In addition to the existing template macro that returns the duration of a video or audio file in seconds, we now have a macro that returns the duration in milliseconds: `<ADHESE_DURATON_MS>`. The macros can be found here.
- The headsup endpoint, which is generally used to cache video files in DOOH setups, now contains the ‘filesize’ parameter, which returns the file size in bytes. More info about this endpoint can be found here.

Bug Fixes

- If creatives used with our Xandr connection are not *approved* on Xandr, they will be detrafficked. This ensures that no empty bookings are returned for requests coming from Xandr.
- Fixed an issue where a booking would be moved back one day if the user was logged in from a different timezone than the account's timezone.

2025

Release notes Adhese 3.1.0

Bid optimisation

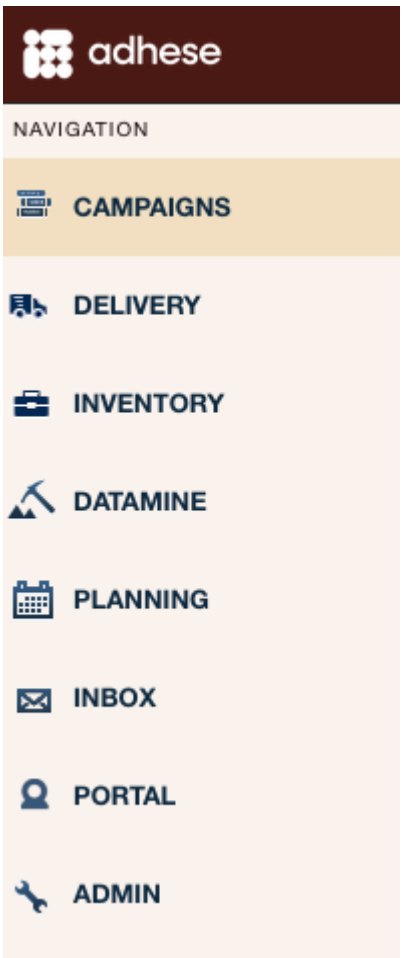
Accounts that have Bid Optimisation enabled will have the option to enable/disable Bid Optimisation on a per-booking basis. The checkbox is enabled by default. If your account doesn't yet have access to bid optimisation and you would like access to this feature, please contact us.

Changes to IP-address targeting

We made changes in the way we obtain user's IP addresses for geolocation targeting purposes. This ensures server-side requests will get back the user's IP-address and not the servers IP address, enabling more accurate geolocation targeting for Gateway setups. This feature will be released with a feature flag and is currently disabled for most customers. If you are interested in this feature, please let us know.

Removal of ‘planning’

The Planning section has been deprecated for some time. In this release, it has been completely removed from the user interface.



Preparation to support new timezones and more currencies

We’ve made changes under the hood and in the admin UI to support new timezones and more currencies.

Quality of Life improvements and bug fixes

- Enhancements to our Keycloak-based user management system
- Several small technical improvements

2025

Release notes Adhese 3.0.9

Xandr

- More Xandr functionality:
  - Adding a viewability tracker (measurement.js) will result in more valuable campaign insights. To achieve this, all creatives for Xandr will be javascript.
  - The setup of Xandr inventory will become clearer as the name of the linked domain will be included in the slot and location name. The Xandr status of your creative will be shown in the overview of all creatives.

SKU

- Creative managers can associate one or more product IDs (such as SKUs or company-specific identifiers that refer to an article) with a specific creative. These IDs are stored as metadata and can be used to calculate Return on Advertising Spend (ROAS) when linked to company sales data. The SKU field functionality is account-specific.
  Note: No input validation has been implemented for this field. It is the user's responsibility to ensure that the IDs entered are accurate and correspond to the data required for ROAS calculations.

Quality of Life improvements and bugfixes

- crid (creative ID) is now included in our prebid responses.
- The correct duration of videos is used in forecasting instead of a rounded up/down duration.

2024

2024

Release Notes Adhese 3.0.8

Xandr

We are releasing more functionalities for our Xandr connection. The usage of HTML5 and Javascript creatives is now possible. We also improved the flow when a creative is rejected by Xandr. Finally, more OpenRTB fields are now available as a target and in the different reports.

If you would be interested in using Xandr, please contact support.

Improved Publish process

The publish process has long been identified as a point of attention. We are improving on this functionality and are now releasing a next step. Ideally, you shouldn’t notice the changes. More improvements can be expected in the coming months.

Improved data processing

We took steps in improving the way we process campaign data. These changes will lead to improved stability and scaleability.

