# 1 Reports API Reference

Campaign reports allow you to view and analyze your campaign data. In these reports you’ll find everything you need to understand what’s happening with your campaigns, including performance information that can be used to help you optimize your campaigns.

There are multiple types of reports available - for example by time, by campaign, by site, etc. - each giving you a different view of your campaign data. You can view various metrics such as impressions, clicks, total spend, and more.

## 1.1 General Report Structure

The general reports API request format is as follows:

|  |
| --- |
| GET /backstage/api/1.0/[account-id]/reports/  [report-name]/dimensions/[dimension-id]?[parameters]  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

The response format is JSON. The valid request response code is HTTP 200 .

All rows in a specific request result set will have the same structure, comprising of one or more dimension columns and one or more value columns. All dimensions of the same report will have the exact same list of value columns, and will only differ in their dimension columns.

*Note: The dimensions are the equivalent of the different tabs of the relevant report in Backstage, Taboola’s management platform for advertisers and publishers.*

Example Response:

|  |
| --- |
| {  "last\_used\_rawdata\_update\_time": "2014-06-18 05:00:00.0",  "timezone": "EST",  "results":[  {  "dimension1":"x",  "dimension2":"1",  "value1":1,  "value2":2,  "value3":3  }, {  "dimension1":"x",  "dimension2":"2",  "value1":1,  "value2":2,  "value3":3  }, {  "dimension1":"y",  "dimension2":"1",  "value1":1,  "value2":2,  "value3":3  }  ]  } |

## 1.2 Data Freshness

It’s important to note that data in Taboola reports can (and will) change retroactively during the Taboola billing cycle. This can happen due to multiple reasons, including but not limited to - billing rules that define guarantees as per average monthly RPMs; changes in billing rules during the billing cycle; click or impression fraud that is credited; and conversions that arrive out of order.

This means that when fetching report data from Taboola for a data warehouse or BI solution, the data for the entire billing cycle (current calendar month + previous calendar month up to the 5th in any given month) should be periodically refreshed.

## 1.3 Campaign Summary Report

The Campaign Summary report is an advertiser report that provides general campaign metrics such as impressions, clicks, conversions, and spend; as well as performance metrics such as CTR, CPC, CPM, and CPA. The report can be broken down by date, campaign, referring site, country or platform.

**Request**

The general API request URL format is as follows:

|  |
| --- |
| GET /backstage/api/1.0/[account-id]/reports/  campaign-summary/dimensions/[dimension-id]?[parameters]  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

### 1.3.1 Supported Dimensions

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Dimension Columns | Mandatory Filters | Optional Filters |
| day | date | start\_date, end\_date | campaign, platform, country, site |
| week | date, date\_end\_period | start\_date, end\_date | campaign, platform, country, site |
| month | date, date\_end\_period | start\_date, end\_date | campaign, platform, country, site |
| by\_hour\_of\_day | hour\_of\_day | start\_date, end\_date | site, platform, country,  media\_am\_department\_id, language |
| content\_provider\_breakdown | content\_provider, content\_provider\_name, campaigns\_num | start\_date, end\_date | platform, country, site |
| campaign\_breakdown | campaign, campaign\_name | start\_date, end\_date | platform, country, site |
| site\_breakdown | site, site\_name, blocking\_level | start\_date, end\_date | campaign |
| country\_breakdown | country, country\_name | start\_date, end\_date | campaign |
| platform\_breakdown | platform, platform\_name | start\_date, end\_date | campaign |
| campaign\_day\_breakdown | date, campaign, campaign\_name | start\_date, end\_date | platform, country, site |
| campaign\_site\_day\_breakdown | date, campaign, campaign\_name, site, site\_name | start\_date, end\_date |  |
| user\_segment\_breakdown | data\_partner\_audience\_id,  partner\_name, audience\_name | start\_date, end\_date | campaign, platform, country, partner\_name |

### 1.3.2 Supported Filters

|  |  |
| --- | --- |
| ℹ | The following table contains a list of all supported filters. See the [Dimensions](#_1x2w2w8w75ej) section to learn which filters are relevant for which dimension. |

|  |  |  |
| --- | --- | --- |
| Filter | Format / Possible Values | Notes |
| start\_date (required) | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) |  |
| end\_date (required) | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) |  |
| campaign | String. The numeric ID of a specific campaign. |  |
| platform | |  |  | | --- | --- | | Possible Values | Description | | DESK | Desktop | | PHON | Smartphone | | TBLT | Tablet | |  |
| country | 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2). |  |
| site | String. The account\_id of a specific publisher. |  |
| partner\_name | String. The data partner. | Case sensitive |

