

# 1 Targeting API Reference

Targeting your campaigns to the right segment helps you get the most out of your campaigns. In the following document you will find information regarding the targeting abilities supported by the API.

The supported targeting options are:

1. Geo Targeting - You can target specific geographic areas - like countries or regions within a specific country. You can also target more granularly - by postal code. For example, you can run your local store campaigns only in places you have physical stores, helping you spend your budget wisely and attract relevant customers.
2. Platform Targeting (include only) - You can choose on which devices your campaign items will appear. Platform targeting can be useful if you have different product or service offerings for users that browse from different platforms. For example, if you're offering a mobile app, it would make sense to target mobile devices only.
3. Publisher Targeting (exclude only) - You can block specific publishers from serving your campaign.
4. Audience Segments Targeting (include only) - You can target specific users (audiences) according to Taboola segmentation data.

## 1.1 Targeting Fields

| Name    | Modifier & Defaults                                  | Type   | Description |  |         |                                     |  |
|---------|--|--|-------------|--|---------|-------------------------------------|--|
| type    | Required   | <div>String<br/>Most updated possible values are accessible via dictionary.<br/>Here are the current ones:<table><tr><td>INCLUDE</td><td>Only supplied values should be included in Targeting</td></tr><tr><td>EXCLUDE</td><td>All values should be Targeted other</td></tr></table></div> | INCLUDE     | Only supplied values should be included in Targeting | EXCLUDE | All values should be Targeted other | Type of targeting - Whether the listed values should be Blacklisted (EXCLUDE) or Whitelisted (INCLUDE) |
| INCLUDE | Only supplied values should be included in Targeting |  |             |  |         |                                     |  |
| EXCLUDE | All values should be Targeted other                  |  |             |  |         |                                     |  |

|       |  |  |   |                           |     |  |  |
|-------|--|--|---|---------------------------|-----|--|--|
|       |  | <table><tr><td></td><td>than the supplied values.</td></tr><tr><td>ALL</td><td>No restrictions<br/>- target all options.</td></tr></table> |   | than the supplied values. | ALL | No restrictions<br>- target all options. |  |
|       | than the supplied values.                |  |   |                           |     |  |  |
| ALL   | No restrictions<br>- target all options. |  |   |                           |     |  |  |
| value | Required                                 | Array<String><br>Possible values depend on the possible targeting values of the specific field   | An array of values to target  |                           |     |  |  |
| href  | Read-only                                | String,<br>URL format  | In case of non-null value, holds a reference to full targeting details. |                           |     |  |  |

### 1.1.2 Multi Targeting Field (Used for audience segments targeting)

| Name        | Modifier & Defaults   | Type   | Description                         |   |     |  |             |   |  |
|-------------|---|--|-------------------------------------|---|-----|--|-------------|---|--|
| state       | Read-only   | <div>state:<br/>ENUM of</div> <table><tr><td>EXISTS</td><td>Multi targeting exists (href will return the INCLUDE restriction)</td></tr><tr><td>ALL</td><td>No multi targeting, targeting ALL, user can create one</td></tr><tr><td>UNSUPPORTED</td><td>Multi targeting condition exists but not supported for view/edit. (href will be null)</td></tr></table> | EXISTS                              | Multi targeting exists (href will return the INCLUDE restriction) | ALL | No multi targeting, targeting ALL, user can create one | UNSUPPORTED | Multi targeting condition exists but not supported for view/edit. (href will be null) | State of the multi targeting - Whether the targeting exists, not exists(ALL) or unsupported (exists but not supported for view/edit) |
| EXISTS      | Multi targeting exists (href will return the INCLUDE restriction)                     |  |                                     |   |     |  |             |   |  |
| ALL         | No multi targeting, targeting ALL, user can create one                                |  |                                     |   |     |  |             |   |  |
| UNSUPPORTED | Multi targeting condition exists but not supported for view/edit. (href will be null) |  |                                     |   |     |  |             |   |  |
| href        | Read-only   | String   | Ref to the specific multi targeting |   |     |  |             |   |  |

|  |  |  |                           |
|--|--|--|---------------------------|
|  |  |  | endpoint<br>(view/update) |
|--|--|--|---------------------------|

## 1.2 Geo Targeting

The Campaign's geo targeting can be by country, sub-country or by postal code. For country targeting possible values are two letter country code. For sub country or postal code targeting you may only target sub region, DMA or postal codes within a single country that is being targeted.



Most updated possible country and sub country codes are accessible via dictionary.



Sub country or postal code targeting can only be used if only 1 country is used in country targeting in **INCLUDE** mode, and the region, DMA or postal codes must be relevant to that country.

