POKKT SDK Integration Guide (v 7.2.0)

Unity3D

Overview

Thank you for choosing **Pokkt SDK** for **Unity**. This document contains all the information required to set up the SDK with your project. We also support mediation for various third party networks. To know the supported third party networks and their integration process go to mediation section.
Before implementing plugins it is mandatory to go through project configuration and implementation steps, as these sections contain mandatory steps for basic SDK integration and are followed by every plugin.

You can download our SDK from pokkt.com.

ScreenName: This one parameter is accepted by almost all API's of Pokkt SDK. This controls the placement of ads and can be created on Pokkt Dashboard.

We will be referencing **PokktAds Demo(**Sample App**)** provided inside the SDK downloaded above during the course of explanation in this document. We suggest you go through the sample app for better understanding.

Implementation Steps

SDK Configuration

1. Set **Application Id** and **Security key** in Pokkt SDK. You can get it from Pokkt dashboard from your account. We generally assign unique application Id and Security key.

```
PokktAds.SetPokktConfig(<appId>, <securityKey>,
                        Pokkt.Extensions.PokktExtensionProvider.GetExtension()
                        , true);
```

2. If you are using server to server integration with Pokkt, you can also set **Third Party UserId** in PokktAds.

```
PokktAds.SetThirdPartyUserId("<Third party user Id>");
```

3. When your application is under development and if you want to see Pokkt logs and other informatory messages, you can enable it by setting **ShouldDebug** to **true**. Make sure to disable debugging before release.

```
PokktAds.Debugging.ShouldDebug(<true>);
```

4. Set ***GDPR consent*** in Pokkt SDK. **This must be called before calling any ad related API. Developers/Publishers must get the consent from user.** For more information on GDPR please refer https://www.eugdpr.org/ and https://www.eugdpr.org/gdpr-faqs.html. This API can again be used by publishers to revoke the consent. If this API is not called or invalid data provided then SDK will access the users personal data for ad targeting.

```
PokktAds.ConsentInfo consentInfo = new PokktAds.ConsentInfo();
consentInfo.GDPRApplicable = true;
//true if GDPR is applicable.
consentInfo.GDPRConsentAvailable = false;
//false if user has given consent to use personal details for ad targeting.
PokktAds.SetDataAccessConsent(consentInfo);
```

Ad Types

Video

- Video ad can be rewarded or non-rewarded. You can either cache the ad in advance or directly call show for it.
- We suggest you to cache the ad in advance so as to give seamless play behaviour, In other case it will stream the video which may lead to unnecessary buffering delays depending on the network connection.

Rewarded

1. To cache rewarded ad call:

```
PokktAds.VideoAd.CacheRewarded("<ScreenName>");
```

2. To show rewarded ad call:

```
PokktAds.VideoAd.ShowRewarded("<ScreenName>");
```

Non Rewarded

1. To cache non-rewarded ad call:

```
PokktAds.VideoAd.CacheNonRewarded("<ScreenName>");
```

2. To show non-rewarded ad call:

```
PokktAds.VideoAd.ShowNonRewarded("<ScreenName>");
```

Check if Ad is already cached

```
PokktAds.VideoAd.isAdCached("<ScreenName>", <true / false>);
```

Interstitial

Rewarded

1. To cache rewarded ad call:

```
PokktAds.Interstitial.CacheRewarded("<ScreenName>");
```

2. To show rewarded ad call:

```
PokktAds.Interstitial.ShowRewarded("<ScreenName>");
```

Non Rewarded

1. To cache non-rewarded ad call:

```
PokktAds.Interstitial.CacheNonRewarded("<ScreenName>");
```

2. To show non-rewarded ad call:

```
PokktAds.Interstitial.ShowNonRewarded("<ScreenName>");
```

Check if Ad is already cached

```
PokktAds.Interstitial.isAdCached("<ScreenName>", <true / false>);
```

Banner

There are two ways to load banners:

1. Load banner

   ```
   PokktManager.LoadBanner(<ScreenName>, <BannerPosition>);
   ```

   There are predefined positions for banner positioning inside **BannerPosition (**Com. Pokkt.Plugin.Common.BannerPosition**)**.

   - TOP_LEFT.
   - TOP_CENTER.
   - TOP_RIGHT.
   - MIDDLE_LEFT.
   - MIDDLE_CENTER.
   - MIDDLE_RIGHT.
   - BOTTOM_LEFT.
   - BOTTOM_CENTER.
   - BOTTOM_RIGHT.

2. Load banner with rect

   ```
   PokktAds.Banner.LoadBannerWithRect(<ScreenName>,<Height>, Width>, <x>,<y>);
   ```

   Height : Custom height for banner.
   Width: Custom width for banner.
   x: Point x on screen to show banner.
   y: Point y on screen to show banner.

