



January 2017

AMPIRI MEDIATING S2S NETWORKS

What is a Server-to-Server (S2S) Integration?

From a publisher's perspective, they simply require the integration of the core Ampiri SDK into their app. This enables the publisher to have immediate access to all the demand sources, which are already fully integrated with Ampiri, via Server-To-Server.

Why rely on Ampiri's S2S Integration with ad networks?

Minimal ad latency

No additional SDK required (reducing the total SDK size)

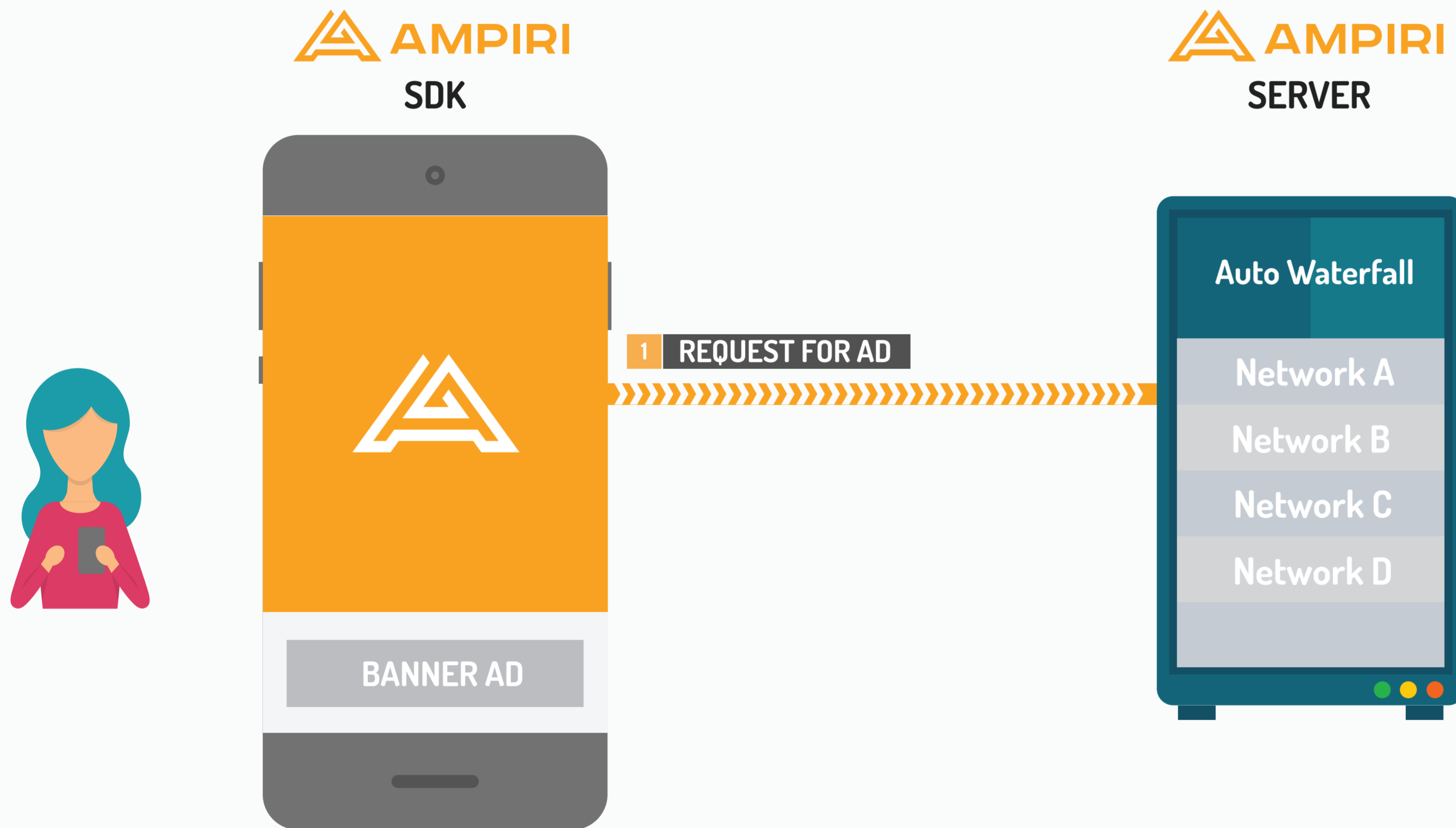
No additional coding

Immediate access to several integrated demand sources

The following diagram represents the flow of an ad request from the Ampiri SDK to a S2S ad network. This S2S flow takes on average 300ms to successfully serve an ad.