### 1.3.3 Dimension Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#_1x2w2w8w75ej) section to learn which columns appear in which dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | Exact date for day dimension.  Beginning of period for week/month dimensions |
| date\_end\_period | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | End of period for week/month dimensions |
| hour\_of\_day | String | A time of day specified as an exact number of hours |
| content\_provider | String | Machine-readable provider name |
| content\_provider\_name | String | Human-readable content provider name |
| campaigns\_num | Long | Number of campaigns the specific provider has |
| campaign | Long | ID of the campaign in question |
| campaign\_name | String | Human-readable campaign name |
| site | String | Machine-readable site name |
| site\_name | String | Human-readable site name |
| site\_id | Long | Unique ID of the site |
| country | String | Machine-readable country name (2-letter code) |
| country\_name | String | Human-readable country name |
| platform | String | Machine-readable platform name |
| platform\_name | String | Human-readable platform name |
| blocking\_level | String | Indicates the level of blocking:   |  |  | | --- | --- | | Possible Values | Description | | NONE | No blocking | | CAMPAIGN | Campaign level block | | ADVERTISER | Advertiser level block | | AUTO | Auto-block | | EMULATED | Emulated auto-block | | NETWORK | Network level block | | ADVERTISER\_NETWORK | Advertiser network level block | |
| partner\_name | String | Human-readable data partner |
| audience\_name | String | Human-readable audience (segment) name |
| data\_partner\_audience\_id | String | Machine-readable data partner audience ID |

### 1.3.4 Value Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Value Columns. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| impressions | Integer | Total number of impressions |
| ctr | Percent | Average CTR (Click Through Rate). Calculated as Clicks/Impressions |
| clicks | Integer | Total number of clicks |
| cpc | Money | Average CPC of total clicks. Calculated as Spend/Clicks |
| cpm | Money | Average CPM (Cost Per 1000 Impressions). Calculated as Spend/Impressions |
| cpa\_conversion\_rate | Percent | Average Conversion Rate. Calculated as Actions/Clicks |
| cpa\_actions\_num | Integer | Total number of actions (also referred to as conversions) |
| cpa | Money | Average CPA (Cost Per Action). Calculated as Spend/Actions |
| spent | Money | Total spent amount |
| currency | Currency Code ([ISO 4217](http://en.wikipedia.org/wiki/ISO_4217)) | The currency for columns of type “money” |
| impressions\_pct | Percent | Audience ID Impressions percent. Calculated as Audience ID Impressions / Total Campaign Impressions.  Only relevant for user segment breakdown dimension. |
| roas | Money | Return on ad spend - the total conversion value amount divided by the total ad spend |

**1.3.5 Example**

Example request for “Day” dimension, with required filters only:

|  |
| --- |
| GET /backstage/api/1.0/taboola-demo-advertiser/reports/  campaign-summary/dimensions/day?start\_date=2015-03-30&end\_date=2015-03-30  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

#### 1.3.5.1 Example Response

|  |
| --- |
| {  "last\_used\_rawdata\_update\_time":"2015-03-30 01:00:00.0",  "timezone":"EDT",  "results":[  {  "cpm":0.06,  "impressions":128238,  "cpc":0.071,  "cpa\_actions\_num":0,  "cpa":0.000,  "clicks":103,  "currency":"USD",  "cpa\_conversion\_rate":0.00,  "spent":7.27,  "date":"2015-03-30 00:00:00.0",  "ctr":0.08  }  ]  } |

## 

## 1.4 Top Campaign Content Report

The Top Campaign Content report is an advertiser report that lists the top 500 items of a campaign. The report allows for fetching the top 500 items for all campaigns of an account, or filtering the results to include only the items of a specific campaign.

The general API request URL format is as follows:

|  |
| --- |
| GET /backstage/api/1.0/[account-id]/reports/  top-campaign-content/dimensions/item\_breakdown?[parameters]  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

### 1.4.1 Supported Dimensions

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Dimension Columns | Mandatory Filters | Optional Filters |
| item\_breakdown | item, item\_name, thumbnail, url | start\_date, end\_date | campaign |

### 1.4.2 Supported Filters

|  |  |
| --- | --- |
| ℹ | The following table contains a list of all supported filters. See the [Dimensions](#_91lxb4o1oe4) section to learn which filters are relevant for which dimension. |

|  |  |  |
| --- | --- | --- |
| Filter | Format / Possible Values | Notes |
| start\_date (required) | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) |  |
| end\_date (required) | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) |  |
| campaign | String. The numeric ID of a specific campaign. |  |

### 1.4.3 Dimension Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and which will not appear in non-relevant dimensions. See the [Dimensions](#_91lxb4o1oe4) section to learn which columns appear in which dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| item | String | Unique ID of an item |
| item\_name | String | The "display name" of an item (item.title) |
| thumbnail\_url | String | The URL of the item's thumbnail |
| url | String | The URL of the item |

### 1.4.4 Value Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Value Columns. These columns will appear in *all* dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| campaign | String (numeric) | The numeric ID of the campaign |
| campaign\_name | String | Human-readable campaign name |
| content\_provider | String | Machine-readable advertiser name |
| content\_provider\_name | String | Human-readable advertiser name |
| impressions | Number | Total number of impressions |
| ctr | Percent | Average CTR (Click Through Rate). Calculated as Clicks/Impressions |
| clicks | Number | Total number of clicks |
| cpc | Money | Average CPC of total clicks. Calculated as Spend/Clicks |
| cpm | Money | Average CPM (Cost Per 1000 Impressions). Calculated as Spend/Impressions |
| spent | Money | Total spent amount |
| currency | Currency Code ([ISO 4217](http://en.wikipedia.org/wiki/ISO_4217)) | The currency for columns of type “money” |
| actions | Number | Total number of actions (also referred to as conversions) |
| cpa | Money | Average CPA (Cost Per Action). Calculated as Spend/Actions |
| cvr | Percent | Average Conversion Rate. Calculated as Actions/Clicks |
| roas | Money | Return on ad spend - the total conversion value amount divided by the total ad spend |

### 1.4.5 Example

Example request, with required filters only:

|  |
| --- |
| GET /backstage/api/1.0/taboola-demo-advertiser/reports/  top-campaign-content/dimensions/item\_breakdown?  start\_date=2015-03-30&end\_date=2015-03-30  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

#### 1.4.5.1 Example Response

|  |
| --- |
| {  "last\_used\_rawdata\_update\_time":"2015-03-30 01:00:00.0",  "timezone":"EDT",  "results":[  {  "item":"124971358",  "item\_name":"Ten Things You Didn't Know About Something",  "thumbnail\_url":"http://cdn.taboola.com/gallery/pretty-boy.png",  "url":"http://news.taboola.com/articles/ten-things-girls.html",  "campaign":"7392917",  "campaign\_name":"Ten Things to Know",  "content\_provider":"taboola-demo-advertiser",  "content\_provider\_name":"Taboola Demo - Advertiser",  "impressions":128238,  "ctr":0.08,  "clicks":103,  "cpc":0.071,  "cpm":0.06,  "spent":7.27,  "currency":"USD"  }, {  "item":"512297682",  "item\_name":"Ten Things You Didn't Know About Something Else",  "thumbnail\_url":"http://cdn.taboola.com/gallery/pretty-girl.png",  "url":"http://news.taboola.com/articles/ten-things-boys.html",  "campaign":"1982402",  "campaign\_name":"Ten Things to Know",  "content\_provider":"taboola-demo-advertiser",  "content\_provider\_name":"Taboola Demo - Advertiser",  "impressions":128238,  "ctr":0.08,  "clicks":103,  "cpc":0.071,  "cpm":0.06,  "spent":7.27,  "currency":"USD",  “actions”:150,  “cpa”:100,  “cvr”:145.63  }  ]  } |

## 

## 1.5 Customized Conversions Columns

The Campaign Summary and Top Campaign Content reports support the customized conversion metrics that are defined by using the Taboola Pixel conversion rules.

|  |  |
| --- | --- |
| ℹ | By default, custom conversion columns are not retrieved. To retrieve them, add the parameter include\_multi\_conversions=true to the request URL. |

***1.5.1 Customized Conversion Metadata***

Each customized conversion has four types of metrics, as follows:

* **Conversions**: Total number of conversions.
* **CVR**: Average Conversion Rate. Calculated as the conversion rule’s actions/clicks.
* **CPA**: Average CPA (Cost Per Action). Calculated as spend / the conversion rule’s actions.
* **Value**: Total value of conversions.

