



Targetspot Integration

Getting started with OpenRTB

2022

v1.220429

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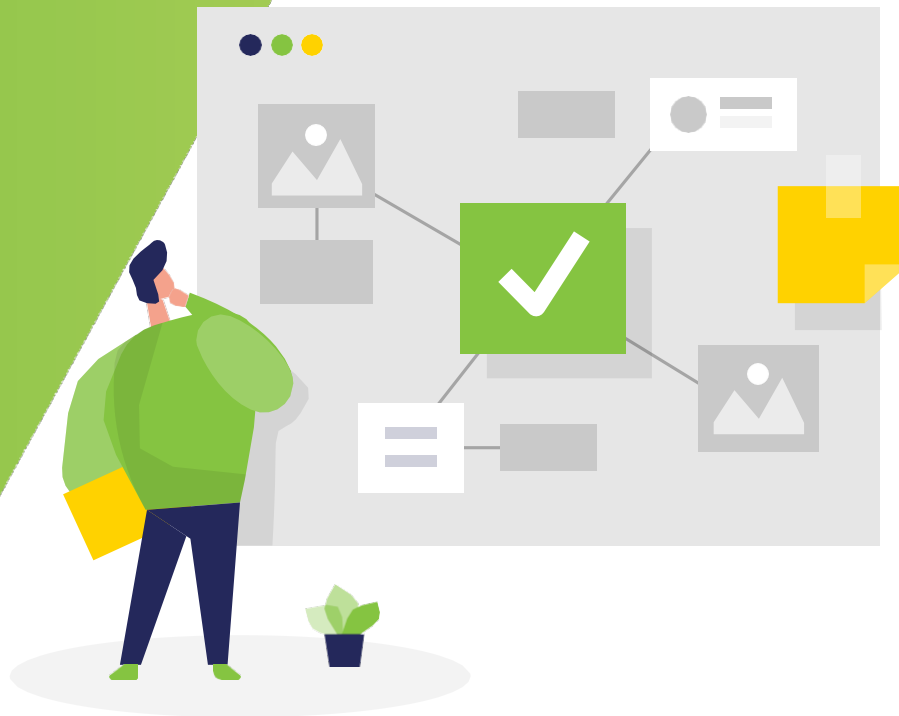
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Change Log

Version	Date	Change	Page
1.220429	2022/04/29	▪ Added IAB Content categories for Gaming	42
1.220427	2022/04/27	▪ Added staging PMP dealid	7
1.210719	2021/07/19	▪ Support for additional currencies	8

1 Introduction



Introduction

Targetspot supports the [IAB OpenRTB API specification version 2.4](#)

Transport

HTTP POST is required for bid requests to facilitate the use of binary representations.

Calls returning content (e.g., any bid response, a win notice that returns markup) should return HTTP code 200.

Calls returning no content in response to valid requests (e.g., an empty bid response which is one option for indicating no-bid, a win notice that does not return markup) should return HTTP 204.

Invalid calls (e.g., a bid request containing a malformed or corrupt payload) should return HTTP code 400 with no content.

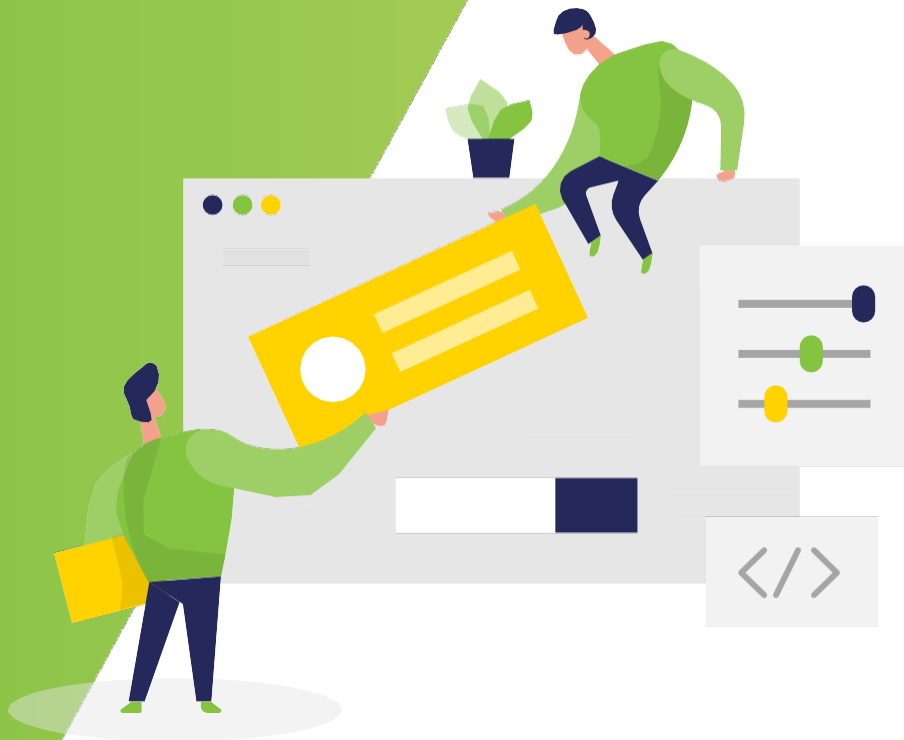
Data Format

JSON is the suggested format for bid request and bid response data payloads. JSON was chosen for its combination of human readability and compactness. The data payloads are described in Bid Request and Bid Response sections of the current documentation.

Security

Targetspot supports both HTTP and HTTPS protocols.

Bid Request 2



Bid Request

RTB transactions are initiated when a publisher or an exchange sends a bid request to Targetspot's API endpoint . The bid request consists of the top-level bid request object, at least one impression and audio object, and may optionally include additional objects providing impression context.

Staging Endpoint

The bid request consists of a HTTP POST request to our staging endpoint URL with the required parameters.

Staging Endpoint URL : `http(s)://api.tsbluebox.com/163/openrtb/2.4`

Staging PMP Deal ID

A PMP deal ID is required in each bid request hitting the staging and production endpoints.

PMP deal IDs for the staging endpoint : INTEGRATION-TS-PUBLISHER

Exemple:

```
"pmp":{"private_auction":1,"deals":[{"id":"INTEGRATION-TS-PUBLISHER","bidfloor":1.00,"bidfloorcur":"USD","at":1}]}}
```

Supported Currencies

Targetspot supports the currencies below:

ARS	Argentine Peso	EUR	Euro	MYR	Malaysian ringgit	SGD	Singapore dollar
AUD	Australian Dollar	GBP	British pound	NOK	Norwegian krone	THB	Thai bat
CAD	Canadian Dollar	IDR	Indonesian rupiah	NZD	New Zealand Dollar	USD	United States dollar
CHF	Swiss Franc	INR	Indian rupee	PEN	Peruvian sol	VND	Vietnamese dong
CLP	Chilean Peso	LKR	Sri Lankan rupee	PHP	Philippine peso		
DKK	Danish Krone	MXN	Mexican peso	SEK	Swedish krona		

Production Endpoint

The bid request consists of a HTTP POST request to our production endpoint URL with the required parameters and your Targetspot publisher ID.