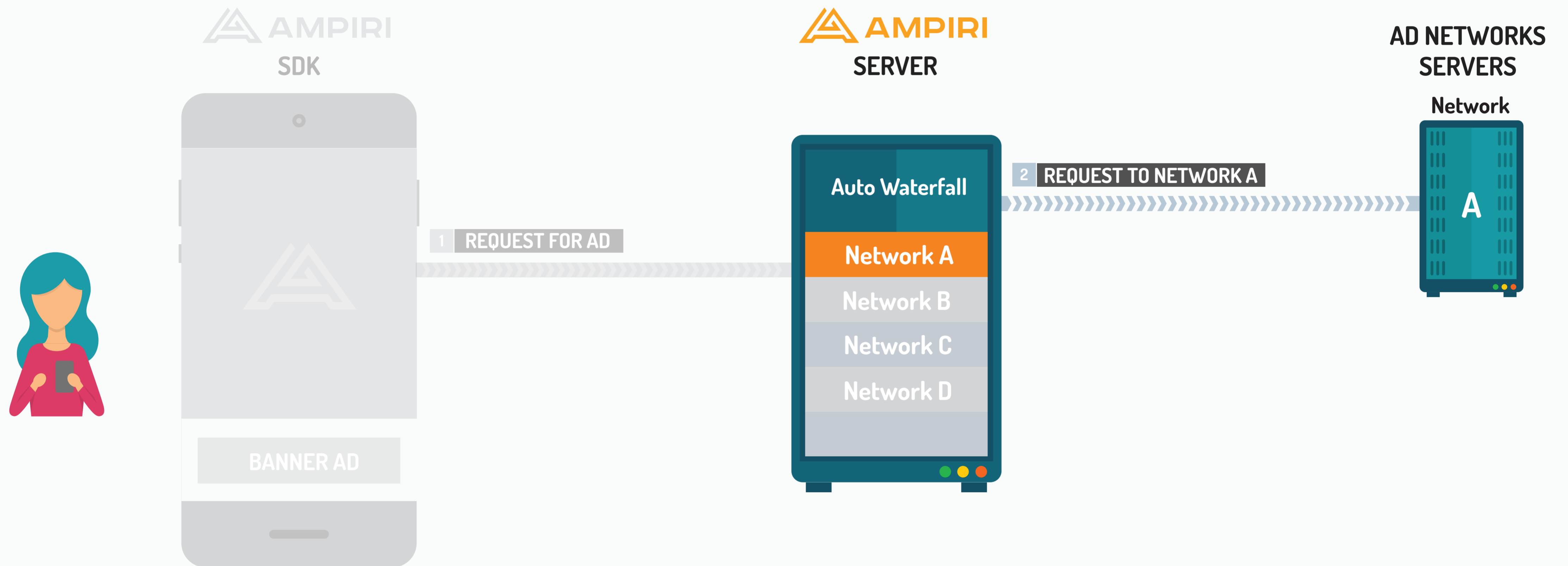
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Step 1

