1 Campaign API Reference

Campaigns in Taboola are where you set your branding text, budget, and CPC, as well as the audience you want to target. A campaign is a group of campaign items. All campaign items in a campaign will have the same targeting, CPC and draw from the same budget.

You will need to create and set up a new campaign before your campaign items can go live on Taboola's network.

The following operations are available via the API:

1. Fetch a list of campaigns - Fetch a list of campaigns associated with a specific partner account.
2. Fetch a single campaign - Fetch a single campaign resource using a campaign ID.
3. Create a campaign - Create a new campaign under a specific partner account.
4. Update a campaign - Update an existing campaign of 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 campaigns associated with an account. More info	GET	/[account-id]/campaigns/
Fetch a specific campaign associated with an account. More info	GET	/[account-id]/campaigns/[campaign-id]/
Create a new campaign for an account. More info	POST	/[account-id]/campaigns/
Update an existing campaign. More info	POST, PUT	/[account-id]/campaigns/[campaign-id]/

	Reading, creating or updating campaigns is only possible when the `[account-id]` references an account with `ADVERTISER` in its `partner_types` field. Trying to send a request with a non-advertiser account will result in a `404` `Not Found` response.

1.2 Campaign Resources

1.2.1 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
id	Read-only	String	The unique numeric ID of a campaign (returned as a string).
advertiser_id	Read-only	String	The `account_id` of the campaign's advertiser account.
name	Required	String Max length: 200	Human-readable name for the campaign.
branding_text	Required	String Max length: 25	This text will appear below the title of each of your items.
tracking_code	Default: "utm_source=tabo ola&utm_medium=r eferral"	String Max length: 255	Query-string parameter added to the URL of your items, so you can track the traffic generated from Taboola.
cpc	Required	Double	Cost per Click

		Must be in the allowed range of the resource's account.	
daily_cap	Default: 0.0	Double Must be lower than the spending_limit *0.0 means "unlimited"*	
daily_ad_delivery_model	Default: Depending on daily_cap field (for backward compatibility): If daily_cap exists and is > 0, this field defaults to "STRICT"; otherwise it defaults to "ACCELERATED".	String Possible values: BALANCED — The daily cap will be balanced each day of the month according to the monthly budget. Daily Cap must be empty. ACCELERATED — The campaign will be delivered without a daily cap. This is the same as setting the daily_cap to 0.0. STRICT — The campaign's daily cap will be a strict one, determined by the daily_cap field.This is the same as setting the daily_cap to higher than 0.0.	The Daily Ad Delivery model (combined with the Daily Cap) defines the way the campaign will be delivered on a daily basis. Each type represents a different approach to how the campaign budget will be spent.
publisher_bid_modifier	Default: Publisher Bid Modifier Object with values=[]	Publisher Bid Modifier Object	An object representing the wanted publisher

			bid modifiers for this campaign
spending_limit	Required	Double Must be higher than the following fields: cpc, daily_cap	The maximum amount of money a campaign can consume.
spending_limit_model	Required	String Most updated possible values are accessible via the Dictionary. These are the current ones: <table><tr><td>MONTHLY</td><td>Monthly recurring budget</td></tr><tr><td>ENTIRE</td><td>Non-recurring budget</td></tr></table>	The Spending Limit model defines whether the campaign will have a monthly recurring budget (which replenishes automatically each month), or an overall budget.
country_targeting	Default: Targeting Object with type=ALL	Targeting Object NULL means run on all countries. Possible *targeting* values: 2-letter country code as defined by ISO-3166; Most updated possible values are accessible via the Dictionary.	List of countries the campaign will target or exclude.
sub_country_targeting	Default: Targeting Object with type=ALL	Targeting Object NULL means run on all regions/DMAs. This feature can only be used if only one country is used in country targeting in 'INCLUDE' mode, and the region or DMA codes must be relevant to that country. In addition, this can be used for region targeting or DMA targeting (DMAs are only in the US), but not both at the same time. Possible *targeting* values: Most updated possible values are accessible via the Dictionary.	List of regions or DMAs the campaign will target or exclude.
postal_code_targeting	Read-only Default:	Targeting Object	In case of a

