

1 Dictionary API Reference

The dictionary allows to get from Taboola lists of possible values and their meaning in various contexts (enum's and their relevant codes). This is used in order to get predefined allowed values to be selected by the user. For example, if the user would like to target specific countries, the dictionary will allow to get the possible country values supported in Taboola and display them as selectable options to the user.

The following dictionaries are available via the API:

1. Generic dictionaries:
 - a. Get a list of dictionaries.
 - b. Get a list of supported countries and regions.
 - c. Get a list of supported platforms.
 - a. Get a list of supported days of week.
2. Account specific dictionaries:
 - a. Get a list of possible audience segments for a specific account.
3. Resource specific dictionaries:
 - a. Get a list of possible enum values that relate to campaigns.
 - b. Get a list of possible enum values that relate to items.

1.1 Cheat Sheet



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)
Fetch a list of dictionaries. More info	GET	/resources
Fetch a list of supported countries. More info	GET	/resources/countries
Fetch a list of supported platforms. More info	GET	/resources/platforms
Fetch a list of campaign related enums. More info	GET	/resources/campaigns_properties


Fetch a list of item related enums. More info	GET	/resources/campaigns_properties/items_properties
Fetch a list of supported audience segments for a specific account. More info	GET	/[account-id]/dictionary/audience_segments

1.2 Dictionary Resource

The dictionary only support GET functions as it is only used for data retrieval. The request will always depend on the path used and parameters inserted.

The response uses a standard dictionary structure described below, which consists of 2 fields. One is the display name that describes the field, and the other is the enum value itself that should be used for future interactions.

1.2.1 Fields

	<p>Required fields are fields that must be sent to the server when creating a new resource.</p> <p>Read-only fields are fields that should never be sent to the server, and will appear only when <i>fetching</i> a resource.</p> <p>Final fields are set once, when creating the resource, and become <i>read-only</i> afterwards.</p>
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Name	Modifier & Defaults	Type	Description
name	Read-only	String	Resource code, to be used as a unique key for the enum
value	Read-only	String	Description of that name, usually a display value

1.3 Dictionary options

This method allows you to fetch all possible dictionaries supported by Taboola. Each specific dictionary is detailed in this document, but this method can also be used

1.3.1 Fetching dictionaries

To *fetch* a list of supported dictionaries, send an HTTP *GET* request in the following form:

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

1.3.1.1 Example Request

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

1.3.1.2 Example Response

```
200 OK

{
  "results": [
    {
      "name"      : "country",
      "value"     : "Lists all supported countries"
    },
    // ... more results
  ]
}
```

1.4 Supported countries and sub-countries

This method allows you to fetch the list of countries and sub-countries (regions and DMA's) supported by Taboola. This can be used for campaign targeting.

1.4.1 Fetching supported countries

To *fetch* a list of supported countries, send an HTTP *GET* request in the following form:

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

1.4.1.1 Example Request

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

1.4.1.2 Example Response

200 OK

```
{
  "results": [
    {
      "name"      : "United States",
      "value"     : "US"
    },
    // ... more results
  ]
}
```

1.4.2 Fetching supported regions

Regions are geographical locations that are nested under a specific country, for example, states within the US. To *fetch* a list of supported regions per country, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/resources/countries/{country_code}/regions
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.2.1 Example Request

```
GET /backstage/api/1.0/resources/countries/US/regions
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.2.2 Example Response

200 OK

```
{
  "results": [
    {
      "name"      : "CA",
      "value"     : "California"
    },
    // ... more results
  ]
}
```

1.4.3 Fetching supported DMA's in the US

DMA's are geographical locations that are nested under the US only (not relevant to other countries at this stage), and are used for more granular targeting than states (DMA's follow

major metropolitans,). To *fetch* a list of supported DMA's in the US, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/resources/countries/US/dma
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.3.1 Example Request

```
GET /backstage/api/1.0/resources/countries/US/dma
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.3.2 Example Response

```
200 OK

{
  "results": [
    {
      "name"      : "501",
      "value"     : "New York"
    },
    // ... more results
  ]
}
```

1.4.4 Fetching Supported Postal codes

Postal code is a series of letters or digits, included in a postal addresses for the purpose of sorting mail. To *fetch* a list of supported postal codes per country, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/resources/countries/{country_code}/postal
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.4.1 Example Request

```
GET /backstage/api/1.0/resources/countries/US/postal
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.4.2 Example Response

200 OK

```
{
  "results": [
    {
      "name": "99999",
      "value": "99999, California"
    },
    // ... more results
  ]
}
```

1.5 Supported platforms

This method allows you to fetch the list of platforms (meaning - desktop, smartphone, etc.) supported by Taboola. This can be used for selecting platforms for campaign targeting.

1.5.1 Fetching supported platforms

To *fetch* a list of supported countries, send an HTTP *GET* request in the following form:

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

1.5.1.1 Example Request

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

1.5.1.2 Example Response

200 OK

