



AdColony Advertiser Attributed Installs API v2.0

Revision Date	Description
Apr 14, 2016	Initial release

The use of the Attributed Installs API is intended for advertisers running campaigns on AdColony Video Ad Network to retrieve device level information of attributed installs via an API. The API uses HTTP GET to make reporting requests to the server and retrieve results.

1. API Access

URL:

`https://clients.adcolony.com/api/v2/install?user_credentials=<API_KEY_HERE>&date=<MMDDYYYY>`

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

2.1 Request Parameters

Parameter	Data Element	Description
user_credentials	String. Required.	Please use the APIKey found in your Account setting in AdColony Dashboard Portal to access the Reporting API.

date	String. Required.	Start Date in mmddyyyy format
end_date	String. Optional	End Date in mmddyyyy format. If not end date is entered, then the resulting report will be just the date entered in the "date" parameter.
campaign_id	String. Optional	Enables user to get attributed installs for a specific campaign ID. If not specified, then the performance data will be reported across all Campaigns associated with the advertiser's account. Note: can support multiple comma separated values for multiple campaign_id Eg: campaign_id=12345,54321
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
store_id	String. Optional.	Enables user to get attributed installs for a specific app store id (across campaigns). This is the iTunes Store ID for iOS and the bundle ID for Android. Note: can support multiple comma separated values for multiple store_ids Eg: store_id=700971212,832393414

2.2 Response variables

CSV	JSON	XML	Description
Date	date	Date	Date of attributed install

Attribution Type	attribution_type	AttributionType	click-based view-based
IDFA	idfa	IDFA	Advertising ID (for both iOS and Android)
SHA1 Android Id	sha1_android_id	SHA1AndroidId/	Sha1 hashed Android ID
Country	country	Country	Country
Store Id	store_id	StoreId	App Store ID Apple App Store ID for iOS Bundle ID for Android
Platform	platform	Platform	ios android amazon
Device Type	device_type	DeviceType	Device Model ie. "iPhone7,1" "LG-F460S"
Campaign Id	campaign_id	CampaignId	AdColony Campaign ID
Campaign Name	campaign_name	CampaignName	AdColony Campaign Name
Group Id	group_id	GroupId	AdColony Ad Group ID
Group Name	group_name	GroupName	AdColony Ad Group Name
Ad Id	ad_id	AdId	AdColony Creative ID
Creative Name	creative_name	CreativeName	AdColony Creative Name
Publisher Id Hash	publisher_id_hash	PublisherIdHash	Hashed Publisher ID of attributed install
App Id Hash	app_id_hashed	AppIdHash	Hasehd App ID of attributed install
Spend	spend	Spend	Spend Amount – CPI Only

2.2.1 Sample Request and Response format in CSV

Example 1: retrieve all attributed installs for 4/1/2016

https://clients.adcolony.com/api/v2/install?user_credentials=<API KEY HERE>&date=04012016&format=csv

Date	Attribution Type	IDFA	Country	Store Id	Platform	Device Type	Campaign Id	Campaign Name
4/1/2016 00:05:23	click-based	F1242A1E-C65B-494B-AED2-75F53662844E	GB	123456789	ios	iPhone8,1	1234	Campaign 1
4/1/2016 00:05:35	click-based	B85D1848-BCD9-4997-9B32-E5991B301D4C	US	123456789	ios	iPad3,1	1234	Campaign 1
4/1/2016 00:05:55	click-based	C5888D80-0E9F-4688-9CA6-7C883789BB05	US	123456789	ios	iPad2,5	1234	Campaign 1

(continued)

Group Id	Group Name	Ad Id	Creative Name	Publisher Id Hash	App Id Hash	Spend
12345	Group 1	12345	Creative 1	41d51df55ff324846cbdc6f49fb476898f29d8b8	2299993c91685ed46b7dfd91e91e2956a7b2080b	1.37
12345	Group 1	12345	Creative 1	41d51df55ff324846cbdc6f49fb476898f29d8b8	54d6c432355699a8b9adb301d9dbf035ba62b3d0	3.37
12345	Group 1	23456	Creative 2	ca66595e7196ebddfb36d58b96270cedcb469886	f251b81657b89f4efd5f681ac0e5943b3afb51c5	2.25

Example 2: retrieve attributed installs for 4/1/2016 for only for campaign id=13243

https://clients.adcolony.com/api/v2/install?user_credentials=<API_KEY_HERE>&date=04012016&format=csv&campaign_id=13243

Date	Attribution Type	IDFA	Country	Store Id	Platform	Device Type	Campaign Id	Campaign Name
4/1/2016 00:05:23	click-based	F1242A1E-C65B-494B-AED2-75F53662844E	GB	123456789	ios	iPhone8,1	13243	Campaign 75
4/1/2016 00:05:35	click-based	B85D1848-BCD9-4997-9B32-E5991B301D4C	US	123456789	ios	iPad3,1	13243	Campaign 75
4/1/2016 00:05:55	click-based	C58B8D80-0E9F-4688-9CA6-7C883789BB05	US	123456789	ios	iPad2,5	13243	Campaign 75