Quality of Life improvements and bugfixes

Opening a link in a new tab uses the correct URL.

2024

Release Notes Adhese 3.0.6

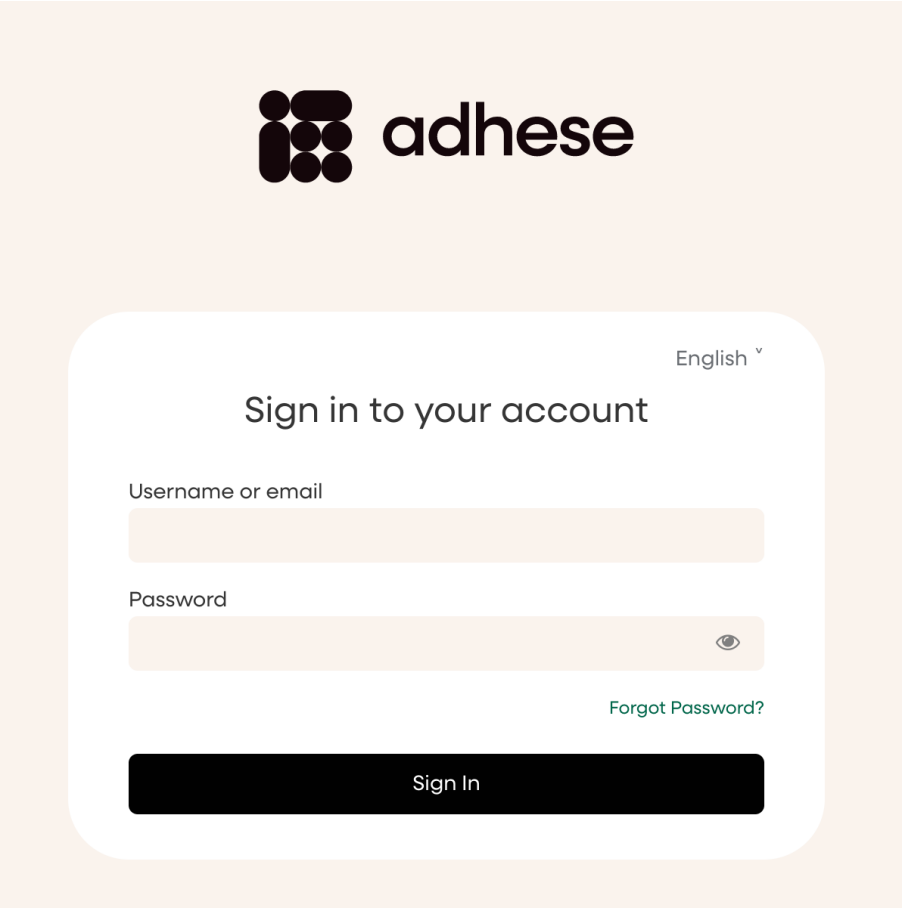
New branding

Adhese has a new logo and branding.

Keycloak

We have replaced our legacy login system with Keycloak. This tool facilitates managed authentication and authorisation, enabling users to log in once and have access to any environment for which they have rights.

We will enable the Keycloak login portal for each client. If enabled for your account, you will see a new login page (under a new URL, so please revise any bookmarks you may have set) that looks like this:



When you navigate to the user management page within the admin section of the UI, you will be redirected to the user management tab in Keycloak. See User Management Keycloak for more info.

Keycloak will be gradually enabled in your account following the next release. Go to the main URL of your application, where you will be directed to the new login page. You may continue to use the same credentials to log in. Go to Logging in to Adhese Keycloak for more info.

