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  Devices on Campaigns Report Type .....................................................................140
  Devices on Lines Report Type ...............................................................................148
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  Geography on Lines Report Type ...........................................................................172
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Overview

The Reporting API enables Apple News publishers to easily access analytics to track their Apple News campaign performance and revenue 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 running direct sold and house campaigns on Google Ad Manager and have backfill enabled in Workbench will be able to access their backfill revenue data 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

The Reporting API uses the following endpoints:

https://iadapi.apple.com/ads/api/publisher/v1/reports/campaigns

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

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

See Summary of Report Types for descriptions of how each endpoint is used.

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.

- `private_key.key`: a client-side SSL private key
- `token.txt`: an access token
Convert PEM Certificate
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.


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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
</tbody>
</table>
### Metadata Calls

Metadata APIs provide key-value pairs to use for generating reports.

### Summary of Metadata Calls

<table>
<thead>
<tr>
<th>Metadata</th>
<th>Resource URL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>campaigns</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns?StartDate=yyyy-MM-dd&amp;EndDate=yyyy-MM-dd">https://iadapi.apple.com/ads/api/publisher/v1/campaigns?StartDate=yyyy-MM-dd&amp;EndDate=yyyy-MM-dd</a></td>
<td>Returns campaigns in any state, for the requesting organization between an input StartDate and EndDate. StartDate is the campaign creation date.</td>
</tr>
<tr>
<td>lines</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/campaigns/</a>&lt;campaignId&gt;/lines</td>
<td>Returns the lines associated with a specified CampaignId.</td>
</tr>
<tr>
<td>creatives</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/campaigns/</a>&lt;campaignId&gt;/creatives</td>
<td>Returns AdIds that can be used as filters in Ad-Types on Creatives Reports.</td>
</tr>
<tr>
<td>ad-types</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-types">https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-types</a></td>
<td>Returns key-value pairs for ad-types.</td>
</tr>
<tr>
<td>channels</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/channels">https://iadapi.apple.com/ads/api/publisher/v1/metadata/channels</a></td>
<td>Returns a list of channels that can be used as filters in reports.</td>
</tr>
<tr>
<td>days</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/days">https://iadapi.apple.com/ads/api/publisher/v1/metadata/days</a></td>
<td>Returns key-value pairs for day-id and day-description fields.</td>
</tr>
<tr>
<td>Metadata</td>
<td>Resource URL</td>
<td>Description</td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>time aggregations</td>
<td>GET <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/time-aggregations">https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/time-aggregations</a></td>
<td>Allows metrics/reports in a request to be aggregated by time.</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
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</tr>
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<td>Request content-type is in JSON format.</td>
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<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
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<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

QueryParam

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
</table>
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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
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<th>Description</th>
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</tr>
</tbody>
</table>

QueryParams

<table>
<thead>
<tr>
<th>Param</th>
<th>Notes</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Must be in yyyy-MM-dd format.</td>
<td>• StartDate is required.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must be non-null, non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate in the request and response is in UTC.</td>
</tr>
<tr>
<td>EndDate</td>
<td>Must be in yyyy-MM-dd format.</td>
<td>• EndDate is required.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• EndDate must be non-null, non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate in the request and response is in UTC.</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
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<th>Description</th>
</tr>
</thead>
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</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
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?
CountryCode=<CountryCode>

Request Header

<table>
<thead>
<tr>
<th>Key</th>
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</tr>
</thead>
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<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>

QueryParam

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
</table>
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?

Request Header
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
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<tr>
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<td>Yes</td>
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<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

QueryParams
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>StateCode</td>
<td>Yes</td>
<td></td>
<td>StateCode is specified using the keys from GET / states metadata API. The keys must be URL encoded since they contain the special '</td>
</tr>
</tbody>
</table>

GET /creatives
Returns adIds associated with a specified campaign that can be used as filters in the Ad-Types on Creatives Report Type.

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

Request Header
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
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<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Yes</td>
<td>application/json</td>
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</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
GET /devices
Returns key-value pairs for devices and device descriptions. Input keys in report requests e.g. on devices report-type, "Filters": "IPAD", "IPHONE", "IPOD," and "MAC." "MAC" is returned but is not available for targeting.

Resource URL
GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/devices

Request Header
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
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<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

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
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
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<td>Request content-type is in JSON format.</td>
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<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

QueryParam
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CountryCode</td>
<td>Yes</td>
<td>US</td>
<td>US is the only valid CountryCode to retrieve metadata for DMA.</td>
</tr>
</tbody>
</table>
**GET /genders**
Returns key-value pairs for genders.

**Resource URL**

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

**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](https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<campaignId>/lines)

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
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<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
GET /metadata
Returns all metadata except campaigns and lines. Provides key-value pairs for all dimensions to use for sending requests.

Resource URL

Request Header
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
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<td>application/json</td>
<td>Request content-type is in JSON format.</td>
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<tr>
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<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

QueryParam
<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
</table>
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.

Resource URL
GET https://iadapi.apple.com/ads/api/publisher/v1/reports/metadata/metrics

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
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<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
## 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
- channels
- devices
- geography

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ConfirmedTaps</td>
<td>Total number of confirmed taps, with ad destination opened for a minimum of 2 seconds.</td>
</tr>
<tr>
<td>ConfirmedTTR</td>
<td>The ratio of confirmed taps to viewable 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 = taps / impressions so the ConfirmedTTR is 5%.</td>
</tr>
<tr>
<td>ConversionRate</td>
<td>The number of conversions divided by the number of taps.</td>
</tr>
<tr>
<td>Conversions</td>
<td>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.</td>
</tr>
<tr>
<td>NonTappableVideoCompletions</td>
<td>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%, &gt;25-50%, &gt;50-75%, or &gt;75-100%) of a video ad is played before the user leaves the ad.</td>
</tr>
<tr>
<td>NonTappableVideo25PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideo50PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideo75PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideo100PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideoCompletionRate</td>
<td>The ratio of completes to the number of video impressions with a non-tappable state.</td>
</tr>
<tr>
<td>NonTappableVideo25PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideo50PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideo75PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>NonTappableVideo100PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>Metric</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>NonTappableVideoImpressions</td>
<td>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.</td>
</tr>
<tr>
<td>PaidImpressions</td>
<td>The total number of confirmed impressions based on what is booked in the line.</td>
</tr>
<tr>
<td>TappableVideoCompletionRate</td>
<td>The ratio of completes to the number of video impressions with a tappable state. The reported Completion Rate data is not cumulative. A video ad play with 100% completion will be included in both the &gt;75-100% quartile as well as in the Completions bucket. A view that reaches 60% will only be attributed to the &gt;50-75% completion bucket. It will not be attributed in the 0-25% or &gt;25-50% bucket. This is to ensure completion rates are not double or triple counted.</td>
</tr>
<tr>
<td>TappableVideoImpressions</td>
<td>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%, &gt;25-50%, &gt;50-75%, or &gt;75-100%) of a video ad is played before the user leaves the ad.</td>
</tr>
<tr>
<td>TappableVideoCompletions</td>
<td>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.</td>
</tr>
<tr>
<td>TappableVideoTaps</td>
<td>The total number of taps, with ad destination opened for minimum of 2 seconds with at least 50% viewable.</td>
</tr>
<tr>
<td>ViewableImpressions</td>
<td>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.</td>
</tr>
</tbody>
</table>
Example of ad metrics in a payload request

```
"Metrics": [
  "ConfirmedTaps",
  "ConfirmedTTR",
  "ConversionRate",
  "Conversions",
  "NonTappableVideoCompletions",
  "NonTappableVideo100PrcCompletions",
  "NonTappableVideo75PrcCompletions",
  "NonTappableVideo50PrcCompletions",
  "NonTappableVideo25PrcCompletions",
  "NonTappableVideoCompletionRate",
  "NonTappableVideo100PrcCompletionRate",
  "NonTappableVideo75PrcCompletionRate",
  "NonTappableVideo50PrcCompletionRate",
  "NonTappableVideo25PrcCompletionRate",
  "NonTappableVideoImpressions",
  "PaidImpressions",
  "TappableVideoCompletions",
  "TappableVideo100PrcCompletions",
  "TappableVideo75PrcCompletions",
  "TappableVideo50PrcCompletions",
  "TappableVideo25PrcCompletions",
  "TappableVideoCompletionRate",
  "TappableVideo100PrcCompletionRate",
  "TappableVideo75PrcCompletionRate",
  "TappableVideo50PrcCompletionRate",
  "TappableVideo25PrcCompletionRate",
  "TappableVideoImpressions",
  "TappableVideoTaps",
  "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:

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

