GET /time-aggregations

Report Types

Summary of Report Types

Privacy Thresholds
  Age-Gender
  Geography

POST /ad-positions
  Ad-Positions on Campaigns Report Type
  Ad-Positions on Lines Report Type
  Ad-Positions on Creatives Report Type
  Ad-Positions with Supply Metrics Report Type

POST /ad-types
  Ad-Types on Campaigns Report Type
  Ad-Types on Lines Report Type
  Ad-Types on Creatives Report Type
  Ad-Types with Supply Metrics Report Type

POST /age-gender
  Age-Gender on Campaigns Report Type
  Age-Gender on Lines Report Type
  Age-Gender on Creatives Report Type
  Age-Gender with Supply Metrics Report Type

POST /application-type
  Application-type on Campaigns Report Type
  Application-type on Lines Report Type
  Application-type on Creatives Report Type
  Application-type with Supply Metrics Report Type

POST /channels
  Channels on Campaigns Report Type
  Channels on Lines Report Type
  Channels on Creatives Report Type
  Channels with Supply Metrics Report Type

POST /devices
  Devices on Campaigns Report Type
  Devices on Lines Report Type
Devices on Creatives Report Type ........................................................................... 217
Devices with Supply Metrics Report Type .......................................................... 227
POST /geography .................................................................................................. 233
  Geography on Campaigns Report Type............................................................... 233
  Geography on Lines Report Type ................................................................. 243
  Geography on Creatives Report Type............................................................ 253
  Geography with Supply Metrics Report Type ................................................ 262
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Overview

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

Revenue API for News Publishers

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

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

Versioning

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

Endpoints

See Summary of Report Types for reporting endpoints and metadata to use in report calls.

Limitations

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

Authentication is the first step in utilizing the Reporting API.

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

1. Click on the dropdown arrow next to your account name near the top right and select Account from the dropdown menu.
2. Select the API tab under the page title.
3. Click Create Key.
4. Name your key and select Publisher Inventory Campaigns.
5. Enter the Captcha text.
6. Confirm and download your key in a ZIP file, containing the following files.
   - 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.

| Key            | Required | Value            | Description                                           |
|----------------|----------|------------------|**********************************************************|
| Content-Type   | Yes      | application/json | Request content-type is in JSON format.               |
## Metadata API Calls

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

<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 for the requesting organization between an input StartDate and EndDate. The 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 creatives report types.</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>
<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 /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>
</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 /application-types
Returns key-value pairs for all apps available for serving ads.

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

Request Header

<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 /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>
<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>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>
<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 /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>
<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>
</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>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>
<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>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 it contains the '</td>
</tr>
</tbody>
</table>

GET /creatives
Returns adIds associated with a specified campaign that can be used as filters in report types.

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

Request Header

<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 /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>
<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 /devices
Returns key-value pairs for devices and device descriptions.

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

Request Header

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

**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>

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

All metrics are (2^63) - 1 characters.

**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>
<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>
### Campaign and Line Metrics

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

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>An indicator of the total campaign budget.</td>
</tr>
<tr>
<td><strong>ConversionRate</strong></td>
<td>The number of conversions divided by the number of taps.</td>
</tr>
<tr>
<td><strong>ConfirmedTaps</strong></td>
<td>Total number of confirmed taps with ad destination opened for a minimum of 2 seconds.</td>
</tr>
<tr>
<td><strong>ConfirmedTTR</strong></td>
<td>The ratio of confirmed taps to impressions. For example, a banner or carousel ad has 100 views and the ad was tapped 5 times with the tap destination opened for a minimum of 2 seconds. TTR = taps / impressions so the ConfirmedTTR is 5%.</td>
</tr>
<tr>
<td><strong>Conversions</strong></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><strong>eCPM</strong></td>
<td>The effective cost per thousand impressions, calculated based on impressions.</td>
</tr>
<tr>
<td><strong>Impressions</strong></td>
<td>The number of ad impressions delivered across an entire campaign. An impression is logged when 50% of a banner or carousel ad is fully displayed on-screen for a minimum of 1 second. This includes ads that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one impression is counted.</td>
</tr>
<tr>
<td><strong>ImpressionGoal</strong></td>
<td>The number of expected impressions to be delivered.</td>
</tr>
<tr>
<td>Metric</td>
<td>Description</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</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. 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>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>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>Pacing</td>
<td>The actual spend for a given time range divided by the projected spend for a given time range. The projected spend is budget divided by total time multiplied by elapsed time. Only applicable in line request payloads.</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>TappableVideo25PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>TappableVideo50PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>TappableVideo75PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>TappableVideo100PrcCompletionRate</td>
<td></td>
</tr>
<tr>
<td>Metric</td>
<td>Definition</td>
</tr>
<tr>
<td>---------------------------------------</td>
<td>------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>TappableVideoCompletions</td>
<td>Completions is defined as the number of times a video ad is played through to the end of the selected quartile. Quartiles indicate 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>TappableVideo100PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>TappableVideo75PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>TappableVideo50PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>TappableVideo25PrcCompletions</td>
<td></td>
</tr>
<tr>
<td>TappableVideoImpressions</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 times a video ad unit is tapped.</td>
</tr>
<tr>
<td>Taps</td>
<td>The total number of times an ad is tapped.</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>
<tr>
<td>In Workbench, ViewableImpressions is reported as Impressions (Legacy).</td>
<td></td>
</tr>
</tbody>
</table>
Campaign and lines metrics in a request payload example

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

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

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

## Creatives Metrics

The following metrics are used in creatives reporting.

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AverageTimeSpentCarousel</strong></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><strong>CardTaps</strong></td>
<td>The total number of confirmed card taps. Note, card level metrics are only supported for the carousel ad type.</td>
</tr>
<tr>
<td><strong>CardViews</strong></td>
<td>The total number of card views with all four corners in full view for a carousel ad. Note, card level metrics are only supported for the carousel ad type.</td>
</tr>
<tr>
<td><strong>ConversionRate</strong></td>
<td>The number of conversions divided by the number of taps.</td>
</tr>
<tr>
<td><strong>Conversions</strong></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><strong>Impressions</strong></td>
<td>The number of viewable ad impressions delivered across an entire campaign. A viewable impression is logged when 50% of a banner or carousel ad is fully displayed on-screen for a minimum of 1 second. This includes ads that move on or off the screen. If an ad scrolls on screen and then scrolls off and back on, only one viewable impression is counted. Note, in Workbench, ViewableImpressions is reported as Impressions. The Impressions metric is reported as Impressions(Standard).</td>
</tr>
<tr>
<td><strong>NonTappableVideoCompletionRate</strong></td>
<td>The ratio of completes to the number of video impressions with a non-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><strong>NonTappableVideoImpressions</strong></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><strong>RequestedImpressions</strong></td>
<td>An initial ad request made through an Apple proxy to a third-party or Apple content server for an ad.</td>
</tr>
<tr>
<td><strong>TappableVideoCompletionRate</strong></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><strong>TappableVideoCompletions</strong></td>
<td>Completions is defined as the number of times a video ad is played through to the end of the selected quartile. Quartiles indicate 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><strong>TappableVideoImpressions</strong></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><strong>TappableVideoTaps</strong></td>
<td>The total number of times a video ad unit is tapped.</td>
</tr>
<tr>
<td><strong>Taps</strong></td>
<td>The number of times an ad unit is tapped.</td>
</tr>
<tr>
<td><strong>ViewableImpressions</strong></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. <strong>Note,</strong> in Workbench, ViewableImpressions is reported as Impressions. The Impressions metric is reported as Impressions(Standard).</td>
</tr>
</tbody>
</table>
Creative metrics in a request payload example

