

Open-Xchange Display

Product Guide

Version 1.4

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Table of Contents

| | |
|--|-----------|
| 1. OX Display v1.4 | 3 |
| 1.1. Intention of this Document | 3 |
| 1.2. OX Monetization Program | 3 |
| 1.3. Key Benefits | 3 |
| 2. OX Display – Introduction | 4 |
| 2.1. Product Description | 4 |
| 2.2. Device Compatibility | 5 |
| 3. OX Display – Ad Overview | 6 |
| 3.1. Pre-defined Ads | 6 |
| 3.1.1. Leaderboard | 6 |
| 3.1.2. Skyscraper | 7 |
| 3.1.3. Wallpaper | 8 |
| 3.1.4. Email Wallpaper | 9 |
| 3.1.5. Mail Detail View Leaderboard | 10 |
| 3.1.6. Mail Sent Ad | 11 |
| 3.1.7. Portal Wallpaper | 12 |
| 3.1.8. Portal Widget | 13 |
| 3.1.9. Portal Billboard | 14 |
| 3.1.10. Drive Folder Ad | 15 |
| 3.1.11. Logout Page | 16 |
| 4. OX Display – Configurations | 17 |
| 4.1. Mapping Pre-defined Ad Spaces | 17 |
| 4.2. Configuration | 19 |
| 5. OX Display – Feature Summary | 21 |

1. OX Display v1.4

1.1. Intention of this Document

This document provides an overview of the pre-defined ad locations inside the web frontend. The purpose of this document is to inform Open-Xchange customers and partners about the major benefits which are available with latest release.

1.2. OX Monetization Program

Open-Xchange provides the OX Display as a product for customers who wish to integrate advertising into OX App Suite 7.10.

Please Note: OX Display is only available for OX App Suite as part of the OX Monetization Program. Please contact Open-Xchange Sales for further information.

1.3. Key Benefits

- Easy to manage/configure with no large upfront investment
- API based upload of configurations based on user or user groups
- API allows for control panel or provisioning system integration
- Pre-defined ad spaces and locations
- Mobile ready through the OX App Suite Web UI
- Perfectly integrated into OX App Suite 7.10
- Simple customization

2. OX Display – Introduction

OX Display is a framework that enhances OX App Suite with advanced advertising and monetization capabilities.

2.1. Product Description

The OX Display framework is designed to work in conjunction with the OX App Suite User Interface (UI). It can display advertisements (ads) in all core OX App Suite modules (i.e. OX Mail, OX Contacts, OX Calendar, OX Tasks, OX Portal, OX Documents and OX Drive).

OX Display comes ready configured to display ads, from supplied ad tags, in the OX App Suite UI. The JSON based configuration can be fully customized in order to provide a very flexible way to display ads in OX App Suite.

OX Display centralizes the management and control of your advertising strategy. It uses a combination of easy to make, JSON based, configuration files that can be uploaded into OX App Suite with a simple API. This makes it simple to manage, flexible to implement and fool proof because there is no direct coding requirements within OX App Suite itself.

OX App Suite is an HTML5 single page app environment. This makes display and control of adverts more complicated. In a 'classic' HTML app, when a user, for example, changes modules, a new HTML page is loaded. Each page will have details about how and what to advertise. This makes it easy for a classic advertising system to load or manipulate advertisements. In OX App Suite, after login, no pages are ever loaded. New content is simply displayed as and when needed. This means a 'classic' approach cannot be used. For this reason, OX Display uses a combination of timeout values and triggers to work out when and how to display adverts. Timeouts are used to load/reload adverts when there is no user activity. Triggers, events that are activated when a user does something, are used to react to user interactions (e.g. when a user change modules). Note that most OX App Suite events triggers can be used, but this requires some extra coding.

For OX Display to display advertisements it has to be able to connect to some kind of ad server. It then uses the ad tags from that server to get its ads. Note that OX Display does not generate or provide the ad tags. If an Open-Xchange customer gets its advertising

from a third party, then it is the responsibility of the third party to supply the relevant ad tags.

Client Support

OX Display is a framework that resides inside OX App Suite. For this reason, it possesses the same technical requirements as OX App Suite. The responsibility of whether an ad is available, or displayed correctly, depends on the ad server that supplies the ads.

2.2. Device Compatibility

OX Display is designed to work with a variety of different screen resolutions, and even mobile devices. It supports the three standard categories of device: Smartphone, Tablet and PC/Mac. This is all done seamlessly through uploaded configurations.