```
"Metrics": [
  "AudibleFullyOnScreen50PrcVideoRate",
  "AudibleFullyOnScreen100PrcVideoRate",
  "AudioOnRateForVideo",
  "AverageVideoWatchTimeInSec",
  "ConfirmedTaps",
  "ConfirmedTTR",
  "ConversionRate",
  "Conversions",
  "ConfirmedVideoImpressions",
  "NonTappableVideoCompletions",
  "NonTappableVideo100PrcCompletions",
  "NonTappableVideo75PrcCompletions",
  "NonTappableVideo50PrcCompletions",
  "NonTappableVideo25PrcCompletions",
  "NonTappableVideoCompletionRate",
  "NonTappableVideo100PrcCompletionRate",
  "NonTappableVideo75PrcCompletionRate",
  "NonTappableVideo50PrcCompletionRate",
  "NonTappableVideo25PrcCompletionRate",
  "NonTappableVideoImpressions",
  "PaidImpressions",
  "TappableVideoCompletions",
  "TappableVideoTaps",
  "TappableVideo100PrcCompletions",
  "TappableVideo75PrcCompletions",
  "TappableVideo50PrcCompletions",
  "TappableVideo25PrcCompletions",
  "TappableVideoCompletionRate",
  "TappableVideo100PrcCompletionRate",
  "TappableVideo75PrcCompletionRate",
  "TappableVideo50PrcCompletionRate",
  "TappableVideo25PrcCompletionRate",
  "TappableVideoImpressions",
  "TotalVideoWatchTimeInSec",
  "VideoFullscreenCount",
  "VideoLengthInSec",
  "VideoPauseCount",
  "VideoPlayCount",
  "VideoSkipCount",
  "VideoUnmuteCount",
  "VideoViewRate",
  "ViewableImpressions"
]
```
Creatives Metrics

The following metrics are used in creatives reporting. Currently, carousel is the only creative ad type supported.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AverageTimeSpentCarousel</td>
<td>The average time the carousel ad is in full view for a minimum 1 second and maximum of 30 seconds.</td>
</tr>
<tr>
<td>CardTaps</td>
<td>The total number of confirmed card taps.</td>
</tr>
<tr>
<td>CardViews</td>
<td>The total number of confirmed taps, with ad destination opened for a minimum of 2 seconds.</td>
</tr>
<tr>
<td>ViewableImpressions</td>
<td>The ratio of confirmed taps to viewable 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 = taps / impressions so the ConfirmedTTR is 5%.</td>
</tr>
<tr>
<td>ConfirmedTTR</td>
<td>The number of conversions divided by the number of taps.</td>
</tr>
<tr>
<td>Conversions</td>
<td>The number of conversions, such as app downloads, Apple News+ subscriptions, Apple TV+ subscriptions, Apple One subscriptions occurs on your ad.</td>
</tr>
<tr>
<td>Conversions</td>
<td>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.</td>
</tr>
</tbody>
</table>

See [Ad-Types on Creatives Report Type](#) for an example of creative metrics in a request payload and a response.
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
- channels
- devices
- geography

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>BackFillECPM</td>
<td>The average revenue per thousand impressions for backfill campaigns.</td>
</tr>
<tr>
<td>BackFillImpressions</td>
<td>The total number of impressions generated from backfill campaigns.</td>
</tr>
<tr>
<td>BackFillRate</td>
<td>The total number of backfill ad impressions divided by supply.</td>
</tr>
<tr>
<td>BackFillRevenue</td>
<td>The total revenue generated from backfill campaigns.</td>
</tr>
<tr>
<td>DirectSoldFillRate</td>
<td>The percentage of direct sold ad impressions divided by supply.</td>
</tr>
<tr>
<td>DirectSoldImpressions</td>
<td>The total number of impressions generated from direct sold campaigns.</td>
</tr>
<tr>
<td>FillRate</td>
<td>The percentage of total ad impressions divided by supply.</td>
</tr>
<tr>
<td>HouseFillRate</td>
<td>The percentage of house ad impressions divided by supply.</td>
</tr>
<tr>
<td>HouseImpressions</td>
<td>The total number of impressions generated from house campaigns.</td>
</tr>
<tr>
<td>Supply</td>
<td>The total number of ad impressions that are filled and unfilled.</td>
</tr>
</tbody>
</table>

Example of supply metrics in a payload request

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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>

QueryParam

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
Report Types

Each Report Type is available for /campaigns and /lines. All data from reports is refreshed once in twenty-four hour intervals at 7:00AM 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

Supply metrics

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

Creatives

Applies only to the creative Ad-Types report. Currently, the carousel ad type is the only creative supported.

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

Summary of Report Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Resource URL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Positions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ad-positions on campaigns</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns</a></td>
<td>Provides metrics filtered and aggregated on ad positions for campaigns.</td>
</tr>
<tr>
<td>ad-positions on lines</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/</a>&lt;campaignId&gt;/lines</td>
<td>Provides metrics filtered and aggregated on ad positions for lines.</td>
</tr>
<tr>
<td>ad-positions with supply metrics</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions</a></td>
<td>Provides revenue and supply metrics filtered and aggregated by ad positions.</td>
</tr>
<tr>
<td>Ad Types</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ad-types on campaigns</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns</a></td>
<td>Provides metrics filtered and aggregated on ad types for campaigns.</td>
</tr>
<tr>
<td>ad-types on lines</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/</a>&lt;campaignId&gt;/lines</td>
<td>Provides metrics filtered and aggregated on ad types for lines.</td>
</tr>
<tr>
<td>Type</td>
<td>Resource URL</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>ad-types with supply metrics</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types</a></td>
<td>Provides revenue and supply metrics filtered and aggregated by ad types.</td>
</tr>
<tr>
<td>ad-types on creatives</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/creatives">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/creatives</a></td>
<td>Provides metrics filtered and aggregated on ad-positions for creatives.</td>
</tr>
<tr>
<td>Age &amp; Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Channels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>channels on campaigns</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns">https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns</a></td>
<td>Provides metrics filtered and aggregated on channels for campaigns.</td>
</tr>
<tr>
<td>channels on lines</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/</a>&lt;campaignId&gt;/lines</td>
<td>Provides metrics filtered and aggregated on channels for lines.</td>
</tr>
<tr>
<td>channels with supply metrics</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/channels">https://iadapi.apple.com/ads/api/publisher/v1/reports/channels</a></td>
<td>Provides revenue and supply metrics filtered and aggregated by channels</td>
</tr>
<tr>
<td>Devices</td>
<td></td>
<td></td>
</tr>
<tr>
<td>devices on lines</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/</a>&lt;campaignId&gt;/lines</td>
<td>Provides metrics filtered and aggregated on devices for lines.</td>
</tr>
<tr>
<td>Type</td>
<td>Resource URL</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>devices with supply metrics</td>
<td>POST <a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/geography">https://iadapi.apple.com/ads/api/publisher/v1/reports/geography</a></td>
<td>Provides revenue and supply metrics filtered and aggregated by devices.</td>
</tr>
<tr>
<td>Geography</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Privacy Thresholds

Metrics are available for the designated report types if more than 10 impressions per day are confirmed. After April 27, 2021, reporting on metrics for the geography and 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 all data aggregated by an unknown API response, specify the following values in a report request payload filter:

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Privacy Threshold</th>
<th>Request Value</th>
<th>Filter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Positions</td>
<td>Less than 10 confirmed impressions per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Types</td>
<td>Less than 10 confirmed impressions per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age and Gender</td>
<td>Less than 100 confirmed impressions per day.</td>
<td>-100</td>
<td>AgeRange</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-1</td>
<td>Gender</td>
</tr>
<tr>
<td>Creatives</td>
<td>Less than 10 confirmed impressions per day.</td>
<td>-1</td>
<td>AdIds</td>
</tr>
<tr>
<td>Devices</td>
<td>Less than 10 confirmed impressions per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geography</td>
<td>Less than 100 confirmed impressions per day.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See also

Ad-Types on Creatives Privacy Thresholds
Age & Gender Privacy Thresholds
Geography Privacy Thresholds
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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Positions on Campaigns Request Payload

