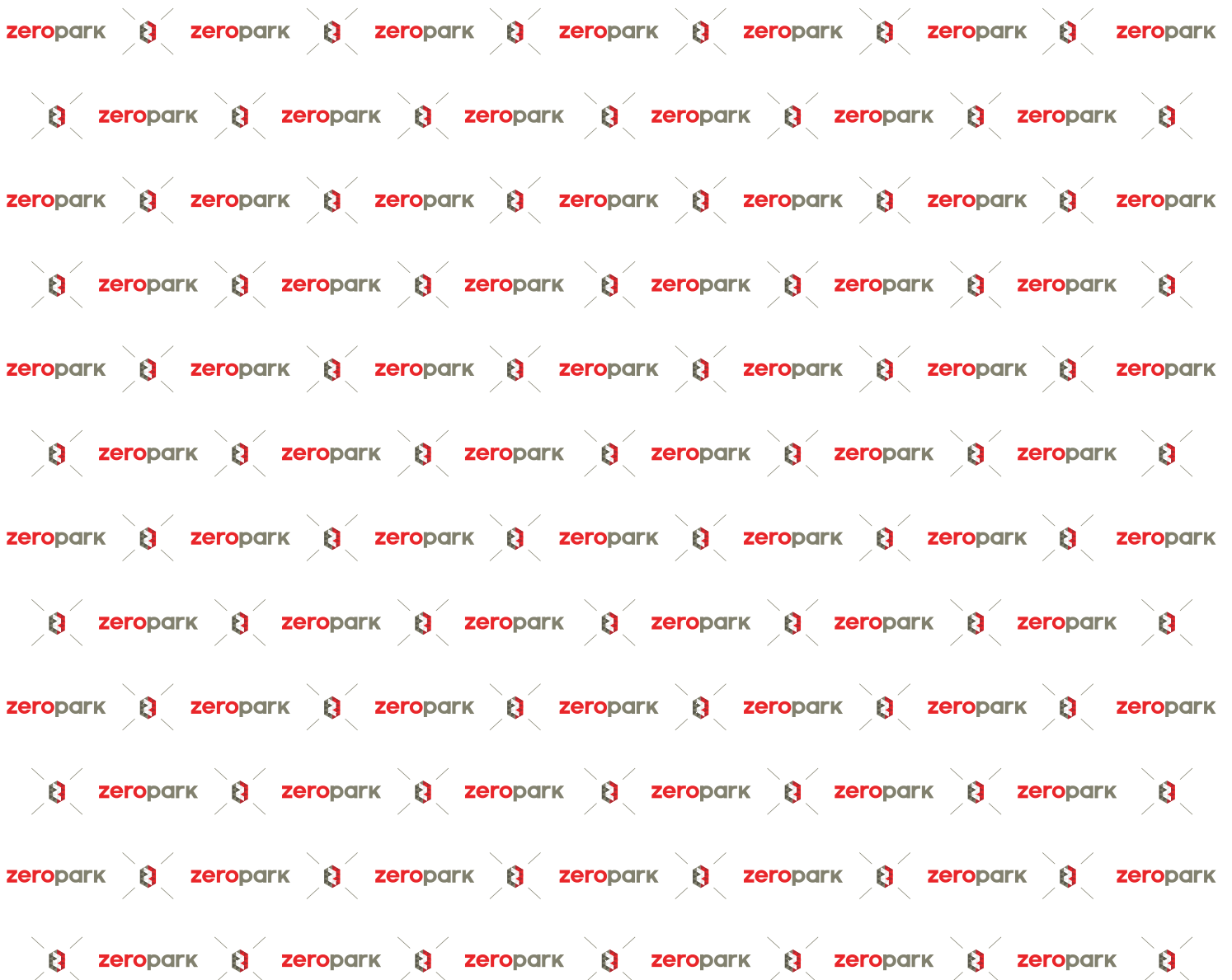




XML Feed Implementation Instructions



1.1 Feed Overview

- ✓ **Feed Type:** Pay Per View / Pay Per Redirect
- ✓ **Accepted Traffic:** Domain, Pop (Up, Under, Over), Interstitials
- ✓ **Feed Language:** XML
- ✓ **Bid Format:** PPV
- ✓ **Accepted GEOs:** ALL
- ✓ **Accepted Devices:** Desktop and Mobile

1.2. Introduction

The ZeroPark 0-Click PPV feed allows publishers to participate in ZeroPark's realtime bidding (RTB) ad exchange. Publishers sending queries to the feed will receive bids derived in an auction. The visitors will be auctioned off to our extensive network of direct advertisers. The publisher will receive a share of the highest bid available for the given visitor.