Fixes and improvements

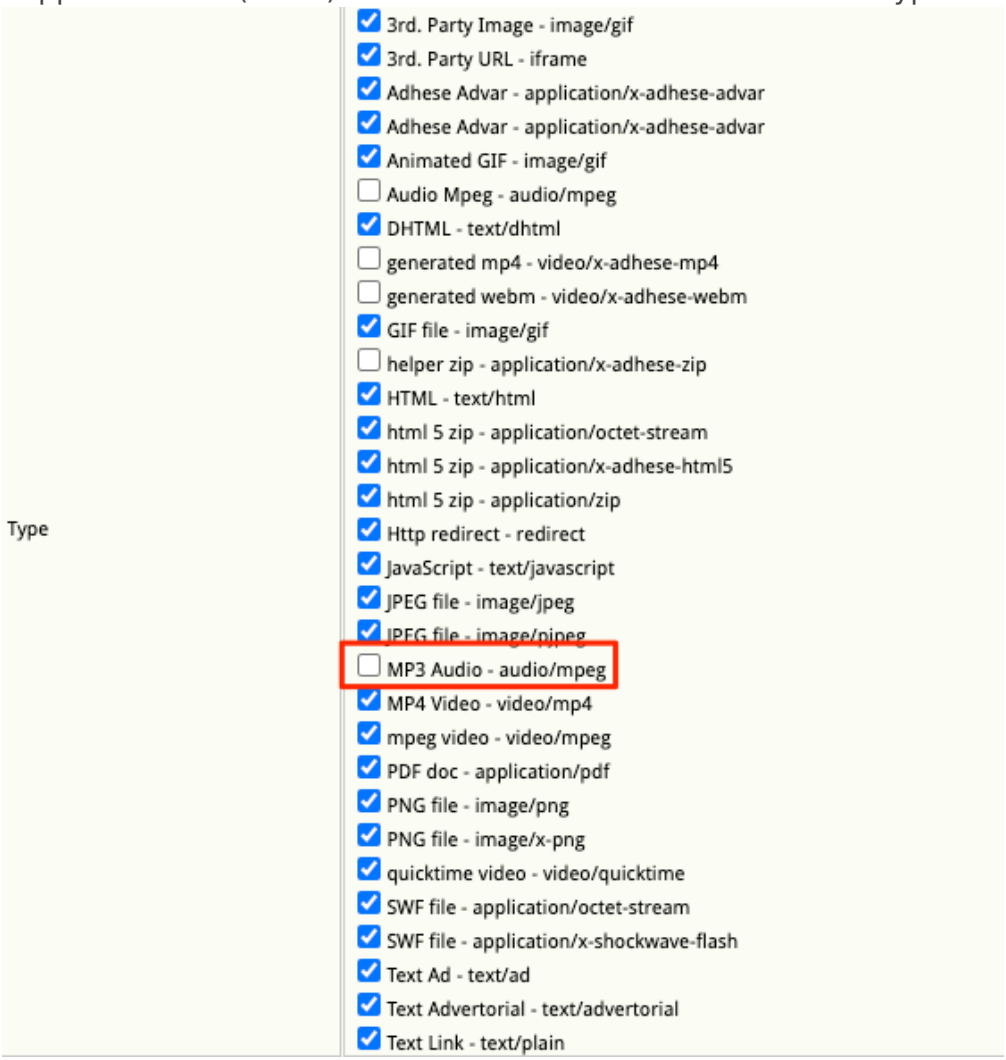
- When you open the advertiser company popup in the booking screen, you will now see all available companies by default.
- A template parameter placeholder for priority and publisher was added.
- Users can bulk enable target values in the select target values popup on the booking edit view by uploading a file containing target value codes.
- Improved user log information.

2024

Release notes Adhese 3.0.5

Fixes and improvements

- Adhese now supports comments in the template files.
- During publishing, a list of click domains from Advar templates is exported to whitelist these domains. This solves the problem for first-party domains that do not allow trusted third-party click URLs.
- Support for MP3 (audio) creatives. MP3 is added to the format types:



- Changes made by the campaign sync are now visible in the user logs.
- Improved logic for finding clicktags when uploading HTML5 creatives.

- Improved auto delivery for bookings that started after the original start date.
- Fix for negative targeting.
  Improved error handling when adding a negative target when no positive target is found.

2023

2023

Release notes June 2023

Many improvements and new tools have been developed over the last few months and we are gradually releasing these to the majority of our customers. Note that this is a work in progress.

Documentation

We have moved the documentation to a new domain. It is now part of our support system (Zendesk). Please email support@adhese.com if you don't have access to it.

Booking name

A new field is available on the booking screen that contains the booking name.

Tables

The tables for the Adhese reporting UI have been redesigned. You can find an example of this and a description of it in the documentation.

