

Google
Display & Video 360
Native Ads Integration Specification
Version 1.4
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Version Log

Version	Date	Section Link	Change
0	Dec 2017		Draft proposal for review & comments
1	Mar 2018		Draft for Native v1.1 supporting display and video
1	April 2018	4.1	Final Spec for release for original v1 April 2018
1	June 2018		Officially released
1.1	July 2018		Updated for Display & Video 360 branding
1.2	Aug/Sept 2018	2.1 4.1 5.2 5.3 5.4	Add support for Native v1.2 and related features impression, viewability and privacy, placement Updated Request classifications for Video & App install Added Bid Response classification Native v1.2 Feature Implementation Notes
1.3	March 2020	2 4 4.2 5.4	Deprecation of Native v1.0 & v1.1 Updates to buyer specification Add Native Ad Placement Definition Updated Placement Type
1.4	April 202	5.4.2	Update Event Trackers: JS tracker from optional to required Update 5.6 Bidding Policy to include IVT requirements and threshold

1. Native Ads

A “native ad” is a paid advertisement that fits the look, feel and function of a publisher’s content, context and user experience. It’s assimilated into the design so that it feels like it belongs on the page or in the app.

This document explains how to structure a RTB bid request to Display & Video 360 containing a list of creative assets required for a native ad unit and Display & Video 360 Native Policies.

1.1 How it works

1. An Exchange sends a request to Display & Video 360. The request specifies the type of native format and the desired creative assets.
2. Display & Video 360 responds with the requested assets from qualified buyers.
3. Exchange runs an auction to select the winning bid and sends the buyer's supplied creative assets to the publisher.
4. The publisher assembles the assets into a native ad and styles them to fit the site's design.

2. [IAB Spec](#)

IAB OpenRTB Specification and the IAB OpenRTB Dynamic Native Ads API Specification will be the base for the Display & Video 360 Native Integration Specification. This document will indicate:

- Supported Versions
- Communicate plans to update to the newest IAB Native spec
- Timeline for migration and backward compatibility along with end of support timeline

2.1 Supported IAB Versions

- Native v1.2
 - The following features are supported (see details in 5.4):
 - Placement Type
 - Event Trackers
 - Impressions
 - JS Tracker
 - Privacy Field
- Native v1.1 (**deprecated Q2-2019**)
 - Placement Type
- Native v1.0 (**deprecated Q2-2019**)

3. Not Supported

Component based exchange/publisher rendering that does not match the IAB and Display & Video 360 definition of Native Ads (i.e. does not match the look and feel of the publisher page/app, included but not limited to styling, placement, rendering).

4. Display & Video 360 Buyer Specifications

The following section is provided to help SSPs better understand how Display & Video 360 defines the Native product suite and buying workflow. These definitions and requirements are agnostic to ensure that buyers get the best value and reach across all Exchanges and Publishers. It also allows room for custom agreements between advertisers and publishers via deals.

4.1 Supported Creative Formats

- Native Display
- Native Display App Install
- Native Video

4.1.1 Native Display

Display & Video 360 UI Field	Description	Requirements
Advertiser name	Advertiser name to display in the creative.	Maximum 25 characters
Logo image	Advertiser's logo.	Minimum size: 100 x 100 pixels File formats: jpg, png Maximum width/height: 2000 pixels Maximum file size: 1200 KB Aspect ratio: 1 : 1 Color model: RGB (CMYK is not supported)
Image	Image to promote the advertiser's product or service.	Minimum size: 1200x627 pixels Supported image file formats: jpg, png Maximum width/height: 2000 pixels Maximum file size: 1200 KB Aspect ratio: 1.91 : 1 Color model: RGB (CMYK is not supported)
Square image	A square, 1:1 aspect ratio image of the product or service.	Minimum size: 627 x 627 pixels Supported image file formats: jpg, png Maximum width/height: 2000 pixels Maximum file size: 1200 KB Aspect ratio: 1 : 1 Color model: RGB (CMYK is not supported)

