API Manual

Advertiser Functions

Parameter definitions
parameter "adtype" values, needed in almost every request

1. textads
2. bannerads
3. nativeads
4. videoads
5. redirects (redirects)
6. popads
7. fullpageads
8. cpmads
9. adspaces (flatrate)

parameter "p_type" values, necessary for iframes, fullpageads to tell us if the item supports http, https or both

1. "0" (http and https)
2. "1" (http only)
3. "2" (https only)

Banner sizes

1. "30" (80 x 468)
2. "20" (88 x 31)
3. "14" (100 x 100)
4. "2" (110 x 35)
5. "24" (120 x 20)
6. "35" (120 x 60)
7. "4" (120 x 90)
8. "6" (120 x 240)
9. "3" (120 x 600)
10. "7" (125 x 125)
11. "34" (150 x 150)
12. "57" (150x200)
13. "12" (160 x 600)
14. "10" (180 x 150)
15. "32" (190 x 140)
16. "56" (200x150)
17. "46" (200 x 480)
18. "26" (216 x 36)

19. "8" (234 x 60)
20. "19" (240 x 60)
21. "33" (240 x 200)
22. "48" (240 x 360)
23. "36" (240 x 400)
24. "60" (250 x 150)
25. "39" (250 x 250)
26. "54" (260 x 320)
27. "25" (268 x 28)
28. "27" (300 x 50)
29. "23" (300 x 100)
30. "31" (300 x 120)
31. "18" (300 x 160)
32. "45" (300 x 210)
33. "9" (300 x 250)
34. "28" (310 x 70)
35. "51" (315 x 250)
36. "50" (315 x 300)
37. "55" (320x50)
38. "62" (330x310)
39. "15" (336 x 280)
40. "42" (340 x 260)
41. "22" (400 x 300)
42. "40" (400 x 400)
43. "1" (468 x 60)
44. "29" (468 x 70)
45. "13" (468 x 80)
46. "37" (468 x 90)
47. "38" (468 x 120)
48. "53" (482x46)
49. "58" (600 x 60)
50. "59" (600 x 80)
51. "65" (600x250)
52. "63" (600x600)
53. "21" (624 x 80)
54. "61" (650 x 65)
55. "17" (728 x 30)
56. "11" (728 x 90)
57. "41" (728 x 120)
58. "16" (728 x 180)
59. "47" (768 x 245)
60. "64" (900 x 250)
61. "49" (945 x 100)
62. "52" (960x250)

Ron Adspace Whitelist

With this function you can manage whitelists for your Ron Campaigns.

1. **Function getlist**
   This function return you the all your whitelists.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspacewhitelist/getlist
   Example output:
2. {
3.   "success":1,
4.   "data":[// array with one or more results
5.   {
6.   "id":"4",
7.   "title":"Test whitelist",
8.   "spaceids":"262345,2129077" // comma separated list of adspaceid's which are used
9.   }
10.   ]
11. }
12.
13.

   Function Append
   With this function you can append selected spaceids to an existing whitelist.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspacewhitelist/append
   Method: Post and Get.
   Parameters:
   - "id" (restricted)
   - "spaceids" (restricted) comma separated list of spaceids
14. Example Output:
15. {
16.   "success":1,
17.   "data":{
18.   "id":4,
19.   "message":"The whitelist is updated"
20.   }
21. }
22.

   Function remove
   With this function you can remove adspaces from a current whitelist.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspacewhitelist/remove
   Method: Post and Get.
   Parameters:
   - "id" (restricted)
   - "spaceids" (restricted) comma separated list of spaceids
23. Example Output:
24. {
25.   "success":1,
26.   "data":{
27.   "warnings":[],
28.   "results":["10 Spaceids removed"]
29.   }

30. }
31.

Function save.

With this function you can create an new Whitelist or overwrite an existing one.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspacewhitelist/save

Method: Post and Get.

Parameters:

- "id" the id from the whitelist you wanna change, keep this empty or 0 to create a new one
- "title" the name of the whitelist, for new only and restricted in that case.
- "spaceids" (restricted) comma separated list of spaceids

32. Example Output:

33. {

34.   "success":1,

35.   "data":{

36.   "id":8,

37.   "title":"test filter",

38.   "spaceids":"1,2,3,4",

39.   "message":"The whitelist is saved successfully"

40.   }

41. }

Ron Adspace Blockfilters

With this functons you can manage your blockfilters for publisher adspaces

1. **function getlist**
   With this function you get a list of existing filters.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/getlist
   Method: Post and Get.
   Parameters:
   - "adtype" (optional, default "" which give all filters) (all RON adtypes or "global", in case of global you get the global filters only)
   - "isactive" (optional default -1 (all), 0 = non active, 1 = active)
   - "campaignids" (optional comma separated campaignids like 1,3,5 in case its given the system will only return filters where one or more given campaigns are listed, this will only work in combination with a RON adtype)

2. Example output:

3. {

4.   "success":1,

5.   "data":[// array with one or more filters

6.   {

7.   "id":"889", // id of the filter

8.   "adtype":"global", // used adtpye, in this case it's a global blockfilter

9.   "campaignids":"0", // comma separated campaignids, in case of global its always 0 and in case of global on a adtype its blocking the listed adspaces for all ads used in the given admethod

10.   "spaceids":"259312,343242", // comma separated adspaceids which are blocked

11.   "title":"my global filter", // name of the filter
12.   "isactive":"1" // 1 = active, 0 is paused
13.   }
14.   ]
15. }
16.

