

Google API Documentation

adexchangebuyer2 API Documentation

Version: v1

Accesses the latest features for managing Authorized Buyers accounts, Real-Time Bidding configurations and auction metrics, and Marketplace programmatic deals.

Google API Documentation

Endpoint: `accounts.creatives.create`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/creatives`

Description: Creates a creative.

Google API Documentation

Endpoint: accounts.creatives.update

HTTP Method: PUT

Path: v2beta1/accounts/{accountId}/creatives/{creativeId}

Description: Updates a creative.

Google API Documentation

Endpoint: `accounts.creatives.get`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/creatives/{creativeId}`

Description: Gets a creative.

Google API Documentation

Endpoint: `accounts.creatives.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/creatives`

Description: Lists creatives.

Google API Documentation

Endpoint: `accounts.creatives.watch`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/creatives/{creativeId}:watch`

Description: Watches a creative. Will result in push notifications being sent to the topic when the creative changes status.

Google API Documentation

Endpoint: `accounts.creatives.stopWatching`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/creatives/{creativeId}:stopWatching`

Description: Stops watching a creative. Will stop push notifications being sent to the topics when the creative changes status.

Google API Documentation

Endpoint: accounts.creatives.dealAssociations.add

HTTP Method: POST

Path: v2beta1/accounts/{accountId}/creatives/{creativeId}/dealAssociations:add

Description: Associate an existing deal with a creative.

Google API Documentation

Endpoint: accounts.creatives.dealAssociations.remove

HTTP Method: POST

Path: v2beta1/accounts/{accountId}/creatives/{creativeId}/dealAssociations:remove

Description: Remove the association between a deal and a creative.

Google API Documentation

Endpoint: accounts.creatives.dealAssociations.list

HTTP Method: GET

Path: v2beta1/accounts/{accountId}/creatives/{creativeId}/dealAssociations

Description: List all creative-deal associations.

Google API Documentation

Endpoint: `accounts.clients.get`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/clients/{clientAccountId}`

Description: Gets a client buyer with a given client account ID.

Google API Documentation

Endpoint: `accounts.clients.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/clients`

Description: Lists all the clients for the current sponsor buyer.

Google API Documentation

Endpoint: `accounts.clients.create`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/clients`

Description: Creates a new client buyer.

Google API Documentation

Endpoint: `accounts.clients.update`

HTTP Method: PUT

Path: `v2beta1/accounts/{accountId}/clients/{clientAccountId}`

Description: Updates an existing client buyer.

Google API Documentation

Endpoint: `accounts.clients.users.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/clients/{clientAccountId}/users`

Description: Lists all the known client users for a specified sponsor buyer account ID.

Google API Documentation

Endpoint: `accounts.clients.users.update`

HTTP Method: PUT

Path: `v2beta1/accounts/{accountId}/clients/{clientAccountId}/users/{userId}`

Description: Updates an existing client user. Only the user status can be changed on update.

Google API Documentation

Endpoint: accounts.clients.users.get

HTTP Method: GET

Path: v2beta1/accounts/{accountId}/clients/{clientAccountId}/users/{userId}

Description: Retrieves an existing client user.

Google API Documentation

Endpoint: `accounts.clients.invitations.create`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/clients/{clientAccountId}/invitations`

Description: Creates and sends out an email invitation to access an Ad Exchange client buyer account.

Google API Documentation

Endpoint: accounts.clients.invitations.get

HTTP Method: GET

Path: v2beta1/accounts/{accountId}/clients/{clientAccountId}/invitations/{invitationId}

Description: Retrieves an existing client user invitation.

Google API Documentation

Endpoint: `accounts.clients.invitations.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/clients/{clientAccountId}/invitations`

Description: Lists all the client users invitations for a client with a given account ID.

Google API Documentation

Endpoint: `accounts.proposals.get`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}`

Description: Gets a proposal given its ID. The proposal is returned at its head revision.

Google API Documentation

Endpoint: `accounts.proposals.create`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals`

Description: Create the given proposal. Each created proposal and any deals it contains are assigned a unique ID by the server.

Google API Documentation

Endpoint: `accounts.proposals.update`

HTTP Method: PUT

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}`

Description: Update the given proposal at the client known revision number. If the server revision has advanced since the passed-in `proposal.proposal_revision`, an `ABORTED` error message will be returned. Only the buyer-modifiable fields of the proposal will be updated. Note that the deals in the proposal will be updated to match the passed-in copy. If a passed-in deal does not have a `deal_id`, the server will assign a new unique ID and create the deal. If passed-in deal has a `deal_id`, it will be updated to match the passed-in copy. Any existing deals not present in the passed-in proposal will be deleted. It is an error to pass in a deal with a `deal_id` not present at head.

