

# API Manual

## Publisher functions

### Stats Functions

#### 1. Function raw (updated!!)

This function will return all raw earnings based on the given parameters, **Note!** This function will only work if it's enabled for your account!, We support those stats only for the last 5 days

Url: <https://userpanel.eroadvertising.com/apitool/publisher/stats/raw>

Method: Post and GET

Parameters:

- "datestart" (restricted, as yyyy-mm-dd, we support only one day per request!)
- "page" (restricted, default 1)
- "siteid" (optional)
- "spaceid" (optional)
- "pay\_type" (optional, default -1): 0 = "Unknown or Own ad", 1=CPC,2=CPM,3=CPA
- "sellingtype" (optional default -1) 0=RON,1=Flat,2=CPM,3=RTB

2.

Example output

3. {

4.   "success":1,

5.   "data":{

6.     "currency":"eur", // usd or eur

7.     "warnings":[], // array with possible warnings

8.     "total\_records":7267,

9.     "record\_start":1,

10.    "record\_end":7267,

11.    "max\_records":100000,

12.    "page\_number":1,

13.    "total\_pages":2,

14.    "stats":[ // array with one or more results

15.     {

16.       "tid":"yyymmdd\_1", // generated on yyymmdd plus counterid based on your  
select

17.       "date":"2016-01-05",

18.       "timestamp":"2016-01-05 04:40:56",

19.       "siteid":32127,

20.       "spaceid":2031030,

21.       "earned":0.011, // always in cents

22.       "traffictype":1,

23.       "subid":"yoursubid here", //(max 50 chars)

24.       "paytype":2,

25.       "paytype\_str":"CPM",

26.       "sellingtype":3,

```

27.         "sellingtype_str":"RTB"
28.         "networkid":"1", // id of the used network (SSP)
29.         "network":"EroAdvertising", // name of the used network (SSP)
30.         "country":"NL",
31.         "ispid":1, // lsp id from maxmind
32.         "ipaddress":"0.0.0.0", // visitor IP (ipv4 or ipv6)
33.         "spacename":"name of used adspace here"
34.     }
35. ]
36. }
37. }
38.

```

### 39. function details

With this function you can export your stats as detailed you want, **Note!** for full details we support only the last 7 days, requesting a large period might slowdown returning the results

Url: <https://userpanel.eroadvertising.com/apitool/publisher/stats/details>

Method: Post and Get.

Parameters:

- "datestart" (restricted, as yyyy-mm-dd), in case the date is smaller then 7 days ago we will skip selecting collums "os\_id,main\_os,device\_id,browser\_id,ispid" since we store that information only for the last 7 days
- "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)
- "siteid" (optional)
- "spaceid" (optional)
- "adtype" (optional, default "0"):  
1=textads,2=bannerads,3=ativeads,4=videoads,6=redirects,11=popads,12=fullpageads
- "selling\_type" (optional, default -1): 0=Ron,1=Flatrate,2=CPM,3=RTB
- "domainid" (optional)
- "osid" (optional default -1, 0 will give all unknown operating systems)
- "deviceid" (optional default -1, 0 will give all unknown devices)
- "browserid" (optional default -1, 0 will give all unknown browsers)
- "country" (optional as country code like "nl", "us")
- "ispid" (optional,mobile only!, default -1, 0 will give all unknown Operators)
- "sumresults" (optional, default 1, 1=Sum results, 0=Don't sum results)
- "selcols" (the additional data you wanna have back besides the views,clicks and earnings, All this items have to be comma separated like &selcols=date,country,main\_os)

#### **Possible cols, the most of them will also return thier names**

1. "date"
2. "adtype"
3. "country"
4. "spaceid"
5. "siteid"
6. "domainid"
7. "subid" (new for channelid, will only return his value and not an id as with channelid)
8. "selling\_type"
9. "os\_id"