Staging Endpoint URL : `http(s)://api.tsbluebox.com/{Publisher ID}/openrtb/2.4`

Production PMP Deal ID

A PMP deal ID is required in each bid request hitting the production endpoint.

Please make sure you communicate your PMP dealid(s) to your integration manager.

Example:

```
"pmp":{"private_auction":1,"deals":[{"id":"TS-PUBLISHER-
YYMMDD","bidfloor":3.50,"bidfloorcur":"USD","at":1}]}}
```

Attributes

Attribute Name	Description	example	Required
id	Unique ID of the bid request, provided by the exchange.	"id": "924caff4-e60f-4c89-aa8f-4845d2e06746-PA,"	yes
at	Auction type: 1 = First Price, 2 = Second Price Plus.	"at": 1,	yes
test	Indicator of test mode in which auctions are not billable, where 0 = live mode, 1 = test mode.	"test": 0,	
tmax	Maximum time in milliseconds to submit a bid to avoid timeout. This value is commonly communicated offline	"tmax": 1000,	yes
cur	Array of allowed currencies for bids on this bid request using ISO-4217 alpha codes.	"cur": ["USD", "EUR", "GBP", "CHF"],	yes
bcat	Blocked advertiser categories using the IAB content categories.	"bcat": ["IAB14-8", "IAB23-2", "IAB7-9", "IAB25-2", "IAB4-10", "IAB23-7", "IAB25-7", "IAB26-3", "IAB11-4", "IAB1-8"],	yes
badv	Block list of advertisers by their domains	"badv": ["vk.com", "radioterminal.ru"],	yes

Attributes

Attribute Name	Description	example	Required
<code>wlang</code>	Allow list of languages for creatives using ISO-639-1-alpha-2.		
<code>imp</code>	Allow list of languages for creatives using ISO-639-1-alpha-2.	"imp":	yes
<code>imp.id</code>	A unique identifier for this impression within the context of the bid request.	id:"6212158d-c557-40d2-bd1e-60c511455059-PA",	yes
<code>imp.bidfloor</code>	Minimum bid for this impression expressed in CPM.	"bidfloor":4.7,	yes
<code>imp.bidfloorcur</code>	Currency specified using ISO-4217 alpha codes.	bidfloorcur:"USD",	yes
<code>imp.secure</code>	Flag to indicate if the impression requires secure HTTPS URL creative assets and markup. This only applies to the banner.	"secure":1,	
<code>imp.exp</code>	Advisory as to the number of seconds that may elapse between the auction and the actual impression.	"exp":7200,	yes

Attributes

Attribute Name	Description	example	Required
<code>imp.audio</code>	An Audio object.	"audio":	yes
<code>imp.audio.mimes</code>	Content MIME types supported	"mimes":["audio/aac","audio/mpeg","audio/mpeg3","audio/mp3","audio/vnd.wave","audio/wav","audio/wave","audio/ogg","audio/vorbis"],	yes
<code>imp.audio.minduration</code>	Minimum audio ad duration in seconds	"minduration":20,	no
<code>imp.audio.maxduration</code>	Maximum audio ad duration in seconds.	"maxduration":61,	yes
<code>imp.audio.maxextended</code>	Maximum extended ad duration if extension is allowed.	"maxextended":5,	
<code>imp.audio.protocols</code>	Array of supported audio protocols: 2 = VAST 2.0 3 = VAST 3.0 5 = VAST 2.0 Wrappers 6 = VAST 3.0 Wrapper 7 = VAST 4.0 8 = VAST 4.0 Wrappers 9 = DAAST 1.0 10 = DAAST 1.0 Wrappers	"protocols":[10,9,8,7,6,5,3,2],	yes

Attributes

Attribute Name	Description	example	Required
<code>imp.audio.startdelay</code>	Indicates the start delay in seconds: 0 = pre-roll, -1 = mid-roll, and -2 = post-roll ad placements.	"startdelay": -1,	yes
<code>imp.audio.maxseq</code>	The maximum number of ads that can be played in an ad pod.	"maxseq": 1,	
<code>imp.audio.minbitrate</code>	Minimum bit rate in Kbps.	"minbitrate": 0,	yes
<code>imp.audio.maxbitrate</code>	Maximum bit rate in Kbps	"maxbitrate": 320,	yes
<code>imp.audio.delivery</code>	Supported delivery methods: 1 = streaming, 2 = progressive, and 3 = download	"delivery": 1,	
<code>imp.audio.feed</code>	Type of audio feed: 1 = music service, 2 = FM broadcast, 3 = podcast	"feed": 1,	
<code>imp.pmp</code>	Collection of private marketplace (PMP) deals applicable to this impression.	"pmp":	yes

Attributes

Attribute Name	Description	example	Required
<code>imp.pmp.private_auction</code>	auction eligibility where: 0 = all bids are accepted, 1 = bids are restricted to the deals specified and the terms thereof.	"private_auction": 1,	yes
<code>imp.pmp.deals</code>	Array of Deal objects that convey the specific deals applicable to this impression.	"deals":	yes
<code>imp.pmp.deals.id</code>	A unique identifier for the direct deal.	"id": "PUBLISHER-TS-USA",	yes
<code>imp.pmp.deals.bidfloor</code>	Minimum bid for this impression expressed in CPM.	"bidfloor": 5.7,	yes
<code>imp.pmp.deals.bidfloorcur</code>	Currency specified using ISO-4217 alpha codes.	"bidfloorcur": "USD",	yes
<code>imp.pmp.deals.at</code>	Override of the overall auction type of the bid request.	"at": 1,	
<code>imp.pmp.deals.wseat</code>	Allowlist of buyer seats allowed to bid on this deal.	"wseat": ["1"]	

