

Id	Name	Type	Mode	Default
campaign_id	Campaign	Integer	READ_ONLY	
offers_feed_id	Offers Feed	Integer	READ_ONLY	
ad_offer_id	Offer	Integer	READ_ONLY	
pricing_model	Pricing Model	Enum [CPC, CPM, CPA]	READ_ONLY	
bid	Default Bid	Double	READ_ONLY	
is_active	Enabled	Boolean	<input checked="" type="checkbox"/> BULK_EDITABLE	true
headline	! Title	String	<input checked="" type="checkbox"/> BULK_EDITABLE	
desc	! Description	String	<input checked="" type="checkbox"/> BULK_EDITABLE	
display_url	! Display Url	String	<input checked="" type="checkbox"/> BULK_EDITABLE	
dest_url	! Destination Url	String	<input checked="" type="checkbox"/> BULK_EDITABLE	
type	Type	Enum [TEXT, HTML, IMAGE, NATIVE,...] Show All	READ_ONLY	
status	Approved Status	Enum [PENDING, APPROVED, DECLINED]	READ_ONLY	
decline_reason	Decline Reason	String	READ_ONLY	
timestamp	Timestamp	Date	READ_ONLY	

Filters

Id	Name	Type	
search	Search	String	<input checked="" type="checkbox"/>
campaign	Campaign	TaggedItem	
offers_feed	Offers Feed	TaggedItem	
offer	Offer	List <Integer>	
is_active	Enabled	Boolean	
pricing_model	Pricing Model	List <CPC, CPM, CPA>	
type	Type	List <NATIVE, TEXT, VIDEO, HTML,...> Show All	
status	Approved Status	List <DECLINED, PENDING, APPROVED>	
country	Country	List <String>	
timestamp	Timestamp	DateRange	<input checked="" type="checkbox"/>

Offer (OfferNew)

[Test](#)

Fields

Id	Name	Type	Mode	Default
id	Id	Integer	READ_ONLY	
timestamp	Timestamp	Date	READ_ONLY	
ad_campaign_id	! Campaign	Integer	<input checked="" type="checkbox"/> CREATE_ONLY	
offers_feed_id	Offers Feed	Integer	READ_ONLY	
advertiser_id	Advertiser	Integer	READ_ONLY	
name	! Offer Name	String	<input checked="" type="checkbox"/> EDITABLE	
is_active	Enabled	Boolean	<input checked="" type="checkbox"/> BULK_EDITABLE	true