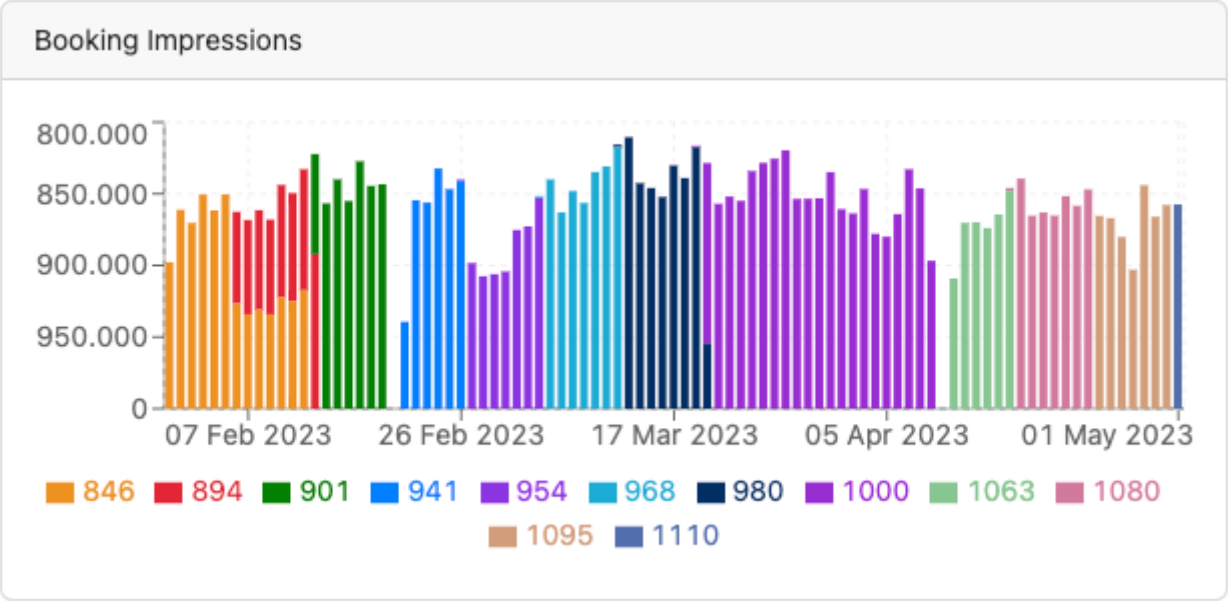
Campaign Reporting

The new campaign reporting dashboard is located at the following URL:

https://accountname.adhese.org/tools/cubeui/reporting/dashboard

[accountname] needs to be replaced by your account name.

An overview with screenshots of the new reporting tool is available in the documentation.



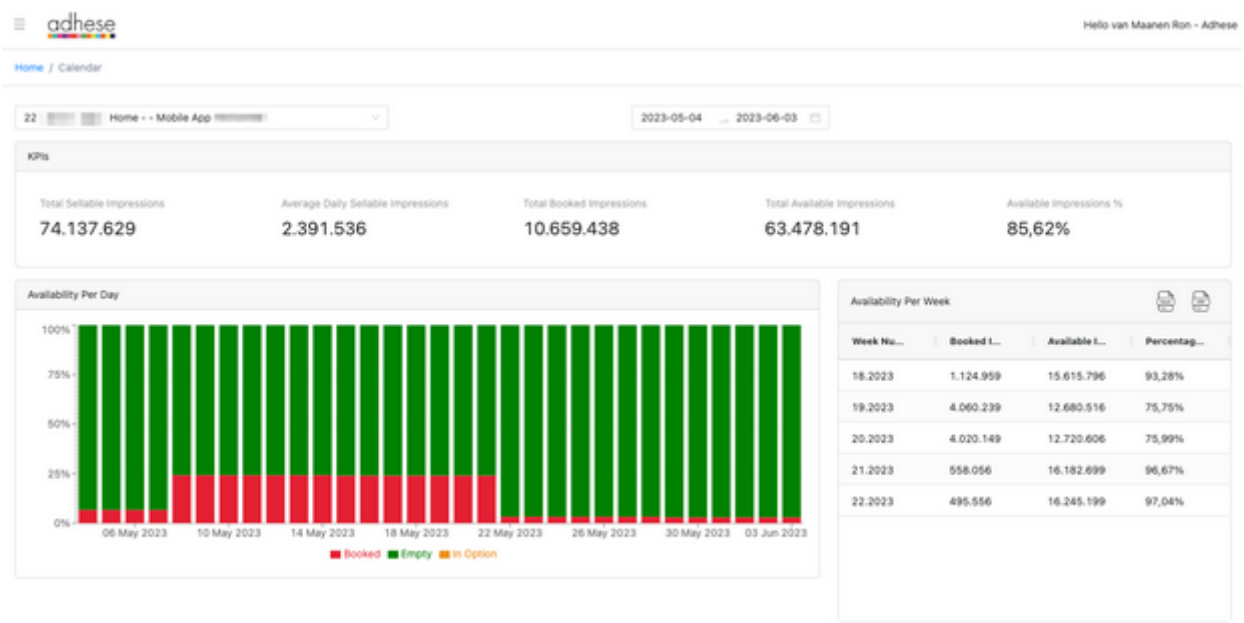
Calendar Dashboard

The calendar dashboard provides an overview of the inventory per position or channel for the coming month. You can reach it via the following link:

https://accountname.adhese.org/tools/cubeui/calendar

[accountname] needs to be replaced by your account name.