```json
{
    "Metrics": [
        "TappableVideoCompletions",
        "TappableVideo100PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideo50PrcCompletions",
        "TappableVideo25PrcCompletions",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "TappableVideo75PrcCompletionRate",
        "TappableVideo50PrcCompletionRate",
        "TappableVideo25PrcCompletionRate",
        "NonTappableVideoCompletions",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideo25PrcCompletionRate",
        "TappableVideoImpressions",
        "NonTappableVideoImpressions",
        "TappableVideoTaps",
        "ConfirmedTTR",
        "ViewableImpressions",
        "ConfirmedTaps",
        "PaidImpressions",
        "Conversions",
        "ConversionRate",
        "ConfirmedVideoImpressions",
        "VideoViewRate",
        "VideoSkipCount",
        "VideoPauseCount",
        "VideoFullscreenCount",
        "VideoPlayCount",
        "VideoUnmuteCount",
        "VideoLengthInSec",
        "AudioOnRateForVideo",
        "AudibleFullyOnScreen50PrcVideoRate",
        "AudibleFullyOnScreen100PrcVideoRate",
        "TotalVideoWatchTimeInSec",
        "AverageVideoWatchTimeInSec"
    ],
    "Filters": {
        "CampaignIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "AdPositions": [
            "INFEED",
            "INARTICLE",
            "BETWEENARTICLES"
        ],
        "Days": [
            "MONDAY",
            "FRIDAY"
        ]
    }
}
```
"Aggregation": "AdPositions",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
## Ad-Positions Campaign Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or measures requested for reports. See Metrics Descriptions</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• 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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Ad-Positions Campaign Filters</td>
<td>JSON structure</td>
<td>GET / ad-positions, GET / campaigns, GET / days</td>
<td>• 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.</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Value</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Aggregation</strong></td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Aggregation</strong></td>
<td></td>
<td><strong>Aggregation</strong> is a string which will take one input at a time.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Aggregations</strong></td>
<td></td>
<td><strong>Aggregations</strong> is a list where multiple data inputs can be passed.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TimeAggregation</strong></td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>String</strong></td>
<td></td>
<td>String representing key that is a time aggregator.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>GET</strong></td>
<td></td>
<td><strong>GET / time-aggregations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TimeAggregation</strong></td>
<td></td>
<td><strong>TimeAggregation</strong> must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>TimeAggregation</strong> must be a valid value:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Daily (default)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>----</td>
<td>--------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Offset</strong></td>
<td></td>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Limit</strong></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example pagination payload**

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

If Pagination is input, it must contain either offset or limit.
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.

### Example of sort in a payload

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

StartDate | Yes | The report start date. | A string representing report StartDate in yyyy-MM-dd format. | • 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. | • 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 campaign filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| CampaignIds   | Yes      | A list of CampaignIds to filter on. | JSON array | GET / campaigns | • 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 | • 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          | Days are optional. If input:  
• 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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>

Example Ad-Positions on Lines Request Payload

```json
{
   "Metrics": [
      "TappableVideoCompletions",
      "TappableVideo100PrcCompletions",
      "TappableVideo75PrcCompletions",
      "TappableVideo50PrcCompletions",
      "TappableVideo25PrcCompletions",
      "TappableVideoCompletionRate",
      "TappableVideo100PrcCompletionRate",
      "TappableVideo75PrcCompletionRate",
      "TappableVideo50PrcCompletionRate",
      "TappableVideo25PrcCompletionRate",
      "NonTappableVideoCompletions",
      "NonTappableVideo100PrcCompletions",
      "NonTappableVideo75PrcCompletions",
      "NonTappableVideo50PrcCompletions",
      "NonTappableVideo25PrcCompletions",
      "NonTappableVideoCompletionRate",
      "NonTappableVideo100PrcCompletionRate",
      "NonTappableVideo75PrcCompletionRate",
      "NonTappableVideo50PrcCompletionRate",
      "NonTappableVideo25PrcCompletionRate",
      "TappableVideoImpressions",
      "NonTappableVideoImpressions",
      "TappableVideoTaps",
      "ConfirmedTTR",
      "ViewableImpressions",
      "ConfirmedTaps",
      "PaidImpressions",
      "Conversions",
      "ConversionRate",
      "ConfirmedVideoImpressions",
      "VideoViewRate",
      "VideoSkipCount",
      "VideoPauseCount",
      "VideoFullscreenCount",
      "VideoPlayCount",
      "VideoUnmuteCount",
      "VideoLengthInSec"
   ]
}```
"AudioOnRateForVideo",
"AudibleFullyOnScreen50PrcVideoRate",
"AudibleFullyOnScreen100PrcVideoRate",
"TotalVideoWatchTimeInSec",
"AverageVideoWatchTimeInSec"
],
"Filters": {
"LineIds": [
"15314452",
"15308604",
"15314177"
],
"AdPositions": [
"INFEED",
"INARTICLE",
"BETWEENARTICLES"
],
"Days": [
"MONDAY",
"FRIDAY"
],
"Aggregation": "AdPositions",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
"Parameter": "ConversionRate",
"Order": "ASC"
}
## Ad-Positions Line Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON structure</td>
<td>GET / ad-positions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / &lt;campaignId&gt;/lines</td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>GET API URL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregation/</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregations</td>
<td></td>
<td>A string representing the field name related to the reporting type.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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 /Aggregations of this report type:
  - AdPositions
  - Days
  - LineIds
- TimeAggregation must be non-null and non-empty.
- TimeAggregation must be a valid value:
  - Daily (default)
  - 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. |

**Example pagination payload**

```
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example sort payload</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort</td>
<td>No</td>
<td>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).</td>
<td>&quot;Sort&quot;: { &quot;Parameter&quot;: &quot;ConversionRate&quot;, &quot;Order&quot;: &quot;ASC&quot; }</td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StartDate must not be in the future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>Report StartDate.</td>
<td>A string representing report StartDate in yyyy-MM-dd format.</td>
<td></td>
</tr>
</tbody>
</table>

**Example sort payload**

```
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
```
| EndDate      | Yes | The report end date. | String representing report EndDate in yyyy-MM-dd format. | • 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 Line Filters

**Example filters payload**

```json
"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "AdPositions": [
    "INFEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Type</th>
<th>Description</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| LineIds   | Yes      | JSON Array | A list of LineIDs to filter on. | GET /<campaignId>/lines | - 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 | AdPositions validations:  
| 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:  
| 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 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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

Example Ad-Positions with Supply Metrics Payload Request

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See Supply metrics descriptions</td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Note:</strong> supply metrics cannot be associated with campaign or lines. If</td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>used, an error will be returned.</td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON structure</td>
<td>GET / ad-positions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>See Ad-Positions with Supply Metrics Filters</td>
<td></td>
<td>GET / days</td>
<td></td>
</tr>
<tr>
<td>Parameter</td>
<td>Required</td>
<td>Description</td>
<td>Example</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>----------------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Aggregation/Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String representing the field name related to the reporting type.</td>
<td>Must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Aggregation</strong> is a string which will take one input at a time.</td>
<td></td>
<td>Must be a valid value.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Aggregations</strong> is a list where multiple data inputs can be passed.</td>
<td></td>
<td>Aggregation and Aggregations cannot be used together.</td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>String representing time key that is a time aggregator.</td>
<td>GET /time-aggregations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Must be a valid value:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Daily (default)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Weekly</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Monthly</td>
<td></td>
</tr>
</tbody>
</table>
| 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. |

### Example of pagination in a request payload

```
"Pagination": {  
  "Offset": 5,  
  "Limit": 5 
}
```
<table>
<thead>
<tr>
<th>Sort</th>
<th>No</th>
<th>JSON structure</th>
<th>See below for an example Sort in the request payload.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>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).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example of sort in a request payload**

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

| StartDate     | Yes                        | String representing report StartDate in yyyy-MM-dd format. | • StartDate must be non-null and non-empty.  
|---------------|----------------------------|----------------------------------------------------------|• StartDate must not be in the future.  
|               | The report start date.     |                                                          |• 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.** | • 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

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| AdPositions | No       | A list of AdPositions to filter on. | JSON array | GET /ad-positions | • 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:  
• 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 ad-types.

