



Reporting API for Apple News Publishers

Advertising on Apple News | January 2024

Version 1.0

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Overview

The Reporting API enables Apple News publishers to easily access analytics to track their Apple News campaign performance, revenue, supply, and fill metrics. Reporting analytics are available at both the campaign and line level across various dimensions including channel, ad position, ad types, age-gender, geography, and device type.

Revenue API for News Publishers

If you have been using the Revenue API for News Publishers then you must migrate to the Reporting API for News Publishers to view your data.

Publishers enabled for Google Ad Manager will be able to access their Total impression, TTR%, Direct Sold fill rate, House fill rate, Backfill fill rate, Backfill revenue, and Backfill eCPMs and run reports in the Reporting API for News Publishers.

Versioning

The current version of the Reporting API for Apple News Publishers is v1.

Endpoints

See [Summary of Report Types](#) for reporting endpoints and [metadata](#) to use in report calls.

Limitations

There is a limit of 10,000 API calls in UTC, per 24 hours, total for the Reporting API for News Publishers.

Authentication and Access

Authentication is the first step in utilizing the Reporting API.

An access token provides authorization to all functionality of the API. To access the Apple News Ads API server, request and download the required API keys, tokens, and certificate from [Workbench](#).

1. Click on the dropdown arrow next to your account name near the top right and select **Account** from the dropdown menu.
2. Select the API tab under the page title.
3. Click **Create Key**.
4. Name your key and select Publisher Inventory Campaigns.
5. Enter the Captcha text.
6. Confirm and download your key in a ZIP file, containing the following files.
 - `certificate.pem`: a client-side SSL certificate signed by Apple Ad Platforms.
 - `private_key.key`: a client-side SSL private key
 - `token.txt`: an access token

The downloaded certificate is a PEM file. The following commands use the publicly available `openssl` and `keytool` utilities to convert the PEM certificate to P12 or JKS formats as needed.

1. Convert your PEM-format certificate to a P12-format certificate.

```
openssl pkcs12 -export -in certificate.pem -inkey private_key.key  
-out certificate.p12 -name "<name>"
```

2. Convert the P12-format certificate to a JKS-format certificate.

```
keytool -v -importkeystore -srckeystore certificate.p12 -srcstoretype  
PKCS12 -destkeystore certificate.jks -deststoretype JKS
```

Session Call

An access token is used to call the /session endpoint which provides the session-id required to make further API calls. Use session-id in the header for all calls other than the initial /session call.

GET <https://iadapi.apple.com/ads/api/publisher/v1/session?AccessToken=<AccessToken>>

Request Header

When making the GET /session call, only the Content-Type key-value pair is required in the request header.

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.

Metadata API Calls

Metadata APIs provide key-value pairs to use for generating [reports](#).

Metadata	Resource URL	Description
campaigns	GET https://iadapi.apple.com/ads/api/publisher/v1/campaigns?StartDate=yyyy-MM-dd&EndDate=yyyy-MM-dd	Returns campaigns for the requesting organization between an input <code>StartDate</code> and <code>EndDate</code> . The <code>StartDate</code> is the campaign creation date.
lines	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/lines">https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/lines	Returns the lines associated with a specified <code>campaignId</code> .
creatives	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/creatives	Returns AdIds that can be used as filters in creatives report types .
ad-positions	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-positions	Returns key-value pairs for ad-positions.
ad-types	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-types	Returns key-value pairs for ad-types.
age-ranges	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/age-ranges	Returns key-value pairs for age ranges.
application-types	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/application-types	Returns all apps available for serving ads.
channels	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/channels	Returns a list of channels that can be used as filters in reports.
cities	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?CountryCode=<CountryCode>	Returns key-value pairs for cities that can be used as filters in reports.
cities for a state	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?CountryCode=<CountryCode>&StateCode=<StateCode>">https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?CountryCode=<CountryCode>&StateCode=<StateCode>	Returns cities for a specific country and state.
days	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/days	Returns key-value pairs for day-id and day-description fields.
devices	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/devices	Returns key-value pairs for devices.

Metadata	Resource URL	Description
DMA	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/dma?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/metadata/dma?CountryCode=<CountryCode>	Returns key-value pairs for DMA's (Designated Market Areas) for CountryCode US only.
genders	GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/genders	Returns key-value pairs for genders.
master API	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/metadata?CountryCode=<CountryCode>	Returns key-value pairs for all dimensions available to use in report requests.
metrics	GET https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/metrics	Reporting metrics includes impressions and taps.
states	GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/states?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/metadata/states?CountryCode=<CountryCode>	Returns key-value pairs for states that can be used as filters in reports.
time aggregations	GET https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/time-aggregations	Allows metrics/reports in a request to be aggregated by time.

GET /ad-positions

Returns key-value pair metrics filtered and aggregated by ad-positions for campaigns and lines.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-positions>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

GET /ad-types

Returns key-value pair metrics filtered and aggregated on ad-types for campaigns and lines.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-types>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

GET /age-ranges

Returns key-value pairs for age ranges.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/age-ranges?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

QueryParam

Key	Required	Values	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.

GET /application-types

Returns key-value pairs for all apps available for serving ads.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/application-types>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

GET /campaigns

Returns campaigns, in any state, for the requesting organization between an input StartDate and EndDate inclusive. StartDate represents the campaign creation date only for GET /campaigns.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/campaigns?StartDate=yyyy-MM-dd&EndDate=yyyy-MM-dd>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

QueryParams

Param	Notes	Validations
StartDate	Must be in yyyy-MM-dd format.	<ul style="list-style-type: none">StartDate is required.StartDate must be non-null, non-empty.StartDate in the request and response is in UTC.
EndDate	Must be in yyyy-MM-dd format.	<ul style="list-style-type: none">EndDate is required.EndDate must be non-null, non-empty.StartDate in the request and response is in UTC.

GET /channels

Returns a list of channels that can be used as filters in reports.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/channels>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

GET /cities

Returns key-value pairs for cities that can be used as filters in reports. For example, us|ca|san jose. Key includes country and state in the format: us|ca. The value in the example is the city name |San Jose. This call is used with all supported country codes.

Resource URL

GET [https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?](https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?CountryCode=<CountryCode>)

[CountryCode=<CountryCode>](#)

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

QueryParam

Key	Required	Value	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.

GET /cities for a state

Returns cities for a specific country and state. This call is used for all supported country codes.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/cities?CountryCode=<CountryCode>&StateCode=<StateCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

QueryParams

Key	Required	Values	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.
StateCode	Yes		StateCode is specified using the keys from GET /states metadata API. The keys must be URL encoded since it contains the ' ' character. Use the format: StateCode=US%7CCA

GET /creatives

Returns adIds associated with a specified campaign that can be used as filters in [report types](#).

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

GET /days

Returns key-value pairs for days values that can be provided as filter inputs in reports.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/days>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

GET /devices

Returns key-value pairs for devices and device descriptions.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/devices>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

GET /dma

Returns key-value pairs for DMA (Designated Market Areas) for the CountryCode US.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/dma?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

QueryParam

Key	Required	Value	Description
CountryCode	Yes	US	US is the only valid CountryCode to retrieve metadata for DMA.

GET /genders

Returns key-value pairs for genders.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/genders>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

GET /lines

Returns lines associated with a specified campaign, in any state.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/lines>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

GET /metadata

Returns all metadata except campaigns and lines. Provides key-value pairs for all dimensions to use for sending requests.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

QueryParam

Key	Required	Values	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.

GET /metrics

Returns revenue, supply, campaign-level, and line-level metrics to allow advertisers to compare performance across media buys and with metrics they receive from other platforms.

All metrics are (2⁶³) - 1 characters.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/metrics>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Campaign and Line Metrics

The following metrics are included for ads at both campaign and line levels for reports:

- [ad-positions](#)
- [ad-types](#)
- [age-gender](#)
- [application-type](#)
- [channels](#)
- [devices](#)
- [geography](#)

Metric	Description
Budget	An indicator of the total campaign budget.
ConversionRate	The number of conversions divided by the number of taps.
ConfirmedTaps	Total number of confirmed taps with ad destination opened for a minimum of 2 seconds. In Workbench , ConfirmedTaps is reported as Taps (Legacy). The Taps metric is reported as Taps (Standard).
ConfirmedTTR	The ratio of confirmed taps to impressions. For example, a banner or carousel ad has 100 views and the ad was tapped 5 times with the tap destination opened for a minimum of 2 seconds. $TTR = \text{taps} / \text{impressions}$ so the ConfirmedTTR is 5%.
Conversions	The number of times a specific qualifying event, such as app downloads, Apple News+ subscriptions, Apple TV+ subscriptions, Apple One subscriptions occurs on your ad.
eCPM	The effective cost per thousand impressions, calculated based on impressions.
Impressions	The number of ad impressions delivered across an entire campaign. An impression is logged when 50% of a banner or carousel ad is fully displayed on-screen for a minimum of 1 second. This includes ads that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one impression is counted.
ImpressionGoal	The number of expected impressions to be delivered.

NonTappableVideoCompletions	<p>Completions is the number of times a video ad is played through to the end. Quartiles indicates the number of times a specified portion (0-25%, >25-50%, >50-75%, or >75-100%) of a video ad is played before the user leaves the ad.</p> <p>NonTappableVideo25PrcCompletions NonTappableVideo50PrcCompletions NonTappableVideo75PrcCompletions NonTappableVideo100PrcCompletions</p>
NonTappableVideoCompletionRate	<p>The ratio of completes to the number of video impressions with a non-tappable state.</p> <p>The reported Completion Rate data is not cumulative. A video ad play with 100% completion will be included in both the >75-100% quartile as well as in the Completions bucket. A view that reaches 60% will only be attributed to the >50-75% completion bucket. It will not be attributed in the 0-25% or >25-50% bucket. This is to ensure completion rates are not double or triple counted.</p> <p>NonTappableVideo25PrcCompletionRate NonTappableVideo50PrcCompletionRate NonTappableVideo75PrcCompletionRate NonTappableVideo100PrcCompletionRate</p>
NonTappableVideoImpressions	<p>The number of delivered ad impressions for a video ad with a non-tappable state opened for minimum of 2 seconds with at least 50% viewable. Only confirmed impressions are reported.</p>
Pacing	<p>The actual spend for a given time range divided by the projected spend for a given time range. The projected spend is budget divided by total time multiplied by elapsed time.</p> <p>Only applicable in line request payloads.</p>
PaidImpressions	<p>The total number of confirmed impressions based on what is booked in the line.</p>
TappableVideoCompletionRate	<p>The ratio of completes to the number of video impressions with a tappable state.</p> <p>The reported Completion Rate data is not cumulative. A video ad play with 100% completion will be included in both the >75-100% quartile as well as in the Completions bucket. A view that reaches 60% will only be attributed to the >50-75% completion bucket. It will not be attributed in the 0-25% or >25-50% bucket. This is to ensure completion rates are not double or triple counted.</p> <p>TappableVideo25PrcCompletionRate TappableVideo50PrcCompletionRate TappableVideo75PrcCompletionRate TappableVideo100PrcCompletionRate</p>

TappableVideoCompletions	<p>Completions is defined as the number of times a video ad is played through to the end of the selected quartile. Quartiles indicates the number of times a specified portion (0-25%, >25-50%, >50-75%, or >75-100%) of a video ad is played before the user leaves the ad.</p> <p>TappableVideo100PrcCompletions TappableVideo75PrcCompletions TappableVideo50PrcCompletions TappableVideo25PrcCompletions</p>
TappableVideoImpressions	<p>The number of delivered ad impressions for a video ad with a tappable state opened for minimum of 2 seconds with at least 50% viewable. Only confirmed impressions are reported.</p>
TappableVideoTaps	<p>The total number of times a video ad unit is tapped.</p>
Taps	<p>The total number of times an ad is tapped.</p>
ViewableImpressions	<p>The number of viewable ad impressions delivered across an entire campaign. A viewable impression is logged when 100% of a banner or carousel ad is fully displayed on-screen for a minimum of 1 second. This includes ads that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one viewable impression is counted.</p> <p>In Workbench, ViewableImpressions is reported as Impressions (Legacy).</p>

