



## **appmediation Publisher Reporting API v1.0**

Release Date: 20/04/2018

For any queries please contact [support@appmediation.com](mailto:support@appmediation.com)

### About this Document

This document provides information on how to use the appmediation Publisher Reporting API.

### Target Audience

The intended audience is appmediation publishers who use our reporting features.

## Purpose

The appmediation publisher reporting API provides capabilities to publishers in getting reporting statistics programmatically without accessing them via dashboard.

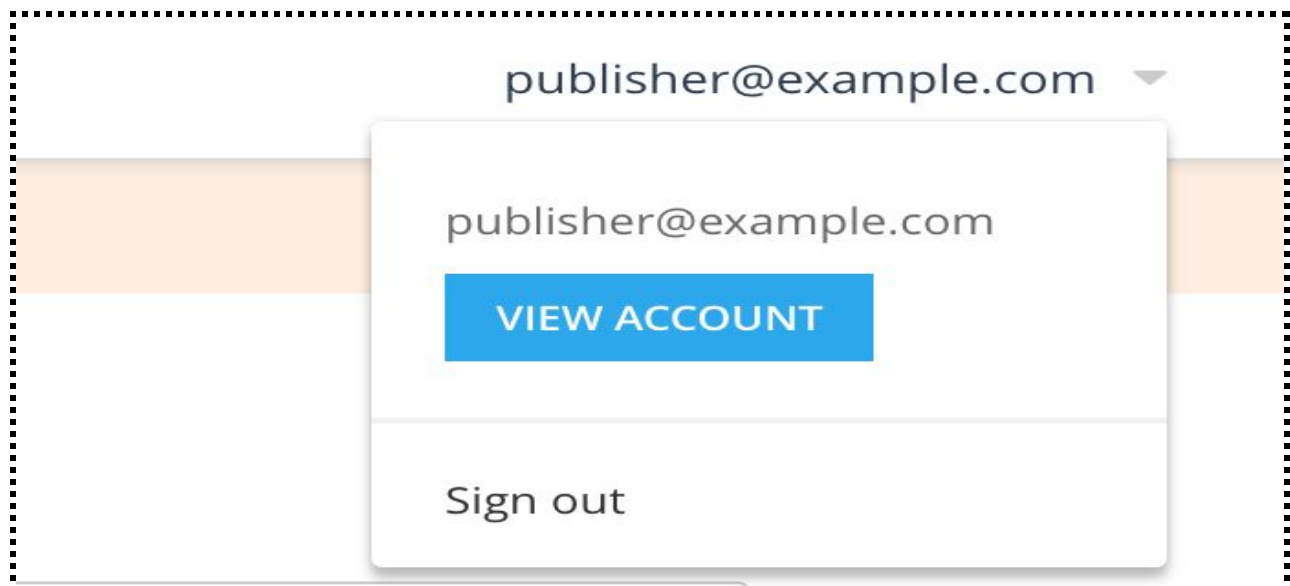
Reporting data includes metrics like requests, network requests, impressions served, visible impressions, clicks and earnings. The data can be grouped and filtered by date, bundleID, app name, platform, adformat, ad network, country.

All endpoints are in HTTPS.

Fetching the report is a two-step process: first access the reporting API key from the dashboard and then use the API key in an endpoint URL to fetch the data.

### **1. Access API Key**

To fetch reporting API click on "**VIEW ACCOUNT**" section.



Copy the key from **Reporting API -> Key** text field.

