



January 2017

AMPIRI MEDIATING 3RD PARTY NETWORKS

What is a 3rd-party ad network integration?

From the publisher's perspective, they must add the 3rd-party ad network SDK on top of the core Ampiri SDK. This integration enables them to have immediate access to the demand source from the 3rd-party ad network, in addition to the S2S integrated ad networks.

Why rely on a 3rd-party ad network SDK integration?

Access to highly popular demand sources (Facebook, AdMob, Unity Ads etc.)

Higher eCPMs

Accurate user targeting

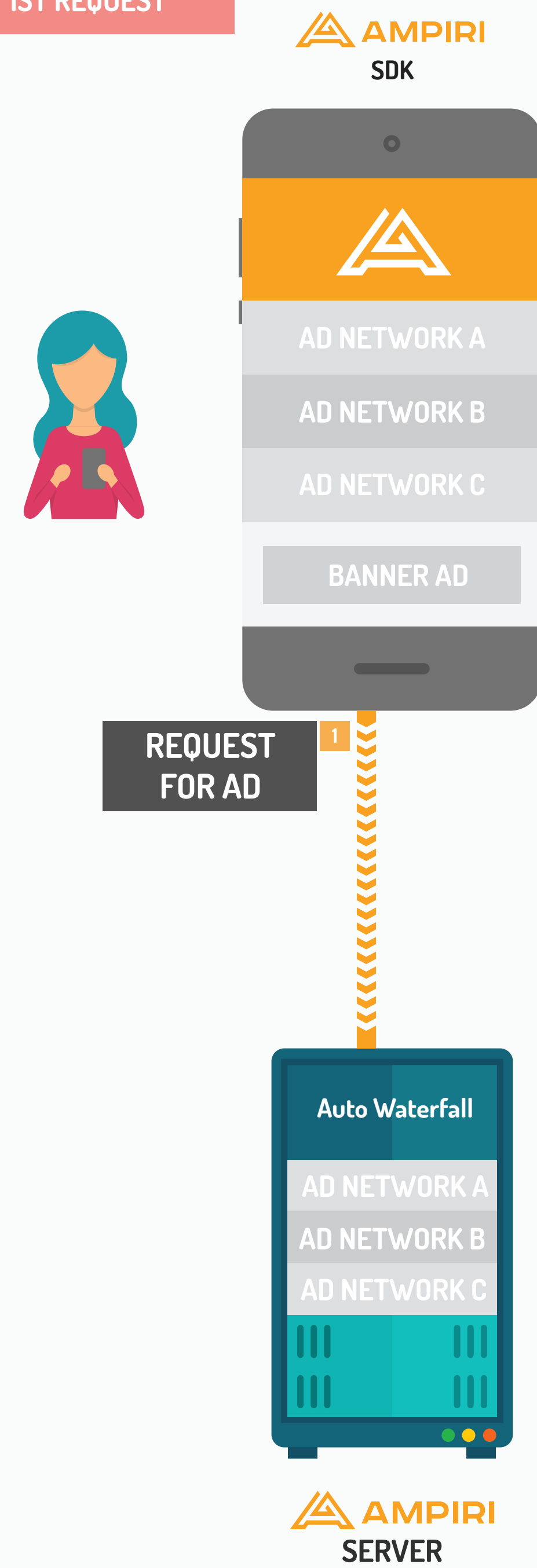
Efficient events tracking

The following diagram represents the flow of an ad request from an Ampiri SDK to a 3rd-party ad network, by leveraging the 3rd-party SDK.



