AN ONBOARDING MANAGEMENT APIs

OBJECTIVE:
Provide a secure and smooth onboarding experience to our publishers, increase activations and reduce drop-offs during onboarding.
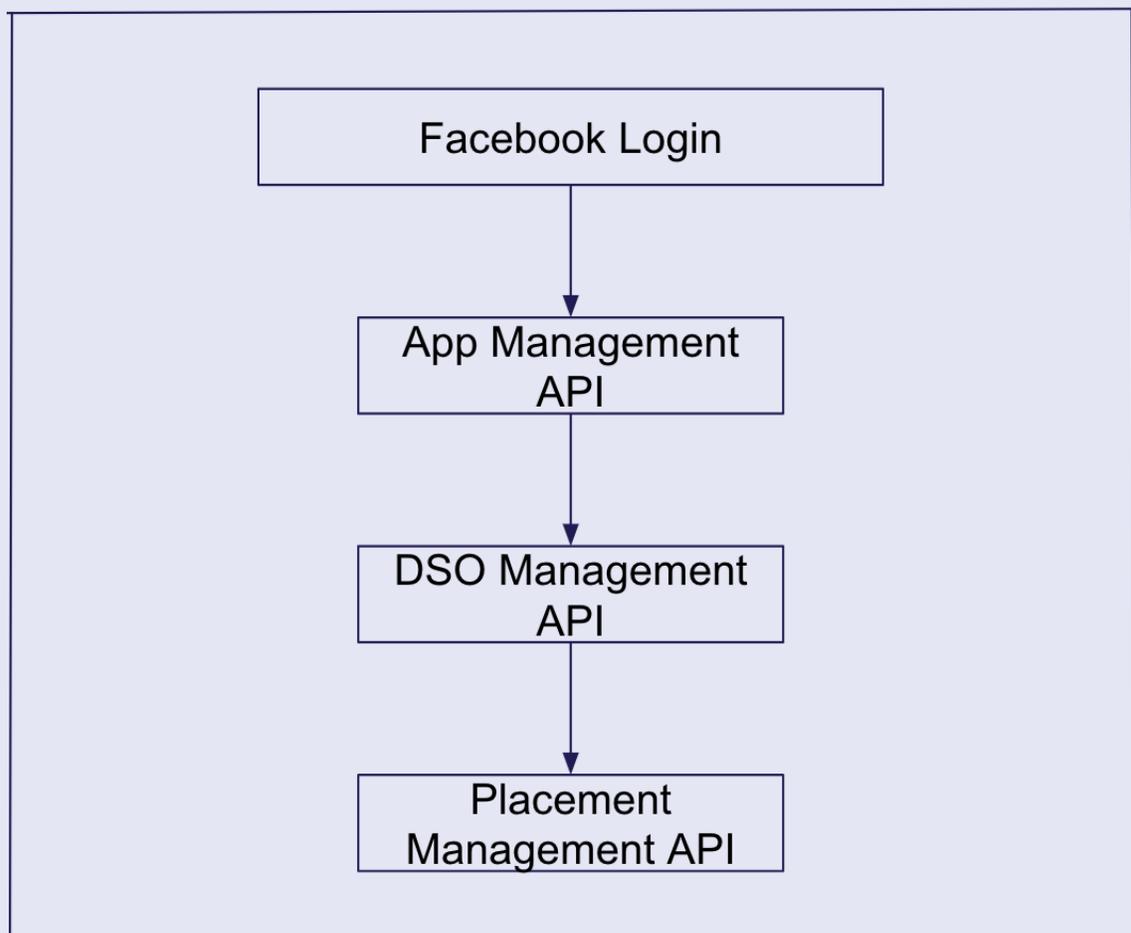
We identified two main verticals for improvement:
1. Secure access to data & AN systems.
2. Improved Onboarding experience.

1. **Secure access to data & AN systems:** To improve secure access to data, we have decided to use **Fb login** for authentication and access to all graph APIs. So, now to access AN APIs, user/publishers will have to use Fb Login for the following APIs

2. **Improved onboarding experience**: Staying true to our principle of transparency and prioritizing user experience, AN decided to expose the onboarding functionality through a set of APIs. Here on, we will address the set of these APIs as **Onboarding Management APIs.** Sharing the 3 APIs below:

    - App Management API.
    - DSO Management API.
    - Placement Management API.