Attributes

Attribute Name	Description	example	Required
<code>imp.pmp.deals.wadomain</code>	Array of advertiser domains allowed to bid on this deal. Omission implies no advertiser restrictions.		
<code>site/app</code>	The site attribute is used by default for all inventory unless the publisher provided the app bundle in which case the app attribute is used.	"site": "app":	yes
<code>site/app.id</code>	Exchange-specific site ID.	"id":"163001",	yes
<code>site/app.name</code>	Site name (may be aliased at the publisher's request). Used to pass the channel/app name	"name":"Show ABC",	yes
<code>site/app.cat</code>	Array of IAB content categories of the site.	"cat":["342", "341"],	yes
<code>site/app.domain</code>	Domain of the site (e.g., "publisher-domain.com")	"domain":hotmixradio.fr",	yes
<code>site/app.page</code>	Official URL where the content is published	"page":"https://www.dailymotion.com/video/x5lt3eb"	

Attributes

Attribute Name	Description	example	Required
<code>site/app.publisher</code>	Entity that controls the content of and distributes the site or app.	"publisher":	yes
<code>site/app.publisher.id</code>	Exchange-specific publisher ID.	"id": "163",	yes
<code>site/app.publisher.name</code>	Publisher name.	"name": "Hotmix",	yes
<code>site/app.content</code>	Details about the published content itself, within which the ad will be shown.	"content":	yes
<code>site/app.content.context</code>	Type of content: 1 = Video (i.e., video file or stream such as Internet TV broadcasts) 2 = Game (i.e., an interactive software game) 3 = Music (i.e., audio file or stream such as Internet radio broadcasts) 4 = Application (i.e., an interactive software application) 5 = Text (i.e., primarily textual document such as a web page, eBook, or news article) 6 = Other (i.e., none of the other categories applies) 7 = Unknown	context": 3,	yes

Attributes

Attribute Name	Description	example	Required
<code>site/app.content.prodq</code>	Always 1 (professionally produced)	"prodq":1,	
<code>site/app.content.language</code>	Content language using ISO-639-1-alpha-2.	"language":"fr",	yes
<code>site/app.content.series</code>	Content series.	"series":"sports",	
<code>site/app.content.season</code>	Season number.	"season":2,	
<code>site/app.content.episode</code>	Episode number.	"series":3,	
<code>site/app.content.title</code>	Episode title.	"title":" ABC-20220423",	
<code>site/app.content.url</code>	URL of the content	"url":"file.targetspot.com/ABC-20220423.mp3",	
<code>app.bundle</code>	A platform-specific application identifier intended to be unique to the app	"bundle":"publisher.android.app"	yes

Attributes

Attribute Name	Description	example	Required
<code>app.storeurl</code>	A platform-specific application store URL. intended to be unique to the app	"storeurl":"https://play.google.com/store/apps/details?id=com.spodtronic.radio.hotmixradio"	yes
<code>device</code>	Details of the device on which the content and impressions are displayed.	"device":	yes
<code>device.dnt</code>	Standard "Do Not Track" flag as set in the header by the browser, where 0 = tracking is unrestricted, 1 = do not track.	"dnt":0,	yes
<code>device.ip</code>	IPv4 address closest to device.	"ip":"146.231.169.0",	yes
<code>device.ipv6</code>	IP address closest to device as IPv6.	"ipv6":"2001:0db8:85a3:0000:0000:8a2e:0370:7334",	
<code>device.ua</code>	user agent string of the device	ua:"Publisher/7.0.1.60 (Android 8.1.0; Mobile; br) samsung SM-G610M"	yes

Attributes

Attribute Name	Description	example	Required
<code>device.devicetype</code>	The general type of device: 1 Mobile/Tablet 2. Personal Computer 3 Connected TV 4 Phone 5 Tablet 6 Connected Device 7 Set Top Box	<code>"type":2,</code>	yes
<code>device.model</code>	Device model.	<code>"model":"android-generic",</code>	yes
<code>device.os</code>	Device operating system (e.g., "iOS").	<code>"os":"android"</code>	yes
<code>device.language</code>	Browser language using ISO-639-1-alpha-2.	<code>"language":"en"</code>	yes
<code>device.connectiontype</code>	Network connection type: 0 = Unknown 1 = Ethernet 2 = WIFI 3 = Cellular Network – Unknown 4 Cellular Network – 2G 5 Cellular Network – 3G 6 Cellular Network – 4G		

Attributes

Attribute Name	Description	example	Required
<code>device.ifa</code>	Mobile Advertising ID (IDFA on iOS or GAID on Android)	"ifa":"e253178c-842c-434c-956c-f734de9a177e",	yes
<code>device.geo</code>	Location of the device assumed to be the user's current location defined by a Geo object	"geo":	yes
<code>device.geo.type</code>	Source of location data: 1 = GPS/Location Services 2 = IP Address 3 = User provided (e.g., registration data)	"type":2,	yes
<code>device.geo.ipservice</code>	Service or provider used to determine geolocation from IP address: 1 = ip2location 2 = Neustar (Quova) 3 = MaxMind 4 = NetAquity (Digital Element)	"ipservice":3,	



Attributes

Attribute Name	Description	example	Required
device.geo.lat	Latitude	"lat":48.85820007324219,	
device.geo.lon	Longitude	"lon":2.33870005607605,	
device.geo.region	Region code using ISO-3166-2; 2-letter state code if USA.	"region":"09", "region":"NY",	yes
device.geo.country	Country code using ISO-3166-1-alpha-3.	"country":"FRA",	yes
device.geo.metro	Google metro code; similar to but not exactly Nielsen DMAs.	"metro":530,	
device.geo.zip	Zip or postal code.	"zip":"4000",	yes
user	Human user of the device; audience for advertising.	"user":	yes
user.id	Exchange-specific ID for the user.	"id":"app:f64d25e10d1a734e321bf985 b2308e68160d3550",	yes
user.buyerid	Buyer-specific ID for the user as mapped by the exchange for the buyer.		

Attributes

Attribute Name	Description	example	Required
<code>user.yob</code>	Year of birth as a 4-digit integer.	"yob":1984,	
<code>user.gender</code>	Gender, where: "M" = male, "F" = female, "O" = known to be other	"gender":"F",	
<code>user.ext.consent</code>	User TCF 2.0 consent string	"consent":"CO-rkc0O-rkc0A7ABlFRBECgAP_AAH_AAAqIHKtf_X_fb3_j- _59_9t0eYlf9_7_v20zjgeds- 8Nyd_X_L8X42M7vF36pq4KuR4Eu3LBIQdlHOHcTUmw6IkVqTPsbk2Mr7 NKJ7PEinMbe2dYGH9_n9XTuZKY79_s_z_v_77f_r- 3_3_vp9V---_egcq1_9f59uf6P73n3tm3R5jV9j_L- _bTGOB5kzrQXJ29M4nwfgQzu8XfKmjgK5GAS4csEhB2UcodwNSTAliQ GpM-xqTYwOs0InsoSKYxtbJ0gyf30fIdO5kpju36z_v_L-_q3y- _9mt32urF5f--nlV7r7dKAAA.fIAAAAAAAAA"	yes
<code>source</code>		"source":	
<code>source.ext</code>	Placeholder for exchange-specific extensions to OpenRTB.	"ext":	
<code>source.ext.schain</code>	This object represents both the links in the supply chain as well as an indicator whether or not the supply chain is complete.	"schain":	yes
<code>source.ext.schain.ver</code>	Version of the supply chain specification in use, in the format of "major.minor"	"ver":"1.0",	yes

