INMOBI
iOS 14 Demand Side Specification and FAQs

Hello

OPEN RTB REPRESENTATION (CHANGES/ADDITIONS):

LAT Traffic

Going forward, InMobi Exchange will pass all requests where LAT is enabled (pre-iOS 14) and/or the IDFA is zero (iOS14 onwards). Specifically, InMobi will retain the device.lmt construct even in case of iOS14, should the deviceID be zero'd to denote that permission to track has not been granted by the user yet.

IDFV

IDFV or Identifier for Vendors is a unique identifier used across all apps owned by a publisher/vendor, in a specific device. A different value is returned for apps on same device that come from different publishers, and for same apps on different devices regardless of the publisher.

InMobi will pass IDFV (if available from the publisher end) in oRTB request to DSPs wherever IDFA is unavailable or Limit Ad Tracking is enabled (lmt = 1). In order to comply with Apple policy, IDFV will only be forwarded when IDFA is blank, null or zero'd.

Object : BidRequest.Device

Attribute	Description	Value	Example
BidRequest.device.ext.ifv	IDFV, as described above	string	"ifv":"336F2BC0-245B-4242-8029-83762AB47B15"

ATTS

InMobi will also forward 'atts' (app tracking authorization status) in the bid request to DSPs. 'atts' is the authorization status of the AppTrackingTrasparency Framework which mandates that publishers request for permission from users to track them across apps. The value would either be atts = not determined/restricted/denied or atts = authorized.

Object : BidRequest.Device

Attribute	Description	Value	Example
BidRequest.device.ext.atts	An integer passed to represent the app's app tracking authorization status, where 0 = not determined 1 = restricted 2 = denied 3 = authorized	Integer	"atts": 3

Device Hardware Version

InMobi will add the Device Hardware field in oRTB request to DSPs which have SKAdNetwork object enabled. This signals the hardware version of the device (e.g. "iPhone 12,1").

Object : BidRequest.Device

Attribute	Description	Value	Example
BidRequest.device.hwv	Device Hardware Version	string	"iPhone 12,1"

Location

InMobi will continue to send location signals (wherever available from publishers) to DSPs in the oRTB bid request as before.
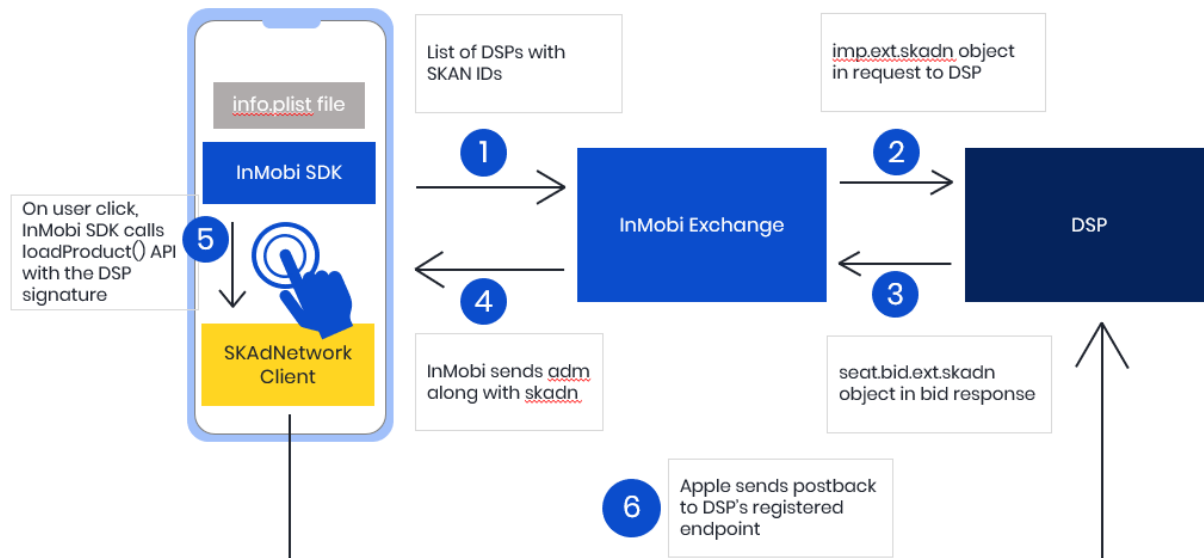
SKAN

The InMobi SDK supports SKAdNetwork Version 2.0 attribution for app installs, even in the absence of IDFA. InMobi will help DSPs submit signed clicks to the SKAdNetwork APIs. DSPs will receive postbacks directly from Apple to the registered endpoints.