Group Id	Group Name	Ad Id	Creative Name	Publisher Id Hash	App Id Hash	Spend
48372	Group 1	24683	Creative 90	41d51df55ff324846cbdc6f49fb476898f29	2299993c91685ed46b7dfd91e91e2956a7	1
48373	Group 2	24683	Creative 90	41d51df55ff324846cbdc6f49fb476898f29	54d6c432355699a8b9adb301d9dbf035ba	3
48373	Group 2	24683	Creative 90	ca66595e7196ebddfb36d58b96270cedcb	f251b81657b89f4efd5f681ac0e5943b3aft	3

Example 3: retrieve attributed installs for 4/1 – 4/2 for only app with store id “123456789”

https://clients.adcolony.com/api/v2/install?user_credentials=<API_KEY_HERE>&date=04012016&end_date=04022016&format=csv&store_id=123456789

Date	Attribution Type	IDFA	Country	Store Id	Platform	Device Type	Campaign Id	Campaign Name
4/1/2016 11:59:23	click-based	F1242A1E-C65B-494B-AED2-75F53662844E	GB	123456789	ios	iPhone8,1	13243	Campaign 75
4/1/2016 11:59:54	click-based	B85D1848-BCD9-4997-9B32-E5991B301D4C	US	123456789	ios	iPad3,1	13243	Campaign 75
4/2/2016 00:01:00	click-based	C58B8D80-0E9F-4688-9CA6-7C883789BB05	US	123456789	ios	iPad2,5	13243	Campaign 75

Group Id	Group Name	Ad Id	Creative Name	Publisher Id Hash	App Id Hash	Spend
48372	Group 1	24683	Creative 90	41d51df55ff324846cbdc6f49fb476898f29	2299993c91685ed46b7dfd91e91e2956a7	1
48373	Group 2	24683	Creative 90	41d51df55ff324846cbdc6f49fb476898f29	54d6c432355699a8b9adb301d9dbf035ba	3
48373	Group 2	24683	Creative 90	ca66595e7196ebddfb36d58b96270cedcb	f251b81657b89f4efd5f681ac0e5943b3aft	3

2.3 Well-formatted Responses

Both sample XML and JSON response samples are shown below.

2.3.1 Sample XML Response – retrieve attributed installs for 4/1 for campaign id = 12345

https://clients.adcolony.com/api/v2/install?user_credentials=<API_KEY_HERE>&date=04012016&format=xml&campaign_id=12345

```
<Response xmlns="http://www.adcolony.com">
  <Status>success</Status>
  <Reports>
    <Report>
      <Date>2016-04-12 00:00:52</Date>
      <AttributionType>click-based</AttributionType>
      <IDFA>0d9ea4d4-b414-4ed7-af04-1b8de1e87a80</IDFA>
      <SHA1AndroidId/>
      <Country>IT</Country>
      <StoreId>com.storeid</StoreId>
      <Platform>android</Platform>
      <DeviceType>SM-N9005</DeviceType>
      <CampaignId>12345</CampaignId>
      <CampaignName>Campaign 1</CampaignName>
      <GroupId>12345</GroupId>
      <GroupName>Group 1</GroupName>
      <AdId>12345</AdId>
      <CreativeName>Creative 1</CreativeName>
      <PublisherIdHash>b6fd0a54aa2d1f7da910f05dd9e0ea3162a3f723</PublisherIdHash>
      <AppIdHash>beec3f57fa9fcd547c25e0c7e5a9d4efb6b44954</AppIdHash>
      <Spend>1.00000</Spend>
    </Report>
  </Reports>
</Response>
```

2.3.3 Sample JSON Response – retrieve attributed installs for 4/1 for campaign id = 12345

https://clients.adcolony.com/api/v2/install?user_credentials=<API_KEY_HERE>&date=04012016&format=json&campaign_id=12345

```
"status": "success",
"results": [
  {
    "date": "2016-04-12 00:00:52",
    "attribution_type": "click-based",
    "idfa": "0d9ea4d4-b414-4ed7-af04-1b8de1e87a80",
    "sha1_android_id": null,
    "country": "IT",
```

```

    "store_id": "com.storeid",
    "platform": "android",
    "device_type": "SM-N9005",
    "campaign_id": 12345,
    "campaign_name": "Campaign 1",
    "group_id": 12345,
    "group_name": "Group 1",
    "ad_id": 12345,
    "creative_name": "Creative 1",
    "publisher_id_hash": "b6fd0a54aa2d1f7da910f05dd9e0ea3162a3f723",
    "app_id_hashed": "beec3f57fa9fcd547c25e0c7e5a9d4efb6b44954",
    "spend": "1.00000"
  },

```

2.4 Errors

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

Status Code	Message
401	'user_credentials is incorrect.'
400	'No campaigns available for that user'
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..'

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."
}

```