Function activate

With this function you can activate a filter.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/activate

Method: Post and Get.

Parameters:
- "id" (restricted, which should be the id from the filter)

17. Example output: {"succes":1,"data":{"id":889,"message":"The filter is activated"}}
18.

Function deactivate

With this function you can deactivate a filter.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/deactivate

Method: Post and Get.

Parameters:
- "id" (restricted, which should be the id from the filter)

19. Example output: {"succes":1,"data":{"id":889,"message":"The filter is deactivated"}}
20.

Function delete

With this function you can delete a filter.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/delete

Method: Post and Get.

Parameters:
- "id" (restricted, which should be the id from the filter)

21. Example output: {"succes":1,"data":{"id":889,"message":"The filter is deleted"}}
22.

Function append

With this function you can append one or more spaceids or campaingids to an existing filter.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/append

Method: Post and Get.

Parameters:
- "id" (restricted, the id from the filter which have to be changed)
- "spaceids" (optional) (one spaceid or a comma separated string of spaceids)
- "campaignids" (optional) (one campaignid or a comma separated string of campaignids)

23.

In case "spaceids" and "campaignids" are both empty or having unvalid results you will get an error.

"campaignids" can only updated in a non global filters.

Example output: {"success":1,"data":
{"id":890,"spaceids":"10225,3","campaignids":"0","message":"The filter is updated"}}

24.

Function remove

With this function you can remove one or more spaceids or campaingids from an existing filter.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/remove

Method: Post and Get.

Parameters:
- "id" (restricted, the id from the filter which have to be changed)
- "spaceids" (optional) (one spaceid or a comma separated string of spaceids)
- "campaignids" (optional) (one campaignid or a comma separated string of campaignids)

25.

In case "spaceids" and "campaignids" are both empty or having unvalid results you will Not get an error.

"campaignids" can only updated in a non global filters.

Example output:

26. {
27.   "success":1,
28.   "data":{
29.   "warnings":["There are no spaces available in this filter anymore."],
30.   "results":["7 Spaceids removed"]
31.   }
32. }
33.

Function save

With this function you can add a new filter or overwrite "spaceids" or "campaignids" in an existing filter.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/save

Method: Post and Get.

Parameters:
- "id" (the id from a filter you wanna change, in case its not given it will be saved as a new filter.)
- "title" (the name of the filter,only for new filters)
- "adtype" (only for new filters, possible values are all RON admethods or "global" as be saved as a global filter.)
- "isactive" (1 = active (default), 0=paused,only in case of a new filter.)
- "spaceids" (one spaceid or a comma separated string of spaceids, in case nothing is given it will be saved as "0" which means that no adspace is blocked)
- "campaignids" (one campaignid or a comma separated string of campaignids, this will only work for filters on admethod level and not for global filters, in case not given this will be saved as "0" and in combination with a RON adtype it will block all given adspaces for the given admethod.)

34.

Example returndata:

35. {
36.   "success":1,
37.   "data":{
38.   "id":890,
39.   "title":"test",

40.   "spaceids":"10225,3",
41.   "campaignids":"0",
42.   "adtype":"redirects",
43.   "message":"The filter is saved successfully"
44. }
45. }
46.

Function rename
With this function you can rename a filter.
Url: https://userpanel.eroadvertising.com /apitool/advertiser/adspaceblockfilters/rename
Method: Post and Get.
Parameters:
○ "id" (the id from a filter you wanna change.)
○ "title" (the name of the filter)

47.
Example returndata: {"success":1,"data":{"id":890,"message":"Filtername is changed"}}

RON Campaign functions

Some of those functions are also working for CPM and Flat Campaigns, but we will also have extra documentation about Cpmcampaigns

1. **function getlist**
   This function will return all campaigns from a sudden admethod
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/getlist
   Method: GET and POST
   Parameters:
   ○ "adtype" (restricted)
   ○ "traffic_type" (optional)
   ○ "state" (optional)
      Possible values
      ▪ "0" (default): all campaings except the deleted ones
      ▪ "1" All active campaigns
      ▪ "2" All paused campaigns
2.
   Example return data: (In case there is no data an Error will be given.)

3. {"success":1,
4.   "data":{
5.   "1":{
6.   "id":"1", // campaignid
7.   "name":"my banner campaign",
8.   "traffic_type":"0",
9.   "ispaused":"0",
10.   "paytype":"1" //0 = CPC, 1 = CPM, 2=CPA/CPL
11.   }
12.   }
13. }

14.

15. **Function deactivate**

   This function will deactivate a campaign.

   Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/deactivate

   Method: GET and POST

   Parameters:

   - "id" (id from the campaign)
   - "adtype" (All adtypes are supported except "adspaces" (Flatrate)

16. Returndata: {"success":1,"data":"The campaign is currently inactive "}

17.

   Function activate

   This function will activate a campaign.

   Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/activate

   Method: GET and POST

   Parameters:

   - "id" (id from the campaign)
   - "adtype" (All adtypes are supported except "adspaces" (Flatrate)

18. Returndata: {"success":1,"data":"The campaign is currently active "}

19.

   Function delete

   This function will mark a campaign as deleted.

   Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/delete

   Method: GET and POST

   Parameters:

   - "id" (id from the campaign)
   - "adtype"

20. Returndata: {"success":1,"data":{"message":"the campaign is deleted"}}

21.

   Function clone

   This function will copy a given campaign as a new campaign without copying the ads

   This function will ony work for RON campaigns

   Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/clone

   Method: GET and POST

   Parameters:

   - "id" (id from the campaign to copy)
   - "name" (the name for the new campaign, in case the name exist we will prepend the campaignid)
   - "adtype" (All adtpyes are supported except "adspaces" (Flat) and "cpmads"

22. Example Returndata: {"success":1,"data":{"campaignid":81275,"name":"my campaign name"}}

23.

   Function clonetocpm This function will copy a given RONcampaign as a new CPM campaign

   Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/clonetocpm

Method: GET and POST

Parameters:

- "id" (id from the Ron campaign to copy)
- "name" (Optional, the name for the new campaign, in case the name exist we will prepend the campaignid)
- "adtype" (All Ron adtypes are supported exept TextAds and NativeAds)
- "cloneads" (Optional default 0, 1 = copy the ads)
- "bid_type" (Optional default 0,Default bid type for the campaign, (0 = Fixed Bid, 1 = Smart Bid)

24. Example Returndata: {"success":1,"data":{"campaignid":66755}}
25.

Function updatedaybudget

With this function you can change the daily maximum budget for a given RON or CPM campaign.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/updatedaybudget

Method: GET and POST

Parameters:

- "adtype" (all adtypes except "adspaces" (Flat)
- "id" (Campaign Id)
- "amount" (This value have to be as 10.00 which is 10 Euro/USD)

26. Example ReturnData: {"success":1,"data":{"newbudget":"10.00"}}
27.

Function changebids

With this function you can change the bids from all ads in a given RON campaign.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/roncampaigns/changebids

Method: GET and POST

Parameters:

- "id" (CampaignId)
- "adtype" (All adtypes are supported except "adspaces" and "cpmads"
- "amount" (This have to be in Euro's for as example 0.0010 which is 0 Euro and 0.1 Cent (4 decimals max))

28. Example Returndata: {"success":1,"data":{"Total ads changed":1}}

Note: the number of "total ads changed" depends on how many ads was changed, in case there were ads wich had already the new price they wont be listed in the result.

Campaign Group Functions

1. **Function getlist**

   With this function you get a nested list with all your campaing groups which you have, since campaign groups can be nested the results will be nested as well, one group can have childs on multiple levels.

   Url: https://userpanel.eroadvertising.com /apitool/advertiser/campaigngroups/getlist.

   Method: Post and Get

   Parameters: "pid" (optional, default "0" so it will give all groups, otherwise it will give all child groups from a given group).

Example output

2. {
3.   "success":1,
4.   "data":{
5.   "1":{
6.   "id":"1"
7.   ,"name":"Group 1"
8.   ,"pid":"0"
9.   ,"level":"0"
10.   ,"childs":null
11.   }
12.   ,"2":{
13.   "id":"2"
14.   ,"name":"Group 2"
15.   ,"pid":"0"
16.   ,"level":"0"
17.   ,"childs":{
18.   "3":{
19.   "id":"3"
20.   ,"name":"Child 1"
21.   ,"pid":"2"
22.   ,"level":"1"
23.   ,"childs":null
24.   }
25.   }
26.   }
27.   ,"4":{
28.   "id":"4"
29.   ,"name":"Group 3"
30.   ,"pid":"0"
31.   ,"level":"0"
32.   ,"childs":null
33.   }
34.   }
35. }

36. **Function delete**
    With this function you can delete a group including his childs (if they exist).
    Url: https://userpanel.eroadvertising.com /apitool/advertiser/campaigngroups/delete
    Method: Post and Get
    Parameters:
    ○ "id" (The id from the group which have to be deleted)
37. Example returndata in case the group is deleted: {"success":1,"data":"The campaign group is deleted"}

38.
    Function save

With this function you can add or edit an campaigngroup.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/campaigngroups/save.

Method: Post and Get.

Parameters:

- "id" (optional, in case its given the system will find an existing group and change the name or parent (pid).
- "name" (restricted)
- "pid" (optional default 0, it will save the group a a direct child under the given group.

