



WAP Integration Guide for XML Ads Understanding the Integration Process with ZestADZ

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Name	Version	Last Modified	Notes
WAP Integration Guide	1.0	March 24, 2009	Integration Procedure with ZestADZ for XML ads

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AD API FOR INTEGRATING WITH ZESTADZ

Introduction

This API is used by Applications to pull ad from ZestADZ in the XML format. This API is derived from ZestADZ WAP API and can be used to publish ads in both WAP and other kinds of applications that serve ads on a WAP Page. Example of apps that can connect and publish ads by using this API: AD server, a CMS, Java apps etc.

Step 1: Register and create an account on ZestADZ.com

The registration on ZestADZ is a simple process and self explanatory.

Step 2: Create an AD Client.

An AD client is an app / site that will publish ads.

You can create an ad client by clicking on “Sites and Apps” and clicking on “Add Site or App” link.

Choose WAP for All types of AD clients that require ADS to be pulled through HTTP

Step 3: Customize your application by pulling ads from the following location.

Note: This request is generally recommended to be sent for every single ad display.

URL for Pulling a WAP AD

URL:

```
http://a.zestadz.com/waphandler/deliverad?ua=useragent&ip=ipaddresses&cid=client_id&response_type=xml
```

Sample URL:

```
http://a.zestadz.com/waphandler/deliverad?ua=Nokia&ip=219.64.115.232&cid=14131C047A50414347574B574153415E8C&fcid=14131C047A50414347574B574153415E8C&meta=mobile+content&response_type=xml
```

Required Parameters

- **ip** - ip address of the client.
- **cid** - client id of the ad client. Please ensure that you put your correct client id here after creating your ad client.
- **ua** - user agent of the device.
- **response_type** – In order to generate xml reports, specify this as xml

Optional Parameters

- **meta** - keywords from the page

Standard XML Response Elements

<ad type=> - This is the root tag for xml ad where the type attribute represents the type of the ad text / picture

<text> - This represents the ad text

<picture> - This represents the ad picture

<url> - This represents the redirection url for the click

NA - is not applicable, if it is a text ad the picture will be NA and if it is a picture ad the text will be NA

< error> - represents the error in ad pull

Sample Ad Responses

3 types of ad responses are possible.

- **Text**

```
<ad type="text">
<text>Test 34578 & tyoe</text>
<picture>NA</picture>
<url>http://a.zestadz.com/waplanding?lm=16%7CAII-47~ck</url>
</ad>
```

- **Picture**

```
<ad type="picture">
<text>NA</text>
```

```
<picture>http://a.zestadz.com/image.jpeg</picture>
<url>http://a.zestadz.com/waplanding?lm=16%7CALL-47~ck</url>
</ad>
```

- **Error**

```
<ad type="error">
<text>NA</text>
<picture>NA</picture>
<url>NA</url>
<error>ERROR: CID IS INCORRECT. NO ADS TO DISPLAY</error>
</ad>
```

Creating a link

Text

```
<a href="http://a.zestadz.com/waplanding?lm=lm_value">Ad text goes here
</a>
```

Example

```
<a href="http://a.zestadz.com/waplanding?lm=16%7CALL-273~ck"> Live CHAT on
UR Mobile FREE </a>
```

Picture

```
<a href="http://a.zestadz.com/waplanding?lm=lm_value"> <img src = "url">
</a>
```

Example

```
<a href="http://a.zestadz.com/waplanding?lm=16%7CALL-273~ck"> <img src =
"....." </a>
```

Error

```
<a href=""> Error message goes here </a>
```

Example

```
<a href=""> Error: Incorrect CID Used </a>
```

Showing this link

This link can then be shown wherever the publisher wishes to display the ads.

This link when clicked will redirect the user to the desired landing page and ensure that the publisher is paid for the click [or impression] depending upon the type of the campaign.

For more information, please visit www.ZestADZ.com