	Targeting Object with type=ALL	NULL means run on all postal codes.	non-default value,holds a reference to full postal code targeting details.
platform_targeting	Default: Targeting Object with type=ALL	Targeting Object (INCLUDE only) NULL means to run on all platform device types. Most updated possible values are accessible via the Dictionary. These are the current ones: | DESK	Desktop
PHON	Smartphone
TBLT	Tablet		List of platform device types (desktop/tablet/smartphone) to run the campaign on. NULL means to run on all platform device types.
os_targeting	Default: Targeting Object with type=ALL	Targeting Object NULL means run on all operating systems. The targeting object value should contain the list of OSTargetingModels. Possible *targeting OS Families* and their *Sub-Categories* values: Most updated possible values are accessible via the Dictionary. Here are the current *OS Families*: 	Mac OS X
Linux
Windows
iOS
Android		List of operating systems to target/exclude the campaign on.

publisher_targeting	Default: Targeting Object with type=ALL	Targeting Object (EXCLUDE only) NULL means to run on all publishers. Possible *targeting* values: account_id of various accounts.	List of partner accounts' account_id to blacklist from publishing this campaign.The account_id must reference an account with type=PARTNER.
audience_segments_multi_targeting	Read-only Default: Multi Targeting Object with state=ALL	Multi Targeting Object	In case of EXISTS state, holds a reference to full audience segments' targeting details.
comments	Default: "" *(empty string)*	String Max length: 1000	Campaign comments.
start_date	Final Default: *<Now>* OR: NULL *(for non-privileged users)*	Date (ISO 8601) Must be today or later.	
end_date	Default: "9999-12-31"	Date (ISO 8601) Must be later than start_date. Can be modified only if status!=EXPIRED.	
approval_state	Default: PENDING OR APPROVED (for users with the appropriate permissions)	String Requires certain permissions to modify. Most updated possible values are accessible via the Dictionary. These are the current ones: <table><tr><td>APPROVED</td></tr><tr><td>REJECTED</td></tr><tr><td>PENDING[1]</td></tr></table>	This field determines whether the campaign is approved to be served. The campaign can only be served if its approval_state is APPROVED. This field affects the status of the campaign.

is_active	Default: true	Boolean	If true, the campaign is active and may serve ads if its status is RUNNING. If false, the campaign is currently not serving ads, and its status will be PAUSED.
spent	Read-only	Double	Represents the estimated amount of money this campaign has consumed.
status	Read-only	String Most updated possible values are accessible via the Dictionary. These are the current ones:	

RUNNING	Campaign is currently live and serving ads.
PAUSED	Campaign is currently paused and not serving ads.
PENDING_START_DATE	Campaign is pending its start_date.
DEPLETED_MONTHLY	Campaign has depleted its MONTHLY spending_limit.
DEPLETED	Campaign has depleted its ENTIRE spending_limit.
EXPIRED	Campaign's end_date has passed.
TERMINATED	Campaign was manually terminated.
FROZEN	Campaign's advertiser account is frozen due to billing issues.
PENDING_APPROVAL	Campaign is being reviewed by the

			Taboola content review team and its approval_status is set to PENDING.
		REJECTED	Campaign has approval_status set to REJECTED, due to the campaign or campaign items being in violation of Taboola's advertising policies.
bid_type	Default: FIXED	String This field defines whether the CPC bid is fixed or optimized, based on the objective. Most updated possible values are accessible via the Dictionary. These are the current ones: | FIXED	Fixed cpc
---	---
OPTIMIZED_CONVERSIONS	Optimized CPC for conversions.
OPTIMIZED_PAGEVIEWS	Optimized CPC for pageviews.		
traffic_allocation_mode	Default OPTIMIZED	String Max length: 20 | Value	Description
---	---
OPTIMIZED	(Recommended) The exposure of the creatives in your campaign will be determined by our algorithm, and your most engaging creatives will be served more than others.
EVEN	The creatives of your campaign will be exposed evenly, based on the traffic that is being allocated for your campaign.		

activity_schedule	N/A	[Activity Schedule](#) object	Object including scheduling parameters for serving only during specific days and hours.
marketing_objective	Default none	String possible values: Main goal for campaign <table><tr><td>BRAND_AWARENESS</td><td>Extent to which customers are able to recall or recognise a brand</td></tr><tr><td>LEADS_GENERATION</td><td>Marketing tactics aimed at finding potential customers with specific contact information</td></tr><tr><td>ONLINE_PURCHASES</td><td>Online product selling</td></tr><tr><td>DRIVE_WEBSITE_TRAFFIC</td><td>The amount of data sent and received by visitors to a website</td></tr><tr><td>MOBILE_APP_INSTALL</td><td>Install app on mobile</td></tr><tr><td>NONE</td><td>No marketing objective</td></tr></table>	

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

1.2.2 Campaign Spending Models

The spending model type of a certain campaign is determined by setting the value of its `spending_limit_model` field. Generally speaking, campaigns have two possible spending models:

- **Entire Budget** - The `spending_limit` field of the campaign represents the entire amount of money this campaign can consume. This means that once the budget is depleted, the campaign will stop running, and its `status` will be changed to `DEPLETED`.

