

Third-party ad servers and marketplaces

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List of third-party ad servers and marketplaces

Adhese offers a comprehensive solution for [integrating](#) and implementing third-party technologies, including real-time bidding systems and third-party ad servers. We are continuously expanding our partner network to bring our clients the latest innovations in digital marketing

Currently, Adhese integrates with the following **marketplaces**:

- adform
- adscience
- xandr
- improve (Azerion)
- justpremium
- kobler
- mobpro
- platform161
- proxistore
- pubmatic
- pubnative
- magnite
- sharethrough
- equativ
- spotx
- triplelift

[Contact Support](#) if you wish to implement a third-party ad server or integrate with a marketplace.

Xandr Inventory Setup

Instructions

Please [contact support](#) if you want to connect to Xandr as this connection requires setup and a change to your contract.

Before you can traffic creatives to Xandr, you need to set up Xandr-specific inventory for a given account.

If necessary, the Support team can help you set this up using DB / UI-API automation scripts.

1. Create a [publisher](#).
 - Part of: "Main Publisher" (or account name),
 - Company name: "Xandr",
 - Active: ☐ .

Edit publisher

Part of 1

Main Publisher

Company Information

Company name	Xandr
Quote	
Street	
Number	
Postal code	
City	
Country	
Phone	
Fax	
Website	
Email	
Bank Account	
VAT	
Active?	☒

Contact

First name	
Last name	
Street	
Number	
Postal code	
City	
Country	
Phone	
Fax	
Email	

2. Create [publications](#).

- For each site domain or app bundle (app ID), there needs to be a publication.
- Publisher: Xandr,
- Active: yes,
- Name: site domain or app name & platform (like “Example.com - Android”) if this is an app-related publication,
- Quote: *leave empty*

- Website: domain name or matching the app ID, like “com.example.android or 123456789” if this is an app-related publication.

Edit publication

 Back

Publisher	Xandr 
Active?	yes 
Name	Xandr
Quote	
Comment	
Street	
Number	
Postal code	
City	
Country	
Phone	
Fax	
Website	https://bidder.xandr.com/ Visit site

3. Create a [location](#).

- For each publication, there needs to be a location.
- Publication: *choose a publication created in step 2,*
- Name: *same as the publication name,*
- URL: “xandr_” and the site domain or app bundle, for example:
 - “xandr_example.com” for websites,
 - “xandr_com.example.android.news.mobilead” for Android apps,
 - “xandr_123456789” for iOS apps,
- Channel: normal position (no group).

Edit location

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Publication	Xandr - 
Name	xandr xandr
URL	_xandr_
Preview URL	
Code	

4. Create missing formats and/or ensure existing formats can be used for Xandr bid requests.

- Tag: yes,
- Code tag & Code book: the code tag of a format must contain a tag with numeric dimensions, e.g. "300x600". If another code tag is already defined, prepend the numeric tag with a semicolon, like "300x600;halfpage". Ensure the code book value is also updated (it supports semicolons as well).
- See documentation on [formats](#) for further reference.

Edit template

 Ba

Name	Medium Rectangle					
Part of	--					
Template file	--					
Trigger Order	2					
	File 1	File 2	File 3	File 4	File 5	File 6
Width	300	0	0	0	0	0
Height	250	0	0	0	0	0
Max size (kB)	40.0	0.0	0.0	0.0	0.0	0.0
Add URL?	yes					
Tag	yes					
Open creative previews in a new tab?	no					
Has completion rate events	no					
Transcodable	no					
Code import						
Code book	halfpage;300x250					
Code mdb						
Code tag	300x250					
Code export						

5. Create [positions](#).

- For each combination of the Xandr location and a format, there needs to be a position.
- Location: *publication-name* [*location-name*]
- Format: *required format*, e.g. *Halfpage*, *300 * 600*, *0kB*
- Position Type: normal javascript

Edit position


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Enter the position's details.

Location	Xandr 
Format	Medium Rectangle, 300 * 250, 40kB 
Name	My 300x250 Xandr Position
URL	
Preview URL	
Comment	
Server	
Position Type	normal javascript - 

Supported formats currently supported with Xandr

Expand List

- 1800x1000
- 970x1000
- 970x250
- 970x90
- 728x90
- 300x600
- 320x500
- 320x400
- 320x240
- 300x250
- 160x600
- 120x600
- 320x100
- 320x50
- 300x100
- 300x50
- 320x480

- 1x1
- 1x2