1 Taboola Pixel API Reference

The Taboola Pixel allows you to understand the actions people take on your site and to optimize your marketing campaigns towards desired and valuable actions. When visitors on your site perform a certain action, the Taboola Pixel can be activated to report that action.

You can use the Taboola Pixel to set up and track customized conversions and to build custom audiences for targeting. It is used to drive better performance through data-based optimization, tracking things such as conversion rates and values.

API support for the Taboola Pixel is for configuring conversion rules. The configured conversion metrics can then be viewed in reports.

This document describes the operations supported for configuring conversion rules. For support of the custom conversion metrics in reports, see the Reports document.

The following operations are available via the API:
1. Fetch a list of conversion rules - Fetch a list of conversion rules associated with a specific partner account.
2. Fetch a single conversion rule - Fetch a single conversion rule resource using the rule ID.
3. Create a conversion rule - Create a new conversion rule under a specific partner account.
4. Update a conversion rule - Update an existing conversion rule of a specific partner account.
5. Fetch a list of conversion rules with their matching data - Fetch a list of conversion rules - along with their matching data - associated with a specific partner account.

1.1 Cheat Sheet

> ℹ️ This is merely a quick reference of the available endpoints. For further information please continue to the sections below.

Description	Method	Path (prefix: `/backstage/api/1.0`)
Fetch a list of conversion rules associated with an account. More info	GET	`/[account-id]/universal_pixel/conversion_rule`
Fetch a specific	GET	`/[account-`

conversion rule associated with an account. More info		id]/universal_pixel/conversion_rule/[rule-id]
Create a new conversion rule for an account. More info	POST	/[account-id]/universal_pixel/conversion_rule
Update an existing conversion rule. More info	POST, PUT	/[account-id]/universal_pixel/conversion_rule/[rule-id]
Fetch a list of conversion rules - along with their matching data - associated with an account. More info	GET	/[account-id]/universal_pixel/conversion_rule/data

1.2 Conversion Rule Resources

1.2.1 Fields

> **i**
>
> 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
id	Read-only	String	Unique numeric ID of a conversion rule (returned as a string)
advertiser_id	Final	String	The account_id of the conversion rule's advertiser account
displayName	Required	String Max length: 100	Human-readable name for the conversion rule
eventName	Required if the	String	

	rule type is EVENT_BASED. If the rule type is BASIC the field should be null.	Max length: 50	
description		String Max length: 255	
category	Required	String Possible values:	The rule's category

VIEW_CONTENT
SEARCH
ADD_TO_CART
ADD_TO_WISHLIST
START_CHECKOUT
ADD_PAYMENT_INFO
MAKE_PURCHASE
LEAD
COMPLETE_REGISTRATION
APP_INSTALL
OTHER

type	Required	String possible values:	

BASIC	The rule condition will be based on the input URL sent in the pixel.
EVENT_BASED	The rule condition will be based on the event name sent in the pixel.

status		String Possible values:	

ACTIVE	
DISABLED	

		<table><tr><td>ARCHIVE</td><td></td></tr><tr><td>NO_ACTIVITY_YET</td><td></td></tr><tr><td>NO_RECENT_ACTIVITY</td><td></td></tr></table>	
lastModifiedBy	Read-only	String	The email address of the last user that modified the rule
Condition		[Condition Object](#)	
effects		List of [Effect Objects](#)	
lastModifiedAt	Read-only	Date (ISO 8601) yyyy-MM-dd	Will have value only in the Get calls

1.2.2 Condition Objects

1.2.2.1 Fields

Name	Modifier & Defaults	Type	Description
property		String possible values: URL	
predicate		String possible values: EQUALS EXITS NOT AND OR CONTAINS	
value		String	
children		List of condition objects	

1.2.3 Effect Objects

1.2.3.1 Fields

Name	Modifier & Defaults	Type	Description
type		String possible values: *REVENUE*	
data		String	In case of *REVENUE* the data represents the revenue amount.

1.3 Conversion Rule Matching Data Resource

1.3.1 Fields

Name	Modifier & Defaults	Type	Description
lastReceived	Read-only	Date (ISO 8601) yyyy-MM-dd HH:mm:ss	
totalReceived	Read-only	Long	The total number of events received in the last 7 days. This number includes all activities, not just conversions, attributed to Taboola ads.
unipConversionRule	Read-only	Object of conversion rule	

1.4 Reading

Reading can be performed in three ways:

1. Fetch a list of conversion rules.

2. Fetch a single conversion rule.

3. Fetch a list of conversion rules with their matching data.

1.4.1 Fetching a List of Conversion Rules

Request

To retrieve a list of an account's conversion rules, send an HTTP *GET* request in the following format:

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

> ℹ The response will include a valid JSON object in its body, representing the list of conversion rules.