Ampiri SDK requests an ad to the Ampiri server

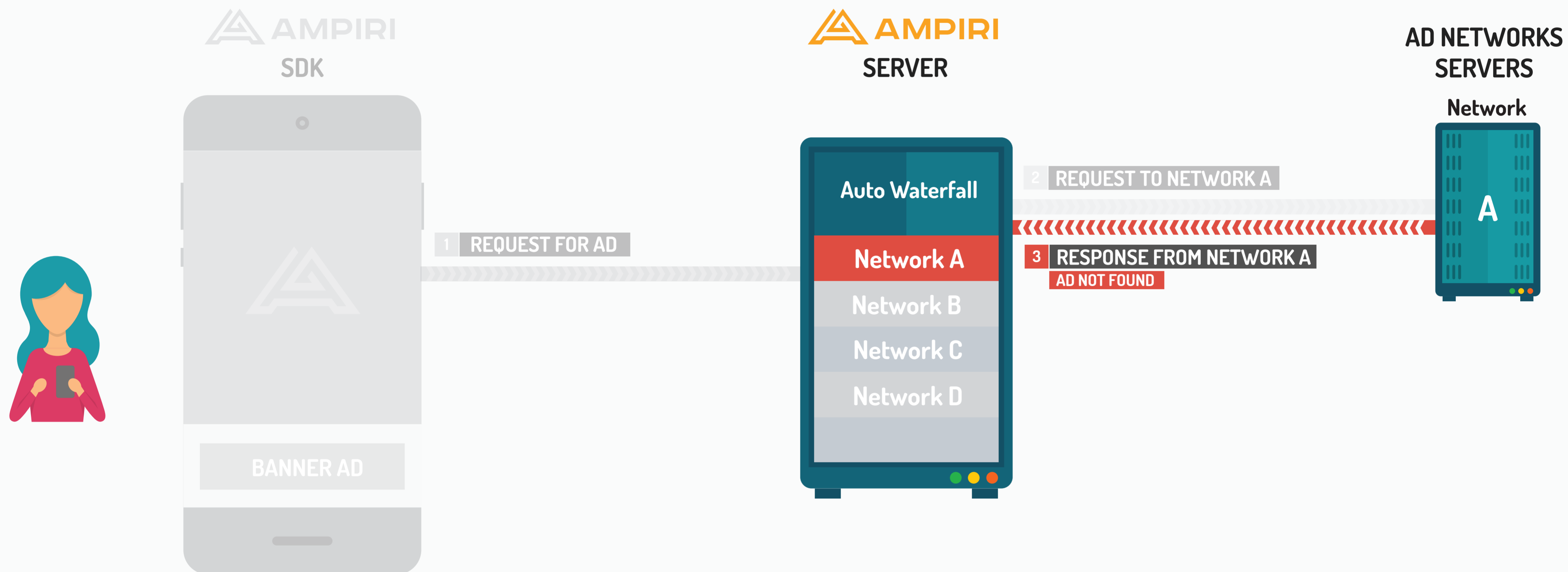
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Step 2

Ampiri server requests an ad to the ad network according to the waterfall prioritization Network A