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

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

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

<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>

Supply metrics in a payload request example

"Metrics": [
  "BackFillECPM",
  "BackFillImpressions",
  "BackFillRate",
  "BackFillRevenue",
  "DirectSoldFillRate",
  "DirectSoldImpressions",
  "FillRate",
  "HouseFillRate",
  "HouseImpressions",
  "Supply"
],
**GET /states**

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

**Resource URL**

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

**Request Header**

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

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

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

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

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

Summary of Report Types

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

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

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

<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-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>application-types</td>
<td>Less than 10 confirmed impressions per day.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>channels</td>
<td>Less than 10 confirmed impressions per day.</td>
<td></td>
<td></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>

**Age-Gender**

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

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

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

**Geography**

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

Ad-Positions on Campaigns Report Type

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

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

Request Header

<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-positions on campaigns request payload example

```json
{
  "Metrics": [
    "AudibleFullyOnScreen50PrcVideoRate",
    "AudibleFullyOnScreen100PrcVideoRate",
    "AudioOnRateForVideo",
    "AverageVideoWatchTimeInSec",
    "Budget",
    "ConfirmedTaps",
    "ConfirmedTTR",
    "ConversionRate",
    "Conversions",
    "ConfirmedVideoImpressions",
    "eCPM",
    "ImpressionGoal",
    "Impressions",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideoImpressions",
    "PaidImpressions",
    "TappableVideoCompletions",
    "TappableVideoTaps",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "Taps",
    "TotalVideoWatchTimeInSec",
    "VideoFullscreenCount",
    "VideoLengthInSec",
    "VideoPauseCount",
    "VideoPlayCount",
    "VideoSkipCount",
    "VideoUnmuteCount",
    "VideoViewRate",
    "ViewableImpressions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AdPositions": [
      "INFEED",
      "INARTICLE",
      "BETWEENARTICLES"
    ]
  }
}
```
### 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>
</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 / ad-positions, GET / campaigns, GET / days |                                                                                                                                                                |
| **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 valid value. • Aggregation and Aggregations cannot be used together. • Allowed values for Aggregation/Aggregations of this report type:  
  • AdPositions  
  • Days  
  • CampaignIDs |
| --- | --- | --- | --- | --- |
| **TimeAggregation** | No | Field used to specify time aggregator. | String representing key that is a time aggregator. | GET / time-aggregations  
  • TimeAggregation must be non-null and non-empty.  
  • TimeAggregation must be a valid value:  
    • Daily (default)  
    • Weekly  
    • Monthly |
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>Akin to SQL LIMIT clause.</th>
<th>JSON structure</th>
<th>If Pagination is input, it must contain either offset or limit.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Offset</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Limit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pagination payload example**

```
"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).

**Sort payload example**

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

**StartDate**

The report start date. A string representing report StartDate in yyyy-MM-dd format.

- **Yes**
- **No**

- **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 in campaigns filters payload example

```
"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>
<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>
| **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>

Ad-positions on lines request payload example

```json
{
    "Metrics": [
        "AudibleFullyOnScreen50PrcVideoRate",
        "AudibleFullyOnScreen100PrcVideoRate",
        "AudioOnRateForVideo",
        "AverageVideoWatchTimeInSec",
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "ConfirmedVideoImpressions",
        "eCPM",
        "ImpressionGoal",
        "Impressions",
        "NonTappbleVideoCompletions",
        "NonTappbleVideo100PrcCompletions",
        "NonTappbleVideo75PrcCompletions",
        "NonTappbleVideo50PrcCompletions",
        "NonTappbleVideo25PrcCompletions",
        "NonTappbleVideoCompletionRate",
        "NonTappbleVideo100PrcCompletionRate",
        "NonTappbleVideo75PrcCompletionRate",
        "NonTappbleVideo50PrcCompletionRate",
        "NonTappbleVideo25PrcCompletionRate",
        "NonTappbleVideoImpressions",
        "Pacing",
        "PaidImpressions",
        "TappbleVideoCompletions",
        "TappbleVideoTaps",
        "TappbleVideo100PrcCompletions",
        "TappbleVideo75PrcCompletions",
        "TappbleVideo50PrcCompletions",
        "TappbleVideo25PrcCompletions",
        "TappbleVideoCompletionRate",
        "TappbleVideo100PrcCompletionRate",
        "TappbleVideo75PrcCompletionRate",
        "TappbleVideo50PrcCompletionRate",
        "TappbleVideo25PrcCompletionRate",
        "TappbleVideoImpressions",
        "Taps",
```
"TotalVideoWatchTimeInSec",
"VideoFullscreenCount",
"VideoLengthInSec",
"VideoPauseCount",
"VideoPlayCount",
"VideoSkipCount",
"VideoUnmuteCount",
"VideoViewRate",
"ViewableImpressions"
],
"Filters": {
  "LineIds": [
    "15314452",
    "15308604",
    "15314177"
  ],
  "AdPositions": [
    "INFEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "Days": [
    "MONDAY",
    "FRIDAY"
  ],
  "Aggregation": "AdPositions",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-01",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "AdPositions",
    "Order": "ASC"
  }
}
## Ad-positions on lines parameters

<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></td>
<td>GET / ad-positions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / lines</td>
</tr>
<tr>
<td>Feature</td>
<td>Required</td>
<td>Description</td>
<td>Possible 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>• Aggregation/Aggregations must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be valid value.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation and Aggregations cannot be used together.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Allowed values for /Aggregation/Aggregations of this report type:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• AdPositions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Days</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• LineIDs</td>
<td></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>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TimeAggregation 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></td>
<td></td>
<td><strong>Offset</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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></td>
<td></td>
<td><strong>Limit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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>

**Pagination payload example**

```
"Pagination": {
   "Offset": 5,
   "Limit": 5
}
```
| Sort   | No | A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified). | JSON structure | See below for an example Sort in the request payload. |

**Sort payload example**

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

| StartDate   | Yes | Report StartDate. | A 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 StartDate.  
• Maximum date range between StartDate and EndDate must not exceed 12 months. |

**Ad-Positions on lines filters example**

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

Reporting API for News Publishers  
January 2024
Ad-Positions on Creatives Report Type
Provides metrics filtered and aggregated on ad-positions for creatives.

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

Request Header

<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-positions on creatives request payload example

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

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

Ad-positions creative parameters

<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.&lt;br&gt;• Metrics must contain non-null and non-empty values.&lt;br&gt;• Metrics must contain non-duplicate values.&lt;br&gt;• 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&lt;br&gt;GET /creatives&lt;br&gt;GET /days</td>
<td>See Ad-Positions Creative filters</td>
</tr>
</tbody>
</table>

Reporting API for News Publishers January 2024 52
<table>
<thead>
<tr>
<th><strong>Aggregation/Aggregations</strong></th>
<th><strong>No</strong></th>
<th><strong>A field used to aggregate reporting metrics (akin to SQL GROUP BY).</strong> Aggregation is a string which will take one input at a time. Aggregations is a list where multiple data inputs can be passed.</th>
<th><strong>A string representing the field name related to the reporting type.</strong></th>
<th>• 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: • AdPositions • Days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TimeAggregation</strong></td>
<td><strong>No</strong></td>
<td><strong>A field used to specify time aggregator.</strong></td>
<td><strong>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</strong></td>
<td>• TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.</td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td>Offset</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>----</td>
<td>---------------------------</td>
<td>--------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>

**Pagination payload example**

```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. |

**Sort payload example**

```json
"Sort": {
  "Parameter": "ViewableImpressions",
  "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>A string representing 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>A string representing 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>
</tbody>
</table>