For example, by default, OX Display detects the device and adjusts:

- The leaderboard accordingly, when the page is displayed.
- The ad spaces on the right-hand side (skyscraper or rectangle), the advertising area adjusts automatically to the screen size: the area will be hidden if space is limited.
- A smaller screen, the size of the advertising area is adjusted when the page is displayed, or the area is not shown at all if the screen is too small.

After the size adjustment is calculated the ad tag, from the ad server, is called referencing the new size. The correctness and availability of the ad depends on the ad server. Note that real time resizing of ads based on responsive design is not supported.

3. OX Display – Ad Overview

OX Display is a combination of the OX App Suite UI and uploaded server-based configurations. These configurations specify the ad spaces to be activated and which ad tags should be applied. These configurations are then matched to users or user groups.

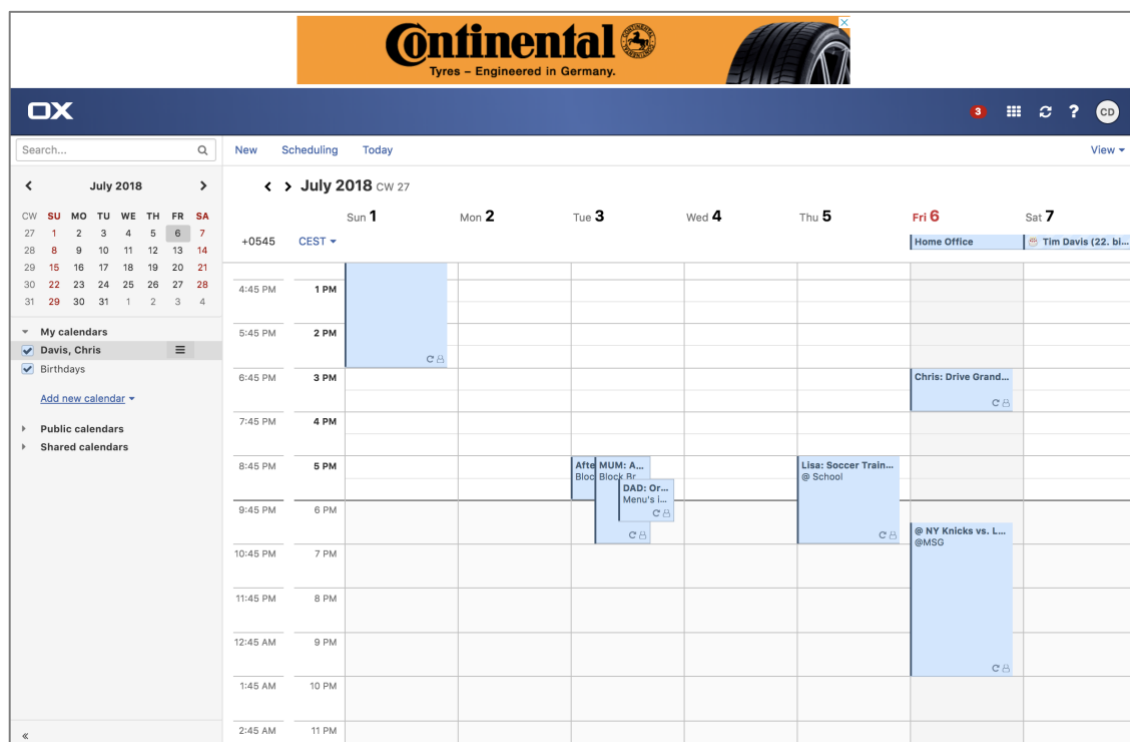
3.1. Pre-defined Ads

Within the OX App Suite UI, the OX Display framework allows for the display of pre-defined ad spaces. The availability and correctness of an ad depends on the ad server: if the ad server does not deliver an ad then no ad can be shown.

The ad spaces available are:

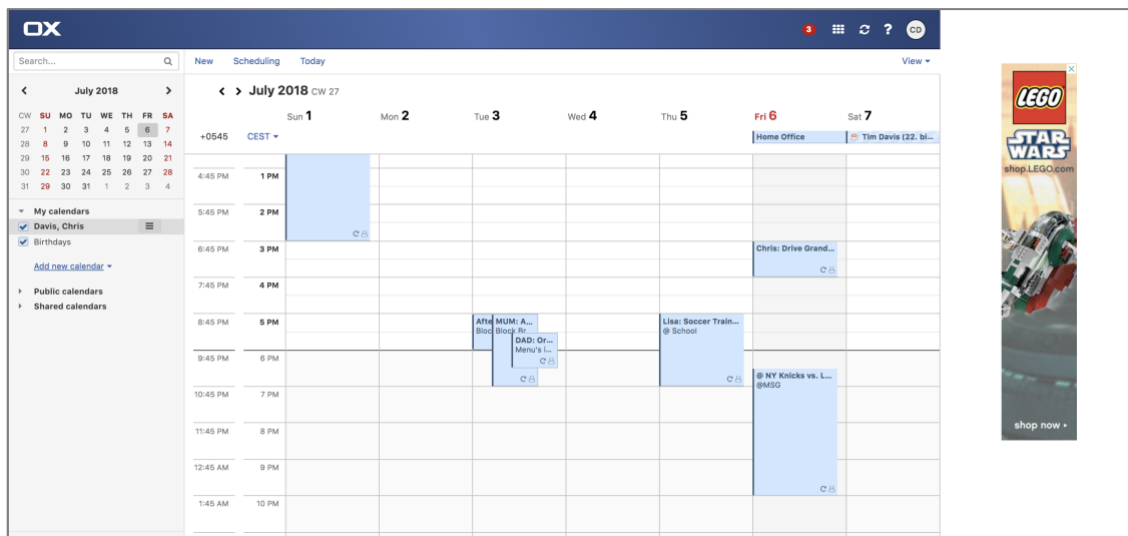
3.1.1. Leaderboard

- This ad space is fixed across all modules; which modules are allowed to show advertisement can be configured
- The size for this ad space is set once and will not get resized
- An event configuration can trigger the ad to show/reload if defined



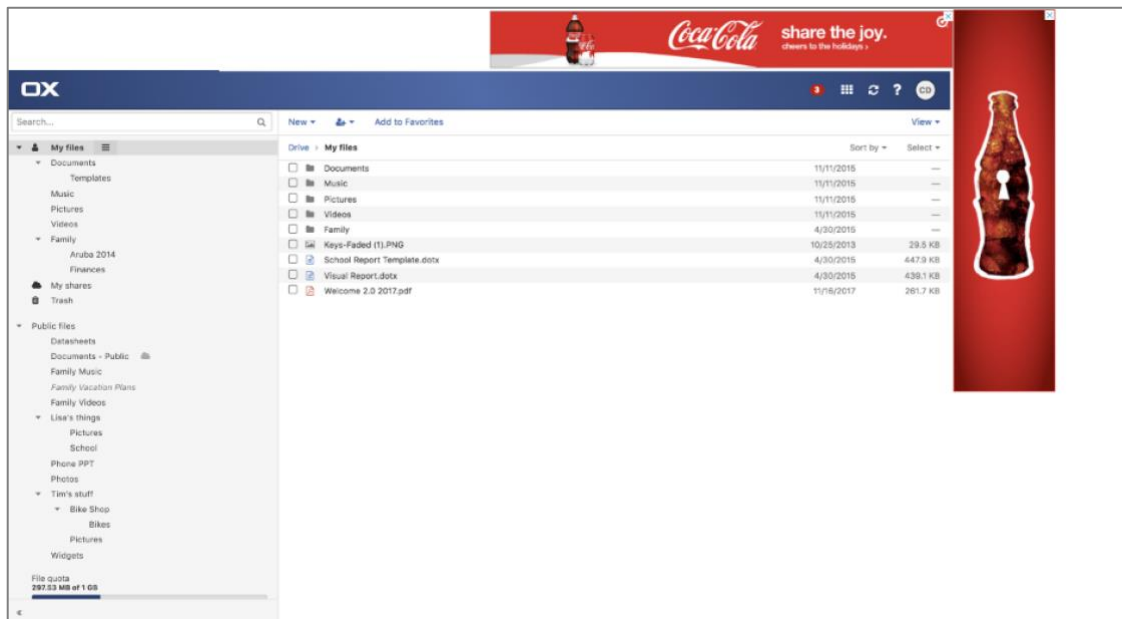
3.1.2. Skyscraper

- This ad space is fixed across all modules; which modules are allowed to show advertisement can be configured
- If the screen size is too small for this kind of ad (smaller than 1024x768px), the ad space will not be used, and no ads will be loaded
- Modules and ad sizes can be configured
- An event configuration can trigger the ad to show/reload if defined