Campaign and lines metrics in a request payload example

```
"Metrics": [  
  "Budget",  
  "ConfirmedTaps",  
  "ConversionRate",  
  "Conversions",  
  "CPM",  
  "ImpressionGoal",  
  "Impressions",  
  "NonTappableVideoCompletions",  
  "NonTappableVideo100PrcCompletions",  
  "NonTappableVideo75PrcCompletions",  
  "NonTappableVideo50PrcCompletions",  
  "NonTappableVideo25PrcCompletions",  
  "NonTappableVideoCompletionRate",  
  "NonTappableVideo100PrcCompletionRate",  
  "NonTappableVideo75PrcCompletionRate",  
  "NonTappableVideo50PrcCompletionRate",  
  "NonTappableVideo25PrcCompletionRate",  
  "NonTappableVideoImpressions",  
  "Pacing", //lines only  
  "PaidImpressions",  
  "TappableVideoCompletions",  
  "TappableVideo100PrcCompletions",  
  "TappableVideo75PrcCompletions",  
  "TappableVideo50PrcCompletions",  
  "TappableVideo25PrcCompletions",  
  "TappableVideoCompletionRate",  
  "TappableVideo100PrcCompletionRate",  
  "TappableVideo75PrcCompletionRate",  
  "TappableVideo50PrcCompletionRate",  
  "TappableVideo25PrcCompletionRate",  
  "TappableVideoImpressions",  
  "TappableVideoTaps",  
  "Taps",  
  "ViewableImpressions"  
],
```

Ad-Positions and Ad-Types Reports Metrics

In addition to [ad metrics](#), the following metrics are included in both campaign and line levels with [ad-positions](#) and [ad-types](#) reports:

Metric	Description
AudibleFullyOnScreen100PrcVideoRate	The percentage of video views that were 100% on screen with audio on 100% completion rate.
AudibleFullyOnScreen50PrcVideoRate	The percentage of video views that were 100% on screen with audio on 50% completion rate.
AudioOnRateForVideo	The percent of impressions with audio on.
AverageVideoWatchTimeInSec	The average time spent watching your video ads (shown in seconds).
ConfirmedVideoImpressions	The total number of confirmed video impressions that are 50% in-view for a minimum of for 2 seconds.
TotalVideoWatchTimeInSec	The cumulated time spent watching the video ads (shown in seconds).
VideoFullscreenCount	The total number of times when fullscreen of the ad is enabled. Repeated interactions are also counted.
VideoLengthInSec	The length of the video asset, shown in seconds.
VideoPauseCount	The total number of times "pause" is tapped in the ad. Repeated interactions are also counted.
VideoPlayCount	The total number of times when "play" and "resume" are tapped in the ad. Repeated interactions are also counted.
VideoSkipCount	The total count of times "skip" has been tapped in the ad.
VideoUnmuteCount	The total number of times when unmute is tapped in the ad. Repeated interactions are also counted.
VideoViewRate	The number of impressions divided by the number of video starts.

Ad-positions and ad-types metrics in a request payload example

```
"Metrics": [  
  "AudibleFullyOnScreen50PrcVideoRate",  
  "AudibleFullyOnScreen100PrcVideoRate",  
  "AudioOnRateForVideo",  
  "AverageVideoWatchTimeInSec",  
  "Budget",  
  "ConversionRate",  
  "Conversions",  
  "ConfirmedVideoImpressions",  
  "eCPM",  
  "ImpressionGoal",  
  "Impressions"  
  "NonTappableVideoCompletions",  
  "NonTappableVideo100PrcCompletions",  
  "NonTappableVideo75PrcCompletions",  
  "NonTappableVideo50PrcCompletions",  
  "NonTappableVideo25PrcCompletions",  
  "NonTappableVideoCompletionRate",  
  "NonTappableVideo100PrcCompletionRate",  
  "NonTappableVideo75PrcCompletionRate",  
  "NonTappableVideo50PrcCompletionRate",  
  "NonTappableVideo25PrcCompletionRate",  
  "NonTappableVideoImpressions",  
  "Pacing", //lines only  
  "PaidImpressions",  
  "TappableVideoCompletions",  
  "TappableVideoTaps",  
  "TappableVideo100PrcCompletions",  
  "TappableVideo75PrcCompletions",  
  "TappableVideo50PrcCompletions",  
  "TappableVideo25PrcCompletions",  
  "TappableVideoCompletionRate",  
  "TappableVideo100PrcCompletionRate",  
  "TappableVideo75PrcCompletionRate",  
  "TappableVideo50PrcCompletionRate",  
  "TappableVideo25PrcCompletionRate",  
  "TappableVideoImpressions",  
  "Taps",  
  "TotalVideoWatchTimeInSec",  
  "VideoFullscreenCount",  
  "VideoLengthInSec",  
  "VideoPauseCount",  
  "VideoPlayCount",  
  "VideoSkipCount",  
  "VideoUnmuteCount",  
  "VideoViewRate"  
],
```

Creatives Metrics

The following metrics are used in creatives reporting.	
Metric	Description
AverageTimeSpentCarousel	The average time the carousel ad is in full view for a minimum 1 second and maximum of 30 seconds.
CardTaps	The total number of confirmed card taps. Note, card level metrics are only supported for the carousel ad type.
CardViews	The total number of card views with all four corners in full view for a carousel ad. Note, card level metrics are only supported for the carousel ad type.
ConversionRate	The number of conversions divided by the number of taps.
Conversions	The number of times a specific qualifying event, such as app downloads, Apple News+ subscriptions, Apple TV+ subscriptions, Apple One subscriptions occurs on your ad.
Impressions	<p>The number of viewable ad impressions delivered across an entire campaign. A viewable impression is logged when 50% of a banner or carousel ad is fully displayed on-screen for a minimum of 1 second. This includes ads that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one viewable impression is counted.</p> <p>Note, in Workbench, ViewableImpressions is reported as Impressions. The Impressions metric is reported as Impressions(Standard).</p>
NonTappableVideoCompletionRate	<p>The ratio of completes to the number of video impressions with a non-tappable state.</p> <p>The reported Completion Rate data is not cumulative. A video ad play with 100% completion will be included in both the >75-100% quartile as well as in the Completions bucket. A view that reaches 60% will only be attributed to the >50-75% completion bucket. It will not be attributed in the 0-25% or >25-50% bucket. This is to ensure completion rates are not double or triple counted.</p> <p>NonTappableVideo25PrcCompletionRate NonTappableVideo50PrcCompletionRate NonTappableVideo75PrcCompletionRate NonTappableVideo100PrcCompletionRate</p>
NonTappableVideoImpressions	The number of delivered ad impressions for a video ad with a non-tappable state opened for minimum of 2 seconds with at least 50% viewable. Only confirmed impressions are reported.
RequestedImpressions	An initial ad request made through an Apple proxy to a third-party or Apple content server for an ad.

TappableVideoCompletionRate	<p>The ratio of completes to the number of video impressions with a tappable state.</p> <p>The reported Completion Rate data is not cumulative. A video ad play with 100% completion will be included in both the >75-100% quartile as well as in the Completions bucket. A view that reaches 60% will only be attributed to the >50-75% completion bucket. It will not be attributed in the 0-25% or >25-50% bucket. This is to ensure completion rates are not double or triple counted.</p> <p>TappableVideo25PrcCompletionRate TappableVideo50PrcCompletionRate TappableVideo75PrcCompletionRate TappableVideo100PrcCompletionRate</p>
TappableVideoCompletions	<p>Completions is defined as the number of times a video ad is played through to the end of the selected quartile. Quartiles indicates the number of times a specified portion (0-25%, >25-50%, >50-75%, or >75-100%) of a video ad is played before the user leaves the ad.</p> <p>TappableVideo100PrcCompletions TappableVideo75PrcCompletions TappableVideo50PrcCompletions TappableVideo25PrcCompletions</p>
TappableVideoImpressions	<p>The number of delivered ad impressions for a video ad with a tappable state opened for minimum of 2 seconds with at least 50% viewable. Only confirmed impressions are reported.</p>
TappableVideoTaps	<p>The total number of times a video ad unit is tapped.</p>
Taps	<p>The number of times an ad unit is tapped.</p>
ViewableImpressions	<p>The number of viewable ad impressions delivered across an entire campaign. A viewable impression is logged when 100% of a banner or carousel ad is fully displayed on-screen for a minimum of 1 second. This includes ads that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one viewable impression is counted.</p> <p>Note, in Workbench, ViewableImpressions is reported as Impressions. The Impressions metric is reported as Impressions(Standard).</p>

Creative metrics in a request payload example

```
"Metrics": [  
  "AverageTimeSpentCarousel",  
  "Conversions",  
  "ConversionRate",  
  "CardViews",  
  "CardTaps",  
  "Impressions",  
  "NonTappableVideoCompletionRate",  
  "NonTappableVideoImpressions",  
  "PaidImpressions",  
  "RequestedImpressions",  
  "TappableVideoCompletionRate",  
  "TappableVideoCompletions",  
  "TappableVideoImpressions",  
  "TappableVideoTaps",  
  "Taps",  
  "ViewableImpressions"  
],
```

Supply Metrics

The following supply and revenue metrics are included if campaigns or lines are not provided in the report payload request:

- ad-positions
- ad-types
- age-gender
- application-type
- channels
- devices
- geography

Metric	Description
BackFillECPM	The average revenue per thousand impressions for backfill campaigns.
BackFillImpressions	The total number of impressions generated from backfill campaigns.
BackFillRate	The total number of backfill ad impressions divided by supply.
BackFillRevenue	The total revenue generated from backfill campaigns.
DirectSoldFillRate	The percentage of direct sold ad impressions divided by supply.
DirectSoldImpressions	The total number of impressions generated from direct sold campaigns.
FillRate	The percentage of total ad impressions divided by supply.
HouseFillRate	The percentage of house ad impressions divided by supply.
HouseImpressions	The total number of impressions generated from house campaigns.
Supply	The total number of ad impressions the are filled and unfilled.

Supply metrics in a payload request example

```
"Metrics": [  
  "BackFillECPM",  
  "BackFillImpressions",  
  "BackFillRate",  
  "BackFillRevenue",  
  "DirectSoldFillRate",  
  "DirectSoldImpressions",  
  "FillRate",  
  "HouseFillRate",  
  "HouseImpressions",  
  "Supply"  
],
```

GET /states

Returns key-value pairs for States that can be used as filters in reports. Key is of the format: us|ca and the value is the State name which is California in this example. This call is used for all supported country codes.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/metadata/states?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

QueryParam

Key	Required	Values	Description
CountryCode	Yes	AU, CA, GB, US	The CountryCode of the country you want to retrieve metadata for.

GET /time-aggregations

Allows metrics in a request to be aggregated by time. Options are Daily, Weekly, or Monthly. When not in the request, the default is Daily.

Resource URL

GET <https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/time-aggregations>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Report Types

Campaign and live-level data from reports is refreshed once in twenty-four hour intervals at 8AM GMT.

Campaigns

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/<ReportType>/campaigns>

Lines

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/<ReportType>/campaigns/<campaignId>/lines>

Creatives

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/<ReportType>/campaigns/<campaignId>/creatives>

Supply metrics

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/<ReportType>>

Summary of Report Types

Type	Resource URL	Description
Ad-Positions		
ad-positions on campaigns	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns	Provides metrics filtered and aggregated on ad-positions for campaigns.
ad-positions on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/<campaignId>/lines">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/<campaignId>/lines	Provides metrics filtered and aggregated on ad-positions for lines.
ad-positions on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on ad-positions for creatives.
ad-positions with supply metrics	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions	Provides revenue and supply metrics filtered and aggregated by ad-positions.
Ad-Types		
ad-types on campaigns	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns	Provides metrics filtered and aggregated on ad-types for campaigns.

Type	Resource URL	Description
ad-types on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<campaignId>/lines">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<campaignId>/lines	Provides metrics filtered and aggregated on ad-types for lines.
ad-types on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on ad-types for creatives.
ad-types with supply metrics	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types	Provides revenue and supply metrics filtered and aggregated by ad-types.
Age-Gender		
age-gender on campaigns	POST <a href="https://iadapi.apple.com/ads/publisher/v1/reports/age-gender/campaigns?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/publisher/v1/reports/age-gender/campaigns?CountryCode=<CountryCode>	Provides metrics filtered and aggregated on age-range and gender for campaigns.
age-gender on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns/<campaignId>/lines?CountryCode=US">https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns/<campaignId>/lines?CountryCode=US	Provides metrics filtered and aggregated on age-range and gender for lines.
age-gender on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on age-gender for creatives.
age-gender with supply metrics	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender?CountryCode=US	Provides revenue and supply metrics filtered and aggregated by age-range and gender.
Application-Types		
application-type on campaigns	POST https://iadapi.apple.com/ads/publisher/v1/reports/application-type/campaigns	Provides metrics filtered and aggregated on apps for campaigns.
application-type on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/application-type/campaigns/<campaignId>/lines">https://iadapi.apple.com/ads/api/publisher/v1/reports/application-type/campaigns/<campaignId>/lines	Provides metrics filtered and aggregated on apps for lines.
application-type on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/application-type/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/application-type/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on apps for creatives.
application-type with supply metrics	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/devices	Provides revenue and supply metrics filtered and aggregated by application-type.

