

Report API

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API ENDPOINT

Production:

<https://dai-primetime.adobe.io/report>

Sandbox:

<https://dai-sandbox1-primetime.adobe.io/report>

Query Parameters

Name	Significance	Value Type	Mandatory?	Default Value	Constraints	Example/ Valid Sample values
startDate	Starting date for the report data	date	Y	NONE	not older than 24 months from today in UTC-8	2020-02-20
endDate	Ending date for the report data	date	Y	NONE	not newer than yesterday in UTC-8	2020-02-20
groupBy	Group by on time (year month day) or ad_config_id. Adconfig is synonymous of AdRule.	string	N	NONE	y m d , ad_config_id	m , ad_config_id For groupBy on time provide either one of y or m or d
metaData	Whether to include the Ad config name column in the output. Applicable when ad_config_id has been selected as a groupBy option	boolean	N	false	true false	true
filters	filter on one or more columns	string	N	NONE	ad_config_id , zone_id When metaData is set to 'true' in the request, then you can also filter by name.	ad_config_id=990,900; state=active Multiple filter keys are semi-colon separated. Use comma-separated values to provide a list of values for filter key
unpaged	whether output is required in paginated or non-paginated format	boolean	N	false	true false	true
page	page# for paginated response. Applicable with unpaged=false	int	N	0		2
size	page size for paginated response.Applicable with unpaged=false	int	N	20		50

Headers

Name	Value type	Mandatory	Sample value	Significance
x-gw-ims-org-id	string	Y	xyz12345	IMS org Id of your account
x-api-key	string	Y	xyz	API key
Authorization token	string	Y	xyz	authorization token

Accept	string	Y	text/csv for CSV application/json or */** for JSON	Type of response expected from API
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- You will be able to generate the Authorization token (also known as access token) by following the steps detailed out in Adobe.io's [JWT authentication](#) help-page. Please note that authorisation token has an expiry of 24 hours, so if you are using Report API using a recurring script, then make sure you generate auth token before its expiry or when you get an [OAuth error](#) about token not being valid.
- To set the correct values in the request header and to generate Authorization token (using JWT authentication) you will need to know the below configurations for your account. Please get in touch with Primetime Support team to get these values.
 - Technical account id
 - Org id
 - Api_key
 - Client_secret

Output

The result of Report API query by default is in JSON format which specifies impressions against the different values of the dimensions (groupby param) requested. Sample output is given below:

JSON
<pre>[{ "dates": "07-2020", "total_impressions": 213007041 }, { "dates": "08-2020", "total_impressions": 174711626 }, { "dates": "09-2020", "total_impressions": 102863153 }]</pre>

Error Codes and Strings

Error Response Format

Error rendering macro 'code': Invalid value specified for parameter 'com.atlassian.confluence.ext.code.render.InvalidValueException'

```
{
  "error_code": "<ERROR_CODE>",
  "message": "<ERROR_MESSAGE>"
}
```

The table below lists down the Error codes and messages that Report API can return. For errors related to authorisation layer, refer the [error code documentation](#) of Adobe.io.

Error Code	Error Message
4001007	User detail is invalid.
4001008	All zones are not from same account.
5001010	An internal error occurred.
4001011	Dates are not sent in required format.

4001012	Dates are out of range.
4001013	Mandatory Parameter is missing.
4001014	Zone list is empty for the account.
4001015	Invalid Filter keys in request.
4001016	Invalid GroupBy option in request.
4001017	Invalid ID is provided in request

Sample Calls and expected results

Following is the curl command to get monthly impression counts between 2020-07-01 and 2021-06-30 using access token:

Reporting API call example

```
curl --location --request GET 'https://dai-sandbox1-primetime.adobe.io/report?startDate=2020-07-01&endDate=2021-06-30&groupBy=m&unpaged=true' \
--header 'x-api-key: <API_KEY>' \
--header 'x-gw-ims-org-id: <ORG_ID>' \
--header 'Authorization: Bearer <ACCESS_TOKEN_STRING>' \
--header 'Accept: application/json'
```

