

PubAdHub RTB Serving Engine

API Integration Documentation

For Advertisers · DSPs · RTB Partners · Demand Partners · Integration Teams

Endpoint: GET /serving-engine
Base URL: http://rtb.pubadhub.com

This document describes the PubAdHub RTB Serving Engine HTTP API as defined in the PubAdHub RTB API Details specification.

1. Overview

1.1 Introduction

PubAdHub provides an RTB Serving Engine that enables RTB partners, publishers, and demand integrations to request ads in real time and receive a bid response with a redirect (tracking) URL when an ad is available.

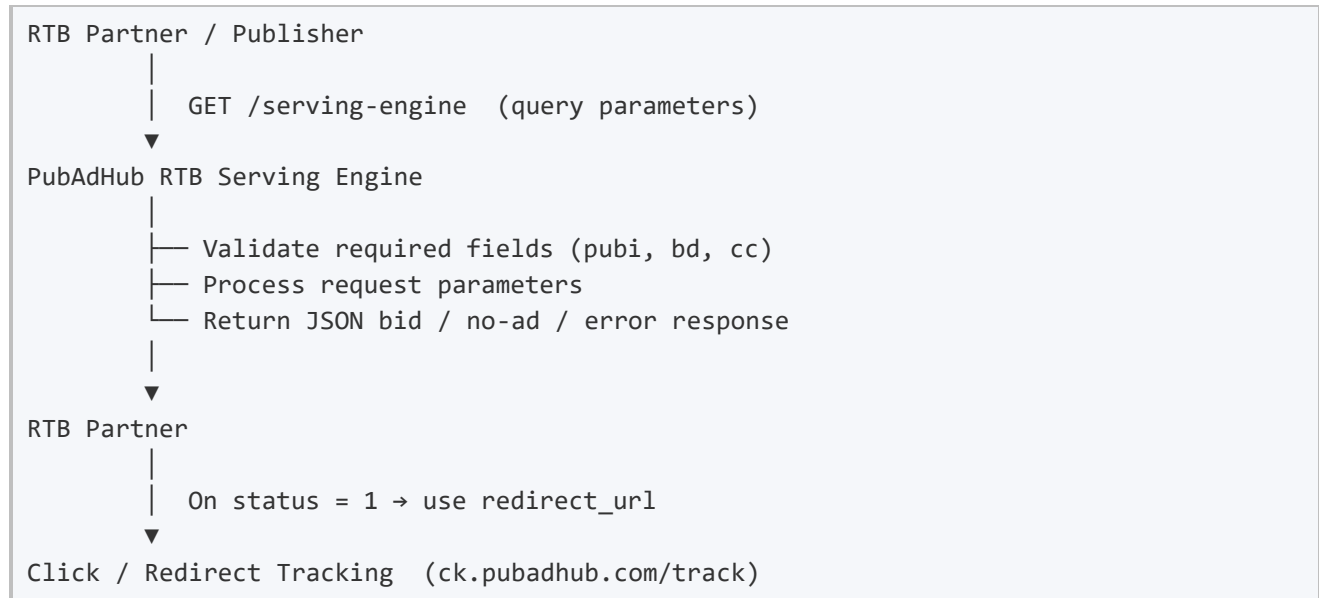
This document is the integration specification for the Serving Engine endpoint. It covers the request format, required and optional parameters, success and no-ad responses, required-field error responses, and tracking via the returned redirect URL.

1.2 RTB Integration Overview

The Serving Engine is exposed as an HTTP GET API. Partners pass publisher, brand, geo, and optional traffic context as query-string parameters. PubAdHub returns a JSON response indicating whether an ad is available (status = 1) or not (status = 0), along with bid and redirect details when successful.

