# Integration Process

## OpenRTB Integration Process

This document includes the necessary information for supply partners to review, plan, and execute a new OpenRTB integration - or migrate from a custom SSP protocol integration to OpenRTB standard, in a self-paced fashion.

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## Pre-requisite Checklist

> *NOTE: It is mandatory to use the **Customer Support Portal** for communication to complete each step of the integration process**. If you do not already have a customer support portal account, please visit the Login page, proceed as a Guest, and request a new user registration.

1. Open a ticket with our support team to confirm the following information:
   a. Global auction timeout limits, QPS limits and data center IPs closest to the AppNexus datacenter regions: US-east, US-west, EMEA and APAC.
   b. Member seat ID and if not requested yet, new member seat creation and API login credentials for AppNexus Console API.
   c. Endpoints for incoming bid requests, and if not requested yet, new endpoint creation on AppNexus.
   d. Usersync pixel in order to map your user IDs to AppNexus user IDs, and if not requested yet, new usersync pixel activation.
2. Review the documentation outlined below and discuss any open questions with our support team:
   a. OpenRTB Specs
   b. FAQ - Integration Process

> NOTE: Pre-requisite checks are only complete after the contract is signed and member ID is created. Prior to that, only point `1a.` can be processed. However, until the contract is countersigned, we'd still love to kickoff the conversation in Customer Portal with your integration team so that you can get familiar with the customer case process and get your technical questions addressed right away!

## Integration Steps

- Engagement is expected to take 3-4 weeks.
- The client must fully review the Pre-requisite Checklist (this document) - and gather all the information prior following the steps below.
- The client confirms with our support team the completion of the checklist. This is accomplished prior to the integration steps below.

### Step 1: Self-guided API/UI training and creation of publisher and placement objects (Estimated time: 7-10 days)

- Provision the objects that you will need for initial testing, either via the Console UI or Console API. See API Documentation for more details.
- Please use the `code` field to map your bid requests to your publishers and placements. For more details and examples read here and here.

> *NOTE: In order to provide transparency to our buyers and improve our optimization, we require our partners to break out their inventory by publisher. For more information regarding our inventory structure standards please visit our wiki page Use the Console API to Synchronize Your Inventory Structure.

- Use the Publisher Service to create publishers that are mapped to your inventory.

> *NOTE: The `code` field is required for all external sellers at both the publisher and placement levels and is highly recommended for all other sellers to ensure that your inventory is as granular as possible so that it can be investigated accurately for quality issues, and specifically for domain detectability. This step will help you to split your inventory into highly detectable and less detectable tags, allowing you to isolate the impacts of non-detectable domains on the rest of your inventory's viability.

- For a more detailed look at best practices relating to Inventory Structure and Domain Detection, see Best Practices For Increasing Domain Detectability.

> *NOTE: In order to create or edit publishers in the Console UI or Console API, you have to declare the Inventory Relationship. The requested information is basic business information about how the inventory is accessed and will be used to support AppNexus inventory quality efforts. For a complete list of fields and their usage requirements, please refer to the Publisher Service documentation on the AppNexus wiki.

## Step 2: OpenRTB bid request endpoint testing (Estimated time: 7-10 days)

- AppNexus supports the OpenRTB 2.4 protocol for receiving all media type impressions.  Please follow the OpenRTB 2.4 specification from IAB.
- Use the endpoints below to send server-to-server OpenRTB bid requests to AppNexus:

```
http://MEMBER_ALIAS-useast.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
http://MEMBER_ALIAS-uswest.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
http://MEMBER_ALIAS-emea.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
http://MEMBER_ALIAS-apac.adnxs.com/openrtb2?member_id=MEMBER_ID&test=1
```

> Do not leave `&test=1` in your production traffic, we will not log those impressions on our platform. `&test=1` is intended to safely test OpenRTB protocol format issues. Make sure to remove `&test=1` as soon as you start sending test inventory to AppNexus.

> *NOTE: MEMBER_ID and MEMBER_ALIAS should be substituted with your individual partner member ID and alias.

- Feel free to use the bid request examples from the page Incoming Bid Request from SSPs and adjust the code fields accordingly to match your publisher and placement inventory mapping.
- You must use the *test=1* query string parameter on your calls to identify a test impression. It will not be logged in reporting.

## Step 3: Discrepancy checks and OpenRTB requirement validation 100QPS (Estimated time: 7-10 days)

- We encourage a gradual traffic ramp-up where distinct portions of your inventory are being sent to AppNexus. General recommendation is to start with a small chunk of traffic (100-200 QPS).
- AppNexus will run a delivery test from a dedicated buy-side member seat and notify you of any discrepancies before scaling your inventory further.
- AppNexus will validate your OpenRTB bid requests and notify you in case the format needs to be corrected.

## Final OpenRTB requirement validation 100%

Notify your AppNexus contact about the completion of the self-paced integration/migration, who will initiate the final OpenRTB requirement validation tests - and provide you with final results and feedback.