

1 Reports API Reference

1.1 General Structure

The general reports API request form is:

```
GET /backstage/api/1.0/[account-id]/reports/  
    [report-name]/dimensions/[dimension-id]?[parameters]  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

Response format is JSON. Valid request response code is HTTP 200.

All rows in a specific request result set will have the same structure, comprising of one or more dimension columns, and one or more value columns. All dimensions of the same report will have the exact same list of value columns, and will only differ in their dimension columns.

Note: the dimensions are the equivalent of the different tabs of the relevant report in Backstage, Taboola's management system for advertisers and publishers

Example response:

```
{  
  "last_used_rawdata_update_time": "2014-06-18 05:00:00.0",  
  "timezone": "EST",  
  "results": [  
    {  
      "dimension1": "x",  
      "dimension2": "1",  
      "value1": 1,  
      "value2": 2,  
      "value3": 3  
    }, {  
      "dimension1": "x",  
      "dimension2": "2",  
      "value1": 1,  
      "value2": 2,  
      "value3": 3  
    }, {  
      "dimension1": "y",  
      "dimension2": "1",  
      "value1": 1,  
      "value2": 2,  
      "value3": 3  
    }  
  ]  
}
```

1.2 Data Freshness

It's important to note that data in Taboola reports can (and will) change retroactively during the Taboola billing cycle. This can happen because of multiple reasons, including, but not limited to - billing rules that define guarantees as per average monthly RPMs, changes in billing rules during the billing cycle, click or impression fraud that is credited, conversions that arrive out of order.

This means that when fetching reports data from Taboola for a data warehouse or BI solution, the data for the entire billing cycle (current calendar month + previous calendar month up to the 5th in any given month) should be periodically refreshed.

1.3 Campaign Summary

The "Campaign Summary" report is an advertiser report. This report provides general campaign metrics such as impressions, clicks, conversions, spend, as well as performance metrics such as CTR, CPC, CPM, CPA. The report can be broken down by date, campaign, referring site, country or platform.

Request

The general API request URL form is:

```
GET /backstage/api/1.0/[account-id]/reports/  
    campaign-summary/dimensions/[dimension-id]?[parameters]  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

1.3.1 Supported Dimensions

| Dimension | Dimension Columns | Mandatory Filters | Optional Filters |
|-----------|--------------------------|-------------------------|---|
| day | date | start_date, end_date | campaign, platform, country, site |
| week | date, date_end_period | start_date, end_date | campaign, platform, country, site |
| month | date, date_end_period | start_date, end_date | campaign, platform, country, site |

| | | | |
|-----------------------------|--|-------------------------|----------------------------|
| content_provider_breakdown | content_provider, content_provider_name, campaigns_num | start_date, end_date | platform, country, site |
| campaign_breakdown | campaign, campaign_name | start_date, end_date | platform, country, site |
| site_breakdown | site, site_name, blocking_level | start_date, end_date | campaign |
| country_breakdown | country, country_name | start_date, end_date | campaign |
| platform_breakdown | platform, platform_name | start_date, end_date | campaign |
| campaign_day_breakdown | date, campaign, campaign_name | start_date, end_date | platform, country, site |
| campaign_site_day_breakdown | date, campaign, campaign_name, site, site_name | start_date, end_date | |

1.3.2 Supported Filters



The following table contains a list of all supported Filters. Checkout the [Dimensions](#) section to see which Filters are relevant for which Dimension.

| Filter | Format / Possible Values | Notes | | | | | | | | |
|-----------------------|--|-----------------|-------------|------|---------|------|------------|------|--------|--|
| start_date (required) | Date. ISO-8601 | | | | | | | | | |
| end_date (required) | Date. ISO-8601 | | | | | | | | | |
| campaign | String. The numeric ID of specific Campaign. | | | | | | | | | |
| platform | <table><tr><th>Possible Values</th><th>Description</th></tr><tr><td>DESK</td><td>Desktop</td></tr><tr><td>PHON</td><td>Smartphone</td></tr><tr><td>TBLT</td><td>Tablet</td></tr></table> | Possible Values | Description | DESK | Desktop | PHON | Smartphone | TBLT | Tablet | |
| Possible Values | Description | | | | | | | | | |
| DESK | Desktop | | | | | | | | | |
| PHON | Smartphone | | | | | | | | | |
| TBLT | Tablet | | | | | | | | | |
| country | 2-letter country code as defined by ISO-3166 . | | | | | | | | | |

| | | |
|------|--|--|
| site | String. The <code>account_id</code> of a specific Publisher. | |
|------|--|--|

1.3.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. Checkout the [Dimensions](#) section to see which columns appear in which Dimensions.