AMPIRI MEDIATING 3RD-PARTY AD NETWORKS

1ST REQUEST

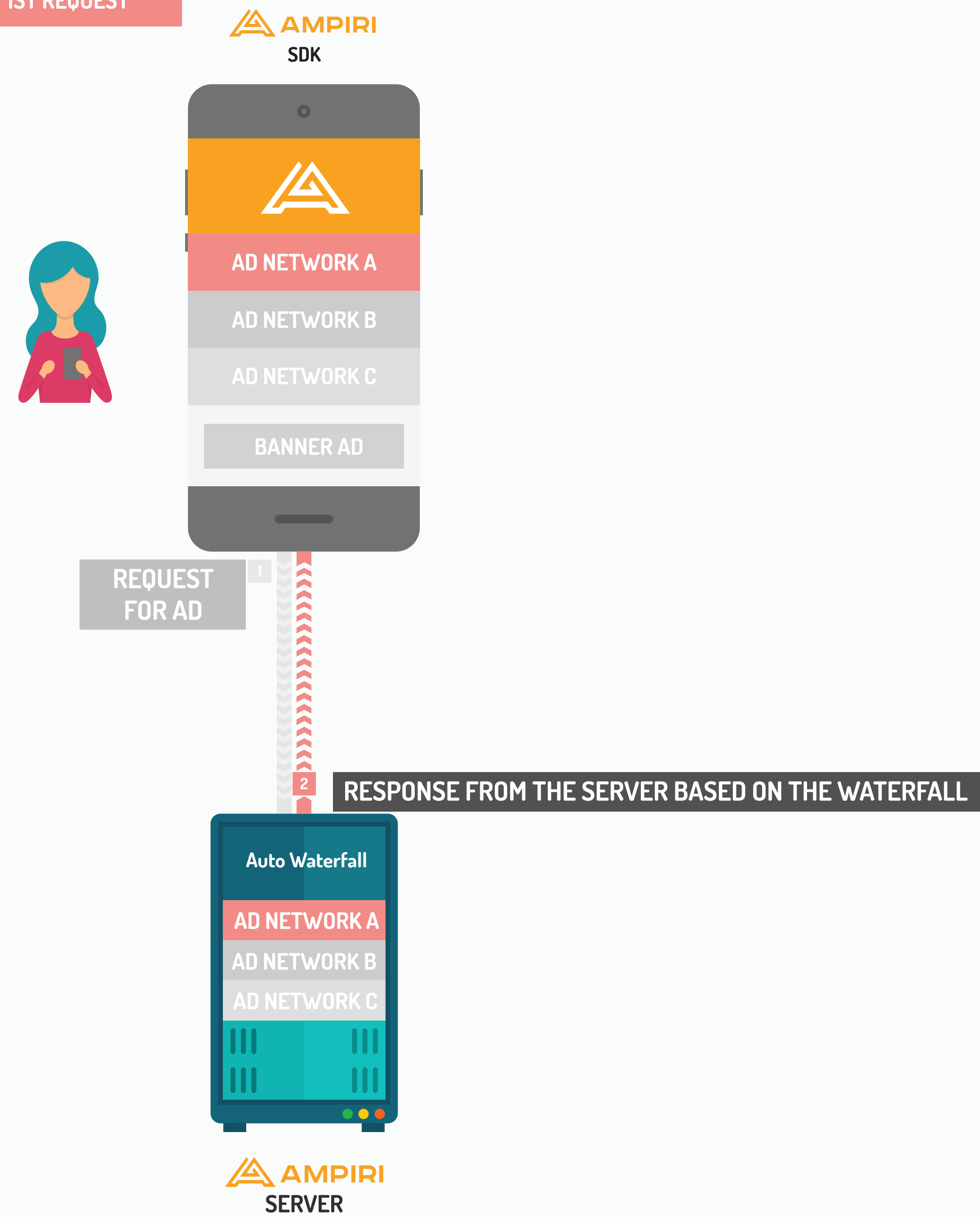


Step 1

The Ampiri SDK sends the first ad request to the Ampiri server

AMPIRI MEDIATING 3RD-PARTY AD NETWORKS

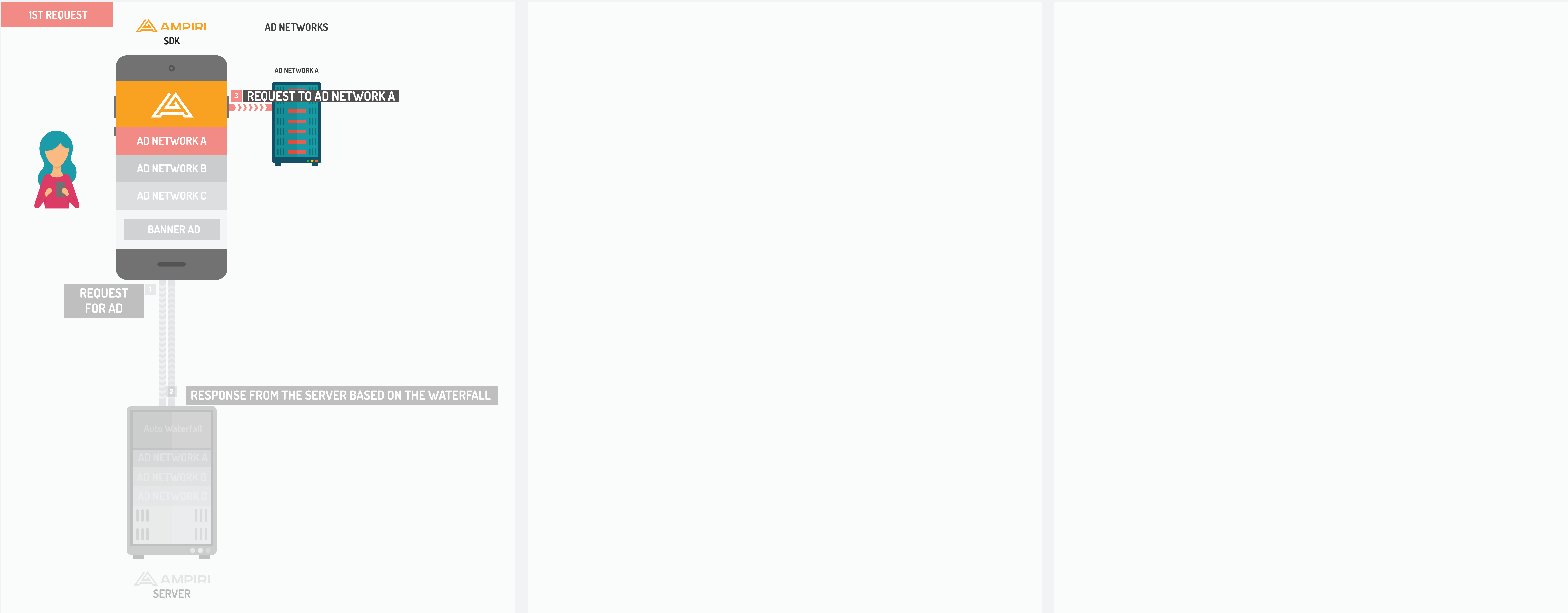
