


```

{
  "timeDimension": "HOURLY", // Equivalent of Time Level in UI reporting. Values are
OVERALL, MONTHLY, DAILY, HOURLY.
  "reportType": ["PARTNER","SITE","COUNTRY"], // Equivalent of Dimensions in UI reporting. Up to 5
dimensions can be included per request. See Dimension Mapping below for all options.
  "reportFormat": "JSON", // The format of the report output. Values are JSON, CSV.
  "startDate": "2017-07-07", // Required. These are in America/New_York timezone by default.
  "endDate": "2017-07-07", // Required. These are in America/New_York timezone by default.
  "startHour": 5, // Optional. This property should only be included when
timeDimension value is HOURLY. Value must be an Int (not String).
  "endHour": 19, // Optional. This property should only be
included when timeDimension value is HOURLY. Value must be an Int (not String).
  "timezone": "UTC", // "UTC" and "America/New_York" currently supported
  "filters": [{ // Optional. Applies filters to your output.
    "dimension": "SITE", // The dimension the filter applies to.
    "operation": "include", // The operation of the filter. Values are 'include' and 'exclude'.
    "filters": [{ // The match type of the value. Use "id" for
entity IDs and "partial" for wildcard filtering by entity name.
      "matchType": "id", // This example filter includes records where
Supply Source ID is 105350 or 105351.
      "value": "105350"
    },{
      "matchType": "id",
      "value": "105351"
    }
  ]},{
    "dimension": "SITE",
    "operation": "include",
    "filters": [{
      "matchType": "partial", // This example filters for Supply Sources with "high"
in the name.
      "value": "high"
    }
  ]},{
    "dimension": "COUNTRY", // This example filters by Country ID "US".
    "operation": "include",
    "filters": [{
      "matchType": "id",
      "value": "US"}]
  ]},
  "metrics": ["OPPORTUNITIES","IMPRESSIONS","REVENUE","CLICKS"], // Optional. If the metric property is
excluded from a request, all applicable default metrics will be returned in the output. Default metrics are
defined as those that are pre-selected in the UI based on the report's dimension selections.
  "sort": [{ // This example sorts by Dimension 1 (Supply Partner)
descending, then Ad Opportunities descending.
    "field": "SITE", // The column sorting will be applied to. Values are the dimension and
metric strings listed in the tabled below.
    "order": "desc" // The direction of the sort. Values are asc, desc.
  },{
    "field": "REVENUE",
    "order": "desc"
  }
  ],
  "limit": 100, // Optional. The max number rows that will be returned in your
output.
  "offset": 0 // Optional. Including this property will match the first
record of you output to the specified record number. Not applicable for reportFormat type CSV. The default
value is 0.
}

```

Dimension Mapping

UI Dimension	API Dimension
N/A	OVERVIEW
Supply Partner	PARTNER
Supply Source	SITE
Domain	DOMAIN

Detected Domain	DETECTED_DOMAIN
App Name	APP_NAME
Bundle ID	BUNDLE_ID
Supply Tag Type	SUPPLY_TAG_TYPE
LKQD Tag Type	LKQD_TAG_TYPE
Supply Partner Manager	SUPPLY_PARTNER_ASSIGNED_USER
Demand Partner	SOURCE
Demand Order	ORDER
Demand Deal	DEAL
Demand Tag	TAG
Deal Start Date	DEAL_START_TS
Deal End Date	DEAL_END_TS
Deal Delivery Goal	DEAL_DELIVERY_GOAL
Deal Front Load %	DEAL_FRONT_LOAD_PERCENT
Demand Deal Type	DEAL_TYPE
Demand Delivery Type	TAG_AD_DELIVERY_TYPE
Demand Tag Type	TAG_TYPE
Demand Partner Manager	DEMAND_PARTNER_ASSIGNED_USER
Programmatic Deal ID	PROGRAMMATIC_DEAL_ID
Format	FORMAT
Environment	ENVIRONMENT
Country	COUNTRY
Device Type	DEVICE
OS	OS
Width X Height	PLAYER_WIDTH_HEIGHT
Custom 1	CUSTOM1
Custom 2	CUSTOM2
Custom 3	CUSTOM3

Metric Mapping

UI Metric	API Metric	Available Report Types
Format Loads	FORMAT_LOADS	Supply Only
Format Fill Rate	FORMAT_FILL_RATE	Supply Only
Ineligible Ops - Demand	INELIGIBLE_OPS_DEMAND	Supply Only
Ineligible Ops - Restrictions	INELIGIBLE_OPS_RESTRICTIONS	Supply Only
Opportunities	OPPORTUNITIES	Supply Only
Impressions	IMPRESSIONS	Supply and Demand
Fill Rate	FILL_RATE	Supply Only
Efficiency	EFFICIENCY	Supply and Demand

