

1. Prerequisites

IP Address Whitelist

All your IP addresses that API requests will be submitted from must be provided so we can add them to a whitelist that is locked down to your UID(s).

UIDs

A UID is required on each API request in order that ad revenue may correctly be assigned. We can set you up with multiple UIDs so that you can have a UID per publisher. These must be configured in advance.

2. Requests

US Traffic

For US Traffic you must use the host name 'ms-api.us.mcproton.com' - a sample url call is:

[http://ms-api.us.mcproton.com/search/\[companyname\]/banner/v1/service.svc/html/?UID=\[your UID\]&gip=170.206.246.18&xip=&ua=SAMSUNG-SGH-A167®ion=US](http://ms-api.us.mcproton.com/search/[companyname]/banner/v1/service.svc/html/?UID=[your UID]&gip=170.206.246.18&xip=&ua=SAMSUNG-SGH-A167®ion=US)

note: : [companyname] & [your UID] would be replaced with the name & UID we set up for you.

UK Traffic

For UK traffic you must use the host name 'ms-api.uk.mcproton.com'.

Note: you must also set the relevant region parameter to either US or UK, also for Adult you must set the relevant filter parameter to 'any' – see below.

The case-insensitive parameters are:

- (mandatory) uid= as above
- (mandatory) gip= gateway address from which handset request originates
- (mandatory) ua= full user agent of handset
- (optional) &st= search term, to be used if accessing a specific ad pool – in which case we will advise you of valid values
- (optional) &ad= when requesting an ad for a specific keyword term – e.g. such as 'kylie' or 'ringtone' if neither 'st' or 'ad' are used then a default ad pool will be used
- (optional) &filter=clean|any, where default value 'clean' removes adverts of an adult nature.
- (optional) ®ion=uk|us where default is uk
- (optional) &test=0|1, 1 denotes test transaction (default is 0)

Note: the 'gip' and 'ua' parameters are used within click protection to check for spammed clicks so need to be accurate.

3. Responses

Output to the request is html or wml markup for injection into the rendered page. To obtain a wml feed, substitute /wml/ for /html/ in the url path of the request.

Successful requests will have a return http status code = 200. If no adverts are available then the response will be an empty string.

Errors are returned as http status codes:

- 400 : Bad request – invalid parameters are provided to the api
- 412 : Robot user agent detected
- 500 : An unexpected error occurred in the API
- 502 : Unable to obtain a response from Yahoo
- 503 : Our servers are overloaded

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