

Xandr Mobile SDKs

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Xandr is proud to announce the release of the 6.0 version of our iOS Mobile SDK. This upgrade is a lightweight SDK that minimizes its footprint on disk and in memory, and includes the following changes:

- **Built as a dynamic framework.**
- **Mediation adapter libraries have been removed to streamline mediation adapter upgrades.**
- **Mediation adapters can be included only via source code or CocoaPods.**
 - **This enables publishers to select the mediation networks they need for their inventory strategies.**
 - **A list of supported versions of third-party mediation networks will be provided in the public documentation.**

Xandr's Mobile SDKs give app developers a fast, convenient way to monetize their apps.

Features include:

- Open-source code (including release notes!) available on [GitHub](#).
- Extensive documentation.
- [Support forum](#) for direct engineering support.
- Complete support of [MRAID 2.0](#) for rich media creatives.
- Dedicated [Android](#) and [iOS](#) apps integrate the SDK and allow you to test your campaigns and creatives in real environments.
- Mediation is managed by the network through Xandr, removing the burden from the publisher.
- SDK can mediate or be mediated by any other SDK with mediation capabilities.
- Pre-built adaptors for mediating third party SDKs.
- Rapid integration.

Supported creative formats include:

- Banners
- Interstitials
- Rich media ads using MRAID can serve on banners or interstitials
- Video ads using MRAID can serve on interstitials

Get Started

Android

- [Xandr's Android SDK Integration](#)
- [Mobile SDK Android Reference](#)

iOS

- [Xandr's iOS 6.0 SDK Integration](#)
- [Xandr's iOS 5.x SDK Integration](#)

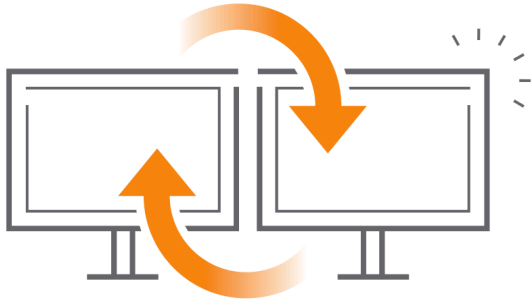
Ad Types

Android

- [Show Banners](#)
- [Show Interstitials](#)
- [Show Multi-Format Banner Ads](#)
- [Show Native Ads](#)
- [Show Banner Native](#)
- [Show Instream Video](#)

iOS

- Show Banners
- Show Interstitials
- Show Multi-Format Banner Ads
- Show Native Ads
- Show Banner Native
- Show Instream Video



- Our SDKs are lightweight and easy to integrate with your app
- You can show banners, interstitials, and native ads



- Our SDKs give you a lot of ways to monetize
- You can share valuable targeting information with advertisers
- You can mediate to and from the SDKs offered by other exchanges and networks

Targeting

Android

- Add Targeting Parameters
- Pass Custom Keywords
- Set Reserve Prices

iOS

- Add Targeting Parameters
- Pass Custom Keywords
- Set Reserve Prices

Mediation

Android

- Mediate with Android SDK
- Android Custom Adaptors

iOS

- Mediate with iOS 6.0
- Mediate with iOS
- iOS Custom Adaptors

Configuration

Android

- Allow Multiple Ad Sizes to Serve into a Banner Ad View
- Add a Transition Animation
- ANJAM User Guide
- Configure SDK Logging
- Control Ad Unit Alignment
- Control Landing Page Loading Visibility
- Control Location Accuracy
- Customize Video Player Options
- Dismiss Interstitials on User Click
- Multi-Format Banner and Video Ad Support
- Open Ad Clicks in the Native Browser
- Toggle PSAs
- Receive Ad View Status Events
- Resize Ads to fit the Screen or Banner Ad View
- Resize the Banner Ad View to the Size of the Winning Creative
- Request Ads over HTTPS

iOS

- Allow Multiple Ad Sizes to Serve into a Banner Ad View
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Apps

- Xandr SDK App

Ad Ops Guides

- Ad Ops - Set up Static Image Banners
- Ad Ops - Set Up HTML Responsive Interstitials (non-MRAID)
- Ad Ops - Set Up MRAID Full Screen Interstitials
- Ad Ops - Set Up Static Image Full Screen Interstitials

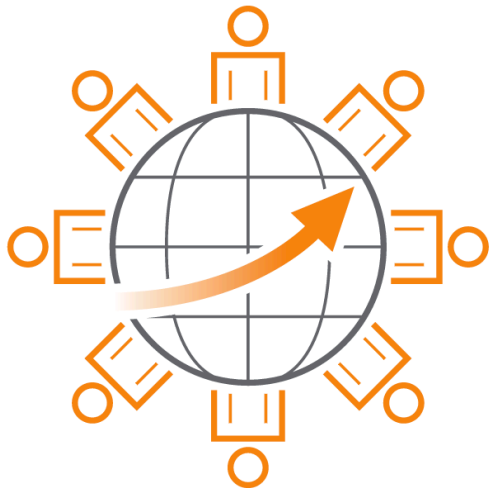
Support

Xandr Customer Support Portal

The Support Portal is for issues that must be addressed by our Support team. Examples of issues that should be submitted to the [Xandr Customer Support Portal](#) include:

- Only PSAs are returned
- Incorrect ad quality settings for the publisher
- Creative delivery issues

Note that only direct clients of Xandr may submit support requests via the [Xandr Customer Support Portal](#) channel. If you are not an employee of an Xandr client, please have an employee submit the request on your behalf.



- Our SDKs are highly configurable
- We've built apps to demonstrate their capabilities that you can download right now
- You can get the support you need from several channels