

目录

## Event Api Manual

Advantages of Event API

Create Event API

## Report Events

1.Events Kwai Support

## 2.request

2.1 supported req...

2.2 address

2.3 Header

2.4 Parameter

2.5 example

## 3.response

3.1 response para...

3.2 example

## Test Events

# Event Api Manual

中文版: [EVENT API使用说明文档](#)

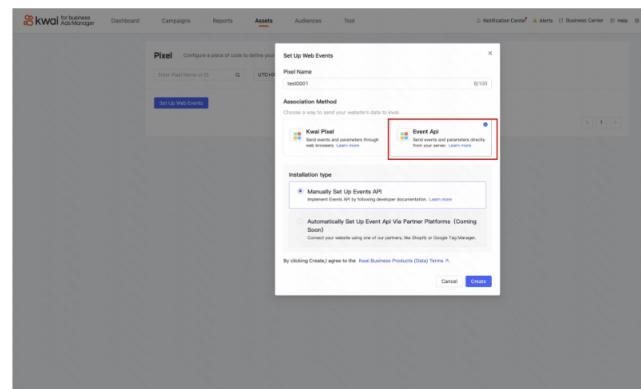
kwai's Event API is a secure server-to-server interface that allows advertisers to share the actions customers take on their websites directly with Kwai. By sending payloads to the interface provided by Kwai, the operations performed by users on the advertiser's website are directly shared with Kwai, allowing Kwai to fully grasp the information and gain insight into the behavior of website visitors, so as to optimize better.

## Advantages of Event API

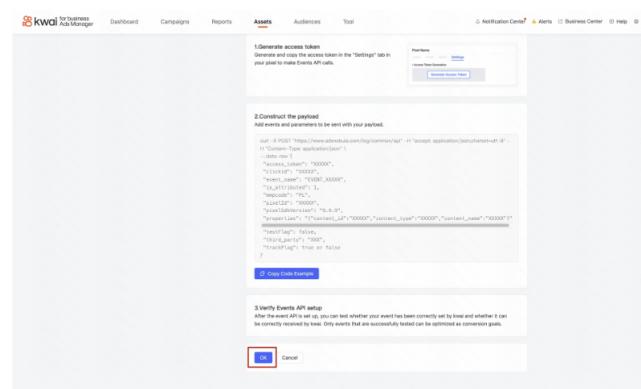
1. **Multi-page event reporting:** Different from Kwai Pixel, Event API supports event reporting for web pages of multi-page applications.
2. **Cross-domain tracking:** Different from Kwai Pixel, Event API supports cross-domain tracking.
  - a. When the user's behavior path includes domain names other than the customer's own domain name, pixel cannot complete event reporting, and Event API can be used for event reporting.
  - b. Take the mainstream boleto payment method in Brazil as an example. The logic of boleto payment is to generate a barcode online and complete the payment offline. In such scenarios, Kwai Pixel cannot be used to track payment events, and Event API can be used to return payment events.
3. The event api transfer data is more stable. If the data reported by the pixel is inconsistent with the customer's own statistical data after the customer uses the pixel, the event api can be used to report the data.

## Create Event API

1. **Callback method:** click "Set Up Web Events", and choose "Event API", and fill in Pixel name



2. **Creation completed:** Read the Event API operation process and click "OK", then the creation of Event API on the operation panel is completed



## Report Events

### 1.Events Kwai Support

Event	Description
EVENT_ADD_PAYMENT_INFO	When payment information is added in the checkout flow.
EVENT_ADD_TO_CART	When an item is added to the shopping cart.
EVENT_BUTTON_CLICK	When a button is clicked.
EVENT_PURCHASE	When a payment is completed.
EVENT_CONTENT_VIEW	When a page is viewed.

EVENT_DOWNLOAD	When a button to open an external browser download page is clicked.
EVENT_FORM_SUBMIT	When a form is submitted.
EVENT_INITIATED_CHECKOUT	When the checkout process is started.
EVENT_CONTACT	When contact or consultation occurs.
EVENT_PLACE_ORDER	When an order is placed.
EVENT_SEARCH	When a search is made.
EVENT_COMPLETE_REGISTRATION	When a registration is completed.
EVENT_ADD_TO_WISHLIST	When an item is added to a wishlist.
EVENT_SUBSCRIBE	When a subscription is made.
EVENT_FIRST_DEPOSIT	First deposit
EVENT_CREDIT_APPROVAL	credit
EVENT_LOAN_APPLICATION	loan application
EVENT_LOAN_CREDIT	loan approval
EVENT_LOAN_DISBURSAL	Loan disbursement
EVENT_CREDIT_CARD_APPLICATION	credit card application
EVENT_VALUE_PRODUCE	each value produce
EVENT_KEY_INAPP_EVENT	key inapp event
EVENT_KEY_INAPP_EVENT_1	key inapp event1
EVENT_KEY_INAPP_EVENT_2	key inapp event2
EVENT_KEY_INAPP_EVENT_3	key inapp event3
EVENT_AD_VIEW	(In-Web) event ad view
EVENT_AD_CLICK	(In-Web) event ad click
EVENT_PURCHASE_1_DAY	purchase_1day
EVENT_PURCHASE_2_DAY	purchase_2day
EVENT_PURCHASE_3_DAY	purchase_3day
EVENT_PURCHASE_7_DAY	purchase_7day
EVENT_COMPLETE_TRANSACTION	When a transaction is completed.