- **Monthly Budget** - The `spending_limit` field of the campaign represents the amount of money this campaign can consume *each month*. This means that once a campaign depletes its budget, the campaign will stop running, and its `status` will be changed to `MONTHLY_DEPLETED`. Once a new month begins, the campaign's budget will replenish and the campaign will start running again.

Setting the field to `ENTIRE` will set the spending model of the campaign to "Entire Budget", while `MONTHLY` will set it to "Monthly Budget".

1.2.4 Publisher Bid Modifier Object

1.2.4.1 Fields

Name	Modifier & Defaults	Type	Description
values	Default: []	Array<Targeted Bid Modifier Object> NULL means no change to targeted bid modifiers. [] means no targeted bid modifiers.	An object representing the targeted publisher's bid modifiers.

1.2.5 Targeted Bid Modifier Object

1.2.5.1 Fields

Name	Modifier & Defaults	Type	Description
target	Required	String The name of the target to associated this bid boost modifier	When using in the context of "Publisher Bid Modifier Object", the target is publisher name.
cpc_modification	Required	Double Must be between values 0.5 - 1.5	

1.2.6 Activity Schedule Object

1.2.6.1 Fields

Name	Modifier & Defaults	Type	Description
mode	Required Default: ALWAYS	String Most updated possible values are accessible via the Dictionary. These are the current ones: <table><tr><td>ALWAYS</td><td>Run always</td></tr><tr><td>CUSTOM</td><td>Run by schedule</td></tr></table>	This field defines whether the campaign will run always, or run by schedule.
rules	Default: []	Array<Activity Schedule Item Object> NULL or empty should be in the ALWAYS mode. In CUSTOM mode this cannot be NULL or empty, and specific schedule rules should be set.	The list of rules for campaign scheduling.
time_zone	N/A	String NULL means a default timezone, which is the timezone of the account. All supported values are accessible via the Dictionary.	The timezone of the campaign scheduling rules.

> ℹ️ When a user modifies a campaign with mode=ALWAYS, the field rules must be NULL or empty. Otherwise an error will be returned.

> ℹ️ When a user modifies a campaign with mode=CUSTOM, the field rules must not be NULL or empty.

i	A user can only set one specific time period per day. To add an additional time period, the campaign needs to be copied and another scheduling rule needs to be created.

i	By default if a particular day isn't set in the list of rules, then the campaign should run that entire day.

1.2.7 Activity Schedule Item Object

1.2.7.1 Fields

Name	Modifier & Defaults	Type	Description
type	Required	String Most updated possible values are accessible via the Dictionary. These are the current ones: INCLUDE EXCLUDE	The type of schedule's rule, which defines whether the campaign will or will not run on some interval of some day.
day	Required	String Most updated possible values are accessible via the Dictionary. These are the current ones: MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SUNDAY	The day of the scheduler's rule.

from_hour	Required	Number Must be between values 0 - 24	From the hour of the rule, including that hour.
until_hour	Required	Number Must be between values 0 - 24	Until the hour of the rule, excluding that hour.

> **i** until_hour has to be later than from_hour, and from_hour has to be earlier than until_hour as well. So the difference between until_hour and from_hour should be greater than 0.

1.3 Targeting Field

For more details about campaign targeting, see the Backstage API Targeting documentation.

