

Adapters

Adapters

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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This is an archived version of the documentation.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This is an archived version of the documentation.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: 5.9.1.

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

GoogleMobileAdsSDK

Minimum supported version: 10.7.0.

Maximum supported version: 11.0.0 (up to but not including).

iOS

Minimum supported version: 12.0.

Supported ad formats

- [Banner ads](#)
- [Adaptive banner ads](#)
- [Interstitial ads](#)
- [Rewarded ads](#)
- [Native ads](#)

Adding adapters to an app

Note:

Before connecting an adapter, you need to [integrate the Yandex Mobile Ads SDK](#). Otherwise, loading an ad will result in an error.

The YandexMobileAdsAdMobAdapters library has been adapted to work with the CocoaPods dependency management system and supports a static integration method.

To connect the library, add the dependency to the project's Podfile:

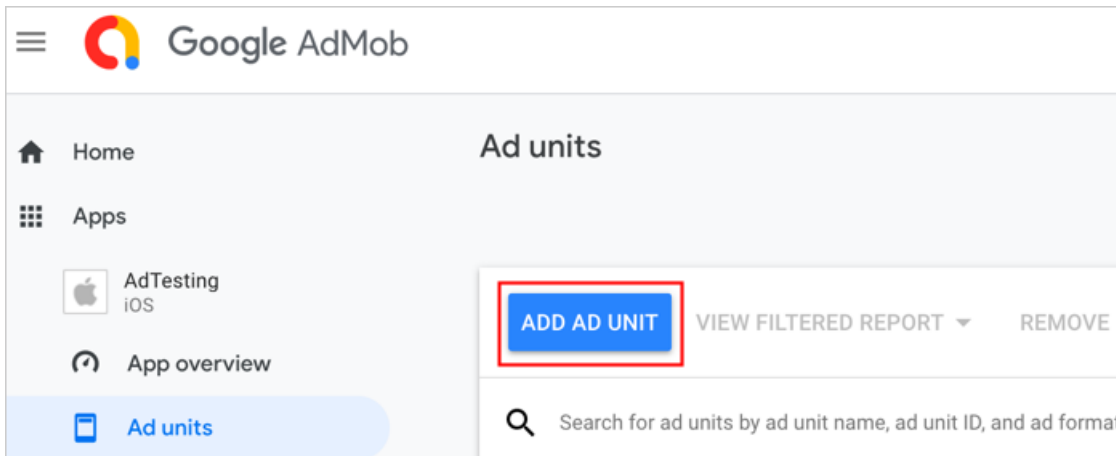
```
pod 'YandexMobileAdsAdMobAdapters', '5.9.1.0'
```