## 2.request

### 2.1 supported request method

Both POST requests and GET requests are supported.

However, we recommend you to use POST requests because GET requests require encoding of some transmitted content, making the operation relatively complex. When returning, please strictly adhere to the following standard guidelines.

### 2.2 address

POST: <https://www.adsnebula.com/log/common/api>

GET: <https://www.adsnebula.com/log/common/gapi>

### 2.3 Header

Parameter Name	Type	Description	Required or optional
Content-Type	string	request information type allowed format: application/json	required

### 2.4 Parameter

**Note:** If you want to post back value information of the events, please send this two required parameters: 'value' and 'currency'  
(currently supported currency: BRL, IDR, USD)

Parameter Name	Description	Required or Optional	Type
clickid	click_id is a tracking parameter, when a Kwai user clicks on an ad and lands on your website, a unique click_id will be created and appended to the URL. Different click_ids will be generated if the same user clicks on your ad at different times.  For example, the URL of your landing page is: <a href="https://www.kwai.com/business">https://www.kwai.com/business</a> . When a kwai user clicks on the ad and arrives at this page, kwai will splice parameters on the url ,and the url become: <a href="https://business.kwai.com/uc#/login?CampaignID=">https://business.kwai.com/uc#/login?CampaignID=</a>	Required	String

987654321&adSETID=123456789&CreativeID=123456789  
**&click\_id=CCpgibAfpRkSW9zgDuFHX71q5u%5FvMxm  
 vRCIE6enEvnSNeQaSvb3CcxOgXaPwbYpThJBW5n6%  
 2D62kmmECY5He3KFgOJB9YErJ9clUk%3D&pixel\_id=1  
 2345678987654321**

The value of the "click\_id" parameter is the value that you need to be obtained and send to us

**note:**

**1) We will only append the click\_id to the URL of the first landing page and not to subsequent pages, so if you want to report an event that occurs on a subsequent page, you need to build a mapping between the click\_id and the event.** For example, you can take the following actions:

- Create a table in your backend system to manage the mapping between users and click\_ids.
  - If the same user clicks on the ad at different times, different click\_id will be generated. Please ensure that the newly generated click\_id overrides the previous one.
- 2) the parameter spliced by kwai is click\_id, but the parameter you need to return is called clickid, and the values of the two should be the same**

event_name	The name of the event that needs to be reported, the event name we support is as "1.Event Kwai Support" part show	Required	String
pixelId	The id of the Event api created on the Kwai for business platform, as the picture shows	Required	String
access_token	Obtain the access_token from the setting module of the Event api created on the Kwai for business platform, as shown in the figure	Required	String
testFlag	The value here needs to be written as false	Required	boolean
trackFlag	<b>When testing events in the "Test Events" tab of the Kwai for business platform, the value of trackFlag is true.</b> For how to test events, see "Four Test Events" part for details  When the campaign is created and the ad is running, the value of trackFlag is false	Required	boolean
is_attributed	Attribution flag, the value of is_attributed is 1, and the value is fixed	Required	int
mmpcode	Mark the data source, the value of mmpcode is PL, and the value is fixed	Required	String
pixelSdkVersion	Version information, the value of pixelSdkVersion is 9.9.9, and the value is fixed	Required	String
properties	Attributes associated with the event. For details, please refer to the detailed explanation in the "Properties Object Parameters" section below	Optional	String
third_party	The name of the third-party website building platform you used	Optional	String
	Refers to currency used as a means of circulation in social	optional, recommended to	

currency	and economic activities such as USD	include for ecommerce customer	enum(string)
value	The total price of the order	optional, recommended to include for ecommerce customer	number