- Protocol: HTTP GET query-string request → JSON response
- Currency for bid amounts: USD only
- Successful ads include a `redirect_url` used for click / ad redirect tracking
- Deeplink support is indicated via the `is_deeplink` response field (Yes/No)

1.3 Integration Flow



2. Serving Engine

2.1 Endpoint

GET /serving-engine

Base URL: <http://rtb.pubadhub.com>

Full API format (as provided in the RTB API Details specification):

API Format

```
http://rtb.pubadhub.com/serving-engine?pubi={PublisherID}&bd={BrandDomain}&ua={UserAgent}&kw={KeywordFromUserSearch}&cc={CountryCode}&ip={UserIpAddress}&dl={DeepLink}&clickid={PublisherClickID}&subid={SourcesOfTraffic}&fbid={FloorBid}&ref={Referrer}
```

2.2 HTTP Method

Method: GET

Important: The Serving Engine must be called using HTTP GET with query-string parameters as shown in the API Format section.

2.3 Authentication

Publisher identification is provided through the required pubi parameter ({PublisherID}). Your Account Manager (AM) will provide your Publisher Id.

No additional authentication headers or tokens are specified in the RTB API Details documentation for this endpoint.

2.4 Headers

The RTB API Details documentation does not specify custom HTTP request headers for the Serving Engine. The documented response format is JSON.

2.5 Request Requirements

- Required parameters: pubi, bd, cc
- Optional parameters: ua, kw, ip, dl, clickid, subid, fbid, ref
- Pass macro placeholders only when substituting real values (see Section 3)
- For deeplink: pass dl when available; keep it empty if not available

Warning: Missing required fields return status = 0 with an error message (for example, "The Brand Domain is required." or "The country code is required.").

3. RTB Request

3.1 Request Structure

The Serving Engine request is an HTTP GET URL. All parameters are passed as query-string key/value pairs. Placeholders in curly braces indicate values that partners substitute at request time.

3.2 Request Parameters

Field	Type	Macro / Placeholder	Required	Description
pubi	String	{PublisherID}	Required	Your AM will provide you Publisher Id
bd	URL	{BrandDomain}	Required	Brand domain
cc	String	{CountryCode}	Required	Country Code
ua	String	{UserAgent}	Optional	End user browser agent
kw	Number/String	{KeywordFromUserSearch}	Optional	You can pass, user search keyword
ip	IPV4/IPV6	{UserIpAddress}	Optional	End user IP address
dl	URL	{DeepLink}	Optional	This will use to redirect particular page, keep it empty if not available
clickid	Number/String	{PublisherClickID}	Optional	Publisher click Id, In this param you can pass the Number, String and both
subid	String	{SourcesOfTraffic}	Optional	Traffic Source
fbid	Decimal	{FloorBid}	Optional	Probable winning bid
ref	String	{Referrer}	Optional	Referrer URL where Ad was displayed

3.3 Parameter Notes

- **pubi** — Required. Publisher Id provided by your Account Manager.
- **bd** — Required. Brand domain (URL type).
- **cc** — Required. Country Code.
- **ua** — Optional. End user browser agent.
- **kw** — Optional. User search keyword (Number/String).
- **ip** — Optional. End user IP address (IPv4/IPv6).
- **dl** — Optional. Deeplink URL used to redirect to a particular page; keep empty if not available.
- **clickid** — Optional. Publisher click Id; may be Number, String, or both.
- **subid** — Optional. Traffic Source.
- **fbid** — Optional. Probable winning bid (Decimal / FloorBid).
- **ref** — Optional. Referrer URL where the Ad was displayed.

3.4 PubAdHub Request Macros / Placeholders

The following placeholders appear in the documented API format. Partners replace these with live values when constructing the request:

Macro / Placeholder	Query Parameter	Description
{PublisherID}	pubi	Publisher identifier
{BrandDomain}	bd	Brand domain
{UserAgent}	ua	End user browser agent
{KeywordFromUserSearch}	kw	User search keyword
{CountryCode}	cc	Country Code
{UserIpAddress}	ip	End user IP address
{DeepLink}	dl	Deeplink URL
{PublisherClickID}	clickid	Publisher click Id
{SourcesOfTraffic}	subid	Traffic Source
{FloorBid}	fbid	Probable winning bid
{Referrer}	ref	Referrer URL where Ad was displayed

3.5 Request Example

Example GET request constructed from the documented API format:

