Prebid Analytics Installation Instructions

Shared Document

Summary

The Lexicon Analytics API allows publishers to get a detailed view of their supply performance across their Lexicon-enabled partner platforms. Publishers receive streamlined bidder and supply reporting for their addressable inventory. The module provides a better understanding of how identifiers from the 33Across User ID Sub-module and other user ID sub-modules improve monetization.

The analytics adapter is free to use. However, the publisher must work with our account management team to obtain a Publisher/Partner ID (PID), enable Analytics for their account, and enable emailed reporting for their account.

How to install the analytics adapter

Step 1) Request Partner ID

If you do not yet have Partner ID (PID) from 33Across, please contact our team at analytics_support@33across.com and indicate that you would like to obtain a PID for use with Prebid Analytics.

If you already have a PID from 33Across, please reach out to analytics_support@33across.com and request that your PID be enabled for Prebid Analytics.

Step 2) Incorporate the analytics adapter into your Prebid.js build

Proceed to re-build your Prebid.js distribution with the 33Across Analytics Adapter (under *Analytics Adapters*) enabled:

Analytics Adapters

☑ 33Across   ☐ adWMG   ☐ Adagio

☐ Adkernel   ☐ Adomik   ☐ AdxPremium

☐ agma   ☐ Appier   ☐ AsterioBid

☐ ATS Analytics   ☐ BidWatch   ☐ byData

☐ DataBlocks   ☐ ePlanning   ☐ Epsilon

Make sure that you have selected to install Prebid.js version 8.24.0 or higher.

In order to guarantee consistent reports of your ad slot behavior, we recommend including the GPT Pre-Auction Module. This module is included by default when Prebid.js is downloaded.

Step 3) Configure and enable the analytics adapter

Insert the following code into your pages that load Prebid.js:

```
<script>
pbjs.enableAnalytics({
    provider: '33across',
    options: {
        /**
         * The 33Across Publisher ID.
         */
        pid: 'abc123'
    }
});
</script>
```

The settings we support are:

Name	Type	Description	Default Value
pid	string	**Required**: Partner identifier. Provided by 33Across. Reach out to **analytics_support@33across.com**	(none)

| timeout | number | **Optional.** Timeout in milliseconds after which an auction report will be sent regardless of auction state. | 10000 (10 seconds) |