#### properties object parameters

Parameter Name	Description	Required or Optional	Type
event_timestamp	The timestamp information of the event occurrence, note that it is not the time when the event is passed back to us, but the time when the event occurred		
content_type	The content_type object property's value must be set to either product, or product_group, depending on how you will configure your data feed when you set up your product catalog. If you will be tracking events associated with individual products, set the value to product. If you are tracking events associated with product groups, set it to product_group instead.	optional	Must be either product or product_group.
contents	Use contents when you have multiple content IDs. If you use contents in your parameter, you must also include the following in a sub-object: the product id or ids, and the quantity (number of items added to cart or purchased).	Either contents or content_id is required for DPA	Must be an array parameter, id sub-object).
content_id*	Product or content identifier	Either contents or content_id is required for DPA	string
content_category	Category of the page/product	optional	string
content_name	Name of the page/product	optional	string
quantity*	The number of product which is added to cart or bought by users	optional	number
price*	The price of the item, please use float number, like 4.99	optional	number
query	Used with the Search event. The string entered by the user for the search.	optional	string
mapping_id	Used to help MCDA Models identify users	optional, Pls ask your CST for help	string

#### 2.5 example

Note:

1. You will need to replace the dummy data in the examples with your own. And the value of parameter "trackerFlag" should be changed into "false" when you start to use it online formally.
2. Please make sure that the access\_token under this account ID is used for the event callback under the same account ID. If they belong to different ones, the attribution may fail. [Notice: Event API Security Verification Upgrade](#)

[The POST return specification]

```
JSON ▾
curl -X POST "https://www.adsnebula.com/log/common/api" -H "accept: application/json; charset=utf-8" -H "Content-Type: application/json" --data-raw '{
  "access_token": "YUr9IVpjhC2iDtwF/Pws2A==",
  "clickid": "r70jeGg9vCtw3zMcjsKEPQ==",
  "event_name": "EVENT_INITIATED_CHECKOUT",
  "is_attributed": 1,
  "impcode": "PL",
  "pixelid": "Zp6x5j5sUuaSdnCgsJl7hA",
  "pixelsdkVersion": "9.9.9",
  "currency": "BRL",
  "value": "10.28",
  "properties": "{\"content_id\":\"18711551\"},\"content_type\":\"product\", \"content_name\":\"Pacote de Presente de Eletrodomésticos\"}",
  "testFlag": false,
  "third_party": "shopline",
  "trackFlag": true
}'
```

[The GET return specification]

```
JSON ▾
curl -X GET "https://www.adsnebula.com/log/common/api?access_token=DzoalQV7bM7jmgH53nQ0yJMgJ04s9qbTJHHER6gtPp0%3D&pixelId=245481936753688&clickid=09nX5Qu_WvKr3ea1GEfzXA&event_name=EVENT_PURCHASE&impcode=PL&pixelsdkVersion=9.9.9&currency=BRL&value=10.28&properties=%7B%22content_id%22%3A%2210000001%22%2C%22content_id%22%3A%229000009%22%7D&is_attributed=1&testFlag=false&trackFlag=true" -H "accept: application/json; charset=utf-8"
```

**⚠** : The 'properties' serve as extension fields, allowing custom parameters to be passed just like in POST requests. However, in GET requests, the content of custom parameters needs to be encoded; otherwise, transmission may fail. For example, before encoding the content of 'properties':

```
JSON ▾
1 {"content_id": "1000001", "content_id": "9000009"}
```

After encoding the content of 'properties':

```
JSON ▾
1 %7B%22currency%22%3A%22BRL%22%2C%22value%22%3A%2210.28%22%7D
```

### 3.response

#### 3.1 response parameter

Parameter Name	Type	Description
result	int	return status code
error_msg	String	Return information details

exception type	result	error_msg
request successfully	1	
Missing required parameter	10001	缺少参数xxx
parameter type error	10002	参数xxx类型错误，参数类型应为xx
clickid verification failed	10005	callback字段不合法
token verification failed	10006	token不合法，请求被拒绝
eventName verification failed	10007	eventName不合法，请求被拒绝

#### 3.2 example

```
JSON ▾
1 {
2   "result": 10001,
3   "error_msg": "缺少event_name参数"
4 }
```

### Test Events

After the event API is set up, you can test that your events are correctly set up by kwai and received by kwai.

**The ad campaign can only be created after the test event is successful**

1.choose“Test Events”

2.Specify the parameters and values for the test. In your server's payload, the value of parameter "trackFlag" is true and the value of parameter "click\_id" is taken from the location as shown in the image below



3. Build request code and send API request

4. If the event is sent successfully, the event will be displayed on the right panel, if it fails, there will be no information on the panel, and you can check the error according to the response content

Preview Event

Test Server Events

After Events API setup, you can test if your events have been setup and working correctly.

Step 1: Specify the parameters and values for the test. In your server's payload, the value of the parameter "trackFlag" is true, and the value of the parameter "idclick" is a fixed value, which can be obtained from below.

hExEe+mallKjKqagFxg==

Copy

Note: When you refresh this page or return to other pages, the value of idclick will change. When testing the event, please change the value of idclick in line.

Step 2: Send the payload. If received correctly, the event will show up on this screen.

The events will be displayed below.

Clear All Events

EVENT\_ADD\_TO\_CART triggered

Start by entering your web url on the left.