| Name | Type | Description | | | | | | | | | | | | |
|-----------------------|-----------------------------------|---|-----------------|-------------|------|-------------|----------|----------------------|------------|------------------------|------|------------|----------|---------------------|
| date | Date. ISO-8601 | Exact date for day dimension. Beginning of period for week/month dimensions | | | | | | | | | | | | |
| date_end_period | Date. ISO-8601 | End of period for week/month dimensions | | | | | | | | | | | | |
| content_provider | String | Machine-readable Provider name | | | | | | | | | | | | |
| content_provider_name | String | Human-readable Content Provider name | | | | | | | | | | | | |
| campaigns_num | Long | Number of campaigns the specific provider has | | | | | | | | | | | | |
| campaign | Long | ID of Campaign in question | | | | | | | | | | | | |
| campaign_name | String | Human-readable Campaign name | | | | | | | | | | | | |
| site | String | Machine-readable Site name | | | | | | | | | | | | |
| site_name | String | Human-readable Site name | | | | | | | | | | | | |
| country | String | Machine-readable Country name (2-letter code) | | | | | | | | | | | | |
| country_name | String | Human-readable Country name | | | | | | | | | | | | |
| platform | String | Machine-readable Platform name | | | | | | | | | | | | |
| platform_name | String | Human-readable Platform name | | | | | | | | | | | | |
| blocking_level | String | <div>Indicates the level of blocking:</div> <table><tr><th>Possible Values</th><th>Description</th></tr><tr><td>NONE</td><td>No blocking</td></tr><tr><td>CAMPAIGN</td><td>Campaign level block</td></tr><tr><td>ADVERTISER</td><td>Advertiser level block</td></tr><tr><td>AUTO</td><td>Auto-block</td></tr><tr><td>EMULATED</td><td>Emulated auto-block</td></tr></table> | Possible Values | Description | NONE | No blocking | CAMPAIGN | Campaign level block | ADVERTISER | Advertiser level block | AUTO | Auto-block | EMULATED | Emulated auto-block |
| Possible Values | Description | | | | | | | | | | | | | |
| NONE | No blocking | | | | | | | | | | | | | |
| CAMPAIGN | Campaign level block | | | | | | | | | | | | | |
| ADVERTISER | Advertiser level block | | | | | | | | | | | | | |
| AUTO | Auto-block | | | | | | | | | | | | | |
| EMULATED | Emulated auto-block | | | | | | | | | | | | | |

| | | | | | | |
|--------------------|--------------------------------|---|---------|---------------------|--------------------|--------------------------------|
| | | <table><tr><td>NETWORK</td><td>Network level block</td></tr><tr><td>ADVERTISER_NETWORK</td><td>Advertiser Network level block</td></tr></table> | NETWORK | Network level block | ADVERTISER_NETWORK | Advertiser Network level block |
| NETWORK | Network level block | | | | | |
| ADVERTISER_NETWORK | Advertiser Network level block | | | | | |

1.3.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

| Name | Type | Description |
|---------------------|--------------------------|--|
| impressions | Integer | Total number of impressions |
| ctr | Percent | Average CTR (Click-Through-Rate). Calculated as Clicks/Impressions |
| clicks | Integer | Total number of clicks |
| cpc | Money | Average CPC of total clicks. Calculates as Spend/Clicks |
| cpm | Money | Average CPM (Cost-Per 1000 Impressions). Calculated as Spend / Impressions |
| cpa_conversion_rate | Percent | Average Conversion Rate. Calculated as Actions / Clicks |
| cpa_actions_num | Integer | Total number of actions (also referred as conversions) |
| cpa | Money | Average CPA (Cost-Per-Action). Calculated as Spend / Actions |
| spent | Money | Total spent amount. |
| currency | Currency Code (ISO 4217) | The currency for columns of type "money" |

1.3.5 Example

Example request for “Day” dimension, with required filters only:

```
GET /backstage/api/1.0/taboola-demo-advertiser/reports/  
    campaign-summary/dimensions/day?start_date=2015-03-30&end_date=2015-03-30  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

1.3.5.1 Example response

```
{  
  "last_used_rawdata_update_time": "2015-03-30 01:00:00.0",  
  "timezone": "EDT",  
  "results": [  
    {  
      "cpm": 0.06,  
      "impressions": 128238,  
      "cpc": 0.071,  
      "cpa_actions_num": 0,  
      "cpa": 0.000,  
      "clicks": 103,  
      "currency": "USD",  
      "cpa_conversion_rate": 0.00,  
      "spent": 7.27,  
      "date": "2015-03-30 00:00:00.0",  
      "ctr": 0.08  
    }  
  ]  
}
```

1.4 Top Campaign Content

The "Top Campaign Content" report is an advertiser report. This report lists the top 500 Items of a Campaign. The report allows fetching the top 500 Items for all Campaigns of an Account, or filter the results to include only the Items of a specific Campaign.

The general API request URL form is:

