

Outgoing Bid Response to SSPs

Bid Response to SSPs

This describes the AppNexus integration of the [OpenRTB 2.4](#) protocol.

AppNexus will send a Bid Response after it receives a [Bid Request](#) from an SSP. The Bid Response will include the bidder's bid (`price`) and chosen creative (`creative_id`). This creative will be served if the bid is ultimately accepted by the ad server. Multiple bids within the Bid Response are supported.

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Implementation

AppNexus currently supports the following fields in the bid response object:

Bid Response Object

Field	Type	Description
<code>id</code>	string	The seller's auction ID. This is the same as the ID of the bid request to which this is a response.
<code>seatbid</code>	array of objects	Used for identifying <code>seatbid</code> objects. See Seat Bid Object below.
<code>bidid</code>	string	A randomly-generated bid response ID to assist tracking.
<code>cur</code>	string	The bid currency using ISO-4217 alphabetic codes. If omitted, USD is assumed.

Seat Bid Object

By default, AppNexus will return a single `seatbid` object in the bid response. If you would like, AppNexus can return multiple `seatbid` objects (multiple bids). Please contact your account representative for more details.

AppNexus supports the following fields in the `seatbid` object:

We will not group bids by their seat ids. For example, if there are three bids from the same seat, we will send three `seatbid` objects.

Field	Type	Description
<code>bid</code>	array of objects	An array of bid objects; each bid object relates to an Impression Object in the Bid Request . Note that one Impression Object can have many bid objects. See Bid Object for more information.
<code>seat</code>	string	Either the <code>seat_id</code> passed in the bid request query string (if one was provided) or the AppNexus buyer <code>member_id</code> .

Bid Object

Field	Type	Description
id	string	The unique ID for the bid object; this is chosen by AppNexus for tracking and debugging purposes.
impid	string	The ID of the impression object to which this bid applies. Will match the <code>id</code> field from the bid request's <code>impression</code> object.
price	float	The bid price expressed in CPM. <div style="border: 1px solid red; padding: 5px; margin-top: 10px;">Although this value is a float, OpenRTB strongly suggests using integer math for accounting to avoid rounding errors.</div>
adid	string	The AppNexus creative ID, viewable via the API using the Creative Service . This ID references the actual ad to be served if the bid wins.
adm	string	The rendered creative markup to be delivered. Native creatives are returned in this field as a JSON-encoded string. See Native Object below. <div style="border: 1px solid yellow; padding: 5px; margin-top: 10px;">SSPs can opt to have markup delivered to the win notification (<code>nurl</code>) instead by specifying <code>"markup_delivery": 1</code> in the bid request.</div>
adomain	array of strings	A list of URLs associated with the brand of the creative in the bid.
iurl	string	A preview URL for the creative in the bid.
cid	string	The AppNexus buyer's member ID.
crid	string	The AppNexus creative ID, viewable via the API using the Creative Service . This ID references the actual ad to be served if the bid wins.
cat	array of strings	IAB content categories of the creative. Refer to section 5.1 of the IAB specification for a list of content categories.
attr	array of integers	Set of attributes describing the creative. Refer to section 5.3 of the IAB specification for a list of attributes.
dealid	string	The seller's deal ID (AppNexus deal code) from the deal object in the Bid Request , if this bid relates to a deal. If the deal does not have an AppNexus deal code then we will omit this field.
h	integer	The height of the creative, in pixels.
w	integer	The width of the creative, in pixels.
ext	object	Used for identifying AppNexus-specific extensions to the OpenRTB bid response. See Extension Object below.

Native Object

AppNexus supports the following fields to define a native object to be included as a JSON-encoded string in the `adm` field of the `bid` object. Refer to [Example Native Creative Bid Response](#) for an example of formatting this string.

Field	Type	Description
ver	integer	The version of the Native Markup in use. This is only returned for Native version 1.2 and later.
assets	array of objects	(Required) List of the native ad's assets. See Asset Object below.
link	object	(Required) The default destination link for the native ad. Each individual asset can have its own link object, which applies if that asset is clicked. If an individual asset link does not have a link object, the parent link object is used. See Link Object below.

imptrackers	array of strings	Array of impression-tracking URLs expected to return a 1x1 image or HTTP 204 (No Content) response. This is typically passed only when using third-party trackers.
jstracker	string	Optional JavaScript impression tracker. This is a valid HTML, Javascript is already wrapped in <script> tags. It should be executed at impression time where it can be supported.
privacy	string	If support was indicated in the request, URL of a page informing the user about the buyer's targeting activity.

