

smaato[📶]
open mobile advertising

SOMA[™] Platform

The leading Mobile Ad Optimizer

PUBLISHERS ROLL-OUT PROCESS



Welcome aboard at Smaato!

This document describes the rollout process for publishers and developers starting from the sign up to the fully activated account.

Step	Action Item	Publisher's task	Smaato's task	Duration	Smaato Server
1. Integration					
1.1	Signing Smaato's Mobile Advertising Services Agreement	√			
1.2	Generate Publisher ID, AdSpace and set up publisher's dashboard account and login-credentials		√	1 day	
1.3	Integrating the SOMA API (publisher and AdSpace ID) properly according to the SOMA API Developer Guide for getting Smaato's test ads	√		1-5 days	Development

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2. Verification	In order verify the correctness of the implementation Smaato runs a verification procedure. This consists mostly of doing ad requests with the newly integrated mobile service and reviewing server logs and reporting data.				
2.1.	a) Providing a URL (mobile site) with Smaato ads embedded or b) Providing the binaries (mobile application or game) with Smaato ads embedded to Smaato	√			Development
2.2	Verify the integration by running and analyzing single ad requests	√	√	1-3 days	
2.3	Change/ correct/ adapt ALL changes requested by Smaato and resend the final and corrected the URL or the binaries to Smaato	√		1-3 days	
2.4	Re-start to verify the publisher's integration of SOMA		√	1-2 days	

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3. Traffic Validation	In the Traffic validation phase the publisher's ad requests are routed to single ad network accounts in order to monitor and validate the traffic. This is required as ad networks use different fraud prevention mechanisms. At this step you are NOT fully in live mode.				
3.1	Allocating a certain amount of traffic to Smaato (100,000 Ad Impressions per day are perfect) for the validation process. Follow and respond to the requests of Smaato's Operations team.	√		7 days	Live
3.2	Route traffic to individual ad networks. Validate the number of views/clicks done by the publisher. Analyze potential fraud.		√	1-2 days	Live

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4. Production Status					
4.1	Switch Publisher to full LIVE (production) modus. Route traffic to Smaato's whole Ad Networks.		√	1 day	Live
4.2	Generate Ad Impressions and Clicks	√			Live

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