Setting up mediation in AdMob

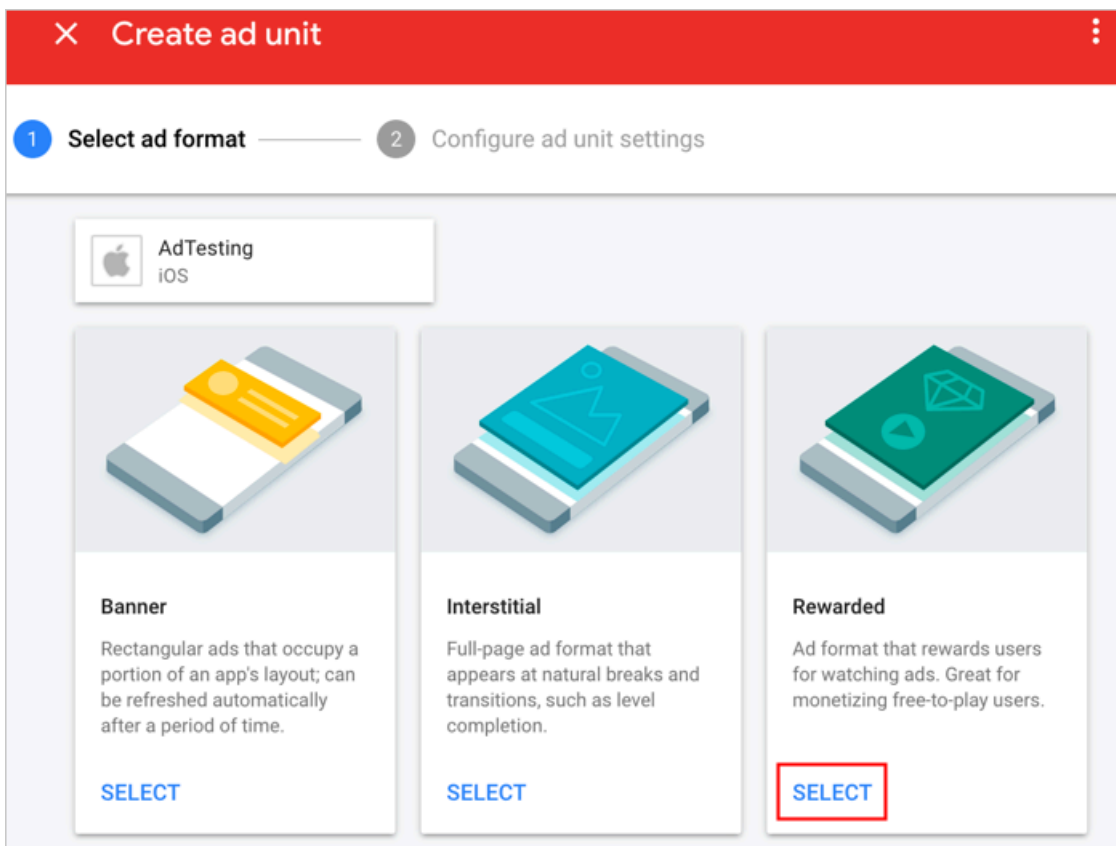
Get an adUnitID in the Yandex Partner interface for each Ad Unit created in AdMob. Then set up mediation in [the AdMob web interface](#):