HTTP Request

```
GET /serving-
engine?pubi={PublisherID}&bd={BrandDomain}&ua={UserAgent}&kw={KeywordFromUserSearch}&cc={Country
Code}&ip={UserIpAddress}&dl={DeepLink}&clickid={PublisherClickID}&subid={SourcesOfTraffic}&fbid=
{FloorBid}&ref={Referrer} HTTP/1.1
Host: rtb.pubadhub.com
```

Complete URL form:

Request URL

```
http://rtb.pubadhub.com/serving-
engine?pubi={PublisherID}&bd={BrandDomain}&ua={UserAgent}&kw={KeywordFromUserSearch}&cc={Country
Code}&ip={UserIpAddress}&dl={DeepLink}&clickid={PublisherClickID}&subid={SourcesOfTraffic}&fbid=
{FloorBid}&ref={Referrer}
```

4. RTB Response

4.1 Response Structure

The Serving Engine returns a JSON object. On success (status = 1), the response includes bid_amount, redirect_url, and is_deeplink. On no-ad (status = 0), the response may contain only status. Required-field errors return status = 0 with an error message.

4.2 Response Parameters

Field	Expected Value	Description
status	0 or 1	1 => Success with Ads 0 => No Ads
bid_amount	Decimal	The bid amount will be returned in USD only.
redirect_url	URL	It will return the ad's redirect URL. Example value: <code>https://ck.pubadhub.com/track?encyp=0u8IgckyXQH2G6xy32Spdvzx+3RdLspJK3aS0jauqYNc1e0iQnejHVTmIgGpo1N+WgelHjtjiWjY/uxomP8rxQ==&rtuli=02bdc1e13a7b75c698114c94d61b3f5b&pli=16&cc=US</code>
is_deeplink	Yes/No	Yes => We do support deeplink and we have received deeplink in request parameter No => Either we are not supporting deeplink or we have not received deeplink in request parameter

4.3 Bid Information

- status = 1 indicates Success with Ads.
- bid_amount is returned as a Decimal value.
- The bid amount will be returned in USD only.

4.4 Tracking Information

When an ad is available, redirect_url contains the ad's redirect / tracking URL hosted on the PubAdHub click/track domain.

redirect_url Example (from specification)

```
https://ck.pubadhub.com/track?encyp=0u8IgckyXQH2G6xy32Spdvzx+3RdLspJK3aS0jauqYNc1e0iQnejHVTmIgGpo1N+WgelHjtjiWjY/uxomP8rxQ==&rtuli=02bdc1e13a7b75c698114c94d61b3f5b&pli=16&cc=US
```

4.5 Deeplink Indicator

- Yes — We do support deeplink and we have received deeplink in request parameter.
- No — Either we are not supporting deeplink or we have not received deeplink in request parameter.

4.6 Success Response Example

Success Response

```
{
  "status": 1,
  "bid_amount": "0.20",
  "redirect_url": "https://ck.pubadhub.com//track?encyp=.....",
  "is_deeplink": "Yes"
}
```

5. No-Bid (No Ads) Response

A no-ad (no-bid) response is indicated by status = 0. In the documented No Ads example, only the status field is returned.

No Ads Response

```
{
  "status": 0
}
```

Important: status = 0 means No Ads. Partners should treat this as a no-fill / no-bid outcome and must not expect bid_amount or redirect_url in this response shape.

6. Errors & Troubleshooting

6.1 Required Field Error Responses

When required fields are missing, the Serving Engine returns status = 0 with an error string.

Required Field Error — Country Code

```
{
  "status": 0,
  "error": "The country code is required."
}
```

Required Field Error — Brand Domain

```
{
  "status": 0,
  "error": "The Brand Domain is required."
}
```

Condition	status	error
Country code required	0	The country code is required.

Brand Domain required	0	The Brand Domain is required.
-----------------------	---	-------------------------------

6.2 HTTP / Response Handling

- Always parse the JSON body and inspect status.
- status = 1 → Success with Ads; use bid_amount and redirect_url.
- status = 0 without error → No Ads.
- status = 0 with error → Required field / validation error.

6.3 No-Bid Scenarios

Documented no-ad outcome: JSON response with status set to 0 (No Ads). Partners should continue with their normal no-fill handling.