1.4 Reading

Reading can be performed in two ways:

1. Fetch a list of campaigns.

2. Fetch a single campaign.

1.4.1 Fetching a List of Campaigns

Request

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

```
GET /backstage/api/1.0/[account-id]/campaigns/
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 campaigns.

Example Response:

```
200 OK
```

```json
{
    "results":[
        {
            "id"             : "1",
            "advertiser_id"  : "taboola-demo-advertiser",
            "name"           : "Demo Campaign",
            "tracking_code"  : "taboola-track",
            "cpc"            : 0.25,
            "daily_cap"      : 100,
            "spending_limit" : 1000,
            "spending_limit_model": "MONTHLY",
            "country_targeting": {
                "type"  : "INCLUDE",
                "value" : ["AU", "GB"]
            },
            "sub_country_targeting": null,
            "postal_code_targeting": null,
            "platform_targeting": {
                "type"  : "INCLUDE",
                "value" : ["TBLT", "PHON"]
            },
             "os_targeting": {
                "type": "ALL",
                "value": [],
                "href": null
             },
            "publisher_targeting": null,
            "comments"   : null,
            "start_date" : "2015-04-30",
            "end_date"   : "2015-05-30",
            "approval_state" : "APPROVED",
            "is_active"  : true,
            "spent"      : 2.23,
            "status"     : "RUNNING",
            "daily_ad_delivery_model" : "STRICT",
            "traffic_allocation_mode" : "EVEN",
            "publisher_bid_modifier" : {
                "values": [{"target"  : "publisher1", "cpc_modification" : 1.5},
                           {"target"  : "publisher2", "cpc_modification" : 0.9}
                          ]
            },
            "audience_segments_multi_targeting": {
                "state" : "EXISTS",
                "href"  : "http://backstage/api/1.0/[account-id]/campaigns/[campaign-id]
                           /targeting/audience_segments"
            }
        },
        // ... more results
    ]
}
```

1.4.2 Fetching a Single Campaign (Specific Instance)

Request

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

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

> **i** The response will include a valid JSON object in its body, representing the campaign
> resource.

Example Response:

```
200 OK
```

```
{
    "id": "1",
    "advertiser_id"   : "taboola-demo-advertiser",
    "branding_text": "Pizza",
    "name": "Demo Campaign",
    "tracking_code": "taboola-track",
    "cpc": 0.25,
    "daily_cap": 100,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": {
        "type"   : "INCLUDE",
        "value" : ["AU", "GB"]
    },
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": {
        "type"   : "INCLUDE",
        "value" : ["TBLT", "PHON"]
    },
    "os_targeting": {
        "type": "ALL",
        "value": [],
        "href": null
    },
    "publisher_targeting": null,
    "comments"    : null,
    "start_date": "2015-04-30",
    "end_date": "2015-05-30",
    "approval_state" : "APPROVED",
    "is_active": true,
    "spent": 0.0,
    "status": "RUNNING",
    "daily_ad_delivery_model" : "STRICT",
    "traffic_allocation_mode" : "EVEN",
    "marketing_objective" : "MOBILE_APP_INSTALL",
    "activity_schedule": {
        "mode": "ALWAYS",
        "rules": [],
        "time_zone": "US/Eastern"
    },
    "publisher_bid_modifier" : {
                "values": [{"target"  : "publisher1", "cpc_modification" : 1.5},
```

```
                            {"target"  : "publisher2", "cpc_modification" : 0.9}
                        ]
        }
}
```

1.5 Creating Campaigns

1.5.1 Request Structure

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

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

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

> **i** 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.

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

1.5.2 Example Request: Only Required Fields

```
POST /backstage/api/1.0/taboola-demo-advertiser/campaigns/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```
```
{
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "cpc": 0.25,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY"
}
```

Example Response:

```
200 OK
```

```json
{
    "id": "123",
    "advertiser_id"   : "taboola-demo-advertiser",
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "tracking_code": "",
    "cpc": 0.25,
    "daily_cap": null,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": null,
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": null,
    "publisher_targeting": null,
    "os_targeting": null,
    "comments"    : null,
    "start_date": null,
    "end_date": null,
    "approval_state" : "APPROVED",
    "is_active": true,
    "spent": 0.0,
    "bid_type": "OPTIMIZED_CONVERSIONS",
    "status": "RUNNING",
    "daily_ad_delivery_model" : "ACCELERATED",
    "traffic_allocation_mode" : "EVEN",
    "publisher_bid_modifier" : {
            "values": [{"target"  : "publisher1", "cpc_modification" : 1.5},
                       {"target"  : "publisher2", "cpc_modification" : 0.9}
                       ]
    }
}
```

> **i** The response includes the read-only fields `id` and `status`.