Sample Call/ Use case	Expected Result
Fetch Report with start and end dates GET: [API_ENDPOINT]/report?startDate=2020-01-01&endDate=2021-01-01 header : Accept = application/json. or */*	<ul style="list-style-type: none"> Json with following parameters with all the ads belonging to this account <ul style="list-style-type: none"> total_impressions
Fetch Report with GroupBy = d m y GET: [API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-05-01&groupBy=d m y header : Accept = application/json. or */*	<ul style="list-style-type: none"> Json with following parameters with all the ads belonging to this account <ul style="list-style-type: none"> dates (mm-dd-yyyy mm-yyyy yyyy format) total_impressions
Fetch Report with GroupBy = ad_config_id GET: [API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-05-01&groupBy=ad_config_id header : Accept = application/json. or */*	<ul style="list-style-type: none"> Json with following parameters with all the ads belonging to this account <ul style="list-style-type: none"> ad_config_id total_impressions
Fetch Report with GroupBy = d m y and ad_config_id GET: [API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-05-01&groupBy=d,ad_config_id header : Accept = application/json. or */*	<ul style="list-style-type: none"> Json with following parameters with all the ads belonging to this account <ul style="list-style-type: none"> ad_config_id dates (mm-dd-yyyy mm-yyyy yyyy format) total_impressions
Fetch Report with metaData=true and groupBy=d m y GET: [API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-05-01&metaData=true&groupBy=ad_config_id header : Accept = application/json. or */*	<ul style="list-style-type: none"> Json with following parameters with all the ads belonging to this account <ul style="list-style-type: none"> ad_config_id name total_impressions

<p><i>Fetch Report with groupBy=d m y and ad_config_id</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-05-01&metaData=true&groupBy=d m y,ad_config_id</p> <p>header : Accept = application/json. or */*</p>	<ul style="list-style-type: none"> • Json with following parameters with all the ads belonging to this account <ul style="list-style-type: none"> • ad_config_id • name • total_impressions • dates (mm-dd-yyyy mm-yyyy yyyy format)
<p><i>Fetch Report to get all the rows for a given date range (with unpaged = true)</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-01-31&groupBy=d&unpaged=true</p>	<ul style="list-style-type: none"> • 31 entries in the returned Json array
<p><i>Fetch Report with valid page query parameters</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-01-31&page=0&size=5&groupBy=d</p>	<ul style="list-style-type: none"> • 5 entries in the returned array
<p><i>Fetch Report, with csv format</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-01-10</p> <p>header : Accept = text/csv</p>	<ul style="list-style-type: none"> • CSV string is returned, with header: <ul style="list-style-type: none"> • total_impressions
<p><i>Fetch Report, with csv format , and groupBy =d m y</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-01-10&groupBy=d m y</p> <p>header : Accept = text/csv</p>	<ul style="list-style-type: none"> • CSV string is returned, with header: <ul style="list-style-type: none"> • total_impressions • dates (mm-dd-yyyy mm-yyyy yyyy format)
<p><i>Fetch Report, with csv format , and metaData =true</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-01-10&metaData=true</p> <p>header : Accept = text/csv</p>	<ul style="list-style-type: none"> • CSV string is returned, with header: <ul style="list-style-type: none"> • total_impressions
<p><i>Fetch Report, with csv format , metaData =true, andgroupBy =d m y</i></p> <p>GET:[API_ENDPOINT]/report?startDate=2020-01-01&endDate=2020-01-10&metaData=true&groupBy=d m y</p> <p>header : Accept = text/csv</p>	<ul style="list-style-type: none"> • CSV string is returned, with header: <ul style="list-style-type: none"> • total_impressions • dates (mm-dd-yyyy mm-yyyy yyyy format)

Report API Throttling Policy

- 5 API requests are allowed during a 5 second window for each user.
- If a user crosses above limit, response is delayed by 5 seconds.
- If a user makes more than 10 calls within 5 second window, they will start getting rejected with response "429 Too many requests".