39. Example output:{"success":1,"data":{"id":1,"name":"my campaign group","pid":"0","level":0}}

RON Advertisement functions

The folowing functions are only available for RON advertisements, CPM ads will have different functions

1. **Function getlist**
   With this function you will get all advertisements from a given campaign/admethod.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/getlist
   Method: Post and Get.
   Parameters:
   - "adtype" (all adtypes exept "cpmads" and "adspaces")
   - "cid" (The id From a campaign in the given admethod
   - "adid" (optional to get only the info from one ad specific, in case adid is used than param campaignid is not necessary)
2. Example output:
3. {
4.   "success":1,
5.   "data":
6.   [{ // in case of more ads it have more items in the array "data"
7.   "id", // id of the advertisement
8.   "campaignid":"54493",
9.   "title":"my advertisement",
10.   "price":"0.0075", // CPC or CPM in Euros with max. 4 decimals, in this case its 0 Euro and 0.75 cents
11.   "destinationurl":"http:\/\/www.mysite.com",
12.   "isactive":"0", // 0 = inactive, 1 = active
13.   "isvalid":"1", // -1 = rejected, 0=unvalid, 1 = valid
14.   "propertyids":"0" // a comma separated range of advertisement/destinationurl properties "0" means no properties
15.
16.
17.   // extra values for textads and nativeads
18.   ,"displayurl":"mysite.com"
19.   ,"usepicture":"0" // 0 = no picture used (in case of nativeads the system is using one of our own), 1 = picture used
20.   ,"description":"my description"
21.

22.
23.   // extra values for bannerads
24.   ,"displayurl":"mysite.com",
25.   ,"bansizeid":"14" // id from the banner size stored in our database
26.   ,"bansize":"100x100" // bannersize as string
27.   ,"isflash":"0" // 0 = no Flashbanner, 1 = Flashbanner
28.   ,"isiframe":"0" // 0 = no iframe, 1 = iframe
29.   ,"iframeurl":"" // url from the iframe in case its an iframe banner
30.   ,"p_type":"1" // 0 = http and https, 1=http only, 2= https only
31.
32.
33.   // extra values for videoads
34.   ,"usepreroll":"0" // use as preroll in videos
35.   ,"usepostroll":"0" // use as postroll in videos
36.   ,"useinplayer":"1" // use in normal videoads
37.
38.
39.
40.   // extra values fullpageads
41.   ,"description":"my description"
42.   ,"displayurl":"mysite.com"
43.   ,"p_type":"1" // 0 = http and https, 1=http only, 2= https only
44.   ,"useimage":"1" // if an uploaded logo/image is used
45.
46.   }]
47.
48.
49. }
50. **in case of bannerads Iframes and fullpageads the iframeurl (bannerads) or destinationurl (fullpageads) are without http:// or https:// since our system supports both trough value "p_type"**
51.

Function activate
With This function you can activate an advertisement.
Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/activate
Method: Post and Get
Parameters:
   ○ "adid" (Id from the advertisement)
   ○ "adtype"
52. Example Returndata: {"success":1,"data":{"adid":1,"message":"the ad is activated"}}
53.

Function deactivate
With This function you can deactivate an advertisement.
Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/deactivate
Method: Post and Get
Parameters:
   ○ "adid" (Id from the advertisement)

- "adtype"

54. Example Returndata: {"success":1,"data":{"adid":1,"message":"the ad is deactivated"}}
55.

Function delete

With this function you can delete an advertisement.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/delete

Method: Post and Get

Parameters:
- "adid" (Id from the advertisement)
- "adtype"

56. Exaple Returndata: {"success":1,"data":{"message":"the ad is deleted"}}
57.

Function changebid

With this function you can change the bid from one given advertisement.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/changebid

Method: Post and Get

Parameters:
- "adid" (Id from the advertisement)
- "adtype"
- "amount" (must be in Euro's like 1.1010 which is 1 Euro and 10.1 cents.

58. Example retundata: {"success":1,"data":{"adid":1,"message":"the bid is changed"}}
59.

Function getminimumbid

With this function you can get the minimum required bid from a given campaign.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/getminimumbid

Method: Post and Get

Parameters:
- "adtype"
- "cid" (the id from a campaign)
- "adid" (optional, in case its > 0 "cid" will be ignored)

60. Example retunData:{"success":1,"data":{"price":"0.0050"}}
61.

Function getposition

With this function you get the current position from a given advertisement or request a new one in case you give another amount.

Note: New CPC advertisements which don't have a CTR yet will never reach position one, they suppose to get some clicks first before we can calculate an eCPM and Position.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/getposition

Method: Post and Get

Parameters:
- "adtype"
- "adid"
- "amount" (Optional, in case its > 0 it will be used in stead of the current bid, it must be in Euro's like 0.1000 which is 0 Euro and 10 Cents.)

62. Example Retundata:
63. {

```
64.    "success":1,
65.    "data":{
66.        "position":16, // the given position which is in this case 16
67.        "poscount":2, // the amount of competive ads which have together with your
       advertisement the same position.
68.
69.    }
70. }
71.
```

function save

With this function you can save a new or overwrite an existing advertisement.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/ronads/save

Method: POST in combination with enctype "multipart/form-data" in case a image or banner have to be uploaded.

Since every Admethod have his differences we will list per admethod the formvars necessary besides the "default" formvars.

Default Post vars

- ○ "adtype"
- ○ "campaignid" (the id from the campaign where the advertisement have to be added)
- ○ "adid" (only in case an existing advertisement have to be overwritten)
- ○ "title" (the title of the advertisement
- ○ "price" (the bid in EUR/USD like 1.0010 (max 4 decimals) which is in this case 1 Euro and 0.1 cent, in case the bid is lower than the minimum it will use the minimum price)
- ○ "destinationurl"
- ○ "properties" (optional a comma separated string with property id's)
- ○ "active" (value 1 in case the ad have to be active, default 0 (not active))

72.