AN ONBOARDING MANAGEMENT APIs: Onboarding Management API is designed to facilitate the onboarding of new apps to Audience Network via Partner Mediations. It consists of 3 endpoints:

- All of which support both read (GET) and write (POST) operations.
- These APIs are gated with the **audience_network_management** capability that is available to the partners that have signed the Audience Network Bidding Partner agreement.
- In order to access APIs, partners must use user token obtained via Facebook Login with **audience_network_management** and **business_management** scope.

```
┌─────────────────────────────────────┐
│          Facebook Login              │
└──────────────────┬──────────────────┘
                   │
                   ▼
         ┌──────────────────┐
         │  App Management   │
         │       API         │
         └─────────┬─────────┘
                   │
                   ▼
         ┌──────────────────┐
         │  DSO Management   │
         │       API         │
         └─────────┬─────────┘
                   │
                   ▼
         ┌──────────────────┐
         │    Placement      │
         │ Management API    │
         └──────────────────┘
```

AN ONBOARDING MANAGEMENT API

App Management API: This API allows partners to create new and retrieve existing applications monetized with Audience Network on behalf of their publishers. Screenshot below from a corresponding onboarding stage on MoMa:

- **App Management API endpoint name:**
  https://graph.facebook.com/v12.0/<BUSINESS_ID>/adnetwork_applications

- **TEMPLATES**:
  - **READ (GET)**
    ```
    https://graph.facebook.com/v12.0/<BUSINESS_ID>/adnetwork_appli
    cations?access_token=<Your Access Token>
    ```
  - **WRITE (POST)**
    ```
    https://graph.facebook.com/v12.0/<BUSINESS_ID>/adnetwork_appli
    cations?name=<YOUR APP NAME>&access_token=<Your Access Token>
    ```

  - Parameters:
    - **name** - name of the app that you will create. A property will be created under business with the name parameter, and a app with default naming called 'name-Audience Network' will be created and assigned under the property.

- ○ **NOTE**: You can use
  https://graph.facebook.com/v12.0<BUSINESS_ID>/adnetwork_applications?fields=adnetwork_placements,monetized_digital_store_objects, to get all metadata in one cal

- ● **curl SAMPLES**:
  - ○ **READ**
    - ■ **(GET)** REQUEST:
    ```
    curl --request GET
    "https://graph.facebook.com/v12.0/697584770365541/adnetwork_applications?access_token=EAAHowvD4hBsBALGUk0u5hlpZA1ZCXWJ9dKn3IYJhmsSUgoqVZBxE8NtZATJEsyN9Fhck1hgy3RYfgrh0jDTdWugneYAILYGycrTZCqJIavRDccP02WsQDVUTQBZAHrWlu48ZBZBned4LdMBpf1vo1PSXoh6aRuRPjJfipdqssPYHZAcFFlQF4WB1lAYg8QNee7sfzP8eir3ukawZDZD"
    ```

    - ■ RESPONSE:
    ```
    {
      "data": [
        {
          "category": "Games",
          "link":
    "https://www.11973.od.facebook.com/108020817819323",
          "name": "Dice Life",
          "id": "2889915264571553"
        },
        {
          "category": "Games",
          "link":
    "https://www.11973.od.facebook.com/games/?app_id=333272550864205",
          "name": "Pool Royale",
          "id": "333272550864205"
        },
        {
          "category": "Games",
          "link":
    "https://www.11973.od.facebook.com/games/?app_id=383180762249908",
          "name": "Merge Stories",
          "id": "383180762249908"
        },
        {
    ```

```
      "link":
"https://www.11973.od.facebook.com/games/?app_id=31079186
7271559",
      "name": "Merge Stories - Audience Network",
      "id": "310791867271559"
    },
    {
      "category": "Business",
      "link": "http://prod.aditor.com/",
      "name": "Playtika - Jelly Button Games",
      "id": "219110515580675"
    },
    {
      "category": "Games",
```