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
iOS

Ad format ⓘ  Rewarded

Ad unit name ⓘ 15 / 80

Reward settings ⓘ

Enter reward amount

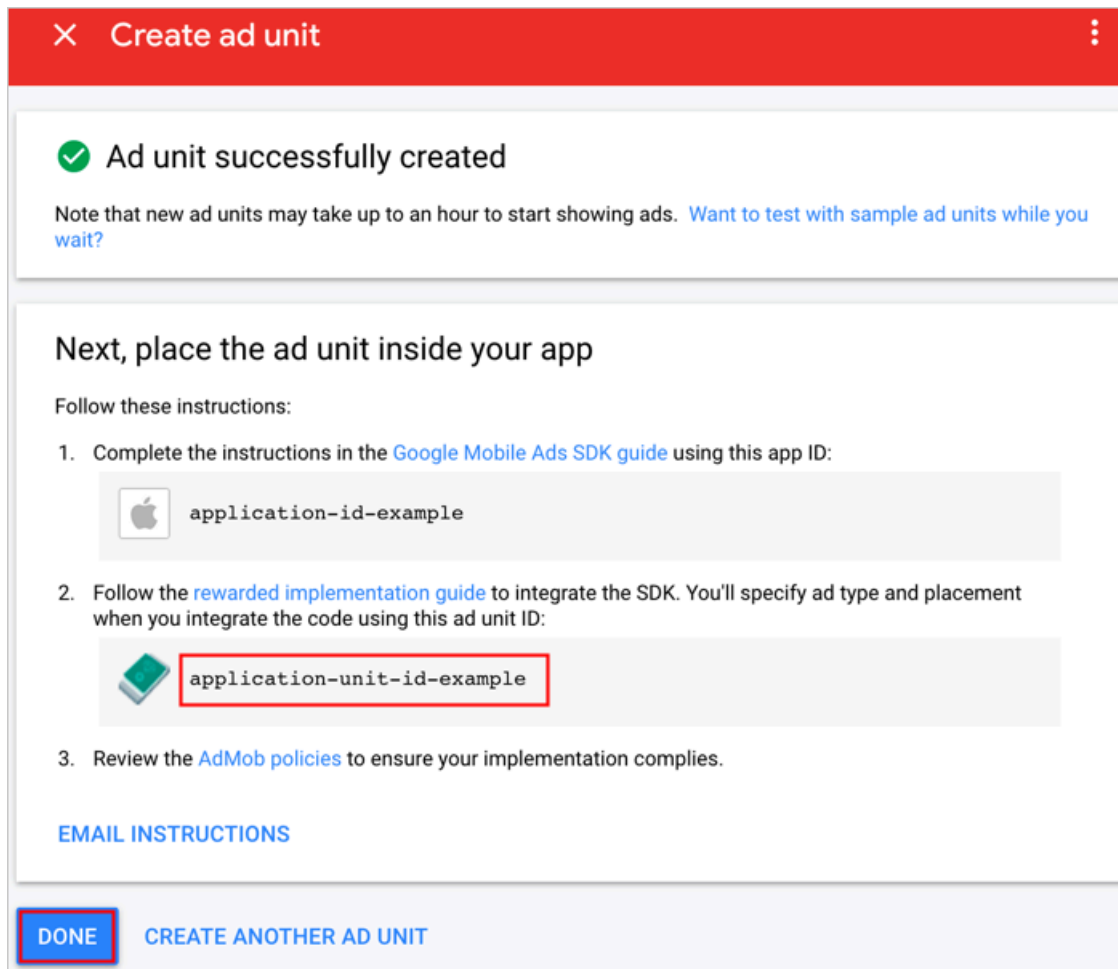
Enter reward item
 6 / 80

Apply to all networks in Mediation groups

▼ Advanced settings

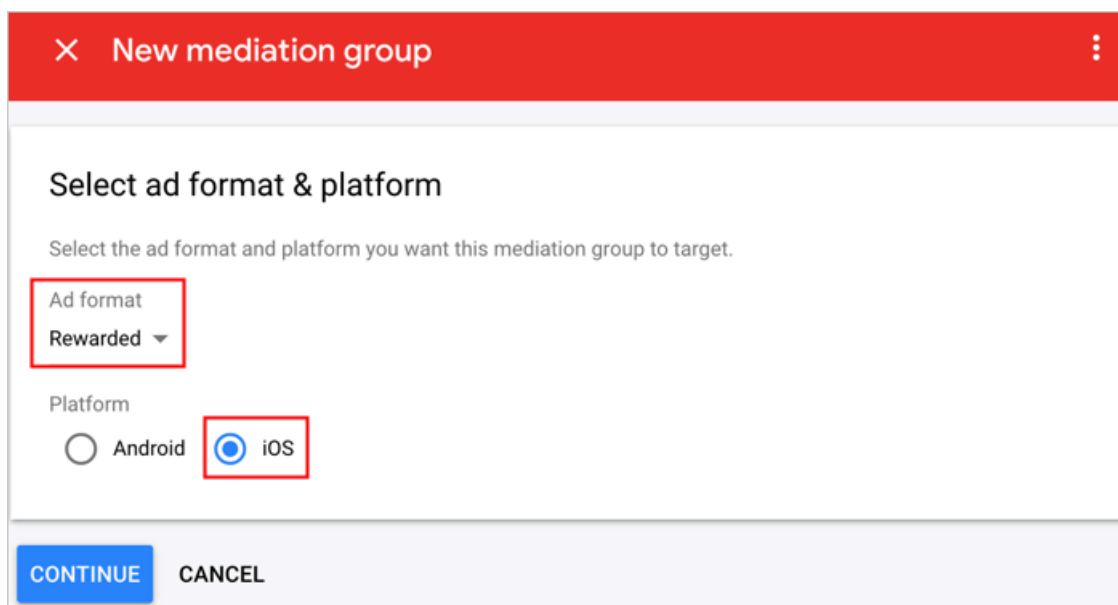
CREATE AD UNIT BACK

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 iOS

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.

- 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).

The screenshot shows two sections: 'Ad units' and 'Ad sources'. The 'Ad units' section has a table with one row: 'Yandex Rewarded' under the 'Ad unit' column and 'AdTesting iOS' under the 'App' column. The 'Ad sources' section has a table with one row: 'AdMob Network' under the 'Ad source' column, a green checkmark under the 'Optimized' column, and 'Real-time' under the 'eCPM (\$ USD)' column. The 'ADD CUSTOM EVENT' button in the 'Ad sources' section is highlighted with a red box. At the bottom, there are 'SAVE' and 'CANCEL' buttons.