```
GET /backstage/api/1.0/[account-id]/reports/  
    top-campaign-content/dimensions/item_breakdown?[parameters]  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

1.4.1 Supported Dimensions

| Dimension | Dimension Columns | Mandatory Filters | Optional Filters |
|-----------|-------------------|-------------------|------------------|
|-----------|-------------------|-------------------|------------------|

| | | | |
|----------------|---------------------------------|----------------------|----------|
| item_breakdown | item, item_name, thumbnail, url | start_date, end_date | campaign |
|----------------|---------------------------------|----------------------|----------|

1.4.2 Supported Filters



The following table contains a list of all supported Filters. Checkout the [Dimensions](#) section to see which Filters are relevant for which Dimension.

| Filter | Format / Possible Values | Notes |
|--------------------------------|--|-------|
| start_date (required) | Date. ISO-8601 | |
| end_date (required) | Date. ISO-8601 | |
| campaign | String. The numeric ID of a specific Campaign. | |

1.4.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. Checkout the [Dimensions](#) section to see which columns appear in which Dimensions.

| Name | Type | Description |
|---------------|--------|--|
| item | String | Unique ID of an Item |
| item_name | String | The "display name" of an item (item.title) |
| thumbnail_url | String | The URL of the Item's thumbnail |
| url | String | The URL of the Item |

1.4.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

| Name | Type | Description |
|----------|------------------|------------------------|
| campaign | String (numeric) | Numeric ID of Campaign |

| | | |
|-----------------------|-----------------------------|---|
| campaign_name | String | Human-readable Campaign name |
| content_provider | String | Machine-readable Advertiser name |
| content_provider_name | String | Human-readable Advertiser name |
| impressions | Number | Total number of impressions |
| ctr | Percent | Average CTR (Click-Through-Rate). Calculated as Clicks/Impressions |
| clicks | Number | Total number of clicks |
| cpc | Money | Average CPC of total clicks. Calculates as Spend/Clicks |
| cpm | Money | Average CPM (Cost-Per 1000 Impressions). Calculated as Spend / Impressions |
| spent | Money | Total spent amount |
| currency | Currency Code (ISO 4217) | The currency for columns of type “money” |

1.4.5 Example

Example request, with required filters only:

```
GET /backstage/api/1.0/taboola-demo-advertiser/reports/  
    top-campaign-content/dimensions/item_breakdown?  
    start_date=2015-03-30&end_date=2015-03-30  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

1.4.5.1 Example response

```
{  
  "last_used_rawdata_update_time": "2015-03-30 01:00:00.0",  
  "timezone": "EDT",  
  "results": [  
    {  
      "item": "124971358",  
      "item_name": "Ten Things You Didn't Know About Something",  
      "thumbnail_url": "http://cdn.taboola.com/gallery/pretty-boy.png",  
      "url": "http://news.taboola.com/articles/ten-things-girls.html",  
      "campaign": "7392917",  
      "campaign_name": "Ten Things to Know",  
      "content_provider": "taboola-demo-advertiser",  
      "content_provider_name": "Taboola Demo - Advertiser",  
      "impressions": 128238,  
      "ctr": 0.08,  
      "clicks": 103,  
      "cpc": 0.071,  
      "cpm": 0.06,  
      "spent": 7.27,  
      "currency": "USD"  
    }, {  
      "item": "512297682",  
      "item_name": "Ten Things You Didn't Know About Something Else",  
      "thumbnail_url": "http://cdn.taboola.com/gallery/pretty-girl.png",  
      "url": "http://news.taboola.com/articles/ten-things-boys.html",  
      "campaign": "1982402",  
      "campaign_name": "Ten Things to Know",  
      "content_provider": "taboola-demo-advertiser",  
      "content_provider_name": "Taboola Demo - Advertiser",  
      "impressions": 128238,  
      "ctr": 0.08,  
      "clicks": 103,  
      "cpc": 0.071,  
      "cpm": 0.06,  
      "spent": 7.27,  
      "currency": "USD"  
    }  
  ]  
}
```

1.5 Revenue Summary

The “Revenue Summary” report is a publisher report. This report provides general revenue information, as well as revenue performance statistics such as RPM, CPC and CTR. This report

allows breaking down revenue performance metrics by site, page type, placement, platform and country.

The general API request URL form is:

