

Primis Platform API

v. 2.11

Document v. 2.2



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Version History

Date	Platform Version	Document Version	Changes
01.03.17	1.00	1.0	Initial release
23.01.18	1.00	1.1	Documentation minor edits
31.05.18	1.00	1.2	New placement type
08.11.18	2.00	2.0	Several major changes
08.01.19	2.10	2.1	New metrics and naming changes
05.05.19	2.11	2.2	New metrics for Media and Ad Server reports

Change Log

Version 2.2

[New] A new metric is added to Media report type: adserver_serving_fee.

[New] A new metric is added to Ad Server report type: adserver_serving_fee .

[Changed] The API version has been changed to 2.11.

Version 2.1

[New] The following new metrics were added to Media report type: video_adserverimps, video_adserver_rev, video_primis_rev and video_adserver_ecpm.

[Changed] Naming change corresponding to UI. New terminology: space was renamed to placement all over the API names.

[Changed] Campaign report type was renamed to Ad Server.

[Changed] For Media report type the following metrics were renamed: ecpm to rpm and imps – to placementImps.

[Changed] For Billing report type the following metrics were renamed: pmpRevenue – to adServerRevenue and marketplaceRevenue – to primisRevenue.

[Changed] MediaSpaceFilter has been merged with placementFilter, its results are determined by report type.

[Note] The previous API versions, 1.00 and 2.00, will be supported by the company's servers for the limited period of time. Outdated API versions end-of-life date is **July 1st, 2019**.



Version 2.0

[New] New report type: Campaign

[New] New report type: Billing

[Changed] Analytics report type was renamed to Media

[Changed] For Media report type the following metrics were renamed: pub_attempts – to pub_hb_attempts and pub_fillrate – to pub_hb_fillrate

[Removed] Report type Video was removed

[Removed] For Media report type the following metrics were removed: clicks, ctr, leads, pub_passbackimps

[Fix] Minor bug fixes and improvements

[Note] The previous API version 1.00 will be supported by the company's servers for the limited period of time. API version 1.00 going end-of-life in **July 1st, 2019**.

Version 1.2

[New] New placement type: NVU

Version 1.1

[Fix] Typos fixes and minor document edits.



Overview

Primis Platform API is a tool for third-party developers, which allows an integration with Primis' backend data to their systems. Currently this API provides the following capabilities:

- Reporting (e.g., impressions, revenue, RPM / eCPM etc.)

API Architecture

The Primis Platform API is implemented as an API over the HTTPS protocol and returns (by default) JSON data format.

API Versioning

Primis releases versions of this API in accordance with the following rule to protect the users from integration problems that may occur in the future.

- It is guaranteed that changes within the same major version of the API (e.g., 1.00, 1.10, etc.) will not break your integration and will only fix defects or add minor feature enhancements or changes.
- Major version changes (e.g., 2.00, 3.00, etc.) may introduce some significant changes that may require some coding changes to your integration. In other words, integrations written to be used with version 1.0 may not work with version 2.0 or 3.0, without possible significant changes.

Connections

Connections to Primis API are only accessible via the HTTPS protocol.

Errors

Primis Platform API returns errors in standard HTTP status codes (usually client error codes, e.g. 4XX status codes). See the [Errors Description](#) section of this document for details for each error returned by the service.



Authentication

All interactions with Primis Platform API must be authenticated. An API client can be authenticated by the platform by performing an initial login request using an API User Name and Code. This login request will return a token code and the calling client must send this token code in all other service requests

- To access to Primis Platform API, the calling system must authenticate and use the authentication token in subsequent API requests.
- To receive credentials for Primis Platform API, contact your assigned account manager.
- The token code will expire after one hour. After this time the user must re-authenticate using the Step o as described below.

The Authentication service uses HTTPS GET method.

Step 1: To perform the authentication you need to send a GET request:

```
curl "https://console.primis.tech/UI/php/responders/apiResponder.php?
method=authentication&apiUserName=[API_USER_NAME]&apiUserCode=[API_USER_CODE]&version=
2.11"
```

Primis Platform API responds with a JSON containing your API access token:

```
{"token": "XXXXXXXXXXXXX"}
```

Reporting Service

The reporting service is a non-blocking service. The service is providing statistics data by chosen granularity (e.g. browser, OS, specific placement etc.) In the current version the service provides Primis Publisher Reports by the appropriate method, as it shown below.

Request

To receive the report data, you need to send 2 commands consequentially:

Step 1: Posting a report request which includes a token, version, method and JSON formatted filters. Hereupon, the API will return a unique 'Report ID'.