Headline	The headline to display in the creative.	Maximum 25 characters
Long headline	An alternate, longer version of the headline.	Maximum 50 characters
Body text	Body text describing the product or service	Maximum 90 characters
Long body text	An alternate, longer version of the body text describing the product or service.	Maximum 150 characters
Caption URL	A shorter, friendlier version of the landing page URL to display in the creative.	Maximum 30 characters
Landing page URL (Third-party ad servers only)	The web page to direct people to when they click your ad.	Maximum 1024 characters
Call to action	The text on the ad's call-to-action button or link. For example, "Shop now".	Maximum 15 characters
Impression tracking URLs	The URL of one or more third-party impression trackers to call when the ad is displayed.	Maximum 1024 characters

4.1.2 Native Display App Install

Display & Video 360 UI Field	Description	Requirements
Mobile app	An Android or iOS mobile app.	Select from app store listing to auto populate other fields
Advertiser name	Advertiser name to display in the creative. App's developer or publisher name.	Maximum 25 characters
Star rating	The star rating of your app, from 0–5 stars (for example, 4.5).	Auto populate from mobile app selection
Price	The purchase price the app in the Google Play or iOS App Store (for example, \$5.99).	Auto populate from mobile app selection
Logo	A logo image or app icon.	Minimum dimensions: 100x100 pixels Supported image file formats: jpg, png Maximum width/height: 2000 pixels Maximum file size: 1200 KB Color model: RGB (CMYK is not supported)
Image	A large image to advertise the app.	Minimum dimensions: 1200 x 627 Aspect ratio: 1.91:1 Images may not include more than 20% text. Color model: RGB (CMYK is not supported)
Headline	The headline to display in the creative.	Maximum 25 characters
Long headline	An alternate, longer version of the	Maximum 50 characters

	headline.	
Body text	Body text describing the app.	Maximum 90 characters
Long body text (optional)	An alternate, longer version of the body text describing the app.	Maximum 150 characters
Landing page URL (Third-party ad servers only)	The app store page to direct people to when they click your ad.	Maximum 1024 characters
Call to action	The text on the ad's call-to-action button or link. For example, "Install now".	Maximum 15 characters
Impression tracking URLs	The URL of one or more third-party impression trackers to call when the ad is displayed.	Maximum 1024 characters

4.1.3 Native Video

Display & Video 360 UI Field	Description	Requirements
Advertiser name	Advertiser name to display in the creative.	Maximum 25 characters
Logo image	Advertiser's logo.	Minimum size: 128 x 128 pixels File formats: jpg, png Maximum width/height: 2000 pixels Maximum file size: 1200 KB Aspect ratio: 1 : 1 Color model: RGB (CMYK is not supported)
Cover Image	Image to promote the advertiser's product or service.	Minimum size: 1200x627 pixels Supported image file formats: jpg, png Maximum width/height: 2000 pixels Maximum file size: 1200 KB Aspect ratio: 1.91 : 1 Color model: RGB (CMYK is not supported)
Video	Video to promote the advertiser's product or service.	Source files can be up to 1GB and in one of the following formats: .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv.
Headline	The headline to display in the creative.	Maximum 25 characters
Long headline	An alternate, longer version of the headline.	Maximum 50 characters
Body text	Body text describing the product or service	Maximum 90 characters
Long body text	An alternate, longer version of the body text describing the product or service.	Maximum 150 characters
Caption URL	A shorter, friendlier version of the landing page URL to display in the creative.	Maximum 30 characters

Landing page URL (Third-party ad servers only)	The web page to direct people to when they click your ad.	Maximum 1024 characters
Call to action	The text on the ad's call-to-action button or link. For example, "Shop now".	Maximum 15 characters
Impression tracking URLs (optional)	The URL of one or more third-party impression trackers to call when the ad is displayed.	Maximum 1024 characters
Third Party URL	The URL of a third-party to track interactions with the video asset	Maximum 1024 characters

4.2 Native Ad Placement Definition

Placement type refers to the placement of the ad in relation to the content. The [IAB Native Advertising Playbook 2.0](#) defines Native ad types and the criteria for evaluating them, and is the basis of Display & Video 360's Native Ad Placement product definition. Please reference the playbook for details and examples.