Reporting API

Key

Download [API Documentation](#)

## 2. Report Fetching

Endpoint: <https://myappmediation.com/api/v1/report/>

### Parameters

Name	Required	Description	Default Value	Example
api_key	required	auto generated API key from dashboard		
start_date	required	Start date should be formatted as YYYY-MM-DD		2018-02-09
end_date	required	End date should be formatted as YYYY-MM-DD		2018-02-10

group_by	required	<ul style="list-style-type: none"> <li>• bundleID</li> <li>• appname</li> <li>• platform</li> <li>• adformat</li> <li>• adnetwork</li> <li>• country</li> </ul> <p>* Use ',' for multiple grouping.</p> <p>By default data is grouped by day and you can use granularity to change it to week or month</p>		bundleID,app name
granularity	optional	day, week, month	day	week
country	optional	Filter by country, but use two-letter country codes		EE,BG,FR
bundleid	optional	Filter by bundleid		com.go.sketch
platform	optional	Filter by platform		android,ios
adformat	optional	Filter by adformat		interstitial, banner
adnetwork	optional	Filter by adnetwork		adcolony, applovin

\*use lowercase for parameter name in query

## Metrics

Name	Description
requests	Total requests
network_requests	Requests sent to networks
impression_served	Impressions served

visible_impressions	Visible impressions
revenue	Total publisher revenue
fill_rate	Fill rate %
view_rate	View rate %
ecpm	eCPM delivered to publisher

### Sample urls:

<a href="https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-11&amp;group_by=bundleid">https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-11&amp;group_by=bundleid</a>
<a href="https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-12&amp;group_by=bundleid,appname">https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-12&amp;group_by=bundleid,appname</a>
<a href="https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-11&amp;group_by=bundleid,appname,platform,adformat,adnetwork,country">https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-11&amp;group_by=bundleid,appname,platform,adformat,adnetwork,country</a>
<a href="https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-01&amp;end_date=2018-04-30&amp;group_by=appname&amp;granularity=month&amp;adformat=banner">https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-01&amp;end_date=2018-04-30&amp;group_by=appname&amp;granularity=month&amp;adformat=banner</a>
<a href="https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-11&amp;group_by=adnetwork">https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&amp;start_date=2018-04-11&amp;end_date=2018-04-11&amp;group_by=adnetwork</a>

### JSON Response

[https://myappmediation.com/api/v1/report?api\\_key=bAKJDAvgH9AKyGa4&start\\_date=2018-04-11&end\\_date=2018-04-11&group\\_by=bundleid&country=US&adformat=banner](https://myappmediation.com/api/v1/report?api_key=bAKJDAvgH9AKyGa4&start_date=2018-04-11&end_date=2018-04-11&group_by=bundleid&country=US&adformat=banner)

```
[
  {
    "date": "2018-04-11",
    "bundleid": "com.ad.sketch",
    "requests": 106,
    "network_requests": 0,
    "impressions_served": 0,
    "visible_impressions": 0,
    "revenue": 0,
  }
]
```

```

    "fill_rate":0,
    "view_rate":0,
    "ecpm":0
  },
  {
    "date":"2018-04-11",
    "bundleid":"com.appm.testandroid",
    "requests":88,
    "network_requests":95,
    "impressions_served":60,
    "visible_impressions":30,
    "revenue":0.01,
    "fill_rate":68.18,
    "view_rate":50,
    "ecpm":0.2
  },
  {
    "date":"2018-04-11",
    "bundleid":"com.appm.testios",
    "requests":32,
    "network_requests":29,
    "impressions_served":27,
    "visible_impressions":27,
    "revenue":0,
    "fill_rate":84.38,
    "view_rate":100,
    "ecpm":0.08
  }
]

```

## HTTP Status Codes

Code	Text	Description
200	OK	Success!
400	Bad Request	The request was invalid or cannot be served.

401	Unauthorized	Missing or incorrect authentication credentials.
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## **Common Error Messages**

<b>Message</b>	<b>Reason</b>
<code>{"error": "Unauthorized"}</code>	Invalid reporting API key
<code>{"error": "start_date, end_date and group_by parameters are required."}</code>	start_date, end_date and group_by parameters are required fields
<code>{"error": "Invalid group_by. Valid values: bundleid, appname, platform, adformat, adnetwork, country"}</code>	Invalid group_by parameters or group_by parameter is empty
<code>{"error": "Invalid granularity. Valid values: day, week, month"}</code>	Invalid parameter inside granularity parameter