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Stephen Norum
Tuna Toksoz
Priyanshu Jain

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RENDERING NATIVE ADS FROM OTHER NETWORKS IN HTML FOR MEDIATION PURPOSES

ABSTRACT

A system and method are disclosed with an ad format that aims to give the publisher almost full control of rendering the ad. The method runs an algorithm which aims to unify the ad format from any ad network. The method involves making a request via the ads SDK to receive the HTML for an ad that is styled by the publisher. The system then makes a request to the third party network to get the ad information such as ad title, description and image bytes. The ads SDK then invokes a JavaScript function to render HTML. The HTML code retrieves the data and creates an object url with the ad information provided. The rendered ad is then shown to the user.

BACKGROUND

A native ad is an HTML ad that the publisher can use cascading style sheets (CSS) to customize. The CSS controls the look and feel of the ad, and may be optionally provided within an operating system or ad network. However, all ad networks may not offer this kind of customization and it is sometimes undesirable for publishers to not be able to mediate with these networks to customize ads. Mediation is basically a framework where the SDK gets configurations of different ad networks, which are then called sequentially, usually in the decreasing order of cost per impression until the customization is achieved.

DESCRIPTION

A system and method are disclosed with an ad format that aims to give the publisher almost full control of rendering the ad. The system gives information about the ad to the publisher, like "title", "description", "call to action", "image url", "advertiser name" and the
publisher can render the ad in a customized way. The method runs an algorithm which aims to unify the ad format from any ad network, as illustrated in FIG. 1.

FIG. 1: Method for rendering customized ads via a third party network

The method works as follows:

1. Ads SDK makes a request to receive the HTML for an ad that is styled by the publisher (step A).
2. The ads SDK makes a request to third party network in step B to get the pieces of the ad title, description, image bytes.
3. The ads SDK invokes in step C a JavaScript function to render HTML: MediationAdReady({title: <title>, image_bytes: [123,123, 3456...]}) and so on.
4. The HTML code retrieves the data and creates an object url with the information provided in step 3.
5. The HTML renders the pieces in HTML (step D).
6. At this point the ad is rendered in HTML. HTML tells SDK that the rendering is complete.

7. SDK shows the HTML ad to the user (step E).

The advantage of the disclosed method is that it unifies two APIs – one for rendering an ad via a third party network and the other for customizing the ad.