   You can remove Banner using:

   ```
   PokktAds.Banner.RemoveBanner();
   ```

IGA (In Game Ad)

Introducing a new way to monetize the game. Currently it works only for ***Android*** but soon will be available for ***iOS***. Using Pokkt IGA (In-Game Ads) you can use your in-game objects to display ads. Pokkt IGA use a less intrusive way to achieve this. Refer our sample for a better understanding. Our existing SDK + Unity Plugin has this feature from version 6.0.

Types of Ads: -

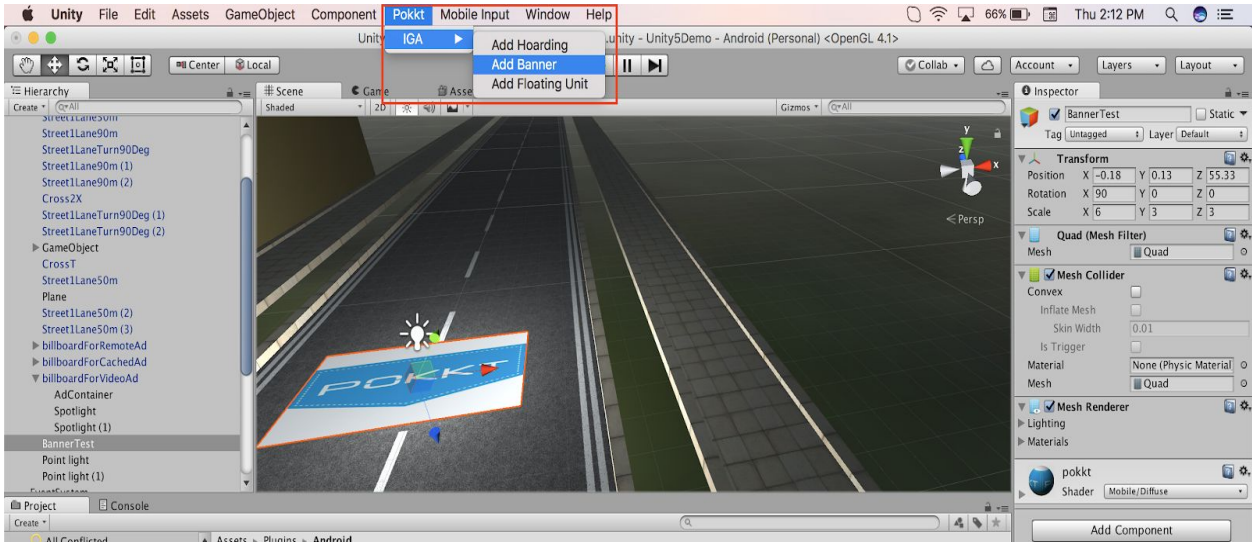
We support three different types of Ad:

1. Banner Ads: These are image-based advertisements that can be placed anywhere in your game.
2. Hoarding Ads: These are also image-based advertisements but larger in size as compared to the *banners.* These can also be placed anywhere in your game but we suggest you to place them in game objects like hoarding, as these are large and serves better purpose there.

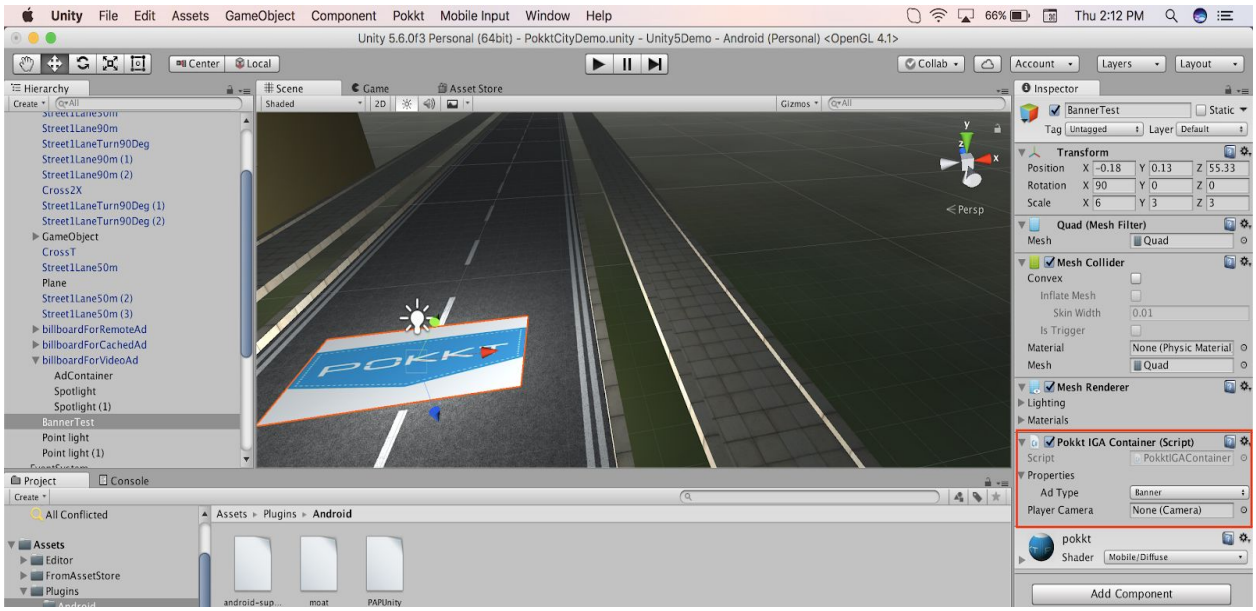
3. Floating Ads: This Ad Unit itself consists of two image sources unlike its counterparts.
    a. Icon: It shows a small interactive image of the size of standard icons. On clicking on this icon it will open a full screen image
    b. Full Screen Image: It shows a full screen image with close button on its top right corner. The content of this image will further describe what that icon was about. This image has a *"click through"* assigned to it which will take the user to browser for further action or interaction if user wish to.