For more information regarding the possible filters, their description and syntax, see the Report Request Filters section. For the full filter list, see the Reference: Filters Description section of the current document.

An example:

```
curl -X POST -d 'token=XXXXXXXXXXXX&version=2.11&method=publisherReport&data=[{"name":"filter1","data":["nnn"]}, {"name":"filter2","data":"123"}]' -f https://console.primis.tech/UI/php/responders/apiResponder.php
```

Token = XXXXXXXXXXXXXXX

Version = 2.11

Method = publisherReport

Data =

```
[  
{"name":"filter1","data":["nnn"]},  
{"name":"filter2","data":"123"}  
]
```

A report ID is returned as an answer:

```
{"reportId":"0123456789"}
```



Step 2: Requesting a report data by Report Id, which consists of token, version, method and report ID.

A command example:

```
curl --data "token=XXXXXXXXXXXX&version=2.11&method=publisherReport
&reportId=0123456789" -f
https://console.primis.tech/UI/php/responders/apiResponder.php
```

Version = 2.11

Method = publisherReport

Report ID = 0123456789

Response

After the Step 2 request, the API will return a response.

The response is represented as an array of element objects in JSON format, where objects are defined by your requested dimensions and set of fields inside an element are set by the metrics in your request. The returned report data depends on your selected filters that were sent in Step 1.

- When the data is ready, the Primis Platform API will return a requested data.
- If the report data is not ready yet, API will return 'Data is not ready' (#454) error. In such case please repeat the Step 2 later.

Data example:

```
[
  {
    "placement":1111,
    "placementName":"Placement Name1",
    "placementImps":1111,
    "rpm":0.1,
    "revenue":11.11
  },
  {
    "placement":2222,
    "placementName":"Placement Name2",
    "placementImps":2222,
    "rpm":0.2,
    "revenue":22
  }
]
```

NOTE:

- The time zone and currency of the report data are the account's default time zone and currency.

Report Request Filters

The report request filters are designed to determine the resulting data. Each filter must consist of a name, data and optional exclude fields.

The data field of a filter might be either a single value or an array of values depending on the filter. The exclude field should be set to '1' (exclude) or '0' (include).

All the API filters can be divided into several groups by their meaning:

1) Report Type

(API name: `"reportType"`)

This filter determines which report you can get. Report type might be: Media, Ad Server or Billing. Each report type has its own set of metrics and dimensions.

2) Dimensions

(API name: `"dimensions"`)

Dimensions filter determines the desirable objects in your report response, i.e. what objects are needed to be "grouped by". Placement, Campaign, Browser and Country are dimension examples. Each report type has its own dimensions set.

3) Metrics

(API name: `"metrics"`)

Metrics are different types of quantitative measurement parameters, by which Primis collects statistics, e.g. Attempts, Impressions or Revenue

4) Object Filters

(all other filters)

All other available filters are optional and are used to filter the report data, i.e. to see only such data you want displayed, whether it is specific set of your placements or statistic data for a specific country.

For the full filter list and their parameters see the [Filters Description](#) section in Reference.

Report Types

Media Report

Media report is a generic report type that provides statistics in different level of granularity from the media side. The Media report type requires a Publisher permission for your Primis account.

Media report supports the following dimensions: placement; placement size; browser; country; device type; domain; time interval and sub Id.

Its Metrics are (API names are given in parentheses): Id and name ('id' and 'name' metrics will return the corresponded dimension data); placement impressions (placementImps); revenue (revenue); revenue RPM (rpm); Ad Server video impressions from publisher's Ad Server campaigns (video_adserverimps); Ad Server video revenue (video_adserver_rev); revenue from the Primis Marketplace side (video_primis_rev); Ad Server video eCPM (video_adserver_ecpm); Ad Server Commission Fee (adserver_serving_fee).
For header bidding activity the API supports three additional metrics: publisher's HB impression attempts (pub_hb_attempts) and fill rate (pub_hb_fillrate).

For the full list of filters and their syntax and parameters see the Filters Description section in Reference.

A request example:

```
curl -X POST -d 'token=XXXXXXXXXXXX&version=2.11&method=publisherReport&data=[{"name":"reportType","data":"media"}, {"name":"dimensions","data":["browser"]}, {"name":"period","data":"lastMonth"}, {"name":"metrics","data":["id","name","placementImps","rpm","revenue"]}]' -f https://console.primis.tech/UI/php/responders/apiResponder.php
```

A response example:

```
[  {"deviceTypeId":"Smartphone",
    "placementImps":67031,
    "rpm":0.19,
    "revenue":15.81
  },
  {"deviceTypeId":"Desktop",
    "placementImps":19125606,
    "rpm":2.24,
    "revenue":42770
  },
  {"deviceTypeId":"Tablet",
    "placementImps":912826,
    "rpm":1.43,
    "revenue":576.57}
]
```

Ad Server Report

Ad Server report is a video statistic report adjusted to provide granularity for Ad Server campaigns. The Ad Server report requires an Ad Server permission for your Primis account.