Type	Resource URL	Description
Channels		
channels on campaigns	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns	Provides metrics filtered and aggregated on channels for campaigns.
channels on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<campaignId>/lines">https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<campaignId>/lines	Provides metrics filtered and aggregated on channels for lines.
channels on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on channels for creatives.
channels with supply metrics	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/channels	Provides revenue and supply metrics filtered and aggregated by channels
Devices		
devices on campaigns	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns	Provides metrics filtered and aggregated on devices for campaigns.
devices on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<campaignId>/lines">https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<campaignId>/lines	Provides metrics filtered and aggregated on devices for lines.
devices on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on devices for creatives.
devices with supply metrics	POST https://iadapi.apple.com/ads/api/publisher/v1/reports/devices	Provides revenue and supply metrics filtered and aggregated by devices.
Geography		
geography on campaigns	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns?CountryCode=<CountryCode>	Provides metrics filtered and aggregated on geography for campaigns.
geography on lines	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns/<campaignId>/lines?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns/<campaignId>/lines?CountryCode=<CountryCode>	Provides metrics filtered and aggregated on geography for lines.
geography on creatives	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns/<campaignId>/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns/<campaignId>/creatives	Provides metrics filtered and aggregated on geography for creatives.
geography with supply metrics	POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/geography?CountryCode=<CountryCode>">https://iadapi.apple.com/ads/api/publisher/v1/reports/geography?CountryCode=<CountryCode>	Provides revenue and supply metrics filtered and aggregated by geography.

Privacy Thresholds

Metrics are available if more than 10 impressions per day are confirmed. If the threshold is not met, impressions will be reported as `Other: Unknown`. After April 27, 2021, reporting on metrics for the geography and age-gender report types require more than 100 impressions per day. If these thresholds are not met, impressions are reported as `Other: Unknown`.

To return all data aggregated by an unknown API response, specify the following values in a report request payload filter:

Report Type	Privacy Threshold	Request Value	Filter
<code>ad-positions</code>	Less than 10 confirmed impressions per day.		
<code>ad-types</code>	Less than 10 confirmed impressions per day.		
<code>age-gender</code>	Less than 100 confirmed impressions per day.	-100	AgeRange
		-1	Gender
<code>application-types</code>	Less than 10 confirmed impressions per day.		
<code>channels</code>	Less than 10 confirmed impressions per day.		
<code>creatives</code>	Less than 10 confirmed impressions per day.	-1	AdIds
<code>devices</code>	Less than 10 confirmed impressions per day.		
<code>geography</code>	Less than 100 confirmed impressions per day.		

Age-Gender

Possible reasons why a data response of unknown or -1 would occur include:

- The data is not available for a targeted dimension.
- The user has opted out from responding.

To return an aggregate of all ads that did not meet the privacy threshold, use -100 for AgeRange and -1 for Gender in the request payload.

Geography

- `other | other | other` may be the result of the impression threshold not being met.
- `us | other | other` may be the result of users who have opted out of providing state detail but included country.
- `us | ca | other` may be the result of users who have opted out of providing city detail but included country and state.

POST /ad-positions

Ad-Positions on Campaigns Report Type

Provides revenue and campaign-level metrics filtered and aggregated by ad-positions.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Ad-positions on campaigns request payload example

```
{
  "Metrics": [
    "Metrics": [
      "AudibleFullyOnScreen50PrcVideoRate",
      "AudibleFullyOnScreen100PrcVideoRate",
      "AudioOnRateForVideo",
      "AverageVideoWatchTimeInSec",
      "Budget",
      "ConfirmedTaps",
      "ConfirmedTTR",
      "ConversionRate",
      "Conversions",
      "ConfirmedVideoImpressions",
      "eCPM",
      "ImpressionGoal",
      "Impressions",
      "NonTappableVideoCompletions",
      "NonTappableVideo100PrcCompletions",
      "NonTappableVideo75PrcCompletions",
      "NonTappableVideo50PrcCompletions",
      "NonTappableVideo25PrcCompletions",
      "NonTappableVideoCompletionRate",
      "NonTappableVideo100PrcCompletionRate",
      "NonTappableVideo75PrcCompletionRate",
      "NonTappableVideo50PrcCompletionRate",
      "NonTappableVideo25PrcCompletionRate",
      "NonTappableVideoImpressions",
      "PaidImpressions",
      "TappableVideoCompletions",
      "TappableVideoTaps",
      "TappableVideo100PrcCompletions",
      "TappableVideo75PrcCompletions",
      "TappableVideo50PrcCompletions",
      "TappableVideo25PrcCompletions",
      "TappableVideoCompletionRate",
      "TappableVideo100PrcCompletionRate",
      "TappableVideo75PrcCompletionRate",
      "TappableVideo50PrcCompletionRate",
      "TappableVideo25PrcCompletionRate",
      "TappableVideoImpressions",
      "Taps",
      "TotalVideoWatchTimeInSec",
      "VideoFullscreenCount",
      "VideoLengthInSec",
      "VideoPauseCount",
      "VideoPlayCount",
      "VideoSkipCount",
      "VideoUnmuteCount",
      "VideoViewRate",
      "ViewableImpressions"
    ],
    "Filters": {
      "CampaignIds": [
        "15314452",
        "15308604",
        "15314177"
      ],
      "AdPositions": [
        "INFEED",
        "INARTICLE",
        "BETWEENARTICLES"
      ]
    }
  ]
}
```

```

    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ],
    "Aggregation": "AdPositions",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-01",
    "EndDate": "2021-04-09",
    "Sort": {
      "Parameter": "ViewableImpressions",
      "Order": "ASC"
    }
  }
}

```

Ad-positions campaign parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Positions Campaign Filters</p>	JSON structure	<ul style="list-style-type: none"> • GET / ad-positions • GET / campaigns • GET / days 	

Aggregation / Aggregations	No	<p>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • AdPositions • Days • CampaignIDs
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator.	GET / time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
------------	----	---	----------------	--	---

Pagination payload example

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 947 1432 1136">"Sort": { "Parameter": "ConversionRate", "Order": "ASC" },</pre>					
StartDate	Yes	The report start date.	A string representing report StartDate in yyyy-MM-dd format.		<ul data-bbox="1227 1199 1432 1709" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	A string representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------------	--	--	---

Ad-positions in campaigns filters payload example

```
"Filters": {
  "CampaignIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "AdPositions": [
    "INFEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
CampaignIds	Yes	A list of CampaignIds to filter on.	JSON array	GET / campaigns	<ul style="list-style-type: none"> • CampaignIds must be non-null and non-empty. • CampaignIds must contain non-null and non-empty values. • Maximum 10 CampaignIds allowed per report request. • CampaignIds must contain non-duplicate values. • CampaignIds must belong to the requesting organization. • CampaignIds must be valid.

AdPositions	No	A list of AdPositions to filter on.	JSON array	GET /ad-positions	<ul style="list-style-type: none"> • AdPositions must be non-null and non-empty. • AdPositions must contain non-null and non-empty values. • AdPositions must contain non-duplicate values. • AdPositions must contain valid keys representing AdPositions.
Days	No	A list of Days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty • Days must not contain null/empty values • Days must not contain duplicate values • Days must contain valid keys representing Days.

Ad-Positions on Lines Report Type

Provides revenue and line-level metrics filtered and aggregated by ad-positions.

Resource URL

POST on <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/<campaignId>/lines>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Ad-positions on lines request payload example

```
{
  "Metrics": [
    "AudibleFullyOnScreen50PrcVideoRate",
    "AudibleFullyOnScreen100PrcVideoRate",
    "AudioOnRateForVideo",
    "AverageVideoWatchTimeInSec",
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "ConfirmedVideoImpressions",
    "eCPM",
    "ImpressionGoal",
    "Impressions",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "Pacing",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideoTaps",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "Taps",
  ]
}
```

```

    "TotalVideoWatchTimeInSec",
    "VideoFullscreenCount",
    "VideoLengthInSec",
    "VideoPauseCount",
    "VideoPlayCount",
    "VideoSkipCount",
    "VideoUnmuteCount",
    "VideoViewRate",
    "ViewableImpressions"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AdPositions": [
      "INFEED",
      "INARTICLE",
      "BETWEENARTICLES"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ],
    "Aggregation": "AdPositions",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-01",
    "EndDate": "2021-04-09",
    "Sort": {
      "Parameter": "AdPositions",
      "Order": "ASC"
    }
  }
}

```

Ad-positions on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Positions Line Filters.</p>	JSON structure	<ul style="list-style-type: none"> • GET / ad-positions • GET / days • GET / campaigns • GET / lines 	

Aggregation/ Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • AdPositions • Days • LineIDs
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET / time- aggregati ons	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
------------	----	---	----------------	--	---

Pagination payload example

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1171 789 1285">"Sort": { "Parameter": "ConversionRate", "Order": "ASC" }</pre>					
StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in the future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in the future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------------	--	--	---

Ad-Positions on lines filters example

```
"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "AdPositions": [
    "INFEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```


Parameter	Required	Type	Description	Metadata	Validations
LineIds	Yes	JSON Array	A list of LineIDs to filter on.	GET /<campaignId>/lines	<ul style="list-style-type: none"> LineIds must be non-null and non-empty. LineIds must contain non-null and non-empty values. Maximum 10 LineIds are allowed per report request. LineIds must contain non-duplicate values. LineIds must belong to the requesting organization. LineIds must belong to the CampaignId on PathParam. LineIds must be valid.
AdPositions	No	JSON array	A list of AdPositions to filter on.	GET /ad-positions	<p>AdPositions validations:</p> <ul style="list-style-type: none"> AdPositions must not be null/empty. AdPositions must not contain null/empty values. AdPositions must not contain duplicate values. Maximum 25 AdPositions allowed per report request. AdPositions must contain valid keys representing AdPositions.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
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Ad-Positions on Creatives Report Type

Provides metrics filtered and aggregated on ad-positions for creatives.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Ad-positions on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "CardTaps",
    "CardViews",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "Impressions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "AdIds": [
      "6393854",
      "-1"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "TimeAggregation": "Daily",
  "StartDate": "2022-04-01",
  "EndDate": "2022-04-08",
  "Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
  }
}
```

Ad-positions on creatives response example

```
{
  "Date": "2022-06-08",
  "CampaignId": "19554109",
  "AdId": "7225075",
  "AdPositions": "INARTICLE",
  "ConfirmedTaps": "1",
  "ConfirmedTTR": "1.11",
  "Conversions": "18",
  "ConversionRate": "1800.00",
  "Impressions": "48",
  "NonTappableVideoCompletionRate": "70.59",
  "NonTappableVideoImpressions": "17",
  "PaidImpressions": "73",
  "TappableVideoCompletionRate": "70.59",
  "TappableVideoImpressions": "17",
  "TappableVideoTaps": "12",
  "Taps": "78",
  "ViewableImpressions": "90"
}
```

Ad-positions creative parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports. See Creatives Metrics .	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET /ad-positions • GET / creatives • GET /days 	See Ad-Positions Creative filters

Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty • Aggregation/Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • AdPositions • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
------	----	--	----------------	--	---

Sort payload example

```
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
```

StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Ad-positions on creatives filters payload example

```

"Filters": {
  "AdPositions": [
    "INFEEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "AdIds": [
    "6393854",
    "-1"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}

```

Parameter	Required	Type	Description	Metadata	Validations
AdPositions	No	JSON array	A list of ad-positions to filter on.	GET /ad-positions	<ul style="list-style-type: none"> AdPositions must be non-null and non-empty. AdPositions must contain non-null and non-empty values. AdPositions must contain non-duplicate values. AdPositions must contain valid keys representing AdPositions.
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET /creatives	<ul style="list-style-type: none"> AdIds must be non-null and non-empty. AdIds must contain non-null and non-empty values. AdIds must contain non-duplicate values. AdIds must be valid.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
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Ad-Positions with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by ad-positions.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Ad-positions with supply metrics request payload example

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "AdPositions": [
      "INFEED",
      "INARTICLE",
      "BETWEENARTICLES"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "AdPositions",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "FillRate",
    "Order": "ASC"
  }
}
```

Ad-positions with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions</p> <p>Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</p>	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Positions with Supply Metrics Filters</p>	JSON structure	<ul style="list-style-type: none"> • GET / ad-positions • GET / days 	

