



Avazu Private Exchange for aNative

(Reporting API v2.0 for SDK Publishers)

Reporting API for APX SDK Publishers

Introduction

This API guide is provided by Avazu Private Exchange for SDK publishers, who have specific needs in integrating APX SDK reporting data into their existing tech platforms. Here we will make detailed intros about the API usage itself as well as provide you some examples of how API calls work when interacting with Avazu' s platforms. To get started you shall get some basic understanding about REST (http://en.wikipedia.org/wiki/Representational_state_transfer) as well as be familiar with JSON(<http://en.wikipedia.org/wiki/Json>).

Method: APX SDK Report API

Method Address:

<http://apx.avazutracking.net/api/v1/sdk/#getsdkreports>

Input Parameters:

Parameter	Description	Method	Required
username	Your APX login user name.	GET (URL) / POST (JSON)	YES
password	Your APX login password.	GET (URL) / POST (JSON)	YES
startday	Your requested reporting start date in the following format: YYYY-MM-DD	GET (URL) / POST (JSON)	YES
endday	Your requested reporting end date in the following format: YYYY-MM-DD	GET (URL) / POST (JSON)	YES
groupby	Group by your data with traffic source or country. Option: trafficsource or country Default: trafficsource	GET (URL) / POST (JSON)	YES
trafficsourceid	Specify several traffic sources in your requested reporting e.g. : 27722,27723 Default: all traffic sources	GET (URL) / POST (JSON)	NO
accumulated	Whether to show the data by day. Option: true or false Default: false	GET (URL) / POST (JSON)	YES

Output Parameters :

Parameter	Description	Return Format
trafficsourceid	Traffic source id of the traffic sources you have added.	Key / Value within a JSON Array
trafficsource	Traffic source name of the traffic sources you have added.	Key / Value within a JSON Array
date	Date of the report in the following format: YYYYMMDD	Key / Value within a JSON Array
impressions	Amount of impressions during the designated date.	Key / Value within a JSON Array
revenue	Amount of revenue during the designated date.	Key / Value within a JSON Array
ecpm	Revenue per 1000 impressions during the designated date.	Key / Value within a JSON Array
requests	Amount of requests during the designated date.	Key / Value within a JSON Array
filledrequests	Amount of filled requests during the designated date.	Key / Value within a JSON Array
fillrate	The percentage of ad requests that were filled with an ad.	Key / Value within a JSON Array
country	Country Code	Key / Value within a JSON Array

Response Code:

Code	Message Description
0	Successful
1	Invalid parameter
2	Time format is wrong or start day is greater than the end day or time span of more than 7 days.
3	Username or password is wrong.

Example API Responses:

Group by trafficsource if accumulated is true

```
{
  "code" : 0,
  "msg" : "success",
  "data" : {
    "trafficsource" : "avazu test",
    "trafficsourceid" : "27722",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "trafficsource" : "avazu test1",
    "trafficsourceid" : "27723",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  }
}
```

Group by trafficsource if accumulated is false

```
{
  "code" : 0,
  "msg" : "success",
  "data" : {
    "date" : "20170706",
    "trafficsource" : "avazu test",
    "trafficsourceid" : "27722",
    "impressions" : "20000",
    "revenue" : 200,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "date" : "20170706",
    "trafficsource" : "avazu test1",
    "trafficsourceid" : "27723",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "date" : "20170705",
    "trafficsource" : "avazu test",
    "trafficsourceid" : "27722",
    "impressions" : "20000",
    "revenue" : 200,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
}
```

```
{
  "date" : "20170705",
  "trafficsource" : "avazu test1",
  "trafficsourceid" : "27723",
  "impressions" : "10000",
  "revenue" : 100,
  "ecpm" : "10.00",
  "requests" : "10000",
  "filledrequests" : "9900",
  "fillrate" : "99.00%"
}
```

Group by country if accumulated is true

1) All traffic sources or specify more than one source

```
{
  "code" : 0,
  "msg" : "success",
  "data" : {
    "country" : "IN",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "country" : "JP",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  }
}
```

2) Specify only one traffic source

```
{  
  "code" : 0,  
  "msg" : "success",  
  "data" : {  
    "country" : "IN",  
    "trafficsource" : "avazu test",  
    "trafficsourceid" : "27722",  
    "impressions" : "10000",  
    "revenue" : 100,  
    "ecpm" : "10.00",  
    "requests" : "10000",  
    "filledrequests" : "9900",  
    "fillrate" : "99.00%"  
  }, {  
    "country" : "BR",  
    "trafficsource" : "avazu test",  
    "trafficsourceid" : "27722",  
    "impressions" : "10000",  
    "revenue" : 100,  
    "ecpm" : "10.00",  
    "requests" : "10000",  
    "filledrequests" : "9900",  
    "fillrate" : "99.00%",  
  }  
}
```

Group by country if accumulated is false

1) All traffic sources or specify more than one source

```
{
  "code" : 0,
  "msg" : "success",
  "data" : {
    "date" : "20170706",
    "country" : "IN",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "date" : "20170706",
    "country" : "JP",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "date" : "20170705",
    "country" : "IN",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "date" : "20170705",
    "country" : "JP",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  }
}
```


2) Specify only one traffic source

```
{
  "code" : 0,
  "msg" : "success",
  "data" : {
    "date" : "20170706",
    "country" : "IN",
    "trafficsource" : "avazu test",
    "trafficsourceid" : "27722",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%"
  },
  {
    "date" : "20170706",
    "country" : "BR",
    "trafficsource" : "avazu test",
    "trafficsourceid" : "27722",
    "impressions" : "10000",
    "revenue" : 100,
    "ecpm" : "10.00",
    "requests" : "10000",
    "filledrequests" : "9900",
    "fillrate" : "99.00%",
  }
}
```

Request Simulator for demonstration purposes:

Under <http://apx.avazutracking.net/api/v1/sdk/#getsdkreports> you will find a request simulator to speed up your development process and help you troubleshoot possible bugs.

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[Go to API Simulator](#)

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APX SDK Reports API

GET

POST

Enter the fields below and submit to see the query result.

Username *

Your apx username

Password *

Your apx password

Startday *

2017-07-11

Endday *

2017-07-11

Groupby *

trafficsource

Accumulated *

false

Trafficsource ID

View Result

Query Result:

APX SDK Reports API

GET

POST

Paste your POST JSON into the input area and submit to see the result.

Post JSON Data

```
{"username": "Your apx username", "password": "Your apx password", "startday": "2017-07-11", "endday": "2017-07-11", "groupby": "trafficsource", "accumulated": "false", "trafficsourceid": "trafficsourceid"}
```

View Result

Query Result: