

Mobile Ad Tracking API v1.0

Introduction

These APIs are intended to serve as a standardized method for getting aggregate campaign details (impressions, clicks, installs, cost, etc.) and install details from Mobile Ad Networks and related firms. Given the global nature of the mobile ecosystem, the APIs are meant to be time zone friendly whenever possible but UTC must always be supported.

Revision History

Version	Notes
1.0	Final revision

Version Policy

This API is governed by a versioning policy that allows clients to make assumptions about the implementation details and API stability.

The API version is composed of two parts:

- Major Version - Defines the baseline implementation
- Minor Version - Defines backwards compatible API changes when required

For example, if an API client implements integration against an API that implements version 1.1 of this API, then version 1.X will not break that integration.

The implications of this policy are:

- Minor versions can add new optional parameters to requests. The absence of these new parameters cannot materially change the response sent. In other words, given the same request parameters, the response object must remain the same.
- Minor versions cannot change parameter names
- Minor versions can add new parameters to the response JSON

URL Specification

In order to simplify the client implementation, the URL is assumed to follow this general form:

https://<host_information>/<implementer_prefix>/<version>/<end_point>

Details

- host_information - Determined by the implementer. Example: api.geo.kontagent.net
- implementer_prefix - Can be used to namespace this API from other APIs. Determined by the implementer. Examples include “customer_api”, or “mata”.

- version - Corresponds to the major version number of the API implemented using the format "v<VERSION_NUMBER_AS_INTEGER>(see Version Policy for details). Example: v1
- SSL is required by this specification in order to protect authentication credentials and customer data. HTTP requests should return HTTP status 400.

Authentication

The only required authentication mechanism is HTTP Basic Authentication. Combined with SSL requirement, this provides a balance between implementation complexity on both the client and the server as well as adequate security. The mechanism for communicating and updating authentication credentials is left to the implementer.

In addition to HTTP Basic Authentication, the implementer may provide other authentication mechanisms.

HTTP Response Codes and Request Methods

For the purposes of this API, all HTTP requests are assumed to be GET requests.

Response codes are used to denote the success or the failure of the call. These response codes must be support:

- 200 - Request OK
- 400 - Bad request. Sent when inputs do not meet requirements set out below (missing required parameters or parameters are not in the correct format).
- 401 - Authentication denied. The provided authentication parameters are not valid.
- 404 - Endpoint not found.
- 500 - Internal server error.

In addition, when response code does not equal 200, a JSON response object with additional information may be provided:

```
{
  "status": "400",
  "messages": [
    "Error message 1",
    "Error message 2"
  ]
}
```

Application List Endpoint

Description

Provides a list of applications, with relevant metadata for each application, for an account.

Method:

GET /application_list

Parameters:

None.

Note: The account to provide the list of applications for is implicitly selected based on the authentication credentials that have been provided.

Response:

A JSON list of dictionaries.

Example: GET https://api.example.com/v1/application_list

Response:

```
{
  "status": "partial",
  "data": [
    {
      "app_id": "1234",
      "application_name": "My Great App",
      "bundle_id": "com.foobar.greatapp"
    },
    {
      "app_id": "5678",
      "application_name": "My Awesome App",
      "bundle_id": "com.foobar.awesomeapp"
    }
  ]
}
```

Name	Type	Description	Required
status	Enum	Used to determine if the the full day's data is available. Valid values: <ul style="list-style-type: none">• partial• full "partial" indicates that the client should make the request again later. Full content is assumed to be complete for the timezone specified in the request.	Yes
app_id	String (128)	The application ID that uniquely identifies the application in the account within the ad provider's system. This ID will be used to query for application-specific data using the core MATA API.	Yes
application_name	String	The application name	Yes

	(128)		
bundle_id	String	The iTunes/Android bundle_id	No

Campaign Aggregate Endpoint

Description

For each campaign and for each day, request information about impressions, clicks, downloads, cost.