Extra Post vars "textads"

- ○ "thumb" (the uploaded file (optional))
- ○ "keywords" (comma separated)
- ○ "displayurl" (like mysite.com)

73.

Extra Post vars "nativeads"

- ○ "thumb" (the uploaded file (optional))
- ○ "image_type" (1 = yes, in that case you have to upload an image as well)
- ○ "displayurl" (like mysite.com)

74.

Extra Post vars "bannerads"

- ○ "isiframe" (have to be 1 in case its an iframe in stead of a uploaded banner, then use var "iframeurl" (url from the iframe) and "p_type" as well, this is only possible in combination of an CPM bannercampaign and if you have the rights for it.)
- ○ "banner" (in case of a normal bannerupload)

- ○ "bansizeid" (see the list of bannersizes)
- ○ "displayurl" (like mysite.com)
75.
Extra Post vars Fullpageads

- ○ "displayurl" (like mysite.com)
- ○ "banner" (optional jpg image which gonna be displayed before the landingpage is loaded)
- ○ "p_type"
76.
Redirects (redirects) and popads don't have extra Post vars

Example Returndata:{"success":1,"data":{"adid":1,"bid":"0.0027","message":"the ad is successfully saved"}}

Advertiser Stats functions

1. **Function sumstats**
   With this function you can request your stats per admethod and the returndata is a sum per date/ given period.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/stats/sumstats
   Parameters:
   - ○ "adtype" (optional, in case not given you will get the stats from all your used admethods)
   - ○ "datestart" (restricted, as yyyy-mm-dd)
   - ○ "dateend" (restricted and as yyyy-mm-dd), in case dateend is lower then datestart or one of the dates is invalid it will use the current date)
   - ○ "dategroup" (day (default), week, month,year or summary)
   - ○ "groupid" (optional, 0 = campaings which are not in a group, -1 is all campaigns (default), and otherwise the campaigns which are in the given groupid)
   - ○ "campaignid" (optional, in case used don't use "groupid" or at least the groupid from the requested campaign)
   - ○ "adid" (optional, this must be in combination with campaignid)
   - ○ "traffic_type" (-1 default, 0=Web,1= Mobile, 2= Iptv/console campaigns)
2.
   Example output: The key in array "data"->"stats" is different per "dategroup", "day" = "yyyy-mm-dd", "week" = "yyyy-number of the week", "month" = "yyyy-mm", "year" = "yyyy" and "summary" = "summary".
   The amounts are always in cents. so if you want them in Euros you have to divide them by 100
   array "data" contains total amounts as well, including total conversions.
   Items in Array "conv_arr" having different names as from conv_type_0 till conv_type_xxxx, it all depends how much conversion types you are using, conv_type_0 = conversion type A,conv_type_1 = Conversion type B, etc etc in your account.

3. {
4.   "success":1,
5.   "currency":"eur", // usd or eur

```
6.    "data":{
7.       "total":310561.43,
8.       "views":241075374,
9.       "clicks":1156214,
10.      "stats":{
11.         "2014-11-30":{
12.            "total":205928.73,
13.            "views":153087089,
14.            "clicks":745571,
15.            "startdate":"2014-11-30",
16.            "enddate":"2014-11-30",
17.            "conv_arr":{
18.               "conv_type_0":{
19.                  "conv_count":5441,
20.                  "conv_earned":0
21.               }
22.            }
23.         },
24.         "2014-12-01":{
25.            "total":104632.7,
26.            "views":87988285,
27.            "clicks":410643,
28.            "startdate":"2014-12-01",
29.            "enddate":"2014-12-01",
30.            "conv_arr":{
31.               "conv_type_0":{
32.                  "conv_count":2810,
33.                  "conv_earned":0
34.               }
35.            }
36.         }
37.      },
38.      "cpm_views":241075374,
39.      "conv_arr":{
40.         "conv_type_0":{
41.            "conv_count":8251,
42.            "conv_earned":0
43.         }
44.      }
45.
46.   }
47. }
48.
```

Function sumcampaignstats

This function have the same parameters as "function stats" explained above, the only difference is that this function return numbers per period, adtype and campaign.

Requesting stats over a large period can result in slow response or a timeout without any response