1ST REQUEST



Step 2

The Ampiri server responds to the Ampiri SDK based on the waterfall prioritization Network A

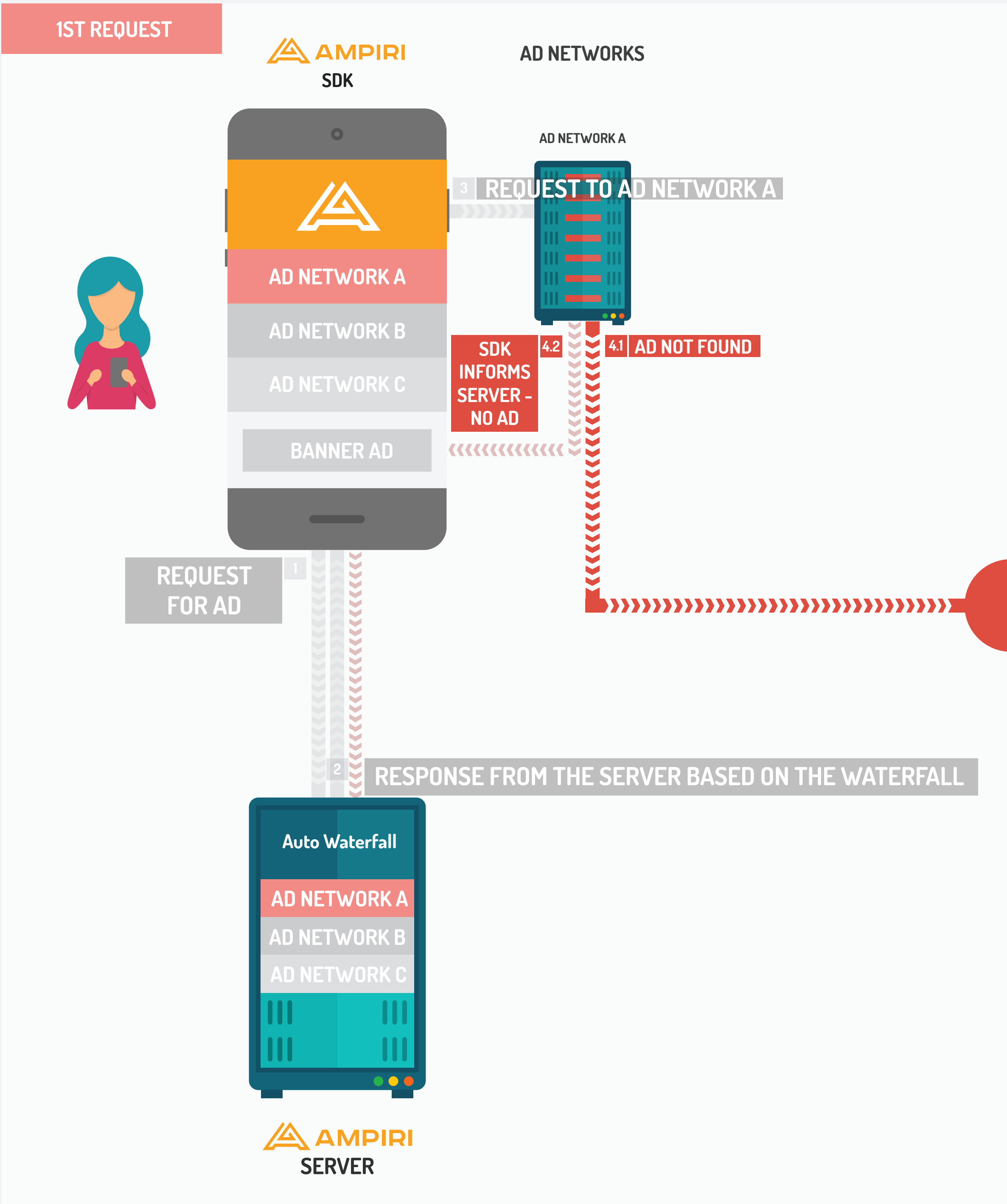
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



