Adapters

Adapters

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Yandex

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Contents

List of third-party mediations

Warning:

This is an archived version of the documentation. Actual documentation for all platforms can be found here.

Yandex provides adapters for integrating with third-party mediations presented below.

Mediation	Banner Ad	Adaptive Banner Ad	Interstitial Ad	Rewarded Ad	Native Ad
AdMob	✅	✅	✅	✅	✅
IronSource	✅	❌	✅	✅	❌
AppLovin	✅	✅	✅	✅	✅

Ad mediation using AdMob

Warning:

This is an archived version of the documentation. Actual documentation for all platforms can be found here.

Supported versions of libraries and platforms:

YandexMobileAdsSDK

Minimum supported version: 5.10.0.

Maximum supported version: 6.0.0 (up to but not including).

GoogleMobileAdsSDK

Minimum supported version: 22.1.0.

Maximum supported version: 22.2.0 (up to but not including).

Supported ad formats

- Banner ads
- Adaptive banner ads
- Interstitial ads
- Rewarded ads
- Native ads

Enabling an adapter for AdMob mediation

Enable using Gradle

Add the following dependencies to the `build.gradle` file at the application level:

```
implementation 'com.yandex.android:mobileads:5.10.0'
implementation 'com.yandex.ads.adapter:admob-mobileads:5.10.0.0'
implementation 'com.google.android.gms:play-services-ads:22.1.0'
```

Note:

If your project uses `proguard`, you must add the following lines in the proguard.cfg file:

```
-keep class com.admob.mobileads.** {
    *;
```
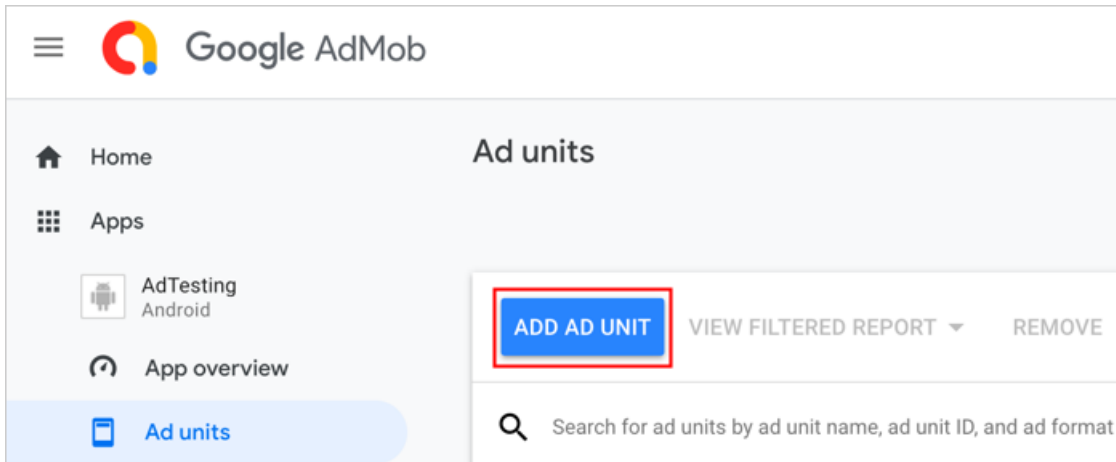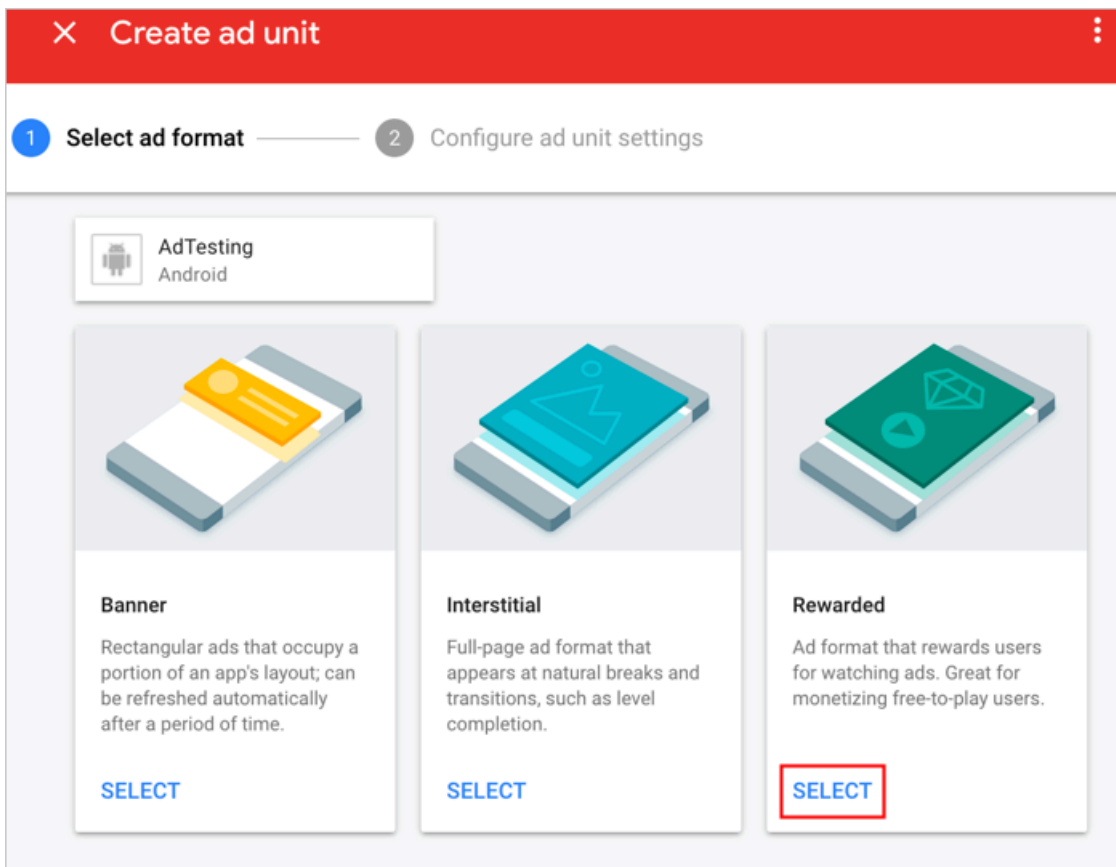
```
}
```