Aggregation / Aggregations	No	<p>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty • Aggregation / Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • AdPositions • Days
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator.	GET / time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
------------	----	---	----------------	--	---

Pagination payload example

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="321 1094 1432 1283">"Sort": { "Parameter": "AdPositions", "Order": "ASC" },</pre>					
StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format.		<ul data-bbox="1235 1352 1432 1892" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in the future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in the future. • EndDate must not be earlier than the StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------------	--	--	---

Ad-positions with supply metrics filters example

```
"Filters": {
  "AdPositions": [
    "INFEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
AdPositions	No	A list of AdPositions to filter on.	JSON array	GET /ad-positions	<ul style="list-style-type: none"> AdPositions must be non-null and non-empty AdPositions must contain non-null and non-empty values AdPositions must contain non-duplicate values AdPositions must contain valid keys representing Ad Positions
Days	No	A list of Days to filter on.	JSON array	GET /days	Days are optional. If input: <ul style="list-style-type: none"> Days must not be null/empty. Days must not contain null/empty values. Days must not contain duplicate values. Days must contain valid keys representing Days.

POST /ad-types

Ad-Types on Campaigns Report Type

Provides revenue and campaign-level metrics filtered and aggregated by adTypes.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Ad-types on campaigns request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "Impressions",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AdTypes": [
      "HTML_BANNER",
      "INTERSTITIAL_BANNER"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "AdTypes",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
```

Ad-types on campaigns parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Types Campaign filters.</p>	JSON structure	<ul style="list-style-type: none"> • GET / ad-types • GET / campaigns • GET / days 	

Aggregation/ Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • AdTypes • CampaignIds • Days
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
------	----	--	----------------	--	---

Sort payload example

```
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
```

StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Ad-types on campaigns filters payload example

```
"Filters": {
  "CampaignIds": {
    "15314452",
    "15308604",
    "15314177"
  },
  "AdTypes": [
    "HTML_BANNER",
    "INTERSTITIAL_BANNER"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
CampaignIds	Yes	A list of CampaignIds to filter on.	JSON array	GET / campaigns	<ul style="list-style-type: none"> • CampaignIds must be non-null and non-empty. • CampaignIds must contain non-null and non-empty values. • Maximum 10 CampaignIds allowed per report request. • CampaignIds must contain non-duplicate values. • CampaignIds must belong to the requesting organization. • CampaignIds must be valid.

AdTypes	No	A list of AdTypes to filter on.	JSON array	GET /ad-types	<ul style="list-style-type: none"> • AdTypes must be non-null and non-empty. • AdTypes must contain non-null and non-empty values • AdTypes must contain non-duplicate values • AdTypes must contain valid keys representing AdTypes.
Days	No	A list of Days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Ad-Types on Lines Report Type

Provides revenue and line-level metrics metrics filtered and aggregated by ad-types.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<campaignId>/lines>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Ad-types on lines request payload example

```
{
  "Metrics": [
    "Metrics": [
      "AudibleFullyOnScreen50PrcVideoRate",
      "AudibleFullyOnScreen100PrcVideoRate",
      "AudioOnRateForVideo",
      "AverageVideoWatchTimeInSec",
      "Budget",
      "ConfirmedTaps",
      "ConfirmedTTR",
      "ConversionRate",
      "Conversions",
      "ConfirmedVideoImpressions",
      "eCPM",
      "ImpressionGoal",
      "Impressions",
      "NonTappableVideoCompletions",
      "NonTappableVideo100PrcCompletions",
      "NonTappableVideo75PrcCompletions",
      "NonTappableVideo50PrcCompletions",
      "NonTappableVideo25PrcCompletions",
      "NonTappableVideoCompletionRate",
      "NonTappableVideo100PrcCompletionRate",
      "NonTappableVideo75PrcCompletionRate",
      "NonTappableVideo50PrcCompletionRate",
      "NonTappableVideo25PrcCompletionRate",
      "NonTappableVideoImpressions",
      "Pacing",
      "PaidImpressions",
      "TappableVideoCompletions",
      "TappableVideoTaps",
      "TappableVideo100PrcCompletions",
      "TappableVideo75PrcCompletions",
      "TappableVideo50PrcCompletions",
      "TappableVideo25PrcCompletions",
      "TappableVideoCompletionRate",
      "TappableVideo100PrcCompletionRate",
      "TappableVideo75PrcCompletionRate",
      "TappableVideo50PrcCompletionRate",
      "TappableVideo25PrcCompletionRate",
      "TappableVideoImpressions",
      "Taps",
      "TotalVideoWatchTimeInSec",
      "VideoFullscreenCount",
      "VideoLengthInSec",
      "VideoPauseCount",
      "VideoPlayCount",
      "VideoSkipCount",
      "VideoUnmuteCount",
      "VideoViewRate",
      "ViewableImpressions"
    ],
    "Filters": {
      "LineIds": [
        "15314452",
        "15308604",
        "15314177"
      ],
      "AdTypes": [
        "HTML_BANNER",
        "INTERSTITIAL_BANNER"
      ]
    }
  ]
}
```

```

    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "AdTypes",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
}

```

Ad-types on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Types Line Filters.</p>	JSON structure	<ul style="list-style-type: none"> • GET /ad-types • GET / days • GET / campaigns • GET / lines 	

Aggregation / Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • AdTypes • Days • LineIds
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1249 1432 1438"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example <code>Sort</code> in the request payload.
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Sort payload example

```
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
```


StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	Report EndDate.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Ad-types on lines filters payload example

```
"Filters": {
  "LineIds": {
    "15314452",
    "15308604",
    "15314177"
  },
  "AdTypes": [
    "HTML_BANNER",
    "INTERSTITIAL_BANNER"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Type	Description	Metadata	Validations
LineIds	Yes	JSON array	A list of LineIDs to filter on.	GET /<campaignId>/lines	<ul style="list-style-type: none"> LineIds must be non-null and non-empty. LineIds must contain non-null and non-empty values. Maximum 10 LineIds are allowed per report request. LineIds must contain non-duplicate values. LineIds must belong to the requesting organization. LineIds must belong to the CampaignId on PathParam. LineIds must be valid.
AdTypes	No	JSON array	A list of ad positions to filter on.	GET /ad-types	<ul style="list-style-type: none"> AdTypes must not be null/empty. AdTypes must not contain null/empty values. AdTypes must not contain duplicate values. Maximum 25 AdTypes allowed per report request. AdTypes must contain valid keys representing AdTypes.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
------	----	------------	------------------------------	---------------------------	---

Ad-Types on Creatives Report Type

Provides metrics filtered and aggregated on ad-types for creatives.

Resource URL

POST <https://iadcapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Ad-types on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "CardViews",
    "CardTaps",
    "Impressions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "AdIds": [
      "6393854",
      "-1"
    ]
  },
  "TimeAggregation": "Daily",
  "StartDate": "2020-04-01",
  "EndDate": "2020-04-08",
  "Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
  }
}
```

Ad-types on creatives response example

```
{
  "Data": [
    {
      "Date": "2020-04-01",
      "CampaignId": "18654417",
      "AdId": "6393854",
      "ViewableImpressions": "11",
      "Impressions": "7",
      "RequestedImpressions": "14",
      "ConfirmedTaps": "11",
      "Taps": 10
      "PaidImpressions": "11",
      "ConfirmedTTR": "100.00",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06",
      "AdTypes": "Carousel",
      "Cards": [
        {
          "CardName": "Card1",
          "CardViews": "11",
          "CardTaps": "11"
        },
        {
          "CardName": "Other",
          "CardViews": "8",
          "CardTaps": "0"
        },
        {
          "CardName": "Card3",
          "CardViews": "11",
          "CardTaps": "0"
        }
      ]
    },
    {
      "Date": "2020-04-23",
      "CampaignId": "18654417",
      "AdId": "-1",
      "ViewableImpressions": "18",
      "ConfirmedTaps": "17",
      "PaidImpressions": "18",
      "ConfirmedTTR": "94.44",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "4.95",
      "AdTypes": "Carousel",
      "Cards": [
        {
          "CardName": "Other",
          "CardViews": "43",
          "CardTaps": "17"
        }
      ]
    }
  ],
  "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}
```

Ad-types on creatives parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports. See Creative Metrics .	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET / ad-types • GET / creatives • GET / days 	See Ad-types creative filters .

Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty • Aggregation/Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • AdTypes • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="318 1094 1432 1285"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1171 878 1287"> "Sort": { "Parameter": "Viewable Impressions", "Order": "ASC" } </pre>					
StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul data-bbox="1227 1388 1430 1896" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------	---	--	---

Ad-types on creatives filters payload example

```

"Filters": {
  "AdTypes": [
    "Carousel"
  ],
  "AdIds": [
    "6393854",
    "-1"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}

```

Parameter	Required	Type	Description	Metadata	Validations
AdTypes	No	JSON array	A list of ad-types to filter on. Currently, the carousel ad type is the only creative supported.	GET /ad-types	<ul style="list-style-type: none"> AdTypes must be non-null and non-empty. AdTypes must contain non-null and non-empty values. AdTypes must contain non-duplicate values. AdTypes must contain valid keys representing AdTypes.
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET /creatives	<ul style="list-style-type: none"> AdIds must be non-null and non-empty. AdIds must contain non-null and non-empty values. AdIds must contain non-duplicate values. AdIds must be valid.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none">• Days must not be null/empty.• Days must not contain null/empty values.• Days must not contain duplicate values.• Days must contain valid keys representing Days.
------	----	------------	------------------------------	---------------------------	--

Ad-Types with Supply Metrics Report Type

Provides supply metrics filtered and aggregated by ad-types.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Ad-types with supply metrics request payload example

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "AdTypes": [
      "HTML_BANNER",
      "INTERSTITIAL_BANNER"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "AdTypes",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "AdTypes",
    "Order": "ASC"
  }
}
```

Ad-types with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions</p> <p>Note: supply metrics cannot be associated with campaigns or lines. If used, an error will be returned.</p>	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Types with Supply Metrics Filters</p>	JSON structure	<ul style="list-style-type: none"> • GET / ad-types • GET / days 	

Aggregation/ Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Allowed values for Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • AdTypes • Days
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET / time- aggregati ons	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1171 1432 1360"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
------	----	--	----------------	--	---

Sort payload example

```
"Sort": {
  "Parameter": "Days",
  "Order": "ASC"
}
```

StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Ad-types with supply metrics filters example

```
"Filters": {
  "AdTypes": [
    "HTML_BANNER",
    "INTERSTITIAL_BANNER"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
AdTypes	No	A list of AdTypes to filter on.	JSON array	GET /ad-types	<ul style="list-style-type: none"> AdTypes must be non-null and non-empty. AdTypes must contain non-null and non-empty values. AdTypes must contain non-duplicate values. AdTypes must contain valid keys representing AdTypes.
Days	No	A list of Days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> Days must not be null/empty. Days must not contain null/empty values. Days must not contain duplicate values. Days must contain valid keys representing Days.

POST /age-gender

Age-Gender on Campaigns Report Type

Provides revenue and campaign-level metrics filtered and aggregated by AgeRange and Gender.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

QueryParam

Key	Required	Values	Description
CountryCode	Yes	AU, CA, GB, US	The CountryCode of the country you want to retrieve metadata for.

Age-gender on campaigns request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "Impressions",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AgeRange": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ],
    "Days": [
      "MONDAY",

```

```

    "FRIDAY"
  ]
},
"Aggregation": "AgeRange",
"TimeAggregation": "Daily",
"StartDate": "2021-04-01",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
}
}

```

Age-gender campaign parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Age-Gender Campaign filters.</p>	JSON structure	<ul style="list-style-type: none"> • GET / age-ranges • GET / genders • GET / days • GET / campaigns 	

Aggregation / Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • AgeRange • Gender • Days • CampaignIds
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator . Default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1171 553 1287"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1247 789 1360"> "Sort": { "Parameter": "ConversionRate", "Order": "ASC" } </pre>					

StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	Report EndDate.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Age-gender on campaigns filters payload example

```
"Filters": {
  "CampaignIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "AgeRange": [
    "-100",
    "11",
    "12",
    "14",
    "16",
    "17",
    "18",
    "19",
    "20"
  ],
  "Gender": [
    "-1",
    "F",
    "M"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
CampaignIds	Yes	A list of CampaignIds to filter on.	JSON array	GET / campaigns	<ul style="list-style-type: none"> • CampaignIds must be non-null and non-empty. • CampaignIds must contain non-null and non-empty values. • Maximum 10 CampaignIds allowed per report request. • CampaignIds must contain non-duplicate values. • CampaignIds must belong to the requesting organization. • CampaignIds must be valid.

AgeRange	No	A list of age ranges.	JSON array	GET /age-ranges	<ul style="list-style-type: none"> • AgeRange must be non-null and non-empty. • AgeRange must contain non-null and non-empty values. • AgeRange must contain non-duplicate values. • AgeRange must contain valid keys representing age ranges.
Gender	No	A list of genders. Use -1 in the request payload to include unknown data responses .	JSON array	GET /genders	<ul style="list-style-type: none"> • Gender must be non-null and non-empty. • Gender must contain non-null and non-empty values. • Gender must contain non-duplicate values. • Gender must contain valid keys representing genders.
Days	No	A list of days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Age-Gender on Lines Report Type

Provides revenue and line-level metrics filtered and aggregated by AgeRange and Gender.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns/<campaignId>/lines?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Age-gender on lines request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "Pacing",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AgeRange": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ],
    "Days": [
      "MONDAY",

```

```

    "FRIDAY"
  ]
},
"Aggregation": "AgeRange",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
}
}

```

Age-gender on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Age-Gender Line Filters.</p>	JSON Structure	<ul style="list-style-type: none"> • GET /age-ranges • GET /genders • GET /days • GET /campaigns • GET /lines 	

Aggregation / Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • AgeRange • Gender • Days • LineIds
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination request example</p> <pre data-bbox="321 1247 1432 1436"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort payload.
<p>Sort payload example</p> <pre data-bbox="318 1247 862 1360">"Sort": { "Parameter": "ViewableImpressions", "Order": "ASC" }</pre>					
StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format		<ul data-bbox="1208 1461 1433 1854" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Age-gender on lines filters example

```

"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "AgeRange": [
    "-100",
    "11",
    "12",
    "14",
    "16",
    "17",
    "18",
    "19",
    "20"
  ],
  "Gender": [
    "-1",
    "F",
    "M"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},

```

Parameter	Required	Description	Type	Metadata	Validations
LineIds	Yes	A list of LineIds to filter on.	JSON array	GET /<campaignId>/lines	<ul style="list-style-type: none"> LineIds must be non-null and non-empty. LineIds must contain non-null and non-empty values. Maximum 10 LineIds are allowed per report request. LineIds must contain non-duplicate values. LineIds must belong to the requesting organization. LineIds must belong to the CampaignId on PathParam. LineIds must be valid.
AgeRange	No	A list of age ranges.	JSON array	GET /age-ranges	<ul style="list-style-type: none"> AgeRange must be non-null and non-empty. AgeRange must contain non-null and non-empty values. AgeRange must contain non-duplicate values. AgeRange must contain valid keys representing age ranges.

Gender	No	A list of genders. Use -1 in the request payload to include unknown data responses .	JSON array	GET / genders	<ul style="list-style-type: none"> • Gender must be non-null and non-empty. • Gender must contain non-null and non-empty values. • Gender must contain non-duplicate values. • Gender must contain valid keys representing genders.
Days	No	A list of days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Age-Gender on Creatives Report Type

Provides metrics filtered and aggregated on age-gender for creatives.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Age-gender on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "CardViews",
    "CardTaps",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "AdIds": [
      "6393854",
      "-1"
    ]
  },
  "TimeAggregation": "Daily",
  "StartDate": "2020-04-01",
  "EndDate": "2020-04-08",
  "Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
  }
}
```

Age-gender on creatives response example

```
{
  "Data": [
    {
      "Date": "2020-04-01",
      "CampaignId": "18654417",
      "AdId": "6393854",
      "ViewableImpressions": "11",
      "RequestedImpressions": "14",
      "Taps": 10
      "ConfirmedTaps": "11",
      "PaidImpressions": "11",
      "ConfirmedTTR": "100.00",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06",
      "AgeRanges": [
        "-100",
        "11",
        "12",
        "14",
        "16",
        "17",
        "18",
        "19",
        "20"
      ],
      "Gender": [
        "-1",
        "F",
        "M"
      ],
      "Cards": [
        {
          "CardName": "Card1",
          "CardViews": "11",
          "CardTaps": "11"
        },
        {
          "CardName": "Other",
          "CardViews": "8",
          "CardTaps": "0"
        },
        {
          "CardName": "Card3",
          "CardViews": "11",
          "CardTaps": "0"
        }
      ]
    },
    {
      "Date": "2020-04-23",
      "CampaignId": "18654417",
      "AdId": "-1",
      "ViewableImpressions": "18",
      "ConfirmedTaps": "17",
      "Taps": 18
      "PaidImpressions": "18",
      "ConfirmedTTR": "94.44",
      "Conversions": "0",
      "ConversionRate": "0.00",
    }
  ]
}
```



```

    "AverageTimeSpentCarousel": "4.95",
    "AgeRanges": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ],
    "Cards": [
      {
        "CardName": "Other",
        "CardViews": "43",
        "CardTaps": "17"
      }
    ]
  },
  "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}

```

Age-gender creative parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports. See Creative Metrics .	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.

Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET / age-ranges • Get / genders • GET / creatives • GET / days 	See Age-Gender Creative Filters
Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/ Aggregations must be non-null and non-empty • Aggregation/ Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/ Aggregations of this report type: <ul style="list-style-type: none"> • AgeRanges • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1171 1432 1360"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
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Sort payload example

```
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
```

StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Age-gender on creatives filters example

```

"Filters": {
  "AdIds": [
    "6393854",
    "-1"
  ],
  "AgeRanges": [
    "-100",
    "11",
    "12",
    "14",
    "16",
    "17",
    "18",
    "19",
    "20"
  ],
  "Gender": [
    "-1",
    "F",
    "M"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}

```

Parameter	Required	Type	Description	Metadata	Validations
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET /creatives	<ul style="list-style-type: none"> AdIds must be non-null and non-empty. AdIds must contain non-null and non-empty values. AdIds must contain non-duplicate values. AdIds must be valid.

AgeRanges	No	JSON array	A list of age ranges.	GET /age-ranges	<ul style="list-style-type: none"> • AgeRange must be non-null and non-empty. • AgeRange must contain non-null and non-empty values. • AgeRange must contain non-duplicate values. • AgeRange must contain valid keys representing a ge ranges.
Gender	No	JSON array	A list of genders. See privacy thresholds for adId values.	GET /genders	<ul style="list-style-type: none"> • Gender must be non-null and non-empty. • Gender must contain non-null and non-empty values. • Gender must contain non-duplicate values. • Gender must contain valid keys representing genders.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none">• Days must not be null/empty.• Days must not contain null/empty values.• Days must not contain duplicate values.• Days must contain valid keys representing Days.
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Age-Gender with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by AgeRange and Gender.

Resource URL

POST [https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender?](https://iadapi.apple.com/ads/api/publisher/v1/reports/age-gender?CountryCode=<CountryCode>)

[CountryCode=<CountryCode>](#)

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Age-gender with supply metrics request payload example

After April 27, 2021, reporting on [metrics](#) for the age-gender report types will require more than 100 impressions per day. If these thresholds are not met, impressions will be reported as Other: Unknown.

To return an aggregate of all ads that did not meet the privacy threshold, use `-100` for `AgeRange` and `-1` for `Gender` in the request payload.

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "AgeRange": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "Gender",
  "TimeAggregation": "Daily",
  "StartDate": "2020-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "Gender",
    "Order": "ASC"
  }
}
```

Age-gender with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions</p> <p>Note: supply metrics cannot be associated with campaigns or lines. If used, an error will be returned.</p>	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Age-Gender with Supply Metrics Filters</p>	JSON Structure	<ul style="list-style-type: none"> • GET / age-ranges • GET / genders • GET / days 	

Aggregation/ Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Allowed values for Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • AgeRange • Gender • Days
TimeAggregation	No	Field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="318 1171 1429 1360"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort payload.
<p>Sort payload example</p> <pre data-bbox="316 1249 690 1375"> "Sort": { "Parameter": "Gender", "Order": "ASC" } </pre>					

StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	The report end date.	A string representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Age-gender with supply metrics filters example

```
"Filters": {
  "AgeRange": [
    "-100",
    "11",
    "12",
    "14",
    "16",
    "17",
    "18",
    "19",
    "20"
  ],
  "Gender": [
    "-1",
    "F",
    "M"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
AgeRange	No	A list of age ranges to filter on.	JSON array	GET /age-ranges	<ul style="list-style-type: none"> • AgeRange must be non-null and non-empty. • AgeRange must contain non-null and non-empty values. • AgeRange must contain non-duplicate values. • AgeRange must contain valid keys representing AgeRange.

Gender	No	A list of genders.	JSON array	GET / genders	<ul style="list-style-type: none"> • Gender must be non-null and non-empty. • Gender must contain non-null and non-empty values. • Gender must contain non-duplicate values. • Gender must contain valid keys representing genders.
Days	No	A list of Days to filter on.	JSON array	GET / days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

POST /application-type

Application-type on Campaigns Report Type

Provides metrics filtered and aggregated by apps used in campaigns.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/application-type/campaigns>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Application-type on campaigns request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ]
  }
}
```

```
"ApplicationTypes": [
  "NEWS",
  "STOCKS"
],
"Days": [
  "WEDNESDAY"
],
"Aggregation": "Days",
"TimeAggregation": "Daily",
"StartDate": "2021-04-01",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
}
```

Application-type on campaigns parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Application-type on campaigns filters.</p>	JSON structure	<ul style="list-style-type: none"> • Get application-types • GET / campaigns • GET /days 	

Aggregation / Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • Application Type • Days • CampaignIds
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1003 553 1115"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="321 1098 1432 1276">"Sort": { "Parameter": "Days", "Order": "ASC" },</pre>					
StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	Report EndDate	String representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------	--	--	---

Application-type on campaigns filters example

```
"Filters": {
  "CampaignIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "ApplicationTypes": [
    "NEWS",
    "STOCKS"
  ],
  "Days": [
    "WEDNESDAY"
  ],
}
```

Parameter	Required	Description	Type	Metadata	Validations
CampaignIds	Yes	<p>A list of CampaignIds to filter on.</p> <p>Use -1 in the request payload to include unknown data responses.</p>	JSON array	GET / campaigns	<ul style="list-style-type: none"> • CampaignIds must be non-null and non-empty. • CampaignIds must contain non-null and non-empty values. • Maximum 10 CampaignIds allowed per report request. • CampaignIds must contain non-duplicate values. • CampaignIds must belong to the requesting organization. • CampaignIds must be valid.
ApplicationTypes	No	A list of ApplicationTypes to filter on.	JSON array	GET / application-types	<ul style="list-style-type: none"> • ApplicationTypes must be non-null and non-empty. • ApplicationTypes must contain non-null and non-empty values. • ApplicationTypes must contain non-duplicate values. • ApplicationTypes must contain valid keys representing ApplicationTypes.

Days	No	A list of Days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
------	----	------------------------------	------------	---------------------------	--

Application-type on Lines Report Type

Provides metrics filtered and aggregated on apps used in lines.

