



WAP Integration Guide

Understanding the Integration Process with ZestADZ

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WAP Integration Guide	2.0	October 08, 2008	Integration Procedure with ZestADZ
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LEADING PERFORMANCE BASED AD NETWORK

www.zestadz.com

WAP AD API FOR INTEGRATING WITH ZESTADZ

Introduction

This document provides an overview of integrating ads on your mobile site.

ZestADZ Source Code for WAP - How does it work?

The ZestADZ Source code accesses data from your WAP requests and enables publishing of mobile ads to your site.

Parameters and data that is important for us to serve targeted ads to you are

- **User agent** – This is passed as ua variable used for identifying the kind of phone
- **IP address** – This is used to track location, ensure that a correct IP address is being passed to ZestADZ; This IP should be from the requesting phone.
- **Keywords** – This parameter can contain one or more comma separated values, if you do not want to pass any specific keywords – leave it blank or pass 'All'. This is an optional parameter.

ZestADZ Serves Ads that are

- Location, City targeted
- Carrier Targeted
- Device / Device Property Targeted
- Keyword Targeted
- Channel wise Targeted

Methodology

ZestADZ site integration can be done using two methods – Code Integration and Static Link methods.

- **Code Integration:**

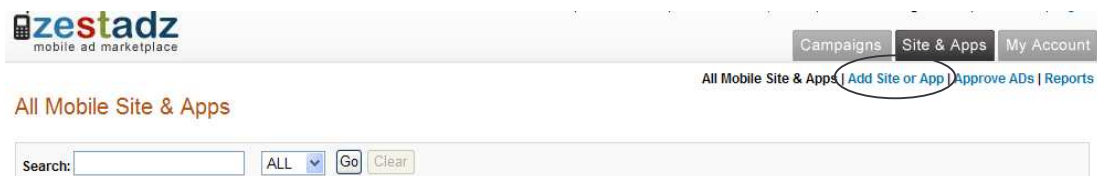
Ad code is a piece of code which is pasted into your site's source code. When the code is installed, it makes a request to ZestADZ's servers and they return an ad to your site. This is the preferred type of ad code because ads will be better integrated into your site's content.

- **Static Link:**

The links page ad code is a static HTML link which is pasted into your site's source. When the link is clicked, it directs users to a dynamically generated list of ads. This type of ad code is a great option for those publishers who don't have access to their site's source code.

Getting Started

1. [Login](#) to your account
2. Click on the [Sites & Apps](#) tab.
3. Click on 'Add Site or App' to give us more information on your site or application.



4. Enter your site/application information like Site Name, URL, Channel, Ad settings etc. and then click on 'Next' which will give you the code to be inserted into your site/app for integration.

Add a Site or App

Enter the name for your Site / Application:

Choose the type:

Your wap site URL: (e.g: <http://wap.zestadz.com>)

Description for your Site / Application:

Channels:(Choose the channels which best suits your Site / Application. Choosing more channels might give you access to higher AD inventory, but it may not be very relevant.)

<input checked="" type="checkbox"/> Entertainment	<input checked="" type="checkbox"/> Downloads	<input checked="" type="checkbox"/> Portals	<input checked="" type="checkbox"/> Communities
<input checked="" type="checkbox"/> Ringtones	<input checked="" type="checkbox"/> Videos	<input checked="" type="checkbox"/> Photos	<input checked="" type="checkbox"/> Careers
<input checked="" type="checkbox"/> Technology	<input checked="" type="checkbox"/> Education	<input checked="" type="checkbox"/> Business	<input checked="" type="checkbox"/> Finance
<input checked="" type="checkbox"/> Games	<input checked="" type="checkbox"/> Weather	<input checked="" type="checkbox"/> TV	<input checked="" type="checkbox"/> Health
<input checked="" type="checkbox"/> Sports News and Information	<input checked="" type="checkbox"/> Others		

Approve ADS: Auto Approval Manual Approval

(Auto Approval by default approves all the ADs which are available on the network. Manual Approval takes your approval before serving the ADs for your Site or Application.)

5. An auto-generated site id has now been created for your site. Click on 'Site Code' on the [All Mobile Site & Apps](#) to install the code on to your site.

All Mobile Site & Apps

Your site or app was created successfully. You can start publishing ads rightaway but can view / approve ads only when ad client is Approved.

Search: ALL

<< First < Previous 1 Next > Last >>

<input type="checkbox"/>	Name	Site ID	Site Install Code	Status
<input type="checkbox"/>	Test_	14131C047A504140425A415C44584B5D888C2C	Click to View	Active <i>(pending approval)</i>

- The code will be displayed as below. Please copy and paste this code on to your site/app to start pulling ads.

```

ASP  PHP(fopen)  PHP(curl)  JSP  ROR  ASP.NET(C#)  ASP.NET(VB.NET)  PERL  FACEBOOK  STATIC HTML
<?
Dim ua_zest,ip_zest,cid_zest,mt_zest,req_zest,protocol,pageUrl,ad_type
Dim url_zest,xml_zest,ry_zest,xr_zest,yr_zest,rx_zest,lm_zest
Dim ad_landing_zest,ad_output_zest

'CHANGE THE FOLLOWING VARIABLE STRING WITH YOUR SPECIFIED KEYWORDS'
mt_zest="Your keywords here"
'CHANGE THE FOLLOWING TEXT WITH YOUR OWN TEXT, WHICH WILL BE DISPLAYED WHEN THERE IS NO ADS TO
DISPLAY'
alt_ad = "NO ADS TO DISPLAY"
'CHANGE THE AD TYPE AS YOUR PREFERENCE '
ad_type=server.URLEncode("Text")
'DO NOT CHANGE AFTER THIS LINE'
ua_zest=Server.URLEncode(request.ServerVariables("HTTP_USER_AGENT"))
ip_zest=Server.URLEncode(request.ServerVariables("REMOTE_ADDR"))

cid_zest="14131C047A504140425A415C44584B5D888C2C"
protocol = ternarycond_chk(Request.ServerVariables("HTTPS") = "off", "http://", "https://")
pageUrl = protocol & Request.ServerVariables("HTTP_HOST") & Request.ServerVariables("PATH_INFO")
pageUrl=server.URLEncode(pageUrl)
    
```

Done

Your site will start displaying ads now. Sample ads are given below.



[FREE images and videos! YouLvnX](#)

Please note:

Once the site is created, it will be in the pending status (needs approval) and you will be able to pull ads only on approval, which usually takes less than 24 hours. Once your account is approved, you will be able to see the ads available for your network.

Notes

- Web browser clicks maybe rejected by ZestADZ

- ZestADZ will display “NO ADS TO DISPLAY” in those regions where there are no ads or if no targeted ad was found
- Please ensure that you pass the right IP and user agent to ensure that your billing and reconciliation process goes smoothly.
- Please read our publisher terms and conditions on zestadz.com before participating in the publisher program.

For any questions/clarifications, please visit www.ZestADZ.com