In addition, this can be used for region targeting, DMA targeting or postal code targeting (DMA only in US) but not both at the same time.

### 1.2.1 Country / Sub Country Campaign Targeting

Backstage API supports targeting campaigns to specific countries, regions or DMAs. In order to do so, you have to send an API request with an updated campaign entity that includes the new targeting details.

Example: Updating Campaign's Sub country targeting

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "country_targeting": {
    "type" : "INCLUDE",
    "value" : ["US"]
  },
  "sub_country_targeting": {
    "type" : "INCLUDE",
    "value" : ["NY"]
  }
}
```

## Response:

200 OK


```
{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "country_targeting": {
    "type" : "INCLUDE",
    "value" : ["US"],
    "href" : null
  },
  "sub_country_targeting": {
    "type" : "INCLUDE",
    "value" : ["NY"],
    "href" : null
  },
  "postal_code_targeting": {
    "type" : "INCLUDE",
    "value" : null,
    "href": "https://backstage.taboola.com/backstage/api/1.0/taboola-demo-advertiser/campaigns/124/targeting/postal_code"
  },
  "contextual_targeting": {
    "type" : "INCLUDE",
    "value" : ["IAB1", "IAB2"],
    "href" : null
  },
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  }
}
```

```
    },
    "campaign_profile": {
      "content_type": "VIDEO",
      "ad_type": "AD_HEAVY",
      "content_safety": "LOW_BROW",
      "language": "EN",
      "category": "SPORTS"
    },
    "comments" : null,
    "start_date": "2015-04-24",
    "end_date": "2015-05-24",
    "approval_state" : "APPROVED",
    "is_active": true,
    "spent": 0.0,
    "status": "RUNNING",
    "daily_ad_delivery_model" : "STRICT"
  }
}
```

1.2.2 Postal Code Campaign Targeting

The following operations are available via the API:

- 11. Fetch targeted postal codes for specific Campaign.
- 12. Update postal codes - target specific Campaign to new postal codes, or change the targeting type.



This is merely a quick reference of the available end-points. For further information please continue to the sections below.

| Description  | Method | Path (prefix:<br>/backstage/api/1.0/[account-id]/campaigns) |
|--|--------|---|
| Fetch all targeted postal codes for specific Campaign<br><a href="#">More info</a> | GET    | /[campaign-id]/targeting/postal_code                        |
| Update targeted postal codes for Campaign<br><a href="#">More info</a>             | POST   | /[campaign-id]/targeting/postal_code                        |

### 1.2.2.1 Postal Code Postal Fields



**Required** fields are fields that must be sent to the server when creating a new resource.

**Read-only** fields are fields that should never be sent to the server, and will appear only when *fetching* a resource.

**Final** fields are set once, when creating the resource, and become *read-only* afterwards.

| Name       | Modifier & Defaults   | Type   | Description           |  |         |   |     |                                       |  |
|------------|---|--|-----------------------|--|---------|---|-----|---------------------------------------|--|
| type       | Default: ALL<br>Required                                      | String<br>Most updated possible values are accessible via dictionary. Here are the current ones: <table><tr><td>INCLUDE</td><td>Only supplied values should be included in Targeting</td></tr><tr><td>EXCLUDE</td><td>All values should be Targeted other than the supplied values.</td></tr><tr><td>ALL</td><td>No restrictions - target all options.</td></tr></table> | INCLUDE               | Only supplied values should be included in Targeting | EXCLUDE | All values should be Targeted other than the supplied values. | ALL | No restrictions - target all options. | Type of targeting - Whether the listed values should be Blacklisted (EXCLUDE) or Whitelisted (INCLUDE) |
| INCLUDE    | Only supplied values should be included in Targeting          |  |                       |  |         |   |     |                                       |  |
| EXCLUDE    | All values should be Targeted other than the supplied values. |  |                       |  |         |   |     |                                       |  |
| ALL        | No restrictions - target all options.                         |  |                       |  |         |   |     |                                       |  |
| collection | Required  | Collection of Strings.<br>Most updated possible values are accessible via dictionary.  | List of postal codes. |  |         |   |     |                                       |  |



Trying to set field values which do not adhere to their restrictions, will result in a 400 Bad Request error response.

### 1.2.2.2 Read

Fetch a postal code targeting type and values of a specific Campaign.

### Example: Fetching Postal Codes

To retrieve postal code targeting details for a specific Campaign, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/postal_code
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

### **Response:**

200 OK

```
{
  "type": "INCLUDE" ,
  "collection": [
    "1351",
    "1430",
    "1522",
    "1534",
    "1540",
    "1585",
    "1601"
  ]
}
```

### 1.2.2.3 Update

Updating postal code targeting can be performed in two ways:

1. Full update - change both type and values in one request.
2. Partial update - Update either type or values separately.

To update, send an HTTP *POST* request in the following form:

```
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/postal_code
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "type": [type],
  "collection": [postal codes]
}
```

### Example: Update Postal Codes

```
POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/postal_code
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "type": "INCLUDE",
  "collection": [
    "1351",
    "1430",
    "1522",
    "1534",
    "1540",
    "1585",
    "1601"
  ]
}
```

### Response:

200 OK

```
{
  "type": "INCLUDE",
  "collection": [
    "1351",
    "1430",
    "1522",
    "1534",
    "1540",
    "1585",
    "1601"
  ]
}
```

## 1.3 Platform Targeting

The campaign can be targeted for a specific platform (e.g. desktop or smartphone). To get the list of available platforms to target use the dictionary API.

In order to target specific platforms of a campaign, you have to send an API request with an updated campaign entity that includes the `platform_targeting` field.



The `platform_targeting` field only supports the INCLUDE type, for both read and update operations

### Example: Updating Campaign's platform targeting



POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]

```
{
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"]
  }
}
```

## Response:

200 OK

```
{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "ALL",
    "value" : [],
    "href" : null
  },
  "campaign_profile": {
    "content_type": "VIDEO",
    "ad_type": "AD_HEAVY",
    "content_safety": "LOW_BROW",
    "language": "EN",
    "category": "SPORTS"
  },
  "comments" : null,
  "start_date": "2015-04-24",
  "end_date": "2015-05-24",
  "approval_state" : "APPROVED",
  "is_active": true,
  "spent": 0.0,
  "status": "RUNNING",
  "daily_ad_delivery_model" : "STRICT"
}
```

## 1.4 Publisher Targeting (blacklisting publishers)

The campaign can be blocked for specific publishers.

In order to block specific publishers for a campaign, you have to send an API request with an updated campaign entity that includes the publisher\_targeting field. This field can contain an array of "Account IDs" representing publishers to block



The publisher\_targeting field only supports the EXCLUDE type, for both read and update operations

### Example: Excluding Campaign's publishers

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/124
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
  "publisher_targeting": {
    "type" : "EXCLUDE",
    "value" : ["taboola-demo-publisher"]
  }
}
```

### **Response:**

```
200 OK
```

```
{
  "id": "124",
  "advertiser_id" : "taboola-demo-advertiser",
  "name": "Demo Campaign",
  "branding_text": "Yummy Pizza",
  "tracking_code": "taboola-tracking-code",
  "cpc": 0.5,
  "daily_cap": 500,
  "spending_limit": 5000,
  "spending_limit_model": "ENTIRE",
  "cpa_goal": 5,
  "platform_targeting": {
    "type" : "INCLUDE",
    "value" : ["TBLT", "PHON"],
    "href" : null
  },
  "publisher_targeting": {
    "type" : "EXCLUDE",
    "value" : ["taboola-demo-publisher"],
    "href" : null
  },
  "campaign_profile": {
    "content_type": "VIDEO",
    "ad_type": "AD_HEAVY",
    "content_safety": "LOW_BROW",
    "language": "EN",
    "category": "SPORTS"
  },
  "comments" : null,
  "start_date": "2015-04-24",
  "end_date": "2015-05-24",
  "approval_state" : "APPROVED",
  "is_active": true,
  "spent": 0.0,
  "status": "RUNNING",
  "daily_ad_delivery_model" : "STRICT"
}
```

### 1.4.1 Fetching a List of Available Publishers

In order to be able to block specific Publishers, one must know the Publisher's `account_id`.

To *fetch* a list of all Publisher Accounts in the Taboola network, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/taboola-network/publishers/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```



To access this endpoint you must know the Admin Network to which you account belongs. This information is exposed via the Token Details resource.



This endpoint is used for getting a list of all Publishers under an Admin Network.

#### 1.4.2.1 Example Request

```
GET /backstage/api/1.0/taboola-network/publishers/  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

#### 1.4.2.2 Example Response

200 OK

