

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.

1.1 Targeting Fields

Name	Modifier & Defaults	Type	Description				
type	Required	<div>String 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</td></tr></table></div>	INCLUDE	Only supplied values should be included in Targeting	EXCLUDE	All values should be Targeted other than the	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						

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

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:

1. Fetch targeted postal codes for specific Campaign.
2. 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: /backstage/api/1.0/[account-id]/campaigns)
Fetch all targeted postal codes for specific Campaign More info	GET	/[campaign-id]/targeting/postal_code
Update targeted postal codes for Campaign More info	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 Required	<div>String Most updated possible values are accessible via dictionary. Here are the current ones:</div> <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. Most updated possible values are accessible via dictionary.	List of postal codes.						
results	Read-only	Collection of Strings. 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 your 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.

1.9.2.1 Example Request

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

1.9.2.2 Example Response

200 OK

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