Step 3

Network A, from the Ampiri SDK, sends an ad request to the Network A server

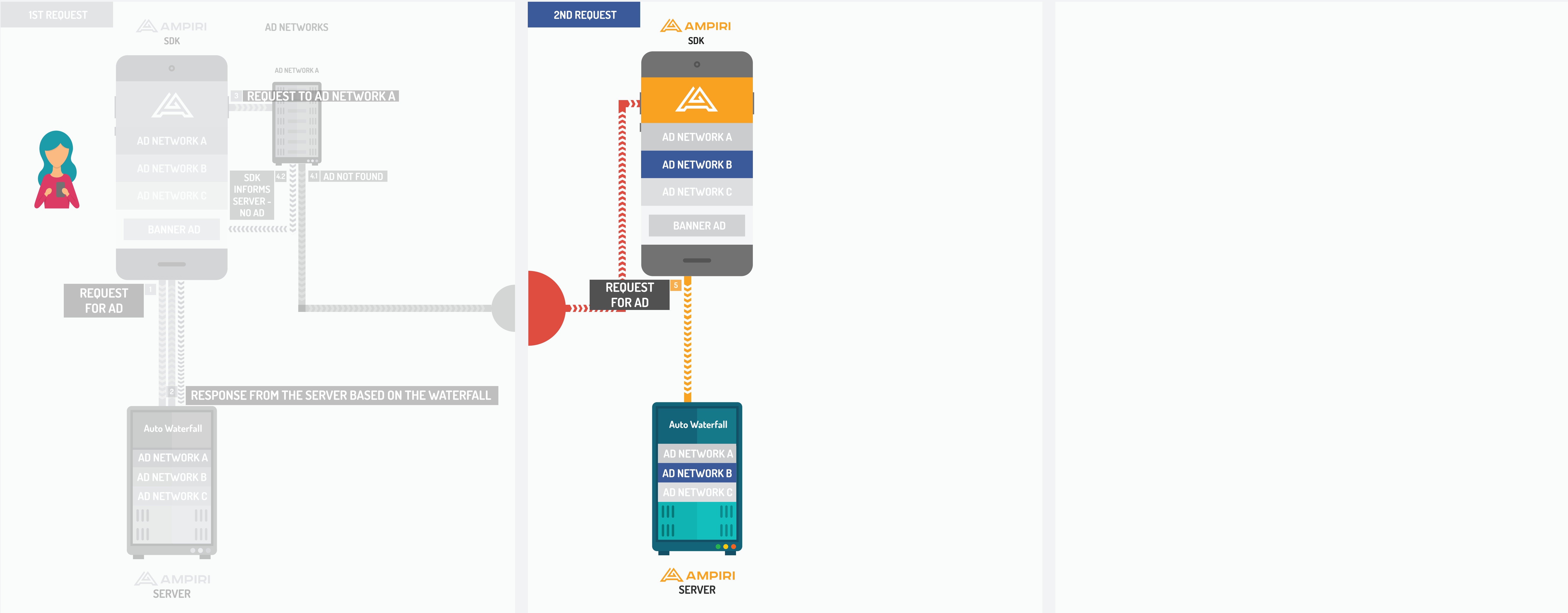
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