Ad Server report's dimensions are: placement, campaign, browser, country, device type, domain and time interval.

Its metrics are (API names are given in parentheses): Id and name ('id' and 'name' metrics will return the corresponded dimension data); video ad impressions (video_ad_imps); eCPM (video_ad_ecpm); revenue (video_ad_revenue); percent of viewable impressions (video_ad_imps_viewability_rate); ad attempts (video_ad_attempts); ad starts (video_ad_starts); completion rate (video_ad_completion_rate) and fillrate (video_ad_fillrate); Ad Server Commission Fee (adserver_serving_fee).

For the full list of filters and their syntax and parameters see the [Filters Description](#) section in Reference.

A request example:

```
curl -X POST -d
'token=XXXXXXXXXXXX&version=2.11&method=publisherReport&data=[{"name":"reportType","data":"adServer"}, {"name":"dimensions","data":["browser"]}, {"name":"period","data":"custom"}, {"name":"fromDay","data":"2018-10-20"}, {"name":"toDay","data":"2018-10-21"}, {"name":"timeInterval","data":"cumulative"}, {"name":"metrics","data":["id","name","video_ad_imps","video_ad_ecpm","video_ad_revenue","video_ad_starts"]}]' -f
https://console.primis.tech/UI/php/responders/apiResponder.php
```

A response example:

```
[
  {
    "browserId":"Mobile Application",
    "video_ad_imps":300,
    "video_ad_ecpm":4.95,
    "video_ad_revenue":1.49,
    "video_ad_starts":298
  },
  {
    "browserId":"Chrome",
    "video_ad_imps":38530,
    "video_ad_ecpm":5.53,
    "video_ad_revenue":213.09,
    "video_ad_starts":39452
  },
]
```

Billing Report

Billing report is a report type that provides billing data, similar to the Billing page of the Primis system. The Billing report requires an Ad Server permission for your Primis account.

Except of the **Report Type**, no other filters are necessary for the Billing report. All other filters in the request will be ignored.

A request example:

```
curl --data
"token=XXXXXXXXXXXX&version=2.11&method=&data=[{"name":"reportType","data":"billing"}]"
-f https://console.primis.tech/UI/php/responders/apiResponder.php
```

As a response, the API will return user's billing data under the fixed metrics.

Below you can find the set of metrics.

Name	API Name	Format
Period start date	startDate	Date: 'yyyy-mm-dd'
Period end date	endDate	Date: 'yyyy-mm-dd'
Payment status	status	String
Ad Server Revenue	adServerRevenue	Decimal
Primis Revenue	primisRevenue	Decimal
Total Revenue	totalRevenue	Decimal
Ad Serving Fee	adServingFee	Decimal
Payment Date	paymentDate	Date: 'yyyy-mm-dd'
Net Billing	netBilling	Decimal

This is the bottom line of the funds that you've earned during a period (and it is your exact invoice sum).

A response example:

```
[
  {
    "startDate": "2018-11-01",
    "endDate": "2018-11-24",
    "status": "openPeriod",
    "adServerRevenue": 0,
    "primisRevenue": 0,
    "totalRevenue": 0,
    "adServingFee": 0,
    "paymentDate": "-",
    "netBilling": 0
  },
  {
    "startDate": "2018-10-01",
    "endDate": "2018-10-31",
    "status": "invoiceReceieved",
    "adServerRevenue": 1967.63,
    "primisRevenue": 4990.93,
    "totalRevenue": 6958.55,
    "adServingFee": 977.07,
    "paymentDate": "2018-11-26",
    "netBilling": 2013.86
  },
  {
    "startDate": "2018-09-01",
    "endDate": "2018-09-30",
    "status": "paid",
    "adServerRevenue": 365.12,
    "primisRevenue": 3251.19,
    "totalRevenue": 6616.31,
    "adServingFee": 80.21,
    "paymentDate": "2018-11-01",
    "netBilling": 2570.98
  }
]
```

Reference

Methods Description

Name	Description
authentication	Initial authentication
publisherReport	For publisher's reporting service