Reporting API for News Publishers
Ad-positions on creatives filters payload example

```json
"Filters": {
  "AdPositions": [
    "INFEED",
    "INARTICLE",
    "BETWEENARTICLES"
  ],
  "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>
<tbody>
<tr>
<td>AdPositions</td>
<td>No</td>
<td>JSON array</td>
<td>A list of ad-positions to filter on.</td>
<td>GET /ad-positions</td>
<td>• AdPositions must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdPositions must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdPositions must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdPositions must contain valid keys representing AdPositions.</td>
</tr>
<tr>
<td>AdIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of AdIds to filter on. AdIds are created when a campaign is booked</td>
<td>GET /creatives</td>
<td>• AdIds must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>through Workbench.</td>
<td></td>
<td>• AdIds must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdIds must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdIds must be valid.</td>
</tr>
</tbody>
</table>
| 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>

Ad-positions with supply metrics request payload example

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

<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 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 Ad-Positions with Supply Metrics Filters</td>
<td>JSON structure</td>
<td>GET / ad-positions, GET / days</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** supply metrics cannot be associated with campaign or lines. If used, an error will be returned.
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation/Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td><strong>Aggregation</strong> is a string which will take one input at a time.</td>
<td>- Aggregation/Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Aggregations</strong> is a list where multiple data inputs can be passed.</td>
<td>- Aggregation and Aggregations cannot be used together.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing the field name related to the reporting type.</td>
<td><strong>GET / time-aggregations</strong></td>
<td>- Allowed values for Aggregation/Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdPositions</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</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>- TimeAggregation must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>GET / time-aggregations</strong></td>
<td>- TimeAggregation must be a valid value:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Daily (default)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
</tr>
<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>---------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offset</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>
</tr>
<tr>
<td>Limit</td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**JSON structure**

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

**Pagination payload example**

```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. |

#### Sort payload example

```
"Sort": {
  "Parameter": "AdPositions",
  "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 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. |
Ad-positions with supply metrics filters example

```
"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 adTypes.

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>
Ad-types on campaigns request payload example

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

<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>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Ad-Types Campaign filters.</td>
<td>JSON structure</td>
<td>• GET / ad-types</td>
<td>• GET / campaigns • GET / days</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td></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></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing the field name related to the reporting type.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation/Aggregations must be valid value.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Allowed values for Aggregation/Aggregations of this report type:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• AdTypes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• CampaignIds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Days</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.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Default TimeAggregation is Daily.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TimeAggregation 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>Offset</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>Limit</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>

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

**Pagination payload example**

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
Sort | No | Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified). | JSON structure | See below for an example Sort in the request payload. |

**Sort payload example**

```json
"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>EndDate</td>
<td>Yes</td>
<td>The report end date.</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>
Ad-types on campaigns filters payload example

"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 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>
Ad-types on lines request payload example

```
{
    "Metrics": [
        "Metrics": [
            "AudibleFullyOnScreen50PrcVideoRate",
            "AudibleFullyOnScreen100PrcVideoRate",
            "AudioOnRateForVideo",
            "AverageVideoWatchTimeInSec",
            "Budget",
            "ConfirmedTaps",
            "ConfirmedTTR",
            "ConversionRate",
            "Conversions",
            "ConfirmedVideoImpressions",
            "eCPM",
            "ImpressionGoal",
            "Impressions",
            "NonTappableVideoCompletions",
            "NonTappableVideo100PrcCompletions",
            "NonTappableVideo75PrcCompletions",
            "NonTappableVideo50PrcCompletions",
            "NonTappableVideo25PrcCompletions",
            "NonTappableVideoCompletionRate",
            "NonTappableVideo100PrcCompletionRate",
            "NonTappableVideo75PrcCompletionRate",
            "NonTappableVideo50PrcCompletionRate",
            "NonTappableVideo25PrcCompletionRate",
            "NonTappableVideoImpressions",
            "Pacing",
            "PaidImpressions",
            "TappableVideoCompletions",
            "TappableVideoTaps",
            "TappableVideo100PrcCompletions",
            "TappableVideo75PrcCompletions",
            "TappableVideo50PrcCompletions",
            "TappableVideo25PrcCompletions",
            "TappableVideoCompletionRate",
            "TappableVideo100PrcCompletionRate",
            "TappableVideo75PrcCompletionRate",
            "TappableVideo50PrcCompletionRate",
            "TappableVideo25PrcCompletionRate",
            "TappableVideoImpressions",
            "Taps",
            "TotalVideoWatchTimeInSec",
            "VideoFullscreenCount",
            "VideoLengthInSec",
            "VideoPauseCount",
            "VideoPlayCount",
            "VideoSkipCount",
            "VideoUnmuteCount",
            "VideoViewRate",
            "ViewableImpressions"
        ],
        "Filters": {
            "LineIds": [
                "15314452",
                "15308604",
                "15314177"
            ],
            "AdTypes": [
                "HTML_BANNER",
                "INTERSTITIAL_BANNER"
            ]
        }
    ]
}
```
Ad-types on lines 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. See Ad-Types Line Filters.</td>
<td>JSON structure</td>
<td>GET / ad-types</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 / campaigns</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / lines</td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Allowed</td>
<td>Description</td>
<td>Valid 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>AdTypes, Days, LineIds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>Daily (default), Weekly, Monthly</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GET /time-aggregations**

- Aggregation / Aggregations must be non-null and non-empty.
- TimeAggregation must be a valid value:
| 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. |

**Pagination payload example**

```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. |

**Sort payload example**

```
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Date Type</th>
<th>Required</th>
<th>Report Type</th>
<th>Description</th>
<th>Validation Rules</th>
</tr>
</thead>
</table>
| StartDate | Yes      | Report      | String representing report StartDate. | - 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.  
- Maximum date range between StartDate and EndDate must not exceed 12 months. |
| EndDate   | Yes      | Report      | String representing report EndDate. | - EndDate must be non-null and non-empty.  
- EndDate must not be in future.  
- EndDate must not be earlier than StartDate.  
- Maximum date range between StartDate and EndDate must not exceed 12 months. |
### Ad-types on lines filters payload example

```json
"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>
<tbody>
<tr>
<td>LineIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of LineIDs to filter on.</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>AdTypes</td>
<td>No</td>
<td>JSON array</td>
<td>A list of ad positions to filter on.</td>
<td>GET /ad-types</td>
<td>• AdTypes must not be null/empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdTypes must not contain null/empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdTypes must not contain duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Maximum 25 AdTypes allowed per report request.</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>JSON array</td>
<td>A list of Days to filter on.</td>
<td>GET <code>/days</code></td>
<td>Days are optional. If input:</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>GET /days</td>
<td>- Days must not be null/empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /days</td>
<td>- Days must not contain null/empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /days</td>
<td>- Days must not contain duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /days</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 request payload example

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

```json
{
  "Data": [
    {
      "Date": "2020-04-01",
      "CampaignId": "18654417",
      "AdId": "6393854",
      "ViewableImpressions": "11",
      "Impressions": "7",
      "RequestedImpressions": "14",
      "ConfirmedTaps": "11",
      "Taps": 10
      "PaidImpressions": "11",
      "ConfirmedTTR": "100.00",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06",
      "AdTypes": "Carousel",
      "Cards": [
        {
          "CardName": "Card1",
          "CardViews": "11",
          "CardTaps": "11"
        },
        {
          "CardName": "Other",
          "CardViews": "8",
          "CardTaps": "0"
        },
        {
          "CardName": "Card3",
          "CardViews": "11",
          "CardTaps": "0"
        }
      ]
    },
    {
      "Date": "2020-04-23",
      "CampaignId": "18654417",
      "AdId": "-1",
      "ViewableImpressions": "18",
      "ConfirmedTaps": "17",
      "PaidImpressions": "18",
      "PaidImpressions": "18",
      "ConfirmedTTR": "94.44",
      "Conversions": "0",
      "ConversionRate": "0.00",
      "AverageTimeSpentCarousel": "6.06",
      "AdTypes": "Carousel",
      "Cards": [
        {
          "CardName": "Other",
          "CardViews": "43",
          "CardTaps": "17"
        }
      ]
    }
  ],
  "RequestId": "47d29839-fcd9-4864-930c-074fd2ef1791"
}
```
### Ad-types on creatives 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/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>• Aggregation/Aggregations must be non-null and non-empty</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aggregation is a string which will take one input at a time.</td>
<td></td>
<td>• Aggregation/Aggregations must be valid value</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aggregations 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></td>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for /Aggregation/Aggregations of this report type:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdTypes</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</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.</td>
<td>GET /time-aggregations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Default TimeAggregation is Daily.</td>
<td>• TimeAggregation must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value.</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></td>
<td></td>
<td><strong>Offset</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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></td>
<td></td>
<td><strong>Limit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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>