How to use InGame Ad Units: -

1. Banner Ads:
    a. Using Pokkt Menu: -
    Select your game object on which you want to *add banner* as highlighted in below image. We suggest to use **"Quad"** as **"GameObject"** as placement for banner although it's not mandatory.



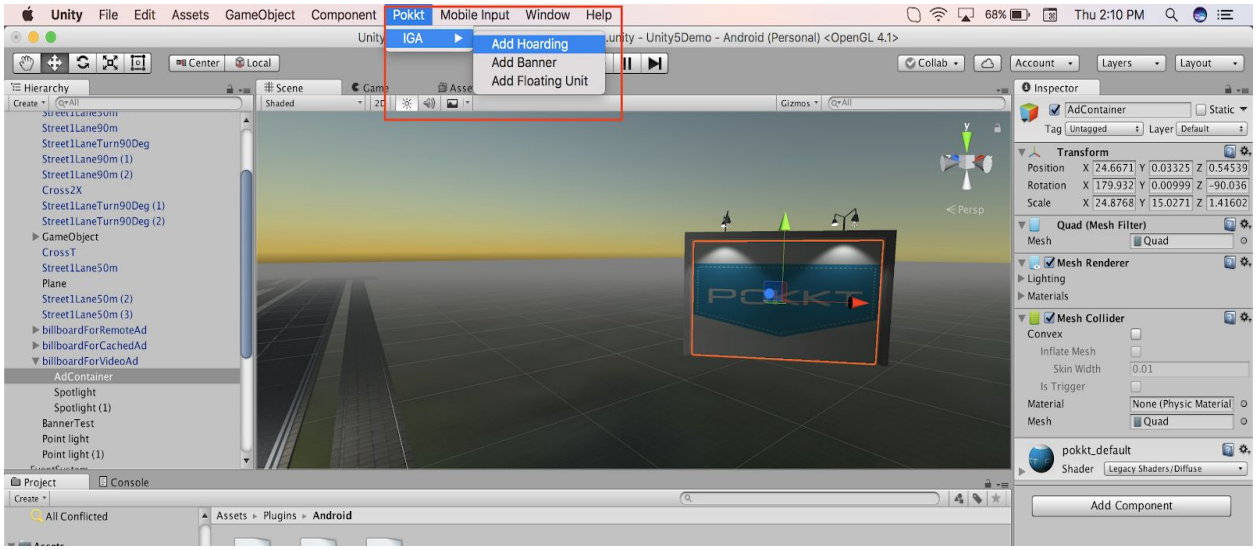
As a result of above step **“Pokkt IGA Container”** script gets attached to your **“GameObject”** with **“Banner”** selected as AdType. You can assign **“Player Camera”** also if required but it’s optional.



