

# WhatRunsWhere.com API Reference

## Introduction

The WhatRunsWhere API provides a programmatic interface to the extensive WhatRunsWhere advertising intelligence dataset.

## Authentication

You must use your account's API token to access the WRW API. This token can be found in the account settings panel on the WRW web site. Attempts to access the API without a valid API token are actively monitored. To obtain a new API token please contact customer service.

## Request Format

Requests to the API are standard HTTP GET requests. Each request contains three essential elements: resource type, resource, and attribute. Requests are formed by adding these elements to the API base URL path, which is `http://api.whattrunswhere.com/v1`.

For example, to request the text ads for advertiser **landingpage.com** the request would look like:

```
/advertiser/landingpage.com/text_ads/
```

The full request URL would be:

```
http://api.whattrunswhere.com/v1/advertiser/landingpage.com/text_ads/?token=xxx
```

In this case, `advertiser` is the resource type, `landingpage.com` is the specific resource of that type, and `text_ads` is the type of attribute you are seeking. `xxx` should be replaced with your API token.

The available resource types are split into two categories.

- **WHERE:** To find out where a domain is advertising, use the `advertiser` resource type. To find out who is advertising on a domain, use the `publisher` resource.
- **WHAT:** You can also find information about specific ads themselves. Each ad type has its own resource type: `image_ad`, `flash_ad`, `text_ad`, `hybrid_ad`.

## Additional Parameters

Additional parameters are specified as standard HTTP parameters. Some parameters, like `token`, are always required. However, there are also optional parameters that you may use to filter the results of the API response. The complete list of parameters is:

- `token` (**required**) - Your WRW API token
- `country` - URL-encoded string of the country name
- `network` - URL-encoded string of the ad network name
- `from_ts` - Return only data newer than this UNIX timestamp

- `until_ts` - Return only data older than this UNIX timestamp

You can omit or submit as blank data any parameter that is not required. For example, the following parameters are valid:

- `/advertiser/landingpage.com/text_ads?token=XXX`
- `/advertiser/landingpage.com/text_ads?token=XXX&country=United%20States`
- `/advertiser/landingpage.com/text_ads?token=XXX&country=`

However, the following requests are **not valid**, since they are missing the required `token` parameter:

- `/advertiser/landingpage.com/text_ads`
- `/advertiser/landingpage.com/text_ads?country=United%20States`

## Response Format

Responses from the API are returned in JSON format. A response will always contain the following elements:

```
{
  'error': ERROR_MESSAGE,
  'data': RESPONSE_DATA
}
```

`RESPONSE_DATA` contains the actual data in the response, or returns `null` if no data is available.

`ERROR_MESSAGE` will always return `null`, except when an error has occurred.

See the provided code examples for the recommended way to handle responses.

*Note: All date/time fields in responses are in UNIX timestamp format.*

# API Functions Reference

## Advertisers

### Advertiser Overview

`/advertiser/{domain}/overview/` Returns information regarding the length of the advertiser's campaigns and the frequency with which they target different countries.

### Advertiser Traffic Sources (Networks)

`/advertiser/{domain}/traffic_sources/` Returns the ad networks that the advertiser used to bring traffic to their site.

### Advertiser Publishers (Placements)

`/advertiser/{domain}/publishers/` Returns a list of publishers and associated ad placements where

ads for this advertiser were found.

## **Advertiser Ad Servers**

`/advertiser/{domain}/ad_servers` Returns a list of ad servers that were hosting the advertiser's ad data.

## **Advertiser Landing Pages**

`/advertiser/{domain}/landing_pages` Returns a list of complete URLs that the advertiser's ads point to.

## **Advertiser Related Domains**

`/advertiser/{domain}/related_domains` Returns a list of related domains that may be associated with the specified advertiser. This data is based on the similarity of analytics tracking tags and IP addresses.

*Note: This call does not support optional filtering parameters.*

## **Advertiser Image Ads**

`/advertiser/{domain}/image_ads/` Returns a list of image ads used by the advertiser.

## **Advertiser Flash Ads**

`/advertiser/{domain}/flash_ads/` Returns a list of flash ads used by the advertiser.

## **Advertiser Text Ads**

`/advertiser/{domain}/text_ads/` Returns a list of text ads used by the advertiser.

## **Advertiser Hybrid Ads**

`/advertiser/{domain}/hybrid_ads/` Returns a list of hybrid (containing text and image) ads used by the advertiser.

# **Publishers**

## **Publisher Overview**

`/publisher/{domain}/overview/` Returns information about campaigns running on this domain.

## **Publisher Traffic Sources**

`/publisher/{domain}/traffic_sources/` Returns a list of networks seen advertising on this domain.

## **Publisher Advertisers**

`/publisher/{domain}/advertisers/` Returns a list of advertisers whose ad placements were seen on

this domain.

## **IFrame Domains**

/publisher/{domain}/iframe\_domains/ Returns a list of ad tags that were found on this domain.

## **Banner Hosts**

/publisher/{domain}/banner\_hosts/ Returns a list of hosts that were found hosting ad resources on this domain.

## **Publisher Image Ads**

/publisher/{domain}/image\_ads/ Returns a list of image ads used by the publisher.

## **Publisher Flash Ads**

/publisher/{domain}/flash\_ads/ Returns a list of flash ads used by the publisher.

## **Publisher Text Ads**

/publisher/{domain}/text\_ads/ Returns a list of text ads used by the publisher.

## **Publisher Hybrid Ads**

/publisher/{domain}/hybrid\_ads/ Returns a list of hybrid (containing text and image) ads used by the publisher.

## **Ad data**

### **Ad Types**

There are four ad types: `image_ad`, `flash_ad`, `text_ad`, and `hybrid_ad`. Each ad in the system is identified by an ad type and an MD5 hash. To request an ad object you format a request like `/image_ad/MD5_HASH/`, where MD5\_HASH is the ad's unique MD5 hash identifier. *Please note that an attribute field is not required to request an ad object.*

### **Ad Landing Pages**

The only valid attribute for a specific request to an ad object is `landing_pages`. The request should look like `/image_ad/MD5_HASH/landing_pages`. This will return a list of landing pages that were linked to by the advertiser using this ad.