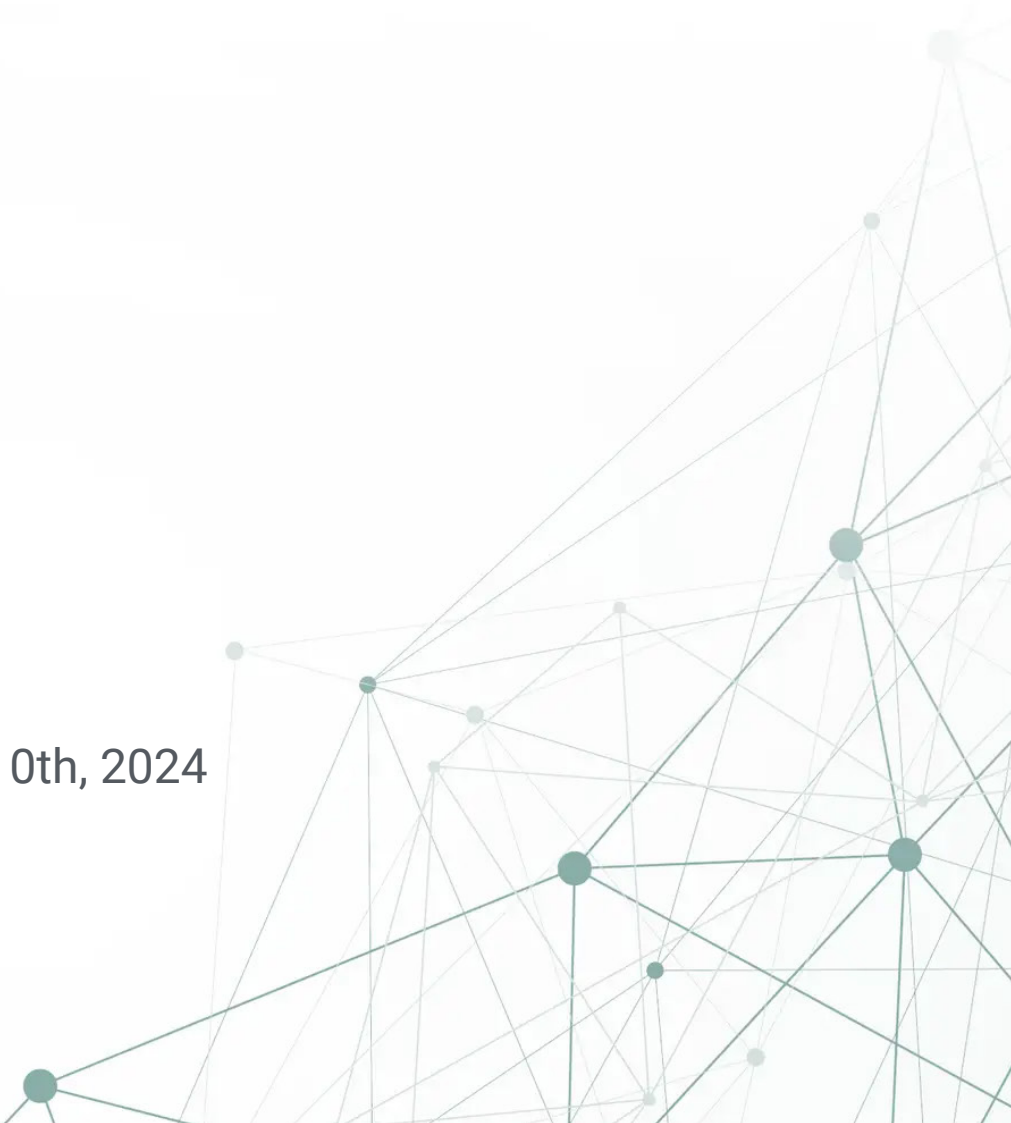




Reports API

Client

Version.1.2 June 10th, 2024



General view of request

GET method

```
app.indicue.com/api/statistics/ssp2[format]?report=<report>&date_from=<YYYY-MM-DD>&date_to=<YYYY-MM-DD>[&tz=<string>]&fields=<string>[&filter=<string>
```

Note: Parameters and their values in square brackets [] are optional.