Setting up mediation in AdMob

You need to issue an adUnitId in the Yandex Partner interface for each Ad Unit created in AdMob. Then you need to set up mediation in the AdMob web interface:

Creating an Ad Unit

1. Go to your app section.
2. In **Ad units**, choose **Add ad unit**.

3. Select the appropriate ad format (the example shows the Rewarded format) and click **Select**.

4. Specify a name and configure the Ad Unit settings, then click **Create Ad Unit**.

5. Make sure that you received the Ad Unit ID, then click **Done**.
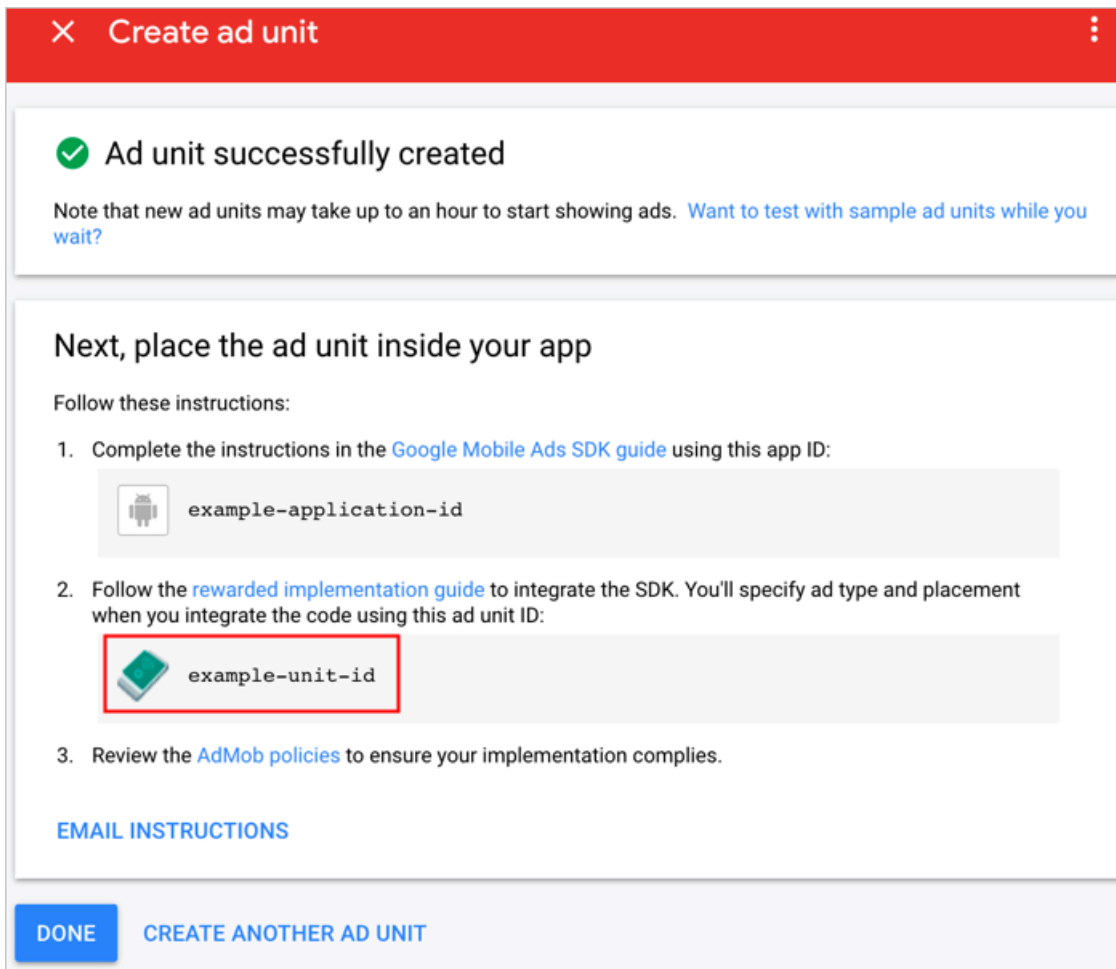
Setting up mediation

1. Go to **Mediation** and click **Create Mediation Group**.

2. Select the ad format and app platform for the Ad Unit you created.

3. Specify the name of the mediation group to create and continue to adding the Ad Unit.

4. Select your app and the created Ad Unit, and add it.
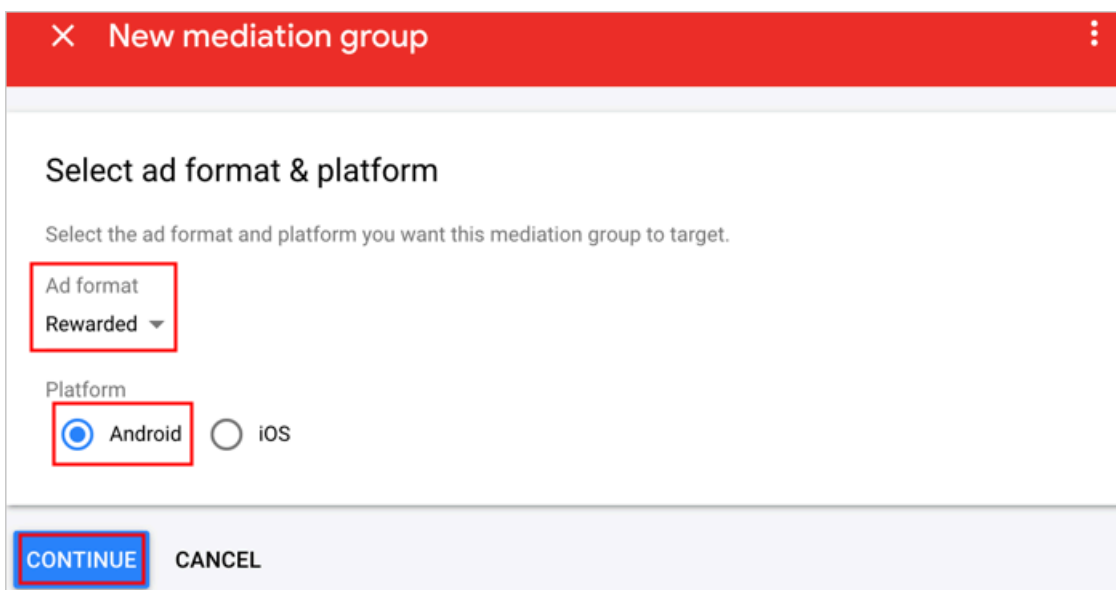
5. The added Ad Unit should appear in the **Ad Units** section. Go to adding a custom event (the **Add Custom Event** button).