Attributes

Attribute Name	Description	example	Required
<code>source.ext.schain.complete</code>	Flag indicating whether the chain contains all nodes involved in the transaction leading back to the owner of the site, app or other medium of the inventory, where 0 = no, 1 = yes	"complete":1,	yes
<code>source.ext.schain.nodes</code>		"nodes":	yes
<code>source.ext.schain.nodes.asi</code>	The canonical domain name of the SSP, Exchange, Header Wrapper, etc system that bidders connect to.	"asi":"targetspot.com",	yes
<code>source.ext.schain.nodes.sid</code>	The identifier associated with the seller or reseller account within the advertising system.	"sid":"52",	yes
<code>source.ext.schain.nodes.rid</code>	The OpenRTB RequestId of the request as issued by this seller.	"rid":"661056c3fc964d3f9dda6fb96b29203e",	yes



Attributes

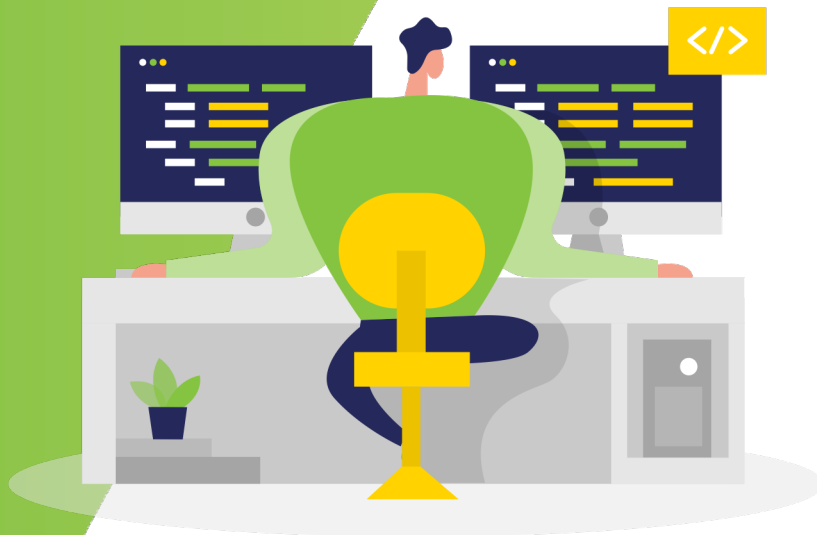
Attribute Name	Description	example	Required
source.ext.schain.nodes.hp	Indicates whether this node will be involved in the flow of payment for the inventory.	"hp":1	yes
regs	This object contains any legal, governmental, or industry regulations that apply to the request.	"regs":	
regs.ext	Placeholder for exchange-specific extensions to OpenRTB.	"ext":	yes
regs.ext.coppa	Extension attribute "coppa" which is an optional integer that indicates: 0 = No, 1 = Yes.	"coppa":0	
regs.ext.gdpr	Extension attribute "gdpr" which is an optional integer that indicates: 0 = No, 1 = Yes.	"gdpr":1	yes
regs.ext.us_privacy	Extension attribute "us_privacy" which is an optional integer that indicates: 0 = No, 1 = Yes.		yes

2. Bid Request Sample

```
{
  "id": "bf8f551754be4424846d1f0276361f38",
  "imp": [
    {
      "id": "bf8f551754be4424846d1f0276361f38",
      "audio": {
        "mimes": [
          "audio/aac",
          "audio/mp4",
          "audio/mpeg",
          "audio/mpeg3",
          "audio/mp3",
          "audio/vnd.wave",
          "audio/wav",
          "audio/wave",
          "audio/ogg",
          "audio/vorbis"
        ],
        "minduration": 15,
        "maxduration": 120,
        "protocols": [10,9,8,7,6,5,3,2],
        "startdelay": -1,
        "maxextended": 5,
        "minbitrate": 0,
        "maxbitrate": 320,
        "maxseq": 1
      },
      "pmp": {
        "private_auction": 1,
        "deals": [
          {
            "id": "INTEGRATION-TS-PUBLISHER",
            "bidfloor": 1.00,
            "bidfloorcur": "USD"
          }
        ]
      },
      "bidfloor": 1.50,
      "bidfloorcur": "USD",
      "secure": 1,
      "exp": 7200
    }
  ],
  "app": {
    "id": "112530",
    "name": "Hotmix",
    "domain": "hotmixradio.fr",
    "cat": [],
    "publisher": {
      "id": "1052",
      "name": "Hotmix",
      "domain": "hotmixradio.fr"
    },
    "content": {
      "prodq": 1,
      "context": 3,
      "language": "fr"
    },
    "bundle": "com.spodtronic.radio.hotmixradio",
    "storeurl": "https://play.google.com/store/apps/details?id=com.spodtronic.radio.hotmixradio"
  },
```

```
"device": {
  "ua": "Dev/7.22.0",
  "ip": "92.184.133.4",
  "geo": {
    "lat": 50.72359848022461,
    "lon": 3.161600112915039,
    "type": 2,
    "ipservice": 3,
    "country": "FRA",
    "region": "b4",
    "zip": "59200"
  },
  "devicetype": 4,
  "language": "fr",
  "os": "android",
  "model": "android-generic",
  "ifa": "97d0c6b3-10e5-4887-a7f2-97b45cf1985b"
},
  "user": {
    "id": "gaid:97d0c6b3-10e5-4887-a7f2-97b45cf1985b",
    "yob": 1984,
    "gender": "M",
    "ext": {
      "consent": "CPVZCDePVZCDeA7ABLFRCCEgAP_AAH_AAAqlltf_X__b3_j-
_5_f_t0eYIP9_7_v-0zjhfdt-
8N3f_X_L8X42M7vF36pq4KuR4Eu3LBIQdIHOhcTUmw6okVrzPsbk2cr7NKJ7PEmnMbO2dYGH
9_n93TuZKY7_____z_v-v_v_____f_7-3_3_5_3---_e_V_99zlv9_____39nP____9v-
_9_____4lInf_X-3b3-j-95_bZt0eYIPY_y_v-0xjhfyN-
0FzfvtOJ8H4kM7vF3ypqYCuRgEunLBIQVIHKHcDUkwCokBrzPsak2cDrKJ7KEimMbGydlGH99H
93TuZKY7v--_7_y_v-
t8vv_drd9r6xeX__p73e6e3S3V_89TLvc___f3xnp___9P2357__r7wAA.fIAAAAAAAAAA"
    }
  },
  "test": 0,
  "at": 2,
  "tmax": 500,
  "cur": ["USD"],
  "bcat": ["IAB7-5","IAB7-28","IAB9-32"],
  "badv": ["musical-vampires.ru","vk.ru"],
  "regs": {
    "ext": {
      "gdpr": 1,
      "coppa": 0
    }
  },
  "source": {
    "ext": {
      "schain": {
        "ver": "1.0",
        "complete": 1,
        "nodes": [
          {
            "asi": "targetspot.com",
            "sid": "52",
            "rid": "bf8f551754be4424846d1f0276361f38",
            "hp": 1
          }
        ]
      }
    }
  }
}
```

