

Integration Process

OpenRTB Integration Process

This document includes the necessary information for supply partners to review, plan, and execute a new OpenRTB integration, or migrate from a custom SSP protocol integration to OpenRTB standard, in a self-paced fashion.

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Prerequisite Checklist

***NOTE: It is mandatory to use the Customer Support Portal for communication to complete each step of the integration process.** If you do not already have a customer support portal account, please visit the [Login](#) page, proceed as a Guest, and request a new user registration.

1. Open a ticket with our [support](#) team to confirm the following information:
 - a. Global auction timeout limits, QPS limits and data center IPs closest to the Xandr datacenter regions: US-east, US-west, EMEA and APAC.
 - b. [Member seat ID](#) and if not requested yet, new member seat creation and API login credentials for Xandr's API.
 - c. [Endpoints for incoming bid requests](#), and if not requested yet, new endpoint creation on Xandr.
 - d. [Usersync pixel](#) in order to map your user IDs to Xandr user IDs, and if not requested yet, new usersync pixel activation.
2. Review the documentation outlined below and discuss any open questions with our [support](#) team:
 - a. [OpenRTB Specs](#)
 - b. [FAQ - Integration Process](#)

NOTE: Prerequisite checks are only complete after the contract is signed and member ID is created. Prior to that, only point 1a. can be processed. However, until the contract is countersigned, we'd still love to kick off the conversation in Customer Portal with your integration team so that you can get familiar with the customer case process and get your technical questions addressed right away!

Integration Steps

- Engagement is expected to take 3-4 weeks.
- The client must fully review the Prerequisite Checklist (this document) - and gather all the information prior following the steps below.
- The client confirms with our [support](#) team the completion of the checklist. This is accomplished prior to the integration steps below.

Step 1: Self-guided API/UI training and creation of publisher and placement objects (Estimated time: 7-10 days)

- Provision the objects that you will need for initial testing, either via the UI or the API. See [API Documentation](#) for more details.
- Please use the `code` field to map your bid requests to your publishers and placements. For more details and examples read [here](#) and [here](#).

***NOTE:** In order to provide transparency to our buyers and improve our optimization, we require our partners to break out their inventory by publisher. For more information regarding our inventory structure standards please visit our wiki page [Use the API to Synchronize Your Inventory Structure](#).

- Use the [Publisher Service](#) to create publishers that are mapped to your inventory.

*NOTE: The `code` field is required for all external sellers at both the publisher and placement levels and is highly recommended for all other sellers to ensure that your inventory is as granular as possible so that it can be investigated accurately for quality issues, and specifically for domain detectability. This step will help you to split your inventory into highly detectable and less detectable tags, allowing you to isolate the impacts of non-detectable domains on the rest of your inventory's viability.

- For a more detailed look at best practices relating to Inventory Structure and Domain Detection, see [Best Practices For Increasing Domain Detectability](#).

*NOTE: In order to create or edit publishers in the UI or the API, you have to declare the [Inventory Relationship](#). The requested information is basic business information about how the inventory is accessed and will be used to support Xandr's inventory quality efforts. For a complete list of fields and their usage requirements, please refer to the [Publisher Service](#) documentation.

Step 2: OpenRTB bid request endpoint testing (Estimated time: 7-10 days)

- Xandr supports the [OpenRTB 2.4 protocol](#) for receiving all media type impressions. Please follow the OpenRTB 2.4 specification from [IA B](#).
- Use the endpoints below to send server-to-server OpenRTB bid requests to Xandr:

```
http://MEMBER_ALIAS-useast.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
http://MEMBER_ALIAS-uswest.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
http://MEMBER_ALIAS-emea.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
http://MEMBER_ALIAS-apac.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
```

Do not leave `&test=1` in your production traffic, we will not log those impressions on our platform. `&test=1` is intended to safely test OpenRTB protocol format issues. Make sure to remove `&test=1` as soon as you start sending test inventory to Xandr.

*NOTE: MEMBER_ID and MEMBER_ALIAS should be substituted with your individual partner member ID and alias.

- Feel free to use the bid request examples from the page [Incoming Bid Request from SSPs](#) and adjust the code fields accordingly to match your publisher and placement inventory mapping.
- You must use the `test=1` query string parameter on your calls to identify a test impression. It will not be logged in reporting.

Step 3: Discrepancy checks and OpenRTB requirement validation 100QPS (Estimated time: 7-10 days)

- We encourage a gradual traffic ramp-up where distinct portions of your inventory are being sent to Xandr. General recommendation is to start with a small chunk of traffic (100-200 QPS).
- Xandr will run a delivery test from a dedicated buy-side member seat and notify you of any discrepancies before scaling your inventory further.
- Xandr will validate your OpenRTB bid requests and notify you in case the format needs to be corrected.

Final OpenRTB requirement validation 100%

Notify your Xandr contact about the completion of the self-paced integration/migration; your contact will initiate the final OpenRTB requirement validation tests and provide you with final results and feedback.