CPM	CPM	Supply and Demand
Revenue	REVENUE	Supply and Demand
Cost	COST	Supply and Demand
Profit	PROFIT	Supply and Demand
Profit Margin	PROFIT_MARGIN	Supply and Demand
CTR	CTR	Supply and Demand
25% View Rate	FIRST_QUARTILE_RATE	Supply and Demand
50% View Rate	MIDPOINT_RATE	Supply and Demand
75% View Rate	THIRD_QUARTILE	Supply and Demand
100% View Rate	VTR	Supply and Demand
Clicks	CLICKS	Supply and Demand
25% Views	FIRST_QUARTILES	Supply and Demand
50% Views	MIDPOINTS	Supply and Demand
75% Views	THIRD_QUARTILES	Supply and Demand
100% Views	COMPLETED_VIEWS	Supply and Demand
Ad Starts	AD_STARTS	Supply and Demand
Ad Starts Rate	AD_STARTS_RATE	Supply and Demand
Viewability Measured Rate	VIEWABILITY_MEASURED_RATE	Supply and Demand
Viewability Rate	VIEWABILITY_RATE	Supply and Demand
Request	REQUESTS	Demand Only
VAST Ads	VAST_ADS	Demand Only
VPAID Responses	VPAID_RESPONSES	Demand Only
VPAID Attempts	VPAID_ATTEMPTS	Demand Only
VPAID Ads	VPAID_ADS	Demand Only
VPAID Opt Outs	VPAID_OPT_OUTS	Demand Only
VPAID Timeouts	VPAID_TIMEOUTS	Demand Only
VPAID Errors	VPAID_ERRORS	Demand Only
VPAID Opt Out Rate	VPAID_OPT_OUT_RATE	Demand Only
VPAID Timeout Rate	VPAID_TIMEOUT_RATE	Demand Only
VPAID Error Rate	VPAID_ERROR_RATE	Demand Only
Wins	WINS	Demand Only
VAST Ad Rate	VAST_AD_RATE	Demand Only
VPAID Ad Rate	VPAID_AD_RATE	Demand Only
Win Rate	WIN_RATE	Demand Only
Tag Timeouts	TIMEOUTS	Demand Only
Tag Timeout Rate	TIMEOUT_RATE	Demand Only
Tag Errors	ERRORS	Demand Only
Tag Error Rate	ERROR_RATE	Demand Only
Playback Errors	PLAYBACK_ERRORS	Demand Only
Playback Error Rate	PLAYBACK_ERROR_RATE	Demand Only
Pre-bid IVT Lookups	PRE_BID_IVT_LOOKUPS	Supply Only

Pre-bid IVT Evaluations	PRE_BID_IVT_EVALUATIONS	Supply Only
Pixalate Blocks	PIXALATE_BLOCKS	Supply Only
Pixalate Evaluations	PIXALATE_EVALUATIONS	Supply Only
Viewability Measured Impressions	VIEWABILITY_MEASURED_IMPRESSIONS	Supply and Demand
Viewable Impressions	VIEWABLE_IMPRESSIONS	Supply and Demand
Anonymous IP Blocks	ANONYMOUS_IP_BLOCKS	Supply Only

Response

If you Include one of the specified dimensions:

- Demand Partner
- Demand Order
- Demand Deal
- Demand Tag

The report will be considered a "Demand" report, for which a sample response is below (JSON):

```
{
  "status": "success",
  "data": {
    "header": {
      "reportType": ["DEAL"],
      "reportFormat": "JSON",
      "startDate": "2015-11-17",
      "endDate": "2015-11-18",
      "sort": [{
        "field": "field_name1",
        "order": "desc"
      }],
      "limit": 100
    },
    "entries": [
      {
        "fieldId": "123",
        "fieldName": "Demo",
        "adRequests": 14073369,
        "adResponses": 120570,
        "adImpressions": 52323,
        "adClicks": 16,
        "adCompletedViews": 41490,
        "adWins": 82015,
        "adFirstQuartiles": 47249,
        "adMidpoints": 45324,
        "adThirdQuartiles": 43724,
        "adTimeouts": 2,
        "adErrors": 1674,
        "adVpaidRequests": 0,
        "adVpaidAttempts": 0,
        "revenue": 209.292,
        "siteCost": 159.4753,
        "profit": 49.8167,
        "profitMargin": 0.23802486478222,
        "requestFillRate": 0.00857,
        "fillRate": 0.00857,
        "winRate": 0.68023,
        "efficiencyRate": 0.63797,
        "cpm": 4,
        "ctr": 0.00031,
        "adFirstQuartileRate": 0.90303,
        "adMidpointRate": 0.86623,
        "adThirdQuartileRate": 0.83566,
        "vtr": 0.79296,
        "adTimeoutRate": 0,
        "adErrorRate": 0.00012
      }
    ]
  }
}
```

```

{
  "fieldId": "456",
  "fieldName": "Demo",
  "adRequests": 92587834,
  "adResponses": 729473,
  "adImpressions": 276705,
  "adClicks": 101,
  "adCompletedViews": 145347,
  "adWins": 575801,
  "adFirstQuartiles": 256335,
  "adMidpoints": 236464,
  "adThirdQuartiles": 230565,
  "adTimeouts": 0,
  "adErrors": 32296,
  "adVpaidRequests": 0,
  "adVpaidAttempts": 0,
  "revenue": 830.115,
  "siteCost": 663.80375,
  "profit": 166.31125,
  "profitMargin": 0.20034724104492,
  "requestFillRate": 0.00788,
  "fillRate": 0.00788,
  "winRate": 0.78934,
  "efficiencyRate": 0.48056,
  "cpm": 3,
  "ctr": 0.00037,
  "adFirstQuartileRate": 0.92638,
  "adMidpointRate": 0.85457,
  "adThirdQuartileRate": 0.83325,
  "vtr": 0.52528,
  "adTimeoutRate": 0,
  "adErrorRate": 0.00035
}
]
},
"errors": []
}