Url: https://userpanel.eroadvertising.com /apitool/advertiser/stats/sumcampaignstats
Example returndata

```
49. {
50.    "success":1,
51.    "currency":"eur", // usd or eur
52.    "data":{
53.       "total":9563.76, // sum of spendings over all results
54.       "views":7584254, // sum of impressions over all results
55.       "clicks":64157, // sum of clicks over all results
56.       "stats":{
57.          "2014-12-01":{ // output of param "dategroup", used as array key
58.             // sum of spendings,views,clicks and conversions over this "period", in this case its
    the same but in case of other "dategroup" it will be different
59.             "total":9563.76,
60.             "views":7584254,
61.             "clicks":64157,
62.             "startdate":"2014-12-01",
63.             "enddate":"2014-12-01",
64.             "conv_arr":{
65.                "conv_type_0":{
66.                   "conv_count":404,
67.                   "conv_earned":0
68.                }
69.             },
70.             "bannerads":{ // totals per admethod
71.                "total":9563.76,
72.                "views":7584254,
73.                "clicks":64157,
74.                "startdate":"2014-12-01",
75.                "enddate":"2014-12-01",
76.                "conv_arr":{
77.                   "conv_type_0":{
78.                      "conv_count":404,
79.                      "conv_earned":0
80.                   }
81.                }
82.             },
83.             "items":{ // the array with stats per admethod / campaign(s)
84.                "bannerads":{ // admethod
85.                   "54993":{ // key campaignid
86.                      // the items below are results from one campaign
87.                      "total":9563.76,
88.                      "views":7584254,
89.                      "clicks":64157,
90.                      "startdate":"2014-12-01",
91.                      "enddate":"2014-12-01",
92.                      "conv_arr":{
```

```
93.                        "conv_type_0":{
94.                          "conv_count":404,
95.                          "conv_earned":0
96.                        }
97.                    },
98.                 "campaignid":54993,
99.                 "name":"my campaign name",
100.                "seldate":"summary",
101.                "id":54993,
102.                "ispaused":"0", // 0=active,1 = paused
103.                "usemaxtotalbudget":"0", // in case the campaign use a maximum total
     budget it will be 1, this is not the daily max. budget!
104.                 "maxtotalbudget":0, // the amount of max. total budget
105.                 "totalbudget_paid":0, // the amount of total spending of this campaign, only
     used with the options above
106.
107.                    }
108.                }
109.            }
110.        }
111.    },
112.    // array with conversions over all campaigns over the given period
113.    "conv_arr":{
114.       "conv_type_0":{
115.          "conv_count":404,
116.          "conv_earned":0
117.       }
118.    }
119. }
120. }
121.
122.
```

Function campaignstats

This function will return stats per advertisement from one given admethod and campaign.

Requesting stats over a large period can result in slow response or a timeout without any response

Url: https://userpanel.eroadvertising.com /apitool/advertiser/stats/campaignstats

Method: Post and GET

Parameters:

- "adtype" (restricted)
- "campaignid" (restricted)
- "adid" (optional)
- "datestart" (restricted, as yyyy-mm-dd)
- "dateend" (restricted and as yyyy-mm-dd), in case dateend is lower then datestart or one of the dates is invalid it will use the current date)

```
123.
```

Example output

```
124. {
125.   "success":1,
126.   "currency":"eur", // usd or eur
127.   "data":{
128.     "3195277":{ // adid used as key
129.       "campaignid":54993,
130.       "id":3195277, // adid
131.       "paid":516869.86, // spends in cents
132.       "views":257414564,
133.       "clicks":2189939,
134.       "title":"Ad1",
135.       "destinationurl":"http://www.mysite.com",
136.       "paytype":"1",
137.       "conv_arr":{
138.         "conv_type_0":{
139.           "conv_count":11867,
140.           "conv_earned":0
141.         }
142.       }
143.     },
144.     "3368848":{
145.       "campaignid":54993,
146.       "id":3368848,
147.       "paid":419587.66,
148.       "views":80471352,
149.       "clicks":1385432,
150.       "title":"Ad2",
151.       "destinationurl":"http://www.mysite.com",
152.       "paytype":"1",
153.       "conv_arr":{
154.         "conv_type_0":{
155.           "conv_count":12382,
156.           "conv_earned":0
157.         }
158.       }
159.     },
160.     "3368849":{
161.       "campaignid":54993,
162.       "id":3368849,
163.       "paid":158409.14,
164.       "views":50567947,
165.       "clicks":652118,
166.       "title":"Ad3",
167.       "destinationurl":"http://www.mysite.com",
168.       "paytype":"1",
169.       "conv_arr":{
170.         "conv_type_0":{
171.           "conv_count":4947,"conv_earned":0
```

```
172.                }
173.             }
174.          }
175.       }
176.  }
177. }
178.
```

Function ronstatsdetails

Trough this function you can request statsdetails for RON ads.

Requesting stats over a large period can result in slow response or a timeout without any response

Url: https://userpanel.eroadvertising.com /apitool/advertiser/stats/ronstatsdetails

Method: Post and GET

Parameters:

- ○ "adtype" (restricted and only RON adtypes (no cpmads and adspaces)
- ○ "campaignid" (restricted)
- ○ "adid" (optional)
- ○ "datestart" (restricted, as yyyy-mm-dd)
- ○ "dateend" (restricted and as yyyy-mm-dd), in case dateend is lower then datestart or one of the dates is invalid it will use the current date)

```
179.
```

Example output:

```
180. {
181.  "success":1,
182.  "currency":"eur", // usd or eur
183.  "data":{
184.    "327714_3195277":{ // array key based on spaceid and adid
185.    "ctr":0.5,
186.    "clicks":2248,
187.    "views":451037,
188.    "campaignid":54993,
189.    "paid":50.4,
190.     "conv_arr":{
191.       "conv_type_0":{
192.          "conv_count":1,
193.          "conv_earned":0
194.       }
195.    },
196.    "spaceid":327714, // publisher adspaceid
197.    "adid":3195277
198.    },
199.    "234748_3195277":{
200.       "ctr":0.65,
201.       "clicks":2131,
202.       "views":326338,
203.       "campaignid":54993,
```

204.   "paid":328.64,
205.   "conv_arr":{
206.   "conv_type_0":{
207.   "conv_count":18,
208.   "conv_earned":0
209.   }
210.   },
211.   "spaceid":234748,
212.   "adid":3195277
213. }
214. }
215. }
216.