6. Specify a name, configure **eCPM**, and click **Continue**.

7. Add a custom event and fill in the following fields:

Class Name — Specify com.admob.mobileads.YandexBanner, com.admob.mobileads.YandexInterstitial, com.admob.mobileads.YandexRewarded, or com.admob.mobileads.YandexNative.

Parameter — Enter the custom event in JSON format as shown in the Custom event parameters table.

8. Save the changes.

Table 1: Custom event parameters

Parameter	Required	Type	Description	Example
adUnitId	Yes	string	The adUnitId issued in the Yandex Partner interface	{"adUnitId": "R-M-XXXXXX"}

Parameter	Required	Type	Description	Example
openLinksInApp	No	boolean	Defines how web links will be opened: • true — Web links open in the app. • false or omitted — Web links open in the browser.	{"adUnitId": "R-M-XXXXXX", "openLinksInApp": true}
adWidth	No	number	Width of the banner. Can be used for passing a size that isn't supported by AdMob. Must match the banner size chosen in the Yandex Partner interface	{"adUnitId": "R-M-XXXXXX", "adWidth": 300, "adHeight": 50}
adHeight	No	number	Height of the banner. Can be used for passing a size that isn't supported by AdMob. Must match the banner size chosen in the Yandex Partner interface	{"adUnitId": "R-M-XXXXXX", "adWidth": 300, "adHeight": 50}

Requesting and displaying ads using the Google Mobile Ads Android SDK

Banner ads

Follow the steps described in the AdMob documentation for banner ads.

Adaptive banner ads

Follow the steps described in the AdMob documentation for adaptive banner ads.

Note:

Don't pass the adWidth and adHeight custom event parameters. In this case, the size specified in AdMob will be used.

Interstitial ads

Follow the steps described in the AdMob documentation for interstitial ads.

Rewarded ads

Follow the steps described in the AdMob documentation for rewarded ads.

Native ads

1. Follow the steps described in the AdMob documentation for native ads.
2. Create an object of the Bundle class. Add a key-value pair to it: set a constant from the YandexNativeAdAsset class as the key and the ID of the corresponding view as the value.

   Note:

   You must pass to the Bundle the view IDs for AGE, SPONSORED, and WARNING. Other IDs are optional.

3. Use the customEventExtrasBundle method to pass the YandexNative.class and the Bundle object (from the previous step) to the AdLoader request.

```
final Bundle extras = new Bundle();
extras.putInt(YandexNativeAdAsset.AGE, R.id.age);
extras.putInt(YandexNativeAdAsset.DOMAIN, R.id.domain);
extras.putInt(YandexNativeAdAsset.FAVICON, R.id.favicon);
extras.putInt(YandexNativeAdAsset.FEEDBACK, R.id.feedback);
extras.putInt(YandexNativeAdAsset.RATING, R.id.domain);
extras.putInt(YandexNativeAdAsset.REVIEW_COUNT, R.id.review_count);
extras.putInt(YandexNativeAdAsset.SPONSORED, R.id.sponsored);
extras.putInt(YandexNativeAdAsset.WARNING, R.id.warning);

adLoader.loadAd(new AdRequest.Builder()
        .addCustomEventExtrasBundle(YandexNative.class, extras)
        .build());
```

You can download examples of using ads at the links.