1.5.3 Example Request: Full Set of Fields

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

```json
{
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "tracking_code": "taboola-track",
    "cpc": 0.25,
    "daily_cap": 100,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": {
        "type"  : "INCLUDE",
        "value" : ["AU", "GB"]
    },
    "sub_country_targeting": null,
```

```
    "platform_targeting": {
        "type"   : "INCLUDE",
        "value" : ["TBLT", "PHON"]
    },
    "os_targeting": {
        "type": "INCLUDE",
        "value": [{"os_family": "Android"}]
    },
    "publisher_targeting": null,
    "daily_ad_delivery_model" : "STRICT",
    "publisher_bid_modifier" : {
            "values": [{"target"   : "publisher1", "cpc_modification" : 1.5},
                       {"target"   : "publisher2", "cpc_modification" : 0.9}
                      ]
    },
    "activity_schedule": {
        "mode": "CUSTOM",
        "rules": [
            {
                "type": "INCLUDE",
                "day": "MONDAY",
                "from_hour": "10",
                "until_hour": "18"
            },
            {
                "type": "EXCLUDE",
                "day": "SATURDAY",
                "from_hour": "0",
                "until_hour": "24"
            },
            {
                "type": "EXCLUDE",
                "day": "SUNDAY",
                "from_hour": "10",
                "until_hour": "22"
            },
        ],
        "time_zone": "US/Eastern"
    },
    "comments"   : null,
    "bid_type": "OPTIMIZED_CONVERSIONS",
    "marketing_objective" : "MOBILE_APP_INSTALL",
    "start_date": "2015-04-30",
    "end_date": "2015-05-30",
    "approval_state" : "APPROVED",
    "is_active": true
}
```

Example Response:

```
200 OK
```

```
{
    "id": "124",
    "advertiser_id"   : "taboola-demo-advertiser",
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "tracking_code": "taboola-track",
```

```json
    "cpc": 0.25,
    "daily_cap": 100,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": {
        "type"  : "INCLUDE",
        "value" : ["AU", "GB"]
    },
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": {
        "type"  : "INCLUDE",
        "value" : ["TBLT", "PHON"]
    },
    "os_targeting": {
        "type": "INCLUDE",
        "value": [
            {
                "os_family": "Android",
                "sub_categories": []
            },
        ],
        "href": null
    },
    "publisher_targeting": null,
    "comments"    : null,
    "start_date": "2015-04-30",
    "end_date": "2015-05-30",
    "approval_state" : "APPROVED",
    "is_active": true,
    "spent": 0.0,
    "bid_type": "OPTIMIZED_CONVERSIONS",
    "marketing_objective" : "MOBILE_APP_INSTALL",
    "activity_schedule": {
        "mode": "CUSTOM",
        "rules": [
            {
                "type": "INCLUDE",
                "day": "MONDAY",
                "from_hour": "10",
                "until_hour": "18"
            },
            {
                "type": "EXCLUDE",
                "day": "SATURDAY",
                "from_hour": "0",
                "until_hour": "24"
            },
            {
                "type": "EXCLUDE",
                "day": "SUNDAY",
                "from_hour": "10",
                "until_hour": "22"
            },
        ],
        "time_zone": "US/Eastern"
    },
    "status": "RUNNING",
    "daily_ad_delivery_model" : "STRICT",
    "traffic_allocation_mode" : "EVEN",
```

```
    "publisher_bid_modifier" : {
              "values": [{"target"  : "publisher1", "cpc_modification" : 1.5},
                          {"target"  : "publisher2", "cpc_modification" : 0.9}
                          ]
    },
    "audience_segments_multi_targeting": {
          "state" : "EXISTS",
          "href"  : "http://backstage/api/1.0/[account-id]/campaigns/[campaign-id]
                          /targeting/audience_segments"
    }

}
```

1.5.4 Example Request: Insufficient Set of Fields

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

```
{
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
}
```

Example Response:

```
400 Bad Request
```

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

1.6 Updating Campaigns

Updating a campaign 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]/campaigns/[campaign-id]/
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

> **i** 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 may 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: Update a Single Field

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

```
{
    "name": "Demo Campaign - Edited"
}
```

ℹ️ The response includes the campaign object with the updated field.