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

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Types on Campaigns Request Payload

```json
{
    "Metrics": [
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "TappableVideo25PrcCompletionRate",
        "NonTappableVideoCompletions",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideoImpressions",
        "ConfirmedTTR",
        "TappableVideo50PrcCompletions",
        "TappableVideoImpressions",
        "TappableVideo50PrcCompletionRate",
        "TappableVideoTaps",
        "TappableVideo25PrcCompletions",
        "NonTappableVideoCompletionsRate",
        "ViewableImpressions",
        "Conversions",
        "ConversionRate",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "ConfirmedTaps",
        "PaidImpressions",
        "NonTappableVideo50PrcCompletions",
        "TappableVideo75PrcCompletionRate",
        "TappableVideoCompletions"
    ],
    "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"
        }
    }
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions.</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Ad-Types</td>
<td>JSON structure</td>
<td>GET / ad-types</td>
<td>• GET / ad-types</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Campaigns Filters.</td>
<td></td>
<td>GET / campaigns</td>
<td>• GET / campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
<td>• GET / days</td>
</tr>
</tbody>
</table>
| **Aggregation/Aggregations** | No | Field used to aggregate reporting metrics (akin to SQL GROUP BY). | String representing the field name related to the reporting type. | • Aggregation / Aggregations must be non-null and non-empty.  
• Aggregation / Aggregations must be a valid value:  
  • 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 | • TimeAggregation must be non-null and non-empty.  
• TimeAggregation must be a valid value:  
  • Daily (default)  
  • Weekly  
  • Monthly |
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.

If Pagination is input, it must contain either offset or limit.

| 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. |

**Example of pagination in a request payload**

```
"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. |

**Example of sort in a payload**

```
"Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required?</th>
<th>Purpose</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>Report StartDate.</td>
<td>String representing report StartDate in yyyy-MM-dd format</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>The report end date.</td>
<td>String representing report EndDate in yyyy-MM-dd format</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
</tbody>
</table>

**Reporting API for News Publishers**

November 2021

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Ad-Types Campaign Filters

Example of filters in a payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>CampaignIds</td>
<td>Yes</td>
<td>A list of CampaignIds to filter on.</td>
<td>JSON array</td>
<td>GET / campaigns</td>
<td>• CampaignIds must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Maximum 10 CampaignIds allowed per report request.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds must belong to the requesting organization.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds must be valid.</td>
</tr>
</tbody>
</table>
| AdTypes | No | A list of AdTypes to filter on. | JSON array | GET /ad-types | • 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 | Days are optional. If input:  
  • 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**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Types on Lines Request Payload

```json
{
  "Metrics": [
    "NonTappableVideo100PrcCompletionRate",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "TappableVideo75PrcCompletions",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideoImpressions",
    "ConfirmedTTR",
    "TappableVideo50PrcCompletions",
    "TappableVideoImpressions",
    "TappableVideo50PrcCompletionRate",
    "TappableVideoImpressions",
    "TappableVideoCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideoImpressions",
    "ConfirmedTTR",
    "TappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "ConfirmedTaps",
    "PaidImpressions",
    "NonTappableVideo50PrcCompletions",
    "TappableVideo75PrcCompletionRate",
    "TappableVideoCompletions"
  ],
  "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 Line Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON array</td>
<td>GET /metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON structure</td>
<td>GET /ad-types</td>
<td>• GET /ad-types</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /days</td>
<td>• Aggregation / Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /lines</td>
<td>• Allowed values for Aggregation / Aggregations of this report type:</td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String</td>
<td></td>
<td>• AdTypes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds</td>
</tr>
</tbody>
</table>

---

**Metrics Descriptions**

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.

**Ad-Types Line Filters**

Aggregation / Aggregations must be valid value.
Allowed values for Aggregation / Aggregations of this report type:
- AdTypes
- Days
- LineIds
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example of pagination in a request payload</th>
</tr>
</thead>
<tbody>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>&quot;Pagination&quot;: { &quot;Offset&quot;: 5, &quot;Limit&quot;: 5 }</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator. Default TimeAggregation</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>is Daily.</td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause. Offsets the start of each page by the number</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>specified. This is the index of the first matching result that should be</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>included in the result set. The default is 0.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Limit The number of items to return per request. The default is 20.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TimeAggregation must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>TimeAggregation must be a valid value:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Daily (default)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
</tr>
<tr>
<td>Sort</td>
<td>No</td>
<td>JSON structure</td>
<td>See below for an example <code>Sort</code> in the request payload</td>
</tr>
<tr>
<td>--------------------</td>
<td>----------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>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).</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example of sort in a request payload**

```json
"Sort": {
  "Parameter": "AdTypes",
  "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>Report StartDate.</td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>Report EndDate.</td>
<td>• EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
</tbody>
</table>

**Start Date**

- A string representing the start date in **yyyy-MM-dd** format.

**End Date**

- A string representing the end date in **yyyy-MM-dd** format.
## Ad-Types Line Filters

### Example of filters in a payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Type</th>
<th>Description</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| LineIds    | Yes      | JSON array | A list of LineIDs to filter on. | GET /<campaignId>/lines | 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 | 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.
<p>|            |          |      |             |          | AdTypes must contain valid keys representing AdTypes. |</p>
<table>
<thead>
<tr>
<th>Days</th>
<th>No</th>
<th>JSON array</th>
<th>A list of Days to filter on.</th>
<th>GET /days</th>
<th>Days are optional. If input:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not be null/empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain null/empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must contain valid keys representing Days.</td>
</tr>
</tbody>
</table>
Ad-Types on Creatives Report Type

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

Resource URL

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

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

Ad-Types on Creatives 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.

For example, an API request for creatives report data returns 5 AdIds that met the privacy threshold of more than 10 confirmed impressions per day. However, the campaign has 10 total AdIds with 5 AdId impressions reported as -1 or Other: Unknown. To return an aggregate of all ads that did not meet the privacy threshold, use -1 for AdIds in the request payload.

Example Ad-Types on Creatives Request Payload

```json
{
    "Metrics": [
        "ViewableImpressions",
        "ConfirmedTaps",
        "PaidImpressions",
        "ConfirmedTTR",
        "Conversions",
        "ConversionRate",
        "AverageTimeSpentCarousel",
        "CardViews",
        "CardTaps"
    ],
    "Filters": {
        "AdIds": [
            "6393854",
            "-1"
        ]
    },
    "TimeAggregation": "Daily",
    "StartDate": "2020-04-01",
    "EndDate": "2020-04-08",
    "Sort": {
        "Parameter": "ViewableImpressions",
        "Order": "ASC"
    }
}
```
Example Ad-Types on Creatives Response

```json
{
  "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",
      "AdType": "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",
      "AdType": "Carousel",
      "Cards": [
        {
          "CardName": "Other",
          "CardViews": "43",
          "CardTaps": "17"
        }
      ]
    }
  ],
  "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}
```
### Ad-Types Creative Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or measures requested for reports. See Creative Metrics.</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>- 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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON structure</td>
<td>GET / ad-types, GET / creatives, GET / days</td>
<td>See Ad-Types Creative Filters.</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Example</td>
<td>Constraints</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Aggregation/</td>
<td>No</td>
<td>A field used to aggregate reporting metrics (akin to SQL GROUP BY). Aggregation is a string which will take one input at a time. Aggregations is a list where multiple data inputs can be passed.</td>
<td>A string representing the field name related to the reporting type.</td>
<td>- Aggregation/Aggregations must be non-null and non-empty&lt;br&gt;- Aggregation/Aggregations must be valid value&lt;br&gt;- Aggregation and Aggregations cannot be used together.&lt;br&gt;- Allowed values for /Aggregation/Aggregations of this report type:&lt;br&gt;  - AdTypes&lt;br&gt;  - Days</td>
<td></td>
</tr>
<tr>
<td>Aggregations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>A field used to specify time aggregator.</td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>- TimeAggregation must be non-null and non-empty.&lt;br&gt;- TimeAggregation must be a valid value.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GET /time-aggregations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>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.</td>
<td>JSON structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
</tbody>
</table>

**Example Pagination Payload**