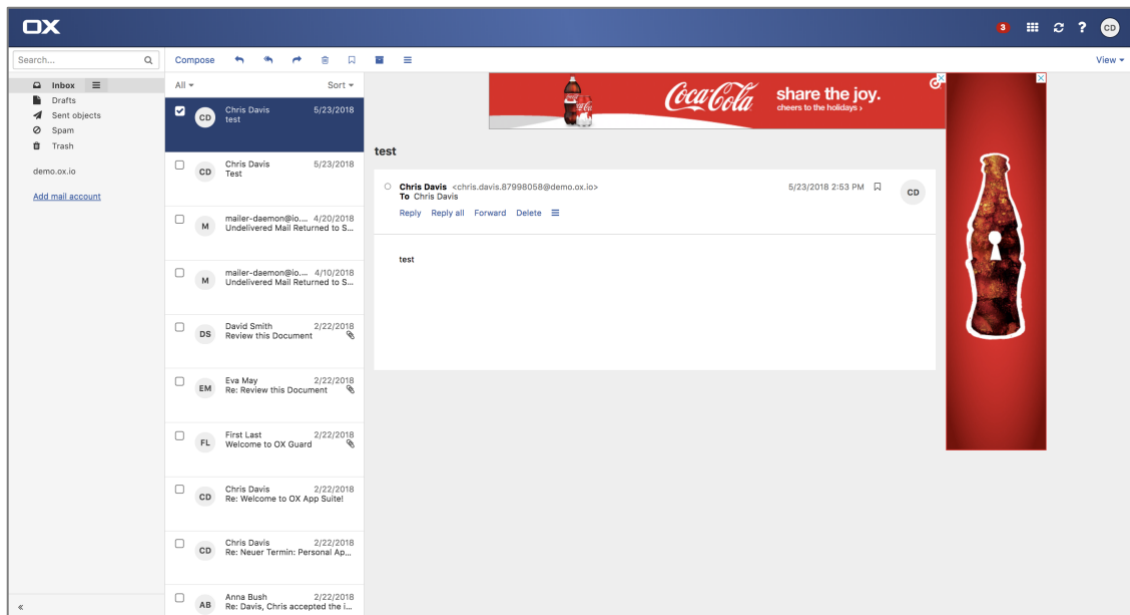
3.1.3. Wallpaper

- This ad space is fixed across all modules; which modules are allowed to show advertisement can be configured
- It supports the same sizes as the leaderboard and the skyscraper and combines them into one ad space
- An event configuration can trigger the ad to show/reload if defined



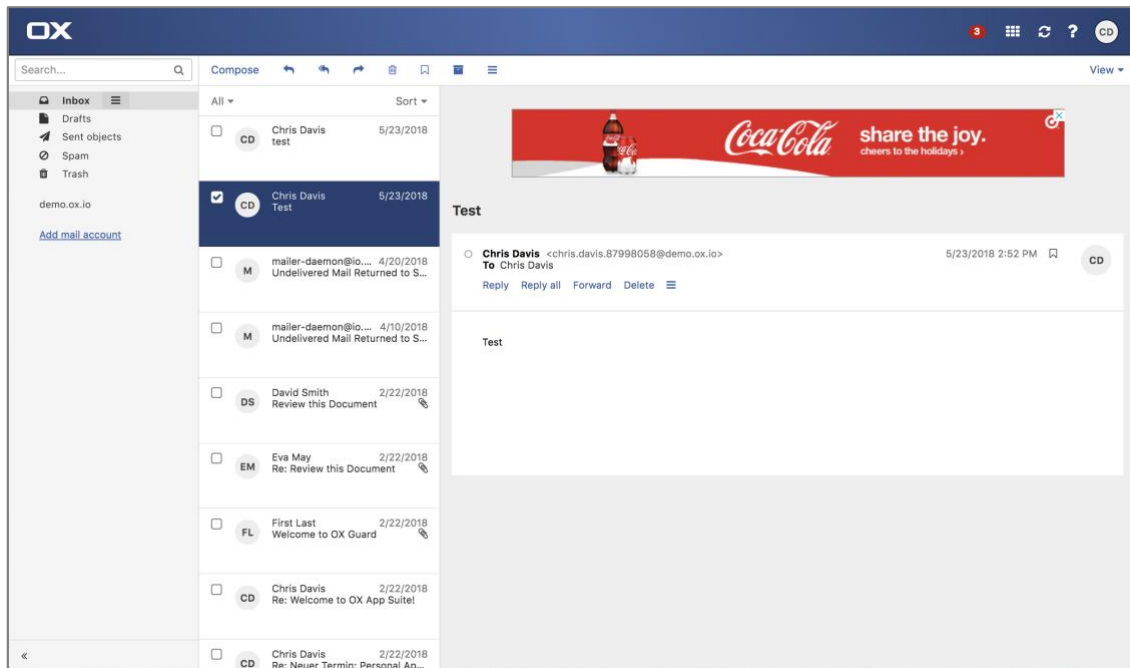
3.1.4. Email Wallpaper

- This ad space is only available in OX Mail and shows ads above the mails content when the user checks email details
- It supports the same sizes as the mail detail view leaderboard and skyscraper and combines them into one ad space around the mail content
- An event configuration can trigger the ad to show/reload if defined