Id	Name	Type	Mode	Default
bid	Default CPC	Double	✓ BULK_EDITABLE	
e_cpm	Default eCPM	Double	✓ BULK_EDITABLE	
min_bid	Min CPC	Double	BULK_EDITABLE	
max_bid	Max CPC	Double	BULK_EDITABLE	
ad_rotation	Ad Rotation	? Enum [RANDOM, CTR, CR, EPC]	✓ BULK_EDITABLE	RANDOM
profile	Profile	? String	✓ BULK_EDITABLE	
value_per_newvisit	Target Cost per New Visit	? Double	✓ BULK_EDITABLE	
value_per_visit	Target Cost per Visit	? Double	✓ BULK_EDITABLE	
value_per_pageview	Target Cost per Page View	? Double	✓ BULK_EDITABLE	
goals	Goals	? String	✓ BULK_EDITABLE	
value_per_goalsvalue	Target Cost per Goals Value	? Double	✓ BULK_EDITABLE	
language	Ad Language	? String	✓ BULK_EDITABLE	en
Ad	Ads	DynamicRecord	✓ EDITABLE	
Location	Locations	DynamicRecord	✓ EDITABLE	
BrowserNew	Browsers	DynamicRecord	✓ EDITABLE	
OpsysNew	Operating Systems	DynamicRecord	✓ EDITABLE	
DayOfWeek	Days of Week	DynamicRecord	✓ EDITABLE	
TimePeriod	Time Periods of Day	DynamicRecord	✓ EDITABLE	
PublisherFeed	Publisher Feeds	DynamicRecord	✓ BULK_EDITABLE	
PublisherSubIds	Publisher Feeds SubID	DynamicRecord	✓ BULK_EDITABLE	
CpmZone	Publisher Zones	DynamicRecord	✓ BULK_EDITABLE	
Conversions	Goals	DynamicRecord	✓ EDITABLE	
Domains	Site Domains	DynamicRecord	✓ EDITABLE	
SiteIds	Site Ids	DynamicRecord	✓ EDITABLE	
Applications	App Bundles	DynamicRecord	✓ EDITABLE	
AppIds	App Ids	DynamicRecord	✓ EDITABLE	
iplist_mode	IP List Mode	? Enum [WHITELIST, BLACKLIST]	BULK_EDITABLE	
ip_list	IP Lists	List <Integer>	✓ BULK_EDITABLE	[]
referrerlist_mode	Referrer List Mode	? Enum [WHITELIST, BLACKLIST]	BULK_EDITABLE	
referrer_list	Referrers Lists	List <Integer>	✓ BULK_EDITABLE	[]
applist_mode	App List Mode	? Enum [WHITELIST, BLACKLIST]	BULK_EDITABLE	
app_lists	App Lists	List <Integer>	✓ BULK_EDITABLE	[]
ad_categories	Ad Categories	List <IAB1, IAB1_1, IAB1_2, IAB1_3,...>	✓ BULK_EDITABLE	Show All
connection_type	Connection Type	Enum [ANY, WIFI_CABLE, CELLULAR]	✓ BULK_EDITABLE	ANY
carriers	Carriers	List <Integer>	BULK_EDITABLE	<ALL>
traffic_type	Traffic Type	Enum [ALL, SITE, APP]	✓ BULK_EDITABLE	ALL
interstitial_match	Interstitial Match	Enum [ANY, INTERSTITIAL, NON_INTERSTITIAL]	✓ BULK_EDITABLE	ANY
auto_enable_new_browsers	Auto-include new browser versions	Boolean	✓ BULK_EDITABLE	false



Id	Name	Type	Mode	Default
device_types	Device Types	List <UNKNOWN, OTHER, DESKTOP, MOBILE,...> Show All	<input checked="" type="checkbox"/> BULK_EDITABLE	<ALL>
device_brands	Device Brands	List <UNKNOWN, AMAZON, APPLE, ASUS,...> Show All	<input checked="" type="checkbox"/> BULK_EDITABLE	<ALL>

Filters

Id	Name	Type
search	Search	String <input checked="" type="checkbox"/>
campaign	Campaign	TaggedItem
is_active	Enabled	Boolean
pricing_model_filter	Pricing Model	List <CPC, CPM>
ip_list	IP List	List <Integer>
referrer_list	Referrers List	List <Integer>
app_list	Apps List	List <Integer>
review	Pending Offers	Boolean
timestamp	Timestamp	DateRange <input checked="" type="checkbox"/>
country	Country	List <String>

Offer Field Details

Fields

Ads	Keywords	Locations	Site Domains	Site Ids	App Bundles	App Ids	Operating Systems
Browsers	Days of Week	Time Periods of Day		Publisher Feeds	Publisher Feeds SubID	Goals	

Fields

Id	Name	Type	Mode	Default
id	Id	Integer		READ_ONLY
type	Type	Enum [TEXT, HTML, IMAGE, NATIVE,...] Show All		READ_ONLY
title	Name	String <input checked="" type="checkbox"/>	EDITABLE	
desc	Description	String	<input checked="" type="checkbox"/>	EDITABLE
display	Ad Domain	String <input checked="" type="checkbox"/>	EDITABLE	
dest_url	Destination URL	String	<input checked="" type="checkbox"/>	EDITABLE
cta	Call to Action	String <input checked="" type="checkbox"/>	EDITABLE	
sponsored	Sponsored by / Advertiser Name	String	<input checked="" type="checkbox"/>	EDITABLE
app_bundle	App Bundle	String <input checked="" type="checkbox"/>	EDITABLE	
images	Images	List <ImageValue>	<input checked="" type="checkbox"/>	EDITABLE
attributes	Attributes	List <AUDIO_AD_AUTO_PLAY, AUDIO_AD_USER_INITIATED, EXPANDABLE_AUTOMATIC,		READ_ONLY

