SDK Overview

What is the Sharethrough SDK

The iOS and Android Sharethrough SDKs allows you to monetize your Native in-app inventory for both programmatic demand and direct sell campaigns. With the assistance of step-by-step directions and the Sharethrough Publisher Support team, integrating Sharethrough is simple.

Resources

- **Sharethrough's Github Repository**: The central location for all SDK files and Sample Apps. New releases are posted here as well.

- **Developer Documents**: Detailed guides and tips for integrating the iOS and Android SDKs.

- Sharethrough Publisher Support: For assistance during the integration, verification upon completion, or just a friendly conversation, reach out to pubsupport@sharethrough.com for help.

- **Sharethrough for Publishers (SFP)**: The home for managing Sharethrough placements, direct sell campaigns, programmatic demand, and mediation sources.

- **Sharethrough Knowledgebase**: The Knowledgebase should be your first stop for all questions Sharethrough. File a support ticket if you can't find the answer you're looking for.

How to Integrate with the Sharethrough SDK

- Create Placements in the [Sharethrough For Publishers](#) (SFP) platform
- Send [integration documentation](#) and the ([iOS Github](#) or [Android Github](#)) link to your developers
- Integrate by following directions in the documentation
- Push live

ⓘ *If you encounter any issues along the way, feel free to email Sharethrough Publisher Support for assistance. Please be sure to include:*

- *Source code from the app*
- *Test Build (iOS) or APK (Android)*
- *App Logs (the 'Integration' versions of the SDK contain additional logging that is useful for debugging)*
- *Detailed descriptions, screenshots, or videos of the issues*

Upon successful integration, please send the Test Build (iOS) or APK (Android) to Sharethrough Publisher Support for integration verification. We'll then activate the placements in SFP, which allows you to push your updated app to the App Store.

How does the Sharethrough SDK Work?

The diagram below breaks down how the Sharethrough SDK sends ads to your apps.

1. App calls the Sharethrough SDK
2. SFP tells the SDK where to look in DFP
3. Your DFP implementation tells the SDK which Direct Sell campaign/creative to use, or if a Programmatic ad is preferred
4. An ad is requested from STX
5. If Programmatic is requested, up to 5 ads are returned from the ad request based on available demand. If Direct Sell is requested, a single ad will be returned.
6. Creatives are sent to and stored in the SDK
7. The ads render in the app as the placements are loaded

- If a 6th ad is needed, the process begins again
- If no ads are available, a no-fill method is sent. Listening for this allows you to waterfall to additional networks.

iOS

View:didFailToFetchAdForPlacementKey:atIndex

Android

noAdsToShow

SDK Process Overview

SHARETHROUGH FOR PUBLISHERS (SFP)

2. Request DFP Ad Unit Path

PUBLISHER APPLICATION

1. Start

7. Ads Render

SHARETHROUGH SDK

3. Determine Demand Source

DFP

6. Send Creatives

4. Ad Request

UP TO 5 CREATIVES

5. Gather Creatives

THE SHARETHROUGH EXCHANGE (STX)