An overview with screenshots of the new inventory calendar tool is available in the documentation.



Advertiser Reports

We now have the notion of a ‘remote’ user, a user not part of the Adhese customer’s organization but an advertiser or agency. These users can see reports of the campaigns of their agency or company.

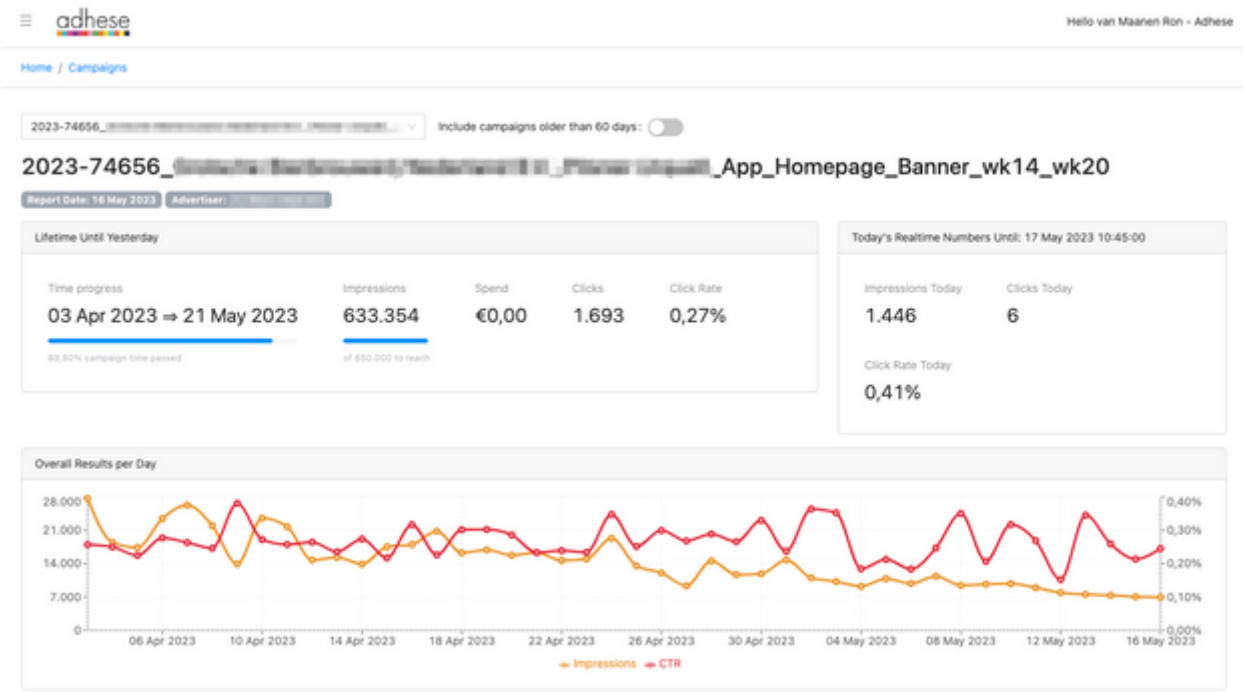
For the campaigns user have access to, a full report (different than the ‘publisher’ one) is available, with real-time numbers for live campaigns.

An overview with screenshots of the new advertiser reporting is available in the documentation.

The new advertiser report is located at the following URL:

https://accountname.adhese.org/tools/cubeui/reporting/advertiser/campaigns

[accountname] needs to be replaced by your account name.



Advanced Targeting

Through the Advanced Targeting feature, a set of functions are available that make it possible to express complex target combinations. These target expressions can be saved and made available on the booking screen, so daily use is simply selecting from a list of pre-made targets.

The expressions behind each target can be managed via the Admin UI. An overview with examples of advanced targeting is available in the documentation.

Product and Campaign Sync API

The API allows users to connect external order management systems with their Adhese instance. The management system can be a master of pricing, and sync products with Adhese. Campaigns can be initiated in the external system and then synced to Adhese via the API, or they can be created in Adhese and synced to the ext. system, via the same PAI, in the other direction.

The Revenue API returns daily results for each active campaign and can be used to integrate campaign results in the ext. system.

New Target Config Admin UI (work in progress, not released yet)

This is the first in a series of new administration screens for inventory configuration that will eventually make up a new Configuration UI. The targeting config UI allows for defining new targets without the intervention of a support user.

Webshop (work in progress, not released yet)

Auction & Guaranteed Campaigns managed by advertisers.

