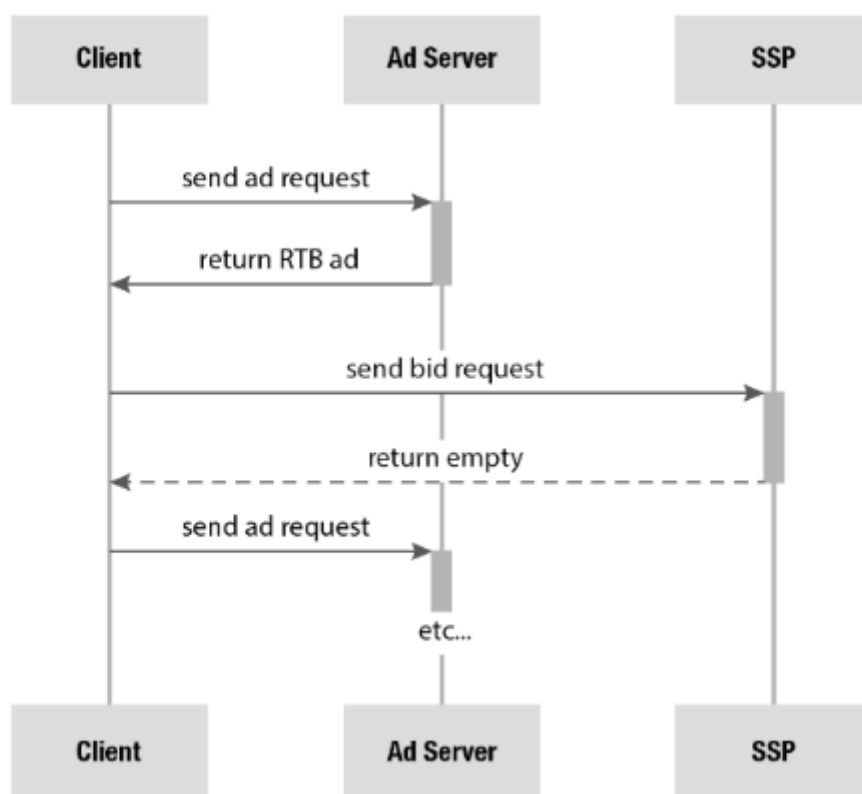


Adhese Gateway

The Adhese Gateway lets direct sales compete with real-time bidding (RTB) systems. – optimising revenue from every advertising space in real-time.

