

Adapters

Adapters

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Contact information

Yandex LLC

<https://www.yandex.com>

Tel.: +7 495 739 7000

Email: pr@yandex-team.ru

16 L'va Tolstogo St., Moscow, Russia 119021

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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This is an archived version of the documentation.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This is an archived version of the documentation.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.** {
    *;
```

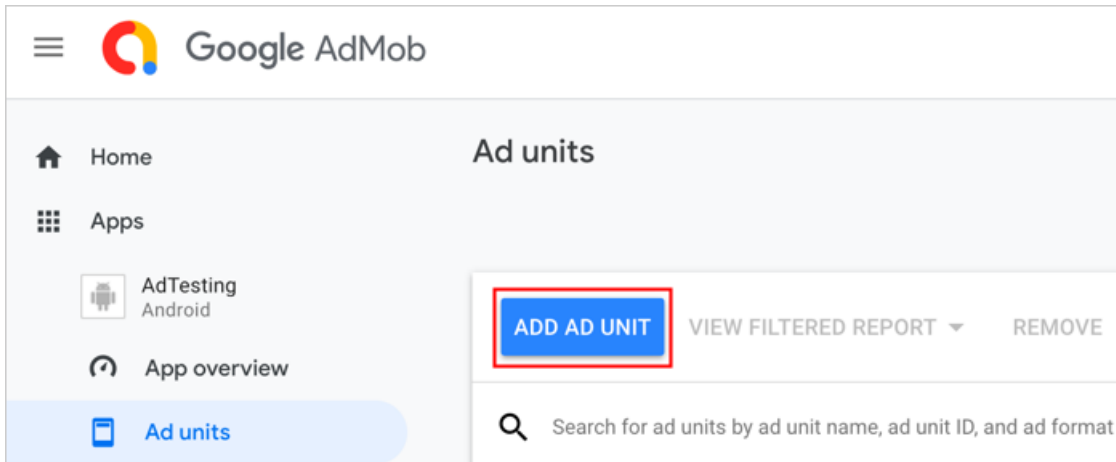
}

Setting up mediation in AdMob

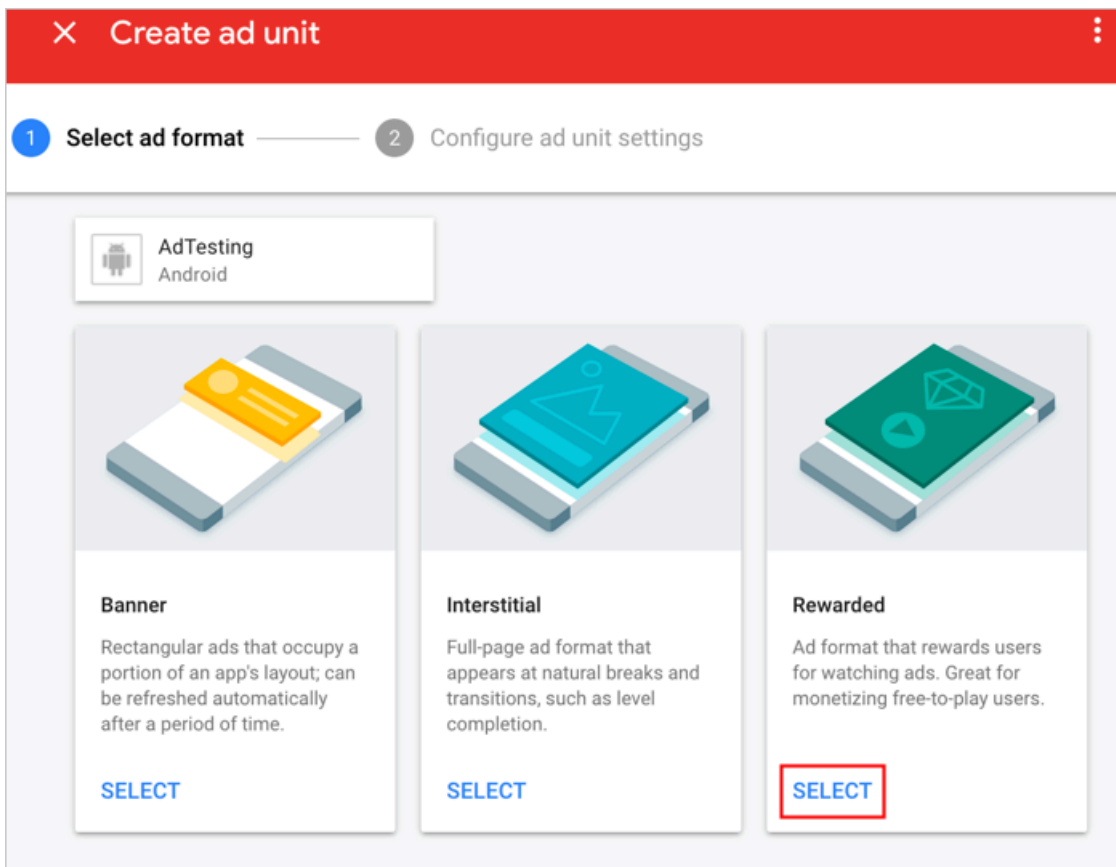
You need to issue an adUnitId in the Yandex Partner interface for each Ad Unit created in AdMob. Then you need to set up mediation in the [AdMob web interface](#):

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**.




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

× **Create ad unit** ⋮

✓ Select ad format ——— 2 **Configure ad unit settings**

 AdTesting
Android

Ad format ⓘ  Rewarded

Ad unit name ⓘ Yandex Rewarded 15 / 80

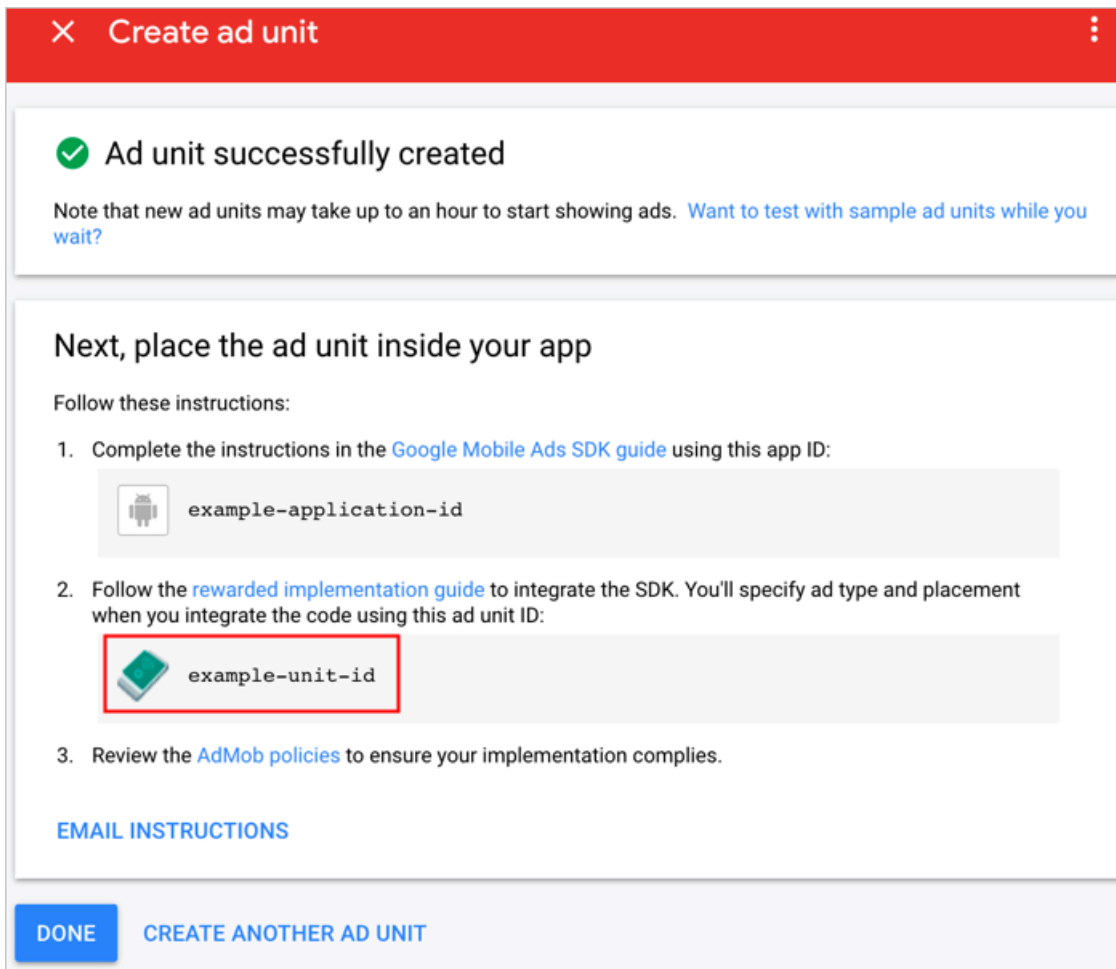
Reward settings ⓘ
Enter reward amount

Enter reward item
 6 / 80
 Apply to all networks in Mediation groups

∨ Advanced settings

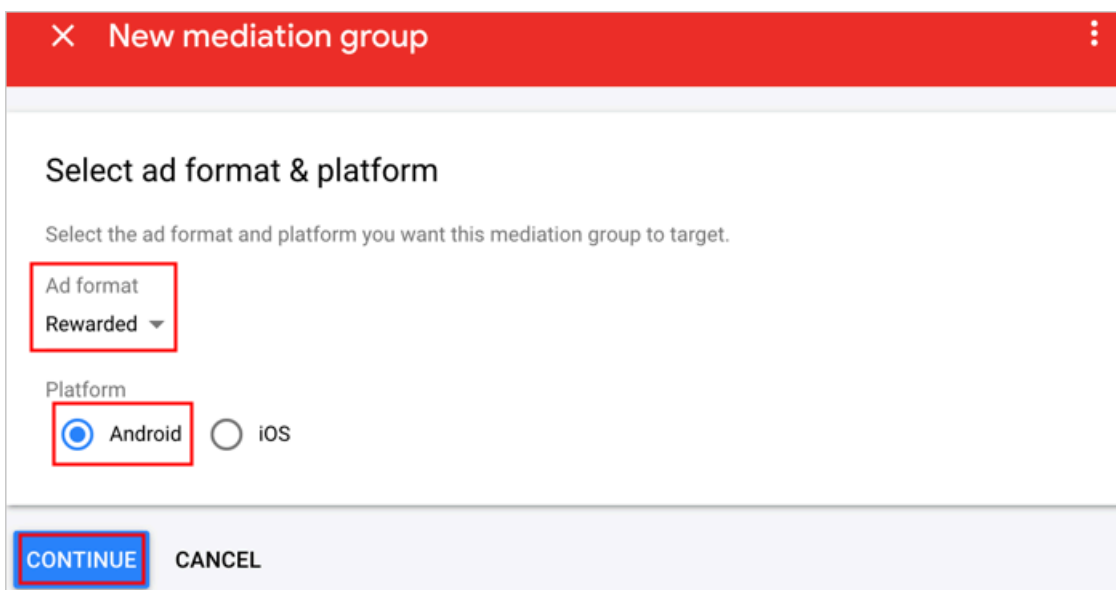
CREATE AD UNIT BACK

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.



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

✕ New mediation group

Name 24 / 120

Ad unit format Rewarded

Platform Android

Location [Select locations to target ?](#)

All countries and territories

Include countries and territories