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

The screenshot shows the 'Add custom event' configuration screen. The 'Label' field contains 'Yandex Custom Event' with a character count of 19 / 255. The 'eCPM (\$ USD)' field contains '\$ 1,000.00'. Below the fields, there is a 'CANCEL' button and a 'CONTINUE' button, with the 'CONTINUE' button highlighted by a red box.

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

Class Name — Specify YMAAdMobCustomEventBanner, YMAAdMobCustomEventInterstitial, YMAAdMobCustomEventNative, or YMAAdMobCustomEventRewarded.


Parameter — Enter the custom event in JSON format as shown in the [Custom event parameters](#) table.

Yandex Custom Event: 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 ?

 AdTesting iOS Yandex Rewarded ca-pub-example-id	Class Name <input style="border: 1px solid red;" type="text" value="YMAAdMobCustomEventRewarded"/>
	Parameter (optional) <input style="border: 1px solid red;" type="text" value='{"blockID": "R-M-DEMO-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

Show rows: 15 ▼ 1 - 2 of 2 < > <>

SAVE CANCEL

Table 1: Custom event parameters

Parameter	Required	Type	Description	Example
adUnitID	Yes	string	The adUnitID issued in the Yandex Partner interface.	<code>{"adUnitID": "R-M-XXXXXX"}</code>

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. 	<code>{"adUnitID": "R-M-XXXXXX", "openLinksInApp": true}</code>
adWidth	No	number	Width of the banner. Can be used for passing a size that isn't supported by AdMob. It must match the banner size chosen in the Yandex Partner interface.	<code>{"adUnitID": "R-M-XXXXXX", "adWidth": 300, "adHeight": 50}</code>
adHeight	No	number	Height of the banner. Can be used for passing a size that isn't supported by AdMob. It must match the banner size chosen in the Yandex Partner interface.	<code>{"adUnitID": "R-M-XXXXXX", "adWidth": 300, "adHeight": 50}</code>

Requesting and displaying ads using the Google Mobile Ads iOS SDK

Banner ads

Follow the steps described in the Google Mobile Ads 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 Google Mobile Ads documentation for [interstitial ads](#).

Rewarded ads

Follow the steps described in the Google Mobile Ads documentation for [rewarded ads](#).

Native ads

1. Request native ads as described in the [Google Mobile Ads](#) documentation.
2. Set up the ad view as described in the [Google Mobile Ads](#) documentation.
3. Implement the `YMAAdMobCustomEventNativeAdView` protocol in the view class that is used to display ads.
4. Create a view for the YAN assets that you want to display.

Note:

Methods of the `nativeAgeLabel` and `nativeWarningLabel` protocols must return the `UIView` objects that will be displayed if their text is not `nil`.

5. Get the values of additional YAN assets using the `extraAssets` property of the `GADUnifiedNativeAd` class. The asset values are set for key values in `YMAAdMobNativeAdExtraAssets.h`.

You can use the asset values to hide or show the corresponding view.

```
self.nativeAgeLabel.hidden = self.ad.extraAssets[kYMAAdMobNativeAdAgeExtraAsset] == nil;
```

You can download examples of using ads [here](#).

Ad mediation using IronSource



Warning:

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Supported versions of libraries and platforms:

YandexMobileAdsSDK

Minimum supported version: 5.9.1.

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

IronSourceSDK

Minimum supported version: 7.3.0.

Maximum supported version: 7.4.0 (up to but not including).

iOS

Minimum supported version: 12.0.

Supported ad formats

- [Interstitial ads](#)
- [Rewarded ads](#)

Adding adapters to an app

Note:

Before connecting an adapter, you need to [integrate the Yandex Mobile Ads SDK](#). Otherwise, loading an ad will result in an error.

The YandexMobileAdsIronSourceAdapters library has been adapted to work with the CocoaPods dependency management system and supports a static integration method.

To connect the library, add the dependency to the project's Podfile:

```
pod 'YandexMobileAdsIronSourceAdapters', '5.9.1.0'
```


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 get 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



Mobileads Sample iOS



Yandex




Rewarded Video





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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 **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
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- Cohorts
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MANAGEMENT

- Mediation
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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 iOS 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](#).