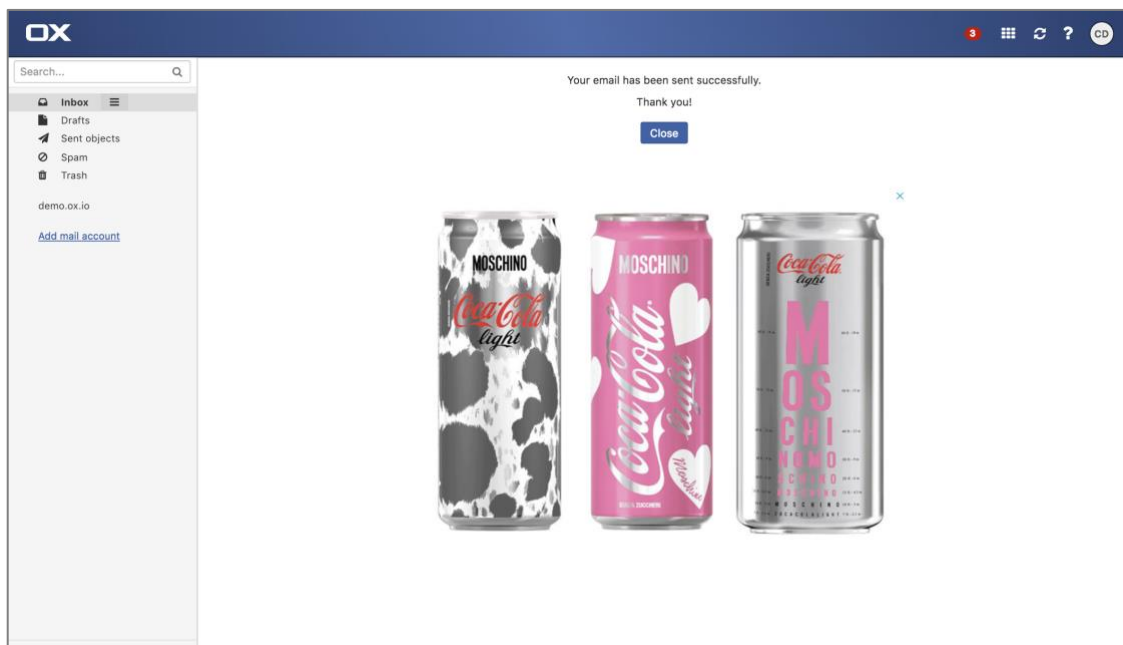
3.1.5. Mail Detail View Leaderboard

- This ad space is only available in OX Mail and shows ads above the mail content when the user checks an email's details
- An event configuration can trigger the ad to show/reload if defined



