Server to Server Integration

Platform and Publisher Documentation

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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 Mantis Server to Server Integration

The Mantis Server to Server Integration enables seamless communication between various platforms, Content Management Systems (CMSs), and the Mantis Brand Safety and Contextual Targeting services. This integration is designed to cater to a range of platforms, ensuring that content meets brand safety guidelines before publication, regardless of the specific platform or CMS in use.

Key Benefits:

- **Automated Classification** : Automatically classify content for brand safety during the publishing process, applicable across multiple platforms and CMSs.
- **Real-Time Retrieval**: Retrieve up-to-date brand safety ratings directly from Mantis for display on live pages.
- **Comprehensive Coverage**: Extend brand safety checks to article, section, and homepage levels, including AMP pages.

2. Integration with Platforms and Publisher CMSs

This section outlines how different platforms and CMSs can integrate with Mantis for contextual and brand safety classification and retrieval. The process is designed to be flexible, accommodating various architectures.

2.1. Article Brand Safety Classification

When an article is published (or prior to publishing), the Mantis `classifyArticle` API endpoint should be called to classify the article's content for brand safety.

Endpoint:
`https://<publisher - mantis - url>/classifyArticle`

Method:
`POST`

Request Body:
Send the article data as a JSON object, including:

- `html` : The HTML content of the article body (excluding headers, footers, links, and teasers) or plain text of the article content.
- `url` : The public page URL (for live or future articles).
- `cmsID` : Unique article reference ID from the publisher's CMS.
- `author` : The author(s) of the article.
- `title` : The title of the article.
- `published` : The timestamp when the article was published.
- `lastModified` : The timestamp when the article was last modified.
- `requiresReprocessing(Optional):` Only send when required. **`True`** when the article needs to be reprocessed.

Authentication:
Pass publisher authentication credentials using an HTTP Basic authentication header.

Response:
The Mantis API will return the brand safety ratings in the response body as JSON data. Publishers and Platforms may choose to store these ratings in their CMS or database.

Important Note:
Stored ratings will not automatically update if the Mantis rating models change unless the publisher implements a process to refresh this data.

2.2. Article Brand Safety Retrieval

To display the brand safety ratings on a live page, retrieve the ratings using one of the following methods, adaptable to the specific platform or CMS:

Method 1: Mantis API Call
Send a GET request to the Mantis API with either the CMS article ID or the public page URL as a query parameter.

Example Request:

- https://<publisher - mantis - url>/classifyArticle?cmsID=stokesentinel - 3838610
- https://<publisher - mantis - url>/classifyArticle?url=www.stokesentinel.co.uk/sport/football/port - vale - pope - clark - bans - 3838610

Response:
The API will return the brand safety ratings in the response body as JSON data. If the article has not been processed, the response will indicate that the ratings are not yet available.

Method 2: Locally Stored Data
Retrieve the ratings from the locally stored data in the CMS database. Note that this data may be outdated if the Mantis rating models have been updated.

Embedding Ratings in the Page:
Include the ratings retrieved from the Mantis API as a global object on the page.

Example Script:

```
<script>
window.mantis = <ratings object from Mantis>;
</script>
```

This data can then be accessed by frontend scripts for further integration, such as passing brand safety ratings into ad tags.

3. Section and Home Page Brand Safety

3.1. Section Page Scanning via CMS IDs

To ensure brand safety across section and homepage levels, the Mantis system will scan the top three articles on the page. The overall brand safety rating for the page will be determined based on the ratings of these articles.

Endpoint:
/articles/get?cms_ids=mirror-3838610,mirror-965382,mirror-965352

Method:
GET

Request Parameters:

- cms_ids: A comma-separated list of the CMS IDs for the top three articles on the page.

Response:
The API will return combined brand safety ratings for the articles in JSON format. If any of the top three articles are rated as "RED" (unsafe), the entire page will be considered unsafe.