Asset Object

AppNexus supports the following fields to define one or more native `asset` objects to be included as a JSON-encoded string as part of the `native` object in the `adm` field of the `bid` object. Refer to [Example Native Creative Bid Response](#) for an example of formatting this string.

Field	Type	Description
id	integer	(Required) The unique asset ID. Must match an asset ID in the request.
required	integer	Set to 1 if bidder requires asset to be displayed.
title	object	The title object, for title assets. See Title Object below.
img	object	The image object, for image assets. See Image Object below.
video	object	The video object, for video assets. Note that in-stream video ads are not part of native objects. Native ads may be contain a video as the creative itself. See Video Object below.
data	object	The data object, for data assets, such as ratings, prices, and so on. See Data Object below.
link	object	The link object for individual assets, which applies if that asset is clicked. If there is no link object for an asset, the parent link object is used. See Link Object below.

Title Object

Used to define a title asset in a native object.

Field	Type	Description
text	string	(Required) The text for a title element.

Image Object

Used to define a image asset in a native object. Used for all image elements of the native ad, such as icons, main image, and so on.

Field	Type	Description
url	string	(Required) The URL of the image asset.
w	integer	(Recommended) The width of the image, in pixels.
h	integer	(Recommended) The height of the image, in pixels.

Data Object

Used to define a data asset in a native object. Used for all miscellaneous elements in a native ad, such as ratings, price, review count, downloads, and so on.

Field	Type	Description
label	string	An optional formatting string name of the data type.
value	string	The formatted string of data to be displayed (such as "5 stars" or "\$10").

Video Object

Used to define a video asset. Contains the value of a conforming VAST tag.

Field	Type	Description
vasttag	string	(Required) The VAST XML for this asset.

Link Object

Used to define the link for a native asset. When clicked, the user is taken to the location of the link. Can be defined for individual assets as well as for the parent native object, which is used as the default for assets when no unique asset link is defined.

Field	Type	Description
url	string	(Required) The landing URL for the clickable link.
clicktrackers	Array of strings	Array of third-party tracking URLs to be fired when the link is clicked.
fallback	string	A fallback URL to be used if the URL is not supported by the device.

Extension Object

AppNexus supports a single object in the `ext` object to support AppNexus-specific extensions:

Field	Type	Description
appnexus	object	Specifies the AppNexus-specific extensions to the OpenRTB bid response. See AppNexus Object below.

AppNexus Object

AppNexus supports the following fields in the `appnexus` extension object:

Field	Type	Description
brand_id	integer	Specifies the AppNexus brand ID.
auction_id	integer	Specifies the AppNexus auction ID.
bidder_id	integer	Specifies the AppNexus ID that corresponds to the winning bid's bidder (sometimes referred to as a DSP).
ranking_price	double	Specifies the pCPM bid value for GDLI bids. <div style="border: 1px solid #f0e68c; padding: 10px; margin-top: 10px;">This field is only enabled for specific clients. Please reach out to your account representative for this feature.</div>
exclusive	boolean	Indicates whether the bid is exclusive depending on the priority. <ul style="list-style-type: none">• If 0, then bid is not exclusive• If 1, then bid is exclusive <div style="border: 1px solid #f0e68c; padding: 10px; margin-top: 10px;">This field is only enabled for specific clients. Please reach out to your account representative for this feature.</div>

bid_ad_type	int	Specifies the ad type of the winning bid. Possible values: <ul style="list-style-type: none"> • 0: banner • 1: video • 2: audio • 3: native
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Examples