Filters Description

Filter Name	Values / Notes	Field Req.	Filter Type	Default Value	Exclude Option	Report Type Req.
reportType	Values: - media - adServer - billing	y	Single (string)	No Default	n	Media, Ad Server, Billing
dimensions	Media Report Type Values: - placement - placementSize - browser - country - deviceType - domain - timeInterval - subId Ad Server Report Type Values: - placement - campaign - browser - country - deviceType - domain - timeInterval Note: If 'timeInterval' is the requested dimension, 'timeInterval' filter must be set.	y	Single (string)	No Default	n	Media, Ad Server

Filter Name	Values / Notes	Field Req.	Filter Type	Default Value	Exclude Option	Report Type Req.
metrics	Media Report Type Values: • id • name • placementImps • revenue • rpm • video_adserverimps • video_adserver_rev • video_primis_rev • video_adserver_ecpm • pub_hb_attempts • pub_hb_fillrate • adserver_serving_fee Ad Server Report Type Values: • id • name • video_adimps • video_ad_ecpm • video_ad_revenue • video_adimps_viewability_rate • video_ad_attempts • video_ad_starts • video_ad_completion_rate • video_ad_fillrate • adserver_serving_fee Note: 1. 'id' and 'name' metrics will return the corresponded dimension data 2. 'pub_hb_attempts' and 'pub_hb_fillrate' can be chosen only for Header Bidding placements Example: If "placement" value in dimension filter is chosen the API will return: <pre>{ "placement": 45001, "placementName": "AAA" }</pre>	y	Multiply (array)	All	n	Media, Ad Server

Filter Name	Values / Notes	Field Req.	Filter Type	Default Value	Exclude Option	Report Type Req.
Timeframe Filters						
timeInterval	Values: - cumulative - hour - date - month	n	Single (string)	cumulative	n	Media, Ad Server
period	Values: - today - yesterday - currentMonth - lastMonth - custom Note: If 'custom' value is selected, the filters 'fromDay' and 'toDay' are required.	y	Single (string)	No Default	n	Media, Ad Server
fromDay	From date, in format 'yyyy-mm-dd' in case of 'period' is set to 'custom'.	y	Single (string)	No Default	n	Media, Ad Server
toDay	To date, in format 'yyyy-mm-dd' in case of 'period' is set to 'custom'.	y	Single (string)	No Default	n	Media, Ad Server
Object Filters						
countryFilter	Values: For the values see the table 'Country Codes'. Example: <pre>{ "name": "countryFilter", "data": ["55", "30"] }</pre>	n	Multiply (array)	All	y	Media, Ad Server

Filter Name	Values / Notes	Field Req.	Filter Type	Default Value	Exclude Option	Report Type Req.
domainFilter	Values: Domain Example: <pre>{ "name": "domainFilter", "data": "yadoo.com,bulik.tr" }</pre>	n	Single (string)	All	y	Media, Ad Server
browserFilter	Values: - chrome - firefox - safari - ie - edge - opera - fbapp - app - man - other Note: 'man' - manufacture native browser.	n	Multiply (array)	All	y	Media, Ad Server
osFilter	Values: - windows - linux - macosx - chromeos - ios - android - other	n	Multiply (array)	All	y	Media, Ad Server
deviceTypeFilter	Values: - desktop - smartphone - tablet - bot - other	n	Multiply (array)	All	y	Media, Ad Server
placementFilter	Values: Placement Ids Example: <pre>{ "name": "placementFilter", "data": ["4500", "45001"] }</pre>	n	Multiply (array)	All	y	Media, Ad Server



Filter Name	Values / Notes	Field Req.	Filter Type	Default Value	Exclude Option	Report Type Req.
minImpsFilter	Determines the min. number of imp. by which data will be filtered.	n	Single (string)	0	n	Media
placementSizeFilter	Values: For the values see the table 'Placement Sizes Codes' Note: For 'All Banner Sizes' select '99999' For 'Vast / Outstream' select '1010' Example: <pre>{ "name": "placementSizeFilter", "data": ["1010", "5", "6", "7"] }</pre>	n	Multiply (array)	All	y	Media
campaignFilter	Values: Campaign Ids Example: <pre>{ "name": "campaignFilter", "data": ["75862", "784", "627"] }</pre>	n	Multiply (array)	All	y	Ad Server

