



Client Side Loader Documentation

Publisher Integration

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Disclaimer: This document is actively maintained and will be updated regularly to reflect improvements in the system. While the core process remains consistent, refinements may be made to enhance performance and functionality. As a result, this document is subject to change.

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1. Overview of the Mantis Client Side Loader

The Mantis Client Side Loader is a bundled JavaScript file designed to provision different configurations for customers and output the required modules. This service optimises the inclusion of only the products and services needed, such as Mantis Brand Safety, Contextual, and Mantis Carousel. Key benefits include:

- **Efficient Integration:** Simplifies the process of integrating multiple Mantis services with a single script.
- **Optimised Performance:** Ensures only necessary components are loaded, improving site speed and performance.
- **Customisable:** Easily configured to match the specific needs and look and feel of your site.
- **Easy Maintenance:** Reduces complexity and makes it easier to manage updates and changes.

This guide provides step-by-step instructions for setting up the Client Side Loader.

2. Mantis Client Side Loader- Products Suite

The Mantis Client Side Loader is optimised for speed and efficiency, including only the selected products. If you wish to include additional products not currently in your loader, please contact your Mantis account manager. Only the products you choose will be included in your loader.

Mantis Brand Safety and Contextual

Mantis Brand Safety and Contextual uses advanced AI technology to ensure content aligns with brand safety guidelines and provides precise contextual targeting, ensuring your ads are displayed in the most relevant content.

Key Benefits:

- **Enhanced Brand Safety:** Safeguards your brand by preventing association with unsafe content.
- **Contextual Targeting:** Improves ad performance by displaying ads in contextually relevant content.
- **Granular Insights:** Offers detailed data on content categories, emotional tone, and sentiment.
- **Real-Time Analysis:** Continuously monitors and evaluates content.
- **Customisable Rules:** Allows setting specific brand safety rules to meet your needs.
- **Automatic Brand Safety & Contextual Targeting:** If using Google Publisher Tag (GPT), Mantis will automatically initialise, fetch brand safety and contextual ratings, and apply them to ad targeting. No additional manual configuration is required for standard use.

Mantis Content Carousel (Coming Soon)

The Mantis Carousel utilises Mantis TAG verified AI technology to showcase relevant and recent content through an on-page widget.

Key Benefits:

- **Increase Traffic:** Keeps users on the site longer, improving page navigation.
- **Incremental Impressions:** Integrates ad units within the widget to boost ad impressions.
- **Material Impact on Revenue:** Significantly increases traffic and revenue potential.
- **Cookie-Free Operation:** Ensures user privacy by operating without requiring personal data.
- **Customisable:** Easily matches the look and feel of your site.

For more detailed information or customised configurations, please contact your Mantis account manager.

3. Pre-Integration Requirements Checklist

This checklist outlines the essential requirements for integrating the Mantis Client Side Loader. Completing these steps is crucial as it aids in setting up the Mantis instance and configuring the sites within our platform. Without this information, we can not proceed with the integration.

Checklist

1. Site Metrics and Technology Details:

- **Pageviews per Website:** Provide the average monthly pageviews for each target website.
- **Monthly Published Articles :** Provide the average number of articles published per month for each website.
- **Technology Breakdown :** For each site, provide the framework details, including standard platforms like React or Next.js, as well as any proprietary systems.

2. Domain and Subdomain Details:

- **Complete List of Domains:** Provide a comprehensive list of all domains and subdomains where the loader will be integrated, covering all relevant environments.

3. Content Lookback Window:

- **Duration:** Confirm the content lookback window, which typically ranges from 30 to 60 days, to define the historical data analysis scope.

4. Paywall and Access Considerations (if Applicable):

- **Paywall Type Identification :** Detail the handling of paywalls or restricted access to ensure Mantis crawlers can operate effectively.
- **Access Solutions** Suggest methods for Mantis to access restricted content, such as page element access or CDN whitelisting.

5. Technical and Security Requirements:

- **IP Whitelisting :** Clients must whitelist all Mantis IP addresses.
- **User Agent Permissions:** Clients are required to allow permissions for the Mantis User Agents.

Final Steps

- **Pre-Integration:** Please email a complete copy of all requested information to your account manager. Mantis stakeholders will review the provided details, address any questions, and confirm when integration can begin.
- **Stakeholder Sign-Off:** As part of the stakeholder sign-off, we will agree on a provisional go-live date with all parties involved.