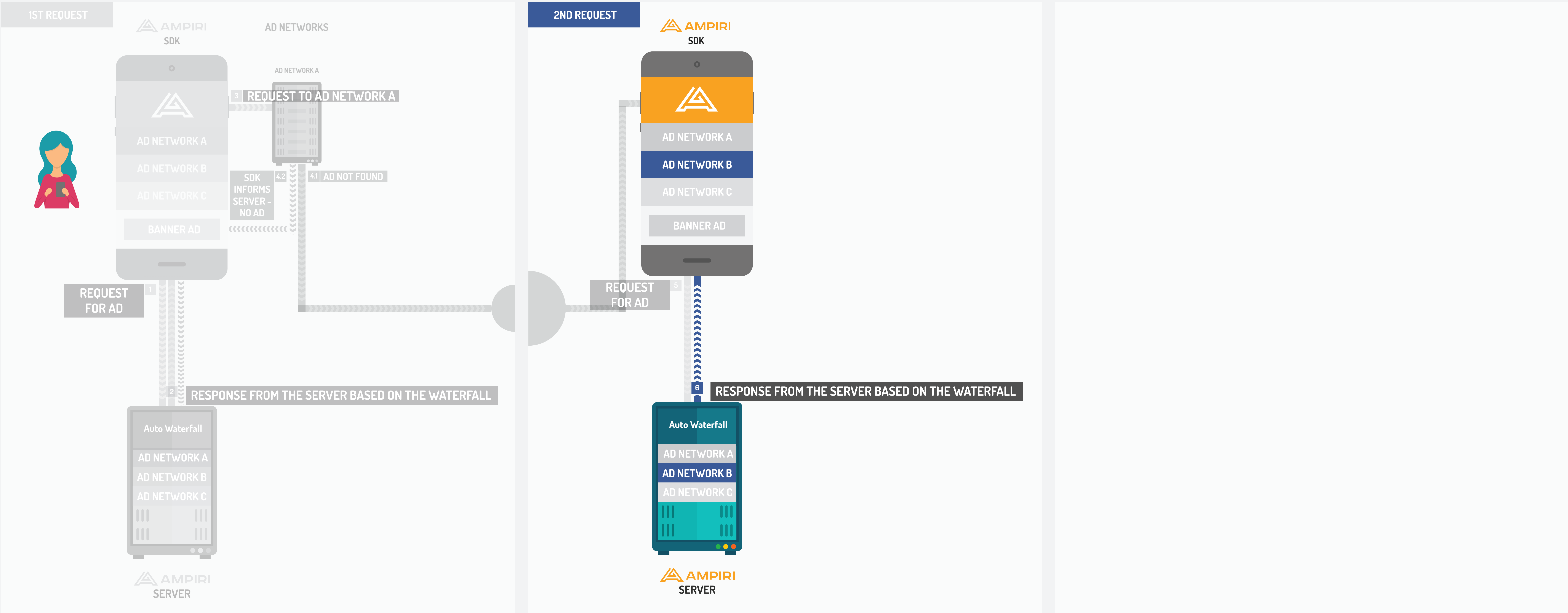
Step 4

4.1 - Network A responds with "Ad Not Found"
4.2 - The Ampiri SDK then informs the Ampiri server there is no ad to be shown

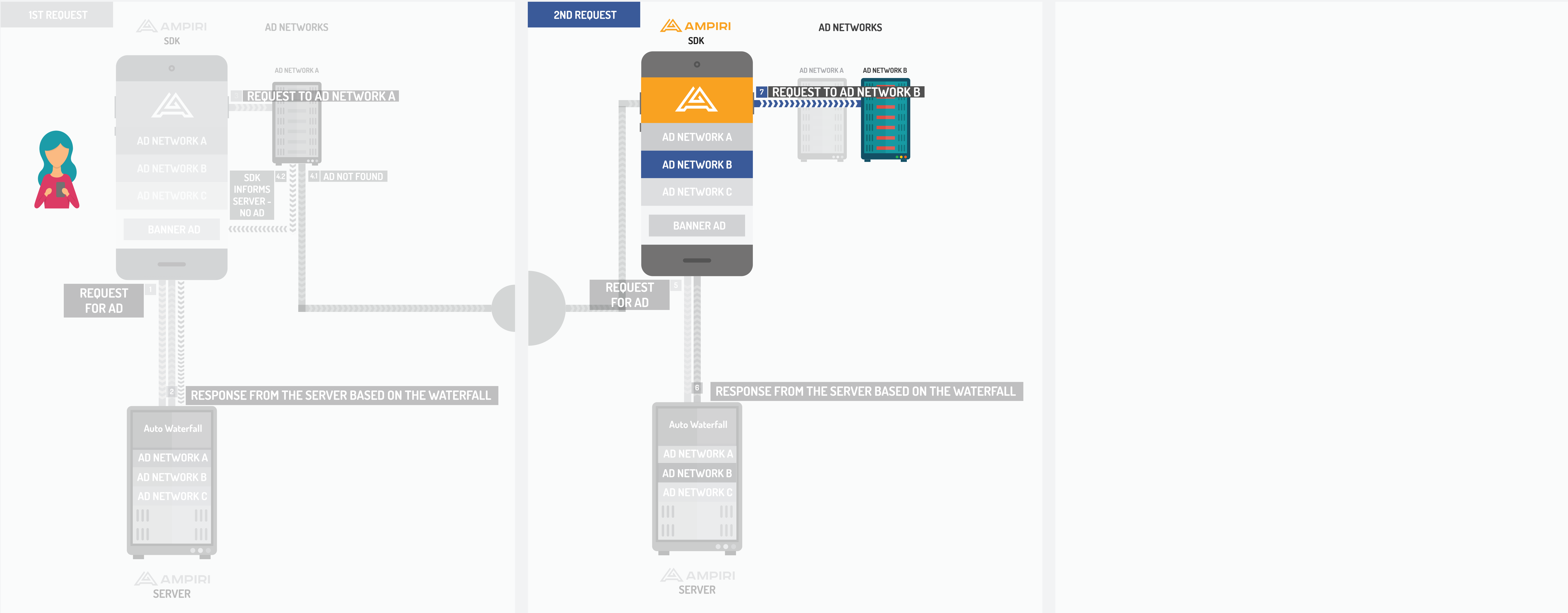
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