Exclude countries and territories

Status Enabled

Ad units

You haven't added any ad units for this mediation group. Add one or more to get started.

[ADD AD UNITS](#)


[SAVE](#) [CANCEL](#)

- Select your app and the created Ad Unit, and add it.

- The added Ad Unit should appear in the **Ad Units** section. Go to adding a custom event (the **Add Custom Event** button).

Ad units

ADD AD UNITS REMOVE

<input type="checkbox"/>	Ad unit	App
<input type="checkbox"/>	Yandex Rewarded	 AdTesting Android

Show rows: 15 1 - 1 of 1

Ad sources

ADD AD NETWORK **ADD CUSTOM EVENT** REMOVE

<input type="checkbox"/>	Ad source	Optimized ?	eCPM (\$ USD) ?
<input type="checkbox"/>	AdMob Network	✓	Real-time
<input type="checkbox"/>	Yandex Custom Event		\$1.00K

Show rows: 15 1 - 2 of 2

SAVE CANCEL

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

Add custom event

Label ?

Yandex Custom Event

19 / 255

Enter a eCPM for this custom event. The eCPM determines the order of the ad network to serve ads.

eCPM (\$ USD) ?

\$ 1,000.00

CANCEL **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.

Yandex Custom Event New: Configure ad units

We need more information to map the ad units to this custom event. Please enter details for each ad unit below.

AdMob

Yandex Custom Event New ?

 AdTesting Android	Class Name <input style="border: 1px solid red;" type="text" value="com.admob.mobileads.YandexRewarded"/>
Yandex Rewarded ca-app-pub-example-id	Parameter (optional) <input style="border: 1px solid red;" type="text" value='{"blockId":"R-M-111111","openLinksInApp":true}"/'/>

CANCEL
DONE

8. Save the changes.

Ad sources

ADD AD NETWORK