4. Basic Integration

4.1. Site Header

Step-by-Step Guide

1. Insert the Script

Place the following script within the `<head>` section of your article pages.

Note: The script includes the `async` attribute, which ensures that the script loads asynchronously without blocking the rest of the page. Please be aware that the client tag will not scan home or section pages.

```
<!-- Mantis Client Side Loader (JS) -->
<script async src= "https://loader.mantis
path>/loader.js" - intelligence.com/<publisher
></script> - mantis -
```

□

2. Verify Integration

- Ensure the script is loaded correctly.
- Confirm that the `window.mantis` object is present to verify the loader is active.

Note: `window.mantis` is the default global object used by Mantis. This can be customised if required—please speak to your account manager for more details.

4.2. Google Tag Manager Integration

To deliver the Mantis Loader using Google Tag Manager (GTM), follow these steps:

1. Create a New Tag

- Go to your GTM account and create a new tag.
- Select "Tag Configuration" and choose "Custom HTML".
- Copy and paste the script from the Basic Integration (see 3.1) section into the HTML field.
 - **Note**: Ensure that the `async` attribute is included in the script to allow it to load asynchronously. This helps in optimising the loading performance of your page.

2. Set Up a Trigger

- Click on "Triggering" and choose "New".
- Name your trigger (e.g., "Mantis Loader Trigger").
- Choose "Page View" as the trigger type.
- Configure the trigger to fire on article pages only. You can do this by specifying a condition that matches the URL pattern of your article pages (e.g., Page Path contains `/article/`). Alternatively, you can use any existing mechanism your site already employs to identify article pages.

3. Publish the Container

- Save your tag and trigger.
- Submit and publish your GTM container to make the changes live.

5. Site Crawling

5.1. IP Address Whitelisting

To allow Mantis to effectively crawl your site, it may be necessary to whitelist specific IP addresses and user agents. Additionally, if your site is protected by a paywall, you should either whitelist the same IP addresses or consult with your account manager to discuss potential options or solutions.

UK/EEA Production Environment:

- **IP Addresses:**
 - 34.240.134.77
 - 54.170.2.16
 - 54.217.151.63
 - 54.228.75.15
 - 34.250.172.196
 - 79.125.39.228
 - 34.255.18.193
 - 52.214.183.101
 - 52.212.239.34

UK/EEA Development Environment:

- **IP Addresses:**
 - 34.247.109.254
 - 52.51.234.82
 - 34.246.26.24
 - 63.34.111.65
 - 34.249.157.28
 - 52.213.212.32

AU/APAC Production Environment:

- **IP Addresses:**
 - 54.253.149.197
 - 54.252.110.150
 - 13.239.164.163

AU/APAC Development Environment:

- **IP Addresses:**
 - 3.104.26.13
 - 52.63.215.31
 - 54.253.20.45

User-Agent:

- 'Mantisbot/1.0 (+ <http://www.mantis-intelligence.com/>)'

Important Notes:

- Ensure that the above IP addresses are whitelisted in your firewall or any other security mechanisms to allow Mantis to crawl your site.
- If your site has a paywall, you may need to whitelist these IPs or consult with your Mantis account manager to discuss alternative solutions for crawling paywalled content.

5.2. Domain and Subdomain Whitelisting

To ensure the Mantis Client Side Loader operates correctly across all environments - production, staging (pre-production), and development - it is essential to manually enable the relevant domains and subdomains. Without this step, the Mantis script will not execute properly.

For Mantis services to function as expected, you must provide a comprehensive list of all domains and subdomains for development, staging, and production environments where the Client Side Loader will be deployed. This list should be supplied to your Mantis account manager, who will ensure the necessary configurations are applied on the backend. Failure to include all necessary domains may result in the script not running as expected.

Action Required:

- Provide a complete list of all domains and subdomains across **development**, **staging (pre-production)**, and **production** environments where you plan to run the Mantis Client Side Loader.
- Ensure this list is submitted to your Mantis account manager, who will enable these domains and subdomains on the backend.
- Notify your Mantis account manager when launching new sites or adding new subdomains to ensure that Mantis is activated on these domains.

Important Note:

In some cases, particularly in **development** and **staging (pre-production)** environments, the Mantis crawler may not be able to access certain areas, especially those protected by logins or other access controls. In these scenarios, the Mantis Client Side Loader script will still run, but certain values, such as **context** and **ratings**, will have the value "unknown". The script will continue to function on-page, but targeting and insights may be impacted.