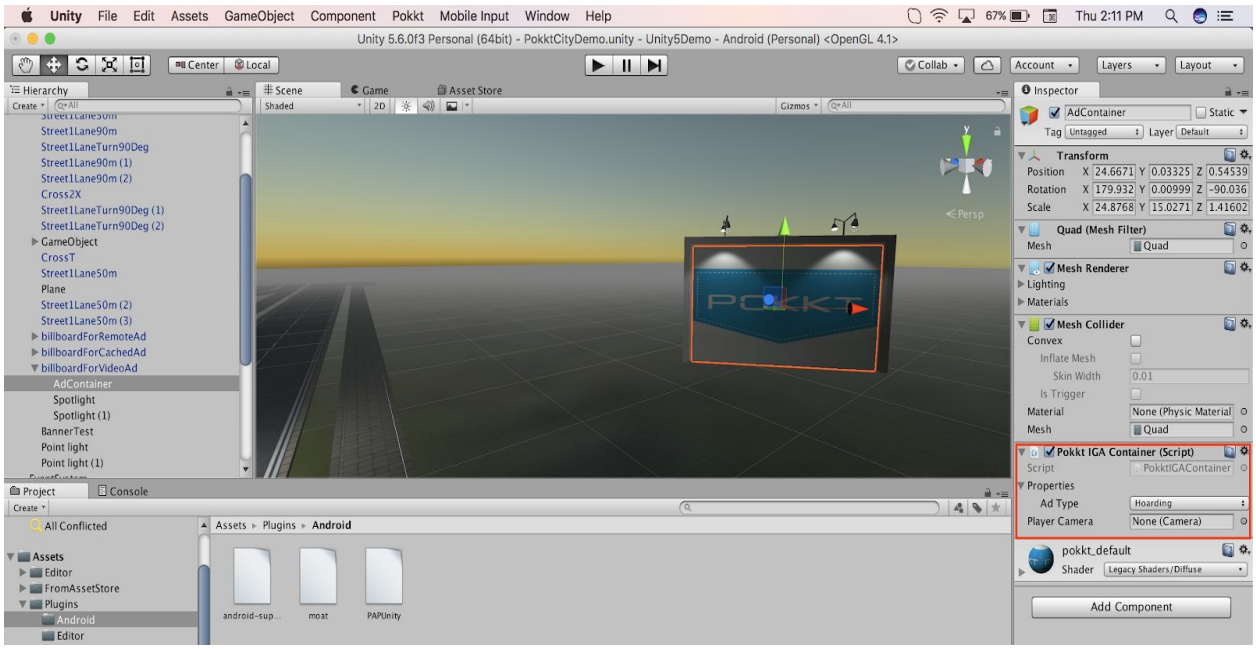
b. Programmatically: -

```
PokktIGAContainer.AddIGABanner(yourIGAGameObject)
```

2. Hoarding Ads:
   a. Using Pokkt Menu: -
   Select your game object on which you want to *add banner* as highlighted in below image. We suggest to use **“Quad”** as **“GameObject”** as placement for hoarding although it’s not mandatory.



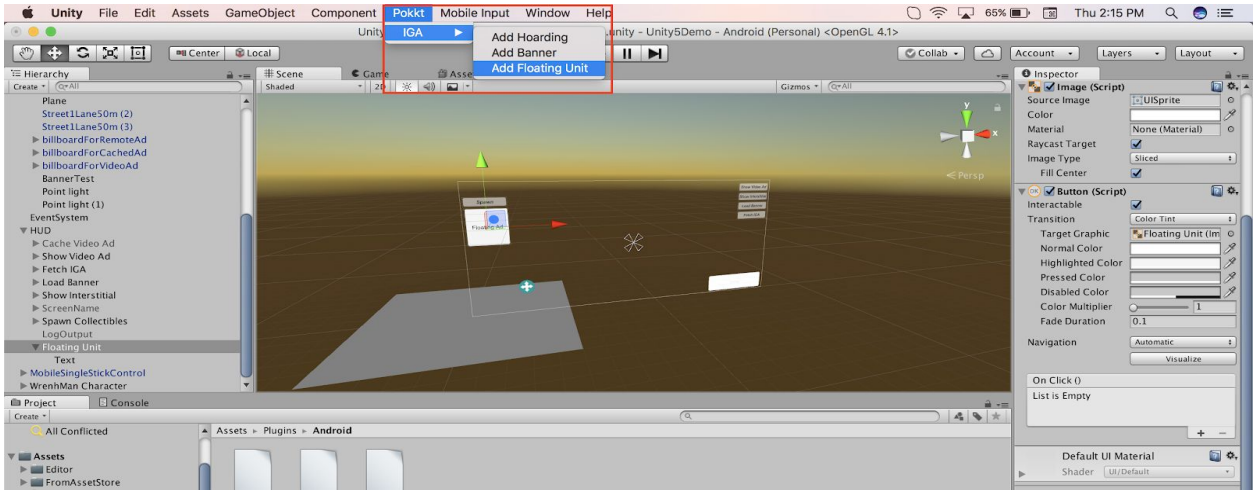
As a result of above step **“Pokkt IGA Container”** script gets attached to your **“GameObject”** with **“Hoarding”** selected as AdType. You can assign **“Player Camera”** also if required but it’s optional.