ADD CUSTOM EVENT
REMOVE

<input type="checkbox"/>	Ad source	Optimized ?	eCPM (\$ USD) ?
<input type="checkbox"/>	AdMob Network	✓	Real-time
<input type="checkbox"/>	Yandex Custom Event		\$1.00K
<input type="checkbox"/>	Yandex Custom Event New		\$1.00K

Show rows: 15 ▼ 1 - 3 of 3 |< < > >|

SAVE
CANCEL

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: <ul style="list-style-type: none"> • 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:

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).

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



- Performance
- User Activity
- Bidding
- Cohorts
- Report Generator

MANAGEMENT

- Mediation
- Segments

SETUP

- Ad Units & Placements
- SDK Networks**
- 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



Mediation Groups

Rate (Optional) ⓘ

[+ Add Network Instance](#) (Up to 10 max.)

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

 **ironSource**

 **MONETIZE** 

Dashboard [+ Add app](#)

REPORTS



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- Cohorts
- Report Generator

MANAGEMENT

- Mediation
- Segments

SETUP

- Ad Units & Placements
- SDK Networks**
- A/B
- Testing
- Activity Logs

 **PROMOTE** 


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



- Performance
- User Activity
- Bidding
- Cohorts
- Report Generator

MANAGEMENT

- Mediation
- Segments

SETUP

- Ad Units & Placements
- SDK Networks**
- A/B
- Testing
- Activity Logs

 **PROMOTE** 

SDK Networks Setup

Access ad inventory from leading networks through t

Available Networks [Manage Networks](#)

APPLICATIONS

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](#)