

I. NATIVE AD API

A. How to use the API

You must call the text ad endpoint at <https://request-global.czilladx.com/serve/native.php>, using the GET parameter ?z=YOUR_ZONE_ID

*To get the ZONE_ID, you can ask your account manager to generate it for you.

B. Endpoint response

```
{
  "cpm": "",
  "creativeld": "",
  "ad": {
    "title": "",
    "img": "",
    "thumbnail": "",
    "description": "",
    "description_short": "",
    "cta_button": "",
    "website": "",
    "name": "",
    "url": "",
    "impressionUrl": ""
  }
  "currency": "EUR"
}
```

HTTP Status Codes

200 OK - our advertising network can provide you with an AD for your visitor.

204 No Content - the network doesn't have any ads to display at that moment for your visitor.

The "content" response values

The content has multiple values that can be used in order to create the perfect match to your desired interface.

a. **"cpm"**

The amount paid for 1000 impressions for the current ad.

- b. **“creativeId”**
The ID of the campaign that is currently displayed.
- c. **“ad”**
The content of the creative is displayed inside the ad parameter.
- d. **“ad” => “title”**
Up to 60 characters, the main focus should be on the title, as it’s the phrase that attracts the most.
- e. **“ad” => “img”**
A 800x600 jpg image saved on our CDN.
- f. **“ad” => “thumbnail”**
A 128x128 jpg image saved on our CDN
- g. **“ad” => “description”**
The description contains a maximum of 125 characters.
- h. **“ad” => “description_short”**
It’s a short description, of up to 60 characters, about the offer.
- i. **“ad” => “cta_button”**
It’s a short text, that can be used as a button in your design
- j. **“ad” => “website”**
The domain name of the website that has the offer.
- k. **“ad” => “name”**
The name of the company that has the offer.
- l. **“ad” => “url”**
The API will save any requests made as 1 impression. However, if someone goes through that URL, it will be counted as 1 click within our network.
- m. **“ad” => “impressionUrl”**
This value must be called by your app in order to track impression and distribute earnings (1x1 pixel, iframe or XHR GET).
- n. **“currency”**
Informative information about the server currency.

II. NATIVE AD ARTICLE WIDGET

The widget is a native ad that should take a design similar to your website. Sometimes it requires some CSS modifications to make it look and feel native. It only takes a few contents from the API such as the image, the title, the description, and the website, all those wrapped into a clickable link. The links added are Nofollow, and they will target the user to a new tab (it will not affect your SEO score).

* Our team can help you set up the text ad widget if you don’t succeed in modifying it.

1. Where & how to place the widget on your website

The widget has two themes. The first one is the article theme with the image on its left and the other one is for using it in a sidebar/mobile, where the image is on top of the content. We strongly recommend you to use these mainly under an article or on your sidebar. You can customize it as you please, so you can embed it even on your homepage if you’d like.

To embed the widget, simply take the widget ad code from one of our account managers and paste it where you please. The code should look like this:

```
<script src='https://coinzillatag.com/lib/wdnative.js'></script>
<script>
  var c_widget = czilla_widget || [];
  var c_widget_preferences = {};
  c_widget_preferences.zone = "YOUR_ZONE_ID";
  c_widget_preferences.article = true;
  c_widget.push(c_widget_preferences);
</script>
<div id="c_widget_YOUR_ZONE_ID"></div>
```

2. Widget settings

a. c_widget_preferences.zone = "YOUR_ZONE_ID";

You should add your zone ID given by your account manager.

b. c_widget_preferences.article = true;

If you want to change the theme of the article (which has an image to the left and content to the right) and move the image above the content, then you should put a false value.

c. c_widget_preferences.custom_class = "";

If you will use multiple widgets on the same page and you want to have different designs for each one of them, you should consider adding a custom class to every one of them.

d. c_widget_preferences.style = "";

If you are not willing to add the style in your CSS file, you can add it in here.

e. c_widget_preferences.breakpoint = "";

Is the integer value through which you can set at which width (in px) the article style will break into a sidebar one (image on top of the content).

f. c_widget_preferences.mobile = false;

If set to false, the widget will not appear on mobile devices.

g. c_widget_preferences.image = true;

If set to false, the image from the widget will not be shown.

h. c_widget_preferences.description = true;

If set to false, the description from the widget will not be shown.

i. c_widget_preferences.website = true;

If set to false, the domain name from the widget will not be shown.

j. c_widget_preferences.sponsored = true;

If set to false, the sponsored text from the widget will not be shown.

k. c_widget_preferences.css_defaults = true;

If set to false, the default CSS from the elements will be removed.

3. CSS classes for customization

a. Widget div wrapper:

div.coinzilla_widget_wrapper

b. Image div wrapper:

div.coinzilla_widget_img_wrapper

c. Image link inside div that wraps the img:

div.coinzilla_widget_img_wrapper_link

d. Image:

img.coinzilla_widget_img

e. Widget content wrapper:

div.coinzilla_widget_content

f. Widget content link inside wrapper:

a.coinzilla_widget_content_link

g. Widget title:

strong.coinzilla_widget_title

h. Widget description:

p.coinzilla_widget_description

i. Widget domain name text:

span.coinzilla_widget_website

j. Widget sponsored text:

a.coinzilla_widget_by

If you want to use multiple designs on your website, you can also add a custom text at the end of each of these CSS classes by simply using the **c_widget_preferences.custom_class** setting.

III. NATIVE AD NOTIFICATION WIDGET

The notification widget is a native ad that appear in a selectable corner of your website when a visitor scroll your page. If coinzilla doesn't have ads to be displayed for your visitors the ad will simply not appear. The links added are Nofollow, and they will target the user to a new tab (it will not affect your SEO score).

Example of notification widgets can be found on websites such as: 99airdrops.com, theccpress.com, coindoo.com

1. Where & how to place the widget on your website

To embed the widget, simply take the widget ad code from one of our account managers and paste it right after your <body> code of your website. The code should look like this:

```
<script src='https://coinzillatag.com/lib/wpnative.js'></script>
<script>
  var c_widget = czilla_widget_popup || [];
  var c_widget_preferences = {};
  c_widget_preferences.zone = "YOUR_ZONE_ID";
  c_widget_preferences.x = "left";
  c_widget_preferences.y = "bottom";
  c_widget.push(c_widget_preferences);
</script>
```

2. Widget Settings

a. `c_widget_preferences.zone = "YOUR_ZONE_ID";`

You should add your zone ID given by your account manager.

b. `c_widget_preferences.x = "left";`

Using this setting you can display your notification popup horizontally using the following two allowed values **left** | **right**

c. `c_widget_preferences.y = "bottom";`

Using this setting you can display your notification popup vertically using the following two allowed values **top** | **bottom**

d. `c_widget_preferences.yMobile = "top";`

Using this setting you can display your notification popup vertically on mobile only using the following two allowed values **top** | **bottom**