5.3. Paywall Restrictions

If your site is protected by a paywall, the solution for Mantis crawling will depend on the specific paywall implementation. The Mantis crawler has JavaScript turned off by default for security and efficiency reasons, and script elements are also stripped during the crawling process. As a result, certain paywall configurations can prevent the crawler from accessing the content it needs for analysis.

Options to Ensure Proper Functionality:

1. **Whitelist at the CDN Level:**

You can whitelist Mantis at the CDN level to allow the crawler to access the full content of your paywalled pages. This approach ensures that Mantis can properly scan and analyse the content for brand safety and contextual targeting.

2. **Provide a Suitable On-Page Element:**

Another option is to provide an on-page element where the full text is available to the crawler. This element should be accessible without requiring login or JavaScript to display the content, ensuring that the Mantis crawler can properly read and process the necessary data.

3. **Client-Side Paywalls:**

If your paywall is implemented on the client side (e.g., solutions like Piano.io), Mantis may already be able to bypass it since JavaScript is disabled on our crawler. This only works if the full article text is available in the page source on initial load, and the client side paywall simply hides or removes part of the content after load.

Important Note:

Work with your Mantis account manager to determine the best solution for your specific paywall setup. If access to the content behind the paywall is not properly configured, the crawler may only be able to access the first few paragraphs, depending on what content is exposed on the page. This could impact the completeness of contextual data, potentially affecting targeting and brand safety.

6. Environments

The following environments are used for various stages of the deployment and testing process for the Mantis Client Side Loader:

- **Production:** This is the live environment where the Mantis Client Side Loader operates on your site as it is accessed by end users. It is the final, fully tested version that is used in the real -world application. Ensure that all configurations and integrations are thoroughly tested here before going live.
 - **URL:** <https://loader.mantis-intelligence.com/<publisher-mantis-path>/loader.js>
- **Stable:** This environment is used to test the stability and performance of the Mantis Client Side Loader in a preproduction setting. It is intended to ensure that all features function reliably and are ready for deployment to the production environment.
 - **URL:** <https://stable-mantisloader.mantis-dev-awx.com/<publisher-mantis-path>/loader.js>
- **Dev:** This environment is used for specific testing and validation scenarios that might involve experimental features or configurations not available in the standard production or development environments. It allows for controlled testing before changes are moved to the stable environment.
 - **URL:** <https://bertha-mantisloader.mantis-dev-awx.com/<publisher-mantis-path>/loader.js>

Each environment serves a specific purpose to ensure that the Mantis Client Side Loader is robust, functional, and ready for production deployment. Please select the appropriate environment based on your testing and deployment needs.

7. Mantis Global Object

The global object typically used by Mantis is called `window.mantis` (although this can be customised if required —speak to your account manager). Below is an overview of what `window.mantis` contains and what each property does:

Properties of window.mantis

- **mantis.data**: Contains data fetched from the Mantis API, including ratings, emotion, sentiment, and categories.
- **mantis.error**: Stores error messages encountered during initialisation or data fetching.
- **mantis.setMantisTargeting** : Function to set Mantis targeting parameters for ad services. The configuration for this function is managed by Mantis.
- **mantis.targetingData** : An object that stores structured targeting data, available in both standard and granular formats, used for manual targeting or analytics.

Example Usage of window.mantis

1. **Checking for Errors**: You can check if any errors occurred during initialisation by inspecting `window.mantis.error`.

```

if (window.mantis.error) {
  console.error("Mantis encountered an error:", window.mantis.error);
}

```

2. **Accessing Data** : The data fetched from the Mantis API can be accessed via `window.mantis.data` . Additionally, a JavaScript event, `mantis.data.ready` , is fired when the data is retrieved.

```

const mantisData = window.mantis.data;
console.log("Mantis data:", mantisData);

```

3. **Setting Mantis Targeting** : Use `window.mantis.setMantisTargeting` to set Mantis targeting parameters for Google Ad Manager. You do not need to pass any targeting parameters; simply call the function and it will automatically add the relevant targeting to the page.

```

window.mantis.setMantisTargeting();

```

Note:

If you are using Google Publisher Tag (GPT), Mantis automatically initialises and applies the latest brand safety and contextual ratings to ad targeting without requiring `setMantisTargeting()`. This behaviour ensures that ad calls include the most relevant contextual signals by default. If using another ad system, manual application may be required.