- 10. "main\_os" (in case used "os\_id" will be ignored if "sumresults" = 1, "main\_os" will return stats on main Os level since there are a lot of sub Os versions
  - 11. "device\_id"
  - 12. "browser\_id"
  - 13. "ispid"
  - 14. "ctr" (in case used it will skip clicks from redirects to count the ctr)
  - 15. "ecpm" (in case used it will use the redirect clicks as "impression" to calculate the eCPM)
  - 16. "networkid" (only for SSP users, it will return the id and name from the network
40. Example output (in this case all params used) **Note, the "earnings" are always in cents and roundedoff at 15 decimals**

```
41. {
42.   "success":1,
43.   "currency":"eur", // usd or eur
44.   "data":{
45.     "warnings":null, // array with warnings
46.     "stats":[ // array with one or more items
47.       {
48.         "adtype":"6",
49.         "adtype_name":"redirects",
50.         "browser_id":"1",
51.         "browser_name":"Internet Explorer",
52.         "channel_name":"unknown",
53.         "channelid":"0",
54.         "clicks":8,
55.         "country_code":"de",
56.         "country_name":"Germany",
57.         "date":"2015-03-29 00:00:00",
58.         "device_id":"0",
59.         "device_name":"unknown",
60.         "domain_name":"site.com",
61.         "domainid":121797,
62.         "earned":0.123456789012345,
63.         "isp_name":"unknown",
64.         "ispid":"0",
65.         "main_os_id":1,
66.         "main_os_name":"Windows",
67.         "os_id":"4",
68.         "os_name":"Windows 7",
69.         "selling_type":"1",
70.         "selling_type_name":"RON",
71.         "site_name":"mysite",
72.         "siteid":72773,
73.         "spaceid":293208,
74.
75.         "views":0,
76.         "ecpm":0,
```

```

77.         "ctr":0
78.     },{
79.         "adtype":"6",
80.         "adtype_name":"redirects",
81.         "browser_id":"7",
82.         "browser_name":"Chrome",
83.         "channel_name":"unknown",
84.         "channelid":"0",
85.         "clicks":"0",
86.         "ctr":0,
87.         "country_code":"ca",
88.         "country_name":"Canada",
89.         "date":"2015-03-29 00:00:00",
90.         "device_id":"56",
91.         "device_name":"Samsung Tablet",
92.         "domain_name":"site.com",
93.         "domainid":"121797",
94.         "earned":"0",
95.         "ecpm":0,
96.         "isp_name":"Rogers",
97.         "ispid":"1",
98.         "main_os_id":37,
99.         "main_os_name":"Android",
100.        "os_id":"37",
101.        "os_name":"Android",
102.        "selling_type":"1",
103.        "selling_type_name":"RON",
104.        "site_name":"Mysite",
105.        "siteid":"72773",
106.        "spaceid":"293208",
107.
108.        "views":"0"
109.    }
110.  ]
111. }
112. }
113. }
114.

```

## Adspace Functions

### 1. **function getlist**

This function will return all your adspaces .

Url: <https://userpanel.eroadvertising.com/apitool/publisher/adspaces/getlist>

Method: Post and Get.

Parameters:

- "page" (restricted, default 1)
- "siteid" (optional default 0)

### 2. Example output:

```

3. {
4.   "success":1,
5.   "data":{
6.     "total_records":2,
7.     "max_records":1000,
8.     "record_start":1,
9.     "record_end":2,
10.    "page_number":1,
11.    "adspaces":[
12.      {"id":"1","siteid":"1","name":"adspace name"},
13.      {"id":"2","siteid":"2","name":"adspace name"}
14.    ]
15.  }
16. }
17. }

```

## SSP Campaign Functions

### 1. **function getlist**

This function will return a list of your campaigns.

Url: <https://userpanel.eroadvertising.com/apitool/publisher/sspcampaigns/getlist>

Example output:

```

2. {
3.   "success":1,
4.   "data":[
5.     {"id":59,
6.      "name":"my campaign",
7.      "ispaused":0,
8.      "rtb_network_id":7
9.     },
10.  ]
11. }
12.

```

### 13. **Function deactivate**

This function will pause a campaign.

Url: <https://userpanel.eroadvertising.com/apitool/publisher/sspcampaigns/deactivate>

Parameters:

- "id" (id of the campaign)

### 14. Example output:

```
15. {"success":1} // in case 0 the campaign was already paused or not found
```

### 16. **Function activate**

This function will pause a campaign.

Url: <https://userpanel.eroadvertising.com/apitool/publisher/sspcampaigns/activate>

Parameters:

- "id" (id of the campaign)

### 17. Example output:

```
18. {"success":1} // in case 0 the campaign was already active or not found
```