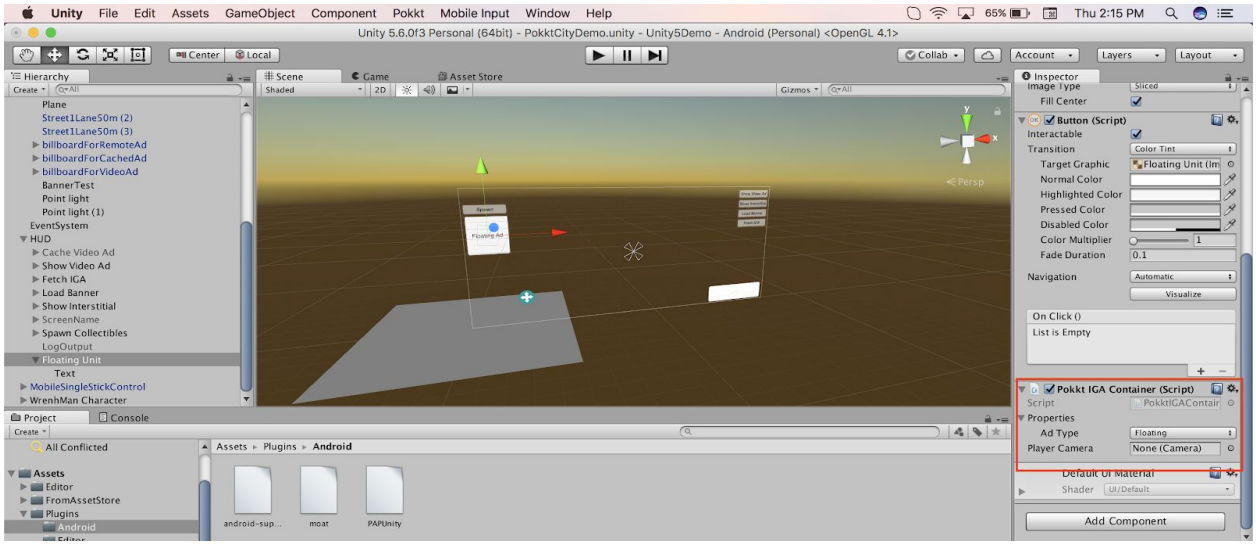
b. Programmatically: -

```
PokktIGAContainer.AddIGAHoarding(yourIGAGameObject)
```

3. Floating Ads:
   a. Using Pokkt Menu: -
   Select your game object on which you want to *add Floating Unit* as highlighted in below image.
   We highly recommend you to add “**Button**” as **“GameObject”** as placement for floating unit.



As a result of above step **“Pokkt IGA Container”** script gets attached to your **“GameObject”** with **“Floating Unit”** selected as AdType. You can assign **“Player Camera”** also if required but it’s optional.



b. Programmatically: -

```
PokktIGAContainer.AddIGAFloatingButton(yourIGAGameObject)
```

IGA Collectibles and Boosts can only be assigned programmatically. Collectibles are in-game objects that a player collects during a gameplay, for example “Coins”, “Gems” etc. Boosts are collectibles with instant bonuses, powerups can be put in this category. Collectibles and Boosts are smaller textures compared to IGA Banners and hoardings.

```
PokktIGAContainer.AddIGACollectible(yourIGAGameObject);
PokktIGAContainer.AddIGABoost(yourIGAGameObject);
```

Note:

- You still need to set your *App ID* and *Security Key* before you can fetch IGA Assets.

To fetch assets call:

```
PokktAds.InGameAd.Fetch(<"<ScreenName>">);
```

Ad Actions

Ad actions are optional, but we suggest to implement them as it will help you to keep track of the status of your ad request.

Video

```
PokktAds.VideoAd.AdCachingCompletedEvent += AdCachingCompleted;
PokktAds.VideoAd.AdCachingFailedEvent += AdCachingFailed;
PokktAds.VideoAd.AdDisplayedEvent += AdDisplayed;
PokktAds.VideoAd.AdFailedToShowEvent += AdFailedToShow;
PokktAds.VideoAd.AdSkippedEvent += AdSkipped;
PokktAds.VideoAd.AdCompletedEvent += AdCompleted;
PokktAds.VideoAd.AdClosedEvent += AdClosed;
PokktAds.VideoAd.AdGratifiedEvent += AdGratified;

Signatures of Events

void OnAdCached(string screenName, bool isRewarded, float vc)
void OnAdCachingFailed(string screenName, bool isRewarded, string message)
void OnAdDisplayed(string screenName, bool isRewarded)
void OnAdFailedToShow(string screenName, bool isRewarded, string message)
void OnAdCompleted(string screenName, bool isRewarded)
void OnAdSkipped(string screenName, bool isRewarded)
void OnAdClosed(string screenName, bool isRewarded)
void OnAdGratified(string screenName, float reward)
```

Interstitial

```
PokktAds.Interstitial.AdCachingCompletedEvent += AdCachingCompleted;
PokktAds.Interstitial.AdCachingFailedEvent += AdCachingFailed;
PokktAds.Interstitial.AdDisplayedEvent += AdDisplayed;
PokktAds.Interstitial.AdFailedToShowEvent += AdFailedToShow;
PokktAds.Interstitial.AdSkippedEvent += AdSkipped;
PokktAds.Interstitial.AdCompletedEvent += AdCompleted;
PokktAds.Interstitial.AdClosedEvent += AdClosed;
PokktAds.Interstitial.AdGratifiedEvent += AdGratified;

Signatures of Events

void OnAdCached(string screenName, bool isRewarded, float vc)
void OnAdCachingFailed(string screenName, bool isRewarded, string message)
void OnAdDisplayed(string screenName, bool isRewarded)
void OnAdFailedToShow(string screenName, bool isRewarded, string message)
void OnAdCompleted(string screenName, bool isRewarded)
void OnAdSkipped(string screenName, bool isRewarded)
void OnAdClosed(string screenName, bool isRewarded)
void OnAdGratified(string screenName, float reward)
```

