IAB TECH LAB OM SDK

Quick Start Onboarding Process

IAB Tech Lab Open Measurement (OM) SDK is a software development kit used to integrate measurement capabilities into software that receives and processes signals from the Open Measurement Interface Definition (OMID) API. Detailed instruction is available on our website at iabtechlab.com/omid, but the following steps will help you get started.

Step 1: Get your namespace

1. Register on the IAB Tech Lab portal: https://tools.iabtechlab.com. Use your company email domain. Emails from free email services like Gmail, Yahoo, Hotmail, and others are not accepted.
2. Request access to OM SDK. On the Tools dashboard, select the OM SDK option.
3. Generate a build. A default namespace was created using the domain of the email you supplied. Under this namespace, select the "build" option for either iOS or Android.

Step 2: Review available resources

IAB Tech Lab along with working group members have documented developer guides, demonstration videos, reference apps and a list of frequently asked questions.

iOS Resources

- Guide: https://iabtechlab.com/om-sdk/docs/devguideiOS
- Demo Video: https://youtu.be/q5APUBSwjbI
- Reference App: https://github.com/InteractiveAdvertisingBureau/OpenMeasurementReferenceAppiOS

Android Resources

- Guide: https://iabtechlab.com/om-sdk/docs/devguideAndroid
- Demo Video: https://youtu.be/wUN072i_518

Frequently Asked Questions


Please look for guidance and answers in these resources before contacting support.
Step 3: Integrate OM SDK Capabilities

Building OM SDK capabilities into your app or proprietary SDK requires a few variables and test creative to enable operation. In realtime these variables and creative are supplied by other parties in the ad supply chain.

Variables

- vendorURL: "https://s3-us-west2.amazonaws.com/omsdk-files/compliance-js/omid-validation-verification-scriptv1.js"
- vendorKeyId: "iabtechlab.com:omid"
- params: "iabtechlab:integrationtest"

If you need help and can't find the answers in the available resources, contact support@iabtechlab.com

Step 4: Prepare for Compliance Certification

IAB Tech Lab provides compliance certification for apps and proprietary SDKs. Certification for OM compliance is a statement about the quality of your software; your OM SDK implementation has been tested and measurement provider tags should work as expected, provided they are implemented correctly.

Read more at: https://iabtechlab.com/omsdk/docs/compliance

Before contacting IAB Tech Lab about compliance, test your OM SDK implementation. You can use tools like Charles, Telerik Fiddler, or other HTML sniffer apps. The guide specific to your implementation (iOS or Android) provides instruction on how to proxy the device outgoing calls though a computer so you can read the signals being sent.

Clone the IAB Reference App to get started and follow the steps below for testing:

1. Build and run in Simulator.
2. Use Charles proxy, Telerik Fiddler, or Safari Web Inspector to see what events OM SDK is receiving.
3. Wait for the ad to load.