4.2.1 In-feed

Native ads placed in article and content feeds and mimic the surrounding site design and aesthetics. As consumers scroll the listing, editorial is mixed with native ad units providing an uninterrupted flow.

4.2.2 In-article

Native ads placed on article pages, in between paragraphs of content or at the end of the article, and are designed in such a way that they mimic the design and aesthetics of the surrounding editorial content experience.

4.2.3 Peripheral

Native ads placed tangential to the content and context on a page and are designed in such a way that they mimic the design and aesthetics of the page.

4.2.4 Content Recommendation

Native ads (article, video, product or web page) that are placed alongside other editorial content, ads, and/or paid content. These can also be placed below or alongside publisher content, such as an article or in a feed.

4.2.5 Branded/Native Content

Branded/Native Content is paid content from a brand that is published in the same format as full editorial on a publisher's site, generally in conjunction with the publisher's content teams.. The invitation state can be promoted in placements as defined above with the click through content rendered on a page, hosted, and served by a publisher within the publisher site, like their editorial experiences.

4.2.6 IAB ad sizes

Native Ads can potentially appear within traditional IAB ad sizes, such as 300x600, 300x250, etc. These would be considered native **only** if the ad has customization to match the unique look and feel of the publisher. This would include, but not be limited to customized colors, layout and font treatments so the ad feels like a natural part of the site or app and located within the feed of content on the page.

5. Integration Specifications

The following section details the bid request/response policies along with feature specifications.

5.1 Native Asset Request Object

5.1.1 Required and Optional fields

Display & Video 360 will always respect the requirements of a bid and attempt to match the highest number of creative assets in the bid request. Display & Video 360 will ensure that all required assets are present in the bid response. Optional assets may be included in the bid response where possible.

As each asset field in the native object can be noted as either “Required” or “Optional”. The following rules apply:

- Assets marked **Required** must equal what will be rendered by the publisher. There should be no difference between what the exchange required for bid and what the publisher requires to render.
- Assets marked as **Optional** must always be rendered when provided by Display & Video 360 in the bid response.

Any asset that cannot be rendered in the placement should not be included in the bid request.

5.2 Bid Request Format Classification

This section details how a bid request is classified to be eligible for bidding by Display & Video 360 Native Formats.

5.2.1 Native Display

A request for a display only placement must include the main image and should not include the video field.

5.2.2 Native Display App Install

A request for a display appinstall placement must include the star or price field as required or optional.

5.2.3 Native Video

A request for a video only placement must include the video field as required.

5.2.4 Native-hybrid

A request for a placement that allows for publishers to accept bids for both native display and native video for the same placement.

- Video field must be included and must be marked as “optional”
- Image field must be included and should be marked “optional” or “required”

5.3 Bid Response Format Classification

Bids will only be accepted where assets requested (required + optional) meets the following in accordance with Display & Video 360 Formats :

5.3.1 Native Display

- Main Image + Headline or Body + Logo or Advertiser
- Main Image + Headline or Body + CTA

5.3.2 Native Video

- Video + Headline or Body + Logo or Advertiser
- Video + Headline or Body + CTA

5.3.3 Native Display App Install*

- Main Image + Headline or Body + CTA
- App Icon + Headline and Body + CTA

*Will also include price and/or star as requested in the bid per 5.2.2

5.4 Native v1.2 Feature Implementation Notes

5.4.1 Placement type

We read the placement type of the ad to be rendered from the "plcmtype" attribute in the native request object. ***Placement type declared in the bid request must match the rendered placement.***

- **Placement Count** : Only 1 placement type must be sent per bid request
- **Empty Placement Type** : If you do not populate this attribute, it will be shown as unknown in the product and may limit demand.