Each metric has its own unique ID. The report contains a metadata section that contains the list of the IDs along with their respective format and caption.

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| caption | String | The caption of the conversion dynamic column - based on the conversion rule name and a suffix per column (conversions/CVR/CPA/value). |
| id | String | The ID of the dynamic columns as it appears in the list of dynamic columns.  The matching between the metadata fields and the columns is done by this field. |
| format | String | The recommended format of the column to be displayed. |
| data\_type | |  | | --- | | Possible Values | | STRING | | FLOAT | | MONEY | | PERCENT | | NUMERIC | | DATE | | TIMESTAMP | | URL | | BOOLEAN | | The data type of the dynamic column. |

### 1.5.2 Customized Conversion Values

The actual values of the conversions are added to the report rows with a simple mapping of the ID (from the metadata sections), and its value.

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| id | String | The ID of the custom conversion field. |
| value | String | The value of the custom conversion field. |

### 1.5.3 Example Request

The following is an example request for the Campaign Summary report with “Day” dimension, including customized conversions:

#### Example Request for the Campaign Summary Report with the “Day” Dimension, Including Customized Conversions

|  |
| --- |
| GET /backstage/api/1.0/taboola-demo-advertiser/reports/  campaign-summary/dimensions/day?include\_multi\_conversions=true&start\_date=2015-03-30&end\_date=2015-03-30  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

#### 1.5.3.1 Example Response with Dynamic Columns

|  |
| --- |
| {  "last\_used\_rawdata\_update\_time":"2015-03-30 01:00:00.0",  "timezone":"EDT",  "results":[  {  "date": "2018-05-25 00:00:00.0",  "clicks": 311,  "impressions": 286692,  "spent": 302.35,  "ctr": 0.1084787855956915,  "cpm": 1.05,  "cpc": 0.97,  "cpa": 10.08,  "cpa\_actions\_num": 30,  "cpa\_conversion\_rate": 9.6463022508038585,  "currency": "USD",  "dynamic\_fields": [  {  "id": "747406219",  "value": 23  },  {  "id": "747406220",  "value": 7.4  },  {  "id": "747406221",  "value": 13.145  },  {  "id": "747406222",  "value": 0  }  ]  "recordCount":1,  "columns\_metadata":{  "dynamic\_fields": [  {  "id": "747406219",  "format": "d",  "data\_type": "NUMERIC",  "caption": "Complete Registration: Conversions"  },  {  "id": "747406220",  "format": ".2f",  "data\_type": "PERCENT",  "caption": "Complete Registration: CVR"  },  {  "id": "747406221",  "format": ".3f",  "data\_type": "MONEY",  "caption": "Complete Registration: CPA"  },  {  "id": "747406222",  "format": ".2f",  "data\_type": "MONEY",  "caption": "Complete Registration: Value"  }  ]  }  } |

## 1.6 Revenue Summary Report

The Revenue Summary report is a publisher report that provides general revenue information, as well as revenue performance statistics such as RPM, CPC and CTR. This report allows for breaking down revenue performance metrics by site, page type, placement, platform and country.

**Request**

The general API request URL form is:

|  |
| --- |
| GET /backstage/api/1.0/[account-id]/reports/revenue-summary/dimensions/[dimension]?[parameters]  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

### 1.6.1 Supported Dimensions

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Dimension columns in result | Mandatory filters | Supported optional filters |
| day | date | start\_date, end\_date | page\_type, placement, country, platform |
| week | date, date\_end\_period | start\_date, end\_date | page\_type, placement, country, platform |
| month | date, date\_end\_period | start\_date, end\_date | page\_type, placement, country, platform |
| page\_type\_breakdown | page\_type | start\_date, end\_date | country, platform |
| placement\_breakdown | page\_type, placement | start\_date, end\_date | country, platform |
| site\_breakdown (only for networks) | publisher, publisher\_name | start\_date, end\_date | page\_type, placement, country, platform |
| country\_breakdown | country, country\_name | start\_date, end\_date | page\_type, placement, platform |
| platform\_breakdown | platform, platform\_name | start\_date, end\_date | page\_type, placement, country |
| day\_site\_placement\_breakdown | date, publisher, publisher\_name, page\_type, placement | start\_date, end\_date | country, platform |
| Day\_site\_placement\_country\_platform\_breakdown (only for networks) | date, publisher, publisher\_name, page\_type, placement, country, platform | start\_date, end\_date |  |
| Day\_site\_page\_type\_country\_platform\_breakdown (only for networks) | date, publisher, publisher\_name, page\_type, country, platform | start\_date, end\_date |  |