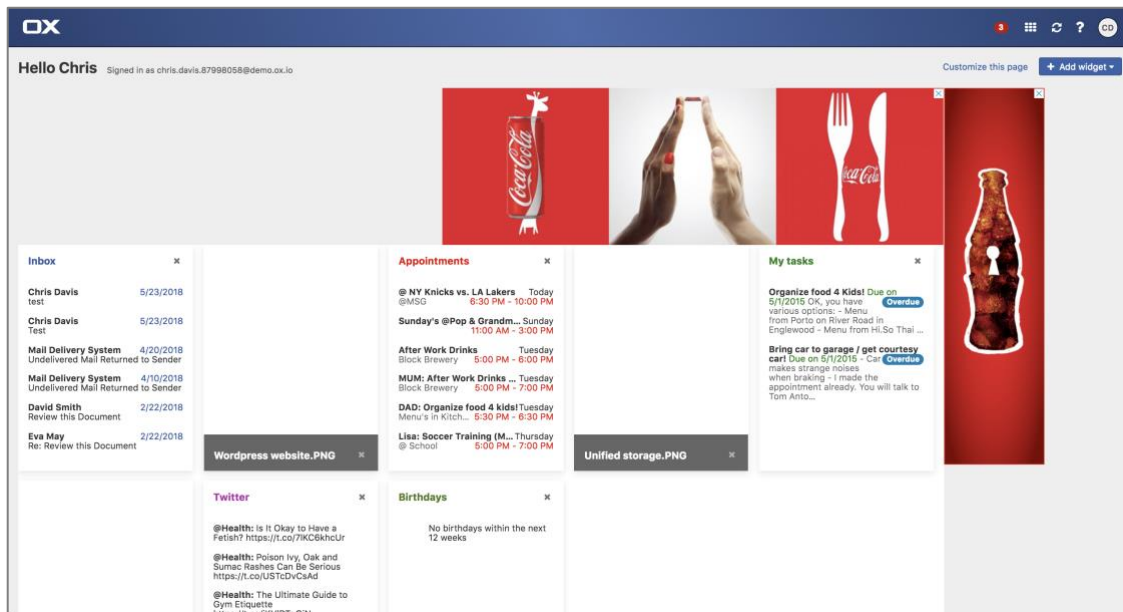
3.1.6. Mail Sent Ad

- Every time a user sends an email, some text information, along with an ad, is shown
- The placement area can be much bigger than the area used for the original text (e.g. “mail successfully sent”). The advertising area is under this text
- It supports the same sizes as the rectangle and the maxi ad
- Further configuration can be added to this area such as instructions to the user (e.g. add the recipient to the address book)
- The event “mail successfully sent”, always triggers the ad to show/reload if defined



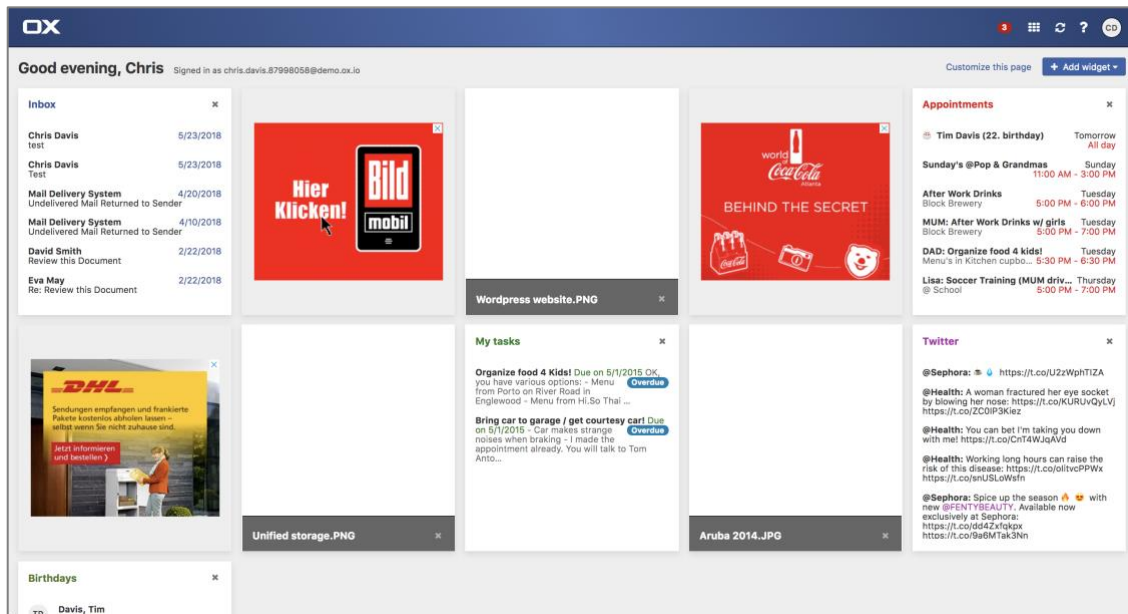
3.1.7. Portal Wallpaper

- This ad space is only available in the OX Portal and shows ads above portal widgets
- It supports the same sizes as the portal billboard and skyscraper and combines them into one ad space around the portal widgets
- An event configuration can trigger the ad to show/reload if defined