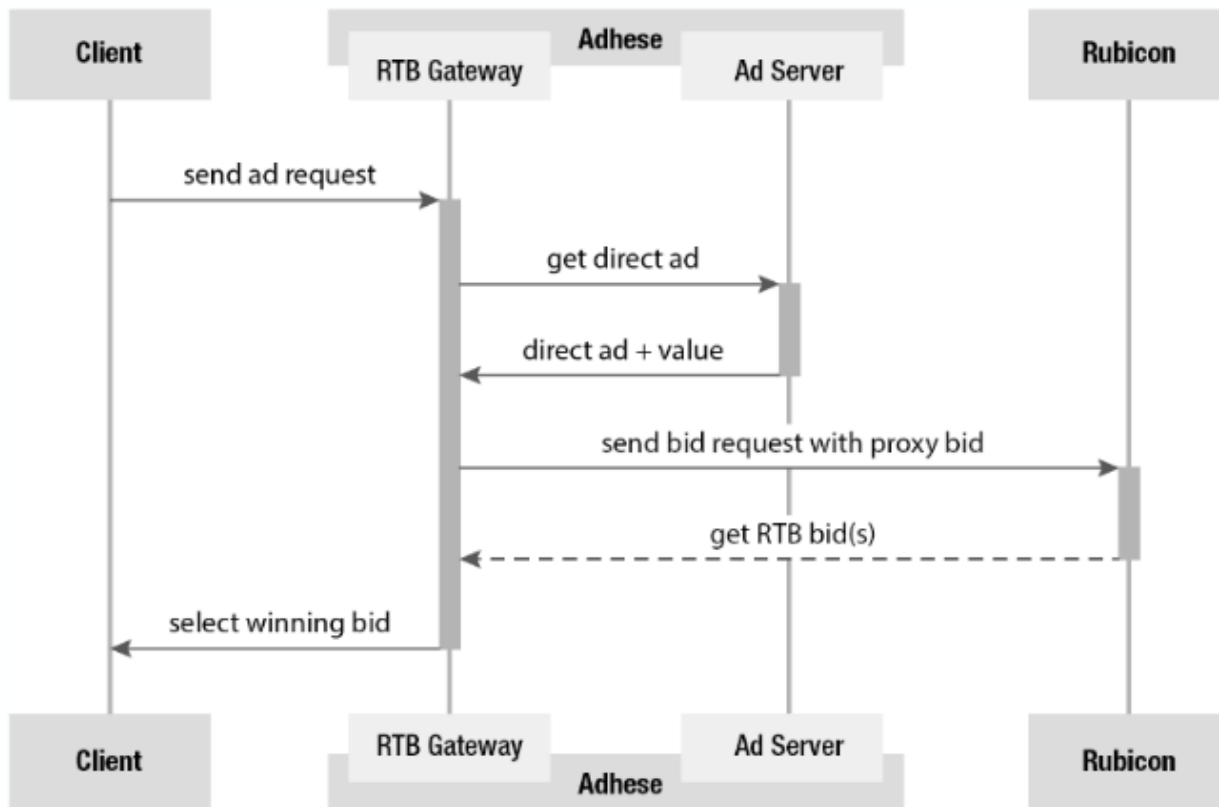
Before explaining how to enable competition with RTB revenue in the Adhese interface, we will briefly describe the Adhese Gateway itself.

Publishers typically determine whether direct revenue or third-party RTB revenue takes priority. This cascade structure results in an order of precedence where direct sales or in-house campaigns always take priority. The ad space is offered to the next priority level only if the other priority level has no ad to offer. The result is a situation in which there is no competition between the different priority levels – failing to take advantage of potentially higher revenue.



When the gateway receives multiple bids with the same price (and no bid with a higher price), the bids will be put in a reversed alphabetical order base on the name of the market place. The first bidder in line will then win the bid.

The Adhese Gateway is different from the cascading structure. The Gateway allows the two revenue streams to be weighed up against one another so it can select the most economical offer. The SSP receives the original price from direct sales as a proxy bid. This stimulates higher bids as it gives a known value for the impression. In addition, it is possible to specify a dynamic floor price (e.g. based on time or known user data) when a proxy bid from direct sales is unavailable.



The Adhese Gateway offers a couple of advantages. First, it reduces latency and bandwidth usage. The Gateway ensures that communication with an SSP takes place server-side by applying a strict time-out, so there is no waiting time when loading ads from a third party. Besides, the standardised request-response structure and built-in time-out allow easy implementation across an entire network and across all devices and platforms.

Enable competition with RTB revenue in the Adhese interface

Optional, depends on your Adhese configuration.

The Adhese Gateway allows users to easily specify within the interface whether a campaign and/or booking(s) should compete with RTB revenue:

- For campaigns, go to the *Header* tab of the campaign for which you want to implement competition with RTB and enable the **RTB** checkbox. Click [here](#) for more information.
- For bookings, go to the *Header* tab of the booking for which you want to implement competition with RTB and enable the **RTB** checkbox under the *How* section. Click [here](#) for more information.