```
GET
/backstage/api/1.0/[account-id]/reports/revenue-summary/dimensions/[dimension]?[
parameters]
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.5.1 Supported Dimensions

| Dimension | Dimension columns in result | Mandatory filters | Supported optional filters |
|---|--|----------------------|---|
| day | date | start_date, end_date | page_type, placement, country, platform |
| week | date, date_end_period | start_date, end_date | page_type, placement, country, platform |
| month | date, date_end_period | start_date, end_date | page_type, placement, country, platform |
| page_type_breakdown | page_type | start_date, end_date | country, platform |
| placement_breakdown | page_type, placement | start_date, end_date | country, platform |
| site_breakdown (only for networks) | publisher, publisher_name | start_date, end_date | page_type, placement, country, platform |
| country_breakdown | country, country_name | start_date, end_date | page_type, placement, platform |
| platform_breakdown | platform, platform_name | start_date, end_date | page_type, placement, country |
| Day_site_placement_breakdown (only for networks) | date, publisher, publisher_name, page_type, placement | start_date, end_date | country, platform |
| Day_site_placement_country_platform_breakdown (only for networks) | date, publisher, publisher_name, page_type, placement, country, platform | start_date, end_date | |
| Day_site_page_type_country_platform_breakdown (only for networks) | date, publisher, publisher_name, page_type, country, platform | start_date, end_date | |

1.5.2 Supported Filters

| Filter | Format / Possible Values | | | | | | | | | | | | | | |
|------------|--|------|-------------|-------|-------------|-------|-----------------|----------|----------------------|----------|--------------|--------|---------------------|-------|-------------|
| start_date | Date. ISO-8601 or UNIX Epoch . | | | | | | | | | | | | | | |
| end_date | Date. ISO-8601 or UNIX Epoch . | | | | | | | | | | | | | | |
| page_type | <table><tr><td>TEXT</td><td>Story Pages</td></tr><tr><td>VIDEO</td><td>Video Pages</td></tr><tr><td>PHOTO</td><td>Photo Galleries</td></tr><tr><td>CATEGORY</td><td>Section Fronts</td></tr><tr><td>HOMEPAGE</td><td>Homepage</td></tr><tr><td>SEARCH</td><td>Search Result Pages</td></tr><tr><td>OTHER</td><td>Other pages</td></tr></table> | TEXT | Story Pages | VIDEO | Video Pages | PHOTO | Photo Galleries | CATEGORY | Section Fronts | HOMEPAGE | Homepage | SEARCH | Search Result Pages | OTHER | Other pages |
| TEXT | Story Pages | | | | | | | | | | | | | | |
| VIDEO | Video Pages | | | | | | | | | | | | | | |
| PHOTO | Photo Galleries | | | | | | | | | | | | | | |
| CATEGORY | Section Fronts | | | | | | | | | | | | | | |
| HOMEPAGE | Homepage | | | | | | | | | | | | | | |
| SEARCH | Search Result Pages | | | | | | | | | | | | | | |
| OTHER | Other pages | | | | | | | | | | | | | | |
| placement | String. Placement name (varies depending on publisher and page type) | | | | | | | | | | | | | | |
| country | String. 2-letter country code as defined by ISO-3166 . | | | | | | | | | | | | | | |
| platform | <table><tr><td>DESK</td><td>Desktop</td></tr><tr><td>PHON</td><td>Smartphone</td></tr><tr><td>TBLT</td><td>Tablet</td></tr><tr><td>DESK_ABP</td><td>Desktop - Ad Blocked</td></tr><tr><td>TV</td><td>Connected TV</td></tr><tr><td>OTHR</td><td>Other / Unknown</td></tr></table> | DESK | Desktop | PHON | Smartphone | TBLT | Tablet | DESK_ABP | Desktop - Ad Blocked | TV | Connected TV | OTHR | Other / Unknown | | |
| DESK | Desktop | | | | | | | | | | | | | | |
| PHON | Smartphone | | | | | | | | | | | | | | |
| TBLT | Tablet | | | | | | | | | | | | | | |
| DESK_ABP | Desktop - Ad Blocked | | | | | | | | | | | | | | |
| TV | Connected TV | | | | | | | | | | | | | | |
| OTHR | Other / Unknown | | | | | | | | | | | | | | |

1.5.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. Checkout the [Dimensions](#) section to see which columns appear in which Dimensions.

| Name | Type | Description |
|-----------------|-----------------------------------|--|
| date | Date. ISO-8601 | Exact date for day dimension. Beginning of period for week/month dimensions |
| date_end_period | Date. ISO-8601 | End of period for week/month dimensions |
| page_type | String | Page type (text, video, etc.) |
| placement | String | Placement name |
| publisher | String | partner id of the publisher / site in the Taboola platform |
| publisher_name | String | Display name for publisher as displayed in Taboola Backstage |
| country | String | 2-letter country code as defined by ISO-3166 . |
| country_name | String | Full name for country as displayed in Taboola Backstage |
| platform | String | Platform code as defined in the filters section above |
| platform_name | String | Display name for platform as displayed in Taboola Backstage |