Resource URL

POST on <https://iadapi.apple.com/ads/api/publisher/v1/reports/application-types/campaigns/<campaignId>/lines>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Application-types on lines request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "Pacing",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ]
  }
}
```

```

    ],
    "Aggregation": "ApplicationTypes",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-01",
    "EndDate": "2021-04-09",
    "Sort": {
      "Parameter": "ViewableImpressions",
      "Order": "ASC"
    }
  }
}
}

```

Application-type on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Application-type line filters.</p>	JSON structure	<ul style="list-style-type: none"> • GET / application-types • GET / days 	

Aggregation/ Aggregations	No	A field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for /Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • ApplicationType • Days • LineIDs
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1031 553 1142"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1163 862 1276">"Sort": { "Parameter": "ViewableImpressions", "Order": "ASC" }</pre>					
StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format.		<ul data-bbox="1252 1373 1433 1843" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	Report EndDate	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Application-type on lines filters example

```
"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "ApplicationTypes": [
    "NEWS",
    "STOCKS"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}
```

Parameter	Required	Description	Type	Metadata	Validations
LineIds	Yes	A list of LineIds to filter on.	JSON array	GET / lines GET / campaigns	<ul style="list-style-type: none"> LineIds must be non-null and non-empty. LineIds must contain non-null and non-empty values. Maximum 10 LineIds are allowed per report request. LineIds must contain non-duplicate values. LineIds must belong to the requesting organization. LineIds must belong to the CampaignId on PathParam. LineIds must be valid.

ApplicationTypes	No	A list of ApplicationTypes to filter on.	JSON array	GET /application-types	<ul style="list-style-type: none"> • ApplicationTypes must be non-null and non-empty. • ApplicationTypes must contain non-null and non-empty values. • ApplicationTypes must contain non-duplicate values. • ApplicationTypes must contain valid keys representing ApplicationTypes.
Days	No	A list of Days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Application-type on Creatives Report Type

Provides metrics filtered and aggregated on apps for creatives.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/application-types/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Application-type on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "CardViews",
    "CardTaps",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "ApplicationTypes": [
      "NEWS",
      "STOCKS"
    ],
    "Days": [
      "WEDNESDAY"
    ]
  },
  "Aggregation": "ApplicationTypes",
  "TimeAggregation": "Daily",
  "StartDate": "2022-06-05",
  "EndDate": "2022-06-27",
  "Sort": {
    "Parameter": "PaidImpressions",
    "Order": "DESC"
  }
}
```

Application-type on creatives response example

```
{
  "Data": [
    {
      "Date": "2022-06-08",
      "CampaignId": "19554109",
      "AdId": "7225075",
      "ApplicationTypes": "NEWS",
      "ViewableImpressions": "11",
      "Conversions": "13",
      "ConversionRate": "118.18",
      "ConfirmedTaps": "11",
      "PaidImpressions": "-5",
      "Taps": "10",
      "NonTappableVideoImpressions": "0",
      "ConfirmedTTR": "100.00",
      "TappableVideoCompletionRate": "0.00",
      "TappableVideoImpressions": "0",
      "TappableVideoTaps": "0",
      "NonTappableVideoCompletionRate": "0.00",
      "AdType": "Carousel",
      "Cards": [
        {}
      ]
    },
    {
      "Date": "2022-06-11",
      "CampaignId": "19554109",
      "AdId": "-1",
      "ApplicationTypes": "NEWS",
      "ViewableImpressions": "111",
      "Conversions": "113",
      "ConversionRate": "53.30",
      "ConfirmedTaps": "212",
      "PaidImpressions": "-5",
      "Taps": "10",
      "NonTappableVideoImpressions": "0",
      "ConfirmedTTR": "190.99",
      "TappableVideoCompletionRate": "0.00",
      "TappableVideoImpressions": "0",
      "TappableVideoTaps": "0",
      "NonTappableVideoCompletionRate": "0.00",
      "AdType": "Carousel",
      "Cards": [
        {}
      ]
    }
  ],
  "RequestId": "a7ecaec8-22ba-4b76-bbef-684207bccff7"
}
```

Application-types on creatives parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or measures requested for reports.</p> <p>See Creatives Metrics.</p>	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET / creatives • GET / days 	See application-types on creatives filters example .
Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/ Aggregations must be non-null and non-empty. • Aggregation/ Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/ Aggregations of this report type: <ul style="list-style-type: none"> • ApplicationTypes • Days

TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. The default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> TimeAggregation must be non-null and non-empty. TimeAggregation must be a valid value.
Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Example Pagination Payload</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort payload.
<p>Sort Payload Example</p> <pre data-bbox="318 1163 862 1276"> "Sort": { "Parameter": "ViewableImpressions", "Order": "ASC" } </pre>					
StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format.		<ul data-bbox="1243 1373 1422 1843" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Application-types on creatives filters example

```

"Filters": {
  "AdIds": [
    "6393854",
    "-1"
  ]
  "ApplicationTypes": [
    "NEWS",
    "STOCKS"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}

```

Parameter	Required	Type	Description	Metadata	Validations
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET /creatives	<ul style="list-style-type: none"> • AdIds must be non-null and non-empty. • AdIds must contain non-null and non-empty values. • AdIds must contain non-duplicate values. • AdIds must be valid.

Application-type with Supply Metrics Report Type

Provides supply metrics filtered and aggregated by application-types.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/application-types>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Application-type with supply metrics request payload example

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "ApplicationTypes": [
      "NEWS",
      "STOCKS"
    ],
    "Days": [
      "WEDNESDAY"
    ]
  },
  "Aggregation": "ApplicationTypes",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
  }
}
```

Application-type with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions</p> <p>Note: supply metrics cannot be associated with campaigns or lines. If used, an error will be returned.</p>	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Ad-Types with Supply Metrics Filters</p>	JSON structure	<ul style="list-style-type: none"> • Get application-types • GET / days 	

Aggregation/ Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Allowed values for Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • ApplicationTypes • Days
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
------	----	--	----------------	--	---

Sort payload example

```
"Sort": {
  "Parameter": "Days",
  "Order": "ASC"
}
```

StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Application-type with supply metrics filters example

```
"Filters": {
  "ApplicationTypes": [
    "NEWS",
    "STOCKS"
  ],
  "Days": [
    "WEDNESDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
ApplicationTypes	No	A list of ApplicationTypes to filter on.	JSON array	GET / application-types	<ul style="list-style-type: none"> ApplicationTypes must be non-null and non-empty. ApplicationTypes must contain non-null and non-empty values. ApplicationTypes must contain non-duplicate values. ApplicationTypes must contain valid keys representing ApplicationTypes.
Days	No	A list of Days to filter on.	JSON array	GET / days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> Days must not be null/empty. Days must not contain null/empty values. Days must not contain duplicate values. Days must contain valid keys representing Days.

POST /channels

Channels on Campaigns Report Type

Provides revenue or campaign-level metrics filtered and aggregated by channels.

Note: supply metrics cannot be combined with campaign or lines in the report request payload.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Channels on campaigns request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
      "2464feef-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Monthly",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
```

Channels on campaigns parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Channels campaign filters</p>	JSON structure	GET / channels	
Aggregation/ Aggregations	No	<p>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	String representing the field name related to the reporting type		<ul style="list-style-type: none"> • Aggregation/ Aggregations must be non-null and non-empty • Aggregation/ Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/ Aggregations of this report type: <ul style="list-style-type: none"> • Channels • Campaign Ids

TimeAggregation	No	Field used to specify time aggregator	String representing key that is a time aggregator. The default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily • Weekly • Monthly
Pagination	No	Akin to SQL LIMIT clause. Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0. Limit The number of items to return per request. The default is 20.	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort payload.
<p>Sort payload example</p> <pre data-bbox="318 1136 643 1251">"Sort": { "Parameter": "Days", "Order": "ASC" }</pre>					
StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format		<ul data-bbox="1252 1346 1430 1881" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------------	---	--	---

Channels on campaigns filters example

```
"Filters": {
  "CampaignIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "Channels": [
    "d3a6049a-482a-491b-bc2b-c8d9af5997c4",
    "2e601904-4236-4ebc-8178-bbffee88ed1b"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
LineIds	Yes	A list of LineIds to filter on.	JSON array	GET / <campaignId>/lines	<ul style="list-style-type: none"> LineIds must be non-null and non-empty. LineIds must contain non-null and non-empty values Maximum 10 LineIds are allowed per report request. LineIds must contain non-duplicate values. LineIds must belong to the requesting organization. LineIds must belong to the CampaignId on PathParam. LineIds must be valid.

Channels	No	A list of Channels to filter on.	JSON array	GET / channels	<ul style="list-style-type: none"> • Channels must be non-null and non-empty. • Channels must contain non-null and non-empty values. • Channels must contain non-duplicate values. • Channels must contain valid keys representing Channels.
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Channels on Lines Report Type

Provides line-level metrics filtered and aggregated by channels.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<campaignId>/lines>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Channels on lines request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "Pacing",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
      "2464feef-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Monthly",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
```

Channels on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Channels Line Filters</p>	JSON Structure	GET / channels	

Aggregation/ Aggregations	No	<p>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time.</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for /Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • Channels • CampaignIds
TimeAggregation	No	Field used to specify time aggregator.	String representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="318 1171 1432 1381"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort payload.
<p>Sort payload example</p> <pre data-bbox="316 1281 1429 1470"> "Sort": { "Parameter": "ConversionRate", "Order": "ASC" } </pre>					

StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Channels on lines filters example

```
"Filters": {
  "LineIds": [
    "17078750",
    "15308604",
    "15314177"
  ],
  "Channels": [
    "d3a6049a-482a-491b-bc2b-c8d9af5997c4",
    "2e601904-4236-4ebc-8178-bbffee88ed1b"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
LineIds	Yes	A list of LineIds to filter on.	JSON Array	GET / <campaign Id>/lines	<ul style="list-style-type: none"> LineIds must be non-null and non-empty. LineIds must contain non-null and non-empty values. Maximum 10 LineIds are allowed per report request LineIds must contain non-duplicate values. LineIds must belong to the requesting organization. LineIds must belong to the CampaignId on PathParam. LineIds must be valid.

Channels	No	A list of Channels to filter on.	JSON Array	GET / channels	<ul style="list-style-type: none"> • Channels must be non-null and non-empty. • Channels must contain non-null and non-empty values. • Channels must contain non-duplicate values • Channels must contain valid keys representing Channels.
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Channels on Creatives Report Type

Provides metrics filtered and aggregated on channels for creatives.

Resource URL

POST <https://iadtapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Channels on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "CardTaps",
    "CardViews",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "AdIds": [
      "6393854",
      "-1"
    ]
  },
  "TimeAggregation": "Daily",
  "StartDate": "2020-04-01",
  "EndDate": "2020-04-08",
  "Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
  }
}
```

Channels on creatives response example

```
{
  "Data": [
    {
      "Date": "2020-04-01",
      "CampaignId": "18654417",
      "AdId": "6393854",
      "ViewableImpressions": "11",
      "ConfirmedTaps": "11",
      "PaidImpressions": "11",
      "ConfirmedTTR": "100.00",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06",
      "Channels": [
        "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
        "2464feef-632a-4705-a072-40b9ab6ae186"
      ]
    },
    {
      "Date": "2020-04-23",
      "CampaignId": "18654417",
      "AdId": "-1",
      "ViewableImpressions": "18",
      "ConfirmedTaps": "17",
      "PaidImpressions": "18",
      "ConfirmedTTR": "94.44",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "4.95",
      "Channels": [
        "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
        "2464feef-632a-4705-a072-40b9ab6ae186"
      ]
    }
  ],
  "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}
```

Channels on creatives parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports. See Creative Metrics .	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET / channels • GET / creatives • GET / days 	See Age-Gender Creative Filters

Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty • Aggregation/Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for /Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • Channels • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="318 1209 553 1325"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1283 1432 1465"> "Sort": { "Parameter": "Channels", "Order": "ASC" } </pre>					

StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.
EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.

Channels on creatives filters example

```
"Filters": {
  "Channels": [
    "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
    "2464feef-632a-4705-a072-40b9ab6ae186"
  ],
  "AdIds": [
    "6393854",
    "-1"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}
```

Parameter	Required	Type	Description	Metadata	Validations
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET /creatives	<ul style="list-style-type: none"> AdIds must be non-null and non-empty. AdIds must contain non-null and non-empty values. AdIds must contain non-duplicate values. AdIds must be valid.
Channels	No	A list of Channels to filter on.	JSON array	GET /channels	<ul style="list-style-type: none"> Channels must be non-null and non-empty. Channels must contain non-null and non-empty values. Channels must contain non-duplicate values. Channels must contain valid keys representing Channels.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
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Channels with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by channels.

Note: supply metrics cannot be combined with campaign or lines in the report request payload.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/channels>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Channels with supply metrics request payload example

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
      "2464feef-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "Channels",
    "Order": "ASC"
  }
}
```

Channels with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions</p> <p>Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</p>	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Channels with Supply Metrics Filters</p>	JSON Structure	GET / channels	
Aggregation/Aggregations	No	<p>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time.</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	String representing the field name related to the reporting type		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • Channels

TimeAggregation	No	Field used to specify time aggregator	String representing key that is a time aggregator. The default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> TimeAggregation must be non-null and non-empty TimeAggregation must be a valid value: <ul style="list-style-type: none"> Daily Weekly Monthly
Pagination	No	Akin to SQL LIMIT clause. Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0. Limit The number of items to return per request. The default is 20.	JSON Structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON Structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="316 1165 706 1291"> "Sort": { "Parameter": "Channels", "Order": "ASC" } </pre>					
StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Channels with supply metrics filters example

```
"Filters": {  
  "Channels": [  
    "d3a6049a-482a-491b-bc2b-c8d9af5997c4",  
    "2e601904-4236-4ebc-8178-bbffee88ed1b"  
  ]  
},
```

Parameter	Required	Description	Type	Metadata	Validations
Channels	No	A list of Channels to filter on.	JSON Array	GET / channels	<ul style="list-style-type: none">• Channels must be non-null and non-empty.• Channels must contain non-null and non-empty values.• Channels must contain non-duplicate values.• Channels must contain valid keys representing Channels.