Example Response:

```
200 OK
```

```
{
    "results": [
        {
            "id": 95,
            "display_name": "Add to cart",
            "category": "ADD_TO_CART",
            "status": "ACTIVE",
            "type": "BASIC",
            "event_name": "page-view",
            "condition": {
                "property": "URL",
                "predicate": "CONTAINS",
                "value": "AddToCart/",
                "children": [

                ]
            },
            "effects": [
                {
                    "type": "REVENUE",
                    "data": "50"
                }
            ],
```

```
            "description": "Add to cart conversion rule",
            "advertiser_id": "Mobile-sc",
            "last_modified_by": "g@mobile.com",
            "last_modified_at": "2018-03-20"
        },
    {
            "id": 195,
            "display_name": "Page view",
            "category": "CONTENT-REVIEW",
            "status": "ACTIVE",
            "type": "BASIC",
            "event_name": "page-view",
            "condition": {
                "property": "URL",
                "predicate": "CONTAINS",
                "value": "mobile.com",
                "children": [

                ]
            },
            "effects": [
            ],
            "description": "page viewrule",
            "advertiser_id": "Mobile-sc",
            "last_modified_by": "g@mobile.com",
            "last_modified_at": "2018-03-20"
        }
    ]
}
```

1.4.2 Fetching a Single Conversion Rule (Specific Instance)

Request

To retrieve a specific conversion rule, send an HTTP *GET* request in the following format:

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

> ℹ️ The response will include a valid JSON object in its body, representing the conversion rule resource.

Example Response:

```
200 OK
```

```
{
    "id": 5,
    "display_name": "Add To Cart",
```

```json
    "category": "ADD_TO_CART",
    "status": "ACTIVE",
    "type": "BASIC",
    "event_name": "page-view",
    "condition": {
        "property": "URL",
        "predicate": "CONTAINS",
        "value": "/addToCart",
        "children": [

        ]
    },
    "effects": [
        {
            "type": "REVENUE",
            "data": "15"
        }
    ],
    "description": "Add to Cart Conversion rule",
    "advertiser_id": "Mobile-SC",
    "last_modified_by": "j@mobile.com",
    "last_modified_at": "2018-03-20"
}
```

1.4.3 Fetching a List of Conversion Rules with Their Matching Data

Request

To retrieve a list of an account's conversion rules with their matching data, send an HTTP *GET* request in the following format:

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

> ℹ️ The response will include a valid JSON object in its body, representing the conversion rule resource with matching data.

Example Response:

```
200 OK

{
    "results": [
        {
            "last_received": "2018-03-20 08:48:48",
            "total_received": 11,
            "unip_conversion_rule": {
                "id": 3,
                "display_name": "Add to Cart",
                "category": "ADD_TO_CART",
                "status": "ACTIVE",
                "type": "BASIC",
                "event_name": "page-view",
                "condition": {
                    "property": "URL",
                    "predicate": "CONTAINS",
                    "value": "AddToCart/",
                    "children": [

                    ]
                },
                "effects": [
                    {
                        "type": "REVENUE",
                        "data": "15"
                    }
                ],
                "description": "Add to Cart conversion rule",
                "advertiser_id": "Mobile-sc",
                "last_modified_by": "j@mobile.com",
                "last_modified_at": "2018-03-20"
            }
        },
        {
            "last_received": "2018-03-20 08:48:48",
```

```
            "total_received": 50,
            "unip_conversion_rule": {
                "id": 4,
                "display_name": "Lead",
                "category": "LEAD",
                "status": "ACTIVE",
                "type": "EVENT_BASED",
                "event_name": "Lead",
                "condition": null,
                "effects": [],
                "description": "Lead conversion rule",
                "advertiser_id": "Mobile-sc",
                "last_modified_by": "j@mobile.com",
                "last_modified_at": "2018-03-20"
            }
        }
// … more results
    ]
}
```

1.5 Creating Conversion Rules

1.5.1 Request Structure

Creating a new conversion rule is performed by sending an HTTP *POST* request to a URL in the following format:

```
POST /backstage/api/1.0/[account-id]/universal_pixel/conversion_rule/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

The request must include a JSON object representing the conversion rule in its body.

> ℹ️ The body of the request must contain *at least* all of the *required* fields. An incomplete set of fields will result in a `400 Bad Request` error response.

> ℹ️ The response for such a request will be `200 OK` and will include the newly created conversion rule as a valid JSON object in its body.

1.5.2 Example Request: Only Required Fields

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