>> Banner Creative Bid Response

```
{
  "id": "rELYJAlynf",
  "seatbid": [{
    "bid": [{
      "id": "1122797001398827907",
      "impid": "rELYJAlynf",
      "price": 1.443626,
      "adid": "41112643",
      "adm": "<a
href=\\"http://nyml.ib.adnxs.com/click?rA8o_BZ9z-sDyJ8Fxn3PwJAAAAAAPA_rA8o_BcZ9z-sDy8F
xn3PxK8gLrAPTk9oPSfTXFhkVBk_7xWAAAAAIIYXwAMDQAADA0AAAIAAABDVHMCCEM8NAAAAAQBVU0QAVVNEACw
B-gA_WQAAiLABAQMAAQAJAKkAhCGkZgAAAAA./cnd=%21Nqkicgj8x9UFEMOozRMYkJ43IAQoiobAmgE./refe
rrer=ebay.com/clickenc=http%3A%2F%2Fwww.appnexus.com\\" target=\\"_blank\\"><img
width=\\"300\\" height=\\"250\\" style=\\"border-style: none\\"
src=\\"http://dummyimage.com/300x250/363534/FF8700&text=Banner%20Ad\\"/></a><script>!fun
ction(){function e(e,t){return\\"function\\"==typeof
__an_obj_extend_thunk?__an_obj_extend_thunk(e,t):e}function
t(e,t){\\"function\\"==typeof __an_err_thunk&&__an_err_thunk(e,t)}function
n(e){\\"function\\"==typeof
__an_redirect_thunk?__an_redirect_thunk(e):document.write('<script
language=\\"javascript\\" src=\\"'+e+'\\"></scr'+ 'ipt>');var
r=function(e){this.rdParams=e};r.prototype={constructor:r,walkAncestors:function(e){tr
y{if(!window.location.ancestorOrigins)return;for(var
t=0,n=window.location.ancestorOrigins.length;n>t;t++)e.call(null,window.location.ances
torOrigins[t],t)}catch(r){\\"undefined\\"!=typeof
console}return[]},walkUpWindows:function(e){var t,n=[];do
try{t=t?t.parent:window,e.call(null,t,n)}catch(r){return\\"undefined\\"!=typeof
console,n.push({referrer:null,location:null,isTop:!1}),n}while(t!==window.top);return
n},getPubUrlStack:function(e){var
n,r=[],o=null,i=null,c=null,d=null,a=null,s=null,u=null;for(n=e.length-1;n>=0;n--){try
{c=e[n].location}catch(l){\\"undefined\\"!=typeof
console,t(l,\\"AnRDModule::getPubUrlStack::
location\\")}if(c)i=encodeURIComponent(c),r.push(i),u||(u=i);else
if(0!==n){d=e[n-1];try{a=d.referrer,s=d.ancestor}catch(l){\\"undefined\\"!=typeof
console,t(l,\\"AnRDModule::getPubUrlStack::
prevFrame\\")}a?(i=encodeURIComponent(a),r.push(i),u||(u=i)):s?(i=encodeURIComponent(s)
,r.push(i),u||(u=i)):r.push(o)}else
r.push(o)}return{stack:r,detectUrl:u}},getLevels:function(){var
e=this.walkUpWindows(function(e,n){try{n.push({referrer:e.document.referrer||null,loca
tion:e.location.href||null,isTop:e===window.top})}catch(r){n.push({referrer:null,locat
ion:null,isTop:e===window.top})},\\"undefined\\"!=typeof
console,t(r,\\"AnRDModule::getLevels\\")}));return
this.walkAncestors(function(t,n){e[n].ancestor=t}),e},getRefererInfo:function(){var
e=\\"\\\";try{var
n=this.getLevels(),r=n.length-1,o=null!==(n[r].location||r>0&&null!==(n[r-1].referrer,i=
this.getPubUrlStack(n);e=this.rdParams.rdRef+\\"=\\"+i.detectUrl+\\"&\\"+this.rdParams.rdT
op+\\"=\\"+o+\\"&\\"+this.rdParams.rdIfs+\\"=\\"+r+\\"&\\"+this.rdParams.rdStk+\\"=\\"+i.stack+
```

```
"&" + this.rdParams.rdQs} catch(c) {e = "\", \"undefined\" != typeof
console, t(c, \"AnRDModule::getRefererInfo\")} return e}}; var o = function(n) {var
o = \"\"; try {n = e(n, 0); var i = e(new r(n), 1); return
i.getRefererInfo()} catch(c) {o = \"\", \"undefined\" != typeof
console, t(c, \"AnRDModule::executeRD\")} return o}}; var