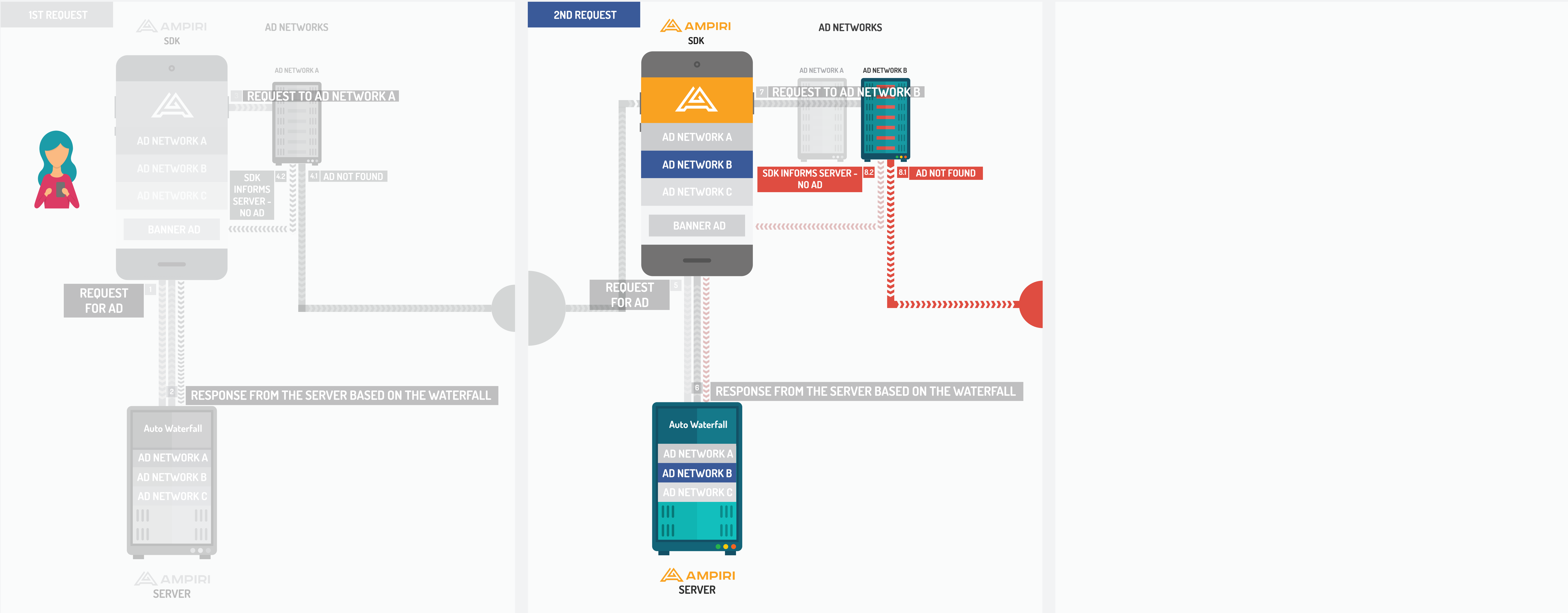
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