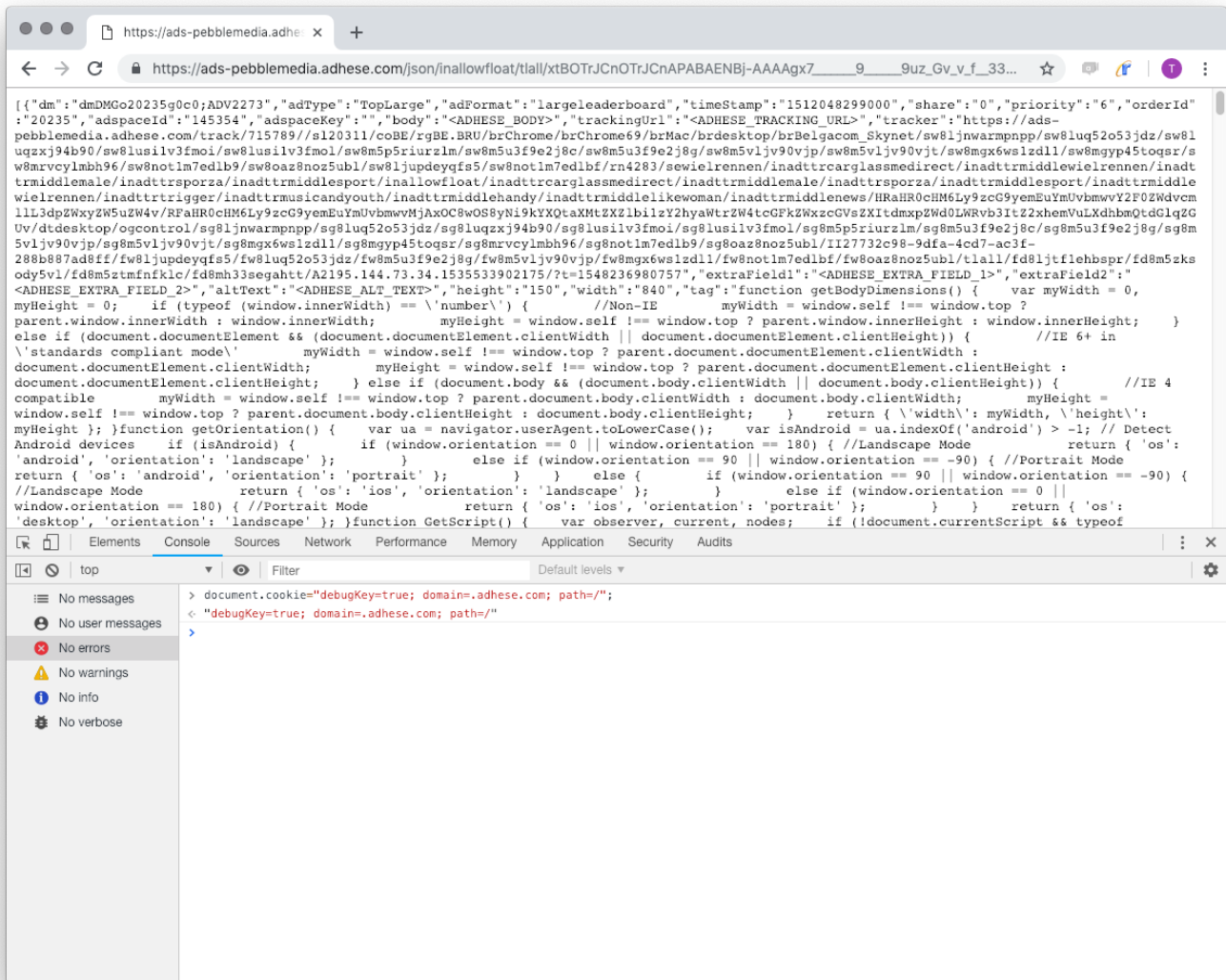
Gateway Debug Logging

Adhese Gateway enables you to run requests in 'debug' mode, allowing you to view all Bid Requests and Responses passing through the gateway for a specific browser.

To enable debug-logging, set a debugKey cookie by following the steps below.

1. Open an ad request as executed on your pages in a separate tab and paste the following code into the Javascript console:

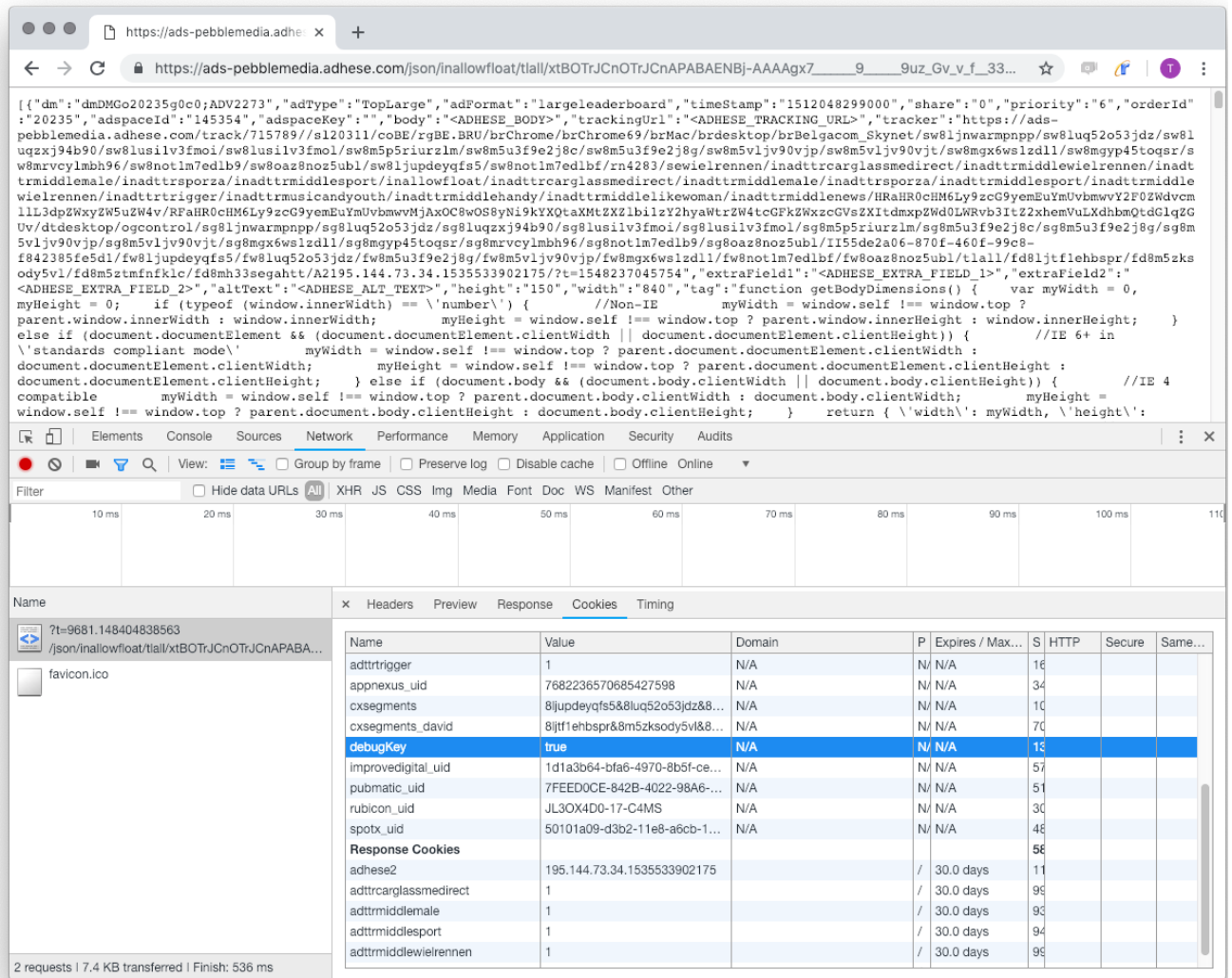
```
document.cookie = "debugKey=YourName; domain=.adhese.com; path=/; Secure; SameSite=None";
```



The screenshot shows a web browser window with the URL `https://ads-pebblemedia.adhes.com/js/inallowfloat/tlall/xtBOTrJcNOTrJcNAPABAENBj-AAAAGx7_9_9uz_Gv_v_f_33...`. The page content is a large JSON object representing an ad request. The console shows the following output:

```
document.cookie="debugKey=true; domain=.adhes.com; path=/";
< "debugKey=true; domain=.adhes.com; path="/
```

2. Refresh the page where that ad request is used and check if the cookie is present in the request header.



The screenshot shows a web browser window with the URL https://ads-pebblemedia.adhes.com/json/inallowfloat/tlal/xtBOTrJcNOTrJcNAPABAENBj-AAAAGx7_9_9uz_Gv_v_f_33.... The page content is a large JSON object. The Network tab is open, showing a list of requests. The selected request is for the URL https://ads-pebblemedia.adhes.com/json/inallowfloat/tlal/xtBOTrJcNOTrJcNAPABAENBj-AAAAGx7_9_9uz_Gv_v_f_33.... The response is a JSON object containing various fields, including a large string of text and a cookie named `debugKey` with the value `true`.