Method:

GET /campaign_aggregate

Parameters:

Name	Type	Description	Default	Required
start_day	String	YYYY-MM-DD	None	Yes
end_day	String	YYYY-MM-DD	None	Yes
tz	String	<p>If time zone other than UTC is supported by the provider, request time zone specific data.</p> <p>Providers must document supported values. If an unsupported value is specified, a 400 HTTP Response will be returned.</p> <p>The 400 HTTP message returns a JSON dict with one of the keys being a list of supported timezone strings, e.g.</p> <pre>{ 'status': 400, 'messages': ["Unsupported timezone", "Supported timezones are: UTC",] }</pre> <p>UTC is the only timezone that needs to be supported at this time.</p>	UTC	No
app_id	String	The application identifier that uniquely identifies the application in the account within the ad provider's system. It will be used as a key to query for applicaton specific	None	No, if unspecified, returns data for all apps

		data using the MATA API.		
		This id could match the iTunes/Android bundle_id (ie. com.appdev.appname) but doesn't need to.		

Response:

A JSON list of dictionaries.

Example: GET https://api.example.com/v1/campaign_aggregate?day=2012-01-25&tz=UTC&campaign_id=2049&app_id=5678

Response:

```
{
  "status": "partial",
  "data": [
    {
      "day": "2012-01-25",
      "app_id": "5678",
      "campaign_id": "2049",
      "impressions": 189,
      "clicks": 25,
      "downloads": 9,
      "spend": 105,
      "target_manufacturer": [
        "Samsung"
      ],
      "target_platform": [
        "Kindle_fire"
      ]
    },
    {
      "day": "2012-01-25",
      "campaign_id": "1234",
      "app_id": "5678",
      "impressions": 123,
      "clicks": 25,
      "downloads": 6,
      "spend": 105,
      "target_manufacturer": [
        "Samsung"
      ],
      "target_platform": [
        "Nexus S"
      ]
    }
  ]
}
```

Name	Type	Description	Required
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status	Enum	Used to determine if the the full day's data is available. Valid values: <ul style="list-style-type: none"> • partial • full “partial” indicates that the client should make the request again later. Full content is assumed to be complete for the timezone specified in the request.	Yes
day	String	YYYY-MM-DD	Yes
app_id	String	Network-specified application id, same as request parameter Could be the same as bundle_id, but doesn't need to be the same.	Yes
bundle_id	String	The iTunes or Android market bundle id	No
campaign_id	String (128)	id for particular campaign	Yes
campaign_name	String (128)	Ad Network campaign name. Needs to be unique for a given application.	Yes
impressions	Int	Number of impressions	Yes
clicks	Int	Number of clicks	Yes
downloads	Int	Number of downloads	Yes
spend	Int	Money spent in cents	Yes
currency	String	ISO 4217 Code (examples: USD, GBP, etc.)	Yes
bid_type	String	ie. “cpi”, “cpc”, “cpm”	No
ad_type	List of Strings	[“banner”, “video”]	No
incentivized	Int	0=false, 1=true, 2=unknown	No
target_manufacturer	List of Strings		No
target_platform	List of Strings		No
target_os_version			No

target_country_code	List of Strings	ISO 3166 country codes	No
target_locale	List of Strings		No
target_gender	List of Strings	Valid values: 'f', 'm', 'F', 'M'	No
target_age_group	List of Strings		No
target_custom	Dictionary	List of custom targeting parameters as defined by the ad partner. This must be a dictionary. Valid key values formats are TBD and valid value formats are TBD <pre>{ "usage": "heavy", "zipcode": ["94109", "94105"], }</pre>	No
custom_campaign_params	Dictionary	List of custom key-value pairs that describe the campaign. This parameter could be used to specify custom campaign parameters not covered anywhere else by campaign parameters covered in this spec. ie. for video campaigns ad provider might want to specify the type of video displayed. <pre>{ "video_type": "long" }</pre>	No

Install API

Description

For a specified date, request the list of installs acquired through this channel.

Device_id: UDID, MAC address, Open UDID or other identifier for iOS; Android ID, IMEI or other identifier for Android. It's possible to set multiple device IDs for the same device.