Placement Sizes Codes

Value	Description	Value	Description	Value	Description
99999	All Banners	1010	Vast / Outstream	12000	Native Video Unit
1	300x250 - Banner	64	300x100 - Mobile Banner	116	235x90 - Banner
2	336x280 - Banner	65	240x400 - Mobile Banner	117	350x80 - Banner
3	468x60 - Banner	66	930x180 - Banner	118	310x400 - Banner
4	120x90 - Banner	67	670x20 - Banner	119	480x350 - Banner
5	120x60 - Banner	68	218x70 - Banner	120	850x68 - Banner
6	728x90 - Banner	69	85x455 - Banner	121	785x100 - Banner
7	160x600 - Banner	70	924x90 - Banner	122	600x60 - Banner
8	120x600 - Banner	71	445x240 - Banner	123	150x70 - Banner
9	250x250 - Banner	72	175x158 - Banner	124	650x500 - Banner
10	720x300 - Banner	73	209x192 - Banner	125	468x350 - Banner
11	120x240 - Banner	74	300x140 - Banner	126	500x280 - Banner
12	408x70 - Banner	75	713x65 - Banner	127	970x300 - Banner
13	408x50 - Banner	77	700x500 - Banner	128	420x400 - Banner
14	59x585 - Banner	78	800x440 - Banner	129	640x480 - Mobile Banner
15	116x116 - Banner	79	120x60 - Mobile Banner	130	480x320 - Mobile Banner
16	234x60 - Banner	80	165x55 - Banner	132	500x280 - Mobile Banner
17	200x200 - Banner	81	156x55 - Banner	133	310x400 - Mobile Banner
18	180x150 - Banner	82	425x600 - Banner	134	600x338 - Banner
19	300x150 - Banner	83	430x600 - Banner	135	400x300 - Banner
20	300x100 - Banner	84	300x50 - Mobile Banner	136	468x360 - Mobile Banner
21	400x150 - Banner	85	300x50 - Banner	137	310x260 - Banner
22	250x60 - Banner	86	970x70 - Banner	138	300x400 - Banner
23	116x650 - Banner	95	450x90 - Banner	139	301x400 - Banner
45	194x82 - Banner	96	340x70 - Banner	140	310x260 - Mobile Banner
46	770x60 - Banner	97	528x80 - Banner	141	320x250 - Banner
47	396x70 - Banner	98	610x300 - Banner	142	640x360 - Banner
48	510x60 - Banner	101	970x90 - Banner	143	970x250 - Banner
51	125x125 - Banner	103	252x100 - Banner	144	320x480 - Mobile Banner
52	200x130 - Banner	104	728x100 - Banner	145	320x50 - Banner
53	760x330 - Banner	105	470x150 - Banner	146	300x600 - Mobile Banner
54	240x400 - Banner	108	560x110 - Banner	147	320x100 - Mobile Banner
55	320x50 - Mobile Banner	109	280x570 - Banner	148	160x600 - Mobile Banner



Value	Description	Value	Description	Value	Description
56	300x250 - Mobile Banner	110	550x70 - Banner	149	370x300 – Banner
57	728x90 - Mobile Banner	111	770x350 - Banner	150	336x280 - Mobile Banner
58	468x60 - Mobile Banner	112	970x350 - Banner	151	1000x300 - Banner
59	300x600 - Banner	113	728x350 - Banner	152	580x400 - Banner
60	600x100 - Banner	114	600x500 - Banner	153	3000x3000 - Banner
61	654x180 - Banner	115	640x480 - Banner	154	560x420 - Banner
63	250x250 - Mobile Banner				

Country Codes

Value	Description	Value	Description	Value	Description
74	Argentina	156	Hong Kong	229	Portugal
77	Australia	157	Hungary	60	Romania
78	Austria	159	India	59	Russian Federation
85	Belgium	160	Indonesia	224	Serbia
56	Brazil	163	Ireland	247	Singapore
96	Bulgaria	25	Israel	252	South Africa
31	Canada	164	Italy	64	Spain
105	Chile	166	Japan	259	Sweden
106	China	188	Malaysia	260	Switzerland
109	Colombia	63	Mexico	262	Taiwan
114	Costa Rica	58	Netherlands	265	Thailand
119	Czech Republic	210	New Zealand	272	Turkey
120	Denmark	217	Norway	278	United Arab Emirates
134	Finland	55	Other	62	United Kingdom
61	France	222	Panama	30	United States
57	Germany	226	Philippines	284	Vietnam
143	Greece	228	Poland		



ERRORS DESCRIPTION

HTTP Error Code	Status	Description
450	Unauthorized	API user name is incorrect or doesn't exist
451	Bad Token	Token is incorrect or expired
452	Method Not Allowed	Invalid method
453	Validation Error	Invalid filter(s)
454	Data Is Not Ready	System doesn't finish the data preparation.
455	Bad Version	The API version is absent or incorrect.
456	No Permission	No permission to retrieve the report.*

* For more information please contact Primis representative.