# ADX DSP数据查询接口

## 1. DSP分天数据查询接口

接口域名：

|  |  |
| --- | --- |
| 正式环境 | adx.houyi.baofeng.net |
| 生产环境 | adxtest.houyi.baofeng.net |
| 测试环境 | adx.test |

接口地址：/data/dspday

请求类型：GET/POST

接口参数：

|  |  |  |  |
| --- | --- | --- | --- |
| 参数名 | 是否必填 | 类型 | 说明 |
| dsp\_id | 是 | string | adx分配给dsp的唯一id |
| token | 是 | string | dsp token，鉴权 |
| startdate | 是 | string | 查询开始日期，格式为YYYY-MM-DD，  例：2018-01-29 |
| enddate | 是 | string | 查询结束日期，格式为YYYY-MM-DD，  例：2018-01-29 |
| adposition | 否 | string | 广告位id，例：15746468 |
| group | 否 | string | 分组条件：dt=按天分组，adposition=按广告位分组，多个分组条件以","分隔，  例：dt,adposition |

查询结果字段说明：

|  |  |  |
| --- | --- | --- |
| 字段名 | 类型 | 说明 |
| status | bool | 查询是否成功 |
| data | object array | 查询成功时返回的数据内容，详见数据内容字段说明表 |
| err\_code | int | 查询失败时返回的错误码，详见错误码表 |

数据内容data字段说明：

|  |  |  |
| --- | --- | --- |
| 字段名 | 类型 | 说明 |
| date | string | 日期 |
| dspid | string | DSP id |
| dsp\_name | string | DSP名称 |
| ssp\_id | string | 媒体id |
| ssp\_name | string | 媒体名称 |
| adposition | string | 广告位id |
| adposition\_name | string | 广告位名称 |
| bid\_request | int | 请求数 |
| bid\_response | int | 响应数 |
| dsp\_bid | int | 出价数 |
| dsp\_win | int | 竟得数 |
| dsp\_pv | int | 展现数 |
| dsp\_click | int | 点击数 |
| dsp\_pay | float | 消耗 |
| bid\_response\_rate | string | 响应率，百分比 |
| dsp\_bid\_rate | string | 出价率，百分比 |
| dsp\_win\_rate | string | 竞得率，百分比 |
| ctr | string | 点击率，百分比 |
| ecpm | float | ecpm |
| ecpc | float | ecpc |

错误码说明表：

|  |  |
| --- | --- |
| 错误码 | 说明 |
| 1001 | DSP id或token错误 |
| 5001 | 开始日期或结束日期错误 |
| 5002 | 分组条件错误 |

查询分天数据示例1：数据总览

/data/dspday?dsp\_id=15910549&token=ddd9f488c450d5c4bb5f0693f1571a92&startdate=2018-01-29&enddate=2018-01-31

返回结果示例：

{

status: true,

data: [

{

date: "2018-01-29",

dspid: "15910549",

dsp\_name: "测试DSP",

ssp\_id: "862976",

ssp\_name: "暴风影音",

bid\_request: 123090317,

bid\_response: 122424640,

dsp\_bid: 5803245,

dsp\_win: 5722029,

dsp\_pv: 2433033,

dsp\_click: 123363,

dsp\_pay: 10497.32,

dsp\_cpc\_pay: 0,

bid\_response\_rate: "99.46%",

dsp\_bid\_rate: "4.74%",

dsp\_win\_rate: "98.6%",

ctr: "5.07%",

ecpm: 4.31,

ecpc: 0.09

}

]

}

查询分天数据示例2：按天分组的数据

/data/dspday?dsp\_id=15910549&token=ddd9f488c450d5c4bb5f0693f1571a92&startdate=2018-01-29&enddate=2018-01-30&group=dt