Placement Mapping

Placement Type ID	Placement Type	Description
1	In-feed	See definition in section 4.2.
2	In-article	
3	Peripheral	
4	Content Recommendation	
500+	Exchange extension	

5.4.2 Event Trackers

Native 1.2 deprecates the usage of "imptrackers" from the Native Bid response. As such, we require all Native 1.2 requests to indicate support for impression and JavaScript trackers using the "eventtrackers" attribute in the native request object.

- **Impression tracking** : An EventTracker object with event = 1 (impression) and method = 1 (img) is required, and indicates support for pixel-based impression trackers.
- **JavaScript-based tracking** : If a placement supports JavaScript-based tracking, it should indicate support for it with an EventTracker object with event = 1 (impression) and method = 2 (js). Note that this should be used even for viewability trackers. We do not support other event types (viewable-mrc50 etc.).

5.4.3 Privacy

We read the "privacy" attribute from the native bid request object. If this value indicates support for a privacy URL, we may respond with a buyer-specific privacy URL.

5.5 Metric Reporting

5.5.1 Native Video

Video Impression tracker and video billing event

- The impression trackers (specified in the imptrackers array in the native bid response) must be fired to indicate a billing event for native video.
- The VAST for the video may also contain video impression trackers. We expect these to be fired at the appropriate time, but they are not considered to be billing events.
- Timing of video billing event : per IAB [IAB OpenRTB 2.5 section 4.2.3](#), the billing event must be fired upon the first video frame being rendered.

Click tracking

- Clicks on a native video ad must be fired against the click tracker in the bid response. (The link.url object in the Native object in the bid response).
- The VAST might specify additional click trackers. We expect these to be fired as well, but these are not counted by Display & Video 360 as clicks against the native video ad.

Additional tracking events for video

- The VAST might specify additional tracking events for video, such as Start, Stop, firstQuartile, and so on. If specified, we expect these to be fired at the appropriate time.

5.6 Bidding Policy

5.6.1 Assets

- Text length
 - Sending a text asset (body text, for example) shorter than the suggested maximum number of characters allowed by Display & Video 360 UI will impact bidding and returned assets.
- Image size
 - The image asset object may contain the exact image size (specified by w and h), the minimum image size (specified by wmin and hmin), or both.
 - If w and h are specified, that will define the base aspect ratio, if not wmin and hmin will define it.

- If exact image size is specified, the bid response will contain an image of that size with a 5 pixel tolerance.
- If a minimum image size is specified, that will be used as the minimum size, and an aspect ratio range will be used to allow images of different sizes above the minimum size. We will add a tolerance of 0.1 to the base aspect ratio. So the allowed aspect ratios will be $0.9 * \text{base_aspect_ratio}$ to $1.1 * \text{base_aspect_ratio}$.
- Video
 - Requests accepted for VAST URL and VAST XML. Display & Video 360 **cannot** return a raw video file (WebM, MP4, etc.).
 - To avoid fraud and ensure the integrity of video placements, Display & Video 360 will monitor, filter and not buy video placements that consistently do not render the video element.
- App Install
 - App install placement that include either the star and price field as optional, will also be considered eligible for Native Display

5.6.2 Invalid Traffic Filtration

Suppliers will need to implement the changes by July 1st, 2022 with at least 80% of the native ads inventory being sent to DV360 having JavaScript enabled as per 5.42 Event Trackers. Not meeting this threshold could increase the risk of your inventory being filtered due to insufficient signal collection. Filtration will be at the publisher level and so it is recommended that exchanges work to get all publisher inventory compliant.

6. Display & Video 360 Specific Features

6.1 Native Enhanced Preview

Preview available in the Display & Video 360 native creative workflow and serves to provide realistic publisher preview to buyers as a sample to available inventory. The feature is supported by SSPs Preview Service/API. The feature is currently SSP agnostic with the focus being on the publisher. Support available for Native Display and Native Video Preview. Integration details available on [request](#).

7. Exchange Specific Feature

An exchange may offer capability not yet supported by the current version of the spec Display & Video 360 will decide on a case by case basis to implement this feature. Once the feature is supported by the exchange will be required to update to the Display & Video 360/IAB agreed implementation.