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

**Pagination payload example**

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

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

#### Sort payload example

```
"Sort": {
  "Parameter": "Viewable Impressions",
  "Order": "ASC"
}
```

| StartDate | Yes | Report StartDate. | 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 | Report EndDate | 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-types on creatives filters payload example

```
"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 ad-types to filter on. Currently, the carousel ad type is the only creative supported. | 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. |
| AdIds     | Yes      | JSON array | A list of AdIds to filter on. AdIds are created when a campaign is booked through Workbench.  
See privacy thresholds for adId values. | GET /creatives | • AdIds must be non-null and non-empty.  
• AdIds must contain non-null and non-empty values.  
• AdIds must contain non-duplicate values.  
• AdIds must be valid. |
| Days  | No  | JSON array | A list of Days to filter on. | GET /days | Days are optional. If input:
• Days must not be null/empty.
• Days must not contain null/empty values.
• Days must not contain duplicate values.
• Days must contain valid keys representing Days. |
Ad-Types with Supply Metrics Report Type
Provides supply metrics filtered and aggregated by ad-types.

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

Request Header

<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 with supply metrics request payload example

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

<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. **Note:** supply metrics cannot be associated with campaigns or lines. If used, an error will be returned. | 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. See Ad-Types with Supply Metrics Filters | JSON structure   | • GET / ad-types  
• GET / days                  |
<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
<th>Description</th>
<th>Required</th>
<th>Valid Values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aggregation/Aggregations</strong></td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing the field name related to the reporting type.</td>
<td></td>
<td></td>
</tr>
<tr>
<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>• Aggregation/Aggregations must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• AdTypes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Days</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>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Default TimeAggregation is Daily.</td>
<td></td>
<td></td>
</tr>
<tr>
<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>• TimeAggregation must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Daily (default)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Monthly</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.  

**Pagination payload example**

```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. |

**Sort payload example**

```json
"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

```
"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>
</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. |
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>
<tbody>
<tr>
<td>CountryCode</td>
<td>Yes</td>
<td>AU, CA,</td>
<td>The CountryCode of the country you want to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GB, US</td>
<td>retrieve metadata for.</td>
</tr>
</tbody>
</table>
Age-gender on campaigns request payload example

```json
{
    "Metrics": [
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "eCPM",
        "ImpressionGoal",
        "Impressions",
        "NonTappableViewCompletions",
        "NonTappableView100PrcCompletions",
        "NonTappableView75PrcCompletions",
        "NonTappableView50PrcCompletions",
        "NonTappableView25PrcCompletions",
        "NonTappableViewCompletionRate",
        "NonTappableView100PrcCompletionRate",
        "NonTappableView75PrcCompletionRate",
        "NonTappableView50PrcCompletionRate",
        "NonTappableView25PrcCompletionRate",
        "NonTappableViewImpressions",
        "PaidImpressions",
        "TappableViewCompletions",
        "TappableView100PrcCompletions",
        "TappableView75PrcCompletions",
        "TappableView50PrcCompletions",
        "TappableView25PrcCompletions",
        "TappableViewCompletionRate",
        "TappableView100PrcCompletionRate",
        "TappableView75PrcCompletionRate",
        "TappableView50PrcCompletionRate",
        "TappableView25PrcCompletionRate",
        "TappableViewImpressions",
        "TappableViewTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "CampaignIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "AgeRange": [
            "-100",
            "11",
            "12",
            "14",
            "16",
            "17",
            "18",
            "19",
            "20"
        ],
        "Gender": [
            "-1",
            "F",
            "M"
        ],
        "Days": [
            "MONDAY",
```
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.</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 / age-ranges</td>
<td>• GET / age-ranges • GET / genders • GET / days • GET / campaigns</td>
</tr>
</tbody>
</table>

See Age-Gender Campaign filters.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Required</th>
<th>Description</th>
<th>Example</th>
<th>Rules</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aggregation / Aggregations</strong></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>- Aggregation / Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<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>- Allowed values for Aggregation / Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- AgeRange</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Gender</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- CampaignIds</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. Default TimeAggregation is Daily.</td>
<td>- TimeAggregation must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- TimeAggregation must be a valid value:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Daily (default)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Weekly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Monthly</td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td>Offset</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>----</td>
<td>---------------------------</td>
<td>--------</td>
<td>-------------------------------------------------</td>
</tr>
</tbody>
</table>

**Pagination payload example**

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

**Sort payload example**

```
"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></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>
Age-gender on campaigns filters payload example

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

<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>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Type</td>
<td>Endpoint</td>
<td>Constraints</td>
</tr>
<tr>
<td>-------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>AgeRange</td>
<td>No</td>
<td>A list of age ranges.</td>
<td>JSON array</td>
<td>GET /age-ranges</td>
<td>- AgeRange must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- AgeRange must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- AgeRange must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- AgeRange must contain valid keys representing age ranges.</td>
</tr>
<tr>
<td>Gender</td>
<td>No</td>
<td>A list of genders.</td>
<td>JSON array</td>
<td>GET /genders</td>
<td>- Gender must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Gender must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Gender must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>- Gender must contain valid keys representing genders.</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>
Age-Gender on Lines Report Type
Provides revenue and line-level metrics filtered and aggregated by AgeRange and Gender.

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>
Age-gender on lines request payload example

```json
{
    "Metrics": [
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "eCPM",
        "ImpressionGoal",
        "NonTappableVideoCompletions",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideoImpressions",
        "Pacing",
        "PaidImpressions",
        "TappableVideoCompletions",
        "TappableVideo100PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideo50PrcCompletions",
        "TappableVideo25PrcCompletions",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "TappableVideo75PrcCompletionRate",
        "TappableVideo50PrcCompletionRate",
        "TappableVideo25PrcCompletionRate",
        "TappableVideoImpressions",
        "TappableVideoTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "LineIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "AgeRange": [
            "-100",
            "11",
            "12",
            "14",
            "16",
            "17",
            "18",
            "19",
            "20"
        ],
        "Gender": [
            "-1",
            "F",
            "M"
        ],
        "Days": [
            "MONDAY",
```
The image contains a snippet of JSON data and a table. The JSON data appears to be part of a query for aggregating data over a specified date range. The table outlines parameters for age-gender on lines with their respective requirements, descriptions, and metadata types.
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>API Path</th>
<th>Restrictions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation /</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td>Aggregations</td>
<td></td>
<td>String representing the field name related to the reporting type.</td>
<td></td>
<td>• Aggregation / Aggregations must be valid value.</td>
</tr>
<tr>
<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>• AgeRange</td>
</tr>
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<td></td>
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<td></td>
<td></td>
<td>• Gender</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds</td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>GET /time-aggregations</td>
<td>• TimeAggregation must be non-null and non-empty.</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>
</tr>
<tr>
<td></td>
<td></td>
<td>Default TimeAggregation is Daily.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td></td>
<td></td>
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<td>--------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Offset</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Limit</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pagination request example**

```
"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>
<th>JSON structure</th>
<th>See below for an example Sort payload.</th>
</tr>
</thead>
</table>

**Sort payload example**

```
"Sort": {
  "Parameter": "ViewableImpressions",
  "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>Notes</th>
</tr>
</thead>
<tbody>
<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>
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<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>

**Age-gender on lines filters example**

```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. |
<table>
<thead>
<tr>
<th>Gender</th>
<th>No</th>
<th>A list of genders. Use -1 in the request payload to include unknown data responses.</th>
<th>JSON array</th>
<th>GET /genders</th>
</tr>
</thead>
<tbody>
<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>

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 Creatives Report Type**  
Provides metrics filtered and aggregated on age-gender for creatives.

