



## AdColony Advertiser Reporting API v2.2

Revision Date	Description
Jan 31, 2017	Added support for grouping by platform Added support for date grouping by hour Fixed bug that would exclude Creative data is unassigned from Ad group
Nov 22, 2016	Added support for group by creative,country Fixed bug to allow for group by ad_group,country API queue limit (see Errors section for more detail)
Jun 24, 2015	Added group by Creative Added Bid, Bid Type, Spend Limit
Jan 28, 2014	Initial release

The use of the reporting API is intended for Advertisers running their campaigns on AdColony Video Ad Network to retrieve ad performance reporting data via an API. The API uses HTTP GET to make reporting requests and retrieve results from the server.

### 1. API Access

URL: `http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=mmddyyyy`

[Note: Please refer to the APIKey in Dashboard Portal to access the Reporting API](#)

### 2. Advertiser Summary Reports

The advertiser summary reporting API provides performance data about campaigns under an advertiser's account. The reporting API allows for variable date range or specific date reports. Reports can be generated for all campaigns or for specific campaign. Performance data can be grouped by different date intervals and broken out by campaign or ad group. For more information on all these options consult the request parameters and sample requests below.

[Note: A day is defined by the GMT time zone](#)

## 2.1 Request Parameters

Parameter	Data Element	Description
user_credentials	String. <b>Required.</b>	Please use the APIKey found in your Account setting in AdColony Dashboard Portal to access the Reporting API.
campaign_id	String. Optional.	The Campaign ID is associated with each Campaign. If not specified, then the performance data will be reported across all Campaigns associated with the advertiser's account.
format	String. Optional.	Response format. If not specified, then defaults to JSON. Other response formats such as CSV and XML are supported.  Supported values: json, xml, csv
date	String. <b>Required unless interval parameter is specified in which case 'date' parameter will be overridden.</b>	Start Date in mmddyyyy format.  <b>Note:</b> GMT time zone is assumed.
end_date	String. Optional.	End Date in mmddyyyy format. If not specified, then a single day of data is reported.  <b>Note:</b> GMT time zone is assumed; should limit to 3 months in Date range for daily report.
interval	String. Optional.	A string specifying the date interval to retrieve data for.  Supported values: today, yesterday, last24, this_week, last_week, this_month, last_month, last_30_days, this_year, last_year, all_time

date_group	String. Optional.	If not specified, defaults to “aggregate”. If “day” is specified, report will break down by daily.  Supported values: hour, day, aggregate
group_by	String. Optional.	If not specified, defaults to group by “date”. Pass in “ad_group” to get a report break down by each campaign ad group.  Supported values: campaign, ad_group, creative, country, platform, app  <b>Note:</b> can support multiple group_by or comma separated values;  Eg: group_by=ad_group&group_by=country Eg: group_by=ad_group,country  <b>*** any group_by that includes creative or app will return no data for dates earlier than 1/1/2016.</b>

## 2.2 Response variables

CSV	JSON	XML	Description
Campaign ID	campaign_id	CampaignID	AdColony Campaign ID
Campaign Name	campaign_name	CampaignName	Name of campaign in AdColony Portal
Group ID	group_id	GroupID	AdColony Ad Group ID
Group Name	group_name	GroupName	Name of ad group in AdColony Portal
Creative ID	creative_id	CreativeID	AdColony Creative ID
Creative Name	creative_name	CreativeName	Name of Creative in AdColony Portal
Store ID	store_id	StoreID	iTunes ID(ios) / bundle id (Android) / AdColony App ID (if tracking via SDK)
Start Date	start_date	StartDate	Start date of report (if specified in the YYYY-MM-DD format)
End Date	end_date	EndDate	End Date of report (if specified)

			in the YYYY-MM-DD format)
Date	date	Date	When date group is by day, in YYYY-MM-DD format  When date group is by hour, in YYYY-MM-DD HH format
Impressions	impressions	Impressions	Number of video starts
CVVs	cvvs	CVVs	Number of video completes
Total Clicks	total_clicks	TotalClicks	Number of clicks
CTR	ctr	CTR	Click through Rate (Clicks / Impressions)
Bid	bid	Bid	Current bid (at the time the report is run) <i>*this is a metric primarily for the CPI bid.</i>
Bid Type	bid_type	BidType	Current bid type (CPM / CPCV / CPI)
Spend (\$)	spend	Spend	Total number amount spent
Total Campaign Spend limit	total_campaign_spend_limit	TotalCampaignSpendLimit	Campaign Spend Limit (if set)
Total Group Spend Limit	total_group_spend_limit	TotalGroupSpendLimit	Ad Group Spend Limit (if set)
eCPI (\$)	ecpi	eCPI	Effective cost per install (Spend/Install)
Installs	installs	Installs	Total number of installs
Country	country	Country	2 Letter country abbreviation
Platform	platform	Platform	ios, android