```
{  
  "results": [  
    {  
      "id"       : "124",  
      "name"     : "Taboola Demo - Publisher",  
      "account_id" : "taboola-demo-publisher"  
    },  
    // ... more results  
  ]  
}
```

### 1.5 Audience Segments Campaign Targeting

The following operations are available via the API:

1. Fetch targeted audience segments for specific Campaign.
2. Update audience segments - target specific (existing) Campaign to new audience segments, or change the existing audience segments targeting.



This is merely a quick reference of the available end-points. For further information please continue to the sections below.

| Description  | Method | Path (prefix:<br>/backstage/api/1.0/[account-id]/campaigns) |
|--|--------|---|
| Fetch all targeted audience segments for specific Campaign | GET    | /[campaign-id]/targeting/audience_segments                  |

|   |      |  |
|---|------|--|
| <a href="#">More info</a>   |      |  |
| Update targeted audience segments for Campaign<br><a href="#">More info</a> | POST | /[campaign-id]/targeting/audience_segments |

### 1.5.1 Audience Segments Targeting Fields



**Required** fields are fields that must be sent to the server when creating a new resource.

**Read-only** fields are fields that should never be sent to the server, and will appear only when *fetching* a resource.

**Final** fields are set once, when creating the resource, and become *read-only* afterwards.

| Name       | Modifier & Defaults | Type   | Description  |
|------------|---------------------|--|--|
| collection | <b>Required</b>     | Collection of Audience Segments Targeting Restrictions.<br>Most updated possible values are accessible via dictionary. | List of <a href="#">Targeting Restrictions</a> .<br>Send Empty collection to target ALL. |

#### 1.5.1.1 Targeting Restrictions Fields



The audience\_segments\_targeting field only supports the INCLUDE type, for both read and update operations

| Name | Modifier & Defaults | Type   | Description   |
|------|---------------------|--|---|
| type | <b>Required</b>     | String<br>Most updated possible values are accessible via dictionary. Here are the current ones: | Type of targeting - Whether the listed values should be Whitelisted (INCLUDE) |

|            |  |   |                                      |  |         |                              |  |
|------------|--|---|--------------------------------------|--|---------|------------------------------|--|
|            |  | <table><tr><td>INCLUDE</td><td>Only supplied values should be included in Targeting</td></tr><tr><td>EXCLUDE</td><td>NOT SUPPORTED IN THIS PHASE.</td></tr></table> | INCLUDE                              | Only supplied values should be included in Targeting | EXCLUDE | NOT SUPPORTED IN THIS PHASE. |  |
| INCLUDE    | Only supplied values should be included in Targeting |   |                                      |  |         |                              |  |
| EXCLUDE    | NOT SUPPORTED IN THIS PHASE.                         |   |                                      |  |         |                              |  |
| collection | Required   | Collection of Longs.<br>Most updated possible values are accessible via dictionary.   | List of Taboola Audience Ids (Longs) |  |         |                              |  |



Trying to set field values which do not adhere to their restrictions, will result in a 400 Bad Request error response.



In order to remove existing audience segments targeting (target ALL), send Audience Segments Targeting with empty collection .



Exclude condition type or multiple conditions are unsupported in this phase. (meaning: Audience Segments Targeting collection <= 1)

### 1.5.2 Read Examples

Fetch the existing audience segments targeting of a specific Campaign.

#### Example: Fetching Audience Segments

To retrieve audience segments targeting details for a specific Campaign, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/audience_segments
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

#### **Response: (1 INCLUDE Targeting Type Exists)**

200 OK

{

```

    "collection:" [
      "type": "INCLUDE" ,
      "collection:" [
        1462,
        1400,
        1305,
        4826
      ]
    ]
  }

```

### Response: (No Targeting Exists - Target ALL)

200 OK

```

{
  "collection:" []
}

```

### Response: (Unsupported Targeting Exists)

400 BadRequest

```

{
  "http_status": 400,
  "message": "(Notice: this campaign is using a configuration that is not editable in
              Backstage. Contact support to change the campaign's audience targeting
              settings)",
  "offending_field": "audience_segments_multi_targeting"
}

```

### 1.5.3 Update

Updating audience segments can performed in two ways:

1. Sending empty [Audience Segments Targeting](#) collection will remove the existing audience segments targeting.
2. Sending [Audience Segments Targeting](#) collection with ONE element of [Targeting Restrictions](#) with **type = INCLUDE** and collection (non-empty) of valid taboola audience Ids. request will override the existing targeting and target the **Taboola audience ids** from the collection for the campaign.

To update, send an HTTP *POST* request in the following form:

#### Request:

```

POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/audience_segments
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]

```

```

{
  "collection:" []
}

```

```
}
```

### Response:

200 OK

```
{
  "collection:" []
}
```

### Request:

POST /backstage/api/1.0/[account-id]/campaigns/[campaign-id]/targeting/audience\_segments  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]

```
{
  "collection:" [
    "type": "INCLUDE" ,
    "collection:" [
      1462,
      1400,
      1305,
      4826
    ]
  ]
}
```

### Response:

200 OK

```
{
  "collection:" [
    "type": "INCLUDE" ,
    "collection:" [
      1462,
      1400,
      1305,
      4826
    ]
  ]
}
```



Any request different from above options will result in a 400 Bad Request error response.