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

**Request Header**

<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>

**Age-gender on creatives request payload example**

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

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


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

Age-gender creative parameters

<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 Creative Metrics.</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>
</tbody>
</table>
| Filters | Yes | A nested JSON structure that enables filtering on reports. | JSON structure | GET /age-ranges
  | Get /genders
  | GET /creatives
  | GET /days | See Age-Gender Creative Filters |
|---|---|---|---|---|---|---|---|
| Aggregation/Aggregations | No | 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. | A string representing the field name related to the reporting type. | | 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:
  | AgeRanges
  | Days |
| TimeAggregation | No | A field used to specify time aggregator. | A string representing key that is a time aggregator. Default TimeAggregation is Daily. | GET /time-aggregations | TimeAggregation must be non-null and non-empty.
<p>| TimeAggregation must be a valid value. |</p>
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>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.</th>
<th>JSON structure</th>
<th>If Pagination is input, it must contain either offset or limit.</th>
</tr>
</thead>
</table>

**Pagination payload example**

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

**Sort payload example**

```json
"Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
}
```
| **StartDate** | **Yes** | **Report StartDate.** | 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** | **Report EndDate** | 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. |
Age-gender on creatives filters example

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Type</th>
<th>Description</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of AdIds to filter on. AdIds are created when a campaign is booked</td>
<td>GET /creatives</td>
<td>• AdIds must be non-null and non-empty.</td>
</tr>
<tr>
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<td></td>
<td>through Workbench.</td>
<td></td>
<td>• AdIds must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See privacy thresholds for adId values.</td>
<td></td>
<td>• AdIds must contain non-duplicate values.</td>
</tr>
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<td></td>
<td>• AdIds must be valid.</td>
</tr>
<tr>
<td>AgeRanges</td>
<td>No</td>
<td>JSON array</td>
<td>A list of age ranges.</td>
<td>GET /age-ranges</td>
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<td>• AgeRange must</td>
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<td>contain non-</td>
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<td>• AgeRange must</td>
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<td>• AgeRange must</td>
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<td></td>
<td></td>
<td>keys</td>
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<td>representing a</td>
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<td>ge ranges.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>No</th>
<th>JSON array</th>
<th>A list of genders. See privacy thresholds for adId values.</th>
<th>GET /genders</th>
</tr>
</thead>
<tbody>
<tr>
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<td>• Gender must</td>
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<td>be non-null</td>
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<td>and non-</td>
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<td>• Gender must</td>
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<td>contain non-</td>
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<td>• Gender must</td>
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<td>contain valid</td>
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<td>representing</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>genders.</td>
</tr>
<tr>
<td>Days</td>
<td>No</td>
<td>JSON array</td>
<td>A list of Days to filter on.</td>
<td>GET /days</td>
</tr>
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</tr>
</tbody>
</table>
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>
Age-gender with supply metrics request payload example

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

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

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

<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 campaigns 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 / age-ranges</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>See <a href="#">Age-Gender with Supply Metrics Filters</a></td>
<td></td>
<td>GET / genders</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Value</td>
<td>Description</td>
<td>Example</td>
<td>API Details</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>-------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------</td>
<td>-----------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| **Aggregation/Aggregations** | No    | Field used to aggregate reporting metrics (akin to SQL GROUP BY).          | Field 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:  
  - AgeRange  
  - Gender  
  - Days |
| **TimeAggregation**    | No    | Field used to specify time aggregator.                                      | Field 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 | 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.  

**Pagination payload example**

```
"Pagination": {  
  "Offset": 5,  
  "Limit": 5  
}
```
| Sort | No | Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified). | JSON structure | See below for an example Sort payload. |

**Sort payload example**

```
"Sort": {
    "Parameter": "Gender",
    "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Validation Rules</th>
</tr>
</thead>
</table>
| StartDate | Yes | Report StartDate. | • 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.  
• Maximum date range between StartDate and EndDate must not exceed 12 months. |
| EndDate | Yes | The report end date. | • EndDate must be non-null and non-empty.  
• EndDate must not be in future.  
• EndDate must not be earlier than StartDate.  
• Maximum date range between StartDate and EndDate must not exceed 12 months. |
Age-gender with supply metrics filters example

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

<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 age ranges to filter on.    | 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 AgeRange. |
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Format</th>
<th>Method</th>
<th>Constraints</th>
</tr>
</thead>
</table>
| Gender  | No       | A list of genders.                        | 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. |
POST /application-type

Application-type on Campaigns Report Type
Provides metrics filtered and aggregated by apps used in campaigns.

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

Request Header

<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>

Application-type on campaigns request payload example

```json
{
    "Metrics": [
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "eCPM",
        "ImpressionGoal",
        "NonTappableVideoCompletions",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideoImpressions",
        "PaidImpressions",
        "TappableVideoCompletions",
        "TappableVideo100PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideo50PrcCompletions",
        "TappableVideo25PrcCompletions",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "TappableVideo75PrcCompletionRate",
        "TappableVideo50PrcCompletionRate",
        "TappableVideo25PrcCompletionRate",
        "TappableVideoImpressions",
        "TappableVideoTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "CampaignIds": [
            "15314452",
            "15308604",
            "15314177"
        ]
    }
}
```
"ApplicationTypes": ["NEWS", "STOCKS"],
"Days": ["WEDNESDAY"],
"Aggregation": "Days",
"TimeAggregation": "Daily",
"StartDate": "2021-04-01",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "ViewableImpressions",
  "Order": "ASC"
}
### Application-type on campaigns parameters

<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 application-types</td>
<td>• GET / campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• GET / days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></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>- Aggregation must be non-null and non-empty.</td>
<td></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>- Aggregation/Aggregations must be valid value.</td>
<td></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>- Aggregation and Aggregations cannot be used together.</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>• Application Type</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>A field used to specify time aggregator.</td>
<td>- TimeAggregation must be non-null and non-empty.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>TimeAggregation</strong> is a string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>- TimeAggregation must be a valid value.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</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>
<tr>
<td></td>
<td></td>
<td><strong>Offset</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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></td>
<td></td>
<td><strong>Limit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></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>

**Pagination payload example**

```json
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th><strong>Sort</strong></th>
<th><strong>No</strong></th>
<th><strong>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).</strong></th>
<th><strong>JSON structure</strong></th>
<th><strong>See below for an example Sort in the request payload.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sort payload example</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Sort&quot;: {</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Parameter&quot;: &quot;Days&quot;,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Order&quot;: &quot;ASC&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>},</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>StartDate</strong></td>
<td><strong>Yes</strong></td>
<td><strong>Report StartDate.</strong></td>
<td><strong>String representing report StartDate in yyyy-MM-dd format.</strong></td>
<td><strong>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.</strong></td>
</tr>
</tbody>
</table>
| **EndDate** | **Yes** | **Report EndDate** | **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.** |
|-------------|---------|-------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|

**Reporting API for News Publishers**  
January 2024
### Application-type on campaigns filters example

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

<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. Use -1 in the request payload to include unknown data responses.</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>
<tr>
<td>ApplicationTypes</td>
<td>No</td>
<td>A list of ApplicationTypes to filter on.</td>
<td>JSON array</td>
<td>GET / application-types</td>
<td>• ApplicationTypes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ApplicationTypes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ApplicationTypes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ApplicationTypes must contain valid keys representing ApplicationTypes.</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>-------------------------------</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>
Application-type on Lines Report Type

Provides metrics filtered and aggregated on apps used in lines.

