

MediaFuse Integration Process for Publishers

The BPA Media Exchange has teamed with MediaFuse to provide participating publishers with a pre-bid wrapper solution to connect publishers to multiple demand sources and private marketplaces (PMPs) in an efficient and effective way.

Follow the steps below to successfully integrate with the MediaFuse (MF) platform:

STEP 1:

- Publisher provides admin@mediafuse.com access to publisher's Google Ad Manager (GAM) account
- Publisher provide Jon Vitulli access to publisher's GAM (if not done already)

STEP 2:

- Export active publisher ad units and send to BPA (jvitulli@bpaww.com)
- BPA enters ad units into MF system
- MF creates placements in SSP
- Naming convention: BPA/Pubsite/adunit name

STEP 3:

- Header Bidder Integration guide and Ads.txt info sent to publisher for upload to root directory
- Publisher implements MF Lift publisher site-specific wrapper script
- BPA/Publisher facilitate wrapper integration on dev site / designated test URL

STEP 4:

- MF associates ad units to wrapper placements
- MF integrates API push line items into publisher's GAM account
- BPA/Publisher/MF troubleshoot and QA dev site/test URL

STEP 5:

- Publisher pushes MF script live after positive test results
- BPA/Publisher/MF confirm wrapper is working in the live environment