Bid Response



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Attributes

Attribute Name	Description	example	Required
<code>id</code>	ID of the bid request to which this is a response	"id": "bf8f551754be4424846d1f0276361f38",	
<code>seatbid</code>	Array of seatbid objects; 1+ required if a bid is to be made	"seatbid":	
<code>bid.cur</code>	Bid currency using ISO-4217 alpha codes.	"cur": "USD"	
<code>bid.id</code>	Bidder generated response ID to assist with logging/tracking	"id": "7374f87665e146ae828ac2ea65024935",	
<code>bid.impid</code>	ID of the Imp object in the related bid request.	"impid": "bf8f551754be4424846d1f0276361f38",	
<code>bid.price</code>	Bid price expressed as CPM although the actual transaction is for a unit impression only. Note that while the type indicates float, integer math is highly recommended when handling currencies (e.g., BigDecimal in Java).	"price": 7.60109,	
<code>bid.adid</code>	ID of a preloaded ad to be served if the bid wins.	"adid": "DBM-418837859:525397469",	
<code>bid.adm</code>	Optional means of conveying ad markup in case the bid wins; supersedes the win notice if markup is included in both.	"adm":	

Attributes

Attribute Name	Description	example	Required
<code>bid.adomain</code>	Advertiser domain for block list checking (e.g., "ford.com"). This can be an array of for the case of rotating creatives. Exchanges can mandate that only one domain is allowed.	"adomain": ["advertiser.be"],	
<code>bid.bundle</code>	A platform-specific application identifier intended to be unique to the app and independent of the exchange. On Android, this should be a bundle or package name (e.g., com.foo.mygame). On iOS, it is a numeric ID.		
<code>bid.cat</code>	IAB content categories of the creative	"cat": ["IAB2-17"],	
<code>bid.protocol</code>	Response protocol of the markup if applicable	protocol": 3,	
<code>bid.dealid</code>	Reference to the deal.id from the bid request if this bid pertains to a private marketplace direct deal.	"dealid": "INTEGRATION-TS-PUBLISHER",	
<code>bid.exp</code>	Advisory as to the number of seconds the bidder is willing to wait between the auction and the actual impression.	"exp": 7200	

4 Regulatory requirements



Regulatory requirements

Ads.txt

ads.txt is a simple method publishers can use to publicly declare the partners they authorize to directly sell (or resell) their digital inventory. It must be implemented on the publisher's root domain.

The same method must be applied for the implementation of the **app-ads.txt** file when an app is the source of inventory

See the [IAB specs for ads.txt and app-ads.txt](#) for more info.

Targetspot Authorised Digital Sellers Information

Please update your ads.txt file(s) with the lines below:



```
Targetspot.com, {Your TS ID*}, RESELLER, feb28ed826dcf532
rubiconproject.com, 9753, RESELLER, 0bfd66d529a55807
rubiconproject.com, 16418, RESELLER, 0bfd66d529a55807
appnexus.com, 7265, RESELLER, f5ab79cb980f11d1
adswizz.com, targetspot, RESELLER
tritondigital.com, 44733, RESELLER, 19b4454d0b87b58b
appnexus.com, 1577, RESELLER, f5ab79cb980f11d1
rubiconproject.com, 9755, RESELLER, 0bfd66d529a55807
```

Last date modified: 2019/11/04
* TS ID to be provided

Inventory Requirements in EU and UK

In the current GDPR world, the publisher aka data controller, owns a direct relationship with his users and is solely responsible for the inventory sent to us. EU data sent to Targetspot servers must include the URL-safe base64-encoded GDPR consent string otherwise sensitive data will be automatically truncated, making it unreadable and unusable.



Please make sure your CMP includes Targetspot and its partners under the vendors IDs 448, 239, 52, 32 and 507.

For more information on the GDPR in the digital ecosystem,

Please visit www.iabeurope.eu/tcf, [IAB Europe's Transparency and Consent Framework 2.0](#) and [IAB TCF 2.0 Workshop](#) and, [OpenRTB Advisory - GDPR](#)

OpenRTB attributes for IAB TCF 2.0

Attribute	Description	Value	Required
<code>user.ext.consent</code>	TC string as in the IAB TCF 2.0 specification	URL-safe base64-encoded GDPR consent string	Yes, for EU27 + UK traffic
<code>regs.ext.gdpr</code>	object will signal whether or not the request is subject to GDPR regulations. It will do so via the extension attribute "gdpr".	0 = No, 1 = Yes	Yes, for EU27 + UK traffic

Attribute for IAB US CCPA

The IAB US Privacy String communicates signals regarding consumer privacy and choice under US privacy regulation. Version 1 supports requirements made under the California Consumer Privacy Act (CCPA).

If US privacy regulations apply, digital property owners (websites, apps, or other media platforms) are expected to provide consumer privacy signals to all parties that intend to exchange data on a given transaction (such as displaying an impression). Parties receiving the signal use the information to determine whether they're allowed to process the consumer's personal data.