Implementation:

- Send the top three articles to Mantis via the classifyArticle endpoint as they are published.
- Use the /articles/get endpoint to retrieve the combined ratings.

Integration in CMS:
Pass the same keys/values into Google Ad Manager (GAM) as with article pages, but use the data from the sections endpoint.

3.2. Section Page Scanning via URL

Mantis system will combine the article ratings of already scanned articles present on the section page and return the combined response

We have /section/scan GET endpoint which returns the combined response of articles which are already scanned and present in Mantis database / storage

Endpoint:
/section/scan?url=https://www.mirror.co.uk/lifestyle

Method:
GET

Request Parameters:

url : Section page url

Response:
The API will return brand safety ratings for each article present on the section page in JSON format. Also the overall section page ratings will be returned in JSON format

Implementation:

- Send the section page url to Mantis via the /section/scan endpoint
- If the articles present on the section page are already scanned then those will be read from Mantis database / storage and returned in the response with ratings and sentiment
- Response will be present inside allArticles json array for each article which was present in database / storage from that section and also the combined ratings and sentiment

Note: As this is GET endpoint it will only retrieve ratings of articles present in the section page and only if data is already present in Mantis database / storage , in case if articles are present on the page but not returned in the response then those articles are not yet classified or those articles details are not stored in Mantis database / storage.

3.3. AMP Scanning

For AMP pages, apply Mantis Brand Safety and Contextual targeting by integrating Mantis data into the AMP page build process.

Key Requirements:

- Ensure Mantis data is available before the AMP page is built.
- Delay the AMP page build until Mantis scan data is returned.
- Pass keys and values as a list of comma-separated values, not embedded in JSON.

Example Targeting Data:

```
{
  "mantis" : "Default - GREEN,COVIDSafe - GREEN,Omnicomdv - GREEN,Facebook - RED",
  "mantis_content" : "education,special_education,science,mathematics,school"
}
```

Timeout Considerations: Set an optimal timeout (e.g., 10 seconds) for retrieving Mantis data. If data is not available within this timeframe, proceed with the AMP page build.

4.0. Request and Response Data Formats

4.1. POST Requests

Example POST Request Body for classifyArticle :


```
{
  "html" : "<title><h1>FA reveal bans for Port Vale's Mitch Clark and Tom
Pope</h1></title><p>Mitch Clark and Tom Pope were sent off in the closing
stages...</p>" ,
  "cmsID" : "stokesentinel - 3838610" ,
  "url" : "www.stokesentinel.co.uk/sport/football/port - vale - pope - clark - bans -
3838610" ,
  "author" : "Michael Baggaley" ,
  "published" : "2020 - 02- 01T11:27:15.000Z" ,
  "lastModified" : "2020 - 02- 01T11:27:15.000Z" ,
  "title" : "FA reveal bans for Port Vale's Mitch Cla rk and Tom Pope"
}
```


4.2. GET Requests

Example GET Request:

- https://<publisher -mantis-url>/classifyArticle?cmsID=stokesentinel -3838610

4.3. Response Data

Success Response Example:

```
{
  "input" : {
    "cmsID" : "stokesentinel - 3838610" ,
    "url" : "www.stokesentinel.co.uk/sport/football/port - vale - pope - clark - bans - 3838610" ,
    "author" : "Michael Baggaley" ,
    "title" : "FA reveal bans for Port Vale's Mitch Clark and Tom Pope" ,
    "published" : "2020 - 02 - 01T11:27:15. 000Z" ,
    "lastModified" : "2020 - 02 - 01T11:27:15.000Z"
  },
  "ratings" : [
    {
      "customer" : "Default" ,
      "rating" : "GREEN",
      "ruleSetVersion" : "1.0"
    },
    {
      "customer" : "Facebook" ,
      "rating" : "RED" ,
      "ruleSetVersion" : "1.0"
    }
  ]
}
```


Error Response Example:


```
{
  "error" : "Article id not found"
}
```


5. 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: gloria.bricalli@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 concerns or feedback you may have.