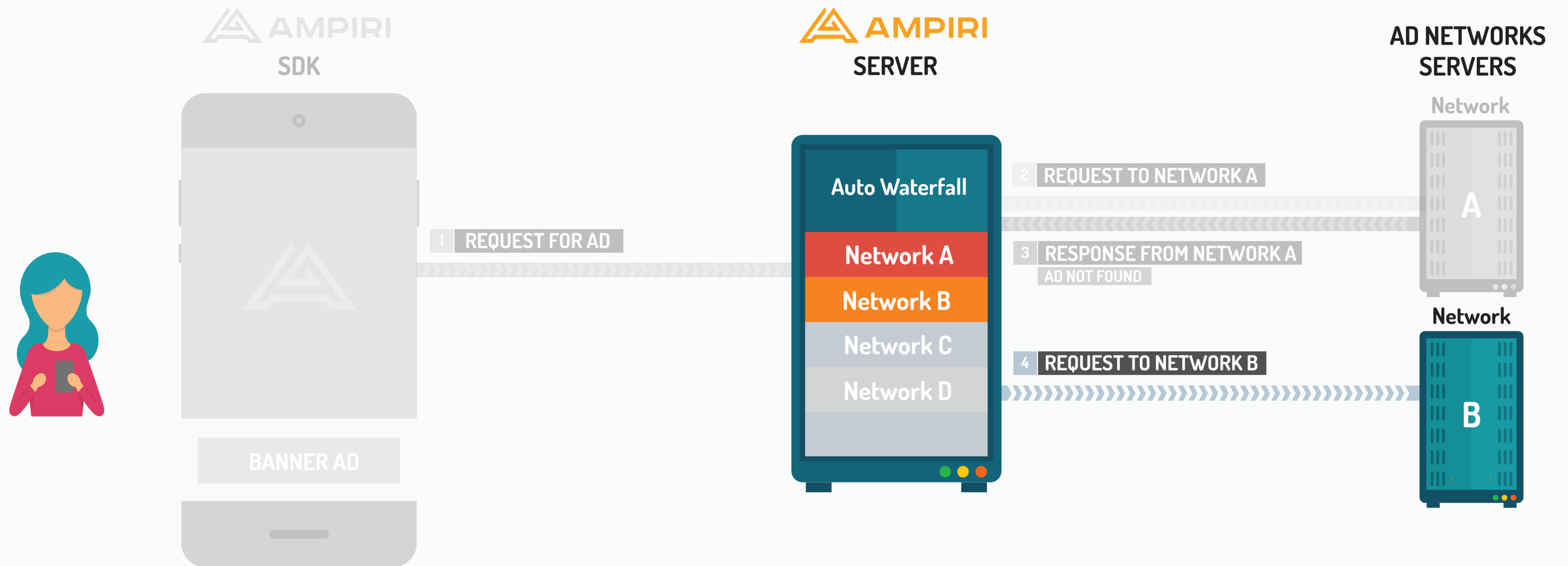
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Step 3

Network A responds to the Ampiri server with "Ad Not Found"

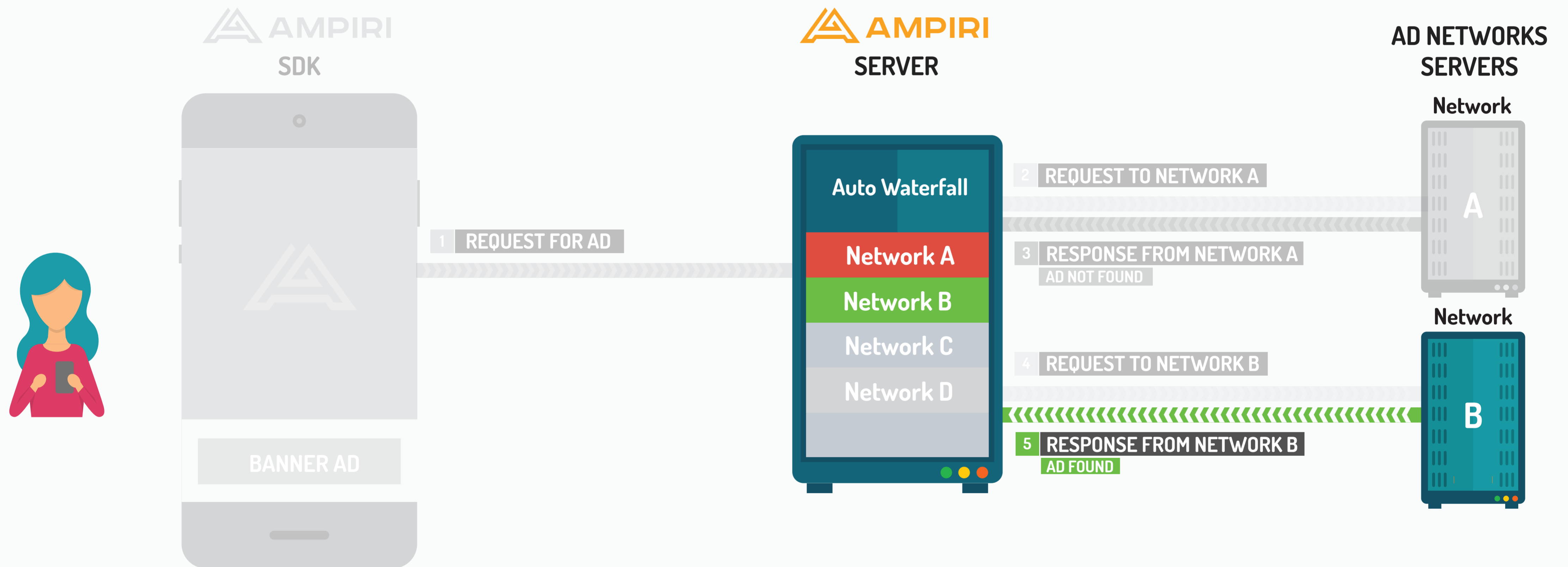
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Step 4