```
{
  "results": [
    {
      "name"       : "DESK",
      "value"      : "Desktop"
    },
    // ... more results
  ]
}
```

1.6 Supported Day of Week Dictionary

To *fetch* a day of week list, send an HTTP *GET* request in the following format:

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

1.6.1 Example Request

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

1.6.2 Example Response

```
200 OK

{
  "results": [
    {
      "name"      : "MONDAY",
      "value"     : "Monday"
    },
    // ... more results
  ]
}
```

1.7 Supported Audience Segments

This method allows you to fetch the list of audience segments supported by Taboola for a specified account. This can be used for campaign audience segments targeting.

1.7.1 Fetching supported audience segments

To *fetch* a list of **ALL** supported audience segments, send an HTTP *GET* request in the following form:

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

1.7.1.1 Example Request

```
GET /backstage/api/1.0/[account-id]/dictionary/audience_segments/
```

```
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.7.1.2 Example Response

200 OK

```
{
  "results": [
    {
      "taboola_audience_id"      : 388,
      "data_partner"              : "Acxiom",
      "data_partner_audience_id" : "300031399",
      "audience_name"            : "ACXM Telecom > Likely to Own > Apple iPhone",
      "Is_allowed_for_multi_partner" : true,
      "allowed_countries"         : ["ALL"]
    },
    {
      "taboola_audience_id"      : 410,
      "data_partner"              : "Bombora",
      "data_partner_audience_id" : "1987880432",
      "audience_name"            : "IT Decision Maker",
      "Is_allowed_for_multi_partner" : false,
      "allowed_countries"         : ["US", "IL", "CA", "IN"]
    },
    // ... more results
  ]
}
```

1.7.2 Fetching supported audience segments for a country

To *fetch* a list of supported audience segments supported by Taboola for a specific account and country, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/[account-id]/dictionary/audience_segments/{country_code}
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.7.2.1 Example Request

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


1.7.2.2 Example Response

200 OK

```
{
  "results": [
    {
      "taboola_audience_id"      : 388,
      "data_partner"              : "Acxiom",
      "data_partner_audience_id" : "300031399",
      "audience_name"            : "ACXM Telecom > Likely to Own > Apple iPhone",
      "is_allowed_for_multi_partner" : false,
      "allowed_countries"         : ["US"]
    },
    {
      "taboola_audience_id"      : 410,
      "data_partner"              : "Bombora",
      "data_partner_audience_id" : "1987880432",
      "audience_name"            : "IT Decision Maker",
      "is_allowed_for_multi_partner" : true,
      "allowed_countries"         : ["US","IL","CA","IN"]
    },
    // ... more results
  ]
}
```



The value “ALL” for the *allowed_countries* field means that the segment can be used for targeting in all countries.

1.8 Campaign properties related dictionary

This method allows you to fetch the list of enums needed to use the campaign resource, and their possible values.

1.8.1 Fetching supported enums

To *fetch* a list of supported enums in the campaign resource, send an HTTP *GET* request in the following form:

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

1.8.1.1 Example Request

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

1.8.1.2 Example Response

200 OK

```
{
  "results": [
    {
      "name"      : "category",
      "value"     : "Campaign Category"
    },
    // ... more results
  ]
}
```

1.8.2 Fetching supported values of a specific enum

To *fetch* a list of supported values in a specific enum, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/resources/campaigns_properties/{enum}
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.8.2.1 Example Request

```
GET /backstage/api/1.0/resources/campaigns_properties/category
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.8.2.2 Example Response

200 OK

```
{
  "results": [
    {
      "name"      : "AUTOS",
      "value"     : "Auto related"
    },
    // ... more results
  ]
}
```

```
}
```

1.9 Item properties related dictionary

This method allows you to fetch the list of enums needed to use the item resource, and their possible values.

1.9.1 Fetching supported enums

To *fetch* a list of supported enums in the campaign resource, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/resources/campaigns_properties/items_properties
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.9.1.1 Example Request

```
GET /backstage/api/1.0/resources/campaigns_properties/items_properties
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.9.1.2 Example Response

```
200 OK

{
  "results": [
    {
      "name"       : "status",
      "value"      : "Item Status"
    },
    // ... more results
  ]
}
```

1.9.2 Fetching supported values of a specific enum

To *fetch* a list of supported values in a specific enum, send an HTTP *GET* request in the following form:

```
GET /backstage/api/1.0/resources/campaigns_properties/items_properties/{enum}
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.9.2.1 Example Request

```
GET /backstage/api/1.0/resources/campaigns_properties/items_properties/status
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.9.2.2 Example Response

```
200 OK

{
  "results": [
    {
      "name"      : "RUNNING",
      "value"     : "The item is active"
    },
    // ... more results
  ]
}
```