### 1.6.2 Supported Filters

|  |  |
| --- | --- |
| Filter | Format / Possible Values |
| start\_date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) or [UNIX Epoch](http://en.wikipedia.org/wiki/Unix_time). |
| end\_date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) or [UNIX Epoch](http://en.wikipedia.org/wiki/Unix_time). |
| page\_type | |  |  | | --- | --- | | TEXT | Story Pages | | VIDEO | Video Pages | | PHOTO | Photo Galleries | | CATEGORY | Section Fronts | | HOMEPAGE | Homepage | | SEARCH | Search Result Pages | | OTHER | Other Pages | |
| placement | String. Placement name (varies depending on publisher and page type) |
| country | String. 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2). |
| platform | |  |  | | --- | --- | | DESK | Desktop | | PHON | Smartphone | | TBLT | Tablet | | DESK\_ABP | Desktop - Ad Blocked | | TV | Connected TV | | OTHR | Other / Unknown | |

### 1.6.3 Dimension Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#_91lxb4o1oe4) section to learn which columns appear in which dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | Exact date for day dimension.  Beginning of period for week/month dimensions |
| date\_end\_period | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | End of period for week/month dimensions |
| page\_type | String | Page type (text, video, etc.) |
| placement | String | Placement name |
| publisher | String | Partner ID of the publisher/site in Backstage |
| publisher\_name | String | Display name for the publisher as displayed in Backstage |
| country | String | 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2) |
| country\_name | String | Full country name as displayed in Backstage |
| platform | String | Platform code as defined in the filters section above |
| platform\_name | String | Display name for the platform as displayed in Backstage |

### 1.6.4 Value Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Value Columns. These columns will appear in *all* dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| page\_views | Integer | A page view is counted every time a user views a page displaying a unit. We will count one page view regardless of the number of widgets presented on the page. |
| page\_views\_with\_ads\_pct | Percent | The Fill Rate is calculated by dividing the number of views with ads by the number of page views. Views with Ads/Page Views |
| page\_views\_with\_ads | Integer | The number of pages on which we display sourced content (SC). We will count one page view with SC regardless of the number of SC units on the page. |
| ctr | Percent | The SC Clickthrough Rate (CTR) is calculated by the number of clicks on an SC unit divided by the number of page views with SC. SC Clicks / Page Views With SC |
| clicks | Integer | The number of times a user clicks on a sourced content. |
| ad\_cpc | Currency | The Cost per Click (CPC) is the average earned amount each time a user clicks on an ad. CPC is calculated by dividing the ads’ revenue by the number of clicks received. Ads Revenue / Ad Clicks (SC Clicks) |
| ad\_rpm | Currency | Page revenue per thousand impressions (RPM) is calculated by dividing the revenue by the number of page views, multiplied by 1000. Revenue Share From Taboola / Page Views \* 1000 |
| ad\_revenue | Currency | The revenue generated from sponsored content on the Taboola widgets. |
| currency | Currency Code ([ISO 4217](http://en.wikipedia.org/wiki/ISO_4217)) | The currency code |

### 1.6.5 Example Request

The following is an example request for the day-site-placement dimension, with only the required filters:

|  |
| --- |
| https://backstage.taboola.com/backstage/api/1.0/taboola-demo/reports/revenue-summary/dimensions/day\_site\_placement\_breakdown?start\_date=2014-08-10&end\_date=2014-09-10 |

#### 1.6.5.1 Example Response

|  |
| --- |
| {  "last-used-rawdata-update-time":"2014-06-18 05:00:00.0",  "timezone":"EST",  "results":[  {  "currency":"USD",  "date":"2014-09-12 00:00:00.0",  "page\_views\_with\_ads\_pct":97.08,  "ad\_cpc":0.062,  "page\_views\_with\_ads":5058316,  "clicks":101748,  "ad\_rpm":1.258,  "page\_views":5210292,  "ctr":2.011,  "ad\_revenue":6363.362  }, {  "currency":"USD",  "date":"2014-09-11 00:00:00.0",  "page\_views\_with\_ads\_pct":96.98,  "ad\_cpc":0.063,  "page\_views\_with\_ads":4917676,  "clicks":110404,  "ad\_rpm":1.434,  "page\_views":5070540,  "ctr":2.245,  "ad\_revenue":7051.947  }  ]  } |

#### 

## 1.7 Visit Value Report

The Visit Value report is a publisher report that provides revenue and engagement metrics for an entire site visit, allowing to deduce a visitor’s value. This report allows breaking down that value by referral source, visited landing page, platform and country.