Ampiri server sends a new ad request to the next ad network Network B based on the waterfall prioritization

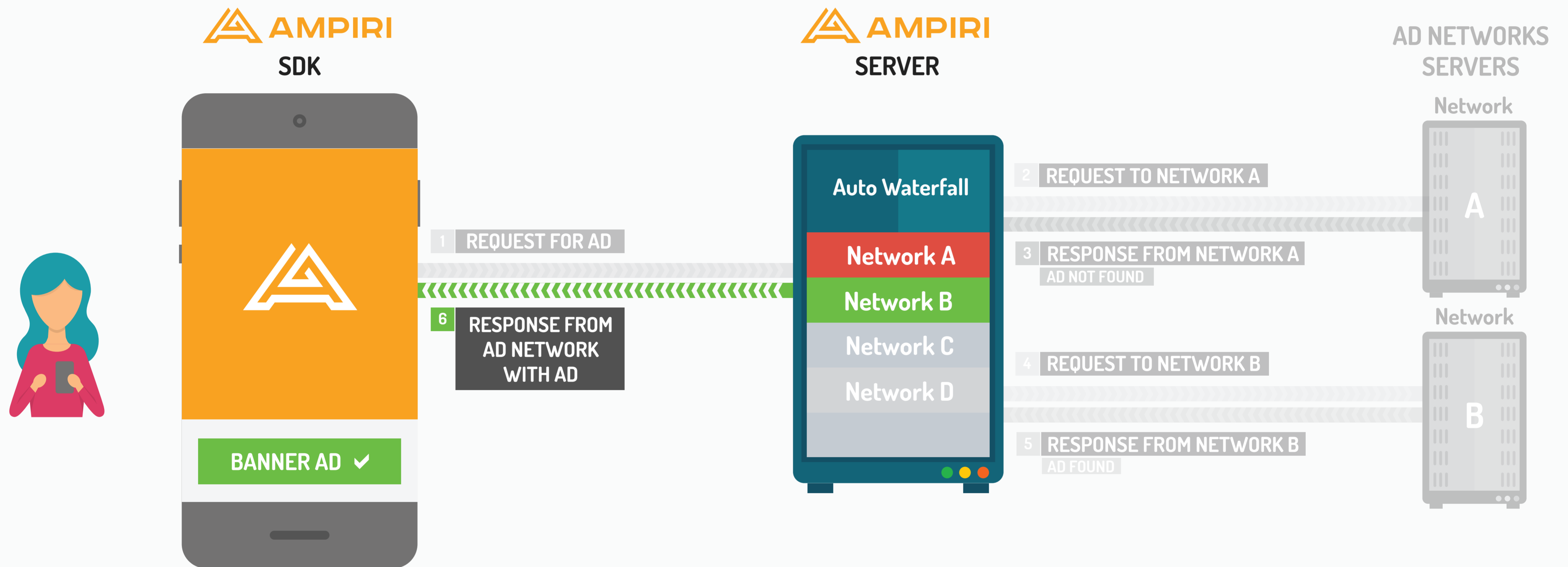
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Step 5

Ampiri server responds to the Ampiri SDK with "Ad Found"