Parameter	Description	Value
format	This is a file type of a downloadable report.	<ul style="list-style-type: none"> > .csv > .xml > .json (default)
report	<p>This is a type of slice based on which your statistic data will be gathered and displayed in the chosen format. You can fill in either one or more report types to create a multi report.</p> <p>Example: report=date - single report report=channel,source - multi report</p>	<ul style="list-style-type: none"> > date > hour > channel > source > advertiser > campaign > domain > domain_top > app_name > app_bundle > os > useragent > useragent_version > country > player_size_agg > environment > ad_format
<ul style="list-style-type: none"> > date_from > date_to 	<p>This parameter indicates the start and end of a time period over which your statistic data will be gathered and displayed. Standart format: <YYYY-MM-DD></p> <p>Y - year M - month D - day</p> <p>Also, the parameters may contain the following words (works relating to current date):</p> <ul style="list-style-type: none"> > today > tomorrow > yesterday <p>If there are no parameters in the request, default values will be used:</p> <ul style="list-style-type: none"> > date_from=yesterday > date_to=today 	<ul style="list-style-type: none"> > 2017-07-01 > yesterday > today > tomorrow



tz	<p>This parameter sets a Time Zone. If this parameter is not specified, the indicated in your profile Time Zone will be chosen by default. After changing your Time Zone the statistics data will change as well.</p>	<ul style="list-style-type: none"> › GMT › UTC › America/New_York › Europe/Paris › Australia/Sydney
fields	<p>This parameter indicates the set of metrics which will be displayed in the report. It must contain the report type if you want to see a column with entities to which statistic data is related. All values must be written using comma. Example:</p> <ul style="list-style-type: none"> › fields=date,ad_requesets,revenue_total › Report type:Display 	<ul style="list-style-type: none"> › Ad Request › Ad Opportunities › Impressions › Fill Rate (Ad Req) › Fill Rate (Ad Ops) › Channel Revenue › Channel Revenue › External Impressions › External Channel Revenue › Duplicate Impressions › Channel Revenue › Fill Rate (Ad Req) › Fill Rate (Ad Ops) › Profit Revenue › Filtered Impressions, % › Filtered Impressions › Total Impressions › Marketplace Impressions › Marketplace Impressions, % › Filtered Ad Opportunities › RTB Campaign Response
	<ul style="list-style-type: none"> › Report type:Video 	<ul style="list-style-type: none"> › Ad Request › Ad Opportunities › Impressions › Fill Rate (Ad Req) › Fill Rate (Ad Ops) › Channel Revenue › Channel eCPM › Filtered Ad Opportunities › Clicks › Click-Through Rate › Total Impressions › Marketplace Impressions › Marketplace Impressions, % › Filtered Impressions › Filtered Impressions, % › Profit Revenue › Channel Revenue › External Impressions › External Channel Revenue › Duplicate Impressions › Unit Bounce Rate › Q1 net › Q2 net › Q3 net › Q4 net › Completion Rate
	<ul style="list-style-type: none"> › Report type:Push 	<ul style="list-style-type: none"> › Ad Request › Ad Opportunities › Impressions › Fill Rate (Ad Req) › Fill Rate (Ad Ops) › Channel Revenue › Profit Revenue › Duplicate Impressions › RTB Campaign Response › Marketplace Impressions › Marketplace Impressions, % › Total Impressions › Filtered Ad Opportunities