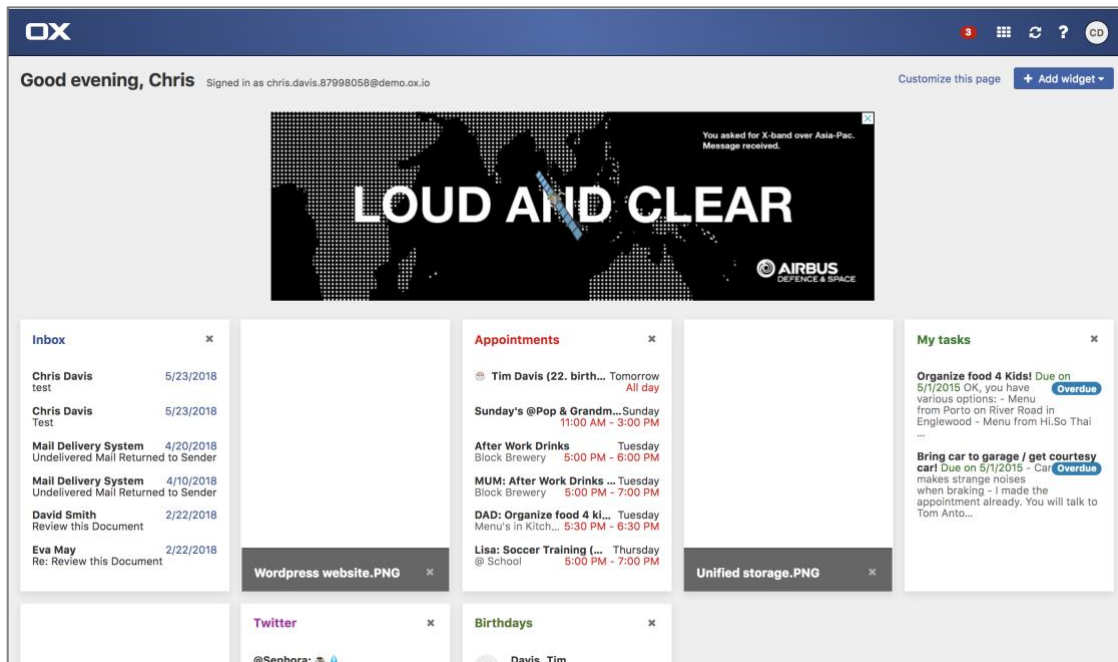
3.1.8. Portal Widget

- This ad space is only available in OX Portal
- The ad space supports rectangle ads and replaces a portal widget
- An event configuration can trigger the ad to show/reload if defined



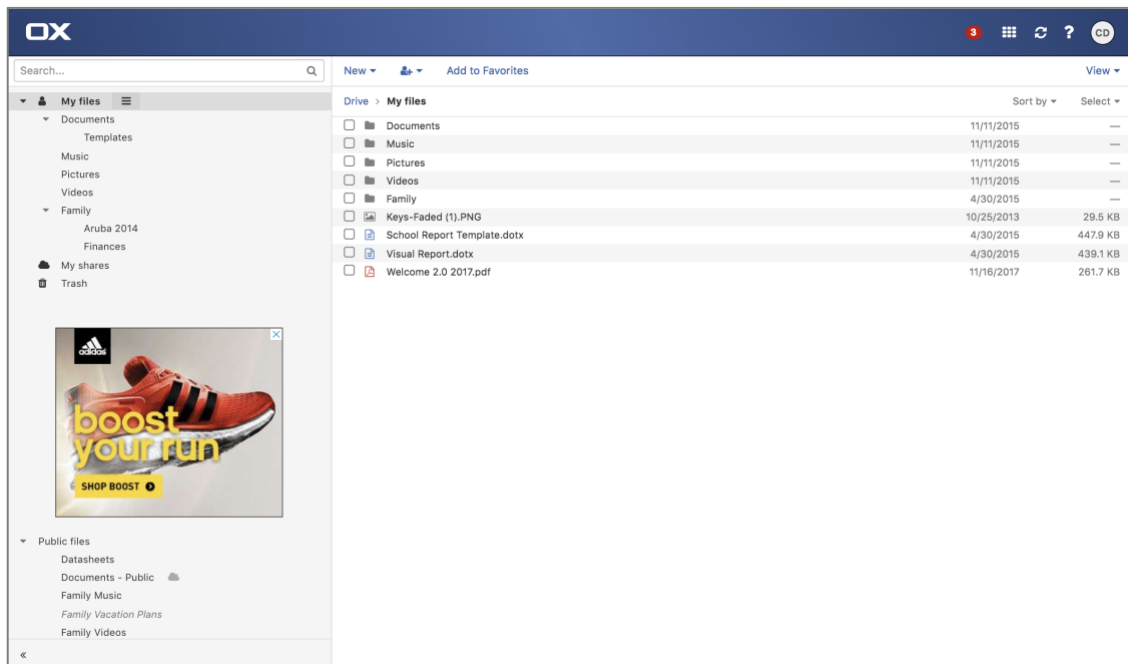
3.1.9. Portal Billboard

- This ad space is only available in OX Portal
- If defined, the ad space shows an advertisement above the portal content
- An event configuration can trigger the ad to show/reload if defined



3.1.10. Drive Folder Ad

- This ad space is only available in the folder section of OX Drive
- It supports the same sizes as the rectangle
- If the folder tree is minimized, no ad space is created, and no ad will be shown
- An event configuration can trigger the ad to show/reload if defined



3.1.11. Logout Page

- This ad space is only available in the OX App Suite logout page
- It can also be used for video ads
- An event configuration can trigger the ad to show/reload if defined



[Back to sign in](#)

4. OX Display – Configurations

4.1. Mapping Pre-defined Ad Spaces

Several sizes for each ad placement are possible. OX Display gives more than one option to the ad server in order to provide an ad slot.