1.5.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

| Name | Type | Description |
|------------|---------|--|
| page_views | Integer | A page view is counted every time a user views a page displaying a unit. We will count one page view regardless of the number of widgets presented on the page |

| | | |
|-------------------------|--|---|
| page_views_with_ads_pct | Percent | The Fill Rate is calculated by dividing the number of views with ads by the number of page views. = Views with Ads / Page Views |
| page_views_with_ads | Integer | The number of pages on which we displayed sourced content. We will count one page view with SC regardless of the number of SC units on the page |
| ctr | Percent | The SC clickthrough rate (CTR) is calculated by the number of clicks on an SC unit divided by the number of page views with SC. = SC Clicks / Page Views With SC |
| clicks | Integer | The number of times a user clicked on a sourced content |
| ad_cpc | Currency | The cost-per-click (CPC) is the average earn amount each time a user clicks on an ad. CPC is calculated by dividing the ads revenue by the number of clicks received. = Ads Revenue / Ad Clicks (SC clicks) |
| ad_rpm | Currency | Page revenue per thousand impressions (RPM) is calculated by dividing the revenue by the number of page views, multiplied by 1000. = Rev Share From Taboola / Page Views * 1000 |
| ad_revenue | Currency | The revenue generated from sponsored content on the Taboola widgets |
| currency | Currency Code (ISO 4217) | The currency of the currency units |

1.5.5 Example

Example request for day-site-placement dimension, only the required filters:

```
https://backstage.taboola.com/backstage/api/1.0/taboola-demo/reports/revenue-summary/dimensions/day_site_placement_breakdown?start_date=2014-08-10&end_date=2014-09-10&ts=1415106791&api_key=demoapikey&sig=1e6c1b2ee7e95dc1a0152b31db0603bed90a9676
```

1.5.5.1 Example response

```
{
  "last-used-rawdata-update-time": "2014-06-18 05:00:00.0",
  "timezone": "EST",
  "results": [
    {
      "currency": "USD",
      "date": "2014-09-12 00:00:00.0",
      "page_views_with_ads_pct": 97.08,
      "ad_cpc": 0.062,
      "page_views_with_ads": 5058316,
      "clicks": 101748,
      "ad_rpm": 1.258,
      "page_views": 5210292,
      "ctr": 2.011,
      "ad_revenue": 6363.362
    }, {
      "currency": "USD",
      "date": "2014-09-11 00:00:00.0",
      "page_views_with_ads_pct": 96.98,
      "ad_cpc": 0.063,
      "page_views_with_ads": 4917676,
      "clicks": 110404,
      "ad_rpm": 1.434,
      "page_views": 5070540,
      "ctr": 2.245,
      "ad_revenue": 7051.947
    }
  ]
}
```

1.6 Visit Value

The “Visit Value” report is a publisher report. This report provides revenue and engagement metrics for an entire visit, allowing to deduce the value of a visitor. This report allows breaking down that value by referral source, visit landing page, platform and country.