Remote users

We now have the notion of a ‘remote’ user, which means a user that is not part of the Adhese customer’s organization, but an advertiser or agency.

Remote users are connected to advertisers or invoice companies. Through this relation, they get access to campaigns, and/or can create new campaigns as well. Each user has a certain role (some are read-only).

2023

Adhese 3.0.4

- Adshop (ZSP MVP+):
  - Rename ‘insertion order’ to ‘campaign’ in all UI components (AD-5004)
  - Add new logo of retail mediaservices (AD-5011)
  - Change places between pricing component and availability component in line item screen (AD-5012)
  - Add navigation in main menu with bold heading (AD-5015)
  - Introduce back button in campaign screen and remove cancel button (AD-5009)
  - Pre-fill CPM with floorprice of selected product (AD-5017)
  - Automatically scroll down to ‘add Line item’ and ‘add Creative’ buttons when saving a campaign (AD-5016)
  - Campaign in offer state is not editable (since submitted for approval) (AD-5019)
  - Replace ‘Save’ button by ‘Update’ button when draft campaign is saved for the first time (AD-5010)
  - Allow for full url in landing page (AD-5031)
  - Bugfix inlog creating new user & allow for empty advertiser-debtor mapping (AD-5073)
  - Bugfix allow for saving when pause creative on running line item (AD-5073)
- Adhese admin UI:
  - Bugfix regarding hierarchy positions and sub-positions when planning a new booking (AD-5013)
  - Clear external key’s when duplicating a campaign (AD-5035)
- Reporting release (monday 30-10):
  - Align reporting logic of Admin UI with ZSP reporting data
  - Fill recently approved list in ZSP dashboard (AD-5020)
  - Introduce average CPM per day for auction, spend and budget in ZSP dashboarding (AD-4914)
  - Show open offers in stead of options in ZSP dashboard homescreen (AD-5023)
  - Bugfixes bookingcalendag: remove deleted and inactive campaigns and order bar in line with status (AD-4966)

2023

Adhese 3.0.3

- Adshop (ZSP MVP+):
  - ‘Audience ZSP’ target type available in Adshop as controlled subset of current CDP audiences available in Admin as target type ‘Audience’
  - New tooltips in the webshop UI and add extended information to the support/help page.
  - Fixed login error Adshop
  - Rename a field in the webshop UI to better indicate the meaning. (impressions → booked impressions)
- Product sync Advendio-Adhese
  - Use Advendio paramater (includedEnvironments) to indicate in product sync if the product is to be shown in the webshop or not.
  - Improve error messages returned if the campaign or product sync is accessed with unknown or faulty parameters.
  - Set the publisher (in Adhese) based on the adtype parameter in the product sync. Configured publications are ‘AHMS products Display’ and ‘AHMS products DooH’.
- Adhese admin UI:
  - Add product type and product code to the position export in Adhese admin UI
  - The feedback send on initiating a publish has been improved to better indicate the status.
  - Make the automatic option expiry configurable and enable by default

2023

Adhese 3.0.2

- Campaign origin: keep track of the origin of campaigns
  - Campaign sync: Prevent syncback based on this origin
  - Guaranteed flow: Use origin to decide when to transition OPTION → CAMPAIGN
- Campaign sync
  - Map “Fixed price” to ADM
  - Map campaign status “Closed lost” to “Stopped campaign”
  - Fix a bug where the booking profile is not created in newly created bookings without any targets
  - Prevent syncback based on campaign origin
  - Prevent booking price recalculation based on the campaign origin
  - Fix a bug where the booking format is not set in bookings coming from campaign sync
  - Fix a bug where the booking name is not set from the campaign sync
- Product sync
  - Allow adType and includedEnvironments fields in DTO
  - Update dto → make fields isactive and isdeleted uniform
  - Fix a bug where the slot class is not assigned to a newly created slot
- DOOH
  - Fix a bug where the headsup endpoint is missing some valid creatives
  - Fix a bug where the headsup endpoint is showing creatives from unconfirmed campaigns
- Targeting
  - Filter out inactive target values in the target popup on the booking screen
  - Reserve z. target codes for Adhese
  - Prevent access/changes to hidden targets
- Maintenance
  - HTML5 creatives: Fix bug where file url in the creative is not updated upon changed in some cases
  - Get rid of obsolete authentication related pages
  - Rework authentication in preparation to supporting SSO
  - Escape square brackets in the JSON creatives preview
- Internal
  - Switch to Github actions as build facilitator
  - Added a code formatter to have uniformly formatted code
  - Increase the amount of logs we keep
  - Library updates and switching to Github packages