The general API request URL format is as follows:

|  |
| --- |
| GET /backstage/api/1.0/[account-id]/reports/visit-value/dimensions/[dimension]?[parameters]  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

### 1.7.1 Supported Dimensions

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Dimension Columns | Mandatory Filters | Optional Filters |
| day | date | start\_date, end\_date | referral\_domain, landing\_page, country, platform, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| week | date, date\_end\_period | start\_date, end\_date | referral\_domain, landing\_page, country, platform, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| month | date, date\_end\_period | start\_date, end\_date | referral\_domain, landing\_page, country, platform, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| referral\_breakdown | referral\_domain, referral\_name | start\_date, end\_date | landing\_page, country, platform |
| landing\_page\_breakdown | landing\_page,  landing\_page\_url, landing\_page\_title  landing\_page\_thumb | start\_date, end\_date | referral\_domain, country, platform, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| platform\_breakdown | platform | start\_date, end\_date | referral\_domain, landing\_page, country, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| country\_breakdown | country | start\_date, end\_date | referral\_domain, landing\_page, platform, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| page\_type\_breakdown | page\_type | start\_date, end\_date | referral\_domain, landing\_page, country, platform, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| day\_referral\_landing\_page\_breakdown | date, referral\_domain, referral\_name, landing\_page,  landing\_page\_url, landing\_page\_title  landing\_page\_thumb | start\_date, end\_date | country, platform, page\_type, campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| by\_source\_medium | tracking\_code\_source\_medium | start\_date, end\_date | landing\_page, country, platform, page\_type, referral\_domain, campaign\_term, campaign\_content, campaign\_name, custom\_key, custom\_value |
| by\_campaign | tracking\_code\_campaign | start\_date, end\_date | landing\_page, country, platform, page\_type, referral\_domain,campaign\_source, campaign\_medium, campaign\_term, campaign\_content, custom\_key, custom\_value |
| by\_custom\_tracking\_code | tracking\_code\_custom | start\_date, end\_date | landing\_page, country, platform, page\_type,referral\_domain,campaign\_source, campaign\_medium, campaign\_term, campaign\_content, campaign\_name |
| by\_referral\_and\_tracking\_code | referral\_tracking\_codes | start\_date, end\_date | landing\_page, country, platform, page\_type |

### 1.7.2 Supported Filters

|  |  |
| --- | --- |
| ℹ | The following table contains a list of all supported filters. See the [Dimensions](#_9mwbgprc65pz) section to learn which filters are relevant for which dimension. |

|  |  |
| --- | --- |
| Filter | Format / Possible Values |
| start\_date (required) | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) or [UNIX Epoch](http://en.wikipedia.org/wiki/Unix_time). |
| end\_date (required) | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) or [UNIX Epoch](http://en.wikipedia.org/wiki/Unix_time). |
| referral\_domain | String. Referral domain. |
| landing\_page | String. The landing page’s ID. |
| country | String. 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2). |
| platform | |  |  | | --- | --- | | DESK | Desktop | | PHON | Smartphone | | TBLT | Tablet | | DESK\_ABP | Desktop - Ad Blocked | | TV | Connected TV | | OTHR | Other / Unknown | |
| campaign\_source | String. utm\_source. |
| campaign\_medium | String. utm\_medium. |
| campaign\_term | String. utm\_term. |
| campaign\_content | String. utm\_content. |
| campaign\_name | String. utm\_campaign. |
| custom\_key | String. As registered in Taboola. |
| custom\_value | String. Depends on the custom\_key filter value. |
| page\_type | |  |  | | --- | --- | | TEXT | Story Pages | | VIDEO | Video Pages | | PHOTO | Photo Galleries | | CATEGORY | Section Fronts | | HOMEPAGE | Homepage | | SEARCH | Search Result Pages | | OTHER | Other Pages | |