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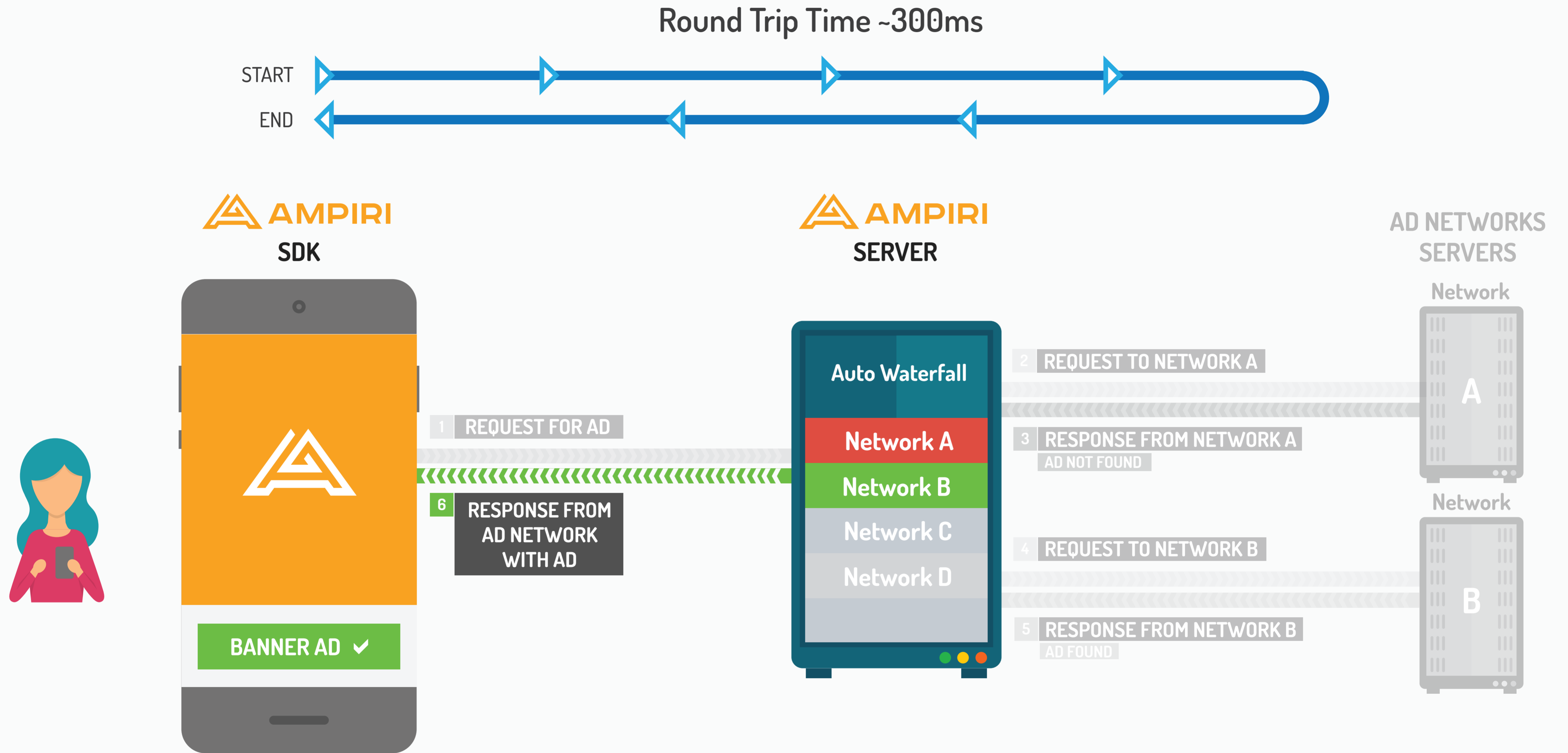


Step 6

Network B responds to the Ampiri server with "Ad Found" and the ad is served on the app

**The Ampiri waterfall is automatically generated and is prioritized based off the average eCPM over 3 days. In this example, Network A can be reprioritized as the third highest ad network the following day, and so on and so forth.

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Ad Latency

The total round trip time is on average 300ms to successfully serve an ad.