Resource URL

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

Request Header

<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>

Application-types on lines request payload example

```
{
    "Metrics": [
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "eCPM",
        "ImpressionGoal",
        "NonTappableVideoCompletions",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideoImpressions",
        "Pacing",
        "PaidImpressions",
        "TappableVideoCompletions",
        "TappableVideo100PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideo50PrcCompletions",
        "TappableVideo25PrcCompletions",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "TappableVideo75PrcCompletionRate",
        "TappableVideo50PrcCompletionRate",
        "TappableVideo25PrcCompletionRate",
        "TappableVideoImpressions",
        "TappableVideoTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "LineIds": [
            "15314452",
            "15308604",
            "15314177"
        ]
    }
}
```
Application-type on lines 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 / application-types</td>
<td>• GET / days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Metrics must be non-null and non-empty.
| **Aggregation/Aggregations** | **No** | A field used to aggregate reporting metrics (akin to SQL GROUP BY). | A string representing the field name related to the reporting type. | • 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:  
  • ApplicationType  
  • Days  
  • LineIDs |
|----------------------------|--------|------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------|
| **TimeAggregation**        | **No** | A field used to specify time aggregator.                        | A string representing key that is a time aggregator. Default TimeAggregation is Daily. | GET /time-aggregations  
• TimeAggregation must be non-null and non-empty.  
• TimeAggregation must be a valid value. |
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>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.</th>
<th>JSON structure</th>
<th>If Pagination is input, it must contain either offset or limit.</th>
</tr>
</thead>
</table>

**Pagination payload example**

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

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).

**Sort payload example**

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

### StartDate

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** | **Report** **EndDate** | **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.** |
Application-type on lines filters example

```json
"Filters": {
  "LineIds": [
    "17078750",
    "17078778"
  ],
  "ApplicationTypes": [
    "NEWS",
    "STOCKS"
  ],
  "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>LineIds</td>
<td>Yes</td>
<td>A list of LineIds to filter on.</td>
<td>JSON array</td>
<td>GET / lines, GET / campaigns</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>ApplicationTypes</td>
<td>No</td>
<td>A list of ApplicationTypes to filter on.</td>
<td>JSON array</td>
<td>GET /application-types</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>• ApplicationTypes must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ApplicationTypes must contain non-null and non-empty values.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ApplicationTypes must contain non-duplicate values.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• ApplicationTypes must contain valid keys representing ApplicationTypes.</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>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Days are optional. If input:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not be null/empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain null/empty values.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must not contain duplicate values.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days must contain valid keys representing Days.</td>
<td></td>
</tr>
</tbody>
</table>
Application-type on Creatives Report Type
Provides metrics filtered and aggregated on apps for creatives.

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

Request Header

<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>

Application-type on creatives request payload example

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

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

<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 / creatives</td>
<td>See application-types on creatives filters example.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</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</td>
<td></td>
<td>• Aggregation/Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aggregation is a string which will take one input at a time.</td>
<td>representing</td>
<td></td>
<td>• Aggregation/Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aggregations is a list where multiple data inputs can be passed.</td>
<td>the field name</td>
<td></td>
<td>• Aggregation and Aggregations cannot be used together.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>related to the</td>
<td></td>
<td>• Allowed values for / Aggregation/Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>reporting type.</td>
<td></td>
<td>• Applicati onTypes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
</tbody>
</table>

See Creatives Metrics.
<table>
<thead>
<tr>
<th>TimeAggregation</th>
<th>No</th>
<th>A field used to specify time aggregator.</th>
<th>A string representing key that is a time aggregator. The default TimeAggregation is Daily.</th>
<th>GET /time-aggregations</th>
<th>• TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td>JSON structure</td>
<td></td>
<td>If Pagination is input, it must contain either offset or limit.</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
}
```
<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>
<th>JSON structure</th>
<th>See below for an example Sort payload.</th>
</tr>
</thead>
</table>

**Sort Payload Example**

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

| StartDate | Yes | Report StartDate. | 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. |
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Type</th>
<th>Description</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of AdIds to filter on. AdIds are created when a campaign is booked through Workbench. See privacy thresholds for adId values.</td>
<td>GET /creatives</td>
<td>• 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.</td>
</tr>
</tbody>
</table>

**Application-types on creatives filters example**

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

---

**EndDate**  
Yes  
Reports EndDate  
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.
**Application-type with Supply Metrics Report Type**
Provides supply metrics filtered and aggregated by application-types.

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

**Request Header**

<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>
Application-type with supply metrics request payload example

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

<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 Supply metrics descriptions. <strong>Note:</strong> supply metrics cannot be associated with campaigns or lines. If used, an error will be returned.</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-Types with Supply Metrics Filters.</td>
<td>JSON structure</td>
<td>• Get application-types • GET / days</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>• 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:  • ApplicationTypes  • Days</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>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>
<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>

**Pagination payload example**

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
| Sort | No | Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified). | JSON structure | See below for an example Sort in the request payload. |

**Sort payload example**

```json
"Sort": {
    "Parameter": "Days",
    "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>The report end date.</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>
</tbody>
</table>
|          |          |                                                  | • Maximum date range between StartDate and EndDate must not exceed 12 months.
Application-type with supply metrics filters example

```
"Filters": {
    "ApplicationTypes": [ 
        "NEWS",
        "STOCKS"
    ],
    "Days": [ 
        "WEDNESDAY"
    ]
},
```
POST /channels
Channels on Campaigns Report Type

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

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

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

Request Header

<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>
Channels on campaigns request payload example

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

<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            |                | • 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 |
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TimeAggregation</strong></td>
<td>No</td>
<td>String representing key that is a time aggregator. The default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</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>If Pagination is input, it must contain either offset or limit.</td>
</tr>
</tbody>
</table>

**Pagination example**

```json
"Pagination": {
   "Offset": 5,
   "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Key</th>
<th>Type</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).</td>
</tr>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>The report start date. String representing report StartDate in yyyy-MM-dd format.</td>
</tr>
</tbody>
</table>

**Sort payload example**

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

- 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 on campaigns filters example

"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>
</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>Channels</th>
<th>No</th>
<th>A list of Channels to filter on.</th>
<th>JSON array</th>
<th>GET /channels</th>
</tr>
</thead>
</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.