Function cpmstatsdetails

Trough this function you can request statsdetails for CPM ads.

Requesting stats over a large period can result in slow response or a timeout without any response

Url: https://userpanel.eroadvertising.com /apitool/advertiser/stats/cpmstatsdetails

Method: Post and GET

Parameters:

- ○ "campaignid" (restricted)
- ○ "adid" (optional)
- ○ "datestart" (restricted, as yyyy-mm-dd)
- ○ "dateend" (restricted and as yyyy-mm-dd), in case dateend is lower then datestart or one of the dates is invalid it will use the current date)

217.

Example output:

218. {
219. "success":1,
220. "currency":"eur", // usd or eur
221. "data":[{
222.   "ctr":0.65,
223.   "clicks":33,
224.   "views":5046,
225.   "campaignid":24890,
226.   "paid":20.184, // costs in cents
227.   "mycpm":"4", // current bid in cents
228.   "spaceid":142316, // used adpsace id
229.   "viewpage":"website.com - NTVA", // adspace (site) name
230.   "siteurl":"https:\/\/website.com",
231.   "mincpm":0.04, // minimum required bid in Euro's
232.   "isadded":1,
233.   "isinuse":"1",
234.   "conv_arr":{ // conversion data
235.   "conv_type_0":{
236.   "conv_count":31,

237.   "conv_earned":0
238.   },
239.   "conv_type_1":{
240.   "conv_count":4,
241.   "conv_earned":0
242.   },
243.   "conv_type_2":{
244.   "conv_count":87,
245.   "conv_earned":0
246.   },
247.   "conv_type_4":{
248.   "conv_count":1,
249.   "conv_earned":0
250.   }
251.   },
252.   "positiondata":{
253.   "curr_position":19, // the current position of the campaign
254.   "campaigns_with_same_bid":0, // amount of competive campaigns with the same bid
255.   "perc_position":100, // percentage of the position which is 100% in case there is no competive campaign with the same bid
256.   "topbids":{ // top 3 bids from others
257.   "1":{
258.   "bid":0.071,
259.   "total_campaigns":2
260.   },
261.   "2":{
262.   "bid":0.07,
263.   "total_campaigns":8
264.   },
265.   "3":{
266.   "bid":0.04,
267.   "total_campaigns":0
268.   }
269.   }
270.   },
271.
272. }]
273. }
274.

Extra CPM ads functions

1. **Function getlist**
   With this function you will get all ads from a given campaign.
   Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/getlist
   Method: Post and Get.
   Parameters:
   - "cid" (The id from the campaign).
   - "adid" (optional the id from one ad specific)

2. Example output:

3. {
4.   "success":1,
5.   "data":[{ // array with one or more items
6.   "id":"147842", // id from the advertisement
7.   "campaignid":"30460", // id from the connected campaign
8.   "title":"my ad",
9.   "destinationurl":"http:\/\/www.mysite.com",
10.   "isactive":"0",
11.   "isvalid":"0",
12.   "propertyids":"0"
13.   }]
14. }
15.
16. **Function deactivate**

This function will deactivate a advertisement.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/deactivate

Method: GET and POST

Parameters:
- "adid" (id from the advertisement)

17. Returndata: {"success":1,"data":"The ad is deactivated "}
18.

Function activate

This function will activate a advertisement.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/activate

Method: GET and POST

Parameters:
- "adid" (id from the advertisement)

19. Returndata: {"success":1,"data":"The ad is deactivated "}
20.

Function Delete

With this function you can delete one advertisement.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/delete

Method: Post and Get.

Parameters:
- "adid" (the id of the advertisement)

21. Returndata:{"success":1,"data":{"message":"the ad is deleted"}}
22.

Function changebid

With this function you can change a bid for a sudden campaign/adspot.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/changebid.

Method: Post and Get.

Parameters:
- "cid" (the id from the campaign)
- "spaceid" (the id from the adspace)
- "amount" (must be in Euro's like 0.21 which is 0 Euro and 21 cents)

23. Returndata:{"success":1,"data":{"message":"the bid is changed","bid":"0.21","minbid":"0.20"}}
Note: In case a lower "amount" given then the minimum bid the minimum bid will be used
24.

Function getminimumbid.

With this function you can request the minimum bid for a sudden campaign/ adspot.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/getminimumbid.

Method: Post and Get.

Parameters:
- "cid" (the id from the campaign)
- "spaceid" (the id from the adspot)

25. Example Returndata: {"success":1,"data":{"price":"0.2000"}}
26.

Function getposition

With this function you can request the current position from a given campaign/ adspot.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/getposition.

Method: Post and Get.