```json
"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. |

**Example Sort Payload**

```json
"Sort": {
  "Parameter": "AdTypes",
  "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Report Type</th>
<th>Values</th>
<th>Validation Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>Report StartDate</td>
<td>A string representing report StartDate in yyyy-MM-dd format</td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StartDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>Report EndDate</td>
<td>A string representing report EndDate in yyyy-MM-dd format</td>
<td>• EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
</tbody>
</table>
**Ad-Types Creative Filters Example Payload**

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Type</th>
<th>Description</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| AdTypes   | No       | JSON array | A list of AdTypes to filter on. | GET /ad-types | • 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. |
<table>
<thead>
<tr>
<th>AdIds</th>
<th>Yes</th>
<th>JSON array</th>
<th>A list of AdIds to filter on.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Created when a campaign is booked through Workbench.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Use -1 to include unknown data responses. For example: &quot;AdIds&quot;: [</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>&quot;6393854&quot;,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>&quot;-1&quot; ]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GET /creatives</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Days</th>
<th>No</th>
<th>JSON array</th>
<th>A list of Days to filter on.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>GET /days</td>
<td>Days are optional. If input:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days must not be null/empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain null/empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days must contain valid keys representing Days.</td>
</tr>
</tbody>
</table>

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.
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](https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types)

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Types with Supply Metrics Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON array</td>
<td>GET /metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See Supply metrics descriptions</td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Note:</strong> supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON structure</td>
<td>GET /ad-types</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>See Ad-Types with Supply Metrics Filters</td>
<td></td>
<td>GET /days</td>
<td></td>
</tr>
<tr>
<td><strong>Field</strong></td>
<td><strong>Required</strong></td>
<td><strong>Description</strong></td>
<td><strong>Value</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------------------</td>
<td>--------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregation/Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String representing the field name related to the reporting type.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be valid value.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for Aggregation/Aggregations of this report type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• AdTypes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>String representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GET /time-aggregations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily (default)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause. <strong>Offset</strong> 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. <strong>Limit</strong> The number of items to return per request. The default is 20.</td>
<td>JSON structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload**

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

<table>
<thead>
<tr>
<th>Sort</th>
<th>No</th>
<th>JSON structure</th>
<th>See below for an example Sort in the request payload</th>
</tr>
</thead>
</table>

**Example of sort in a request payload**

```
"Sort": {
  "Parameter": "Days",
  "Order": "ASC"
}
```
| StartDate       | Yes | Report StartDate. | String representing report StartDate in yyyy-MM-dd format | • 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 | • 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 of filters in a payload request

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdTypes</td>
<td>No</td>
<td>A list of AdTypes to filter on.</td>
<td>JSON</td>
<td>GET /ad-types</td>
<td>• AdTypes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>array</td>
<td></td>
<td>• AdTypes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdTypes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdTypes must contain valid keys representing AdTypes.</td>
</tr>
<tr>
<td>Days</td>
<td>No</td>
<td>A list of Days to filter on.</td>
<td>JSON</td>
<td>GET /days</td>
<td>Days are optional. If input:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>array</td>
<td></td>
<td>• Days must not be null/empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain null/empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must contain valid keys representing Days.</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

QueryParam

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
</table>

Age & Gender Privacy Thresholds

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.

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.
Example Age-Gender on Campaigns Report Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions.</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• 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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Age-Gender Campaign Filters.</td>
<td>JSON structure</td>
<td>• GET / age-ranges</td>
<td>• GET / genders  • GET / days  • GET / campaigns</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>allowed values</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>----------</td>
<td>--------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>A string representing the field name related to the reporting type.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• AgeRange</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>String representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause. <strong>Offset</strong> 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. <strong>Limit</strong> The number of items to return per request. The default is 20.</td>
<td>JSON structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload**

```
"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. |

**Example of sort in a request payload**

```
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>Report StartDate.</td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing report StartDate in yyyy-MM-dd format</td>
<td>• StartDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>Report EndDate.</td>
<td>• EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing report EndDate in yyyy-MM-dd format</td>
<td>• EndDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
</tbody>
</table>
Age-Gender campaign filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>CampaignIds</td>
<td>Yes</td>
<td>A list of CampaignIds to filter on.</td>
<td>JSON array</td>
<td>GET / campaigns</td>
<td>• 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.</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>API</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>----------</td>
<td>-------------</td>
<td>-----</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AgeRange</strong></td>
<td>No</td>
<td>A list of age ranges.</td>
<td>GET /age-ranges</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>JSON array</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>No</td>
<td>A list of genders. Use -1 in the request payload to include unknown data responses.</td>
<td>GET /genders</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>JSON array</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Days</strong></td>
<td>No</td>
<td>A list of days to filter on.</td>
<td>GET /days</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>JSON array</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **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** 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** are optional. If input:
  - **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**

<campaignId>/lines?CountryCode=<CountryCode>

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
Example Age-Gender on Lines Report Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions.</td>
<td>JSON Array</td>
<td>GET /metrics</td>
<td>• 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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Age-Gender Line Filters.</td>
<td>JSON Structure</td>
<td>GET /age-ranges, GET /genders, GET /days, GET /&lt;campaign Id&gt;/lines</td>
<td></td>
</tr>
<tr>
<td>Parameter</td>
<td>Required</td>
<td>Description</td>
<td>Example</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String representing the field name related to the reporting type.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>GET /time-aggregations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be a valid value.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for Aggregation / Aggregations of this report type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• AgeRange</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• LineIds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>String representing key that is a time aggregator.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>GET /time-aggregations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 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.

**Example of pagination in a payload request**

```
"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 payload. |

**Example of Sort in a payload request**

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

| StartDate | Yes | The report start date. |
| String representing report StartDate in yyyy-MM-dd format | • 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** | • 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 Line Filters**

**Example of Filters in a payload request**

```json
"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "AgeRange": [
    "-100",
    "11",
    "12",
    "14",
    "16",
    "17",
    "18",
    "19",
    "20"
  ],
  "Gender": [
    "-1",
    "F",
    "M"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ]
},
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| Lineds    | Yes      | A list of LineIds to filter on. | JSON array | GET /<campaignId>/lines | • 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 | • 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 | • 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 | Days are optional. If input:  
• 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 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?
CountryCode=<CountryCode>

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
Example Age-Gender with Supply Metrics Request Payload

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.

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| Metrics         | Yes      | Metrics or Measures requested for reports. See Supply metrics descriptions  | JSON Array      | GET / metrics | • Metrics must be non-null and non-empty.  
|                 |          | Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned. |                 |            | • 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 Age-Gender with Supply Metrics Filters | JSON Structure  | GET / age-ranges  
|                 |          |                                                                             |                 | GET / genders  
<p>|                 |          |                                                                             |                 | GET / days     |</p>
<table>
<thead>
<tr>
<th><strong>Aggregation/Aggregations</strong></th>
<th>No</th>
<th>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</th>
<th>A string representing the field name related to the reporting type.</th>
<th>- Aggregation/Aggregations must be non-null and non-empty. - Aggregation/Aggregations must be valid value. - Allowed values for Aggregation/Aggregations of this report type:  - AgeRange  - Gender  - Days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TimeAggregation</strong></td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>- TimeAggregation must be non-null and non-empty. - TimeAggregation must be a valid value:  - Daily (default)  - Weekly  - Monthly</td>
</tr>
<tr>
<td>Pagination</td>
<td>Offset</td>
<td>Akin to SQL LIMIT clause. 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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limit</td>
<td>The number of items to return per request. The default is 20.</td>
<td>JSON structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a request payload**

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

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).

Example of sort in a payload

"Sort": {
    "Parameter": "Gender",
    "Order": "ASC"
}
<table>
<thead>
<tr>
<th>StartDate</th>
<th>Yes</th>
<th>Report StartDate.</th>
<th>A string representing report StartDate in yyyy-MM-dd format</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EndDate</th>
<th>Yes</th>
<th>The report end date.</th>
<th>A string representing report EndDate in yyyy-MM-dd format.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
</tbody>
</table>
Example of filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| AgeRange      | No       | A list of AdTypes to filter on. | JSON array | GET /age-ranges | - 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 Ad Types. |
<table>
<thead>
<tr>
<th>Gender</th>
<th>No</th>
<th>A list of genders.</th>
<th>JSON array</th>
<th>GET / genders</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- 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.

<table>
<thead>
<tr>
<th>Days</th>
<th>No</th>
<th>A list of Days to filter on.</th>
<th>JSON array</th>
<th>GET / days</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Days are optional. If input:
- 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**


**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
Example Channels on Campaigns Request Payload

