



Stand: 26.03.2024

Yieldlab

csv-Export: Adslots List

To export all an account's Adslots including the details go to the Yieldlab UI *Inventory > Adslots List* and select *Download Adslots List*.

All the account's adslots will be exported in csv format and the information below will be provided.

csv-Import: Adslots List

Importing the adslots csv list allows you to create multiple new adslots or modify existing adslots. In the Yieldlab UI you can upload the adslots csv-list under *Inventory > Adslots > Upload Adslots List*.

Whether you are creating new adslots and/or changing existing adslots, the following rules apply for the import:

- The uploaded file must be a semicolon-separated csv file.
- It must include the title line with the exact column names.
- Only valid combinations of platform and ad type are accepted.
- Depending on respective combination, different parameters must be filled.

If you wish to enter several values for a parameter, these must be separated with a vertical bar | (shortcut: alt + 7). (Please note: Do not use spaces after the bar).

Do not enter any adslot IDs when creating new adslots via csv import.

When changing existing adslots via csv import, the existing IDs of the adslots to be changed must be specified.

Adslot IDs must not appear more than once within the csv file.

The following fields are available in the csv file:



Stand: 26.03.2024

Parameter	Description	Mandatory	Modifiable	Selection Options
id	Adslot ID. Cannot be modified for existing adslots. Must be unique. Must be left blank when creating new adslots.	-	-	-
adType	Advertising type	yes	no	1 (= Banner) 2 (= Video) 3 (= Audio) 4 (= Native)
platformType	Platform type	yes	no	1 (= Web) 2 (= Mobile Web) 3 (= Mobile App) 4 (= Addressable TV) 5 (= Connected TV) 6 (= Digital out of Home)
name	Adslot name. Max. 128 characters.	yes	yes	-
sizes	Adslot format. Width x Height. For inventory types Web Banner, Mobile Web Banner, and Mobile App Banner, up to 10 formats are possible and are separated by vertical bar/pipe.	yes	yes	-
floorPrices	Floor price in eurocent. If there are several formats and different prices, the prices are separated by a vertical bar/pipe corresponding to the order of the formats. If only one value is displayed, it is valid for all defined formats.	no	yes	-
url	Adslot referrer.	yes	yes	-



Stand: 26.03.2024

Parameter	Description	Mandatory	Modifiable	Selection Options
categories	IAB Categories. Enter multiple values separated by a vertical bar/pipe.	no	yes	-
position	Adslot position.	no	yes	0 (= Unknown) 1 (= Above the fold) 2 (= Below the fold)
visible	Adslot visibility in YRD / API.	no	no	true (= visible) false (= invisible)
appName	Name of app in which the adslot is used. For platform types Mobile App and Connected TV.	yes	yes	-
bundleName	App-specific ID from the App Store/Play Store. For platform types Mobile App and Connected TV.	yes	yes	-
mobileOS	App operating system. For platform type Mobile App.	yes	yes	0 (= Unknown) 1 (= Android) 2 (= iOS)
storeURL	Full URL of the app download page in the App Store/Play Store. For platform types Mobile App and Connected TV.	yes	yes	-
videoPosition	Position of the video in the stream or outstream. Also called startdelay. For ad type Video.	yes	yes	0 (= Preroll) -1 (= Midroll) -2 (= Postroll) -3 (= Outstream)
videoPlacementType	Position of the video in the context of the website. Video.plcmt-field in the Open RTB Bid Request	no	yes	1 (= Instream) 2 (= Accompanying content) 3 (= Interstitial) 4 (= No content / Standalone)



Stand: 26.03.2024

Parameter	Description	Mandatory	Modifiable	Selection Options
playbackMethod	Defines the playback method for a video. For ad type Video.	no	yes	1 (= On Page Load with Sound) 2 (= On Page Load with Sound off) 3 (= On Click with Sound) 4 (= On Mouse-Over with Sound) 5 (= On Entering Viewport with Sound) 6 (= On Entering Viewport with Sound off) 7 (= Continuous Playback)
minDuration	Minimum duration of the ad in seconds. For ad types Video and Audio. If no minimum duration applies, 0 must be entered.	no	yes	-
maxDuration	Maximum duration of the ad in seconds. For ad types Video and Audio. If no maximum duration applies, 0 must be entered.	no	yes	-
mimeTypes	Accepted file types. For ad types Video and Audio. Enter multiple values separated by a vertical bar/pipe.	yes	yes	<u>Video</u> video/x-flv video/mp4 application/x-shockwave-flash application/javascript <u>Audio</u> audio/mpeg audio/ogg audio/aac audio/wav
protocols	Supported VAST versions. For ad types Video and Audio. Enter multiple values separated by a vertical bar/pipe.	yes	yes	2 (= VAST 2.0) 5 (= VAST 2.0 Wrapper) 7 (= VAST 4.0) 8 (= VAST 4.0 Wrapper) 11 (= VAST 4.1) 12 (= VAST 4.1 Wrapper) 13 (= VAST 4.2) 14 (= VAST 4.2 Wrapper)



Stand: 26.03.2024

Parameter	Description	Mandatory	Modifiable	Selection Options
skippability	Specifies whether the ad can be skipped. For ad types Video and Audio.	no	yes	0 (= non-skippable) 1 (= skippable)
minBitrate	Specifies the minimum bitrate of the ad. For ad types Video and Audio.	no	yes	-
maxBitrate	Specifies the maximum bitrate of the ad. For ad types Video and Audio.	no	yes	-
placementType	Adslot layout. For ad type Native.	yes	yes	1 (= In Feed) 2 (= In Content) 3 (= Standard Placement) 4 (= Recommendation Widget)
nativeDescription	Defines whether a teaser text is required. For ad type Native.	yes	yes	0 (= not required) 1 (= required)
apiFramework	Supported VPAID/MRAID versions. Also called api. VPAID versions for Video ad formats. MRAID versions for Mobile App Video, Mobile App Banner, and Connected TV. Enter multiple values separated by a vertical bar/pipe.	no	yes	1 (= VPAID 1.0) 2 (= VPAID 2.0) 3 (= MRAID-1) 5 (= MRAID-2) 6 (= MRAID-3) 7 (= OMID 1.0) 8 (= SIMID 1.0) 9 (= SIMID 1.1)
firstprice	Adslot auction type.	no	yes	true (= 1st Price) false (= 2nd Price / Vickrey)
overrideReferrer	Enables overriding the referrer.	no	yes	true (= Referrer is overridden with the value of the URL) false (= Referrer is not overridden)