

Intro

Adhese Gateway and Direct Ad Server

The Gateway and Ad Server operate entirely server-side, ensuring that client implementations remain as straightforward as possible and preventing the exposure of business rules and configuration. This allows for straightforward integration across a wide range of platforms and devices, eliminating the need for complex development processes.

Once implemented, no further client-side changes are required. Publishers can use a centralised web application to enable new demand sources, add or modify the data they share with their partners, and set business rules, multipliers and exceptions. These changes are executed instantly, without any need for intervention from web administrators or application developers.

The implementation for using Gateway or Direct Ad Server technologies is the same. Below are the links to the various repositories with examples and code.

Libraries & SDKs

Adhese has a TypeScript-based SDK for web integrations. More information can be found here:

<https://documentation.adhese.eu/books/integration-setup/page/typescript-web-sdk>

Prebid Compatible

Gateway can be used as a bidder for both Prebid.js and Prebid Server, and has been incorporated into various custom wrappers created by publishers and SSPs.

More information can be found here: <https://documentation.adhese.eu/books/integration-setup/page/prebid>

API implementation

Any publisher can implement their Adhese instance as a pure API, calling the ad server endpoints directly from their mobile app, CMS system or connected TV app. They receive campaigns for multiple placements in one request, which can be visualised according to device and context.

Documentation on the different Request API endpoints can be found here:

<https://documentation.adhese.eu/books/integration-setup/chapter/ad-delivery-integration-methods>

Migrating your old ad server to Adhese

Depending on the customer's requirements, migration from an existing ad server to Adhese can be achieved in several ways.

One approach is to focus on getting **the Adhese tags** up and running. Based on the inventory setup, all tags are made available. Existing tags from the legacy ad server can be implemented in Adhese as standard campaigns that serve the legacy tags as third-party ads. To ensure continuity, 100% of the inventory is sent to these campaigns. New campaigns booked in Adhese can take priority over the legacy tags if required. Eventually, the legacy campaigns will stop running, as no further traffic is needed. Any new or updated campaigns will be booked directly in Adhese.

Another approach is to postpone tagging and **start booking new campaigns in Adhese**. Adhese tags or third-party tags can then be uploaded to the legacy ad server. This can be done on a per-campaign basis or you can send 100% of the traffic to Adhese campaigns in the legacy system. As the tags are distributed across the client's network, the same Adhese creatives will be displayed, either by being called directly through the Adhese tags or by being passed through the tags of the legacy ad server.

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