6.4 Troubleshooting

- Confirm the request uses GET against /serving-engine on the documented base URL.
- Verify required parameters pubi, bd, and cc are present and correctly populated.
- If error references Brand Domain, ensure bd is provided.
- If error references country code, ensure cc is provided.
- For deeplink campaigns, pass dl when available; otherwise leave it empty.
- Confirm redirect_url is followed for click / redirect tracking on success.

7. Tracking

7.1 Click / Redirect Tracking

On a successful bid response, the redirect_url field provides the ad's redirect URL. This URL points to the PubAdHub track endpoint (ck.pubadhub.com/track) and includes tracking parameters such as encyp, rtuli, pli, and cc as shown in the specification example.

Tracking / Redirect URL

```
https://ck.pubadhub.com/track?encyp=0u8IgckyXQH2G6xy32Spdvzx+3RdLspJK3aS0jauqYNcle0iQnejHVTmIgGp
o1N+WgelHjtjiWjY/uxomP8rxQ==&rtuli=02bdc1e13a7b75c698114c94d61b3f5b&pli=16&cc=US
```

7.2 Tracking Flow

```
RTB Request (GET /serving-engine)
  ↓
Serving Engine
  ↓
Bid Response (status = 1, redirect_url, bid_amount, is_deeplink)
  ↓
Partner uses redirect_url
```

↓
Click / Redirect Tracking (<https://ck.pubadhub.com/track?...>)

7.3 Deeplink and Redirect Behavior

The optional dl request parameter is used to redirect to a particular page. Keep dl empty if a deeplink is not available. The response field is_deeplink indicates whether deeplink was supported and received in the request.

8. Integration Flow Detail

8.1 Request Flow

1. Partner builds GET URL with required pubi, bd, cc
2. Partner adds optional ua, kw, ip, dl, clickid, subid, fbid, ref as applicable
3. Partner calls <http://rtb.pubadhub.com/serving-engine?...>
4. PubAdHub Serving Engine processes the request
5. Partner receives JSON response

8.2 Bid Response Flow

```
status = 1
→ read bid_amount (USD)
→ read redirect_url
→ read is_deeplink (Yes/No)
→ use redirect_url for ad redirect / click tracking
```

8.3 No-Bid Flow

```
status = 0
→ No Ads (no-fill / no-bid)
→ do not expect bid_amount / redirect_url in the No Ads example shape
```

8.4 Required Field Error Flow

```
status = 0
→ error present
→ e.g. "The country code is required."
→ e.g. "The Brand Domain is required."
→ correct request parameters and retry
```

9. Integration Checklist

Use the following checklist when integrating with the PubAdHub RTB Serving Engine. Items reflect only requirements documented in the RTB API Details specification.

- ☐ Serving Engine endpoint configured: GET /serving-engine
- ☐ Base URL configured: http://rtb.pubadhub.com
- ☐ Publisher Id (pubi) obtained from Account Manager
- ☐ Required parameters implemented: pubi, bd, cc
- ☐ Optional parameters implemented as needed: ua, kw, ip, dl, clickid, subid, fbid, ref
- ☐ Request URL / macro placeholders substituted with live values
- ☐ JSON response parsing implemented for status
- ☐ Success (status = 1) handling: bid_amount, redirect_url, is_deeplink
- ☐ Bid amount handled as USD Decimal
- ☐ No Ads (status = 0) / no-bid handling implemented
- ☐ Required-field error handling implemented (error message present)
- ☐ redirect_url used for click / redirect tracking
- ☐ Deeplink (dl) passed when available; left empty when not available
- ☐ is_deeplink Yes/No interpreted per specification
- ☐ End-to-end test of Success, No Ads, and Required Field Error responses

Appendix A - Quick Reference

GET /serving-engine

Base URL: <http://rtb.pubadhub.com>

Required parameters	pubi, bd, cc
Optional parameters	ua, kw, ip, dl, clickid, subid, fbid, ref
Success	status = 1 with bid_amount, redirect_url, is_deeplink
No Ads	status = 0
Required field error	status = 0 with error message