Below are the prerequisites to get started:

1. Register with Apple and obtain a SKAdNetwork ID
2. Share the ID with your InMobi POC. We will compile IDs from all DSPs and instruct publishers to add the IDs to their info.plist file
3. Specify a post-back endpoint to receive install attribution notifications

Workflow Illustration

Below workflow illustrates how InMobi will act as a passthrough and support SKAdNetwork attribution (see text below for steps):

Steps (as per workflow illustration above):

1. When the app generates an ad request, InMobi SDK will collect the SKAN entries from info.plist file in the app and identifies eligible DSPs from the list of SKAN IDs

2. InMobi will send the ad request to eligible DSPs, and include imp.ext.skadn object in the bid request to those DSPs who had their SKAdNetwork ID in the info.plist file. InMobi will flag requests that have SKAdNetwork support via new oRTB objects (see below for more details) to help DSPs bid accordingly.

3. DSP is expected to respond with the seatbid.bid.ext.skadn object if the campaign requires SKAdNetwork support

4. InMobi will send the adm along with the skadn object to the client device

5. On user click, InMobi SDK will call the loadProduct() API with the appropriate DSP signature

6. If SKAdNetwork determines that the DSP's click led to the to the install, Apple will send a postback to the DSP's registered endpoint with the IDs of the source app, target app, and conversion value (if provided by the app). Note that –
   a. Target app must register that user for SKAdNetwork attribution on app launch
   b. **[OPTIONAL]** Target app can choose to provide an additional 6 bits of conversion value information

Bid Request

These are the bid request changes to be made by InMobi (as in step #2 above workflow).

Object : BidRequest.imp.ext.skadn

Attribute	Description	Value	Example
version	Version of skadnetwork supported. Always "2.0" or higher. Dependent on both the OS version and the SDK version.	string	"version":"2.0"
sourceapp	ID of publisher app in Apple's App Store. Should match BidRequest.app.bundle	string	"sourceapp":"880047117"
skadnetids	A subset of SKAdNetworkIdentifier entries in the publisher app's info.plist that are relevant to the DSP.	array	["dsp1.skadnetwork"]

Bid Response

These are the bid response changes to be made by DSP if the bid request supports SKAdNetwork (i.e. bid request has the BidRequest.imp.ext.skadn object) and their campaign requires SkAdNetwork support (as in step #3 above workflow).

Object : BidResponse.seatbid.bid.ext.skadn

Attribute	Description	Value	Example
version	Version of SKAdNetwork desired. Must be 2.0 or above.	string	"version":"2.0"
network	Ad network identifier used in signature. Should match one of the items in the skadnetids array in the request	string	"network":"dsp1.skadnetwork"
campaign	Campaign ID compatible with Apple's spec. As of 2.0, should be an integer between 1 and 100, expressed as a string	string	"campaign":"45"

itunesitem	ID of advertiser's app in Apple's app store. Should match BidResponse.bid.bundle	string	"itunesitem":"880047117"
nonce	An id unique to each ad response	string	"nonce": "beeeb65e-b3de-02420004"
sourceapp	ID of publisher's app in Apple's app store. Should match BidRequest.imp.ext.skad.source app	string	"sourceapp":"123456789"
timestamp	Unix time in millis string used at the time of signature	string	"timestamp": "1594406341"
signature	SKAdNetwork signature as specified by Apple	string	"signature": "MEQCIEQZRRyMyUXg=="

Please note, all the above fields are mandatory in case of SKAdNetwork. In case of a malformed/missing field, such framework will not be triggered by the InMobi SDK.

Click Tracking

Upon a click, the InMobi iOS SDK will open productView() with the targeted 'itunesitem' as per the bid response. All other click URLs in the adm or in external clicktracker fields (i.e. Native format) will be fired in the background as click trackers, until the SDK hits a 200 OK.

For instance, click calls such as mraid.open(), window.open(), window.location or href invoked from the ad markup as well as any other means to open an external resource will be still fired for tracking purposes. However, their content will not be presented to the user.