| Spaces | Format Options | max. Weight | max. Height | Desktop | Mobile |
|---------------------------------|--|----------------|----------------|-----------|-----------|
| Leaderboard | 320x50 (mobile) 468x60 728x90 | 728 | 90 | Supported | Supported |
| Skyscraper (left / right) | 120x600 160x600 200x200 240x400 250x250 300x250 300x1000 300x1050 | 300 | 1050 | Supported | Hidden |
| Wallpaper | see leaderboard and skyscraper | | | Supported | Hidden |
| Email Wallpaper | see mail detail view leaderboard and skyscraper | | | Supported | Hidden |
| Mail Detail View Leaderboard | 320x50 (mobile) 468x60 728x90 970x90 | 970 | 90 | Supported | Supported |
| Mail Sent Ad | 200x200 240x400 250x250 336x280 300x250 (both) | 640 | 480 | Supported | Supported |

| | | | | | |
|------------------|---|------|-----|-----------|-----------|
| | 320x50 (mobile) 320x100 (mobile) 468x60 640x480 | | | | |
| Portal Wallpaper | see mail portal billboard and skyscraper | | | Supported | Hidden |
| Portal Billboard | 320x50 320x100 468x60 728x90 970x90 200x200 800x250 | 970 | 250 | Supported | Hidden |
| Portal Widget | 300x250 250x250 | 300 | 250 | Supported | Supported |
| Drive Folder Ad | 200x200 250x250 300x250 320x100 320x50 | 320 | 250 | Supported | Supported |
| Logout Page | 250x250 300x200 640x480 800x250 1024x768 | 1024 | 768 | Supported | Supported |

4.2. Configuration

The OX Display offers the following configuration to display ads.

| Filter Configuration | Comment | Desktop | Mobile |
|-----------------------------|---|-----------|-----------|
| Module visibility | Configurable array of OX App Suite UI modules where ads are visible for the user. If this is not configured, each pre-defined ad space will be shown in the related modules (JSON configuration) | Supported | Supported |
| Capabilities customization* | Option to configure which users gets advertisement based on OX App Suite capabilities | Supported | Supported |
| Margin customization* | Margin around ad spaces can be configured | Supported | Hidden |

*Customizations has to be defined by Customer and need to be requested via Services Engineering

| Event Configuration | Comment | Desktop | Mobile |
|---------------------|---|-----------|-----------|
| Trigger | An event, which is usually fired by the user interface, which can be used to load/reload an ad into an ad space | Supported | Supported |
| Module change | A module change always triggers an ad reload | Supported | Supported |
| Folder change* | A folder change has to be defined in order to trigger ads (possible in App Suite settings and the following modules: Mail, Calendar, Drive, Address book) | Supported | Supported |
| Reload trigger | A trigger that is fired, after a given period of time, which causes a load/reload of an ad | Supported | Supported |

| | | | |
|----------------------------------|--|-----------|-----------|
| | into an ad space (JSON configuration) | | |
| Cool down timer | A specified period of time, after a trigger is fired, within which an ad cannot be loaded/reloaded (JSON configuration) | Supported | Supported |
| Ad reload trigger customization* | Individual events to execute custom JavaScript code when the advert is about to be loaded/replaced/triggered or hidden | Supported | Supported |
| Initialization customization* | Allows to inject ad partner JavaScript and to store global variables for further use | Supported | Supported |
| GPT tag | Automatically inject GPT ad tags by simply configuring the unit ID (JSON configuration) | Supported | Supported |

*Customizations has to be defined by Customer and need to be requested via Services Engineering

5. OX Display – Feature Summary

- Easy to manage/configure with no large upfront investment
- API based upload of configurations based on user or user groups
- API allows for control panel or provisioning system integration
- Supports standard ad formats
- Pre-defined ad spaces are ready to use once the ad server is connected
- Ad integration on all devices (Smartphone, Tablet and PC) through the web UI
- Each pre-defined ad spaces can be individually configured/adjusted (e.g. size and position)
- Each pre-defined ad space can inject individual ad specific JavaScript/CSS for maximum flexibility
- Completely configurable with minimum coding know-how via a JSON based configuration file. Changes impact immediately. One configuration per cluster or per node or upload with API
- Configurable reload trigger available to perform non-event triggered ad reloads
- Individual reload trigger possible, e.g. if the user changes the module
- Each module can be configured to show/hide ads (e.g. show ad in the OX Mail but not in OX Drive)
- Capabilities can be configured to show/hide ads (e.g. show ads if the user has no OX Drive capabilities)
- Dynamic orchestration available, i.e. the support of multiple ad servers