Ocamba

Ocamba Feed API 1.1.0

Contents

1. General

The Ocamba Feed API is publicly available but access is controlled by using track id that is registered to specific client. This API allows external developers to integrate Ocamba feed into different publishers placements.

1.1. Implementation requirements

The Ocamba Feed API must be used by applications in accordance with these specifications and any deviation from these specifications may cause termination of the API track id, resulting in the inability of the application to access the API. All implementing applications must implement the full specification.

1.2. Transport, caching

The API is implemented as RESTful protocol using stateless HTTP transactions. Requests are sent using HTTP GET method and responses are formatted as JSON formatted string. In order for the API to function properly, the API requests must not be cached, every impression of feed unit must be generated by its own API request.

1.3. URL structure

The Ocamba Feed API is accessed as a set of HTTP URLs that should be invoked by generating HTTP/1.1 client. The URL that the client should use to call the API is formed by using the "base URL" address as the protocol and host name, adding to it the protocol reference version, zone track id which is generated in tag tab in zone section in Adex module and finally adding any arguments that need to be passed to the call as query string parameters.

The format of URL used to call the API is as follows:

{scheme}://{domain}/v{version}/native/{track_id}

- **URL Example:** http://feed.demo-ocamba.info/v1/native/AF_mCwAPZ_Y

1.4. Error handling

Although Ocamba servers have fail safe layers that would try to always return feed, even in case of server errors, we cannot guarantee a valid response will always be received as the request or response might be blocked because of network conditions. It is strongly encouraged that the application would handle a case where no feed are returned to the application within a reasonable time, or when an error response is received.

In case an invalid request is sent to the API, Ocamba will return one of the following errors:

Status Code	Description
400 Bad Request	Invalid publisher, invalid URL path or missing required parameter
401 Unauthorized	Invalid API key
429 Too Many Requests	Rate limit exceeded
5xx type code	An unintended server error has occurred

2. Feed API

In this section client/server architecture will be explained and the HTTP request/response formats. Please note that Ocamba only use "pixels" field for impressions tracking, thus firing these pixels URLs is mandatory.

Please note that any kind of altering/tampering of response fields or deliberately misrepresenting original response is strictly forbidden and can lead to serious legal actions.

2.1. Requesting for feed

The application should call the api to generate a list of feeds that will be displayed on a single module on the page. Each request has mandatory field named {track_id} which is located in http path of URL request, track id is located in Zones tab in Adex module of Ocamba platform. Please note that all parameters which are listed as "Required if the requests is s2s" will be using query, otherwise corresponding HTTP header will be used. Basically all fields which have corresponding HTTP header will be used if not sent in HTTP query params.

Api supports following query parameters:

Name	Req/Opt	Type	Description
ua	Required if the reqeust is s2s	String	The user-agent (HTTP header) from the client side request.
ip	Required if the reqeust is s2s	String	The real IP address of the client side request. Required in case the request is sent through a server. Should be formatted as dotted decimal (i.e. 1.2.3.4)
url	Recommended	String	A fully qualified (http:// or https://) publicly accessible URL that contains the content and/or meta data for the current source item.
subid	Recommended	String	Publisher side source id or campaign id.
num	Optional	Integer	Maximal number of creatives that should be returned from Ocamba servers. (Default = 1)
cmp	Optional	Array of integers	The array of campaign ids which will be targeted in request. Ids are located in campaigns tab in adex module.
acc	Optional	Array of integers	The array of account ids which will be targeted in request. Ids are located in accounts tab in adex module.
vas	Optional	Array of integers	The array of group ids which will be targeted in request. Ids are located in groups tab in adex module.
lang	Recommended if the reqeust is s2s	String	The Accept-Language (HTTP header) from the request that led to the current page.
ref	Recommended if the reqeust is s2s	String	The referrer (HTTP header) from the request that led to the current page.

- **Example:**

```
http://feed.demo-ocamba.info/v1/native/AF_mCwAPZ_Y?
ip=185.129.120.1&ua=Mozilla%2F5.0%20%28Linux%3B%20Android%207.0%3B%20SM-
G930VC%20Build%2FNRD90M%3B%20wv%29%20AppleWebKit%2F537.36%20%28KHTML
%2C%20like%20Gecko%29%20Version%2F4.0%20Chrome%2F58.0.3029.83%20Mobile%20
Safari%2F537.36&ref=http%3A%2F%2Fwww.example.com&subid=1000361&num=1&cmp=10
07348
```

2.2. Feed response

Feed response is given in JSON format. Response represents JSON object which has mandatory field "items", this field is array of objects where each object represents individual campaign recommended by Ocamba servers.

Items field JSON object structure:

Name	Req/Opt	Type	Description
url	Required	String	Click URL. To be used when the user clicks on the items image / title / call to action button.
title	Optional	String	Title of the recommended item.
desc	Optional	String	Description for the recommended creative.
img	Optional	String	URL of image for recommended creative.
icon	Optional	String	URL of icon/badge for recommended creative.
pixels	Optional	Array of Strings	Array of URL pixels which should be fired on view event of recommended creative.
bid	Optional	Double	Bid in USD currency.
id	Required	Integer	Creative id.

Please note that some fields will be added subsequently in which case present fields will not be altered or modified and response will stay compatible with clients working parser. In some cases bid in response can be 0 USD, which is considered as legit bid for particular seat.

- **Example:**


```
{
  "items": [
    {
      "bid": 0.001,
      "title": "This Farm Game Is What Everybody Is Talking About",
      "pixels": [
        "http://t.demo-ocamba.info/imp?
l=ucF44_bEy7GHM1lRP9a7UKSRMx1u1zz2AkCyaKvkX9HgSZ6SaRzkOj6RNYwCf9QuKgUIqVf
WUBg9_YF0Md2Chhzh1NGPxrk2-
px7qCU00OUh646a8QwSElnKpT6kHu3afvAAM0OVVu2SryL-
E4PvkqlDqsbYYUpDWYXgg629lmNJl2TzAEDQMiTF76f4GqCpHtU_oFPVkBt1p4nRFbCLgr-2XE
P1V2ItaWaTjckoOcKCiY1JpI16sfaRWYVE7U-7AJkSvuoN3wk_XvBHdXhFlTZZW34BbYl5i-
lMfNltE1pN2wH0UV3SnyYlowuNJ9oUfXjzuZX_Lsq-TDtKoeQ_-FHGkEMbCmPXAT8mZ_DxV_Q"
      ],
      "url": "https://t.demo-ocamba.info/aclk?
u=http%3a%2f%2fwww.delsystems.net%2f&l=ucF44_bEy7GHM1lRP9a7UKSRMx1u1zz2AkCy
aKvkX9HgSZ6SaRzkOj6RNYwCf9QuKgUIqVfWUBg9_YF0Md2Chhzh1NGPxrk2-
px7qCU00OUh646a8QwSElnKpT6kHu3afvAAM0OVVu2SryL-
E4PvkqlDqsbYYUpDWYXgg629lmNJl2TzAEDQMiTF76f4GqCpHtU_oFPVkBt1p4nRFbCLgr-2XE
P1V2ItaWaTjckoOcKCiY1JpI16sfaRWYVE7U-7AJkSvuoN3wk_XvBHdXhFlTZZW34BbYl5i-
lMfNltE1pN2wH0UV3SnyYlowuNJ9oUfXjzuZX_Lsq-TDtKoeQ_-
FHGkEMbCmPXAT8mZ_DxV_Q",
      "id": 1012111
    }
  ]
}
```