In case of VAST, the ClickThrough node will be handled as a simple Clicktracker.

FREQUENTLY ASKED QUESTIONS:

General Questions on IDFA:

1. **How will the behavior of various bid requests change when a user opts of IDFA usage?**
   When a user opts out of IDFA use for ad tracking, DSPs will see the bid requests change in the following ways.
   a. device.lmt will be set to 1
   b. IDFA will be set to non-unique value of all zeros

c. Location data will remain unchanged

d. If the DSP's SKAN ID is in the plist file of the publisher, bid requests will change to include an additional skadn object

2. **Will there be any ambiguity between Android LMT and IDFA opt-out traffic?**
The device.lmt field will work the same way for Android LMT and IDFA opt-out traffic. But other SKAdNetwork changes (like skadn object) will be restricted to iOS only.

3. **Will other device ID fields (such as *device.ifa, device.dpidsha1,* etc.) be blank or will they be filled with zeroes, or something else?**
device.ifa will not be blank, but it will be zero'd. InMobi will not forward any other device identifier apart from idv.

4. **If a DSP has opted out of non-device ID traffic, will IDFA opted-out traffic flow to the DSP?**
Yes, all IDFA-opted out traffic will be zero'd out but flow to DSPs. Only when the device ID field is blank or null will DSPs not receive non-device ID traffic.

5. **Can you turn IDFA opted-out traffic on or off separately from the other non-device ID traffic (like Android LMT)?**
No, we cannot turn IDFA opt-out traffic on or off separately from other non-device ID traffic (like Android LMT). As long as you have not opted out of non-device ID traffic, you will continue to receive IDFA opted-out traffic.

6. **Can we specify a QPS cap or limit specifically just for IDFA opt-out traffic?**
We don't recommend QPS caps for IDFA opt-out traffic specifically as our smart algorithms will anyway adjust the QPS of IDFA opt-out traffic based on your bidding patterns. Our ML-powered Automated Traffic Control analyzes your bidding patterns and adjusts the QPS of inventory segments based on several factors, IDFA opt-out being one of them.

Targeting and Optimization:

1. **Does InMobi plan on including IDFV or a 1st party identifier in the bid request to support purposes such as frequency capping?**
Yes, InMobi will include IDFV in the bid request to support non-targeting use cases like frequency capping. This is also in line with IAB's recommendations on alternate identifiers for such use cases.

InMobi is also evaluating the need to pass an InMobi-specific ID to support similar use cases only if the industry is unable to align on IAB's guidance on using IDFV.

2. **What other identifiers would InMobi support in the short run (3 months horizon)?**
   As of now, InMobi will plan to include IDFV in the bid request. InMobi is also evaluating the need to send an InMobi Exchange-specific ID if the industry is unable to align on IAB's guidance on using IDFV.

SKAN:

1. **How will InMobi be managing the passing of AdNetwork IDs to be added to publishers' plists that you work with?**
   InMobi will share the AdNetwork IDs with the publishers and instruct them to add the IDs to their info.plist file.

2. **Is there a limit to the number of Bidder AdNetworks IDs that we can give you to have added to the publishers' info.plist files?**
   There is no limit to the number of IDs you can give us to be added to the publishers' info.plist files.

3. **Will InMobi be supporting 3ʳᵈ party demand's Ad Signature on inventory served through their platforms?**
   Yes, InMobi will support the use of 3ʳᵈ party demand's ad signature. If you already have access to the SKAdNetwork IDs you want us to include in the info.plist file, follow the below steps.
   a. Share the 3ʳᵈ party IDs with your InMobi POC. We will compile all the IDs from all DSPs and instruct publishers to add the IDs to their info.plist file
   b. Specify a post-back endpoint to receive install attribution notifications

4. **How will InMobi support click tracking since Apple is taking the user directly to the app store page without any redirect?**
   Upon a click, the InMobi iOS SDK will open productView with the targeted 'itunesitem' as per the bid response. All other click urls in the adm or in external clicktracker fields (i.e. Native format) will be fired in the background as click trackers, until the SDK hits a 200 OK.
   For instance, click calls such as mraid.open(), window.open(), window.location or href invoked from the ad markup as well as any other means to open an external resource

will be still fired for tracking purposes. However, their content will not be presented to the user.

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