```json
{
  "Metrics": [
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "NonTappableVideoImpressions",
    "TappableVideoTaps",
    "ConfirmedTTR",
    "ViewableImpressions",
    "ConfirmedTaps",
    "PaidImpressions",
    "Conversions",
    "ConversionRate"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
      "2464fee6-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Monthly",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
```
### Channels Campaign Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• 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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Channels Campaign Filters</td>
<td>JSON structure</td>
<td>GET / channels</td>
<td></td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY). Aggregation is a string which will take one input at a time. Aggregations is a list where multiple data inputs can be passed.</td>
<td>String</td>
<td></td>
<td>• 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: • Channels • Campaign Ids</td>
</tr>
<tr>
<td>Field</td>
<td>Type</td>
<td>Description</td>
<td>Example</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>-------</td>
<td>----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator. The default TimeAggregation is Daily.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>GET /time-aggregations</td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Limit The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>JSON structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Example of pagination in a request payload

```
"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).** | **See below for an example Sort payload.** |

**Example of sort in a request payload**

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

| **StartDate** | **Yes** | **The report start date.** | **String representing report StartDate in yyyy-MM-dd format** | **• 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.** |
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Format</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>The report end date.</td>
<td>String</td>
<td>- EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>yyyy-MM-dd</td>
<td>- EndDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- EndDate must not be earlier than StartDate.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Maximum date range between StartDate and EndDate must not exceed 12 months.</td>
</tr>
</tbody>
</table>
Channels Campaign Filters

Example of filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>LineIds</td>
<td>Yes</td>
<td>A list of LineIds to filter on.</td>
<td>JSON array</td>
<td>GET /&lt;campaignId&gt;/lines</td>
<td>• 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.</td>
</tr>
<tr>
<td>Channels</td>
<td>No</td>
<td>A list of Channels to filter on.</td>
<td>JSON array</td>
<td>GET / channels</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>----</td>
<td>---------------------------------</td>
<td>------------</td>
<td>---------------</td>
<td></td>
</tr>
</tbody>
</table>

- 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.
Channels on Lines Report Type

Provides line-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/<campaignId>/lines

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Channels on Lines Request Payload

```json
{
  "Metrics": [
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "NonTappableVideoImpressions",
    "TappableVideoTaps",
    "ConfirmedTTR",
    "ViewableImpressions",
    "ConfirmedTaps",
    "PaidImpressions",
    "Conversions",
    "ConversionRate"
  ],
  "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 Line Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| Metrics    | Yes      | Metrics or Measures requested for reports.                                  | JSON Array | GET / metrics       | • 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 | GET / channels     |                                                                                                                                             |
| **Aggregation/Aggregations** | **No** | Field used to aggregate reporting metrics (akin to SQL GROUP BY). Aggregation is a string which will take one input at a time. Aggregations is a list where multiple data inputs can be passed. | String representing the field name related to the reporting type. | • Aggregation/Aggregations must be non-null and non-empty. • Aggregation/Aggregations must be a valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for /Aggregation/Aggregations of this report type:  
  - 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 | • TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value:  
  - Daily (default)  
  - Weekly  
  - Monthly |
### Pagination

<table>
<thead>
<tr>
<th>No</th>
<th>Akin to SQL LIMIT clause.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Offset</strong></td>
</tr>
<tr>
<td></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td><strong>Limit</strong></td>
</tr>
<tr>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
</tr>
</tbody>
</table>

#### JSON structure

If Pagination is input, it must contain either offset or limit.

#### Example of pagination in a request payload

```json
"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 payload.** |

**Example of sort in a request payload**

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

| **StartDate** | **Yes** | **The report start date.** | **String representing report StartDate in yyyy-MM-dd format.** | **• 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. | • 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 Line Filters

Example of filters in a payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>LineIds</td>
<td>Yes</td>
<td>A list of LineIds to filter on.</td>
<td>JSON Array</td>
<td>GET /&lt;campaignId&gt;/lines</td>
<td>• LineIds must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Maximum 10 LineIds are allowed per report request</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds must belong to the requesting organization.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds must belong to the CampaignId on PathParam.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds must be valid.</td>
</tr>
<tr>
<td><strong>Channels</strong></td>
<td><strong>No</strong></td>
<td><strong>A list of Channels to filter on.</strong></td>
<td><strong>JSON Array</strong></td>
<td><strong>GET /channels</strong></td>
<td></td>
</tr>
<tr>
<td>--------------</td>
<td>--------</td>
<td>------------------------------------</td>
<td>----------------</td>
<td>------------------</td>
<td></td>
</tr>
</tbody>
</table>

- 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.
Channels with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by channels.

Resource URL
POST https://iadapi.apple.com/ads/api/publisher/v1/reports/channels

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

Example Channels with Supply Metrics Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See <a href="#">Supply metrics descriptions</a>.</td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Note:</strong> supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td>GET / channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>See <a href="#">Channels with Supply Metrics Filters</a>.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregation/</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String</td>
<td></td>
<td>• Aggregation/Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td>Aggregations</td>
<td></td>
<td><strong>Aggregation</strong> is a string which will take one input at a time.</td>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Aggregations</strong> is a list where multiple data inputs can be passed.</td>
<td></td>
<td></td>
<td>• Aggregation and Aggregations cannot be used together.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for /Aggregation/Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Channels</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>GET / time-aggregations</td>
<td>Restrictions</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator</td>
<td></td>
<td>TimeAggregation must be non-null and non-empty</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator.</td>
<td></td>
<td>TimeAggregation must be a valid value:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The default TimeAggregation is Daily.</td>
<td></td>
<td>• Daily</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
</tr>
</tbody>
</table>

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

**Example of pagination in a request payload**

```json
"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. |

**Example of sort in a request payload**

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

| StartDate | Yes | The report start date. | String representing report StartDate in yyyy-MM-dd format. | • 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. | • 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 with Supply Metrics Filters

### Example of filters in a request payload

```json
"Filters": {
    "Channels": [
        "d3a6849a-482a-491b-bc2b-c8d9af5997c4",
        "2e601904-4236-4ebc-8178-bbffee88ed1b"
    ]
}
```

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channels</td>
<td>No</td>
<td>A list of Channels to filter on.</td>
<td>JSON Array</td>
<td>GET / channels</td>
<td>• 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.</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Devices on Campaigns Request Payload

```json
{
  "Metrics": [
    "NonTappableVideo100PrcCompletionRate",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "TappableVideo75PrcCompletions",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideoImpressions",
    "ConfirmedTTR",
    "TappableVideo50PrcCompletions",
    "TappableVideoImpressions",
    "TappableVideo50PrcCompletionRate",
    "TappableVideoTaps",
    "TappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "ViewableImpressions",
    "Conversions",
    "ConversionRate",
    "TappableVideo100PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "ConfirmedTaps",
    "PaidImpressions",
    "NonTappableVideo50PrcCompletions",
    "TappableVideo75PrcCompletionRate",
    "TappableVideoCompletions"
  ],
  "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 Campaign Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Devices</td>
<td>JSON Structure</td>
<td>GET / devices</td>
<td>• Aggregation / Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Campaign Filters</td>
<td></td>
<td>GET / campaign</td>
<td>• Aggregation / Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>s</td>
<td>• Allowed values for Aggregation / Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Devices</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds</td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TimeAggregation</strong></td>
<td>No</td>
<td>Field used to specify time aggregator</td>
<td>String representing key that is a time aggregator. The default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</td>
<td>• TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: • Daily (default) • Weekly • Monthly</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Pagination</strong></td>
<td>No</td>
<td>Akin to SQL LIMIT clause. <strong>Offset</strong> 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. <strong>Limit</strong> The number of items to return per request. The default is 20.</td>
<td>JSON Structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload**