There are two options for Mantis Ad Targeting: Granular and Standard. This can be customised by speaking to your Mantis account manager. Granular targeting requires more Key/Value pairs in Google Ad Manager.

4. Applying targetingData for Manual Targeting and Analytics:

This is an example of the data used for manual ad targeting and analytics applications (see Section 8 for various use cases and detailed examples).

```
targetingData: {
  standard: {
    mantis: "Default - GREEN, Tesco - GREEN, AgencyMasterBS - RED, sentiment -
    veryPositive, joy - medium, sadness - low, disgust - low, anger - low, fear - low" ,
    iab_context: "664,511,150,188,505,552,230,197,676,210,52,90" ,
```

```

    mantis_context:
      "travel,transports,sea_travel,sports,fishing,saltwater_fishing,freshwater_fishing"
  },
  granular: {
    mantis_green:   "Default,Tesco"   ,
    mantis_amber:  "SomeOtherClient" ,
    mantis_red:    "AgencyMasterBS"  ,
    mantis_sentiment: "sentiment - veryPositive" ,
    mantis_emotions: "joy - high, sadness - low" ,
    iab_context:   "210,505" ,
    mantis_context: "sports,sea_travel"
  }
}
□

```

For Manual Ad Targeting: If opting out of automatic targeting, use targetingData to manually set parameters on a Google Publisher Tag ad slot.

□// Access the standard targeting data

```
var standardTargeting = window.mantis.targetingData.standard;
```

// Configure ad slot with targeting data

```
googletag.cmd.push( function () {
  var slot = googletag.defineSlot(
    '/1234567/sports' , [ 728, 90], 'div - gpt - ad-
123456789 - 0' ).addService(googletag.pubads());

```

// Apply standard targeting parameters manually

```
slot.setTargeting( "mantis" , standardTargeting.mantis);
slot.setTargeting( "iab_context" , standardTargeting.iab_context);
slot.setTargeting( "mantis_context" , standardTargeting.mantis_context);

```

```
googletag.pubads().enableSingleRequest();
```

```

    googletag.enableServices();
});

```

For Analytics (e.g., Google Analytics) Use `targetingData` to enrich analytics data sent to Google Analytics.

```

// Send custom dimensions to Google Analytics based on Mantis targeting data
ga( 'create' , 'UA - XXXXX Y' , 'auto' );
ga( 'set' , 'dimension1' , window.mantis.targetingData.granular.mantis_red); // Custom
dimension for overall Mantis targeting
ga( 'send' , 'pageview' );

```

8. KPV Mantis Standard and Granular Targeting

The `setMantisTargeting` function is available for use in cases where the publisher opts to manually apply Mantis values, processing data from a Mantis API response into a format suitable for targeting parameters, including ratings, sentiment, and emotion data, supporting both standard and granular targeting options. By default, Mantis will automatically initialise once on the page, retrieve the latest brand safety and contextual ratings, and apply them to Google Publisher Tag (GPT) without requiring manual configuration, ensuring seamless integration and up-to-date targeting parameters. However, this automatic targeting functionality only works with GPT, so if you are using a different ad management setup, you may need to apply targeting manually using `setMantisTargeting()`.

How It Works:

Standard Targeting (Default):

- **Combined String:** Includes ratings, sentiment, and emotions combined into a single string.
 - **mantis:** The combined string for ratings, sentiment, and emotions.
 - **Example:** `mantis=Default - GREEN, Tesco - GREEN, AgencyMasterBS - RED, sentiment - veryPositive, joy - medium, sadness - low, disgust - low, anger - low, fear - low`

Ratings: Includes valid ratings in the format "customerrating". Invalid ratings ('N/A') are skipped. If no valid ratings are found, it defaults to "unknown".

Sentiment: Processed into the format "sentiment -sentimentValue". If sentiment is undefined or empty, defaults to "sentiment-unknown".

Emotions: Processed into a comma-separated string in the format "emotion-level". If no emotions are found, it defaults to "emotions-unknown".

Context Categories: Includes `mantis_context` and `iab_context` even if granular targeting is disabled.