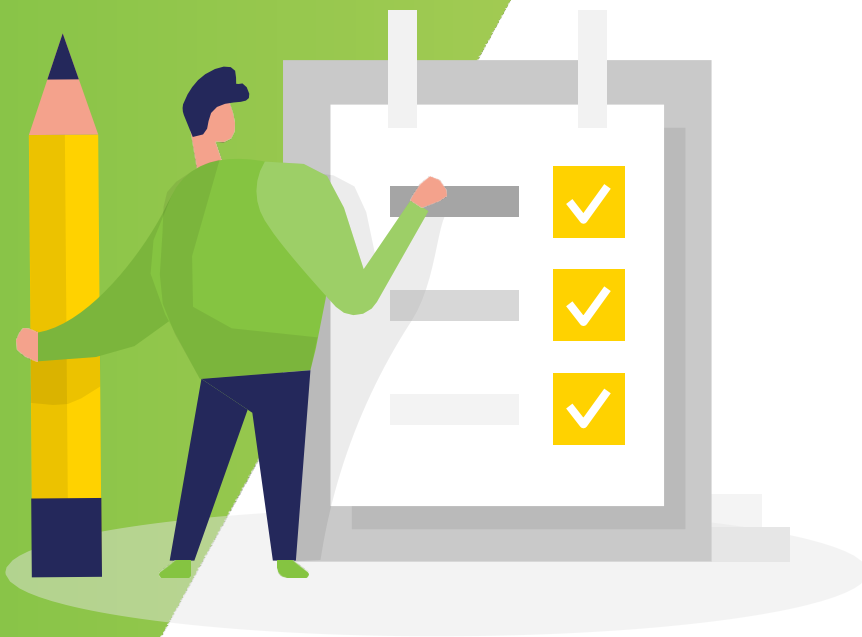


We recommend every publisher to comply with the above regulations and to use CMPs and other available methods to facilitate the supply of the best addressable inventory possible.

See the [IAB CCPA Compliance Framework](#) for more information on the CCPA compliance.

Attribute	Description	Value	Required
<code>regs.ext.us_privacy</code>	US Privacy string format as in the IAB US Privacy String specification	URL – encoded US Privacy string OR 1--- = CCPA does not apply to the transaction	Yes, if CCPA applies

5 Testing your integration



Integration Checklist

These are the ten steps of a standard implementation:

Checklist

10 steps to implementation

- ✓ Implementing the (app-) ads.txt lines on your domain
- ✓ Passing the IAB TC string in the bid requests (if it applies)
- ✓ Passing the IAB US Privacy string in the bid requests (if it applies)
- ✓ Complying with IAB Open RTB protocol (including InLine and Wrapper responses)
- ✓ Sending traffic to our staging API with the provided credentials
- ✓ Passing mandatory parameters in the requests
- ✓ Rendering ads correctly
- ✓ Triggering all available <TrackingEvents> of the bid response
- ✓ Displaying the banner and fire the companion pixels accordingly
- ✓ Validating

6 Validating your integration



Validating your integration

These are the 4 steps to validate your OpenRTB integration:

01

Test your implementation
(see the [Integration Checklist](#) section)

02

Define an integration validation week with your Integration Manager

03

Validate the Integration
(5 days)

04

Go live with production credentials

Channels ⁷ Content Format



The values below are supported IAB categories:

IAB1-1 Books and Literature (42)

IAB1-2 Pop Culture (432)

IAB1-3 Fine Art (201)

IAB1-4 Humor and Satire (440)

IAB1-5 Movies (324)

IAB1-6 Music and Audio (338)

IAB1-7 Television (640)

IAB2 Automotive (1)

IAB2-1 Auto Parts (32)

IAB2-2 Auto Repair (34)

IAB2-3 Auto Buying and Selling (30)

IAB2-4 Car Culture (25)

IAB2-5 Certified Pre-Owned Cars (18)

IAB2-6 Convertible (8)

IAB2-7 Coupe (9)

IAB2-8 Crossover (10)

IAB2-10 Green Vehicles (22)

IAB2-11 Hatchback (11)

IAB2-12 Green Vehicles (22)

IAB2-13 Luxury Cars (23)

IAB2-14 Minivan (13)

IAB2-15 Motorcycles (27)

IAB2-16 Off-Road Vehicles (14)

IAB2-17 Performance Cars (24)

IAB2-18 Pickup Trucks (15)

IAB2-19 Road-Side Assistance (28)

IAB2-20 Sedan (4)

IAB2-21 Commercial Trucks (3)

IAB2-22 Classic Cars (19)

IAB2-23 Station Wagon (5)

IAB3 Business (53)

IAB3-1 Marketing and Advertising (58)

IAB3-2 Agriculture (102)

IAB3-3 Biotech and Biomedical Industry (119)

IAB3-4 Computer Software and Applications (602)

IAB3-5 Construction Industry (121)

IAB3-7 Government Business (77)

IAB3-8 Green Solutions (78)

IAB3-9 Human Resources (55)

IAB3-10 Logistics (57)

IAB3-11 Marketing and Advertising (58)

IAB3-12 Metals Industry (107)

IAB4 Careers (123)

IAB4-1 Career Planning (126)

IAB4-3 Student Financial Aid (395)

IAB4-4 Job Fairs (128)

IAB4-5 Job Search (127)

IAB4-6 Resume Writing and Advice (129)

IAB4-8 Student Financial Aid (395)

IAB4-9 Remote Working (130)

IAB4-11 Career Advice (125)

IAB5 Education (132)

IAB5-1 Secondary Education (135)

IAB5-2 Adult Education (133)

IAB5-5 College Education (137)

IAB5-8 Language Learning (147)

IAB5-9 Postgraduate Education (139)

IAB5-10 Homeschooling (145)

IAB5-11 Homework and Study (146)

IAB5-12 Primary Education (149)

IAB5-13 Private School (134)

IAB5-14 Special Education (136)

IAB6 Family and Relationships (186)

IAB6-1 Adoption and Fostering (193)

IAB6-2 Parenting Babies and Toddlers (196)

IAB6-3 Daycare and Pre-School (194)

IAB6-4 Internet Safety (195)

IAB6-5 Parenting Children Aged 4-11 (197)

IAB6-6 Parenting Teens (198)

IAB6-7 Pregnancy (305)

IAB6-8 Special Needs Kids (199)

IAB6-9 Eldercare (190)

IAB7 Medical Health (286) & Healthy Living (223)

IAB7-1 Fitness and Exercise (225)

IAB7-2 Mental Health (301)

IAB7-3 Infectious Diseases (293)

IAB7-4 Allergies (288)

IAB7-5 Alternative Medicine (233)

IAB7-6 Bone and Joint Conditions (312)

IAB7-7 Lung and Respiratory Health (300)

IAB7-8 and IAB7-9 Mental Health (301)

IAB7-10 Brain and Nervous System Disorders (313)

IAB7-11 Cancer (314)

IAB7-12 Blood Disorders (306)

IAB7-13 Brain and Nervous System Disorders (313)

IAB7-14 Diseases and Conditions (287)

IAB7-15 Cold and Flu (315)

IAB7-16 Ear, Nose and Throat Conditions (289)

IAB7-17 Dental Health (316)

IAB7-18 Mental health (301)

IAB7-19 Skin and Dermatology (309)

IAB7-20 Endocrine and Metabolic Diseases (290)

IAB7-21 Brain and Nervous System Disorders (313)