Name	Value	Domain	P	Expires / Max...	S	HTTP	Secure	Same...
adtrtrigger	1	N/A		N/A	16			
appnexus_uid	7682236570685427598	N/A		N/A	34			
cxsegments	8jupdeyqf58l8u52o53jdz&8...	N/A		N/A	10			
cxsegments_david	8jtf1ehbspr&8m5zksody5vl&8...	N/A		N/A	70			
debugKey	true	N/A		N/A	15			
improvedigital_uid	1d1a3b64-bfa6-4970-8b5f-ce...	N/A		N/A	57			
pubmatic_uid	7FEED0CE-842B-4022-98A6-...	N/A		N/A	51			
rubicon_uid	JL3OX4D0-17-C4MS	N/A		N/A	30			
spotx_uid	50101a09-d3b2-11e8-a6cb-1...	N/A		N/A	46			
Response Cookies					56			
adhes2	195.144.73.34.1535533902175		/	30.0 days	11			
adtrcarglassmedirect	1		/	30.0 days	95			
adtrmiddlemale	1		/	30.0 days	93			
adtrmiddleport	1		/	30.0 days	94			
adtrmiddlewielrennen	1		/	30.0 days	95			

3. You have now entered debug mode and can keep surfing with the same browser window.
4. Open <https://<your-account>.adhes.org/tools/frontail> to see the log information.
5. You can filter the requests on the "YourName" you have entered in the cookie.

If you do not know your password to access the debug tool, don't hesitate to contact our support dept.

```
tail -f -
2019-01-23 10:13:19,435 [http-bio-0000-exec-43] DEBUG DebugLog - dfd2eff2-4a65-4b54-b3b5-517fb2e4b20 Tracking 474b8d73-b194-4abe-b82e-edc30bac637d
2019-01-23 10:13:19,849 [pool-212-thread-15] DEBUG DebugLog - b0c1ab8b-0a70-4178-8586-e78bc9bfc8f3-whatever Request received {"request_info": {"cookie": [{"name": "adttm
2019-01-23 10:13:19,849 [pool-212-thread-15] DEBUG DebugLog - b0c1ab8b-0a70-4178-8586-e78bc9bfc8f3-whatever Executing adserver proxy pass for: GatewayRequest AD [sporza
2019-01-23 10:13:19,852 [pool-211-thread-10] DEBUG DebugLog - b0c1ab8b-0a70-4178-8586-e78bc9bfc8f3-whatever GRPC received {"response": {"slot": {"slot_id": 43574,"slot_na
2019-01-23 10:13:18,754 [RxCachedThreadScheduler-27] DEBUG DebugLog - 3b1ceb6b-380a-49b0-81be-dcaaf17aa5c-whatever c5e6da36-2707-44e9-a72a-fadfd7882192 Winner notificati
2019-01-23 10:13:18,755 [RxCachedThreadScheduler-27] DEBUG DebugLog - 3b1ceb6b-380a-49b0-81be-dcaaf17aa5c-whatever c5e6da36-2707-44e9-a72a-fadfd7882192 Binary log submit
2019-01-23 10:13:18,755 [RxCachedThreadScheduler-27] DEBUG DebugLog - 3b1ceb6b-380a-49b0-81be-dcaaf17aa5c-whatever c5e6da36-2707-44e9-a72a-fadfd7882192 Auction processin
2019-01-23 10:13:19,395 [pool-212-thread-18] DEBUG DebugLog - 06ba51aa-26ed-41d6-8849-e027edf96eb7-whatever Request received {"request_info": {"cookie": [{"name": "adttm
2019-01-23 10:13:19,395 [pool-212-thread-18] DEBUG DebugLog - 06ba51aa-26ed-41d6-8849-e027edf96eb7-whatever Executing adserver proxy pass for: GatewayRequest AD [sporza
2019-01-23 10:13:19,398 [pool-211-thread-15] DEBUG DebugLog - 06ba51aa-26ed-41d6-8849-e027edf96eb7-whatever GRPC received {"response": {"slot": {"slot_id": 43519,"slot_na
2019-01-23 10:48:08,648 [pool-221-thread-6] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true Request received {"request_info": {"cookie": [{"name": "adttm
2019-01-23 10:48:08,648 [pool-221-thread-6] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true Executing auction for: GatewayRequest AD [sporza_wielrennen_TopLa
2019-01-23 10:48:08,652 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true GRPC received {"response": {"slot": {"slot_id": 20311,"slot_name":
2019-01-23 10:48:08,653 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true Splitting request into parts: [90f80de4-dba6-40cb-becb-d1b10d4fa95
2019-01-23 10:48:08,653 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Auction processing started: _
2019-01-23 10:48:08,653 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Adserver response part receiv
2019-01-23 10:48:08,654 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Market request ready: {"id":
2019-01-23 10:48:08,654 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Market request ready: {"id": "PU
BMATIC-90f80de4-dba6-40cb-becb-d1b10d4fa95a", "imp": {"id": "0", "banner": {"pos": "1", "w": 728, "h": 90, "ext": null, "format": [{"h": 90, "w": 728}], "bidfloor": 0, "secure":
1, "tagid": "1685604"}}, "device": {"ip": "81.240.122.60", "ua": "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_14_2) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/71.0
.3578.98 Safari/537.36", "dnt": 0, "language": "en", "geo": {}}, "user": {"id": "195.144.73.34.1535533902175", "buyeruid": "7FEED0CE-842B-4022-98A6-26EF318B24D4", "ext":
{"consent": "BOTrJcN0TrJcNAPABAENBj-AAAAGx7_9_9uz_Gv_v_f_33e8_9v_l_7_-_u_-33d4-_1vX99yfm1-7ftr3tp_86ues2_Xur_9pd3sgA"}}, "site": {"id": "346922", "
page": "https://www.sporza.be/", "domain": "sporza.be", "cat": "[ ]", "publisher": {"id": "156431"}, "at": 1}
2019-01-23 10:48:08,655 [pool-220-thread-20] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Market request ready: {"id": "
2019-01-23 10:48:08,784 [RxCachedThreadScheduler-8] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Market response receiv
2019-01-23 10:48:08,790 [RxCachedThreadScheduler-35] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Market response recei
2019-01-23 10:48:08,830 [RxCachedThreadScheduler-9] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Market response receiv
2019-01-23 10:48:08,830 [RxCachedThreadScheduler-9] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Ad response ready: Opt
2019-01-23 10:48:09,101 [pool-221-thread-2] DEBUG DebugLog - 71d72f8a-19c3-48f0-ba13-ac941036ef48-true Request received {"request_info": {"header": [{"name": "host", "cont
2019-01-23 10:48:08,832 [pool-220-thread-11] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Winner notification completed
2019-01-23 10:48:08,832 [pool-220-thread-11] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Binary log submit: {"timestam
2019-01-23 10:48:08,832 [pool-220-thread-11] DEBUG DebugLog - 6fb9c359-90a3-4bb0-aeef-b8a54e3e7472-true 90f80de4-dba6-40cb-becb-d1b10d4fa95a Auction processing finished
2019-01-23 10:48:09,101 [pool-221-thread-2] DEBUG DebugLog - 71d72f8a-19c3-48f0-ba13-ac941036ef48-true Executing adserver proxy pass for: GatewayRequest AD [:0({})] 10.0
2019-01-23 10:48:09,103 [pool-220-thread-15] DEBUG DebugLog - 71d72f8a-19c3-48f0-ba13-ac941036ef48-true GRPC received {"response": {"slot": {}, "empty": true, "origin": "JE
```

Revision #9

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