Banner

```
PokktAds.Banner.BannerLoadedEvent += bannerLoaded;
PokktAds.Banner.BannerLoadFailedEvent += bannerLoadFailed;

Signatures of Events

void OnBannerLoaded(string screenName)
void OnBannerLoadFailed(string screenName, string errorMessage)
```

IGA

```
PokktAds.InGameAd.IgaAssetsReady += IgaAssetsReady;
PokktAds.InGameAd.IgaAssetsFailed += IgaAssetsFailed;

Signatures of Events

void IgaAssetsReady()
Void IgaAssetsFailed(string errorMessage)
```

Pokkt Ad player configuration

Pokkt Ad player works the way App is configured at Pokkt dashboard, but we provide a way to override those settings using **PokktAdViewConfig**.

Application should prefer configuration provided through code by developer or what's configured for the app in dashboard, can be controlled any time through the dashboard itself. If you want to make changes to this configuration after your app distribution, you can contact **Pokkt Team** to do the same for your app through admin console.

```
PokktAdViewConfig adViewConfig = new PokktAdViewConfig ();
 // set properties values to adPlayerViewConfig
PokktAds.SetAdPlayerViewConfig(adViewConfig );
```

Various properties that can be managed through this are:

1. **Back button**
   Defines if user is allowed to close the Advertisement by clicking on back button or not.
   Property name **:** BackButtonDisabled
   Values**:**
   True = Back button is disabled and user cannot close the Ad.
   False = Back button is not disabled and user can close the Ad.
2. **Default skip time**
   Defines the time after which user can skip the Ad.
   Property name: DefaultSkipTime
   Values:
   Any Integer value.
   Default value is 10 seconds .
3. **Should allow skip**
   Defines if user is allowed to skip the Ad or not.
   Property name**:** ShouldAllowSkip
   Values**:**
   True = User can skip Ad.
   False = User can't skip Ad.
4. **Should allow mute**
   Defines if user is allowed to mute the Video Ad or not.
   Property name**:** ShouldAllowMute
   Values**:**
   True = User can mute video Ad.
   False = User can't mute video Ad.
5. **Should confirm skip**
   Defines if confirmation dialog is to be shown before skipping the Ad.
   Property name**:** ShouldConfirmSkip
   Values**:**
   True = Confirmation dialog will be shown before skipping the video.
   False = Confirmation dialog will not be shown before skipping the video.

6. **Skip confirmation message**
   Defines what confirmation message to be shown in skip dialog.
   ***Property name*:** SkipConfirmMessage
   ***Values*:**
   Any String message.
   Default value is “Skipping this video will earn you NO rewards. Are you sure?”.
7. **Affirmative label for skip dialog**
   Defines what should be the label for affirmative button in skip dialog.
   ***Property name*:** SkipConfirmYesLabel
   ***Values*:**
   Any String message.
   Default value is “Yes”.
8. **Negative label for skip dialog**
   Defines what should be the label for affirmative button in skip dialog.
   ***Property name*:** SkipConfirmNoLabel
   ***Values*:**
   Any String message.
   Default value is “No”.
9. **Skip timer message**
   Defines message to be shown before enabling skip button. Don’t forget to add placeholder “**##**” in your custom message.
   This placeholder is replaced by property “Default skip time” assigned above.
   ***Property name*:** SkipTimerMessage
   ***Values*:**
   Any String message.
   Default value is “You can skip video in ## seconds”
10. **Incentive message**
    Defines message to be shown during video progress, that after what time user will be incentivised.
    ***Property name*:** IncentiveMessage
    ***Values*:**
    Any String message
    Default value is “more seconds only for your reward !”
11. **Should collect feedback**
    Defines message to be shown during video progress, that after what time user will be incentivised.
    ***Property name*:** ShouldCollectFeedback
    ***Values*:**
    True = If you want to collect feedback from the user for the Ad.
    False = If you don’t want to collect feedback from the user for the Ad.
12. **Audio Enabled**
    Provides a medium to disable audio for video ad without user interaction.
    ***Property name*:** IsAudioEnabled
    ***Values*:**
    True = If you want to play audio for video ad.
    False = If you don’t want to play audio for video ad.

