

Request Parameters

Parameter name	Format	Description
id	String	A unique guid for the request.
imp.id	Numeric	Impression id number default 1
imp.bidfloor	Numeric(Floating)	Bid floor of the request e.g., 0.03
banner.w	Integer	The Width of Ad Space.
banner.h	Integer	The Height of your Ad Space..
banner.pos	Integer	Position of the banner default 1
banner.btype	Integer Array	Blocked Banner Ad types
banner.api	Integer Array	List of supported API frameworks for this impression. If an API is not explicitly listed, it is assumed not to be supported.
site	Object	Details via a Site object about the publisher's website. Only applicable and recommended for websites.
site.id	string; recommended	Exchange-specific site ID.
site.name	string	Site name (may be aliased at the publisher's request).
site.domain	string	Domain of the site (e.g., "mysite.foo.com").
site.cat	string array	Array of IAB content categories of the site.

site.page	string	URL of the page where the impression will be shown.
site.publisher	object	Details about the Publisher.
publisher.id	string	Exchange-specific publisher ID.
publisher.name	string	Publisher name (may be aliased at the publisher's request).
publisher.domain	string	Highest level domain of the publisher (e.g., "publisher.com").
device	object; recommended	Details via a Device object about the user's device to which the impression will be served
ua	string; recommended	Browser user agent string.
geo	object; recommended	Location of the device assumed to be the user's current location defined by a Geo object.
geo.country	string	Country code.
ip	string; recommended	IPv4 address closest to device.
devicetype	integer	The general type of device.
language	string	Browser language.
connectiontype	integer	Network connection type.
user.id	string	Exchange-specific ID for the user.

Sample Request String - Web

```
{
  "id": "7ae77061-32d9-4f12-8cb9-a196c668d068",
  "imp": [{
    "id": "1",
    "bidfloor": 0.03,
    "banner": {
      "h": 250,
      "w": 300,
      "pos": 1,
      "btype": [1, 2, 3, 4],
      "api": [3]
    }
  }
],
  "site": {
    "id": "49",
    "domain": "http:// ads.dochase.com",
    "cat": ["IAB20"],
    "page": "https://www.premiumtimesng.com/category/business/business-news",
    "publisher": {
      "id": "11",
      "name": "premiumtimesng.com",
      "domain": "premiumtimesng.com"
    }
  },
  "device": {
    "ua": "Mozilla/5.0 (Windows NT 10.0; WOW64) AppleWebKit/537.36 (KHTML, like
Gecko) Chrome/49.0.2623.87 Safari/537.36",
    "ip": "111.91.17.241",
    "geo": {
```

```

        "country": "IN"
    },
    "language": "en",
    "connectiontype": 3,
    "devicetype": 2
},
"user": {
    "id": "3d3fd3bd-53ab-4400-b6c0-d7b21b6ad8d5"
}
}

```

Response Parameters

The key values in the response are:

Parameter	Description
id	A unique ID that is generated for every transaction/request sent to the server
seatbid.seat	ID of the bidder seat on whose behalf this bid is made.
seatbid.bid.id	First ad response in the list. Currently, system supports only one ad per request.
seatbid.bid.price	CPM Price point at which this impression was sold.

seatbid.bid.adm	This object contains the XHTML string for the exact ad to be served and is wrapped around with anchor tag for click through. If nurl is rendered as part of image pixel, it may be appended here as image tag.
seatbid.bid.adomain	This is the final landing page domain of a click url that is saved as part of an ad inside a campaign. adomain may be used for any domain level ad blocks.
seatbid.bid.crid	Creative or Ad Id
seatbid.bid.nurl	nurl attribute contains the win notice URL
seatbid.bid.iurl	iurl a non-cache-busted URL to an image representative of the content of the campaign
cur	Bid currency using ISO-4217 alpha codes.
cc	Campaign ID of DSP
bc	Creative ID of DSP

Sample Response Json:

```
{
  "id": "7ae77061-32d9-4f12-8cb9-a196c668d068",
  "seatbid": [{
    "seat": "100042-1",
    "bid": [{
      "id": "100042-1-0",
      "impid": "1",
```

```
        "price": 2,
        "crid": "cr-100042-194",
        "adm": "<script
src=http://adserve.nj.zenoviaexchange.com/zdevr/rtbdeliver/js?excid=traffiq&pickup=e856527c4101961fc4ef47
ba445c33be&zrk=8717df950b0862820ad751f137f6a663&zds=2595ca656a42b10a2698caf8cc9d55ac&imp=0d
a74523f1c8152f7ac2d27c642c96e1&zwp=${AUCTION_PRICE}&pv=1&prc=ZX0.6603684013243765></script>
",
        "nurl": "http://adserver.com/winnotice?impid=102",
        "iurl": "http://adserver.com/pathtosampleimage",
        "adomain": ["http://www.clipready.com/"]
    }
},
"cur": "USD",
"cc": "1249",
"bc": "1177"
}
```