

## Targeting API Reference

Targeting your campaigns to the right segment helps you get the most out of your campaigns and drive the best performance for them. 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 - meaning that only supplied values should be included in targeting) - 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. OS Targeting - You can target users who are using specific operating systems. This can be useful when you're promoting a product or a service that is relevant only for a particular operating system. For example, you might be promoting a mobile app that is compatible only for Android and not for iOS.
4. Publisher Targeting (exclude only - meaning that all values other than the supplied values should be targeted) - You can block specific publishers from serving your campaign. This is not recommended when setting up a new campaign, unless you strongly feel a publisher is not appropriate for your brand.
5. Audience Segments Targeting (include only) - You can target specific users (audiences) according to Taboola segmentation data. This allows you, for example, to focus your spend on audiences you know you want to target or audiences who are buying your product or service at the highest rates.

### 1.1 Targeting Fields

Name	Modifier & Defaults	Type	Description
type	Required	String The most updated possible values are accessible via the	Type of targeting - whether the listed values should be blacklisted (EXCLUDE)

		<div>Dictionary. These 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.	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.								
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.						

### 1.1.2 Multi Targeting Fields (Used for Audience Segments Targeting)

Name	Modifier & Defaults	Type	Description				
state	Read-only	<div>state: 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></table>	EXISTS	Multi targeting exists (href will return the INCLUDE restriction)	ALL	No multi targeting, targeting ALL, user can create one	State of the multi targeting - whether the targeting exists, doesn't exist (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						

		<table><tr><td>UNSUPPORTED</td><td>Multi targeting condition exists, but not supported for view/edit. (href will be null)</td></tr></table>	UNSUPPORTED	Multi targeting condition exists, but not supported for view/edit. (href will be null)	
UNSUPPORTED	Multi targeting condition exists, but not supported for view/edit. (href will be null)				
href	Read-only	String	Reference to the specific multi targeting endpoint (view/update)		

## 1.2 Geo Targeting

A campaign's geo targeting can be set by country, sub-country or by postal code. For country targeting, the possible values are a two-letter country code. For sub country or postal code targeting, you can 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 the Dictionary.



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

This can additionally 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"]
  }
}
```

### Example 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
    },
    },
    "os_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 a specific campaign.
- 2. Update postal codes - target a specific campaign to new postal codes, or change the targeting type.



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/[account-id]/campaigns)
Fetch all targeted postal codes for a specific campaign <a href="#">More info</a>	GET	/[campaign-id]/targeting/postal_code

Update targeted postal codes for a campaign <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 Required	String Most updated possible values are accessible via the Dictionary. These 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. Most updated possible values are accessible via the 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 the values of a specific campaign.

**Request:** Fetching Postal Codes

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

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

### Example Response:

200 OK

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

### 1.2.2.3 Updating Postal Code Targeting

Updating postal code targeting can be performed in two ways:

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

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

```
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"
  ]
}
```

#### Example 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. a desktop or smartphone). To get the list of available platforms to target, see 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 the read and update operations.

#### Example: Updating a 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"]
  }
}
```

### Example 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
  },
  "os_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 OS Targeting

The campaign can be targeted for a specific operating system (for example, for iOS). To get the list of available operating systems to target, see the Dictionary API.

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



Operating system `sub_categories` can be included for a specific selection of versions (for example, iOS 9 and iOS 10). Not including `sub_categories` will include all versions by default.

### Example: Updating a Campaign's Operating System Targeting

**POST** /backstage/api/1.0/**taboola-demo-advertiser**/campaigns/124

Host: <https://backstage.taboola.com>

Authorization: Bearer [access-token]

```
{
  "os_targeting": {
    "type" : "INCLUDE",
    "value" : [
      {
        "os_family": "iOS",
        "sub_categories": [ "iOS 9", "iOS 10" ]
      },
      {
        "os_family": "Android"
      }
    ]
  }
}
```

### Example 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
  },
  "os_targeting": {
    "type": "INCLUDE",
    "value": [
      {
        "os_family": "Android",
        "sub_categories": []
      },
      {
        "os_family": "iOS",
        "sub_categories": [
          "iOS_9",
          "iOS_10"
        ]
      }
    ]
  },
  "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"
}
```

## 1.5 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 the publishers you want to block.



The `publisher_targeting` field only supports the EXCLUDE type, for both the read and update operations.

### Example Request: Excluding a 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"]
  }
}
```

### Example 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
  },
  "os_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"
}

```

### 1.5.1 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 format:

```

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 provided via the Token Details resource.



This endpoint is used for getting a list of all publishers under an admin network.

#### 1.5.2.1 Example Request

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

#### 1.5.2.2 Example Response

200 OK

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

## 1.6 Audience Segments Campaign Targeting

The following operations are available via the API:

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



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/[account-id]/campaigns)
-------------	--------	---

Fetch all targeted audience segments for a specific campaign. <a href="#">More info</a>	GET	/[campaign-id]/targeting/audience_segments
Update targeted audience segments for a campaign. <a href="#">More info</a>	POST	/[campaign-id]/targeting/audience_segments

### 1.6.1 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. Most updated possible values are accessible via the Dictionary.	List of <a href="#">Targeting Restrictions</a> . Send Empty collection to target ALL.

#### 1.6.1.1 Targeting Restrictions Fields



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

Name	Modifier & Defaults	Type	Description
type	<b>Required</b>	String Most updated possible values are accessible via the Dictionary. These 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. Most updated possible values are accessible via the 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.



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

### 1.6.2 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 format:

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

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

**200** OK



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

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

200 OK

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

#### Example 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"
}
```

### 1.6.3 Update

Updating audience segments can be performed in two ways:

1. Sending an empty [Audience Segments Targeting](#) collection will remove the existing audience segments targeting.
2. Sending an [Audience Segments Targeting](#) collection with ONE element of [Targeting Restrictions](#), with **type = INCLUDE** and collection (non-empty) of valid Taboola audience IDs. The 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 format:

#### Example Request:

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

```
{
```

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

### Example Response:

200 OK

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

### Example 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
    ]
  ]
}
```

### Example Response:

200 OK

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



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