Parameters:
- "cid" (the id from the campaign)
- "spaceid" (the id from a connected adspace)
- "amount" (optional a bid in Euro's like 0.20)

27. Example Returndata:
28. {
29.   "success":1,
30.   "data":{
31.   "positiondata":{
32.   "position":2, // the current position
33.   "poscount":1 // amount of competive campaings with the same bid/position
34.   },
35.   "topbids":{ // top3 bids from other advertisers
36.   "1":{
37.   "price":0.33,
38.   "ads":1
39.   },
40.   "2":{
41.   "price":0.22,
42.   "ads":1
43.   },
44.   "3":{
45.   "price":0.21,
46.   "ads":5
47.   }
48.   }
49.   }
50. }

51.
Function activateadspace

With this function you can activate a adspace which is added in a campaign.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/activateadspace.

Method: Post and Get.

Parameters:

- ○ "cid" (the id from the campaign)
- ○ "spaceid" (the id from the used adspace)

52. Example Returndata: {"success":1,"data":{"message":"The adspace is active"}}

53.
Function deactivateadspace

With this function you can deactivate a adspace which is added in a campaign.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/deactivateadspace.

Method: Post and Get.

Parameters:

- ○ "cid" (the id from the campaign)
- ○ "spaceid" (the id from the used adspace)

54. Example Returndata: {"success":1,"data":{"message":"The adspace is deactive"}}

55.
Function deleteadspace

With this function you can remove a adspace from a campaign.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/deleteadspace.

Method: Post and Get.

Parameters:

- ○ "cid" (the id from the campaign)
- ○ "spaceid" (the id from the used adspace)

56. Example Returndata: {"success":1,"data":{"message":"The adspace is deleted"}}

57.
Function getavailableadspaces

With this function you can request adspaces available for a sudden campaign, it will not return adspaces which are already used.

Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/getavailableadspaces.

Method: Post and Get.

Parameters:

- ○ "cid" (the id from the campaign)
- ○ "start"(default 0, pagination results, since we return max. 100 items per request)

58. Example Returndata:

59. {

60.   "success":1,

61.   "data":[{ // array with one of more results

62.   "adspaceid":"222302",

63.   "mincpm":"0.10",

64.   "raw_impressions":"1.916.353",

65.   "unique_impressions":"847.586",

66.   "positiondata":{

67.   "position":"267","poscount":"27",

68.   "topbids":{
69.   "1":{
70.   "price":"0.60",
71.   "ads":1
72.   },
73.   "2":{
74.   "price":"0.59",
75.   "ads":3
76.   },
77.   "3":{
78.   "price":"0.58",
79.   "ads":5
80.   }
81.   }
82.   },
83.   "siteinfo":{
84.   "url":"http:\/\/www.site1.com\/",
85.   "domainid":"190703",
86.   "space_name":"In-Player",
87.   "site_name":"Site1.com"
88.   }
89.   },{
90.   "adspaceid":"222300",
91.   "mincpm":"0.10",
92.   "raw_impressions":"981.894",
93.   "unique_impressions":"517.058",
94.   "positiondata":{
95.   "position":"274",
96.   "poscount":"27",
97.   "topbids":{
98.   "1":{
99.   "price":"0.60",
100.   "ads":1
101.   },
102.   "2":{
103.   "price":"0.59",
104.   "ads":3
105.   },
106.   "3":{
107.   "price":"0.58",
108.   "ads":5
109.   }
110.   }
111. },
112. "siteinfo":{
113.   "url":"http:\/\/www.site1.net\/",
114.   "domainid":"190703",
115.   "space_name":"Cube #1",

116.   "site_name":"site1.net"
117. }
118. }]}

Function getusedadspaces
With this function you get a list of connected adspaces from a given campaign.
Url: https://userpanel.eroadvertising.com /apitool/advertiser/cpmads/getusedadspaces
Method: Post and Get
Parameters:

- "cid" (the id from the campaign)

Example returndata:

{

  "success":1,

  "data":[{ // array with one or more items

    "adspaceid":"248737",

    "mincpm":"0.20",

    "isactive":"1",

    "raw_impressions":"10",

    "unique_impressions":"4",

    "positiondata":{

      "position":"94",

      "poscount":"4",

      "topbids":{

        "1":{

          "price":"1.03",

          "ads":1

        },

        "2":{

          "price":"0.59",

          "ads":3

```
            },

            "3":{

                "price":"0.58",

                "ads":5

            }

        }

    },

    "mycpm":"0.20",

    "siteinfo":{

        "url":"http://site.com",

        "domainid":"78866",

        "space_name":"Cube A",

        "site_name":"www.site.com"

    }

  }]

}
```

Function adadspace
With this function you can add a given adspace to a existing campaign.
Url:https://userpanel.eroadvertising.com/apitool/advertiser/cpmads/adadspace.
Method: Post and Get
Parameters:

- "cid" (the id from the campaign)
- "spaceid" (the id from the adspace to add)
- "amount" (optional, in case used it have to be like 0.10 which is 0 Euro and 10 cents, in case not used the minimum bid will be used)
- "bid_type" (optional, 0 = Fixed bid, 1 = Smart bid), in case not given it will take the default from the campaign.

Example Returndata:

```
{

  "success":1,
```

```
    "data":{

        "message":"The Adspace is added",

        "usedcpm":"0.10",

        "mincpm":"0.10"

    }

}
```