### 1.7.3 Dimension Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#_91lxb4o1oe4) section to learn which columns appear in which dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | Exact date for day dimension.  Beginning of period for week/month dimensions |
| date\_end\_period | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | End of period for week/month dimensions |
| referral\_domain | String | Referral domain |
| landing\_page | String | The landing page ID |
| landing\_page\_title | String | The landing page’s title |
| landing\_page\_url | String | The landing page’s URL |
| landing\_page\_thumb | String | The landing page’s thumbnail URL |
| page\_type | String | Page type (text, video, etc.) |
| country | String | 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2). |
| platform | String | Platform code as defined in the filters section above |
| tracking\_code\_source\_medium | String | Source/Medium pairs |
| tracking\_code\_campaign | String | Campaign names |
| tracking\_code\_custom | String | Custom\_key: Custom\_value pairs |
| referral\_tracking\_codes | String | Referral and tracking code combinations |

### 1.7.4 Value Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of Value Columns. These columns will appear in *all* dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| visits | Integer | A visit is counted every time a user starts a session, arriving to the site from the specified referral. A visit can initiate one or more page views. |
| bounce\_rate | Percent | Represents the percentage of visits which resulted with the user leaving the site after viewing only one page. |
| views\_visit | Integer | Represents the average number of page views initiated by each visit  Page views / Visits |
| page\_views | Integer | A page view is counted every time a user views a page displaying a unit. We will count one page view regardless of the number of widgets presented on the page. |
| page\_views\_with\_ads\_pct | Percent | The Fill Rate is calculated by dividing the number of views with ads by the number of page views.  Views with Ads / Page Views |
| ad\_rpm | Currency | Page revenue per thousand impressions (RPM) is calculated by dividing your revenue by the number of page views with SC, multiplied by 1000.  Revenue Share From Taboola / Page Views With SC \* 1000 |
| ad\_visit\_rpm | Currency | Page revenue per thousand visits (Ad RPM per Visit) is calculated by dividing the revenue by the number of visits, multiplied by 1000.  Ad Revenue / Visits \* 1000 |
| ad\_revenue | Currency | The revenue generated from Sourced Content in Taboola’s widgets. |
| currency | Currency Code ([ISO 4217](http://en.wikipedia.org/wiki/ISO_4217)) | The currency code |

### 1.7.5 Example Request

The following is an example request, with the required filters only:

Example request, with required filters only:

|  |
| --- |
| GET /backstage/api/1.0/taboola-demo/reports/visit-value/dimensions/day?start\_date=2015-03-30&end\_date=2015-03-30  Host: https://backstage.taboola.com  Authorization: Bearer [access-token] |

#### 1.7.5.1 Example Response

|  |
| --- |
| {  "timezone": "EDT",  "last-used-rawdata-update-time": "2014-09-10 00:00:00.0",  "results": [  {  "date": "2014-09-10 00:00:00.0",  "ad\_rpm": 0.93,  "bounce\_rate": 75.82,  "ad\_visit\_rpm": 1.2,  "ad\_revenue": 1468.45,  "visits": 1224447,  "views\_visit": 1.41,  "pct\_views\_with\_ads": 91.75,  "currency": "USD",  "views": 1728039  },  {  "date": "2014-09-09 00:00:00.0",  "ad\_rpm": 0.92,  "bounce\_rate": 78.23,  "ad\_visit\_rpm": 1.05,  "ad\_revenue": 1286.68,  "visits": 1220517,  "views\_visit": 1.26,  "pct\_views\_with\_ads": 90.49,  "currency": "USD",  "views": 1538926  },  {  "date": "2014-09-08 00:00:00.0",  "ad\_rpm": 0.99,  "bounce\_rate": 76.09,  "ad\_visit\_rpm": 1.25,  "ad\_revenue": 1489.06,  "visits": 1188819,  "views\_visit": 1.41,  "pct\_views\_with\_ads": 90.36,  "currency": "USD",  "views": 1671268  }  ]  } |

## 1.8 Recirculation Summary Report

The Recirculation Summary report is a publisher report that provides organic content performance information such as Page Views and CTR. The report allows for breaking down organic (recirculation) performance metrics by date, page type, publisher, country and platform.

