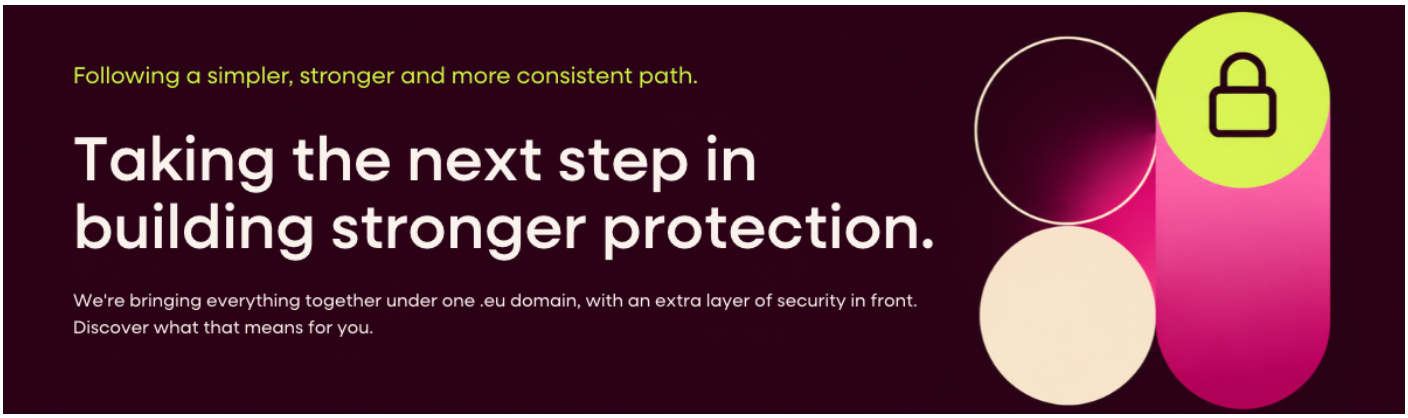
Adhese .eu domain migration



https://player.vimeo.com/video/1249700760?h=426a7cbd41autopause=0&autoplay=1&muted=1

Migration deadline
31 March 2027
Both domains will run side by side until this date.

As traffic on our platform continues to grow, we're making a change to keep things simpler, more secure and ready for what's ahead.

Adhese is moving to one central .eu domain.

And we're adding another layer of protection along the way.

What's changing

An extra layer of protection.

We're introducing Cloudflare as an additional security layer. Cloudflare acts as an additional firewall, helping identify and block harmful requests before they reach our servers. This helps us keep ad delivery reliable and secure as traffic volumes grow.

A simpler setup: one main domain.

Over the years, Adhese has operated across .com, .org and .eu domains. We're now bringing them together under one central .eu domain. Fewer domains to manage means a clearer, more consistent setup for everyone connecting to Adhese.

> This builds on the security work we already do for you: ISO 27001 certification, SOC 2 Type II reporting and completed CyFun Important verification for NIS2 readiness.
>
> Find the details in our Trust Center: **adhese.eu/trustcenter**

What you need to do:

The action required depends on how you connect to Adhese:

01 / USING YOUR OWN DOMAIN

Your current DNS delegation to Adhese needs to be replaced with a **CNAME record**. We'll contact you with the technical details and help you through the switch.

02 / CONNECTING DIRECTLY TO ADHESE

Update your requests to the new .eu domain. The steps depend on your integration:

- TypeScript SDK: update your package to @adhese/sdk@1.13.0 or higher.
- Prebid: Update to version 11.42.0 or higher.
- Direct API integration: Update the domain in your integration. We'll send you the details.
- DOOH screens: Your setup provider will need to make the change. We'll contact you with the details.

Adhese domain overview

Topic	Old domain	New domain
Ad serving (Display, DOOH)	`ads-<customer>.adhese.com`	`<customer>.ads.adhese.eu`

Topic	Old domain	New domain
Pool / CDN (creatives, scripts)	`pool-<customer>.adhese.com`	`<customer>.pool.adhese.eu`
Creative previews	`<customer>-preview.adhese.org`	`<customer>.preview.adhese.eu`
DOOH headsup (asset download)	`headsup-<customer>.adhese.org`	`<customer>.headsup.adhese.eu`
Classic UI	`<customer>.adhese.org`	`<customer>.classic.adhese.eu`
Campaign Manager UI	`mcb.<customer>.adhese.org`	`<customer>.app.adhese.eu`

Frequently asked questions

Will there be any downtime?

No. The old and new domains run in parallel, so you can switch over without interruption.

Will this incur any costs?

Adhese does not charge for the migration or the new security. Please note that adjustments to your own integrations, such as code changes, an SDK update or the software of your DOOH player, may require time from your team or vendor.

What if I do nothing before 31 March 2027?

Requests that still go to the old Adhese domains after that date may no longer be processed correctly. We recommend planning the change in good time.



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