Google API Documentation

Endpoint: `accounts.proposals.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/proposals`

Description: List proposals. A filter expression (PQL query) may be specified to filter the results. To retrieve all finalized proposals, regardless if a proposal is being renegotiated, see the `FinalizedProposals` resource. Note that Bidder/ChildSeat relationships differ from the usual behavior. A Bidder account can only see its child seats' proposals by specifying the ChildSeat's `accountId` in the request path.

Google API Documentation

Endpoint: `accounts.proposals.addNote`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}:addNote`

Description: Create a new note and attach it to the proposal. The note is assigned a unique ID by the server. The proposal revision number will not increase when associated with a new note.

Google API Documentation

Endpoint: `accounts.proposals.cancelNegotiation`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}:cancelNegotiation`

Description: Cancel an ongoing negotiation on a proposal. This does not cancel or end serving for the deals if the proposal has been finalized, but only cancels a negotiation unilaterally.

Google API Documentation

Endpoint: `accounts.proposals.accept`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}:accept`

Description: Mark the proposal as accepted at the given revision number. If the number does not match the server's revision number an `ABORTED` error message will be returned. This call updates the `proposal_state` from `PROPOSED` to `BUYER_ACCEPTED`, or from `SELLER_ACCEPTED` to `FINALIZED`. Upon calling this endpoint, the buyer implicitly agrees to the terms and conditions optionally set within the proposal by the publisher.

Google API Documentation

Endpoint: `accounts.proposals.completeSetup`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}:completeSetup`

Description: You can opt-in to manually update proposals to indicate that setup is complete. By default, proposal setup is automatically completed after their deals are finalized. Contact your Technical Account Manager to opt in. Buyers can call this method when the proposal has been finalized, and all the required creatives have been uploaded using the Creatives API. This call updates the ``is_setup_completed`` field on the deals in the proposal, and notifies the seller. The server then advances the revision number of the most recent proposal. To mark an individual deal as ready to serve, call ``buyers.finalizedDeals.setReadyToServe`` in the Marketplace API.

Google API Documentation

Endpoint: `accounts.proposals.pause`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId};pause`

Description: Update the given proposal to pause serving. This method will set the `DealServingMetadata.DealPauseStatus.has_buyer_paused` bit to true for all deals in the proposal. It is a no-op to pause an already-paused proposal. It is an error to call `PauseProposal` for a proposal that is not finalized or renegotiating.

Google API Documentation

Endpoint: `accounts.proposals.resume`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/proposals/{proposalId}:resume`

Description: Update the given proposal to resume serving. This method will set the `DealServingMetadata.DealPauseStatus.has_buyer_paused`` bit to false for all deals in the proposal. Note that if the `has_seller_paused`` bit is also set, serving will not resume until the seller also resumes. It is a no-op to resume an already-running proposal. It is an error to call `ResumeProposal` for a proposal that is not finalized or renegotiating.

Google API Documentation

Endpoint: `accounts.finalizedProposals.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/finalizedProposals`

Description: List finalized proposals, regardless if a proposal is being renegotiated. A filter expression (PQL query) may be specified to filter the results. The notes will not be returned.

Google API Documentation

Endpoint: `accounts.finalizedProposals.pause`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/finalizedProposals/{proposalId}:pause`

Description: Update given deals to pause serving. This method will set the `DealServingMetadata.DealPauseStatus.has_buyer_paused`` bit to true for all listed deals in the request. Currently, this method only applies to PG and PD deals. For PA deals, call `accounts.proposals.pause` endpoint. It is a no-op to pause already-paused deals. It is an error to call `PauseProposalDeals` for deals which are not part of the proposal of `proposal_id` or which are not finalized or renegotiating.

Google API Documentation

Endpoint: `accounts.finalizedProposals.resume`

HTTP Method: POST

Path: `v2beta1/accounts/{accountId}/finalizedProposals/{proposalId}:resume`

Description: Update given deals to resume serving. This method will set the `DealServingMetadata.DealPauseStatus.has_buyer_paused`` bit to false for all listed deals in the request. Currently, this method only applies to PG and PD deals. For PA deals, call `accounts.proposals.resume` endpoint. It is a no-op to resume running deals or deals paused by the other party. It is an error to call `ResumeProposalDeals` for deals which are not part of the proposal of `proposal_id` or which are not finalized or renegotiating.