s = \"http://nym1.ib.adnxs.com/rd_log?e=wqT_3QKvBPBCJgIAAAIAIlgAFCOT-87UFEJL4gtSLuM-cPRig
6f_slk7YyFAGASotCawPKPwXGfc_EawPKPwXGfc_GQAAAAAAPA_IRESACKRCagw8rH8AjiMGkCMGkgCUMOOzR
NYk43YABov7IBeIjhAoABAYoBALVTRJIBAQbwUpqBrAKgAfoBqAEBsAEAuAEBwAEDyAEA0AEJ2AEA4AEB8AEA
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o4eDlVRkVNT296Uk1ZQUNDUW5qY3dBRGdBUFFSSWpCcFE4ckg4QWxnQVlQX19fXzhQYUFCd0FYZ0JnQUVCaUFF
QmtBRUJtQUVCb0FFQnFBRURzQUVBdVFFQUFBAQPIRHdQOEVCcke4b19CY1o5e19KQWM3QW9yNDNoZkFfMlFIdE
RiNHdtU3JtUC1BQkFQVUJBATdgSmdDaW9iQWlnR2dBZ0EumgIlIU5Ra2ljZzawABxrSjQzSUFrbwks8HRFLtgC
nEPgAtvyJeoCCGViYXkuY29tgAMAIAMBkAMAMAMUoAMBqgMASAMAUAMAWAOsAsgDANGDpg7gAwDoAwD4AwOABA
CSBAkv3BlbnJ0YjKYBACiBA8yMdcuMjM3LjE1MC4yNDaoBACyBAYIABAAGAC4BAA.&s=f3c3b6704b20f2baa
8e488269a5810b3cc0ae6f1&referrer=ebay.com\"; s += \"&\" + o({rdRef: \"bdref\", rdTop: \"bdtop\",
rdIfs: \"bdifs\", rdStk: \"bstk\", rdQs: \"\"}), n(s)}); /script><script
type= \"application/javascript\"> document.write(' <div
lnttag= \"v; tv=view5-1; d=300x250; s=1770882; samp=1; vc=iab; url=ebay.com; cb=' +
encodeURIComponent('http://nym1.ib.adnxs.com/vevent?e=wqT_3QKvBPBCJgIAAAIAIlgAFCOT-87UF
EJL4gtSLuM-cPRig6f_slk7YyFAGASotCawPKPwXGfc_EawPKPwXGfc_GQAAAAAAPA_IRESACKRCagw8rH8Aji
MGkCMGkgCUMOOzRNYk43YABov7IBeIjhAoABAYoBALVTRJIBAQbwUpqBrAKgAfoBqAEBsAEAuAEBwAEDyAEA
0AEJ2AEA4AEB8AEAigI6dWYoJ2EnLCA3OTk1MTksIDEONTUyMjY3MjQpO3VmKcDyJywgNDExMTI2NDMsMh4A8G
aSAq0BIU1DdUNTQW04eDlVRkVNT296Uk1ZQUNDUW5qY3dBRGdBUFFSSWpCcFE4ckg4QWxnQVlQX19fXzhQYUFC
d0FYZ0JnQUVCaUFFQmtBRUJtQUVCb0FFQnFBRURzQUVBdVFFQUFBAQPIRHdQOEVCcke4b19CY1o5e19KQWM3QW
9yNDNoZkFfMlFIdERiNHdtU3JtUC1BQkFQVUJBATdgSmdDaW9iQWlnR2dBZ0EumgIlIU5Ra2ljZzawABxrSjQz
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7gAwDoAwD4AwOABACSBBAkv3BlbnJ0YjKYBACiBA8yMdcuMjM3LjE1MC4yNDaoBACyBAYIABAAGAC4BAA.&s=f
3c3b6704b20f2baa8e488269a5810b3cc0ae6f1&referrer=ebay.com') + \"
style= \"display:none\"><\\div><sc' + 'ript type= \"text/javascript\" async= \"true\"
src= \"http://cdn.adnxs.com/v/s/33/trk.js\"><\\scr' + 'ipt>'); /script><img
src= \"http://nym1.ib.adnxs.com/openrtb_win?e=wqT_3QKvBPBCJgIAAAIAIlgAFCOT-87UFEJL4gtSLu
M-cPRig6f_slk7YyFAGASotCawPKPwXGfc_EawPKPwXGfc_GQAAAAAAPA_IRESACKRCagw8rH8AjiMGkCMGkg
CUMOOzRNYk43YABov7IBeIjhAoABAYoBALVTRJIBAQbwUpqBrAKgAfoBqAEBsAEAuAEBwAEDyAEA0AEJ2AEA4
AEB8AEAigI6dWYoJ2EnLCA3OTk1MTksIDEONTUyMjY3MjQpO3VmKcDyJywgNDExMTI2NDMsMh4A8GaSAq0BIU1
DdUNTQW04eDlVRkVNT296Uk1ZQUNDUW5qY3dBRGdBUFFSSWpCcFE4ckg4QWxnQVlQX19fXzhQYUFCd0FYZ0JnQ
UVCaUFFQmtBRUJtQUVCb0FFQnFBRURzQUVBdVFFQUFBAQPIRHdQOEVCcke4b19CY1o5e19KQWM3QW9yNDNoZkF
fMlFIdERiNHdtU3JtUC1BQkFQVUJBATdgSmdDaW9iQWlnR2dBZ0EumgIlIU5Ra2ljZzawABxrSjQzSUFrbwks8
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4AwOABACSBBAkv3BlbnJ0YjKYBACiBA8yMdcuMjM3LjE1MC4yNDaoBACyBAYIABAAGAC4BAA.&s=f3c3b6704b
20f2baa8e488269a5810b3cc0ae6f1&referrer=ebay.com&pp=${AUCTION_PRICE}\" width= \"1\"
height= \"1\" border= \"0\">\",
    \"iurl\": \"http://nym1.ib.adnxs.com/cr?id=41112643\",
    \"cid\": \"3140\",
    \"crid\": \"41116499\",
    \"h\": 250,
    \"w\": 300,
    \"ext\": {
      \"appnexus\": {
        \"brand_id\": 1,
        \"auction_id\": 2211625207958125586
      }
    }
  },
  \"seat\": \"3344\"
},
```

```
"bidid": "2134167541719148457",
"cur": "USD"
}
```