### 2.2.1 Sample Request and Response format in CSV

Example 1: retrieve daily performance report on all campaigns breakdown by ad group for a selected date range from 5/1/2015 to 5/2/2015

[https://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&format=csv&group\\_by=ad\\_group&date\\_group=day](https://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&format=csv&group_by=ad_group&date_group=day)

Note: 'Store ID' is the App Store app\_ID.

Note: 'Bid ID' is the current bid ID when the report is pulled.

Campaign ID	Campaign Name	Group ID	Group Name	Store ID	Date	Impressions	CVVs	Total Clicks	CTR	Bid	Bid Type	Spend (\$)	Total Campaign Spend Limit	Total Group Spend Limit	eCPI (\$)	Installs
1234	Campaign 1	1234	Ad Group 1	com.bundleid	5/1/15	101	96	0	0	0.02	cpcv	0	200000	0	0	1
2345	Campaign 2	2345	Ad Group 2	apple_store_id	5/1/15	7832	7571	41	0.52	3.5	cpi	30	500000	0	5	6
1234	Campaign 1	1234	Ad Group 1	com.bundleid	5/2/15	101	96	0	0	0.02	cpcv	0	200000	0	0	1
2345	Campaign 2	2345	Ad Group 2	apple_store_id	5/2/15	7832	7571	41	0.52	3.5	cpi	30	500000	0	5	6

**Example 2:** retrieve aggregate performance report on all campaigns breakdown by ad group for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&format=csv&group\\_by=ad\\_group&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&format=csv&group_by=ad_group&date_group=aggregate)

Note: Date fields in Aggregate report are denoted as "Start Date" and "End Date" in each response record where Daily report only has "Date" field.

Campaign ID	Campaign Name	Group ID	Group Name	Store ID	Start Date	End Date	Impressions	CVVs	Total Clicks	CTR	Bid	Bid Type	Spend (\$)	Total Campaign Spend Limit	Total Group Spend Limit	eCPI (\$)	Installs
1234	Campaign 1	1234	Ad Group 1	com.bundleid	5/1/15	5/2/15	156	142	0	0	0.02	cpcv	0	200000	0	0	1
2345	Campaign 2	2345	Ad Group 2	apple_store_id	5/1/15	5/2/15	15530	14970	81	0.52	3.5	cpi	40	500000	0	5	8

**Example 3:** retrieve aggregate performance report on all campaigns breakdown by campaign and country for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&format=csv&group\\_by=campaign&group\\_by=country&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&format=csv&group_by=campaign&group_by=country&date_group=aggregate)

Note: "Country" is set to empty string for metric events that have no country recorded.

Campaign ID	Campaign Name	Country	Start Date	End Date	Impressions	CVVs	Total Clicks	CTR	Spend (\$)	Total Campaign Spend Limit	eCPI (\$)	Installs
1234	Campaign 1	CA	5/1/15	5/2/15	9	16	0	0	0	200000	0	0
1234	Campaign 1	CH	5/1/15	5/2/15	9	10	0	0	0	200000	0	0
2345	Campaign 2	CA	5/1/15	5/2/15	1139	1104	10	0.88	0	500000	0	0
2345	Campaign 2	DE	5/1/15	5/2/15	4522	4412	18	0.4	0	500000	0	0

**Example 4:** retrieve daily performance report on a specified campaign breakdown by ad group on 5/1/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&campaign\\_id=1234&format=csv&group\\_by=ad\\_group&date\\_group=day](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&campaign_id=1234&format=csv&group_by=ad_group&date_group=day)