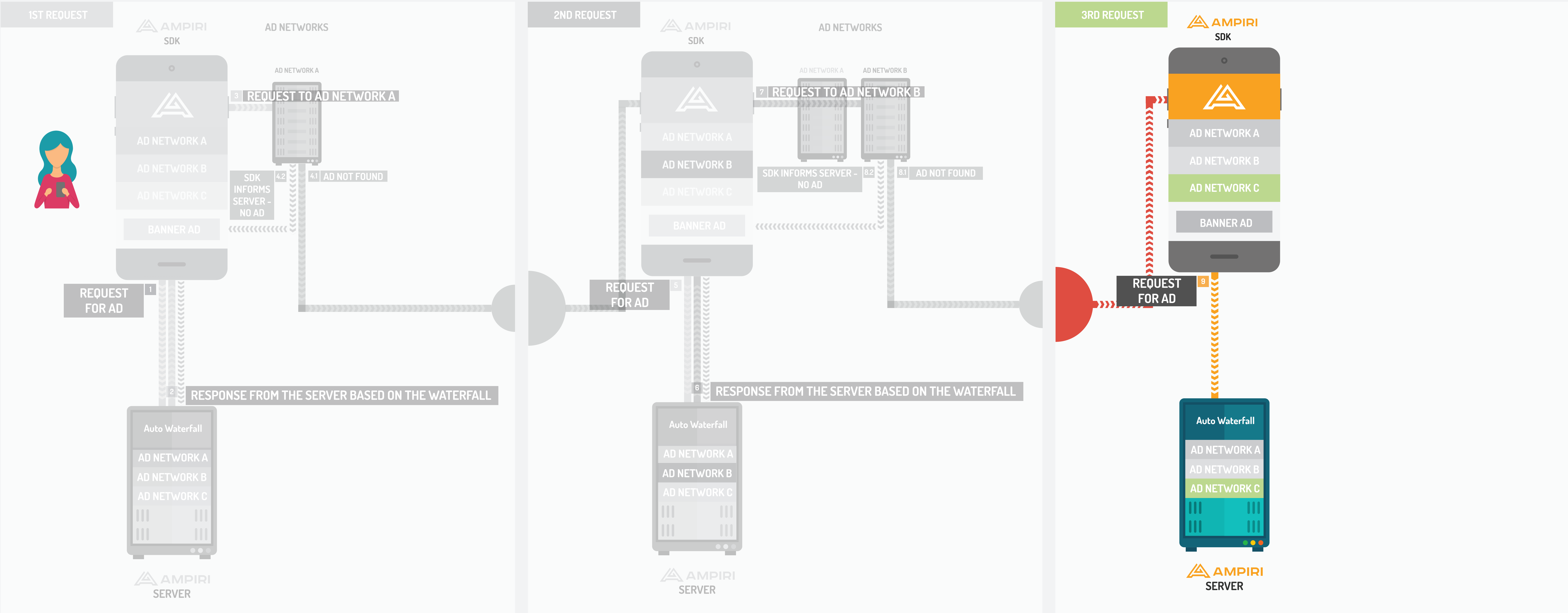
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



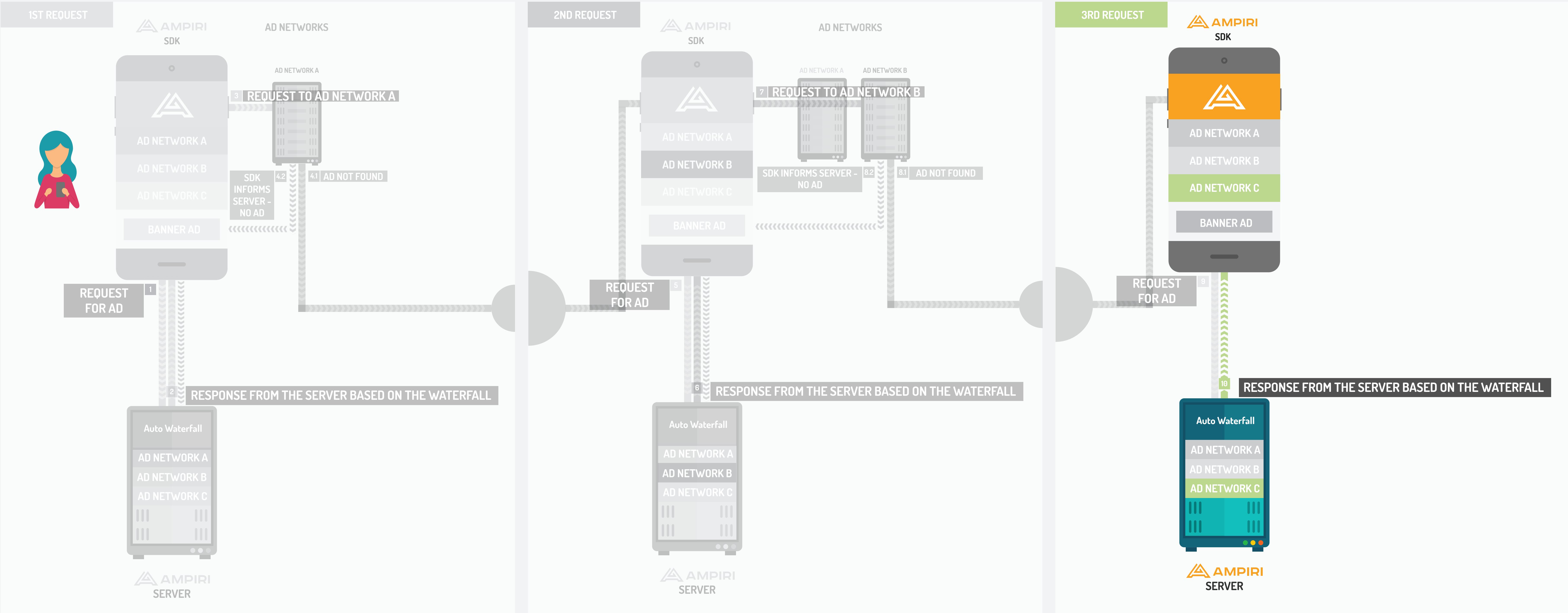
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