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Sort</th>
<th>No</th>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>See below for an example <strong>Sort</strong> in the request payload.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example of sort in a payload**

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

| StartDate | Yes | The report start date. String representing report StartDate in yyyy-MM-dd format | • 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 | • 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 Campaign Filters

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| CampaignIds   | Yes      | A list of CampaignIds to filter on. | JSON JSON Array | GET / campaigns | • 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 | • 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 | Days are optional. If input:  
• 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](https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/\(<campaignId>\)/lines)

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Devices on Lines Request Payload

```json
{
    "Metrics": [
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "TappableVideo25PrcCompletionRate",
        "NonTappableVideoCompletions",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideoImpressions",
        "ConfirmedTTR",
        "TappableVideo50PrcCompletions",
        "TappableVideoImpressions",
        "TappableVideo50PrcCompletionRate",
        "TappableVideoTaps",
        "TappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "ViewableImpressions",
        "Conversions",
        "ConversionRate",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "ConfirmedTaps",
        "PaidImpressions",
        "NonTappableVideo50PrcCompletions",
        "TappableVideo75PrcCompletionRate",
        "TappableVideoCompletions"
    ],
    "Filters": {
        "LineIds": [
            "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"
    }
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td>GET / &lt;campaign Id&gt;/lines</td>
<td>• GET / &lt;campaign Id&gt;/lines</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / devices</td>
<td>• GET / devices</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
<td>• GET / days</td>
</tr>
<tr>
<td>Aggregation/Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>A string representing the field name related to the reporting type.</td>
<td></td>
<td>• Aggregation/Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for Aggregation/Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Devices</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds</td>
</tr>
<tr>
<td><strong>TimeAggregation</strong></td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----</td>
<td>--------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------</td>
<td>------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Pagination</strong></td>
<td>No</td>
<td>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.</td>
<td>JSON Structure If Pagination is input, it must contain either offset or limit.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload**

```
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th><strong>Sort</strong></th>
<th><strong>No</strong></th>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Example of sort in a request payload</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Sort&quot;: { &quot;Parameter&quot;: &quot;Devices&quot;, &quot;Order&quot;: &quot;ASC&quot; }</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>StartDate</strong></td>
<td><strong>Yes</strong></td>
<td>The report start date. A string representing report StartDate in yyyy-MM-dd format</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• 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.</td>
</tr>
</tbody>
</table>
| **EndDate** | **Yes** | **The report end date.** | **A string representing report EndDate in yyyy-MM-dd format** | **• 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 Line Filters

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| LineIds   | Yes      | A list of LineIds to filter on. | JSON Array | GET / <campaign Id>/lines | • 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. |
<table>
<thead>
<tr>
<th>Feature</th>
<th>Required</th>
<th>Description</th>
<th>Format</th>
<th>Endpoint</th>
</tr>
</thead>
<tbody>
<tr>
<td>Devices</td>
<td>No</td>
<td>A list of devices</td>
<td>JSON Array</td>
<td>GET /devices</td>
</tr>
<tr>
<td>Days</td>
<td>No</td>
<td>A list of Days to filter on.</td>
<td>JSON Array</td>
<td>GET /days</td>
</tr>
</tbody>
</table>

- 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 are optional. If input:
  - 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 with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by devices.

Resource URL

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

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>

Example Devices with Supply Metrics Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• 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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td>GET / devices</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>See <a href="#">Devices with Supply Metrics Filters</a></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Aggregation / Aggregations | No      | Field used to aggregate reporting metrics (akin to SQL GROUP BY).                            | String          |                | • Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value. • Allowed values for Aggregation / Aggregations of this report type:  
  • Devices  
  • Days |

---

See [Supply metrics descriptions](#) for more details.
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example of pagination in a payload</th>
</tr>
</thead>
<tbody>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator</td>
<td>TimeAggregation must be non-null and non-empty. TimeAggregation must be a valid value: Daily, Weekly, Monthly</td>
</tr>
<tr>
<td>String representing key that is a time aggregator. The default TimeAggregation is Daily.</td>
<td>GET / time-aggregations</td>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

If Pagination is input, it must contain either offset or limit.

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

Example of pagination in a payload
| 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. |

**Example of sort in a request payload**

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

| StartDate | Yes | The report start date. | String representing report StartDate in yyyy-MM-dd format | • 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. |
<table>
<thead>
<tr>
<th><strong>EndDate</strong></th>
<th><strong>Yes</strong></th>
<th><strong>The report end date.</strong></th>
<th><strong>String representing report EndDate in yyyy-MM-dd format</strong></th>
</tr>
</thead>
</table>

- **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 with Supply Metrics Filters

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Devices</td>
<td>No</td>
<td>A list of devices.</td>
<td>JSON Array</td>
<td>GET /devices</td>
<td>• Devices must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Devices must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Devices must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Devices must contain valid keys representing Devices.</td>
</tr>
<tr>
<td>Days</td>
<td>No</td>
<td>A list of Days to filter on.</td>
<td>JSON Array</td>
<td>GET /days</td>
<td>Days are optional. If input:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not be null/empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain null/empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must contain valid keys representing Days.</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>

QueryParams

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
</table>

Geography Privacy Thresholds

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

- 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.
Example Geography on Campaigns request payload

{
  "Metrics": [
    "NonTappableVideo100PrcCompletionRate",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "TappableVideo75PrcCompletions",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideo25PrcCompletions",
    "NonTappableVideo100PrcCompletions",
    "TappableVideoCompletions",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideoImpressions",
    "ConfirmedTTR",
    "TappableVideo50PrcCompletions",
    "TappableVideoImpressions",
    "TappableVideo50PrcCompletionRate",
    "TappableVideoTaps",
    "TappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "ViewableImpressions",
    "Conversions",
    "ConversionRate",
    "TappableVideo100PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "ConfirmedTaps",
    "PaidImpressions",
    "NonTappableVideo50PrcCompletions",
    "TappableVideo75PrcCompletionRate",
    "TappableVideoCompletions"
  ],
  "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 Campaign Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON structure</td>
<td>GET / campaigns</td>
<td>• Aggregation/ Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / states</td>
<td>• Aggregation/ Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / cities</td>
<td>• Allowed values for Aggregation/ Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / dma</td>
<td>• CampaignIds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
<td>• StateCodes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMA Codes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td>Aggregation/ Aggregations</td>
<td>No</td>
<td>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>A string</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
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<td>representing</td>
<td></td>
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<td>the field</td>
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<td>name related</td>
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<td>to the</td>
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<td>reporting</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>type.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Value</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>A field used to specify time aggregator.</td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td>Offset: Offsets the start of each page by the number specified. This is the index of the</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>first matching result that should be included in the result set. The default is 0.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Limit: The number of items to return per request. The default is 20.</td>
<td>• TimeAggregation must be a valid value:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Daily (default)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload request**

```json
"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. |

**Example of sort in a payload request**

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

| StartDate | Yes | Report StartDate. | String representing report StartDate in yyyy-MM-dd format | • 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 | • 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. |
Filters in a Geography Campaign request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| CampaignIds   | Yes      | A list of CampaignIds to filter on.              | JSON array | GET / campaigns    | • 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. |
<table>
<thead>
<tr>
<th>Code Type</th>
<th>Optional</th>
<th>Description</th>
<th>JSON Type</th>
<th>API Endpoint</th>
<th>Validation Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td>StateCodes</td>
<td>No</td>
<td>A list of StateCodes.</td>
<td>JSON array</td>
<td>GET / states</td>
<td>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.</td>
</tr>
<tr>
<td>CityCodes</td>
<td>No</td>
<td>A list of CityCodes.</td>
<td>JSON array</td>
<td>GET / cities</td>
<td>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.</td>
</tr>
<tr>
<td>DMA Codes</td>
<td>No</td>
<td>A list of DMA Codes.</td>
<td>JSON array</td>
<td>GET / dma</td>
<td>DMA Codes must be non-null and non-empty. DMA Codes must contain non-null and non-empty values. DMA Codes must contain non-duplicate values. DMA Codes must contain valid keys representing DMA Codes.</td>
</tr>
</tbody>
</table>
| Days       | No        | A list of Days to filter on. | JSON array | GET /days | Days are optional. If input:
|------------|-----------|-----------------------------|------------|-----------|--------------------------|
|            |           |                             |            |           | • 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 on Lines Report Type**

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

- StateCodes
- CityCodes
- DMA Codes

**Resource URL**


**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

**QueryParams**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
</table>
Example Geography on Lines request payload