返回结果示例：

{

status: true,

data: [

{

date: "2018-01-29",

dspid: "15910549",

dsp\_name: "测试DSP",

ssp\_id: "862976",

ssp\_name: "暴风影音",

bid\_request: 41059021,

bid\_response: 40801074,

dsp\_bid: 1598322,

dsp\_win: 1545033,

dsp\_pv: 594071,

dsp\_click: 26985,

dsp\_pay: 3014.76,

dsp\_cpc\_pay: 0,

bid\_response\_rate: "99.37%",

dsp\_bid\_rate: "3.92%",

dsp\_win\_rate: "96.67%",

ctr: "4.54%",

ecpm: 5.07,

ecpc: 0.11

},

{

date: "2018-01-30",

dspid: "15910549",

dsp\_name: "测试DSP",

ssp\_id: "862976",

ssp\_name: "暴风影音",

bid\_request: 42571780,

bid\_response: 42345929,

dsp\_bid: 673895,

dsp\_win: 651924,

dsp\_pv: 492652,

dsp\_click: 26096,

dsp\_pay: 1976.52,

dsp\_cpc\_pay: 0,

bid\_response\_rate: "99.47%",

dsp\_bid\_rate: "1.59%",

dsp\_win\_rate: "96.74%",

ctr: "5.3%",

ecpm: 4.01,

ecpc: 0.08

}

]

}

查询分天数据示例3：按天和广告位分组的数据

/data/dspday?dsp\_id=15910549&token=ddd9f488c450d5c4bb5f0693f1571a92&startdate=2018-01-29&enddate=2018-01-30&group=dt,adposition

返回结果示例：

{

status: true,

data: [

{

date: "2018-01-29",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746468",

adposition\_name: "测试广告位1",

dspid: "15910549",

dsp\_name: "测试用DSP",

bid\_request: 9280205,

bid\_response: 9263498,

dsp\_bid: 1146037,

dsp\_win: 1102864,

dsp\_pv: 437717,

dsp\_click: 24674,

dsp\_pay: 1755.26,

dsp\_cpc\_pay: 0,

bid\_response\_rate: "99.82%",

dsp\_bid\_rate: "12.37%",

dsp\_win\_rate: "96.23%",

ctr: "5.64%",

ecpm: 4.01,

ecpc: 0.07

},

{

date: "2018-01-29",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746479",

adposition\_name: "测试广告位2",

dspid: "15910549",

dsp\_name: "测试DSP",

bid\_request: 8445403,

bid\_response: 8404856,

dsp\_bid: 0,

dsp\_win: 0,

dsp\_pv: 0,

dsp\_click: 0,

dsp\_pay: 0,

dsp\_cpc\_pay: 0,

bid\_response\_rate: "99.52%",

dsp\_bid\_rate: "0%",

dsp\_win\_rate: "0%",

ctr: "0%",

ecpm: 0,

ecpc: 0

},

{

date: "2018-01-29",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746480",

adposition\_name: "测试广告位3",

dspid: "15910549",

dsp\_name: "测试DSP",

bid\_request: 518005,

bid\_response: 515683,

dsp\_bid: 0,

dsp\_win: 0,

dsp\_pv: 0,

dsp\_click: 0,

dsp\_pay: 0,

dsp\_cpc\_pay: 0,

bid\_response\_rate: "99.55%",

dsp\_bid\_rate: "0%",

dsp\_win\_rate: "0%",

ctr: "0%",

ecpm: 0,

ecpc: 0

},

...

]

}

## 2. DSP分小时数据查询接口

接口域名：

|  |  |
| --- | --- |
| 正式环境 | adx.houyi.baofeng.net |
| 生产环境 | adxtest.houyi.baofeng.net |
| 测试环境 | adx.test |

接口地址：/data/dsphour

请求类型：GET/POST

接口参数：

|  |  |  |  |
| --- | --- | --- | --- |
| 参数名 | 是否必填 | 类型 | 说明 |
| dsp\_id | 是 | string | adx分配给dsp的唯一id |
| token | 是 | string | dsp token，鉴权 |
| startdate | 是 | string | 查询开始日期，格式为YYYY-MM-DD，  例：2018-01-29 |
| enddate | 是 | string | 查询结束日期，格式为YYYY-MM-DD，  例：2018-01-29 |
| adposition | 否 | string | 广告位id，例：15746468 |
| group | 否 | string | 分组条件：day=按天分组，hour=按小时分组，adposition=按广告位分组，多个分组条件以","分隔，  例：day,hour |

查询结果字段说明：

|  |  |  |
| --- | --- | --- |
| 字段名 | 类型 | 说明 |
| status | bool | 查询是否成功 |
| data | object array | 查询成功时返回的数据内容，详见数据内容字段说明表 |
| err\_code | int | 查询失败时返回的错误码，详见错误码表 |