Response:

```
200 OK
```

```
{
    "id": "124",
    "advertiser_id"   : "taboola-demo-advertiser",
    "name": "Demo Campaign - Edited",
    "branding_text": "Pizza",
    "tracking_code": "taboola-track",
    "cpc": 0.25,
    "daily_cap": 100,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": {
        "type"  : "INCLUDE",
        "value" : ["AU", "GB"]
    },
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": {
        "type"  : "INCLUDE",
        "value" : ["TBLT", "PHON"]
    },
   "os_targeting": {
        "type": "ALL",
        "value": [],
        "href": null
    },
    "publisher_targeting": null,
    "comments"    : null,
    "start_date": "2015-04-30",
    "end_date": "2015-05-30",
    "approval_state" : "APPROVED",
    "is_active": true,
    "spent": 0.0,
    "status": "RUNNING"ה
    "daily_ad_delivery_model" : "STRICT",
    "traffic_allocation_mode" : "EVEN",
    "publisher_bid_modifier" : {
                "values": [{"target"  : "publisher1", "cpc_modification" : 1.5},
                          {"target"  : "publisher2", "cpc_modification" : 0.9}
                          ]
    }
}
```

1.6.2 Example: Updating Multiple Fields

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

```
{
    "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",
    "country_targeting": {
        "type"  : "INCLUDE",
        "value" : ["AU", "GB"]
    },
    "sub_country_targeting": null,
    "platform_targeting": {
        "type"  : "INCLUDE",
        "value" : ["TBLT", "PHON"]
    },
    "publisher_targeting": null,
    "comments"    : null,
    "start_date": "2015-04-24",
    "end_date": "2015-05-24"
}
```

> ℹ️ The response includes the campaign object with the updated fields.

Example Response:

```
200 OK
```

```json
{
    "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",
    "country_targeting": {
        "type"   : "INCLUDE",
        "value" : ["AU", "GB"]
    },
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": {
        "type"   : "INCLUDE",
        "value" : ["TBLT", "PHON"]
    },
    "publisher_targeting": null,
    "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",
    "traffic_allocation_mode" : "EVEN",
    "publisher_bid_modifier" : {
            "values": [{"target"  : "publisher1", "cpc_modification" : 1.5},
                      {"target"  : "publisher2", "cpc_modification" : 0.9}
                      ]
    }
}
```

1.7 Pausing / Unpausing Campaigns

Because a campaign's `status` field is *read-only*, it cannot be modified via an Update request. Instead, you need to change the campaign's `is_active` field. The `is_active` field has two possible values: `true` and `false`. When a campaign item has both `is_active`=`true` and `status`=`RUNNING`, it is considered "active". If a campaign item has `is_active`=`false` its `status` will become `PAUSED`.

⚠ When a campaign is `PAUSED`, it will not run on Taboola's network.

1.7.1 Pausing a Campaign

In order to *pause* a campaign, send an *Update* request in the following format:

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

{
    "is_active" : false
}
```

1.7.1.1 Example Response

```
200 OK

{
    "id": "123",
    "advertiser_id"   : "taboola-demo-advertiser",
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "tracking_code": "",
    "cpc": 0.25,
    "daily_cap": 0.0,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": null,
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": null,
    "os_targeting": null,
    "publisher_targeting": null,
    "comments"    : null,
    "start_date": null,
    "end_date": null,
    "approval_state" : "APPROVED",
    "is_active": false,
    "spent": 0.0,
    "status": "PAUSED",
    "daily_ad_delivery_model" : "ACCELERATED"
}
```

1.7.2 Unpausing a Campaign

In order to *unpause* a campaign, send an HTTP *POST* request in the following form:

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

{
    "is_active" : true
}
```

```
}
```

1.7.2.1 Example Response

```
200 OK
```

```
{
    "id": "123",
    "advertiser_id"  : "taboola-demo-advertiser",
    "name": "Demo Campaign",
    "branding_text": "Pizza",
    "tracking_code": "",
    "cpc": 0.25,
    "daily_cap": 0.0,
    "spending_limit": 1000,
    "spending_limit_model": "MONTHLY",
    "country_targeting": null,
    "sub_country_targeting": null,
    "postal_code_targeting": null,
    "platform_targeting": null,
    "os_targeting": null,
    "publisher_targeting": null,
    "comments"    : null,
    "start_date": null,
    "end_date": null,
    "approval_state" : "APPROVED",
    "is_active": true,
    "spent": 0.0,
    "status": "RUNNING",
    "daily_ad_delivery_model" : "ACCELERATED"
}
```