- ○ **WRITE**
  - ■ **(POST) REQUEST:**

```
curl --request POST
"https://graph.facebook.com/v12.0/120281622558984/adnetwo
rk_applications?name=docs_app%0A&access_token=EAAHowvD4hB
sBAIOncUZBZA7xCfxt4K9A4GqMK339pbGuZAOvwZCpZBdP1cKMwSSkl8J
2K8OygjAZCAVVXc46AC5iZBBKX9z0YuXLOlOvZCzZAM4FhOV59CfOwJSG
MnUvugB6GAOgzRyk1M30koDFdnuBgxr1ZA7vZBZA4TjZAIuFl0WrOjZBe
QoQlKYaDZBGHVErJw0sAlfm66OhAAZA8QZDZD"
```

  - ■ **RESPONSE:**

```
{
  "id": "985586169018382"
}
```

DSO Management API: This API allows partners to associate new and retrieve existing store objects for applications monetized with Audience Network on behalf of their publishers. Screenshot below from a corresponding onboarding stage on MoMa:

- **DSO Management API endpoint:**
  https://graph.facebook.com/v12.0/<APP_ID>/monetized_digital_store_objects

- **TEMPLATES**:
    - READ (GET)
      ```
      https://graph.facebook.com/v12.0/<APP_ID>/monetized_digital_st
      ore_objects?access_token=<Your Access Token>
      ```

    - WRITE (POST)
      ```
      https://graph.facebook.com/v12.0/<APP_ID>/monetized_digital_st
      ore_objects?store=<google_play/itunes>&content_id=<random_app.
      com/id123456>&access_token=<Your Access Token>
      ```

        - Parameters:
            - **store** - name of the app store where the app is published. Must be either **google_play** or **itunes.**
            - **content_id** - id of the content in the respective application store. For example **com.something.app** in Google Play or **123456** in iTunes

- **SAMPLES**:
    - READ
        - REQUEST (GET)
          ```
          curl --request GET
          "https://graph.11973.od.facebook.com/v12.0/33327255086420
          ```

5/monetized_digital_store_objects?access_token=EAAHowvD4h
BsBALGUk0u5hlpZA1ZCXWJ9dKn3IYJhmsSUgoqVZBxE8NtZATJEsyN9Fh
ck1hgy3RYfgrh0jDTdWugneYAILYGycrTZCqJIavRDccP02WsQDVUTQBZ
AHrWlu48ZBZBned4LdMBpf1vo1PSXoh6aRuRPjJfipdqssPYHZAcFFlQF
4WB1lAYg8QNee7sfzP8eir3ukawZDZD"

■ RESPONSE

```
{
  "data": [
    {
      "store": "google_play",
      "content_id": "com.jellybtn.poolroyale"
    }
  ]
}
```

○ WRITE

■ REQUEST (POST)

```
curl --request POST
"https://graph.11973.od.facebook.com/v12.0/98558616901838
2/monetized_digital_store_objects?store=google_play&conte
nt_id=random_app.com&access_token=EAAHowvD4hBsBAIOncUZBZA
7xCfxt4K9A4GqMK339pbGuZAOvwZCpZBdP1cKMwSSkl8J2K8OygjAZCAV
VXc46AC5iZBBKX9z0YuXLOlOvZCzZAM4FhOV59CfOwJSGMnUvugB6GAOg
zRyk1M30koDFdnuBgxr1ZA7vZBZA4TjZAIuFl0WrOjZBeQoQlKYaDZBGH
VErJw0sAlfm66OhAAZA8QZDZD"
```

■ RESPONSE

```
{
  "success": true
}
```

Placement Management API: This API allows partners to create new and retrieve existing ad placements for applications monetized with Audience Network on behalf of their publishers. Screenshot from a corresponding stage on MoMa:

SDK integration
See how to integrate the Audience Network SDK with your app and mediation platform.

Mediation platform

iS ironSource

Need help choosing?

App details

Payment account

Verification

SDK integration

Cancel setup

iS **Follow integration instructions for ironSource**

See Instructions

App ID
Add the app ID to your app and ironSource.