>> VAST Creative Bid Response

```
{
  "id": "993af0d9-4ecb-4ac7-ac99-6bac442d9774",
  "seatbid": [{
    "bid": [{
      "cid": "362",
      "iurl": "https://nyml-ib.adnxs.com/cr?id=115601913",
      "adomain": [
        "ca.com"
      ],
      "adm": "<?xml version='1.0' encoding='UTF-8' standalone='yes'?><VAST
version='3.0'><Ad id='115601913'><Wrapper>...</Wrapper></Ad></VAST>",
      "adid": "115601913",
      "ext": {
        "appnexus": {
          "brand_id": 29148,
          "auction_id": 4072930007301496300,
          "bidder_id": 2,
          "bid_ad_type": 1,
          "prebid_server_bid": false
        }
      },
      "w": 1,
      "h": 1,
      "cat": [
        "IAB19-9",
        "IAB19-11",
        "IAB19-12",
        "IAB10-6",
        "IAB19-29",
        "IAB19-28",
        "IAB19-5",
        "IAB19-17",
        "IAB19-10",
        "IAB19"
      ],
      "crid": "115601913",
      "id": "1255325421669335693",
      "impid": "1",
      "price": 1.743896
    }],
    "seat": "362"
  }],
  "bidid": "3718090108021111485",
  "cur": "USD"
}
```