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>
Channels on lines request payload example

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

<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.  
See Channels Line Filters | JSON Structure | GET / channels |  |
<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<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. String representing the field name related to the reporting type.</td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator. String representing key that is a time aggregator. Default TimeAggregation is Daily.</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 / Aggregation/Aggregations of this report type:
  - Channels
  - CampaignIds

- TimeAggregation must be non-null and non-empty.
- TimeAggregation must be a valid value:
  - Daily (default)
  - Weekly
  - Monthly
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>Akin to SQL LIMIT clause.</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td><strong>Limit</strong></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
</tr>
</tbody>
</table>

**Pagination payload example**

```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. |

**Sort payload example**

```
"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><strong>StartDate</strong></td>
<td>Yes</td>
<td>The report start date.</td>
<td>- <code>StartDate</code> must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- <code>StartDate</code> must not be in the future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- <code>StartDate</code> must be 2018-01-01 or later.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- <code>StartDate</code> must be earlier than <code>EndDate</code>.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Maximum date range between <code>StartDate</code> and <code>EndDate</code> must not exceed 12 months.</td>
</tr>
<tr>
<td><strong>EndDate</strong></td>
<td>Yes</td>
<td>The report end date.</td>
<td>- <code>EndDate</code> must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- <code>EndDate</code> must not be in the future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- <code>EndDate</code> must not be earlier than <code>StartDate</code>.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Maximum date range between <code>StartDate</code> and <code>EndDate</code> must not exceed 12 months.</td>
</tr>
</tbody>
</table>
Channels on lines filters example

```
"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>
</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>Channels</th>
<th>No</th>
<th>A list of Channels to filter on.</th>
<th>JSON Array</th>
<th>GET / channels</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Channels must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Channels must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Channels must contain non-duplicate values</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Channels must contain valid keys representing Channels.</td>
</tr>
</tbody>
</table>
Channels on Creatives Report Type
Provides metrics filtered and aggregated on channels for creatives.

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

Channels on creatives request payload example

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

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

<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 / channels</td>
<td>• GET / creatives • GET / days \See Age-Gender Creative Filters}</td>
</tr>
</tbody>
</table>

---

**Reporting API for News Publishers**

January 2024

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<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation/Aggregations</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>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>A field used to specify time aggregator. A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</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 **/Aggregation/Aggregations** of this report type:
  - Channels
  - Days
- **TimeAggregation** must be non-null and non-empty.
- **TimeAggregation** must be a valid value.
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>Akin to SQL LIMIT clause.</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td><strong>Limit</strong></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
</tr>
</tbody>
</table>

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

### Pagination payload example

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
**Sort** | **No** | A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified). | **JSON structure** | See below for an example Sort in the request payload.

<table>
<thead>
<tr>
<th><strong>Sort payload example</strong></th>
</tr>
</thead>
</table>
| "Sort": {
  "Parameter": "Channels",
  "Order": "ASC"
} |
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Report Field</th>
<th>Description</th>
<th>Validation Rules</th>
</tr>
</thead>
</table>
| StartDate | Yes      | Report StartDate | A string representing 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.  
• Maximum date range between StartDate and EndDate must not exceed 12 months. |
| EndDate   | Yes      | Report EndDate | A string representing 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 on creatives filters example

"Filters": {
  "Channels": [
    "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
    "2464feef-632a-4705-a072-40b9ab6ae186"
  ],
  "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>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AdIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of AdIds to filter on. AdIds are created when a campaign is booked through Workbench. See privacy thresholds for adId values.</td>
<td>GET /creatives</td>
<td>• 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.</td>
<td></td>
</tr>
<tr>
<td>Channels</td>
<td>No</td>
<td>JSON array</td>
<td>A list of Channels to filter on.</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>
<td></td>
</tr>
</tbody>
</table>
| Days   | No   | JSON array | GET /days | Days are optional. If input:  
|--------|------|------------|-----------|-----------------------------  
|        |      | A list of Days to filter on.  
|        |      |             |           | • 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.  

Channels with Supply Metrics Report Type
Provides revenue and supply metrics filtered and aggregated by channels.

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

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

Request Header

<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>

Channels with supply metrics request payload example

```json
{
  "Metrics": [
    "BackFillECPM",
    "BackFillImpressions",
    "BackFillRate",
    "BackFillRevenue",
    "DirectSoldFillRate",
    "DirectSoldImpressions",
    "FillRate",
    "HouseFillRate",
    "HouseImpressions",
    "Supply"
  ],
  "Filters": {
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
      "2464feef-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "Channels",
    "Order": "ASC"
  }
}
```
<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 Supply 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><strong>Note:</strong> supply metrics cannot be associated with campaign or lines. If</td>
<td></td>
<td></td>
<td>- Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>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. See Channels</td>
<td>JSON Structure</td>
<td>GET / channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>with Supply Metrics Filters</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). Aggregation</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>is a string which will take one input at a time. Aggregations is a list</td>
<td></td>
<td></td>
<td>- Aggregation/ Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>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>TimeAggregation</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></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>• TimeAggregation must be non-null and non-empty</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></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>Pagination</th>
<th>No</th>
<th>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.</th>
<th>JSON Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>If Pagination is input, it must contain either offset or limit.</td>
<td></td>
</tr>
</tbody>
</table>

**Pagination payload example**

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
<table>
<thead>
<tr>
<th><strong>Sort</strong></th>
<th><strong>No</strong></th>
<th><strong>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).</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sort payload example</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Sort&quot;: {  &quot;Parameter&quot;: &quot;Channels&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><strong>The report start date.</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>String representing report StartDate in yyyy-MM-dd format.</strong></td>
</tr>
</tbody>
</table>
| | | • **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

```
"Filters": {
  "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>
</table>
| Channels  | No       | A list of Channels to filter on. | JSON Array | GET / channels | • Channels must be non-null and non-empty.  
• Channels must contain non-null and non-empty values.  
• Channels must contain non-duplicate values.  
• Channels must contain valid keys representing Channels. |
POST /devices

Devices on Campaigns Report Type

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

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

Request Header

<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>
Devices on campaigns request payload example

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

<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>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>• Aggregation / Aggregations must be valid value.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See <a href="#">Devices Campaign Filters</a></td>
<td></td>
<td>GET / campaigns</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>
</tbody>
</table>

[Devices Campaign Filters](#)
<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
<th>GET /time-aggregations</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>String representing key that is a time aggregator. The default TimeAggregation is Daily.</td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td></td>
</tr>
<tr>
<td>Offset</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>If Pagination is input, it must contain either Offset or Limit.</td>
<td></td>
</tr>
<tr>
<td>Limit</td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pagination payload example**

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

**Sort payload example**

```
"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 on campaigns filters example

```
"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 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>Devices</th>
<th>No</th>
<th>A list of devices to filter on.</th>
<th>JSON Array</th>
<th>GET /devices</th>
</tr>
</thead>
</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.  

<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>
</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.  

**Devices on Lines Report Type**
Provides revenue and line-level metrics filtered and aggregated by devices.

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

**Request Header**

<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>
Devices on lines request payload example

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

<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.&lt;br&gt;  • Metrics must contain non-null and non-empty values.  &lt;br&gt; • Metrics must contain non-duplicate values.  &lt;br&gt; • 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;br&gt; lines&lt;br&gt; GET /&lt;br&gt; campaigns&lt;br&gt; GET /&lt;br&gt; devices&lt;br&gt; GET /&lt;br&gt; days</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>• Aggregation/Aggregations must be non-null and non-empty.&lt;br&gt;  • Aggregation/Aggregations must be valid value.  &lt;br&gt; • Allowed values for Aggregation/Aggregations of this report type:  &lt;br&gt;   • Devices  &lt;br&gt;   • Days  &lt;br&gt;   • LineIds</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>JSON Structure</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>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>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td></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>
<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 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>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>

**Pagination payload example**

```json
"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>
<th><strong>JSON Structure</strong></th>
<th>See below for an example Sort in the request payload.</th>
</tr>
</thead>
</table>

**Sort payload example**