	<ul style="list-style-type: none"> › Report type:Push 	<ul style="list-style-type: none"> › RTB Campaign Response › Filtered Impressions, % › Filtered Impressions › Channel Revenue › External Impressions › External Channel Revenue › Fill Rate (Ad Ops) › Fill Rate (Ad Req) › Profit Revenue
filter	<p>This parameter helps to receive more specific or extended report. Filters have different data type, full description with examples will be provided in the next table.</p>	<ul style="list-style-type: none"> › advertiser › app_bundle › app_name › campaign › channel › country › domain › domain_top › ad_format › os › player_size_agg › sid › source › useragent › useragent_version › environment › hour
sort	<p>This parameter sorts statistic data (one of fields) in ascending or descending order. Example:</p> <ul style="list-style-type: none"> › sort=field - data sorted in ascending order (small -> big). › sort=-field - data sorted in descending order (big -> small). 	<ul style="list-style-type: none"> › sort=impressions_good › sort=-impressions_good
use_pretty_names	<p>This parameter helps to determine usage of system names for metrics (fields). This parameter is equal to boolean "true" by default (file will not contain system names of metrics). Example:</p> <ul style="list-style-type: none"> › ad_requests - when use_pretty_names=false › Ad Requests - when use_pretty_names=true 	<ul style="list-style-type: none"> › 1 › 0 › true › false
pager	<p>This parameter enables pagination in reports. This parameter is turned on in .json reports by default, while in other formats it is disabled by default. Accepts boolean "true" or "false". If pager is used in request, response will contain headers with information about pages:</p> <ul style="list-style-type: none"> › X-Pagination-Current-Page - number of current page › X-Pagination-Count - total number of all objects › X-Pagination-Per-Page - number of objects per page › X-Pagination-Total-Count - total number of all pages 	<ul style="list-style-type: none"> › 1 › 0 › true › false
page	<p>Number of page. This parameter is equal to 1 by default.</p>	<ul style="list-style-type: none"> › 1 › 7 › 44
limit	<p>Determines limit of .json, .csv and .xml objects in 1 page. This parameter is equal to 25 by default.</p>	<ul style="list-style-type: none"> › 1 › 5 › 20 › 100
auth_token	<p>Your hash code. Ask your manager or support team to receive auth_token.</p>	<p>your_hash_code</p>

Table of filters with examples

Multi value - ability to handle multiple values. Values can be sent in following ways:

- advertiser=12345,67890 - using comma
- advertiser[]=12345&advertiser[]=67890 - using array format

Name	Data type	Example
advertiser	int	advertiser=12345 advertiser=12345,67890 - Example of filter with single value - Example of filter with multi value
app_bundle	string	app_bundle=bundle.test app_bundle=bundle1.test,bundle2.test - Example of filter with single value - Example of filter with multi value
app_name	string	app_name=app.test app_name=app1.test,app2.test - Example of filter with single value - Example of filter with multi value
campaign	int	campaign=12345 campaign=12345,67890 - Example of filter with single value - Example of filter with multi value
channel	int	channel=12345 channel=12345,67890 - Example of filter with single value - Example of filter with multi value
country	string	country=US country=US,CA - Example of filter with single value - Example of filter with multi value
domain	string	domain=test.com domain=test1.com,test2.com - Example of filter with single value - Example of filter with multi value
domain_top	string	domain_top=test.com domain_top=test1.com,test2.com - Example of filter with single value - Example of filter with multi value
ad_format	int	0 - default 1 - preroll 2 - midroll 3 - postroll 4 - outstream 5 - overlay 6 - piconpause 7 - fullscreen 8 - pausebanner 9 - pauseroll ad_format=5 ad_format=3,9 - Example of filter with single value - Example of filter with multi value



<p>os</p>	<p>int</p>	<p>0 - Other 1 - MacOS Other 2 - MacOS X 3 - Windows Other 4 - Windows 2000 5 - Windows XP 6 - Windows Vista 7 - Windows 7 8 - Windows 8 9 - Windows 10 10 - Windows Phone Other 11 - Windows RT 12 - Windows Phone 6 13 - Windows Phone 7 14 - Windows Phone 8 15 - Windows Phone 10 16 - Linux 17 - ChromeOS 18 - Android Other 19 - Android 4 20 - Android 5 21 - Android 6 22 - IOS Other 23 - IOS 5 24 - IOS 6 25 - IOS 7 26 - IOS 8 27 - IOS 9 28 - Symbian 29 - Blackberry</p> <p>os=17 os=20,13</p> <p>- Example of filter with single value - Example of filter with multi value</p>
<p>player_size_agg</p>	<p>string</p>	<p>undefined small medium large</p> <p>player_size_agg=small player_size_agg=small,medium</p> <p>- Example of filter with single value - Example of filter with multi value</p>
<p>source</p>	<p>int</p>	<p>source=12345 source=12345,67890</p> <p>- Example of filter with single value - Example of filter with multi value</p>