The general API request URL form is:

```
GET
/backstage/api/1.0/[account-id]/reports/visit-value/dimensions/[dimension]?[parameters]
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```


1.6.1 Supported Dimensions

| Dimension | Dimension Columns | Mandatory Filters | Optional Filters |
|-----------|--------------------------|-------------------------|---|
| day | date | start_date, end_date | referral_domain, landing_page, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| week | date, date_end_period | start_date, end_date | referral_domain, landing_page, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| month | date, date_end_period | start_date, end_date | referral_domain, landing_page, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |

| | | | |
|---|---|-------------------------|---|
| by_referral | referral_domain, referral_name | start_date, end_date | landing_page, country, platform, page_type |
| landing_page_breakdown | landing_page, landing_page_url, landing_page_title landing_page_thumb | start_date, end_date | referral_domain, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| platform_breakdown | platform | start_date, end_date | referral_domain, landing_page, country, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| country_breakdown | country | start_date, end_date | referral_domain, landing_page, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| page_type_breakdown | page_type | start_date, end_date | referral_domain, landing_page, country, platform, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| day_referral_landing_p age_breakdown | date, referral_domain, referral_name, landing_page, landing_page_url, landing_page_title landing_page_thumb | start_date, end_date | country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value |

| | | | |
|-------------------------------|-----------------------------|-------------------------|--|
| by_source_medium | tracking_code_source_medium | start_date, end_date | landing_page, country, platform, page_type, referral_domain, campaign_term, campaign_content, campaign_name, custom_key, custom_value |
| by_campaign | tracking_code_campaign | start_date, end_date | landing_page, country, platform, page_type, referral_domain, campaign_source, campaign_medium, campaign_term, campaign_content, custom_key, custom_value |
| by_custom_tracking_code | tracking_code_custom | start_date, end_date | landing_page, country, platform, page_type, referral_domain, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name |
| by_referral_and_tracking_code | referral_tracking_codes | start_date, end_date | landing_page, country, platform, page_type |

1.6.2 Supported filters



The following table contains a list of all supported Filters. Checkout the [Dimensions](#) section to see which Filters are relevant for which Dimension.

| Filter | Format / Possible Values |
|-----------------------|--|
| start_date (required) | Date. ISO-8601 or UNIX Epoch . |
| end_date (required) | Date. ISO-8601 or UNIX Epoch . |
| referral_domain | String. Referral domain. |
| landing_page | String. The landing page's id. |
| country | String. 2-letter country code as defined by ISO-3166 . |
| platform | |

| | | | | | | | | | | | | | | | |
|------------------|---|------|-------------|-------|-------------|-------|-----------------|----------|----------------------|----------|--------------|--------|---------------------|-------|-------------|
| | <table> <tr> <td>DESK</td><td>Desktop</td></tr> <tr> <td>PHON</td><td>Smartphone</td></tr> <tr> <td>TBLT</td><td>Tablet</td></tr> <tr> <td>DESK_ABP</td><td>Desktop - Ad Blocked</td></tr> <tr> <td>TV</td><td>Connected TV</td></tr> <tr> <td>OTHR</td><td>Other / Unknown</td></tr> </table> | DESK | Desktop | PHON | Smartphone | TBLT | Tablet | DESK_ABP | Desktop - Ad Blocked | TV | Connected TV | OTHR | Other / Unknown | | |
| DESK | Desktop | | | | | | | | | | | | | | |
| PHON | Smartphone | | | | | | | | | | | | | | |
| TBLT | Tablet | | | | | | | | | | | | | | |
| DESK_ABP | Desktop - Ad Blocked | | | | | | | | | | | | | | |
| TV | Connected TV | | | | | | | | | | | | | | |
| OTHR | Other / Unknown | | | | | | | | | | | | | | |
| campaign_source | String. utm_source. | | | | | | | | | | | | | | |
| campaign_medium | String. utm_medium. | | | | | | | | | | | | | | |
| campaign_term | String. utm_term. | | | | | | | | | | | | | | |
| campaign_content | String. utm_content. | | | | | | | | | | | | | | |
| campaign_name | String. utm_campaign. | | | | | | | | | | | | | | |
| custom_key | String. As registered in Taboola. | | | | | | | | | | | | | | |
| custom_value | String. Depends on the custom_key filter value. | | | | | | | | | | | | | | |
| page_type | <table> <tr> <td>TEXT</td><td>Story Pages</td></tr> <tr> <td>VIDEO</td><td>Video Pages</td></tr> <tr> <td>PHOTO</td><td>Photo Galleries</td></tr> <tr> <td>CATEGORY</td><td>Section Fronts</td></tr> <tr> <td>HOMEPAGE</td><td>Homepage</td></tr> <tr> <td>SEARCH</td><td>Search Result Pages</td></tr> <tr> <td>OTHER</td><td>Other Pages</td></tr> </table> | TEXT | Story Pages | VIDEO | Video Pages | PHOTO | Photo Galleries | CATEGORY | Section Fronts | HOMEPAGE | Homepage | SEARCH | Search Result Pages | OTHER | Other Pages |
| TEXT | Story Pages | | | | | | | | | | | | | | |
| VIDEO | Video Pages | | | | | | | | | | | | | | |
| PHOTO | Photo Galleries | | | | | | | | | | | | | | |
| CATEGORY | Section Fronts | | | | | | | | | | | | | | |
| HOMEPAGE | Homepage | | | | | | | | | | | | | | |
| SEARCH | Search Result Pages | | | | | | | | | | | | | | |
| OTHER | Other Pages | | | | | | | | | | | | | | |

1.6.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. Checkout the [Dimensions](#) section to see which columns appear in which Dimensions.

| Name | Type | Description |
|-----------------------------|-----------------------------------|--|
| date | Date. ISO-8601 | Exact date for day dimension. Beginning of period for week/month dimensions |
| date_end_period | Date. ISO-8601 | End of period for week/month dimensions |
| referral_domain | String | Referral domain |
| landing_page | String | The landing page id |
| landing_page_title | String | The landing page's title |
| landing_page_url | String | The landing page's url |
| landing_page_thumb | String | The landing page's thumbnail url |
| page_type | String | Page type (text, video, etc.) |
| country | String | 2-letter country code as defined by ISO-3166 . |
| platform | String | Platform code as defined in the filters section above |
| tracking_code_source_medium | String | Source / Medium pairs |
| tracking_code_campaign | String | Campaign names |
| tracking_code_custom | String | Custom_key : Custom_value pairs |
| referral_tracking_codes | String | Referral and tracking codes combinations |

1.6.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

| Name | Type | Description |
|------|------|-------------|
|------|------|-------------|

| | | |
|-----------------------------|--|--|
| visits | Integer | A visit is counted every time a user starts a session, arriving to the site from the specified referral. A visit can initiate 1 or more page views |
| bounce_rate | Percent | Represents the percentage of visits which resulted with the user leaving the site after viewing only one page |
| views_visit | Integer | Represent the average number of page views initiated by each visit (= page views/visits) |
| page_views | Integer | A page view is counted every time a user views a page displaying a unit. We will count one page view regardless of the number of widgets presented on the page |
| page_views_with_ads_percent | Percent | The Fill Rate is calculated by dividing the number of views with ads by the number of page views. = Views with Ads / Page Views |
| ad_rpm | Currency | Page revenue per thousand impressions (RPM) is calculated by dividing your revenue by the number of page views with SC, multiplied by 1000. = Rev Share From Taboola / Page Views With SC * 1000 |
| ad_visit_rpm | Currency | Page revenue per thousand visits (Ad RPM per Visit) is calculated by dividing the revenue by the number of visits, multiplied by 1000. = Ad Revenue / Visits * 1000 |
| ad_revenue | Currency | The revenue generated from Sourced Content in Taboola's widgets |
| currency | Currency Code (ISO 4217) | The currency of the currency units |

1.6.5 Example

Example request, with required filters only:

```
GET
/backstage/api/1.0/taboola-demo/reports/visit-value/dimensions/day?start_date=2015-03-30&end_date=2015-03-30
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.6.5.1 Example response

```
{
  "timezone": "EDT",
  "last-used-rawdata-update-time": "2014-09-10 00:00:00.0",
  "results": [
    {
      "date": "2014-09-10 00:00:00.0",
      "ad_rpm": 0.93,
      "bounce_rate": 75.82,
      "ad_visit_rpm": 1.2,
      "ad_revenue": 1468.45,
      "visits": 1224447,
      "views_visit": 1.41,
      "pct_views_with_ads": 91.75,
      "currency": "USD",
      "views": 1728039
    },
    {
      "date": "2014-09-09 00:00:00.0",
      "ad_rpm": 0.92,
      "bounce_rate": 78.23,
      "ad_visit_rpm": 1.05,
      "ad_revenue": 1286.68,
      "visits": 1220517,
      "views_visit": 1.26,
      "pct_views_with_ads": 90.49,
      "currency": "USD",
      "views": 1538926
    },
    {
      "date": "2014-09-08 00:00:00.0",
      "ad_rpm": 0.99,
      "bounce_rate": 76.09,
      "ad_visit_rpm": 1.25,
      "ad_revenue": 1489.06,
      "visits": 1188819,
      "views_visit": 1.41,
      "pct_views_with_ads": 90.36,
      "currency": "USD",
      "views": 1671268
    }
  ]
}
```

1.7 Recirculation Summary

The “Recirculation Summary” report is a publisher report. This report provides organic content performance information such as Page Views and CTR. This report allows breaking down organic (recirculation) performance metrics by date, page type, publisher, country and platform.

Request

The general API request URL form is:

[https://backstage.taboola.com/backstage/api/1.0/\[partner-id\]/reports/recirc-summary/dimensions/\[dimension-id\]?\[parameters\]](https://backstage.taboola.com/backstage/api/1.0/[partner-id]/reports/recirc-summary/dimensions/[dimension-id]?[parameters])

1.7.1 Supported Dimensions

| Dimension | Dimension columns in result | Mandatory filters | Supported optional filters |
|------------------------------------|---|----------------------|---|
| day | date | start_date, end_date | page_type, placement, country, platform |
| week | date, date_end_period | start_date, end_date | page_type, placement, country, platform |
| month | date, date_end_period | start_date, end_date | page_type, placement, country, platform |
| page_type_breakdown | page_type | start_date, end_date | country, platform |
| placement_breakdown | page_type, placement | start_date, end_date | country, platform |
| site_breakdown (only for networks) | publisher, publisher_name | start_date, end_date | page_type, placement, country, platform |
| country_breakdown | country, country_name | start_date, end_date | page_type, placement, platform |
| platform_breakdown | platform, platform_name | start_date, end_date | page_type, placement, country |
| day_site_placement_breakdown | date, publisher, publisher_name, page_type, placement | start_date, end_date | country, platform |

