

Prebid Server Event Notifications

Technical Specification

Goal	1
Proposed changes	1
New endpoint	1
Query parameters	1
Response	2
Description	2
New Bid Extension fields	2

Goal

This is a Prebid-server side portion of modifications required to support [Prebid Server Event Notifications](#) proposal.

Proposed changes

New endpoint

A new `GET /event` endpoint will be created to allow Web browsers and mobile applications to notify about different ad events (win, view etc).

Query parameters

Query Parameter	Required?	Description
type	yes	Type of the event. Allowed values: win, view
bidid	yes	Bid ID, expected to be unique at least within single bidder
bidder	yes	Bidder code
format	no	Format of the tracking pixel image to return. Allowed values: png, jpg

Response

Possible response codes:

Code	Description
200	Event notification has been accepted and delivered for processing
400	Request is invalid: missing required query parameters, incorrect value etc.

If "format" query parameter is present in the request URL, response body will contain a blank tracking pixel and "Content-Type" header will specify corresponding image format ("image/png" or "image/jpeg").

Description

Handler of this endpoint will simply create an event object and pass it to the corresponding Analytics interface.

Event object should contain following fields coming from the request to this endpoint:

Field name	Description
type	Enum indicating the Type of event. Possible values: win, view.
bidid	String value of bid ID
bidder	String value of the bidder code

New Bid Extension fields

During handling of /openrtb2/{auction,amp} requests after successfully completing the auction the application will add following extensions to each bid:

Extension	Value
response.seatbid.bid.ext.prebid.events.win	\${EXTERNAL_URL}/event?type=win&bidid=\${BID_ID}&bidder=\${BIDDER}
response.seatbid.bid.ext.prebid.events.view	\${EXTERNAL_URL}/event?type=view&bidid=\${BID_ID}&bidder=\${BIDDER}

Additionally a new targeting parameter will be added (this is primarily for AMP and app requests but will not hurt having it in response to other requests either):

Targeting parameter	Value
hb_winurl	<code>\${EXTERNAL_URL}/event?type=win&bidid=\${BID_ID}&bidder=\${BIDDER}</code>

Substitution variables explanation:

- `${EXTERNAL_URL}` - specified in application configuration external URL of the Prebid Server (for example `prebid-server.rubiconproject.com`)
- `${BID_ID}` - bid ID as specified in `response.seatbid.bid.bidid` field
- `${BIDDER}` - bidder code as specified in `response.seatbid.seat` field

These modifications will be done only if account specified in request (in either `request.app.publisher.id` or `request.site.publisher.id`) has event notifications enabled in the application configuration. To facilitate this a new configuration property will be introduced:

Configuration property	Description
<code>events.accounts-enabled</code>	A list of accounts supporting event notifications.