1.3. Contacts

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2.1. Prerequisites

Before implementing our feed, you must:

- 1 Create a publisher account on ZeroPark.com
- 2 Receive a feed ID

2.2. Feed Queries

- ✓ The ZP feed contains a range of required parameters, which must be passed in the feed calls.
- ✓ Every query must be unique; feed responses cannot be cached.
- ✓ Feed URL Syntax:



```
http://feed.zeropark.com/zeroclick?domain=<domain>&ip=<ip>&useragent=<ua>&keywords=<keywords> &feedid=<feed_id>
```

- ✓ The individual parameters are described below:

URL Parameter	Description	Required
Domain=<domain.com> OR Domain=<subid>	Domain typed in by the visitor; or domain that generated the pop; If no domain available, use the 'domainid' Example: domain = test.com domainid = 12345	Yes (at least one). You may use both, but the domain / subid combination must be unique Example: 1 domain = 1 subid
ip=<user_IP>	Visitor's IP address in the dotted format Example: ip = 195.116.242.159	Yes
useragent=<user_agent>	The URL encoded User Agent string sent by the visitor's browser. Example: useragent= Mozilla/5.0%20%28Macintosh%3B%20U%3B%20Intel%20Mac%20OS%20X%3B%20enUS%3B%20rv%3A1.8.1.4%29%20Gecko/20070515%20Firefox/2.0.0.4	Yes
keywords=<keywords>	Keywords associated with the visited domain or site that generated the pop. If sending multiple keywords, they should be comma separated. Example: videos, movies	No

URL Parameter	Description	Required
feedid=<feed_id>	Partner's unique ID assigned by ZeroPark. Example: 6019173b-675e-4852-98f4-d5g56fcgg861	Yes
proxyip	User's x-forwarded for IP address, whenever available	No

All parameters must be URL encoded. Most web programming languages provide a method of encoding the URL to ensure that invalid characters are not included in the HTTP GET request.

Reference can be made to the HTTP specification from W3C for URL encoding details (<http://www.w3.org/>).

- ✓ Example of a 0-Click feed query calls:

Using the 'domain' parameter:

```
http://feed.zeropark.com/zeroclick?domain=example.com&ip=195.116.242.159&useragent=Mozilla/5.0%20%28Macintosh%3B%20U%3B%20Intel%20Mac%20OS%20X%3B%20en-US%3B%20rv%3A1.8.1.4%29%20Gecko/20070515%20Firefox/2.0.0.4&keywords=videos,movies&feedid=6019173b-675e-4852-98f4-d5g56fcgg861&x_for_ip=81.18.207.226
```

Using the 'domainid' parameter:

```
http://feed.zeropark.com/zeroclick?domainid=12345&ip=195.116.242.159&useragent=Mozilla/5.0%20%28Macintosh%3B%20U%3B%20Intel%20Mac%20OS%20X%3B%20en-US%3B%20rv%3A1.8.1.4%29%20Gecko/20070515%20Firefox/2.0.0.4&keywords=videos,movies&feedid=6019173b-675e-4852-98f4-d5g56fcgg861&x_for_ip=81.18.207.226
```

2.3. Feed Response Format

A response to a query call is delivered in the following format:

```
<?xml version="1.0" encoding="utf-8"?>
<result>
  <bid> [bid] </bid>
  <redirecturl> [url] </redirecturl>
  <clickid> [clickid] </clickid>
</result>
```

The 0-Click feed response contains the following parameters:

Parameter	Description
result	The root element of the feed response document
bid	Top net bid value, for 1 visitor, expressed in United States dollars (USD)
redirecturl	URL where the visitor should be redirected to
clickid	The ID assigned by ZeroPark to each click

✔ Please note, unless specifically requested, the "clickid" parameter can be ignored.

Sample Response:

```
<?xml version="1.0" encoding="utf-8"?>
<result>
  <bid> 0.123 </bid>
  <redirecturl> zk.zeroredirect1.com/zcvisitor/e22b18b0-b2fe-11e4-9c5d-126d14f8d723 </redirecturl>
  <clickid> e22b18b0-b2fe-11e4-9c5d-126d14f8d723 </clickid>
</result>
```

✔ In case of no coverage, the feed will return a bid of "0".

Sample Response with no advertiser:

```
<?xml version= "1.0" encoding= "utf-8"?>
<result>
  <bid> 0 </bid>
  <redirecturl> </redirecturl>
  <clickid></clickid>
</result>
```