- Banner ads
- Interstitial ads
- Rewarded ads
- Native ads

Ad mediation using IronSource

⚠️ **Warning:**

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Supported versions of libraries and platforms:

YandexMobileAdsSDK

Minimum supported version: 5.10.0.

Maximum supported version: 6.0.0 (up to but not including).

IronSourceSDK

Minimum supported version: 7.3.1.1.

Maximum supported version: 7.4.0.0 (up to but not including).

Supported ad formats

- Interstitial ads
- Rewarded ads
- Banner ads

Enable an adapter for IronSource mediation

Enable using Gradle

Add the following dependencies to the `build.gradle` file at the application level:

```
implementation 'com.yandex.android:mobileads:5.10.0'
implementation 'com.yandex.ads.adapter:ironsource-mobileads:5.10.0.0'
implementation 'com.ironsource.sdk:mediationsdk:7.3.1.1'
```

Note:

If your project uses `proguard`, you must add the following lines in the proguard.cfg file:

```
-keep class com.ironsource.mobileads.** {
    *;
}
```

Setting up mediation in IronSource

To add the Yandex network to the list of networks available for mediation, use a **Custom network**. See the documentation on how to configure the **Custom network** at this link. Specify **15b8f8fc1** as the **network key**. For each ad unit created in IronSource, you need to issue an `adUnitId` in the Yandex partner interface.

Creating an ad unit

1. Configure the **Custom network**. The documentation is available at this link.

2. Specify **15b8f8fc1** as the **network key**. Once the **Custom network** is added, the Yandex network appears in the **SDK networks** section.

ironSource

MONETIZE ⌄

Dashboard   **+ Add app**

REPORTS

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  User Activity

  Bidding

  Cohorts

  Report Generator

MANAGEMENT

  Mediation

  Segments

SETUP

  Ad Units & Placements

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  A/B

  Testing

Activity Logs

PROMOTE ›

☰ **SDK Networks Setup**

Access ad inventory from leading networks through t

Available Networks   **Manage Networks**

APPLICATIONS

3. Click **Setup** to open a dialog box with the new ad unit.
4. Set up the ad unit. You can get the `adUnitId` parameter value in the Yandex Partner interface.

App Settings

IronSourceAndroidReleaseDocsTestApp
🤖 Android   👤 **Yandex**

📱 Interstitial

Block ID	Enter your Block ID
Mediation Groups	All Countries ▾
Rate (Optional) ⓘ	$ Rate

+ Add Network Instance (Up to 10 max.)

Cancel   Sa

5. After adding the ad unit, the **Custom** section will show an active **Interstitial Ad Unit** for the Yandex network.

iS ironSource

◆ **MONETIZE** ⌄

Dashboard   **+ Add app**

REPORTS

    Performance

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MANAGEMENT

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🚀 **PROMOTE** ＞

Adapters. Adapters

≡ **SDK Networks Setup**

Access ad inventory from leading networks through t

Available Networks   **Manage Networks**

APPLICATIONS

6. If you want to delete the ad unit, hover over it. The delete icon appears at the end of the line on the right.

ironSource

MONETIZE ⌄

Dashboard   + Add app

REPORTS

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PROMOTE ›

☰ **SDK Networks Setup**

Access ad inventory from leading networks through t

Available Networks   Manage Networks

APPLICATIONS

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Requesting and displaying ads using the IronSource Android SDK

Interstitial ads

Follow the steps described in the IronSource documentation for interstitial ads.

Rewarded ads

Follow the steps described in the IronSource documentation for rewarded ads.

Banner ads

Follow the steps described in the IronSource documentation for banner ads.

You can download examples of using ads at the links.

- Interstitial ads
- Rewarded ads
- Banner ads