<p>useragent</p>	<p>int</p>	<p>0 - Other 1 - Chrome 2 - IE 3 - Firefox 4 - Safari 5 - Opera 6 - Edge 7 - Yandex 8 - Puffin 9 - Chromium 10 - Maxthon 11 - SeaMonkey 12 - Android 13 - BlackBerry 14 - FacebookApp 15 - SafariMobile 16 - WebKit 17 - Mozilla 18 - GoogleBot 19 - BingBot 20 - WebView 21 - ChromeMobile 22 - OperaMini 23 - Awesomium 24 - Nokia</p> <p>useragent=9 useragent=12,17</p> <p>- Example of filter with single value - Example of filter with multi value</p>
<p>useragent_version</p>	<p>int</p>	<p>useragent_version=52 useragent_version=52,51</p> <p>- Example of filter with single value - Example of filter with multi value</p>
<p>environment</p>	<p>string</p>	<p>desktop mobile_web mobile_app ctv</p> <p>environment=mobile_app environment=desktop,ctv</p> <p>- single - single - single - single</p> <p>- Example of filter with single value - Example of filter with multi value</p>
<p>hour</p>	<p>int</p>	<p>hour=13 hour=0,23</p> <p>- Example of filter with single value - Example of filter with multi value</p>

Example of report if selected format **.json**

GET method

```
/api/statistics/ssp2.json?report=campaign&date_from=today&date_to=today&fields=campaign,ad_requests,ad_opportunities,impressions_good&campaign=12345&use_pretty_names=1&pager=true&page=1&auth_token=your_hash_code
```

```
{
  "success": true,
  "data": [
    {
      "Campaign ID": 12345,
      "Campaign Name": "Name of Campaign",
      "Ad Requests": 12345,
      "Ad Opportunities": 12345,
      "Impressions": 12345
    }
  ],
  "totals": {
    "Campaign ID": "",
    "Campaign Name": "",
    "Ad Requests": 12345,
    "Ad Opportunities": 12345,
    "Impressions": 12345,
    "total_rows": 1
  }
}
```


Example of report if selected format **.csv**

```
/api/statistics/ssp2.csv?report=source&date_from=yesterday&date_to=today&fields=source,ad_requests,ad_opportunities,impressions_good&source=12345,67890&use_pretty_names=0&sort=-impressions_good&auth_token=your_hash_code
```

Source ID	Source Name	ad_requests	ad_opportunities	impressions_good
67890	test2	123	234	2
12345	test1	567	567	1
		690	801	3

Example of report if selected format .xml

```
/api/statistics/ssp2.xml?report=player_size_agg&fields=player_size_agg,ad_requests,ad_opportunities,impressions_good&player_size_agg=small,medium&hour=1,2&auth_token=your_hash_code
```

```
<array>
  <success>true</success>
  <items>
    <item>
      <player_size_agg>
        <id>small</id>
        <name>small</name>
        <type>player_size_agg</type>
      </player_size_agg>
      <ad_requests>123456789</ad_requests>
      <ad_opportunities>123456789</ad_opportunities>
      <impressions_good>123456789</impressions_good>
    </item>
    <item>
      <player_size_agg>
        <id>medium</id>
        <name>medium</name>
        <type>player_size_agg</type>
      </player_size_agg>
      <ad_requests>12345</ad_requests>
      <ad_opportunities>12345</ad_opportunities>
      <impressions_good>12345</impressions_good>
    </item>
  </items>
  <total>2</total>
</array>
```

A network diagram background consisting of a complex web of interconnected nodes and lines. The nodes are represented by small circles in various shades of green and grey, and the lines are thin, light green. The network is dense and spans the upper right portion of the page.

Reports API Client