Method:

GET /installs

Parameters:

Name	Type	Description	Default	Required
day	String	YYYY-MM-DD.	None	Yes
tz	String	<p>If time zone other than UTC is supported by the provider, request time zone specific data.</p> <p>Providers must document supported values. If an unsupported value is specified, a 400 HTTP Response will be returned.</p> <p>The 400 HTTP message returns a JSON dict with one of the keys being a list of supported timezone strings, e.g.</p> <pre>{ 'status': 400, 'messages': ["Unsupported timezone", "Supported timezones are: UTC",] }</pre> <p>UTC is the only timezone that needs to be supported at this time.</p>	UTC	No
app_id	String	<p>The application identifier that uniquely identifies the application in the account within the ad provider's system. It will be used as a key to query for application specific data using the MATA API.</p> <p>This id could match the iTunes/Android bundle_id (ie. com.appdev.appname) but doesn't need to.</p>	None	No

Response:

A JSON list containing a dictionary of installs for the specified day.

Example:

GET /installs?day=2012-02-06&tz=EST

```
{
  "status": "partial",
  "data":
    {
      "day": "2012-02-06",
      "installs": [
        {
          "device_ids": {
            "udid": "1234567890abcdef",
```



```

        "mac_address": "0C-0C-0B-14-CD-E7"
    },
    "app_id": "5678",
    "download_ts": 123456789,
    "campaign_id": "1234",
    "creative": "image1_128x64.gif",
    "bid_id": "1a2c3d",
    "bid_price": 65
}
]
}

```

Name	Type	Description	Required
status	Enum	Used to determine if the the full day's data is available. Valid values: <ul style="list-style-type: none"> • partial • full <p>“partial” indicates that the client should make the request again later.</p> <p>Full content is assumed to be complete for the timezone specified in the request.</p>	Yes
day	String	YYYY-MM-DD	Yes
installs	List of dictionaries with install details.	Contains one entry for each install. See table below for details.	Yes

Installs

Name	Type	Description	Required
device_ids	Dictionary	Key names can be: <ul style="list-style-type: none"> • udid • mac_address • android_id • imei • open_udid • other <p>It is possible to specify multiple device_id values, of different types, for a single</p>	Yes

		<p>device. At least one identifier must be specified. Each Ad Network will decide what identifier they use for installs. Sample responses are shown below.</p> <pre> device_ids":{ "udid": "1234567890abcdef", "mac_address": "0C-0C-0B-14-CD-E7" }, </pre>	
app_id	String (128)	<p>Same as the request parameter given in request URL.</p> <p>Could be the same as bundle_id, but doesn't need to be the same.</p>	Yes
bundle_id	String (128)	The iTunes or Android Market bundle identifier	No
download_ts	Int	POSIX Timestamp	No
impression_ts	Int	POSIX Timestamp	No
click_ts	Int	POSIX Timestamp	No
campaign_id	String (128)	Ad Network specified campaign ID for specific response	Yes
campaign_name	String (128)	Ad Network campaign name	Yes
creative	String (128)	Ad shown to user	No
bid_id	String (128)	ID for bid	No
bid_price	Int	Cost in cents	No
bid_type	String	ie. "cpc", "cpi", "cpm"	No
ad_type	String (128)	e.g. "banner"	No
incentivized	Int	0=false, 1=true, 2=unknown	Yes
location	String	ISO 3166 country code	No
custom_install_params	Dictionary	Specifies custom parameters as provider	No

		<p>wants to include in the description of the install, ie. type of video clicked. The purpose of this parameter is to preserve competitive differentiators for ad partners with unique capabilities.</p> <pre>{ "video_type": "long" }</pre>	
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v1.0 - Draft Changelog

2012-05-15 - Flip the Optional column into Required column.

2012-05-14 - Change the example value of app_id from a bundle name to a number so that it matches the application list example.

2012-05-14 - Change the return value 'application_id' of application list endpoint to 'app_id' to match the usage in the rest of the spec.