数据内容data字段说明：

|  |  |  |
| --- | --- | --- |
| 字段名 | 类型 | 说明 |
| day | string | 日期 |
| hour | string | 小时 |
| dspid | string | DSP id |
| dsp\_name | string | DSP名称 |
| ssp\_id | string | 媒体id |
| ssp\_name | string | 媒体名称 |
| adposition | string | 广告位id |
| adposition\_name | string | 广告位名称 |
| bid\_request | int | 请求数 |
| bid\_response | int | 响应数 |
| dsp\_bid | int | 出价数 |
| dsp\_win | int | 竟得数 |
| dsp\_pv | int | 展现数 |
| dsp\_click | int | 点击数 |
| dsp\_pay | float | 消耗 |
| bid\_response\_rate | string | 响应率，百分比 |
| dsp\_bid\_rate | string | 出价率，百分比 |
| dsp\_win\_rate | string | 竞得率，百分比 |
| ctr | string | 点击率，百分比 |
| ecpm | float | ecpm |
| ecpc | float | ecpc |

错误码说明表：

|  |  |
| --- | --- |
| 错误码 | 说明 |
| 1001 | DSP id或token错误 |
| 5001 | 开始日期或结束日期错误 |
| 5002 | 分组条件错误 |

查询分小时数据示例1：数据总览

/data/dsphour?dsp\_id=15910549&token=ddd9f488c450d5c4bb5f0693f1571a92&startdate=2018-02-01&enddate=2018-02-01

返回结果示例：

{

status: true,

data: [

{

day: "2018-02-01",

hour: "00",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746468",

adposition\_name: "测试广告位1",

dspid: "15910549",

dsp\_name: "测试DSP",

bid\_request: 31292161,

bid\_response: 31054333,

dsp\_bid: 2054699,

dsp\_win: 1256957,

dsp\_pv: 711897,

dsp\_click: 39238,

dsp\_pay: 2917.78,

bid\_response\_rate: "99.24%",

dsp\_bid\_rate: "6.62%",

dsp\_win\_rate: "61.17%",

ctr: "5.51%",

ecpm: 4.1,

ecpc: 0.07

}

]

}

查询分小时数据示例2：按天和小时分组的数据

/data/dsphour?dsp\_id=15910549&token=ddd9f488c450d5c4bb5f0693f1571a92&startdate=2018-02-01&enddate=2018-02-01&group=day,hour

返回结果示例：

{

status: true,

data: [

{

day: "2018-02-01",

hour: "00",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746468",

adposition\_name: "测试广告位1",

dspid: "15910549",

dsp\_name: "测试DSP",

bid\_request: 610278,

bid\_response: 605368,

dsp\_bid: 0,

dsp\_win: 0,

dsp\_pv: 91,

dsp\_click: 12,

dsp\_pay: 0.43,

bid\_response\_rate: "99.2%",

dsp\_bid\_rate: "0%",

dsp\_win\_rate: "0%",

ctr: "13.19%",

ecpm: 4.73,

ecpc: 0.04

},

{

day: "2018-02-01",

hour: "01",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746468",

adposition\_name: "测试广告位1",

dspid: "15910549",

dsp\_name: "测试DSP",

bid\_request: 528192,

bid\_response: 479511,

dsp\_bid: 0,

dsp\_win: 0,

dsp\_pv: 49,

dsp\_click: 14,

dsp\_pay: 0.19,

bid\_response\_rate: "90.78%",

dsp\_bid\_rate: "0%",

dsp\_win\_rate: "0%",

ctr: "28.57%",

ecpm: 3.88,

ecpc: 0.01

},

{

day: "2018-02-01",

hour: "02",

ssp\_id: "862976",

ssp\_name: "暴风影音",

adposition: "15746468",

adposition\_name: "测试广告位1",

dspid: "15910549",

dsp\_name: "测试DSP",

bid\_request: 382912,

bid\_response: 381082,

dsp\_bid: 0,

dsp\_win: 0,

dsp\_pv: 21,

dsp\_click: 11,

dsp\_pay: 0.08,

bid\_response\_rate: "99.52%",

dsp\_bid\_rate: "0%",

dsp\_win\_rate: "0%",

ctr: "52.38%",

ecpm: 3.81,

ecpc: 0.01

},

...

]

}