IAB7-22 Digestive Disorders (318)

IAB7-23 Brain and Nervous System Disorders (313)

The values below are supported IAB categories:

IAB7-24 Heart and Cardiovascular Diseases (296)

IAB7-25 Herbs and Supplements (234)

IAB7-26 Holistic Health (235)

IAB7-27 & IAB7-29 Digestive Disorders (318)

IAB7-30 Infertility (304)

IAB7-31 Men's Health (228)

IAB7-32 Nutrition (229)

IAB7-33 Bone and Joint Conditions (312)

IAB7-35 Healthy Living (223)

IAB7-36 Physical Therapy (236)

IAB7-37 Mental Health (301)

IAB7-38 Healthy Living (223)

IAB7-39 Sexual Health (307)

IAB7-40 Sleep Disorders (310)

IAB7-41 Smoking Cessation (237)

IAB7-42 Substance Abuse (311)

IAB7-43 Thyroid Disorders (293)

IAB7-44 Weight Loss (231)

IAB7-45 Women's Health (238)

IAB8 Food & Drink (210)

IAB8-1, IAB8-3, IAB8-4, IAB8-7, IAB8-11, IAB8-13,

IAB8-15, IAB8-15 World Cuisines (214)

IAB8-2 Barbecues and Grilling (215)

IAB8-5, IAB8-18 Alcoholic Beverages (211)

IAB8-6 Non-Alcoholic Beverages (222)

IAB8-8 Desserts and Baking (217)

IAB8-9 Dining Out (218)

IAB8-10 Food Allergies (219)

IAB8-12 Healthy Cooking and Eating (221)

IAB8-16 Vegan Diets (212)

IAB8-17 Vegetarian Diets (213)

IAB9 Hobbies & Interests (239)

IAB9-1 Digital Arts (205)

IAB9-2 Arts and Crafts (248)

IAB9-3 Beadwork (249)

IAB9-4 Birdwatching (259)

IAB9-5 Board Games and Puzzles (270)

IAB9-6 Candle and Soap Making (250)

IAB9-7 Card Games (271)

IAB9-9 Cigars (260)

IAB9-10 Collecting (261)

IAB9-11 Comic Books (262)

IAB9-12 Drawing and Sketching (251)

IAB9-13 Freelance Writing (266)

IAB9-14 Genealogy and Ancestry (273)

IAB9-15 Content Production (264)

IAB9-16 Musical Instruments (243)

IAB9-17 Audio Production (265)

IAB9-19 Jewelry Making (252)

IAB9-20 Magic and Illusion (241)

IAB9-21 Needlework (253)

IAB9-22 Painting (254)

IAB9-23 Photography (255)

IAB9-24 Radio Control (245)

IAB9-25 Roleplaying Games (272)

IAB9-26 Sci-fi and Fantasy (246)

IAB9-27 Scrapbooking (256)

IAB9-28 Screenwriting (267)

IAB9-29 Stamps and Coins (263)

IAB9-30 Video Gaming (680)

IAB9-31 Woodworking (257)

IAB10 Home & Garden (274)

IAB10-1 Home Appliances (278)

IAB10-2 Home Entertaining (279)

IAB10-3 Indoor Environmental Quality (282)

IAB10-4 Gardening (275)

IAB10-5 Home Improvement (280)

IAB10-6 Home Entertainment Systems (634)

IAB10-7 Interior Decorating (283)

IAB10-8 Landscaping (284)

IAB10-9 Remodeling & Construction (276)

IAB11 News and Politics (379)

IAB11-1 Political Issues (388)

IAB11-2 Law (383)

IAB11-4 Politics (386)

IAB12 News and Politics (379)

IAB12-1 International News (382)

IAB12-2 National News (385)

IAB12-3 Local News (384)

IAB13 Personal Finance (391)

IAB13-1 Personal Investing (410)

IAB13-2 Personal Debt (405)

IAB13-3 Business and Finance (52)

IAB13-4 Financial Planning (396)

IAB13-5 Hedge Funds (411)

IAB13-6 Insurance (398)

IAB13-7 Personal Investing (410)

IAB13-8 Mutual Funds (412)

IAB13-9 Options (413)

IAB13-10 Retirement Planning (416)

IAB13-11 Stocks and Bonds (414)

IAB13-12 Personal Taxes (415)

The values below are supported IAB categories:

IAB14-1 Dating (188)

IAB14-2 Divorce (189)
IAB14-4 Marriage and Civil Unions (191)
IAB14-7 Wedding (165)

IAB15 Science (464)

IAB15-1 Astrology (456)
IAB15-2 Biological Sciences (465)
IAB15-3 Chemistry (466)
IAB15-4 Geology (470)
IAB15-5 Paranormal Phenomena (244)
IAB15-6 Physics (471)
IAB15-7 Space and Astronomy (472)
IAB15-8 Geography (469)
IAB15-9 Biological Sciences (465)
IAB15-10 Weather (390)

IAB16 Pets (422)

IAB16-1 Fish and Aquariums (426)
IAB16-2 Birds (423)
IAB16-3 Cats (424)
IAB16-4 Dogs (425)
IAB16-5 Large Animals (427)
IAB16-6 Reptiles (429)
IAB16-7 Veterinary Medicine (430)

IAB17 Sports (483)

IAB17-1 Auto Racing (518)
IAB17-2 Baseball (545)
IAB17-3 Cycling (492)
IAB17-4 Bodybuilding (549)
IAB17-5 Boxing (485)

IAB17-6 Canoeing and Kayaking (499)

IAB17-7 Cheerleading (486)

IAB17-8 Climbing (500)

IAB17-9 Cricket (491)

IAB17-10 Figure Skating (510)

IAB17-11 Fishing Sports (511)

IAB17-12 American Football (484)

IAB17-13 Fishing Sports (511)

IAB17-15 Golf (512)

IAB17-16 Horse Racing (497)

IAB17-17 Equine Sports (496)

IAB17-18 Hunting and Shooting (514)

IAB17-19 Inline Skating (516)

IAB17-20 Martial Arts (520)

IAB17-21 Cycling (492)

IAB17-22 Auto Racing (518)

IAB17-23 Olympic Sports (521)

IAB17-24 Paintball (501)

IAB17-25 Motorcycle Sports (519)

IAB17-26 Basketball (547)

IAB17-27 Ice Hockey (515)

IAB17-28 Rodeo (525)

IAB17-29 Rugby (527)

IAB17-30 Running and Jogging (227)

IAB17-31 Sailing (530)

IAB17-32 Fishing Sports (511)

IAB17-33 Scuba Diving (502)

IAB17-34 Skateboarding (503)

IAB17-35 Skiing (531)