POST /devices

Devices on Campaigns Report Type

Provides revenue and campaign-level metrics filtered and aggregated by devices.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Devices on campaigns request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Devices": [
      "IPAD",
      "IPHONE"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "Devices",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "PaidImpressions",
    "Order": "ASC"
  }
}
```

Devices on campaigns parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Devices Campaign Filters</p>	JSON Structure	<ul style="list-style-type: none"> • GET / devices • GET / campaigns 	
Aggregation / Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • Devices • Days • CampaignIds

TimeAggregation	No	Field used to specify time aggregator	String representing key that is a time aggregator. The default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> TimeAggregation must be non-null and non-empty. TimeAggregation must be a valid value: <ul style="list-style-type: none"> Daily (default) Weekly Monthly
Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON Structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON Structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1171 643 1287">"Sort": { "Parameter": "Days", "Order": "ASC" }</pre>					
StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format		<ul data-bbox="1208 1388 1435 1780" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------------	---	--	---

Devices on campaigns filters example

```
"Filters": {
  "CampaignIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "Devices": [
    "IPAD",
    "IPHONE"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
CampaignIds	Yes	A list of CampaignIds to filter on.	JSON Array	GET / campaigns	<ul style="list-style-type: none"> • CampaignIds must be non-null and non-empty. • CampaignIds must contain non-null and non-empty values. • Maximum 10 CampaignIds allowed per report request. • CampaignIds must contain non-duplicate values. • CampaignIds must belong to the requesting organization. • CampaignIds must be valid.

Devices	No	A list of devices to filter on.	JSON Array	GET / devices	<ul style="list-style-type: none"> • Devices must be non-null and non-empty. • Devices must contain non-null and non-empty values. • Devices must contain non-duplicate values. • Devices must contain valid keys representing Devices.
Days	No	A list of Days to filter on.	JSON Array	GET / days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Devices on Lines Report Type

Provides revenue and line-level metrics filtered and aggregated by devices.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<campaignId>/lines>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Devices on lines request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "Impressions",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "Pacing",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Devices": [
      "IPAD",
      "IPHONE"
    ],
    "Days": [
      "FRIDAY"
    ]
  },
  "Aggregation": "Devices",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "PaidImpressions",
    "Order": "ASC"
  }
}
```

Devices on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Devices on line filters</p>	JSON Structure	<ul style="list-style-type: none"> • GET / lines • GET / campaigns • GET / devices • GET /days 	
Aggregation / Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • Devices • Days • LineIds

TimeAggregation	No	Field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly
Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON Structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON Structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre>"Sort": { "Parameter": "Devices", "Order": "ASC" }</pre>					
StartDate	Yes	The report start date.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Devices on lines filters example

```
"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "Devices": [
    "IPAD",
    "IPHONE"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
LineIds	Yes	A list of LineIds to filter on.	JSON Array	<ul style="list-style-type: none"> • GET / lines • GET / campaigns 	<ul style="list-style-type: none"> • LineIds must be non-null and non-empty. • LineIds must contain non-null and non-empty values. • Maximum 10 LineIds are allowed per report request • LineIds must contain non-duplicate values. • LineIds must belong to the requesting organization. • LineIds must belong to the CampaignId on PathParam • LineIds must be valid.

Devices	No	A list of devices	JSON Array	GET / devices	<ul style="list-style-type: none"> • Devices must be non-null and non-empty. • Devices must contain non-null and non-empty values. • Devices must contain non-duplicate values. • Devices must contain valid keys representing Devices.
Days	No	A list of Days to filter on.	JSON Array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Devices on Creatives Report Type

Provides metrics filtered and aggregated on devices for creatives.

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Devices on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "CardTaps",
    "CardViews",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "AdIds": [
      "6393854",
      "-1"
    ],
    "Devices": [
      "IPAD",
      "IPHONE"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "TimeAggregation": "Daily",
  "StartDate": "2020-04-01",
  "EndDate": "2020-04-08",
  "Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
  }
}
```

Devices on creatives response example

```
{
  "Data": [
    {
      "Date": "2020-04-01",
      "CampaignId": "18654417",
      "AdId": "6393854",
      "ViewableImpressions": "11",
      "ConfirmedTaps": "11",
      "Taps": "10",
      "PaidImpressions": "11",
      "ConfirmedTTR": "100.00",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06",
      "Devices": [
        "IPHONE",
        "IPAD"
      ]
    },
    {
      "Date": "2020-04-23",
      "CampaignId": "18654417",
      "AdId": "-1",
      "ViewableImpressions": "18",
      "ConfirmedTaps": "17",
      "Taps": "18",
      "PaidImpressions": "18",
      "ConfirmedTTR": "94.44",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "4.95",
      "Devices": [
        "IPHONE",
        "IPAD"
      ]
    }
  ],
  "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}
```

Devices on creatives parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports. See Creative Metrics .	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET / creatives • GET / devices • GET / days 	See Devices Creative filters and privacy thresholds for adId values.

Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty • Aggregation/Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for / Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • Devices • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1171 553 1287"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre>"Sort": { "Parameter": "Devices", "Order": "ASC" }</pre>					
StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Devices on creatives filters example

```
"Filters": {
  "AdIds": [
    "6393854",
    "-1"
  ],
  "Devices": [
    "IPAD",
    "IPHONE"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
}
```

Parameter	Required	Type	Description	Metadata	Validations
Devices	No	A list of devices	JSON Array	GET / devices	<ul style="list-style-type: none"> • Devices must be non-null and non-empty. • Devices must contain non-null and non-empty values. • Devices must contain non-duplicate values. • Devices must contain valid keys representing Devices.
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET / creatives	<ul style="list-style-type: none"> • AdIds must be non-null and non-empty. • AdIds must contain non-null and non-empty values. • AdIds must contain non-duplicate values. • AdIds must be valid.

Days	No	JSON array	A list of Days to filter on.	GET /days	Days are optional. If input: <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
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Devices with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by devices.

Resource URL

POST <https://iadtapi.apple.com/ads/api/publisher/v1/reports/devices>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

Devices with supply metrics request payload example

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "Devices": [
      "IPAD",
      "IPHONE"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "Devices",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "Devices",
    "Order": "ASC"
  }
}
```

Devices with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions</p> <p>Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</p>	JSON Array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Devices with Supply Metrics Filters</p>	JSON Structure	GET / devices	
Aggregation / Aggregations	No	Field used to aggregate reporting metrics (akin to SQL GROUP BY).	String representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • Devices • Days

TimeAggregation	No	Field used to specify time aggregator	String representing key that is a time aggregator. The default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> TimeAggregation must be non-null and non-empty. TimeAggregation must be a valid value: <ul style="list-style-type: none"> Daily Weekly Monthly
Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON Structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON Structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1167 643 1283">"Sort": { "Parameter": "Days", "Order": "ASC" }</pre>					
StartDate	Yes	The report start date.	String representing report StartDate in yyyy-MM-dd format		<ul data-bbox="1230 1373 1430 1881" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Devices with supply metrics filters payload example

```
"Filters": {
  "Devices": [
    "IPAD",
    "IPHONE"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
Devices	No	A list of devices.	JSON Array	GET / devices	<ul style="list-style-type: none"> • Devices must be non-null and non-empty. • Devices must contain non-null and non-empty values. • Devices must contain non-duplicate values. • Devices must contain valid keys representing Devices.
Days	No	A list of Days to filter on.	JSON Array	GET / days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

POST /geography

Geography on Campaigns Report Type

Provides revenue and campaign-level metrics filtered and aggregated by geography:

- StateCodes
- CityCodes
- DMACodes

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

QueryParams

Key	Required	Value	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.

Geography on campaigns request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "Impressions",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "StateCodes": [
      "us|ca",
      "us|tx"
    ],
    "CityCodes": [
      "us|ca|cupertino",
      "us|tx|austin"
    ],
    "DMACodes": [
      "803",
      "807"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "StateCodes",
}
```

```
"TimeAggregation": "Daily",  
"StartDate": "2021-04-08",  
"EndDate": "2021-04-09",  
"Sort": {  
  "Parameter": "StateCodes",  
  "Order": "ASC"  
}  
}
```

Geography on campaigns parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports. See Geography on campaign filters .	JSON structure	<ul style="list-style-type: none"> • GET / campaigns • GET / states • GET / cities • GET /dma • GET /days 	
Aggregation / Aggregations	No	A field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • CampaignIds • StateCodes • CityCodes • DMACodes • Days

TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly
Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON Structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON Structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1283 732 1398">"Sort": { "Parameter": "StateCodes", "Order": "ASC" }</pre>					
StartDate	Yes	Report StartDate.	String representing report StartDate in yyyy-MM-dd format		<ul data-bbox="1219 1503 1422 1938" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in the future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in the future. • EndDate must not be earlier than the StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Geography on campaigns filters payload example

```
"Filters": {
  "CampaignIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "StateCodes": [
    "us|ca",
    "us|tx"
  ],
  "CityCodes": [
    "us|ca|cupertino",
    "us|tx|austin"
  ],
  "DMACodes": [
    "803",
    "807"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
CampaignIds	Yes	A list of CampaignIds to filter on.	JSON array	GET / campaigns	<ul style="list-style-type: none"> • CampaignIds must be non-null and non-empty. • CampaignIds must contain non-null and non-empty values. • Maximum 10 CampaignIds allowed per report request. • CampaignIds must contain non-duplicate values. • CampaignIds must belong to the requesting organization • CampaignIds must be valid.

StateCodes	No	A list of StateCodes.	JSON array	GET / states	<ul style="list-style-type: none"> • StateCodes must be non-null and non-empty. • StateCodes must contain non-null and non-empty values. • StateCodes must contain non-duplicate values. • StateCodes must contain valid keys representing StateCodes.
CityCodes	No	A list of CityCodes.	JSON array	GET / cities	<ul style="list-style-type: none"> • CityCodes must be non-null and non-empty. • CityCodes must contain non-null and non-empty values. • CityCodes must contain non-duplicate values. • CityCodes must contain valid keys representing CityCodes.
DMACodes	No	A list of DMACodes.	JSON array	GET / dma	<ul style="list-style-type: none"> • DMACodes must be non-null and non-empty. • DMACodes must contain non-null and non-empty values. • DMACodes must contain non-duplicate values • DMACodes must contain valid keys representing DMACodes.

Days	No	A list of Days to filter on.	JSON array	GET /days	Days are optional. If input: <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
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Geography on Lines Report Type

Provides revenue and line-level metrics filtered and aggregated by geography:

- StateCodes
- CityCodes
- DMACodes

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns/<campaignId>/lines?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

QueryParams

Key	Required	Value	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.

Geography on lines request payload example

```
{
  "Metrics": [
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "eCPM",
    "Impressions",
    "ImpressionGoal",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "Pacing",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "StateCodes": [
      "us|ca",
      "us|tx"
    ],
    "CityCodes": [
      "us|ca|cupertino",
      "us|tx|austin"
    ],
    "DMACodes": [
      "803",
      "807"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  }
},
```

```

"Aggregation": "StateCodes",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "StateCodes",
  "Order": "ASC"
}
}

```

Geography on lines parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or Measures requested for reports.	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering reports.</p> <p>See Geography Line Filters.</p>	JSON structure	<ul style="list-style-type: none"> • GET / <campaignId>/lines • GET / campaigns • GET / states • GET / cities • GET /dma • GET /days 	

Aggregation / Aggregations	No	A field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be valid value. • Allowed values for Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • CampaignIds • LineIds • StateCodes • CityCodes • DMACodes • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET /time-aggregations	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: <ul style="list-style-type: none"> • Daily (default) • Weekly • Monthly

Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	Sort specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1094 1432 1285"> "Sort": { "Parameter": "Days", "Order": "ASC" } </pre>					
StartDate	Yes	The report start date.	A string representing report StartDate in yyyy-MM-dd format.		<ul data-bbox="1214 1352 1416 1787" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in the future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	String representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in the future. • EndDate must not be earlier than the StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Geography on lines filters payload example

```
"Filters": {
  "LineIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "StateCodes": [
    "us|ca",
    "us|tx"
  ],
  "CityCodes": [
    "us|ca|cupertino",
    "us|tx|austin"
  ],
  "DMACodes": [
    "803",
    "807"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
LineIds	Yes	A list of LineIds to filter on	JSON array	<ul style="list-style-type: none"> • GET / lines • GET / campaigns 	<ul style="list-style-type: none"> • LineIds must be non-null and non-empty. • LineIds must contain non-null and non-empty values. • Maximum 10 LineIds are allowed per report request. • LineIds must contain non-duplicate values. • LineIds must belong to the requesting organization. • LineIds must belong to the CampaignId on PathParam. • LineIds must be valid.