September Adhese Release Notes

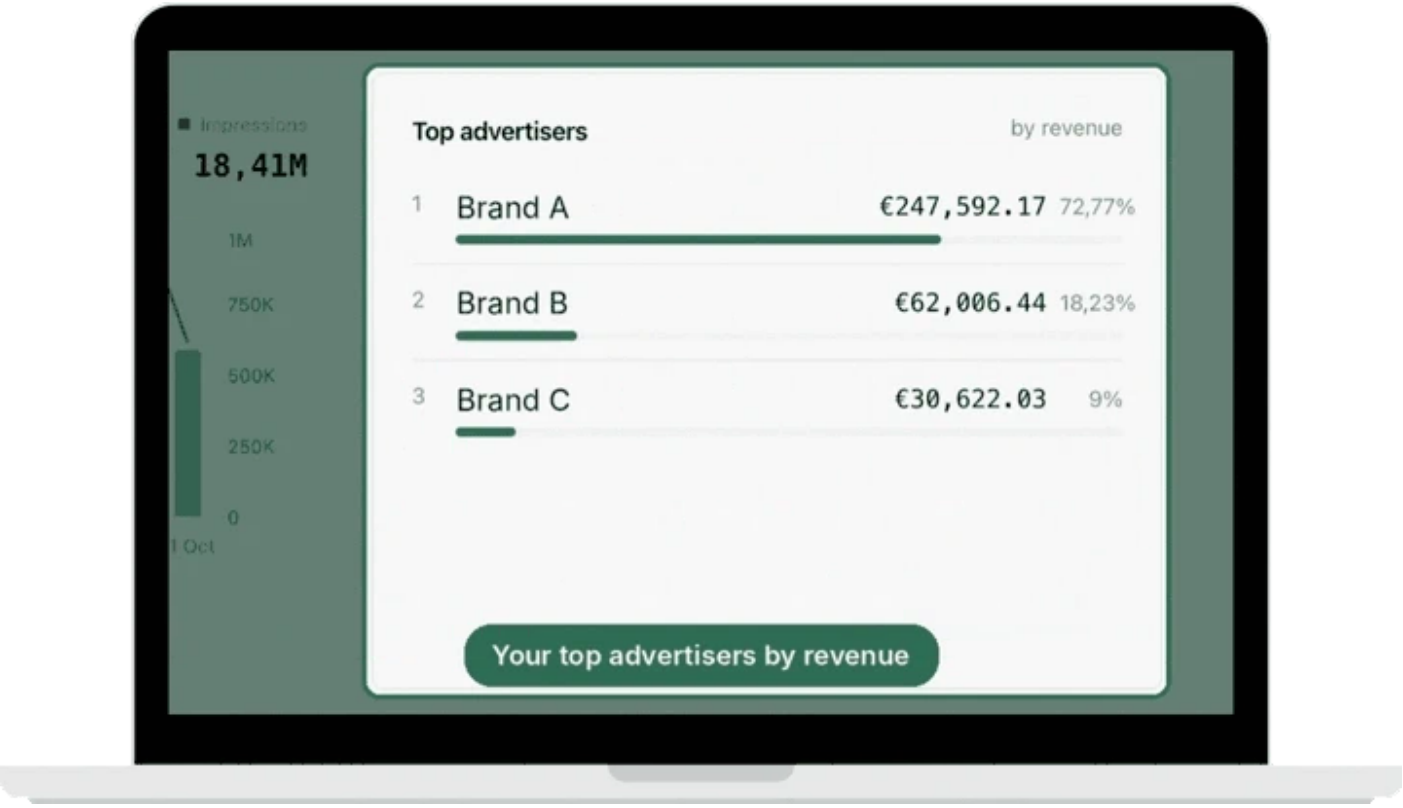
If you work with managed campaigns, Adhese now gives your team more time and more control. You land on a homepage with your whole portfolio, the booking flow only shows what applies to your booking type, and new permissions let you choose who manages your targets.

Your entire omnichannel portfolio, in one view.

1. **Start from an overview, not a list**
   As a managed user, you now land on a homepage that shows how all your campaigns performed over the last 30 days. Revenue, impressions, clicks, eCPM and the share of bookings on pace are right at the top, each compared with the previous period, with a daily chart and your top advertisers by revenue just below.

