



CONNECTED TV · ONBOARDING

Partner Integration *Roadmap*.

The step-by-step process from initial alignment to global availability. Each phase must be validated before proceeding to the next.

1

KICKOFF

Technical Alignment

Joint alignment session between Teads and the partner to agree on the technical approach, scope, and integration timeline.

2

TECHNICAL

Sharing Technical Details

- 2.1 The partner sends Teads their **app-bundle-id**.
- 2.2 The partner sends Teads a **bid-request sample**.
- 2.3 Teads generates and returns a **bid-response** based on the provided bid-request sample.

3

TECHNICAL

Integration Setup

Both parties implement the integration on their respective sides, based on the exchanged technical details.

4

QA

Device Testing

- 4.1 The partner sets up a test TV device and shares the **country, IP address and IFA** with Teads.
- 4.2 Teads creates a **test campaign** targeted to that specific IP address.
- 4.3 The partner runs manual tests and shares a **timestamp + image/video recording** of the test with Teads.
- 4.4 Teads monitors incoming events and **validates the results**.

5

QA

Test Campaign

- 5.1 The partner confirms the **country/market** to be opened for testing.
- 5.2 Teads sets up a **test campaign** targeting that country.
- 5.3 Teads monitors campaign performance and **validates the results**.

6

LAUNCH

Production Campaign

- 6.1 Teads activates a first **real advertiser campaign** on the partner's inventory.
- 6.2 Teads monitors delivery and **validates campaign results**.

7

GO-LIVE

Global Availability

The integration is opened to all markets and made fully available to the advertiser base on both platforms.

Validation gates. Each phase must be validated by both parties before the integration can proceed to the next step.