StateCodes	No	A list of StateCodes.	JSON array	GET / states	<ul style="list-style-type: none"> • StateCodes must be non-null and non-empty. • StateCodes must contain non-null and non-empty values. • StateCodes must contain non-duplicate values. • StateCodes must contain valid keys representing StateCodes.
CityCodes	No	A list of CityCodes.	JSON array	GET / cities	<ul style="list-style-type: none"> • CityCodes must be non-null and non-empty. • CityCodes must contain non-null and non-empty values. • CityCodes must contain non-duplicate values. • CityCodes must contain valid keys representing CityCodes.
DMACodes	No	A list of DMACodes.	JSON Array	GET /dma	<ul style="list-style-type: none"> • DMACodes must be non-null and non-empty. • DMACodes must contain non-null and non-empty values. • DMACodes must contain non-duplicate values. • DMACodes must contain valid keys representing DMACodes.

Days	No	A list of Days to filter on.	JSON array	GET / days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.
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Geography on Creatives Report Type

Provides metrics filtered and aggregated on geography for creatives.

Resource URL

POST <https://iadtapi.apple.com/ads/api/publisher/v1/reports/geography/campaigns/<campaignId>/creatives>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET /session.

Geography on creatives request payload example

```
{
  "Metrics": [
    "AverageTimeSpentCarousel",
    "CardTaps",
    "CardViews",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "Conversions",
    "ConversionRate",
    "Impressions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "RequestedImpressions",
    "TappableVideoCompletionRate",
    "TappableVideoCompletions",
    "TappableVideoImpressions",
    "TappableVideoTaps",
    "Taps",
    "ViewableImpressions"
  ],
  "Filters": {
    "AdIds": [
      "6393854",
      "-1"
    ]
  },
  "StateCodes": [
    "us|ca",
    "us|tx"
  ],
  "CityCodes": [
    "us|ca|cupertino",
    "us|tx|austin"
  ],
  "DMACodes": [
    "803",
    "807"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ],
}
```

```

"TimeAggregation": "Daily",
"StartDate": "2020-04-01",
"EndDate": "2020-04-08",
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
}

```

Geography on creatives response example

```

{
  "Data": [
    {
      "Date": "2020-04-01",
      "CampaignId": "18654417",
      "AdId": "6393854",
      "ViewableImpressions": "11",
      "RequestedImpressions": "14",
      "ConfirmedTaps": "11",
      "Impressions": "11",
      "PaidImpressions": "11",
      "ConfirmedTTR": "100.00",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06"
    },
    {
      "Date": "2020-04-23",
      "CampaignId": "18654417",
      "AdId": "-1",
      "ViewableImpressions": "18",
      "Impressions": "12",
      "RequestedImpressions": "14",
      "ConfirmedTaps": "17",
      "PaidImpressions": "18",
      "ConfirmedTTR": "94.44",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "4.95"
    }
  ],
  "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}

```

Geography on creatives parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	Metrics or measures requested for reports.	JSON array	Creative Metrics.	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	A nested JSON structure that enables filtering on reports.	JSON structure	<ul style="list-style-type: none"> • GET / creatives • GET / states • GET / cities • GET / dma • GET / days 	See Geography creative filters.

Aggregation/ Aggregations	No	<p>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</p> <p>Aggregation is a string which will take one input at a time</p> <p>Aggregations is a list where multiple data inputs can be passed.</p>	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation/Aggregations must be non-null and non-empty • Aggregation/Aggregations must be valid value • Aggregation and Aggregations cannot be used together. • Allowed values for Aggregation/Aggregations of this report type: <ul style="list-style-type: none"> • Days
TimeAggregation	No	A field used to specify time aggregator.	A string representing key that is a time aggregator. Default TimeAggregation is Daily.	GET / time- aggregati ons	<ul style="list-style-type: none"> • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.

<p>Pagination</p>	<p>No</p>	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	<p>JSON structure</p>		<p>If Pagination is input, it must contain either offset or limit.</p>
<p>Pagination payload example</p> <pre data-bbox="321 1171 553 1287"> "Pagination": { "Offset": 5, "Limit": 5 } </pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre>"Sort": { "Parameter": "Devices", "Order": "ASC" }</pre>					
StartDate	Yes	Report StartDate.	A string representing report StartDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	Report EndDate	A string representing report EndDate in yyyy-MM-dd format		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
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Geography on creatives filters example payload

```

"Filters": {
  "AdIds": [
    "6393854",
    "-1"
  ],
  "StateCodes": [
    "California",
    "Georgia"
  ],
  "CityCodes": [
    "Cupertino",
    "Atlanta"
  ],
  "DMACodes": [
    "500",
    "501"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ],
}

```

Parameter	Required	Type	Description	Metadata	Validations
AdIds	Yes	JSON array	<p>A list of AdIds to filter on.</p> <p>AdIds are created when a campaign is booked through Workbench.</p> <p>See privacy thresholds for adId values.</p>	GET / creatives	<ul style="list-style-type: none"> AdIds must be non-null and non-empty. AdIds must contain non-null and non-empty values. AdIds must contain non-duplicate values. AdIds must be valid.
StateCodes	No	<p>A list of StateCodes</p> <p>Use -1 in the request payload to include unknown data responses.</p> <p>For UK orgs, StateCodes is supported.</p>	JSON array	GET / states	<ul style="list-style-type: none"> StateCodes must be non-null and non-empty. StateCodes must contain non-null and non-empty values. StateCodes must contain non-duplicate values. StateCodes must contain valid keys representing StateCodes
CityCodes	No	<p>A list of CityCodes</p> <p>Use -1 in the request payload to include unknown data responses.</p> <p>For UK orgs, CityCodes is supported.</p>	JSON array	GET / cities	<ul style="list-style-type: none"> CityCodes must be non-null and non-empty. CityCodes must contain non-null and non-empty values. CityCodes must contain non-duplicate values. CityCodes must contain valid keys representing CityCodes.

DMACodes	No	<p>A list of DMACodes</p> <p>For US orgs, use -1 in the request payload to include unknown data responses.</p> <p>For UK orgs, DMACodes is unsupported.</p>	JSON array	GET /dma	<ul style="list-style-type: none"> • DMACodes must be non-null and non-empty. • DMACodes must contain non-null and non-empty values. • DMACodes must contain non-duplicate values. • DMACodes must contain valid keys representing DMACodes.
Days	No		JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Geography with Supply Metrics Report Type

Provides revenue and supply metrics aggregated by geography:

- StateCodes
- CityCodes
- DMACodes

Resource URL

POST <https://iadapi.apple.com/ads/api/publisher/v1/reports/geography?CountryCode=<CountryCode>>

Request Header

Key	Required	Value	Description
Content-Type	Yes	application/json	Request content-type is in JSON format.
session-id	Yes	session-id	The session-id returned by GET / session.

QueryParams

Key	Required	Value	Description
CountryCode	Yes	AU, CA, GB, US	CountryCode of the country you want to retrieve metadata for.

Geography with supply metrics request payload example

```
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "StateCodes": [
      "us|ca",
      "us|tx"
    ],
    "CityCodes": [
      "us|ca|cupertino",
      "us|tx|austin"
    ],
    "DMACodes": [
      "803",
      "807"
    ]
  },
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
"Aggregation": "StateCodes",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "StateCodes",
  "Order": "ASC"
}
}
```

Geography with supply metrics parameters

Parameter	Required	Description	Type	Metadata	Validations
Metrics	Yes	<p>Metrics or Measures requested for reports.</p> <p>See Supply metrics descriptions.</p> <p>Note: supply metrics cannot be associated with a campaign or lines. If used, an error will be returned.</p>	JSON array	GET / metrics	<ul style="list-style-type: none"> • Metrics must be non-null and non-empty. • Metrics must contain non-null and non-empty values. • Metrics must contain non-duplicate values. • Metrics must be valid values.
Filters	Yes	<p>A nested JSON structure that enables filtering on reports.</p> <p>See Geography with supply metrics filters.</p>	JSON structure		
Aggregation / Aggregations	No	A field used to aggregate reporting metrics (akin to SQL GROUP BY).	A string representing the field name related to the reporting type.		<ul style="list-style-type: none"> • Aggregation / Aggregations must be non-null and non-empty • Aggregation / Aggregations must be valid value • Allowed values for Aggregation / Aggregations of this report type: <ul style="list-style-type: none"> • StateCodes • CityCodes • DMACodes • Days

TimeAggregation	No	Field used to specify time aggregator	String representing key that is a time aggregator. The default TimeAggregation is Daily.	GET / time-aggregations	<ul style="list-style-type: none"> TimeAggregation must be non-null and non-empty. TimeAggregation must be a valid value: <ul style="list-style-type: none"> Daily Weekly Monthly
Pagination	No	<p>Akin to SQL LIMIT clause.</p> <p>Offset Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.</p> <p>Limit The number of items to return per request. The default is 20.</p>	JSON structure		If Pagination is input, it must contain either offset or limit.
<p>Pagination payload example</p> <pre>"Pagination": { "Offset": 5, "Limit": 5 }</pre>					

Sort	No	A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).	JSON structure		See below for an example Sort in the request payload.
<p>Sort payload example</p> <pre data-bbox="318 1136 643 1251">"Sort": { "Parameter": "Days", "Order": "ASC" }</pre>					
StartDate	Yes	The report start date.	A string representing report StartDate in yyyy-MM-dd format.		<ul data-bbox="1208 1346 1430 1734" style="list-style-type: none"> • StartDate must be non-null and non-empty. • StartDate must not be in future. • StartDate must be 2018-01-01 or later. • StartDate must be earlier than EndDate.

EndDate	Yes	The report end date.	A string representing report EndDate in yyyy-MM-dd format.		<ul style="list-style-type: none"> • EndDate must be non-null and non-empty. • EndDate must not be in future. • EndDate must not be earlier than StartDate. • Maximum date range between StartDate and EndDate must not exceed 12 months.
---------	-----	----------------------	--	--	---

Geography with supply metrics filters payload example

```
"Filters": {
  "StateCodes": [
    "us|ca",
    "us|tx"
  ],
  "CityCodes": [
    "us|ca|cupertino",
    "us|tx|austin"
  ],
  "DMACodes": [
    "803",
    "807"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```

Parameter	Required	Description	Type	Metadata	Validations
StateCodes	No	A list of StateCodes.	JSON array	GET / states	<ul style="list-style-type: none"> StateCodes must be non-null and non-empty. StateCodes must contain non-null and non-empty values. StateCodes must contain non-duplicate values. StateCodes must contain valid keys representing StateCodes.
CityCodes	No	A list of CityCodes.	JSON array	GET / cities	<ul style="list-style-type: none"> CityCodes must be non-null and non-empty. CityCodes must contain non-null and non-empty values. CityCodes must contain non-duplicate values. CityCodes must contain valid keys representing CityCodes.

DMACodes	No	A list of DMACodes.	JSON array	GET /dma	<ul style="list-style-type: none"> • DMACodes must be non-null and non-empty. • DMACodes must contain non-null and non-empty values. • DMACodes must contain non-duplicate values. • DMACodes must contain valid keys representing DMACodes.
Days	No	A list of Days to filter on.	JSON array	GET /days	<p>Days are optional. If input:</p> <ul style="list-style-type: none"> • Days must not be null/empty. • Days must not contain null/empty values. • Days must not contain duplicate values. • Days must contain valid keys representing Days.

Changelog

Date	Notes
January, 2024	Impressions and Taps definitions have been updated in Campaign and Line Metrics and Creatives Metrics .
August, 2023	Devices on Campaigns Report Type will now show MacOS which is inherently included when iPad is targeted in campaign settings.
March, 2023	Added Impressions metric and changed Taps metric description from ad to 'ad unit' in Campaign and Line Metrics and Creatives Metrics .
October, 2022	<ul style="list-style-type: none">• Added new application-type report type and application-types metadata.• Added creative report types across all reports.• Updated metadata API calls, privacy thresholds.• Updated campaign metrics:<ul style="list-style-type: none">• Budget• ImpressionGoal• eCPM• Updated line metrics:<ul style="list-style-type: none">• Pacing• Updated creative metrics:<ul style="list-style-type: none">• RequestedImpressions
January, 2022	Report data refresh interval has been updated. See Report Types .
November 2021	<ul style="list-style-type: none">• Added carousel ad type format. See Ad-Types on Creatives Report Type and Creatives Metrics.• Added new endpoint GET /Creatives.• Updated Privacy Thresholds section.• Added support for Revenue API for News Publishers.
June 2021	Payload updates across the document.
May 2021	Initial version



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