**Request**

The general API request URL format is:

https://backstage.taboola.com/backstage/api/1.0/[partner-id]/reports/recirc-summary/dimensions/[dimension-id]?[parameters]

### 1.8.1 Supported Dimensions

|  |  |  |  |
| --- | --- | --- | --- |
| Dimension | Dimension Columns in Result | Mandatory Filters | Supported Optional Filters |
| day | date | start\_date, end\_date | page\_type, placement, country, platform |
| week | date, date\_end\_period | start\_date, end\_date | page\_type, placement, country, platform |
| month | date, date\_end\_period | start\_date, end\_date | page\_type, placement, country, platform |
| page\_type\_breakdown | page\_type | start\_date, end\_date | country, platform |
| placement\_breakdown | page\_type, placement | start\_date, end\_date | country, platform |
| site\_breakdown (only for networks) | publisher, publisher\_name | start\_date, end\_date | page\_type, placement, country, platform |
| country\_breakdown | country, country\_name | start\_date, end\_date | page\_type, placement, platform |
| platform\_breakdown | platform, platform\_name | start\_date, end\_date | page\_type, placement, country |
| day\_site\_placement\_breakdown | date, publisher, publisher\_name, page\_type, placement | start\_date, end\_date | country, platform |

### 

### 1.8.2 Supported Filters

|  |  |
| --- | --- |
| Filter | Format / Possible Values |
| start\_date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) or [UNIX Epoch](http://en.wikipedia.org/wiki/Unix_time). |
| end\_date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) or [UNIX Epoch](http://en.wikipedia.org/wiki/Unix_time). |
| page\_type | |  |  | | --- | --- | | TEXT | Story Pages | | VIDEO | Video Pages | | PHOTO | Photo Galleries | | CATEGORY | Section Fronts | | HOMEPAGE | Homepage | | SEARCH | Search Result Pages | | OTHER | Other Pages | |
| placement | String. Placement name (varies depending on publisher and page type). |
| country | String. 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2). |
| platform | |  |  | | --- | --- | | DESK | Desktop | | PHON | Smartphone | | TBLT | Tablet | | OTHR | Unknown | | OTHR | Other | | TV | Connected TV | | DESK\_ABP | Desktop - AdBlock | |

### 1.8.3 Dimension Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of dimension columns. These columns are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#_91lxb4o1oe4) section to learn which columns appear in which dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| date | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | Exact date for day dimension.  Beginning of period for week/month dimensions |
| date\_end\_period | Date. [ISO-8601](http://en.wikipedia.org/wiki/ISO_8601) | End of period for week/month dimensions |
| page\_type | String | Page type (text, video, etc.) |
| placement | String | Placement name |
| publisher | String | Partner ID of the publisher/site in Backstage |
| publisher\_name | String | Display name for publisher as displayed in Backstage |
| country | String | 2-letter country code as defined by [ISO-3166](http://en.wikipedia.org/wiki/ISO_3166-2) |
| country\_name | String | Full name for country as displayed in Taboola Backstage |
| platform | String | Platform code as defined in the Filters section above |
| platform\_name | String | Display name for platform as displayed in Backstage |

### 1.8.4 Value Columns

|  |  |
| --- | --- |
| ℹ | The following table contains a list of value columns. These columns will appear in *all* dimensions. |

|  |  |  |
| --- | --- | --- |
| Name | Type | Description |
| page\_views | Integer | A page view is counted every time a user views a page displaying a unit. We will count one page view regardless of the number of widgets presented on the page. |
| ctr | Percent | The organic content clickthrough rate (CTR) is calculated by the number of clicks on organic content, divided by the number of page views with organic content.  Organic Content Clicks/Page Views with Organic Content |
| clicks | Integer | The number of times a user clicked on organic content. |
| avrage\_views\_after\_click | Double |  |

### 1.8.5 Example

The following is an example request for day-site-placement dimension, with only the required filters:

|  |
| --- |
| https://backstage.taboola.com/backstage/api/1.0/taboola-demo/reports/recirc-summary/dimensions/day\_site\_placement?start\_date=2014-08-10&end\_date=2014-09-10 |

#### 1.8.5.1 Example Response

|  |
| --- |
| {  "last-used-rawdata-update-time":"2014-06-18 05:00:00.0",  "timezone":"EST",  "results":[  {  “publisher”:”msn-network”,  “publisher\_name”:”MSN - Network”,  "page\_views":298453345,  "ctr":9.06,  "clicks":27883,  "avrage\_views\_after\_click":2.75,  }, {  “publisher”:”msn-network”,  “publisher\_name”:”MSN - Network”,  "page\_views":118453345,  "ctr":10.06,  "clicks":25883,  "avrage\_views\_after\_click":2.45,  }  ]  } |

## 

#### 