User Details

For better targeting of ads you can also provide user details to our SDK using.

```
PokktUserDetails pokktUserDetails = new PokktUserDetails();
   pokktUserDetails.Name = "";
   pokktUserDetails.Age = "";
   pokktUserDetails.Sex = "";
   pokktUserDetails.MobileNo = "";
   pokktUserDetails.EmailAddress = "";
   pokktUserDetails.Location = "";
   pokktUserDetails.Birthday = "";
   pokktUserDetails.MaritalStatus = "";
   pokktUserDetails.FacebookId = "";
   pokktUserDetails.TwitterHandle = "";
   pokktUserDetails.Education = "";
   pokktUserDetails.Nationality = "";
   pokktUserDetails.Employment = "";
   pokktUserDetails.MaturityRating = "";

PokktAds.SetUserDetails(pokktUserDetails);
```

Pokkt Server Callback Params

Developer can set some values in POKKT SDK that they need to be sent to their server via POKKT Server callbacks.

```
Dictionary<string, string> extraParam = new Dictionary<string, string>();
extraParam.put("testdata","{\"adnetwork\": \"pokkt\"}");

PokktAds.SetCallbackExtraParams(extraParam);
```

Debugging

Other than enabling debugging for Pokkt SDK, it can also be used to:

1. Export log
   Export your log to your desired location, we generally have it in root directory of SD card, if permission for external storage is provided and in cache folder otherwise.

   ```
   PokktAds.Debugging.ExportLog();
   ```

2. Export log to cloud
   You can also export log to cloud.

   ```
   PokktAds.Debugging.ExportLogToCloud();
   ```

Analytics

We support various analytics in Pokkt SDK.
Below is mentioned how to enable various analytics with Pokkt SDK.

Google Analytics

Google analytics Id can be obtained from Google dashboard.

```
AnalyticsDetails analyticsDetail = new AnalyticsDetails();
  analyticsDetail.SelectedAnalyticsType = AnalyticsType.GOOGLE_ANALYTICS;
  analyticsDetail.GoogleAnalyticsId = "Google Analytics Id";

PokktAds.Analytics.SetAnalyticsDetails(analyticsDetail);
```

Flurry Analytics

Flurry application key can be obtained from Flurry dashboard.

```
AnalyticsDetails analyticsDetail = new AnalyticsDetails();
  analyticsDetail.SelectedAnalyticsType = AnalyticsType.FLURRY;
  analyticsDetail.FlurryApplicationKey = "Flurry Application Key";

PokktAds.Analytics.SetAnalyticsDetails(analyticsDetail);
```

MixPanel Analytics

MixPanel project token can be obtained from MixPanel dashboard.

```
AnalyticsDetails analyticsDetail = new AnalyticsDetails();
  analyticsDetail.SelectedAnalyticsType = AnalyticsType.MIXPANEL;
  analyticsDetail.MixPanelProjectToken = "MixPanel Project Token";

PokktAds.Analytics.SetAnalyticsDetails(analyticsDetail);
```

Fabric Analytics

Analytics Id is not required in case of Fabric.

```
AnalyticsDetails analyticsDetail = new AnalyticsDetails();
  analyticsDetail.SelectedAnalyticsType = AnalyticsType.FABRIC;
  analyticsDetail.FabricAnalyticsId = "Fabric Analytics Id";

PokktAds.Analytics.SetAnalyticsDetails(analyticsDetail);
```

IAP(In App Purchase)

Call trackIAP to send any In App purchase information to Pokkt.

```
InAppPurchaseDetails inAppPurchaseDetails = new InAppPurchaseDetails();
inAppPurchaseDetails.ProductId = "<productId>";
inAppPurchaseDetails.PurchaseData = "<purchaseData>";
inAppPurchaseDetails.PurchaseSignature = "<purchaseSignature>";
inAppPurchaseDetails.PurchaseStore = IAPStoreType.GOOGLE;
inAppPurchaseDetails.Price = <100.00>;

PokktAds.Analytics.trackIAP(inAppPurchaseDetails);
```

Project Configuration

In the package downloaded above you will find:

1. Docs :
   - POKKT_SDK_Integration_Guide_v7.2.0_Unity3D_Android : Contains step wise step integration for SDK.
   - POKKT_SDK_Getting_Started(_v7.2.0_Unity3D) : Contains only mainly required steps to show or cache ad.
   - POKKT_SDK_Migration_Notes(_v7.2.0_Unity3D) : Notes for migration from previous versions if already integrated.
2. Pokkt_Unity_Plugin_v7.2.0.unitypackage: Plugin for Pokkt SDK. Add it to your project.
3. Pokkt_Unity_Demo.unitypackage:
   Application package of PokktsAds Demo, which shows how to integrate Pokkt_Unity_Plugin_v7.2.0.unitypackage to you own project.
4. Plugins.zip:
   Contains source code for Pokkt_Unity_Plugin_v7.2.0.unitypackage you have to use one of these.

Android

minSdkVersion supported is **11**.

Dependencies

- Add "Pokkt_Unity_Plugin_v7.2.0" to your Unity app/game project.
- We expect **Google play services** integrated in project, although it's optional but we recommend you to integrate it, as it's required to fetch **AdvertisingID** for device,which is useful to deliver targeted advertising to Android users. If you already have integrated one to your project you can remove the one provided with pokkt unity package.