```json
{
  "Metrics": [
    "NonTappableVideo100PrcCompletionRate",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "TappableVideo75PrcCompletions",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideo100PrcCompletions",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideoImpressions",
    "ConfirmedTTR",
    "TappableVideo50PrcCompletions",
    "TappableVideoImpressions",
    "TappableVideo50PrcCompletionRate",
    "TappableVideoTaps",
    "TappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "ViewableImpressions",
    "Conversions",
    "ConversionRate",
    "TappableVideo100PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "ConfirmedTaps",
    "PaidImpressions",
    "NonTappableVideo50PrcCompletions",
    "TappableVideo75PrcCompletionRate",
    "TappableVideoCompletions"
  ],
  "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"
}

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions.</td>
<td>JSON array</td>
<td>GET /metrics</td>
<td>• 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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering reports. See Geography Line Filters.</td>
<td>JSON structure</td>
<td>• GET /&lt;campaignId&gt;/lines • GET /campaigns • GET /states • GET /cities • GET /dma • GET /days</td>
<td></td>
</tr>
<tr>
<td><strong>Aggregation / Aggregations</strong></td>
<td><strong>No</strong></td>
<td>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>A string representing the field name related to the reporting type.</td>
<td>• Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be a valid value. • Allowed values for Aggregation / Aggregations of this report type: • CampaignIds • LineIds • StateCodes • CityCodes • DMACodes • Days</td>
<td></td>
</tr>
<tr>
<td>-------------------------------</td>
<td>--------</td>
<td>-----------------------------------------------------------------</td>
<td>-----------------------------------------------------------------</td>
<td>-----------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>TimeAggregation</strong></td>
<td><strong>No</strong></td>
<td>A field used to specify time aggregator.</td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: • Daily (default) • Weekly • Monthly</td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>----</td>
<td>--------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Offset</strong></td>
<td></td>
<td>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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Limit</strong></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload**

```json
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th><strong>Sort</strong></th>
<th><strong>No</strong></th>
<th><strong>Sort</strong> 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).</th>
<th><strong>JSON structure</strong></th>
<th><strong>See below for an example Sort in the request payload.</strong></th>
</tr>
</thead>
</table>

**Example of sort in a payload request**

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

| **StartDate** | **Yes** | **The report start date.** | **A string representing report StartDate in YYYY-MM-dd format.** | **• StartDate must be non-null and non-empty.**<br>• StartDate must not be in the future.**<br>• StartDate must be 2018-01-01 or later.**<br>• StartDate must be earlier than EndDate.** |
| EndDate       | Yes | The report end date. | String representing report EndDate in yyyy-MM-dd format. | • 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. |
Geography line filters in a payload request

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| LineIds     | Yes      | A list of LineIds to filter on   | JSON array| GET /<campaignId>/lines   | • 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. |
<table>
<thead>
<tr>
<th><strong>StateCodes</strong></th>
<th><strong>No</strong></th>
<th><strong>A list of StateCodes.</strong></th>
<th><strong>JSON array</strong></th>
<th><strong>GET /states</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must contain valid keys representing StateCodes.</td>
</tr>
<tr>
<td><strong>CityCodes</strong></td>
<td><strong>No</strong></td>
<td><strong>A list of CityCodes.</strong></td>
<td><strong>JSON array</strong></td>
<td><strong>GET /cities</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must contain valid keys representing CityCodes.</td>
</tr>
<tr>
<td><strong>DMACodes</strong></td>
<td><strong>No</strong></td>
<td><strong>A list of DMACodes.</strong></td>
<td><strong>JSON Array</strong></td>
<td><strong>GET /dma</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMACodes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMACodes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMACodes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMACodes must contain valid keys representing DMACodes.</td>
</tr>
</tbody>
</table>
Geography with Supply Metrics Report Type

Provides revenue and supply metrics aggregated by geography:

- StateCodes
- CityCodes
- DMA Codes

**Resource URL**

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

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content-Type</td>
<td>Yes</td>
<td>application/json</td>
<td>Request content-type is in JSON format.</td>
</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id</td>
<td>The session-id returned by GET / session.</td>
</tr>
</tbody>
</table>

**QueryParams**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
</table>
Example Geography with Supply Metrics Request Payload

```json
{
  "Metrics": [
    "DirectSoldImpressions",
    "HouseImpressions",
    "FillRate",
    "Supply",
    "DirectSoldFillRate",
    "HouseFillRate",
    "BackFillRate",
    "BackFillImpressions",
    "BackFillRevenue",
    "BackFillECPM"
  ],
  "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          | Meta
data | Validations                                                                 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Supply metrics descriptions</td>
<td>JSON array</td>
<td>GET /metrics</td>
<td>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.</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Geography with Supply Metrics Filters</td>
<td>JSON structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Values</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>A string representing the field name related to the reporting type.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be a valid value</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for Aggregation / Aggregations of this report type:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• StateCodes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• CityCodes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• DMA codes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator</td>
<td>String representing key that is a time aggregator.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The default TimeAggregation is Daily.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GET / time-aggregations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>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.</td>
<td>JSON structure</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a payload**

```
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort</td>
<td>No</td>
<td>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). See below for an example Sort in the request payload.</td>
</tr>
<tr>
<td>Example of sort in a request payload</td>
<td></td>
<td>&quot;Sort&quot;: { &quot;Parameter&quot;: &quot;Days&quot;, &quot;Order&quot;: &quot;ASC&quot; }</td>
</tr>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>The report start date. A string representing report StartDate in yyyy-MM-dd format.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must not be in future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate.</td>
</tr>
</tbody>
</table>
| EndDate | Yes | The report end date. | A string representing report EndDate in yyyy-MM-dd format. | • 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. |
Example Geography with Supply Metrics filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>StateCodes</td>
<td>No</td>
<td>A list of StateCodes.</td>
<td>JSON array</td>
<td>GET / states</td>
<td>• StateCodes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes must contain valid keys representing StateCodes.</td>
</tr>
<tr>
<td>CityCodes</td>
<td>No</td>
<td>A list of CityCodes.</td>
<td>JSON array</td>
<td>GET / cities</td>
<td>• CityCodes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes must contain valid keys representing CityCodes.</td>
</tr>
<tr>
<td>Parameter</td>
<td>Required</td>
<td>Description</td>
<td>Data Type</td>
<td>API Path</td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>----------</td>
<td>-------------</td>
<td>-----------</td>
<td>----------</td>
<td></td>
</tr>
<tr>
<td>DMA Codes</td>
<td>No</td>
<td>A list of DMA Codes.</td>
<td>JSON array</td>
<td>GET /dma</td>
<td></td>
</tr>
<tr>
<td>Days</td>
<td>No</td>
<td>A list of Days to filter on.</td>
<td>JSON array</td>
<td>GET /days</td>
<td></td>
</tr>
</tbody>
</table>

- DMA Codes must be non-null and non-empty.
- DMA Codes must contain non-null and non-empty values.
- DMA Codes must contain non-duplicate values.
- DMA Codes must contain valid keys representing DMA Codes.

- Days are optional. If input:
  - 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.
## Release Notes

<table>
<thead>
<tr>
<th>Date</th>
<th>Notes</th>
</tr>
</thead>
</table>
| November 2021 | • 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                                                                                                                                                                                      |