1.7.2 Supported Filters

| Filter | Format / Possible Values | | | | | | | | | | | | | | |
|------------|--|------|-------------|-------|-------------|-------|-----------------|----------|----------------|----------|----------|--------|---------------------|-------|-------------------|
| start_date | Date. ISO-8601 or UNIX Epoch . | | | | | | | | | | | | | | |
| end_date | Date. ISO-8601 or UNIX Epoch . | | | | | | | | | | | | | | |
| page_type | <table><tr><td>TEXT</td><td>Story Pages</td></tr><tr><td>VIDEO</td><td>Video Pages</td></tr><tr><td>PHOTO</td><td>Photo Galleries</td></tr><tr><td>CATEGORY</td><td>Section Fronts</td></tr><tr><td>HOMEPAGE</td><td>Homepage</td></tr><tr><td>SEARCH</td><td>Search Result Pages</td></tr><tr><td>OTHER</td><td>Other Pages</td></tr></table> | TEXT | Story Pages | VIDEO | Video Pages | PHOTO | Photo Galleries | CATEGORY | Section Fronts | HOMEPAGE | Homepage | SEARCH | Search Result Pages | OTHER | Other Pages |
| TEXT | Story Pages | | | | | | | | | | | | | | |
| VIDEO | Video Pages | | | | | | | | | | | | | | |
| PHOTO | Photo Galleries | | | | | | | | | | | | | | |
| CATEGORY | Section Fronts | | | | | | | | | | | | | | |
| HOMEPAGE | Homepage | | | | | | | | | | | | | | |
| SEARCH | Search Result Pages | | | | | | | | | | | | | | |
| OTHER | Other Pages | | | | | | | | | | | | | | |
| placement | String. Placement name (varies depending on publisher and page type) | | | | | | | | | | | | | | |
| country | String. 2-letter country code as defined by ISO-3166 . | | | | | | | | | | | | | | |
| platform | <table><tr><td>DESK</td><td>Desktop</td></tr><tr><td>PHON</td><td>Smartphone</td></tr><tr><td>TBLT</td><td>Tablet</td></tr><tr><td></td><td>Unknown</td></tr><tr><td></td><td>Other</td></tr><tr><td></td><td>Connected TV</td></tr><tr><td></td><td>Desktop - Adblock</td></tr></table> | DESK | Desktop | PHON | Smartphone | TBLT | Tablet | | Unknown | | Other | | Connected TV | | Desktop - Adblock |
| DESK | Desktop | | | | | | | | | | | | | | |
| PHON | Smartphone | | | | | | | | | | | | | | |
| TBLT | Tablet | | | | | | | | | | | | | | |
| | Unknown | | | | | | | | | | | | | | |
| | Other | | | | | | | | | | | | | | |
| | Connected TV | | | | | | | | | | | | | | |
| | Desktop - Adblock | | | | | | | | | | | | | | |

1.7.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. Checkout the [Dimensions](#) section to see which columns appear in which Dimensions.

| Name | Type | Description |
|-----------------|-----------------------------------|--|
| date | Date. ISO-8601 | Exact date for day dimension. Beginning of period for week/month dimensions |
| date_end_period | Date. ISO-8601 | End of period for week/month dimensions |
| page_type | String | Page type (text, video, etc.) |
| placement | String | Placement name |
| publisher | String | partner id of the publisher / site in the Taboola platform |
| publisher_name | String | Display name for publisher as displayed in Taboola Backstage |
| country | String | 2-letter country code as defined by ISO-3166 . |
| country_name | String | Full name for country as displayed in Taboola Backstage |
| platform | String | Platform code as defined in the filters section above |
| platform_name | String | Display name for platform as displayed in Taboola Backstage |

1.7.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

| Name | Type | Description |
|------------|---------|--|
| page_views | Integer | A page view is counted every time a user views a page displaying a unit. We will count one page view regardless of the number of widgets presented on the page |

| | | |
|--------------------------|---------|--|
| ctr | Percent | The organic content clickthrough rate (CTR) is calculated by the number of clicks on an organic content divided by the number of page views with organic content. = organic content Clicks / Page Views With organic content |
| clicks | Integer | The number of times a user clicked on an organic content |
| avrage_views_after_click | Double | ?? |

1.7.5 Example

Example request for day-site-placement dimension, only the required filters:

```
https://backstage.taboola.com/backstage/api/1.0/taboola-demo/reports/recirc-summary/dimensions/day_site_placement?start_date=2014-08-10&end_date=2014-09-10
```

1.7.5.1 Example response

```
{
  "last-used-rawdata-update-time":"2014-06-18 05:00:00.0",
  "timezone":"EST",
  "results":[
    {
      "publisher":"msn-network",
      "publisher_name":"MSN - Network",
      "page_views":298453345,
      "ctr":9.06,
      "clicks":27883,
      "avrage_views_after_click":2.75,
    }, {
      "publisher":"msn-network",
      "publisher_name":"MSN - Network",
      "page_views":118453345,
      "ctr":10.06,
      "clicks":25883,
      "avrage_views_after_click":2.45,
    }
  ]
}
```