```

Otherwise the report will be an "Supply" report - a sample response (JSON):

```

{
  "status": "success",
  "data": {
    "header": {
      "reportType": ["SITE"],
      "reportFormat": "JSON",
      "startDate": "2015-11-01",
      "endDate": "2015-11-02",
      "sort": [{
        "field": "field_name1",
        "order": "desc"
      }],
      "limit": 100
    },
    "entries": [
      {
        "fieldId": "123",
        "fieldName": "Demo",
        "adOpportunities": 28627833,
        "ineligibleOpsRestrictions ":0,
        "ineligibleOpsDemand ":0,
        "adTagLoads ":1,
        "formatLoads ":0,
        "formatFillRate":0.0,
        "adImpressions": 753155,
        "adClicks": 574,
        "adCompletedViews": 536848,
        "adWins": 838978,

```

```

    "adFirstQuartiles": 661927,
    "adMidpoints": 618576,
    "adThirdQuartiles": 573419,
    "revenue": 2830.6745,
    "siteCost": 2334.78,
    "profit": 495.8945,
    "profitMargin": 0.17518598482446,
    "opportunityFillRate": 0.02631,
    "fillRate": 0.02631,
    "efficiencyRate": 0.89771,
    "cpm": 3.7584222371225,
    "ctr": 0.00076,
    "adFirstQuartileRate": 0.87887,
    "adMidpointRate": 0.82131,
    "adThirdQuartileRate": 0.76136,
    "vtr": 0.7128
  },
  {
    "fieldId": "456",
    "fieldName": "Demo",
    "adOpportunities": 0,
    "ineligibleOpsRestrictions ":0,
    "ineligibleOpsDemand ":0,
    "adTagLoads ":1,
    "formatLoads ":0,
    "formatFillRate":0.0,
    "adImpressions": 4,
    "adClicks": 0,
    "adCompletedViews": 0,
    "adWins": 0,
    "adFirstQuartiles": 3,
    "adMidpoints": 3,
    "adThirdQuartiles": 3,
    "revenue": 0.024,
    "siteCost": 0.016,
    "profit": 0.008,
    "profitMargin": 0.33333333333333,
    "opportunityFillRate": 1,
    "fillRate": 1,
    "efficiencyRate": 1,
    "cpm": 6,
    "ctr": 0,
    "adFirstQuartileRate": 0.75,
    "adMidpointRate": 0.75,
    "adThirdQuartileRate": 0.75,
    "vtr": 0
  }
]
},
"errors": []
}

```

Applying Filters

Filtering by Multiple Values for the Same Dimension Using an OR Relationship.

This example shows how to filter for multiple Supply Source IDs. This will return records where the Supply Source ID is 105350 or 105351.

```

"filters": [{
  "dimension": "SITE",
  "filters": [{
    "matchType": "id",
    "value": "105350"
  }, {
    "matchType": "id",
    "value": "105351"
  }]
}]

```

This example shows how to filter for Supply Sources that meet one of the specified requirements. This will return records where the Supply Source ID is 105350 or "high" is in the Supply Source name.

```

"filters": [{
  "dimension": "SITE",
  "filters": [{
    "matchType": "id",
    "value": "105350"
  }, {
    "matchType": "partial",
    "value": "high"
  }]
}]

```

Filtering by Multiple Values for the Same Dimension Using an AND Relationship.

This example shows how to filter for Supply Source IDs that meet both of the specified requirements. This will return records where the Supply Source ID is 105350 and the Supply Source name includes "high" in it.

```

"filters": [{
  "dimension": "SITE",
  "filters": [{
    "matchType": "id",
    "value": "105350"
  }]
}, {
  "dimension": "SITE",
  "filters": [{
    "matchType": "partial",
    "value": "high"
  }]
}]

```

Filtering Values for Different Dimensions

This example shows how to filter for a specific Supply Source ID and a Country requirements. This will return records where the Supply Source ID is 105350 and the Country is US.


```
"filters": [{
  "dimension": "SITE",
  "filters": [{
    "matchType": "id",
    "value": "105350"
  }]
}, {
  "dimension": "COUNTRY",
  "filters": [{
    "matchType": "id",
    "value": "US"
  }]
}]
```