Manifest

Permissions Declarations

Add the following permissions to your project manifest

1. Mandatory permissions.

```
<uses-permission android:name="android.permission.INTERNET" />
<uses-permission android:name="android.permission.ACCESS_NETWORK_STATE" />
```

- android.permission.INTERNET = Required for SDK communication with server.
- android.permission.ACCESS_NETWORK_STATE = Required to detect changes in network, like if WIFI is available or not.

2. Optional permissions.

```
<uses-permission android:name="android.permission.WAKE_LOCK" />
<uses-permission android:name="android.permission.WRITE_EXTERNAL_STORAGE" />
<uses-permission android:name="android.permission.WRITE_CALENDAR" />
```

```
<uses-permission android:name="android.permission.ACCESS_FINE_LOCATION" />
<uses-permission android:name="android.permission.CALL_PHONE" />
<uses-permission android:name="android.permission.SEND_SMS" />
<uses-permission android:name="android.permission.VIBRATE" />
```

- android.permission.WAKE_LOCK = Required to prevent device from going into the sleep mode during video play.
- android.permission.WRITE_EXTERNAL_STORAGE = Required to store media files related to ads in external SD card, if not provided we will use app cache folder to store media files, which will result in unnecessary increase in application's size. It is recommended to ask for this permission as low end devices generally have less internally memory available.
- android.permission.WRITE_CALENDAR = Some Ads create events in calendar.
- android.permission.ACCESS_FINE_LOCATION = Some Ads show content based on user's location
- android.permission.CALL_PHONE = Some Ads are interactive and they provide you a way to call directly from the content.
- android.permission.SEND_SMS = Some Ads are interactive and they provide you a way to send message.
- `android.permission.VIBRATE` = Some Ads provide haptic feedback, so as to maintain their behavior we need this permission

Activity Declaration

Add the following activity in your AndroidManifest for Pokkt SDK integration.

```
<activity
      android:name="com.pokkt.sdk.PokktAdActivity"
      android:configChanges="keyboard|keyboardHidden|navigation|
                                    orientation|screenLayout|uiMode|
                                    screenSize|smallestScreenSize"
       android:hardwareAccelerated="true"
       android:screenOrientation="landscape"
       android:windowSoftInputMode="stateAlwaysHidden|adjustUnspecified" />
```

You can change the **android:screenOrientation="landscape"** to of your choice, the way you want to display the ads.

Service Declaration

Add the following service in your AndroidManifest for receiving InApp notifications. [How to set up InApp notifications].

```
<service
       android:name="com.pokkt.sdk.notification.NotificationService"
       android:exported="false"
       android:label="PokktNotificationService" />
```

iOS

Dependencies

- Ensure "**-ObjC**" and "**-lxml2**" flag is set inside project settings "Build Settings -> Other Linker Flags".

- Ensure that **Bitcode** is set to *false* in the generated project's Build Settings.

Framework

```
CoreData.framework
Foundation.framework
MediaPlayer.framework
SystemConfiguration.framework
UIKit.framework
CoreTelephony.framework
EventKit.framework
AdSupport.framework
CoreGraphics.framework
CoreMotion.framework
MessageUI.framework
EventKitUI.framework
CoreLocation.framework
AVFoundation.framework
Libc++.tbd
Webkit.framework
```

Info.plist

Add the below exceptions to your application info.plist.

```
<key>NSAppTransportSecurity</key>
    <dict>
        <key>NSExceptionDomains</key>
        <dict>
            <key>pokkt.com</key>
            <dict>
                <key>NSIncludesSubdomains</key>
                <true/>
                <key>NSExceptionAllowsInsecureHTTPLoads</key>
                <true/>
                <key>NSExceptionRequiresForwardSecrecy</key>
                <false/>
                <key>NSExceptionMinimumTLSVersion</key>
                <string>TLSv1.2</string>
                <key>NSThirdPartyExceptionAllowsInsecureHTTPLoads</key>
                <false/>
                <key>NSThirdPartyExceptionRequiresForwardSecrecy</key>
                <true/>
                <key>NSThirdPartyExceptionMinimumTLSVersion</key>
                <string>TLSv1.2</string>
                <key>NSRequiresCertificateTransparency</key>
                <false/>
            </dict>
            <key>cloudfront.net</key>
```

```
            <dict>
                <key>NSIncludesSubdomains</key>
                <true/>
                <key>NSExceptionAllowsInsecureHTTPLoads</key>
                <true/>
                <key>NSExceptionRequiresForwardSecrecy</key>
                <false/>
                <key>NSExceptionMinimumTLSVersion</key>
                <string>TLSv1.2</string>
                <key>NSThirdPartyExceptionAllowsInsecureHTTPLoads</key>
                <false/>
                <key>NSThirdPartyExceptionRequiresForwardSecrecy</key>
                <true/>
                <key>NSThirdPartyExceptionMinimumTLSVersion</key>
                <string>TLSv1.2</string>
                <key>NSRequiresCertificateTransparency</key>
                <false/>
            </dict>
        </dict> </dict>
```