OpenRTB Bidder Integration

Introduction

SpringServe is compliant with the IAB OpenRTB 2.5 specification.

https://www.iab.com/wp-content/uploads/2016/03/OpenRTB-API-Specification-Version-2-5-FINAL.pdf

To complete an integration, SpringServe will be asking you for information about the following:

- Cookie Syncing
- OpenRTB Bidder Endpoints
- QPS and Throttling Preferences

Details and questions can be found below. For any questions or concerns please email integrations@springserve.com.

Cookie Syncing

Cookie Syncing is the process by which SpringServe and the integrating partner (IP) can translate a SpringServe user id into the IP user id. There are two options for integration

SpringServe Hosts

SpringServe is happy to host the mapping of SpringServe user_ids to IP user_ids. On bid request, we will pass through your user_id.

In order to do so, you must provide us with a user sync pixel that will redirect back to us and provide us with your cookie id.

Redirect URL

http://sync.springserve.com/usersync?aid=<SEAT_ID>&uuid=<REPLACE_WITH_YOUR_COOKIE_ID>

*A SEAT_ID will be provided as part of the integration

Example:

You provide us with the following user_sync url: http://bidder.com/user_sync and your seat id is 123

This url should redirect to http://sync.springserve.com/usersync?aid=123&uuid=456

Integrating Partner Hosts

If you are hosting the user mapping database you can use the following call to get a springserve user id

http://sync.springserve.com/usersync?redirect_url=
where we replace SS_UUID in the redirect_url with the SpringServe user id.

Example:

sync.springserve.com/usersync?redirect_url=https://springserve.com?uid=SS_UUID

In this case we will redirect to SpringServe and replace SS_UUID with the user's id.

Required Information:

In order to begin a cookie syncing integration, please answer the following questions:

- Who would you like to initiate the cookie sync (default: SpringServe)?
    - If so, what is your cookie sync URL?
- Are there any QPS or throttling constraints on your cookie sync URL?

OpenRTB Bidder Endpoints

Once we have our cookie sync running, we need need to know where we can send the bid requests. We have the option to provide regional endpoints, or you can provide us with one.

If you would like to use regional endpoints, please provide us an OpenRTB endpoint for the following regions.

Provide us with your OpenRTB endpoint/endpoints.

Our datacenters are located in:

1. Dublin
2. Northern Virginia
3. Cleveland
4. Portland

QPS Throttling

For each region, or as a whole, we can throttle RTB requests based on a QPS (Queries Per Second) limit. If you would like us to throttle the number of requests we send you, please let us know how many QPS you can handle in each region.