```json
{
    "id": null,
    "display_name": "Add to cart",
    "category": "ADD_TO_CART",
    "status": "ACTIVE",
    "type": "BASIC",
        "condition": {
        "property": "URL",
        "predicate": "CONTAINS",
        "value": "test.com",
        "children": [
        ]
    }
}
```

> ℹ The response will include a valid JSON object in its body, representing the list of conversion rules.

Example Response:

```
200 OK
```

```
{
    "id": 97,
    "display_name": "Add to cart",
    "category": "ADD_TO_CART",
    "status": "ACTIVE",
    "type": "BASIC",
    "event_name": "page_view",
    "condition": {
        "property": "URL",
        "predicate": "CONTAINS",
        "value": "test.com",
        "children": [

        ]
    },
    "description": null,
    "advertiser_id": "taboola-demo-advertiser",
    "last_modified_by": "a@taboola.com",
    }
```

> ℹ The response includes the read-only fields `id, advertiser_id` and `last_modified_by.`

1.5.3 Example Request: Insufficient Set of Fields

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

```
{
    "id": null,
    "display_name": null,
    "category": "ADD_TO_CART",
    "status": "ACTIVE",
    "type": "BASIC",
        "condition": {
        "property": "URL",
        "predicate": "CONTAINS",
        "value": "test.com",
        "children": [
        ]
    }
```

```
    }
```

Example Response:

```
400 Bad Request
```

```
{
    "http_status": 400,
    "message": "\"display name \" field is missing."
}
```

1.6 Updating Resources

Updating a resource is performed by sending an HTTP *POST* or PUT request, which includes a JSON object representing the fields to update in its body:

```
POST/backstage/api/1.0/account-id/universal_pixel/conversion_rule/rule-id/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

> ℹ️ When updating resources, it is possible to use either the POST method or PUT method. The API will work with both; however, our documentation only uses the POST method in examples.

> ⚠️ An update request can include only a subset of the resource's fields. Included fields with NULL values will be treated as if they are missing from the request.
> *Fields which are missing or set to Null in the request will not be modified.*

1.6.1 Example: Updating a Single Field

```
POST /backstage/api/1.0/taboola-demo-
advertiser/universal_pixel/conversion_rule/203/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
Body:
{
    "display_name": "Updated Test Rule Name"
}
```

> ℹ️ The response includes the conversion rule object with the updated field.

Response:

```
200 OK
```

```json
{
    "id": 203,
    "display_name": "Updated Test Rule Name",
    "category": "ADD_TO_CART",
    "status": "ACTIVE",
    "type": "EVENT_BASED",
    "event_name": "add-to-cart",
    "condition": {
        "property": null
        "predicate": "null",
        "value": "null",
        "children": [
            ]
    },
    "effects": [
        {
            "type": "REVENUE",
            "data": "15"
        }
    ],
    "description": "abc",
    "advertiser_id": "taboola-demo-advertiser",
    "last_modified_by": "a@taboola.com"
}
```

1.6.2 Archiving Conversions

In order to *archive* a conversion rule, send an *update* request in the following format:

```
POST /backstage/api/1.0/taboola-demo-
advertiser/universal_pixel/conversion_rule/203/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```json
{
    "status": "ARCHIVED"
}
```

> ℹ️ The response includes the conversion rule object with the updated status.

1.6.2.1 Example Response

```
200 OK
```

```
{
    "id": 203,
    "display_name": "Test Rule Name",
    "category": "ADD_TO_CART",
    "status": "ARCHIVED",
    "type": "EVENT_BASED",
    "event_name": "add-to-cart",
    "condition": {
        "property": null
        "predicate": "null",
        "value": "null",
        "children": [
            ]
    },
    "effects": [
        {
            "type": "REVENUE",
            "data": "15"
        }
    ],
    "description": "abc",
    "advertiser_id": "taboola-demo-advertiser",
    "last_modified_by": "a@taboola.com"
}
```

1.6.3 Unarchiving Conversion Rules

In order to un*archive* a conversion rule, send an *update* request in the following format:

```
POST /backstage/api/1.0/taboola-demo-
advertiser/universal_pixel/conversion_rule/203/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
    "status": "ACTIVE"
}
```