Google API Documentation

Endpoint: `accounts.products.get`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/products/{productId}`

Description: Gets the requested product by ID.

Google API Documentation

Endpoint: `accounts.products.list`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/products`

Description: List all products visible to the buyer (optionally filtered by the specified PQL query).

Google API Documentation

Endpoint: `accounts.publisherProfiles.get`

HTTP Method: GET

Path: `v2beta1/accounts/{accountId}/publisherProfiles/{publisherProfileId}`

Description: Gets the requested publisher profile by id.

Google API Documentation

Endpoint: accounts.publisherProfiles.list

HTTP Method: GET

Path: v2beta1/accounts/{accountId}/publisherProfiles

Description: List all publisher profiles visible to the buyer

Google API Documentation

Endpoint: `bidders.accounts.filterSets.create`

HTTP Method: POST

Path: `v2beta1/{+ownerName}/filterSets`

Description: Creates the specified filter set for the account with the given account ID.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.get`

HTTP Method: GET

Path: `v2beta1/{+name}`

Description: Retrieves the requested filter set for the account with the given account ID.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.list`

HTTP Method: GET

Path: `v2beta1/{+ownerName}/filterSets`

Description: Lists all filter sets for the account with the given account ID.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.delete`

HTTP Method: DELETE

Path: `v2beta1/{+name}`

Description: Deletes the requested filter set from the account with the given account ID.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.impressionMetrics.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/impressionMetrics`

Description: Lists all metrics that are measured in terms of number of impressions.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.bidMetrics.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/bidMetrics`

Description: Lists all metrics that are measured in terms of number of bids.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.filteredBidRequests.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBidRequests`

Description: List all reasons that caused a bid request not to be sent for an impression, with the number of bid requests not sent for each reason.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.bidResponseErrors.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/bidResponseErrors`

Description: List all errors that occurred in bid responses, with the number of bid responses affected for each reason.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.bidResponsesWithoutBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/bidResponsesWithoutBids`

Description: List all reasons for which bid responses were considered to have no applicable bids, with the number of bid responses affected for each reason.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.filteredBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBids`

Description: List all reasons for which bids were filtered, with the number of bids filtered for each reason.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.filteredBids.details.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBids/{creativeStatusId}/details`

Description: List all details associated with a specific reason for which bids were filtered, with the number of bids filtered for each detail.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.filteredBids.creatives.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBids/{creativeStatusId}/creatives`

Description: List all creatives associated with a specific reason for which bids were filtered, with the number of bids filtered for each creative.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.losingBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/losingBids`

Description: List all reasons for which bids lost in the auction, with the number of bids that lost for each reason.

Google API Documentation

Endpoint: `bidders.accounts.filterSets.nonBillableWinningBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/nonBillableWinningBids`

Description: List all reasons for which winning bids were not billable, with the number of bids not billed for each reason.

Google API Documentation

Endpoint: `bidders.filterSets.create`

HTTP Method: POST

Path: `v2beta1/{+ownerName}/filterSets`

Description: Creates the specified filter set for the account with the given account ID.

Google API Documentation

Endpoint: `bidders.filterSets.get`

HTTP Method: GET

Path: `v2beta1/{+name}`

Description: Retrieves the requested filter set for the account with the given account ID.

Google API Documentation

Endpoint: `bidders.filterSets.list`

HTTP Method: GET

Path: `v2beta1/{+ownerName}/filterSets`

Description: Lists all filter sets for the account with the given account ID.

Google API Documentation

Endpoint: `bidders.filterSets.delete`

HTTP Method: DELETE

Path: `v2beta1/{+name}`

Description: Deletes the requested filter set from the account with the given account ID.

Google API Documentation

Endpoint: `bidders.filterSets.impressionMetrics.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/impressionMetrics`

Description: Lists all metrics that are measured in terms of number of impressions.

Google API Documentation

Endpoint: `bidders.filterSets.bidMetrics.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/bidMetrics`

Description: Lists all metrics that are measured in terms of number of bids.

Google API Documentation

Endpoint: `bidders.filterSets.filteredBidRequests.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBidRequests`

Description: List all reasons that caused a bid request not to be sent for an impression, with the number of bid requests not sent for each reason.