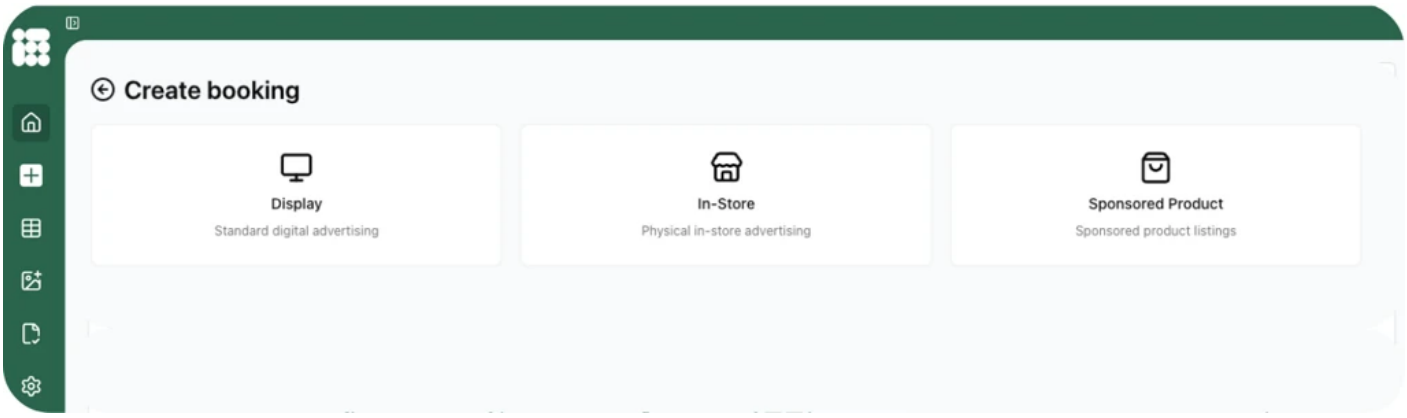
Good to know: revenue always uses the price that applied when an impression or click was delivered, so changing a CPM or CPC later doesn’t rewrite past revenue. “Metrics explained” shows how every number is calculated.

2. **Pick up where you left off, and see what’s next**
   Your homepage also lists the bookings you viewed most recently and the ones about to start, so getting ready for the next go-live no longer begins with a search.



A new booking flow, shaped by your booking type

3. **A booking flow that adapts to what you book**
   Booking a managed campaign now starts with choosing the booking type, and from there each step only shows what applies to it: the eligible channels, positions and targets, and the delivery objectives, priority and limits that fit. Your default priority is filled in automatically, Sponsored Product bookings get a product feed step, and every booking ends with a summary before you confirm.



Your overviews now tell you more

4. **More detail per campaign, booking and creative**
   In the campaign and booking overviews, you can now filter by booking type and open reporting directly from the table. Delivery rate and inventory share show for each campaign as well as for each booking, and incomplete campaigns tell you what is missing. For creatives, you can approve one from its detail screen, see which creatives belong to a booking, and check how many a booking already has before linking another.

Good to know: on In-Store bookings, impressions are now shown as “Proof of Play”.

You decide who manages what

5. **Targets and roles, managed by you**

   Admins get a new Targets page in the admin area to browse and filter target categories and create new standard or custom ones. New permissions let you give someone rights to manage targets without also giving them campaign or booking rights, and a new managed viewer role gives read-only users access to managed campaigns.

Good to know: the Targets page only appears for users with rights to create or update targets.

You can start your 2027 rate card now

6. **Next year’s pricing, without touching this year’s**
   You can now prepare next year’s rate card without overwriting the one currently in use. Seasonality is applied pro rata across the booking period, so a booking that spans two seasons is priced for both.

> **Action required if you upload rate cards via CSV:** CSV upload has been removed. Rate cards are now managed entirely in the Campaign Manager.
>
> *For more information or how to, please Contact Support.*

adhese additional news:

New partnerships

Adobe Experience Platform × Adhese
Using Adobe Experience Platform? Audiences you build there, such as loyalty members or regular buyers of a product category, can now be sent directly to your Adhese account and used to target campaigns on your own inventory. That means no manual file transfers, more targeted campaigns to sell to your advertisers, and your data stays yours: only IDs are shared (such as Adobe IDs or hashed email addresses), in a folder only your account can access.

For more information or how to, please Contact Support.

Awards:

Bronze at the IAB Europe MIXX Awards -

View here

Salling Group, Arla and Adhese won bronze in the Innovative Collaboration category at the IAB Europe MIXX Awards 2026. It shows what retail media can do when retailer, brand and technology work as one team, and that’s the kind of work we love building with our clients.

Working on something for 2027? We’d be happy to explore putting it in the spotlight with you, through an award entry, a case study or a joint talk at an event. Contact marketing@adhese.eu