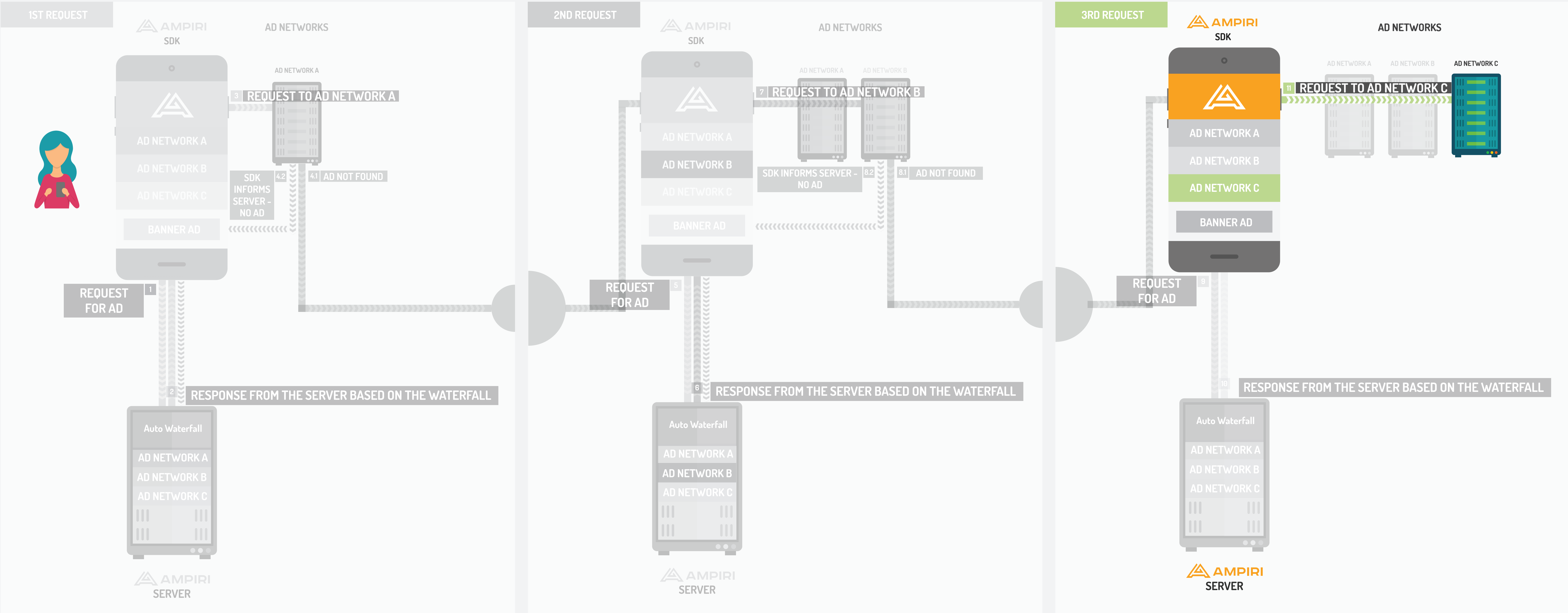
AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



AMPIRI MEDIATING 3RD-PARTY AD NETWORKS



AMPIRI MEDIATING 3RD-PARTY AD NETWORKS