Campaign ID	Campaign Name	Group ID	Group Name	Store ID	Date	Impressions	CVVs	Total Clicks	CTR	Bid	Bid Type	Spend (\$)	Total Campaign Spend Limit	Total Group Spend Limit	eCPI (\$)	Installs
1234	Campaign 1	1234	Ad Group 1	app_store_id	5/1/15	7832	7571	41	0.52	3.5	cpi	30	500000	0	5	6
1234	Campaign 1	2345	Ad Group 2	app_store_id	5/1/15	8593	8296	54	0.63	2	cpi	18	500000	0	3	6
1234	Campaign 1	3456	Ad Group 3	app_store_id	5/1/15	3799	3691	18	0.47	4	cpi	28	500000	0	7	4

**Example 5:** retrieve aggregate performance report on a specified campaign breakdown by ad group for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&campaign\\_id=1234&format=csv&group\\_by=ad\\_group&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&campaign_id=1234&format=csv&group_by=ad_group&date_group=aggregate)

Campaign ID	Campaign Name	Group ID	Group Name	Store ID	Start Date	End Date	Impressions	CVVs	Total Clicks	CTR	Bid	Bid Type	Spend (\$)	Total Campaign Spend Limit	Total Group Spend Limit	eCPI (\$)	Installs
1234	Campaign 1	1234	Ad Group 1	app_store_id	5/1/15	5/2/15	151	131	0	0	10	cpi	0	400000	0	0	3
1234	Campaign 1	2345	Ad Group 2	app_store_id	5/1/15	5/2/15	51	42	1	1.96	8	cpi	0	400000	0	0	1
1234	Campaign 1	3456	Ad Group 3	app_store_id	5/1/15	5/2/15	42	35	0	0	2	cpi	0	400000	0	0	0

**Example 6:** retrieve aggregate performance report on a specified campaign breakdown by ad group and by country for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&campaign\\_id=1234&format=csv&group\\_by=ad\\_group&group\\_by=country&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&campaign_id=1234&format=csv&group_by=ad_group&group_by=country&date_group=aggregate)

Campaign ID	Campaign Name	Group ID	Group Name	Store ID	Country	Start Date	End Date	Impressions	CVVs	Total Clicks	CTR	Bid	Bid Type	Spend (\$)	Total Campaign Spend Limit	Total Group Spend Limit	eCPI (\$)	Installs
1234	Campaign 1	1234	Ad Group 1	app_store_id	AU	5/1/15	5/2/15	965	941	6	0.62	3.5	cpi	0	500000	0	0	0
1234	Campaign 1	1234	Ad Group 1	app_store_id	FR	5/1/15	5/2/15	4302	4145	25	0.58	3.5	cpi	0	500000	0	0	0
1234	Campaign 1	2345	Ad Group 2	app_store_id	AU	5/1/15	5/2/15	407	398	1	0.25	4	cpi	0	500000	0	0	0
1234	Campaign 1	2345	Ad Group 2	app_store_id	FR	5/1/15	5/2/15	1384	1341	4	0.29	4	cpi	7	500000	0	7	1

**Example 7:** retrieve daily performance report on a specified campaign breakdown by ad group and by creative for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&campaign\\_id=1234&format=csv&group\\_by=ad\\_group&group\\_by=creative&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&campaign_id=1234&format=csv&group_by=ad_group&group_by=creative&date_group=aggregate)

Campaign ID	Creative ID	Creative Name	Campaign Name	Group ID	Group Name	Store ID	Start Date	End Date	Impressions	CVVs	Total Clicks	CTR	Bid	Type	Spend (\$)	Total Campaign Spend Limit	Total Group Spend Limit	eCPI (\$)	Installs
1234	1234	Creative 1	Campaign 1	1234	Ad Group 1	app_store_id	5/1/15	5/2/15	3914	3727	20	0.51	3.5	cpi	10	500000	0	5	2
1234	2345	Creative 2	Campaign 1	1234	Ad Group 1	app_store_id	5/1/15	5/2/15	6164	5923	34	0.55	3.5	cpi	15	500000	0	5	3
1234	1234	Creative 1	Campaign 1	2345	Ad Group 2	app_store_id	5/1/15	5/2/15	4755	4596	24	0.5	2	cpi	3	500000	0	3	1
1234	2345	Creative 2	Campaign 1	2345	Ad Group 2	app_store_id	5/1/15	5/2/15	6325	5972	44	0.7	2	cpi	9	500000	0	3	3
1234	1234	Creative 1	Campaign 1	3456	Ad Group 3	app_store_id	5/1/15	5/2/15	1331	1255	3	0.23	4	cpi	0	500000	0	0	0
1234	2345	Creative 2	Campaign 1	3456	Ad Group 3	app_store_id	5/1/15	5/2/15	3022	2927	19	0.63	4	cpi	35	500000	0	7	5

## 2.3 Well-formatted Responses

Both sample XML and JSON response samples are shown below.