IAB17-36 Snowboarding (504)

IAB17-37 Surfing and Bodyboarding (505)

IAB17-38 Swimming (537)

IAB17-39 Table Tennis (538)

IAB17-40 Tennis (539)

IAB17-41 Volleyball (541)

IAB17-42 Walking (542)

IAB17-43 Waterskiing and Wakeboarding (506)

IAB17-44 Soccer (533)

IAB18 Style & Fashion (552)

IAB18-1 Beauty (553)

IAB18-2 Body Art (574)

IAB18-3 Women's Fashion (560)

IAB18-3 Men's Fashion (579)

IAB18-4 Men's Jewelry and Watches (581)

IAB18-4 Women's Jewelry and Watches (565)

IAB18-5 Women's Clothing (566)

IAB18-5 Men's Clothing (582)

IAB18-5 Designer Clothing (576)

IAB18-5 Children's Clothing (575)

IAB18-6 Women's Accessories (561)

IAB18-6 Men's Accessories (580)

IAB19 Technology & Computing (596)

IAB19-1 3-D Graphics (603)

IAB19-2 Computer Animation (610)

IAB19-3 Antivirus Software (608)

IAB19-4 Programming Languages (631)

IAB19-5 Cameras and Camcorders (633)

IAB19-6 Smartphones (635)

IAB19-8 Computer Networking (600)

IAB19-9 Computer Peripherals (601)

IAB19-11 Data Storage and Warehousing (616)

IAB19-12 Databases (611)

The values below are supported IAB categories:

IAB19-13 Desktop Publishing (612)

IAB19-15 Email (623)

IAB19-16 Graphics Software (614)

IAB19-17 Home Entertainment Systems (634)

IAB19-19 Programming Languages (631)

IAB19-20 Programming Languages (631)

IAB19-22 Digital Audio (613)

IAB19-23 Web Conferencing (607)

IAB19-24 Internet for Beginners (624)

IAB19-25 Information and Network Security (618)

IAB19-26 Tablets and E-readers (636)

IAB19-30 Shareware and Freeware (605)

IAB19-32 Programming Languages (631)

IAB19-34 Web Design and HTML (629)

IAB19-35 Search (627)

IAB20 Travel (653)

IAB20-1 Adventure Travel (665)

IAB20-2 Africa Travel (656)

IAB20-3 Air Travel (672)

IAB20-4 Australia and Oceania Travel (658)

IAB20-5 Bed & Breakfasts (674)

IAB20-6 Budget Travel (675)

IAB20-7 Business Travel (676)

IAB20-9 Camping (677)

IAB20-10, IAB 20-11 North America Travel (660)

IAB20-12 Cruises (678)

IAB2013, IAB20-14, IAB20-15, IAB20-16, IAB20-19,

IAB20-27 Europe Travel (659)

IAB20-17 Honeymoons and Getaways (667)

IAB20-18 Hotels and Motels (668)

IAB20-21, IAB20-23 South America Travel (662)

IAB20-24 Spas (671)

IAB20-25 Amusement and Theme Parks (151)

IAB20-26 Family Travel (666)

IAB21 Real Estate (441)

IAB21-1 Apartments (442)

IAB21-3 Real Estate Buying and Selling (451)

IAB22 Shopping (473)

IAB22-1 Sales and Promotions (481)

IAB22-2 Coupons and Discounts (474)

IAB23 Religion & Spirituality (453)

IAB21-1 Religion & Spirituality (453)

IAB23-2 Agnosticism (454)

IAB23-3 Buddhism (458)

IAB21-4 Christianity (459)

IAB23-6 Hinduism (460)

IAB23-7 Islam (461)

IAB23-8 Judaism (462)

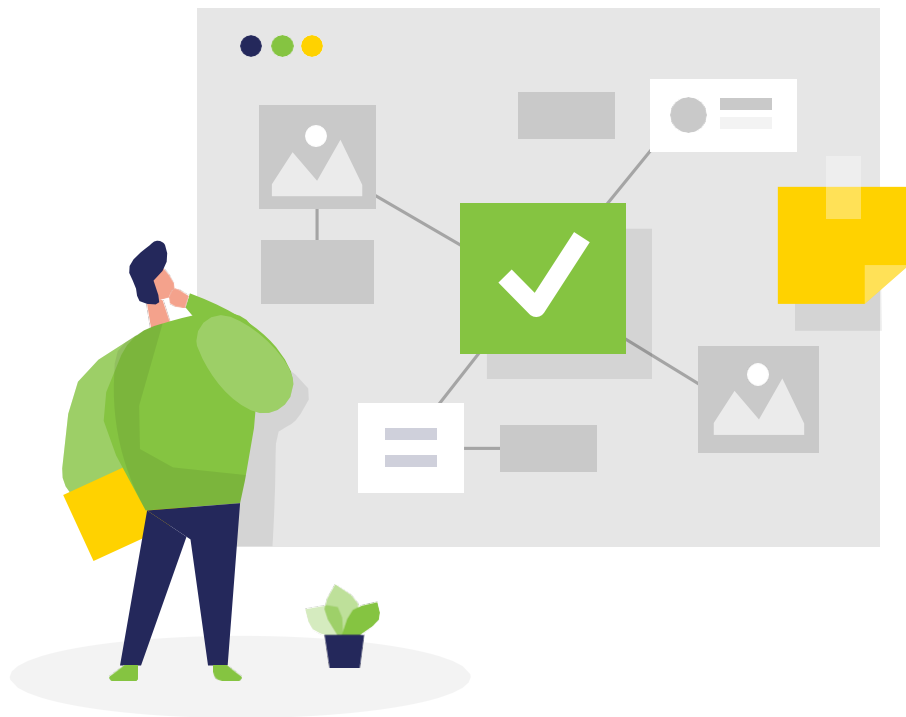
See [IAB Content Taxonomy 2.2](#) for information on the IAB Content Taxonomy.



The values below are supported IAB categories for Gaming:

Unique ID	Parent	
680		Video Gaming
681	680	Console Games
682	680	eSports
683	680	Mobile Games
684	680	PC Games
685	680	Video Game Genres
686	685	Action Video Games
687	685	Role-Playing Video Games
688	685	Simulation Video Games
689	685	Sports Video Games
690	685	Strategy Video Games
691	685	Action-Adventure Video Games
692	685	Adventure Video Games
693	685	Casual Games
694	685	Educational Video Games
695	685	Exercise and Fitness Video Games
696	685	MMOs
697	685	Music and Party Video Games
698	685	Puzzle Video Games

See [IAB Content Taxonomy 2.2](#) for information on the IAB Content Taxonomy.



Integration Support: integrations@targetspot.com