- **Mantis Context:** Processes categories with scores above 0.6. If no categories meet this threshold, it defaults to "unknown".
- **IAB Context:** Processes categories with scores above 0.6. If no categories meet this threshold, it defaults to "unknown".
- **Example: `iab_context`:**
`664,511,150,188,505,552,230,197,676,210,52,90`, **`mantis_context`:**
`travel,transports,sea_` `travel,sports,fishing,saltwater_fishing,`
`freshwater_fishing`

Granular Targeting:

- **Separated Data:** Data is separated into specific subsets for more detailed targeting.
 - **Ratings Subsets:**
 - `mantis_green`: Customers with "GREEN" rating.
 - `mantis_amber`: Customers with "AMBER" rating.
 - `mantis_red`: Customers with "RED" rating.
 - If no customers match a rating subset, it defaults to "unknown".
 - **Context Categories:**
 - `mantis_context`: Processes categories with scores above 0.6.
 - `iab_context`: Processes categories with scores above 0.6.
 - If no categories meet this threshold, each context category defaults to "unknown".
 - **Sentiment and Emotions:** Separates sentiment and emotions into distinct parameters.
 - `mantis_sentiment`: If undefined or empty, represented as "sentiment-unknown".
 - `mantis_emotions`: If no emotions are found, represented as "emotions-unknown".

Use Cases:

Standard Targeting:

- Ideal for Google Ad Manager KPV or GA events where a single, concise targeting parameter is needed.
- Simplifies the data to ensure compatibility with systems that might have limitations in handling multiple parameters.

Granular Targeting:

- Suitable for advanced targeting scenarios requiring detailed insights into ratings, sentiment, and emotion.
- Provides a richer dataset for precise targeting strategies, offering more control over how each aspect is used in targeting.

By default, standard targeting is applied. For granular targeting, please contact your account manager. The `setMantisTargeting` function is available for use in cases where the publisher opts to manually apply the Mantis values.

9. Handling Client-Side Routing in React and Next.js

Automatic URL Change Monitoring for SPA Sites (Next.js, React)

For Single Page Applications (SPAs) such as those built with Next.js, React, or similar frameworks that rely on client-side routing (e.g., using `history.pushState` or `replaceState`), page changes often occur without fully reloading the DOM. This can prevent Mantis Brand Safety and contextual targeting from being automatically reapplied after a page transition.

To address this, Mantis offers `enableUrlChangeMonitoring` —a feature that automatically detects client-side page transitions and reapplies the necessary Mantis services, such as Brand Safety and contextual ad targeting, during these transitions.

How It Works:

- Mantis monitors for changes in the URL (via mechanisms like `pushState` or `replaceState` used in SPAs).
- When a URL change is detected, Mantis automatically refreshes its targeting and re-applies the necessary brand safety parameters to ad calls.

Use Case:

This feature is ideal for publishers using Next.js, React, or any other SPA frameworks, where most of the DOM remains static during navigation. It ensures that Mantis Brand Safety,

contextual targeting, and ad services stay aligned with the content being viewed, even if the page does not fully reload.

Enabling URL Change Monitoring:

This feature requires a backend configuration change by the Mantis team. If your site uses client-side routing and you would like to enable this functionality, please contact your Mantis account manager to activate `enableUrlChangeMonitoring` for your domain.

Benefits:

- No Additional Setup: Mantis handles the detection and reapplication of services automatically on each page change.
- Consistent Ad Safety: Ensures that Mantis Brand Safety is continuously enforced across dynamic content.
- Improved Ad Relevance: Ad targeting parameters are refreshed with each page transition, improving ad relevance and performance.

For more information or to enable this feature for your SPA site, reach out to your Mantis account manager.

10. Contact Information

General Inquiries

For general questions or if you are unsure who to contact, please reach out to our support team, and we will direct your inquiry to the appropriate department.

Email: hello@mantissolutions.com

Client Services

For client support, account management, and service-related inquiries:

Email: clientservices@mantissolutions.com

Mantis Partnerships

For strategic partnerships and high-level management inquiries:

Ben Pheloung - Head of Mantis

Email: ben.pheloung@mantissolutions.com

Product & Technical Implementation

For inquiries related to product development, roadmap planning, or technical integration:

Callum McAdam – Senior Technical Product Manager

Email: callum.mcadam@mantissolutions.com

Gloria Bricalli – Product Manager

Email: callum.mcadam@mantissolutions.com

We value your feedback and are dedicated to ensuring your experience with Mantis meets your expectations. Please do not hesitate to reach out with any concern or feedback you may have.