**2.3.1 Sample XML Response – Example2:** retrieve aggregate performance report on all campaigns breakdown by ad group and by creative for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&format=xml&group\\_by=ad\\_group&group\\_by=creative&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&format=xml&group_by=ad_group&group_by=creative&date_group=aggregate)

Note: Date fields in Aggregate report are denoted as “StartDate” and “EndDate” in each response record where Daily report only has “Date” field.

```
<Response xmlns="http://www.adcolony.com">
  <Status>success</Status>
  <Reports>
    <Report>
      <CampaignID>1234</CampaignID>
      <CreativeID>1234</CreativeID>
      <CreativeName>Creative1</CreativeName>
      <CampaignName>Campaign1</CampaignName>
      <GroupID>1234</GroupID>
      <GroupName>AdGroup 1</GroupName>
      <StoreID>store_id</StoreID>
      <StartDate>2015-05-01</StartDate>
      <EndDate>2015-05-02</EndDate>
      <Impressions>156</Impressions>
      <CVVs>142</CVVs>
      <TotalClicks>0</TotalClicks>
      <CTR>0</CTR>
      <Bid>0.02</Bid>
      <BidType>cpcv</BidType>
      <Spend>0</Spend>
      <TotalCampaignSpendLimit>200000</TotalCampaignSpendLimit>
      <TotalGroupSpendLimit>0</TotalGroupSpendLimit>
      <eCPI>0</eCPI>
      <Installs>1</Installs>
    </Report>
    <Report>
      <CampaignID>1234</CampaignID>
      <CreativeID>2345</CreativeID>
      <CreativeName>Creative1</CreativeName>
      <CampaignName>Campaign1</CampaignName>
      <GroupID>1234</GroupID>
      <GroupName>AdGroup 1</GroupName>
      <StoreID>store_id</StoreID>
      <StartDate>2015-05-01</StartDate>
      <EndDate>2015-05-02</EndDate>
    </Report>
  </Reports>
</Response>
```

```

    <Impressions>41</Impressions>
    <CVVs>37</CVVs>
    <TotalClicks>0</TotalClicks>
    <CTR>0</CTR>
    <Bid>0.02</Bid>
    <BidType>cpcv</BidType>
    <Spend>0</Spend>
    <TotalCampaignSpendLimit>200000</TotalCampaignSpendLimit>
    <TotalGroupSpendLimit>0</TotalGroupSpendLimit>
    <eCPI>0</eCPI>
    <Installs>1</Installs>
  </Report>
</Reports>
</Response>

```

**2.3.2 Sample XML Response – Example2:** retrieve aggregate performance report on all campaigns breakdown by ad group and by country for a selected date range from 5/1/2015 to 5/2/2015

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&end\\_date=05022015&format=xml&group\\_by=ad\\_group&group\\_by=country&date\\_group=aggregate](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&end_date=05022015&format=xml&group_by=ad_group&group_by=country&date_group=aggregate)

```

<Response xmlns="http://www.adcolony.com">
  <Status>success</Status>
  <Reports>
    <Report>
      <CampaignID>1234</CampaignID>
      <CampaignName>Campaign 1</CampaignName>
      <GroupID>1234</GroupID>
      <GroupName>Ad Group 1</GroupName>
      <StoreID>store_id</StoreID>
      <Country>CA</Country>
      <StartDate>2015-05-01</StartDate>
      <EndDate>2015-05-02</EndDate>
      <Impressions>34</Impressions>
      <CVVs>21</CVVs>
      <TotalClicks>0</TotalClicks>
      <CTR>0</CTR>
      <Bid>0.02</Bid>
      <BidType>cpcv</BidType>
      <Spend>0</Spend>
      <TotalCampaignSpendLimit>200000</TotalCampaignSpendLimit>
      <TotalGroupSpendLimit>0</TotalGroupSpendLimit>
      <eCPI>0</eCPI>
      <Installs>0</Installs>
    </Report>
    ...
  </Reports>
</Response>

