

Feature Forward Header Bidding Implementation Guide

Abstract:

This document is for publishers that are already using prebid.js as their header bidding solution on his site. The goal of this document is to describe the steps required in order to allow Feature Forward to bid and buy traffic on the relevant site.

General guidelines:

Feature Forward is integrated in prebid.js on the main repository since Dec 2 2016.

Version 0.15.2

If you are using an older version of prebid.js you need to take the following action:

Take a complete version from GITHUB <https://github.com/prebid/Prebid.js.git>

Follow the build instruction specified on <https://github.com/prebid/Prebid.js>

Code Changes:

Code required

There is an array contains all bidders on the publisher's page as such:

```
var adUnits = [{
  code: "{your_div_id}"
  sizes: "{relevant size}"
  bids: [{
    ...
  }]
}];
```

On this code segment on 'bids' array please insert the following code

```
{
  bidder: 'featureforward',
  params:
  {
    placementId: '{placement_id}', //{placement_id} will be replaced by you
    according to the number of div elements on your page (varies from 1 to 9)
```

```
    siteId:'{site_id}' , //{site_id} will be replaced by a number given to you by us  
(varies from 1 to 999)  
    pubId:'{pub_id}' , //{pub_id} will be replaced by a number given to you by  
us on the integration process (varies from 1 to 999)  
  }  
,
```

What is pub id:

It's an identifier for our internal use to separate each publisher.

What is site id:

Some publisher may own several sites - this identifier will be used for the specific site identification on our side.

What is placement Id:

Placement id is a simple way to count the number of div elements that are connected to the our adapter

What files need to change:

That depends where the supported exchanges are defined. In simple words where the relevant "adUnits" are defined.

Integration Tests:

Once the code is implemented, we should begin to receive bid requests, you can verify on your site if actual ads from our placement are received.

Please contact your account manager and ask him/her for our numbers:

Our bids, impressions, and costs and compare it to numbers counted on your end.