Google API Documentation

Endpoint: `bidders.filterSets.bidResponseErrors.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/bidResponseErrors`

Description: List all errors that occurred in bid responses, with the number of bid responses affected for each reason.

Google API Documentation

Endpoint: `bidders.filterSets.bidResponsesWithoutBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/bidResponsesWithoutBids`

Description: List all reasons for which bid responses were considered to have no applicable bids, with the number of bid responses affected for each reason.

Google API Documentation

Endpoint: `bidders.filterSets.filteredBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBids`

Description: List all reasons for which bids were filtered, with the number of bids filtered for each reason.

Google API Documentation

Endpoint: `bidders.filterSets.filteredBids.details.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBids/{creativeStatusId}/details`

Description: List all details associated with a specific reason for which bids were filtered, with the number of bids filtered for each detail.

Google API Documentation

Endpoint: `bidders.filterSets.filteredBids.creatives.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/filteredBids/{creativeStatusId}/creatives`

Description: List all creatives associated with a specific reason for which bids were filtered, with the number of bids filtered for each creative.

Google API Documentation

Endpoint: `bidders.filterSets.losingBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/losingBids`

Description: List all reasons for which bids lost in the auction, with the number of bids that lost for each reason.

Google API Documentation

Endpoint: `bidders.filterSets.nonBillableWinningBids.list`

HTTP Method: GET

Path: `v2beta1/{+filterSetName}/nonBillableWinningBids`

Description: List all reasons for which winning bids were not billable, with the number of bids not billed for each reason.

Google API Documentation

Endpoint: buyers.filterSets.create

HTTP Method: POST

Path: v2beta1/{+ownerName}/filterSets

Description: Creates the specified filter set for the account with the given account ID.

Google API Documentation

Endpoint: `buyers.filterSets.get`

HTTP Method: GET

Path: `v2beta1/{+name}`

Description: Retrieves the requested filter set for the account with the given account ID.

Google API Documentation

Endpoint: `buyers.filterSets.list`

HTTP Method: GET

Path: `v2beta1/{+ownerName}/filterSets`

Description: Lists all filter sets for the account with the given account ID.

Google API Documentation

Endpoint: `buyers.filterSets.delete`

HTTP Method: DELETE

Path: `v2beta1/{+name}`

Description: Deletes the requested filter set from the account with the given account ID.

Google API Documentation

Endpoint: buyers.filterSets.impressionMetrics.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/impressionMetrics

Description: Lists all metrics that are measured in terms of number of impressions.

Google API Documentation

Endpoint: buyers.filterSets.bidMetrics.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/bidMetrics

Description: Lists all metrics that are measured in terms of number of bids.

Google API Documentation

Endpoint: buyers.filterSets.filteredBidRequests.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/filteredBidRequests

Description: List all reasons that caused a bid request not to be sent for an impression, with the number of bid requests not sent for each reason.

Google API Documentation

Endpoint: buyers.filterSets.bidResponseErrors.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/bidResponseErrors

Description: List all errors that occurred in bid responses, with the number of bid responses affected for each reason.

Google API Documentation

Endpoint: buyers.filterSets.bidResponsesWithoutBids.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/bidResponsesWithoutBids

Description: List all reasons for which bid responses were considered to have no applicable bids, with the number of bid responses affected for each reason.

Google API Documentation

Endpoint: buyers.filterSets.filteredBids.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/filteredBids

Description: List all reasons for which bids were filtered, with the number of bids filtered for each reason.

Google API Documentation

Endpoint: buyers.filterSets.filteredBids.details.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/filteredBids/{creativeStatusId}/details

Description: List all details associated with a specific reason for which bids were filtered, with the number of bids filtered for each detail.

Google API Documentation

Endpoint: buyers.filterSets.filteredBids.creatives.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/filteredBids/{creativeStatusId}/creatives

Description: List all creatives associated with a specific reason for which bids were filtered, with the number of bids filtered for each creative.

Google API Documentation

Endpoint: buyers.filterSets.losingBids.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/losingBids

Description: List all reasons for which bids lost in the auction, with the number of bids that lost for each reason.

Google API Documentation

Endpoint: buyers.filterSets.nonBillableWinningBids.list

HTTP Method: GET

Path: v2beta1/{+filterSetName}/nonBillableWinningBids

Description: List all reasons for which winning bids were not billable, with the number of bids not billed for each reason.