SEARCH   👤

audience extraction ...

HOME (/S/)   DMP TOPICS ⌄   RESOURCES ⌄   MY CASES ⌄   SERVICES API (HTTPS://API.LOTAME.COM/DOCS/)   TO DMP (HTTP://PLATFORM.LOTAM

☰ OVERVIEW: AUDIENCE EXTRACTION API

Explore other <u>articles</u> and <u>discussions</u> on this topic.

Overview: Audience Extraction API

The Audience Extraction API offers the ability to integrate Lotame with various adserving and content serving systems to supply those systems with audience data.

🕐 Jan 24, 2019 · KB Article

DETAIL

The Audience Extraction API offers the ability to integrate Lotame with various adserving and content serving systems to supply those systems with audience data. This API can be accessed via JavaScript or via an HTTP redirect. The JavaScript option will return a JSON object containing relevant information about the browser, while the HTTP redirect option can supply a comma separated list of audience ids to any URL based system.

Endpoints

The Audience Extraction API is a single URL endpoint, that when accessed either in a browser or via server to server will respond with JSON containing details about a specific profile. The URL endpoints for the Audience Extraction API are as follows:

Use Case	Endpoint	Notes
In Browser	<u>http://ad.crwdcntrl.net/5/c=/pe=y/</u> <u>(http://ad.crwdcntrl.net/5/c=/pe=y/)</u>	This endpoint supports a var and callback parameter for JSONP (see below for examples)

JSON Object Format

All of the above endpoints will return a JSON object of the following structure.

```
{
        "Profile": {
                "tpid": "c8ef27a0d4ba771a81159f0d2e792db4",
                "Audiences": {
                        "Audience": [{
                                "id": "99999",
                                "abbr": "sports"
                        },
                        {
                                "id": "88888",
                                "abbr": "movie"
                        },
                        {
                                "id": "77777",
                                "abbr": "blogger"
                        }],
                        "ThirdPartyAudience": [{
                                "id": "123",
                                "name": "Automobiles"
                        },
                        {
                                "id": "456",
                                "name": "Ages: 30-39"
                        }]
                }
        }
}
```

Entity	Meaning	Data Structure
Profile.tpid	An anonymous id for the profile. This id will be static for the life of a single profile.	n/a
Profile.Audiences.Audience	An array containing first party audience memberships. These are audiences you have explicitly configured in the Lotame UI as well as the the "all members" audiences. This list will always be present with at least one item (the all members audience).	Each element in the array is an object with two attributes; id and abbr. - id - an internally assigned numeric value that will remain static for the life of the audience. - abbr - the targeting code for the audience as configured in the Lotame UI
Profile.Audiences.ThirdPartyAudience	An array containing third party audience memberships. These are audiences you can purchase from third parties. This list will only be present if you are purchasing data. Contact your Lotame account manager for information on how purchase data in this manner.	Each element in the array is an object with two attributes; id and name. - id - an internally assigned numeric value that will remain static for the life of the audience. - name - a descriptive name of the audience. This value is not guaranteed to remain static and should be used for informational purposes only.

JSONP

The Audience Extraction API can be used in a JSONP usage pattern by appending either a 'var=' or 'callback=' parameter to the URL endpoint.

For example, using:

```
<script type="text/javascript" src="http://ad.crwdcntrl.net/5/c=<y
our (http://ad.crwdcntrl.net/5/c=<your) client id>/pe=y/var=ccaud
s"></script>
```

would produce return content like:

```
ccauds={
         "Profile": {
                   "tpid": "c8ef27a0d4ba771a81159f0d2e792db4",
                   "Audiences": {
                             "Audience": [{
                                        "id": "99999",
                                        "abbr": "sports"
                        },
                        {
                                        "id": "88888",
                                        "abbr": "movie"
                        },
                        {
                                        "id": "77777",
                                        "abbr": "blogger"
                        }],
                             "ThirdPartyAudience": [{
                                        "id": "123",
                                        "name": "Automobile
s"
                        },
                        {
                                        "id": "456",
                                        "name": "Ages: 30-3
9"
                        }]
                   }
         }
};
```

Similarly, a callback pattern is available via:

```
<script type="text/javascript" src="http://ad.crwdcntrl.net/5/c=<y
our (http://ad.crwdcntrl.net/5/c=<your) client id>/pe=y/callback=p
rocessauds"></script>
```

which will return:

```
processauds({
         "Profile": {
                   "tpid": "c8ef27a0d4ba771a81159f0d2e792db4",
                   "Audiences": {
                             "Audience": [{
                                        "id": "99999",
                                        "abbr": "sports"
                        },
                        {
                                        "id": "88888",
                                        "abbr": "movie"
                        },
                        {
                                        "id": "77777",
                                        "abbr": "blogger"
                        }],
                             "ThirdPartyAudience": [{
                                        "id": "123",
                                        "name": "Automobile
s"
                        },
                        {
                                        "id": "456",
                                        "name": "Ages: 30-3
9"
                        }]
                   }
         }
});
```