```

### 2.3.3 Sample JSON Response – Example 4: retrieve daily performance report on a specified campaign breakdown by ad group and by country on 7/1/2013

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&campaign\\_id=1000&format=json&group\\_by=ad\\_group&group\\_by=country&date\\_group=day](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&campaign_id=1000&format=json&group_by=ad_group&group_by=country&date_group=day)

Note: Date fields in Aggregate report are denoted as “StartDate” and “EndDate” in each response record where Daily report only has “Date” field.

```
{
  "status": "success",
  "results": [
    {
      "campaign_id": 1000,
      "campaign_name": "Campaign 1",
      "group_id": 1234,
      "group_name": "Ad group 1",
      "store_id": "store_id",
      "country": "AU",
      "date": "2015-05-01",
      "impressions": 409,
      "cvvs": 397,
      "total_clicks": 1,
      "ctr": 0.24,
      "bid": 3.5,
      "bid_type": "cpi",
      "spend": 0,
      "total_campaign_spend_limit": 500000,
      "total_group_spend_limit": 0,
      "ecpi": 0,
      "installs": 0
    }
  ]
}
```

**2.3.4 Sample JSON Response – Example 4:** retrieve daily performance report on a specified campaign breakdown by ad group and by creative on 7/1/2013

[http://clients-api.adcolony.com/api/v2/advertiser\\_summary?user\\_credentials=<API\\_KEY\\_HERE>&date=05012015&campaign\\_id=1000&format=json&group\\_by=ad\\_group&group\\_by=creative&date\\_group=day](http://clients-api.adcolony.com/api/v2/advertiser_summary?user_credentials=<API_KEY_HERE>&date=05012015&campaign_id=1000&format=json&group_by=ad_group&group_by=creative&date_group=day)

```
{
  "status": "success",
  "results": [
    {
      "campaign_id": 1234,
      "creative_id": 1234,
      "creative_name": "Creative 1",
      "campaign_name": "Campaign 1",
      "group_id": 1234,
      "group_name": "Ad group 1",
      "store_id": "store_id",
      "date": "2015-05-01",
      "impressions": 101,
      "cvvs": 96,
      "total_clicks": 0,
      "ctr": 0,
      "bid": 0.02,
      "bid_type": "cpcv",
      "spend": 0,
      "total_campaign_spend_limit": 200000,
      "total_group_spend_limit": 0,
      "ecpi": 0,
      "installs": 1
    }
  ]
}
```

## 2.4 Errors

The Reporting API will return an error in the following situations:

Status Code	Message
401	'user_credentials is incorrect.'
200	'No campaigns found for user_credentials.'
400	'Invalid id(s) provided: campaign_id.'
400	'Invalid parameter_name provided.'
400	'Invalid date format. The correct format is mmddyyyy.'
400	'date is greater than end_date.'
400	'The report requested exceeds the allowed capacity limit. Please try to reduce the report size by decreasing the date range, specifying campaign ids, or reducing your groupings.'
429*	'Your organization's API queue has filled up – please wait a while, or contact support@adcolony.com'

### \* API Queue Limit

To best support incoming requests across all users, a queue was implemented per API Key. As designed, up to five reports can be actively processing at the same time. Additional reporting request made while five reports are actively running are added to a queue to become active once an existing report completes. The support queue length is 25 reports. When five reports are actively running, and the queue count has hit 25 reports, any additional request will return a 429 error.

The recommended method of pulling concurrent reports is to run in batches between 15-20 reports up front, and then make additional requests as reports from the initial batch complete.

### 2.4.1 Sample XML Error response

```
<Response xmlns="http://www.adcolony.com">
  <Status>error</Status>
  <StatusCode>401</StatusCode>
  <Result>user_credentials is incorrect</Result>
</Response>
```

### 2.4.2 Sample JSON Error response

```
{
  status: "error",
```

```
status_code: 401,  
result: "user_credentials is incorrect."  
}
```