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System user access token
Add the token to ironSource to use Audience Network APIs.

Generate API Token

Placements
Create placements and add the placement IDs to your app and ironSource.

Create Placement

Previous   Done

Need help with bidding integration?

View more help articles   Contact support team

Understand the basics of bidding

Bidding with ironSource

Audience Network to become bidding only

WhatsApp Messenger
Android

App details

Payment account

Verification

SDK integration

Cancel setup

Create placement

Placement name   Parameter: name

API Interstitial Placement

Display format

Banner
A small ad that is usually displayed at the bottom of the screen.

Interstitial
A full-screen ad that covers the whole interface of the product it features in.

Medium rectangle
A 300 x 250 pixel banner ad best suited for scrollable feeds or end-of-level screens.

Parameter: display_format

Native
A customisable placement that you can adapt to match the look and feel of your product, that can contain large and small images, video, text and a link button.

Native banner
A small customisable placement that displays a single small image from the advertiser's Facebook Page (often a logo), as well as text and a link.

See Instructions

234439298868789

Generate API Token

Create Placement

Previous   Done

Cancel   Create

Need help with bidding integration?

ew more help articles   Contact support team

Understand the basics of bidding

Bidding with ironSource

Audience Network to become bidding only

- **Placement Management API endpoint:**
  https://graph.facebook.com/v12.0/<APP_ID>/adnetwork_placements

- **TEMPLATES**:
  - READ (GET)
    ```
    https://graph.facebook.com/v12.0/<APP_ID>/adnetwork_placements
    ?access_token=<Your Access Token>
    ```
  - WRITE (POST)
    ```
    https://graph.facebook.com/v12.0/<APP_ID>/adnetwork_placements
    ?platform=<android/ios>&name=<docs_placement>&display_format=<
    ad_display_foramt>&access_token=<Your Access Token>
    ```

    - Parameters:
      - **name** - name of the placement that you will create
      - **platform** - platform where the placement will be used,
        - android
        - ios
      - **display_format** - Ad display format of the placement:
        - BANNER
        - INTERSTITIAL
        - REWARDED_VIDEO
        - NATIVE
        - NATIVE_BANNER

- **SAMPLES**:
  - READ
    - (GET) REQUEST:
      ```
      curl --request GET
      "https://graph.facebook.com/v12.0/333272550864205/adnetwo
      rk_placements?access_token=EAAHowvD4hBsBALGUk0u5hlpZA1ZCX
      WJ9dKn3IYJhmsSUgoqVZBxE8NtZATJEsyN9Fhck1hgy3RYfgrh0jDTdWu
      gneYAILYGycrTZCqJIavRDccP02WsQDVUTQBZAHrWlu48ZBZBned4LdMB
      pf1vo1PSXoh6aRuRPjJfipdqssPYHZAcFFlQF4WB1lAYg8QNee7sfzP8e
      ir3ukawZDZD"
      ```
    - RESPONSE
      ```
      {
        "data": [
          {
            "id": "347760902748703",
            "name": "First Android app Rewarded Video
      Placement",
            "display_format": "REWARDED_VIDEO"
          }
        ]
      ```

```
}
```

- ○ WRITE
  - ■ (POST) REQUEST:
    ```
    curl --request POST
    "https://graph.facebook.com/v12.0/985586169018382/adnetwo
    rk_placements?platform=ios&name=docs_placement&display_fo
    rmat=rewarded_video&access_token=EAAHowvD4hBsBAIOncUZBZA7
    xCfxt4K9A4GqMK339pbGuZAOvwZCpZBdP1cKMwSSkl8J2K8OygjAZCAVV
    Xc46AC5iZBBKX9z0YuXLOlOvZCzZAM4FhOV59CfOwJSGMnUvugB6GAOgz
    Ryk1M30koDFdnuBgxr1ZA7vZBZA4TjZAIuFl0WrOjZBeQoQlKYaDZBGHV
    ErJw0sAlfm66OhAAZA8QZDZD"
    ```
  - ■ RESPONSE:
    ```
    {
      "id": "985588305684835"
    }
    ```