

passp•rt

GUIDELINES

Aggregator **Integration**

 **targetspot**
by azerion

Product Description & Placements

Requirements for Product Placements:

Per the product descriptions and placements, if any placement(s) are not properly placed activity on the inventory will be paused until corrected. The Integration team will provide



Pre-Roll

Pre-Roll: Ad placed before the launch of the content



Mid-Roll

Ad is placed in the middle of content,



Post-Roll

Is when is played after the content

PLACEMENT IN App & Game



Before the start
of the game

Game: Ad placed during game play

App: Ad placed during user engagement in app

Not supported

PLACEMENT IN Streaming or Podcast



Before the content
launches

Ad break in between songs
or spoken word

Ad stitched at the conclusion
of the podcast content

Publisher Development Process

Review & Evaluation of Collected Inventory

Publisher inventory will be reviewed prior to the start of the integration

Review will include audio detection testing. If audio is not heard during the test, the inventory will not be approved for monetization

Publisher is expected to support the Integration team in assuring audio detection

Review will also include processing through a 3rd party IVT solution. Any flags raised will be communicated to the publisher to allow for necessary remediation

Integration Requirements

Required app objects and parameters must be used before going LIVE (monetizing)

Impressions will only count if device volume is higher than 30% and audio ad can be heard touch free

Average LTR must be higher than 85% on all inventory each month

If average LTR consistently falls below 85%, Integrations team will notify the publisher to allow for necessary remediation. Monetization will be paused in such instances until remedied



Revenue Increase

To be whitelisted for programmatic traffic the Publisher must support ads.txt or app-ads.txt with appropriate Targetspot labeling



Post Integration Process & Audit Processes

Health Checks



The Integration team will periodically conduct health checks and make sure publisher traffic has the required app objects and parameters

Audit Processes



The Integration team will conduct an audit of issues or concerns are identified by our demand partners

Blacklists of Applications

Categories & Genre:



- ✓ **ALL virus**, antivirus, spybot anti-malware, traffic bots, phishing, malicious code weapons, search and destroy
- ✓ **ALL applications** requiring interaction to win prizes and or money/currency
- ✓ **ALL pirated** streaming music, movies, TV shows, or software
- ✓ **ALL counterfeiting** and copyright infringement gambling
- ✓ **ALL sex**, adult or child/teen pornography, sexual services, dating, secteurs nudity

- ✓ **ALL SMS/MMS**, messaging, PTT (Push-to-talk), walkie talkie, one-to-one or group communication apps
- ✓ **ALL unavailable sites/applications** and personal sites/applications
- ✓ **ALL terrorism**, violence towards others, hate, racism, antisemitism, aggressive tasteless content
- ✓ **ALL extreme political & religious** views, political groups, labor organizations proxies and redirectors



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Thank you

SEE YOU SOON 🙌



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