

Being by the client-side

Introducing AdsWizz enhanced SDKs



Our **Software Development Kits (SDKs)** enable you to develop custom streaming players and mobile applications that connect to the AdsWizz ad server (AudioServe), ensuring that you are not restricted by the potential limitations of a pre-developed solution. All in one, SDK is a high performance, low footprint, **mobile client-side audio ad monetization solution.**

Stream Metadata Support

Our SDKs allow you to trigger ad break events or display information within your player based on in-stream metadata (i.e. Ad Metadata, Now Playing Information), regardless which streaming server is being deployed. When used in combination with the AdsWizz Audio Injector for Servers (AIS), you can also opt to read the metadata through a separate connection. This will allow you to easily overcome any limitations that can be caused by using certain types of players.

Offline Podcast Reporting

Do you need a report on the ads consumed while your users were listening to your podcasts offline? Simple task. Our SDKs will track how the ads get delivered and report the data the next time the user goes online.

Minimal Development and Implementation Costs

SDKs allow you to implement and maintain your player solutions with minimal costs. Our team will always make sure that our solution will reflect and adapt to the latest changes in browser and mobile technology.

Supporting Interactive Formats

Our interactive formats allow you to drive interaction, increase conversion and ultimately generate a purchase. Our shake me format allows listeners to shake their mobile phone to **receive a digital coupon, open a url in a native browser, place a call, or get directions to the nearest store.** More interactive formats coming soon.

Player Agnostic

The SDKs are protocol, encoding, and device agnostic, meaning they can be integrated with almost any player. This way we make sure you can provide your audience with the best listening experience while having a minimal development cost.

Collecting User Information

The SDKs have been designed to collect user information that can be later used for enhanced targeting. **AdsWizz SDKs do not collect any PII data.** The focus is on collecting listening signals. Some examples are the **GPS location, if the headphones are in use, the listening volume, if the phone is connected to bluetooth, motion signals,** etc.

Listener ID Management

The SDKs allow you to manage the Listener ID that is unique to the device playing the audio stream. The SDKs ensure that your audience and listening metrics are correct, and allow for frequency capping across sessions.

First-Party Data Management

Every time you are asking users to register, you have the opportunity to collect first-party data. You can now use the SDK to pass any relevant first-party targeting data (i.e gender, age or postal code) in order to perform a more precise targeting.

Ad Creatives

Our SDKs can easily allow you to display a companion banner synced to your audio content, with no additional player-side development or integration required.

Note on Creatives and Ad-Blockers:

Depending how you connect, ad-blockers can impact you in different ways. For example- if you use the IAB's Display and Video Advertising Standard Template (DAST and VAST) formats to connect, then a client-side ad-blocker will block both the audio and display creatives. If you are using the AdsWizz AIS, then the user can only block the display/companion banner, without being able to interfere with the audio insertion. This means you will be able to continue delivering your audio ad.

No negative impact on the user experience

SDKs are built with battery consumption in mind, ensuring footprint is kept at a minimum.

No mobile ? No problem

In addition to our mobile client-side solutions, we also provide a JavaScript HTML5 solution for HTML5 webplayers. This will enable you to overcome the limitation webplayers have (of not being able to read in stream metadata) by providing you metadata from a secondary connection.

Get access to our SDKs

Contact your AdsWizz Partner to get access to the latest kits, APIs and documentation.