>> Native Creative Bid Response

```
{
  "bidid": "7056250063591570777",
  "cur": "USD",
  "id": "124476071019177977",
  "seatbid": [{
    "bid": [{
      "adid": "49717777",
      "adm": "{\\"assets\\":[{\\"id\\":
2,\\"img\\":{\\"url\\":\\"http://cdn.adnxs.com/p/75/e7/9c/15/75e79c15d07b3548651ac638f7c874
44.jpg\\",\\"w\\": 800,\\"h\\": 800}},{\\"id\\": 1,\\"title\\":{\\"text\\":\\"Still in
search?\\"}},{\\"id\\": 3,\\"data\\":{\\"value\\":\\"Native\\"}},{\\"id\\":
4,\\"data\\":{\\"value\\":\\"Future is
now!\\"}},\\"link\\":{\\"url\\":\\"http://nym1-ib.adnxs.com/click?x8bGxsbGEkDsUbgehesPQOxRu
B6F6w9AAAAAAAAAAEUAAAAAAAAAUQHigAarFkkkWG3fXpZUyLXO3g0pZAAAAALiXsADtHwAAcgMAAAIAAADuofY
ClRgUAAAAAABVU0QAVVNEAAEAQAQDzZQAAAAABAGUCAQAAALUAYCASKfAAAAA./pp=${AUCTION_PRICE} //cnd
=%2lXgmbpwjIyZoIE07D2hcYlbfQYIAAoADOJTl1NMjoyOTQ5/bn=61950/test=1/referrer=http%3A%2F%2
Fwww.example.com%2Fn1-nl%2F/clickenc=http%3A%2F%2Fwww.appnexus.com\\"},\\"imptrackers\\":
[\\"http://nym1-ib.adnxs.com/openrtb_win?e=wqT_3QLlBfBM5QIAAAMA1gAFAQi3h6rKBRD4wIbQ2tjk
pBYM-7drtrSzJzIAEqLQnHxsbGxYSQBHSUbgehesPQBNsUbgehesPQCEAAAAAARQCKfCLAAFEAwuK_CBT
jtP0DyBkgCUO7D2hdYlbfQYABo88tpeP7jA4ABAYoBA1VTRJIFBvBomAEBBoAEBqAEBsAEAuAECwAEFyAEC0AEJ
2AEA4AEB8AEAigI5dWYoJ2EnLCA2MTA3MSwgMTQ5ODAlNTYwNyk7dWYoJ3InLCA00TcxNzc0MjYeAPCHkgLtAS
FBQzVQaXdqSXlab0lFTzdEMmhjWUFDQ1ZzVkF3QURnQVFBQkk4Z1pRdUtfQ0JWZ0FZTE1EYUFcd0FIZ0FnQUVB
aUFFQWtBRUJtQUVCb0FFQnFBRURzQUVBdVFIenJXcWtBQUFVUU1FQjg2MXFwQUFBRkVESkFRQUFBQUFBQVBXBz
JRRQkMKEFed1AtQUJBUFVFCBREoSmdDQUtBQ0FMVUMFEARMMakI8EZNQUNBTWdDQU9BQ0FPZ0NBUGdDQUlBREFa
QURBSmdEQWFnRhlNbwFDTG9EQ1U1WlRUSTZNamswt0EuLpoCLSFYZ21icHdqSS7wAPD6bGJGUU1BQW9BRG9KVG
xsTk1qb3lPVFE02AIA4AKO2z7qAh1odHRwOi8vd3d3LmV4Yw1wbGUuYy29tL25sLW5sL4ADAIGDAZADAJgDFKAD
AaoDAMADkBzIAwDYAwDgAwDoAwH4AwoABACSBakvb3B1bnJ0YjkyBACiBAw3MS4yNDAuMTk5LjCoBOT8DbIECg
gAEAAACAAMAC4BADABADIBADSBALOWU0yOjI5NDjaBAIIA0AEAPAE7sPaF4gFAZgFBKAF_____AaoF
EjEyNDQ3Nja3MTAxOTE3Nzk3OMAFAMkFAAAAAAAA8D_SCQkJAAAAA. &s=249717074fb86b5ca693d66
07d76a0eb3477660e&referrer=http%3A%2F%2Fwww.example.com%2Fn1-nl%2F&pp=${AUCTION_PRICE}
&\\"}],
    "adomain": [
      "appnexus.com"
    ],
    "cat": [
      "IAB3-1"
    ],
    "cid": "882",
    "crid": "49717777",
    "ext": {
      "appnexus": {
        "auction_id": 1605976119792738444,
        "bidder_id": 2,
        "brand_id": 86444
      }
    },
    "id": "1633865541179659394",
    "impid": "1",
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