```
"Sort": {
  "Parameter": "Devices",
  "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. |
Devices on lines filters example

```
"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 / lines, GET / campaigns | • 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 onPathParam  
• LineIds must be valid. |
<table>
<thead>
<tr>
<th>Devices</th>
<th>No</th>
<th>A list of devices</th>
<th>JSON Array</th>
<th>GET / devices</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>GET / devices</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GET / devices</td>
<td></td>
</tr>
<tr>
<td>Devices must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Devices must contain non-null and non-empty values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Devices must contain non-duplicate values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Devices must contain valid keys representing Devices.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<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>Days are optional. If input:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Days must not be null/empty.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Days must not contain null/empty values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Days must not contain duplicate values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Days must contain valid keys representing Days.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Devices on Creatives Report Type**
Provides metrics filtered and aggregated on devices for creatives.

**Resource URL**
POST [https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/ &lt;campaignId&gt;/creatives](https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/\&lt;campaignId&gt;)/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>
Devices on creatives request payload example

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

{
    "Data": [
        {
            "Date": "2020-04-01",
            "CampaignId": "18654417",
            "AdId": "6393854",
            "ViewableImpressions": "11",
            "ConfirmedTaps": "11",
            "Taps": "10",
            "PaidImpressions": "11",
            "ConfirmedTTR": "100.00",
            "Conversions": "0",
            "ConversionRate": "0.00",
            "AverageTimeSpentCarousel": "6.06",
            "Devices": [
                "IPHONE",
                "IPAD"
            ]
        },
        {
            "Date": "2020-04-23",
            "CampaignId": "18654417",
            "AdId": "-1",
            "ViewableImpressions": "18",
            "ConfirmedTaps": "17",
            "Taps": "18",
            "PaidImpressions": "18",
            "ConfirmedTTR": "94.44",
            "Conversions": "0",
            "ConversionRate": "0.00",
            "AverageTimeSpentCarousel": "4.95",
            "Devices": [
                "IPHONE",
                "IPAD"
            ]
        }
    ],
    "RequestId": "47d29839-fcd9-4854-930c-074fd2ef1791"
}
<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 / creatives</td>
<td>See Devices Creative filters and privacy thresholds for adId values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / devices</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET / days</td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Values</td>
<td>Constraints</td>
<td></td>
</tr>
<tr>
<td>----------------------------</td>
<td>----------</td>
<td>----------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| Aggregation/Aggregations   | No       | 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. | - 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:  
  - Devices  
  - Days   |                                                                                                                                  |
| TimeAggregation            | No       | A field used to specify time aggregator. A string representing key that is a time aggregator. Default TimeAggregation is Daily. | GET /time-aggregations                                                                 | - TimeAggregation must be non-null and non-empty.  
- TimeAggregation must be a valid value.  |
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>Akin to SQL LIMIT clause.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Offset</strong></td>
</tr>
<tr>
<td></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>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Limit</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
</tr>
</tbody>
</table>

**Pagination payload example**

```
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>JSON Structure</th>
<th>Notes</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>See below for an example Sort in the request payload.</td>
<td></td>
</tr>
</tbody>
</table>

**Sort payload example**

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>JSON Structure</th>
<th>Notes</th>
</tr>
</thead>
</table>
| StartDate | Yes      | 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. |

Report StartDate.
<table>
<thead>
<tr>
<th>EndDate</th>
<th>Yes</th>
<th>Report EndDate</th>
<th>A string representing report EndDate in yyyy-MM-dd format</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 on creatives filters example

```json
"Filters": {
  "AdIds": [
    "6393854",
    "-1"
  ],
  "Devices": [
    "IPAD",
    "IPHONE"
  ],
  "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>
<tbody>
<tr>
<td>Devices</td>
<td>No</td>
<td>JSON Array</td>
<td>A list of devices</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>AdIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of AdIds to filter on.</td>
<td>GET / creatives</td>
<td>• AdIds must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>AdIds are created when a campaign</td>
<td></td>
<td>• AdIds must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>is booked through Workbench.</td>
<td></td>
<td>• AdIds must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See privacy thresholds for adId</td>
<td></td>
<td>• AdIds must be valid.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>values.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Reporting API for News Publishers**

January 2024
| 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.
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>

Devices with supply metrics request payload example

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

<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></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></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></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</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>
</tbody>
</table>

See Supply metrics descriptions

See Devices with Supply Metrics Filters
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Method</th>
<th>Notes</th>
</tr>
</thead>
</table>
| TimeAggregation | No       | Field used to specify time aggregator                                        | GET / time-aggregations | - TimeAggregation must be non-null and non-empty.  
- TimeAggregation must be a valid value:  
  - Daily  
  - Weekly  
  - Monthly |
| String    |           | String representing key that is a time aggregator.                          |                      |                                                                                                |
|           |           | The default TimeAggregation is Daily.                                        |                      |                                                                                                |
| 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      |           |                                                                            |                      | If Pagination is input, it must contain either offset or limit.                                |

**Pagination payload example**

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</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).</td>
</tr>
<tr>
<td>JSON Structure</td>
<td></td>
<td>See below for an example Sort in the request payload.</td>
</tr>
</tbody>
</table>

### Sort payload example

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

<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>The report start date. String representing report StartDate in yyyy-MM-dd format</td>
</tr>
</tbody>
</table>

- 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.**<br>**EndDate must not be in future.**<br>**EndDate must not be earlier than StartDate.**<br>**Maximum date range between StartDate and EndDate must not exceed 12 months.** |
Devices with supply metrics filters payload example

```
"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>
</table>
| Devices   | No       | A list of devices. | 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. |
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 on campaigns request payload example

```json
{
    "Metrics": [
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "eCPM",
        "Impressions",
        "ImpressionGoal",
        "NonTappableVideoCompletions",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideoImpressions",
        "PaidImpressions",
        "TappableVideoCompletions",
        "TappableVideo100PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideo50PrcCompletions",
        "TappableVideo25PrcCompletions",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "TappableVideo75PrcCompletionRate",
        "TappableVideo50PrcCompletionRate",
        "TappableVideo25PrcCompletionRate",
        "TappableVideoImpressions",
        "TappableVideoTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "CampaignIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "StateCodes": [
            "us|ca",
            "us|tx"
        ],
        "CityCodes": [
            "us|ca|cupertino",
            "us|tx|austin"
        ],
        "DMA Codes": [
            "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>
</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 /campaigns, GET /states, GET /cities, GET /dma, GET /days |                                                                                                                                            |
| Aggregation/Aggregations   | No       | A field used to aggregate reporting metrics (akin to SQL GROUP BY).         | A string representing the field name related to the reporting type. | | • Aggregation/Aggregations must be non-null and non-empty.  
• Aggregation/Aggregations must be valid value.  
• Allowed values for Aggregation/Aggregations of this report type:  
• CampaignIds  
• StateCodes  
• CityCodes  
• DMA Codes  
• Days |
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Value</th>
<th>API Request</th>
</tr>
</thead>
<tbody>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>A field used to specify time aggregator.</td>
<td>A string representing key</td>
<td>GET /time-aggregations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>that is a time aggregator.</td>
<td>that is a time aggregator.</td>
<td>• TimeAggregation must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Default TimeAggregation is Daily.</td>
<td>Daily</td>
<td>• TimeAggregation must be a valid value:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Daily (default)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>Akin to SQL LIMIT clause.</td>
<td>Offset</td>
<td>If Pagination is input, it must contain either offset or limit.</td>
</tr>
<tr>
<td>Offset</td>
<td></td>
<td>Offsets the start of each page by the number specified.</td>
<td>Offsets the start of each</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>page by the number specified.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>This is the index of the first</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>matching result that should</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>be included in the result set.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The default is 0.</td>
<td></td>
</tr>
<tr>
<td>Limit</td>
<td></td>
<td>The number of items to return per request. The default is 20.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Pagination payload example**

```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. |

**Sort payload example**

```
"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. |
### Geography on campaigns filters payload example

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

<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>Category</th>
<th>Required</th>
<th>Description</th>
<th>Format</th>
<th>API Endpoint</th>
<th>Validation Conditions</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>
<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>
<tr>
<td>------</td>
<td>----</td>
<td>-----------------------------</td>
<td>-----------</td>
<td>-----------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes</td>
<td>A list of Days to filter on.</td>
<td>JSON array</td>
<td>GET /days</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.
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>
Geography on lines request payload example

```json
{
    "Metrics": [
        "Budget",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "ConversionRate",
        "Conversions",
        "eCPM",
        "Impressions",
        "ImpressionGoal",
        "NonTappableVideoCompletions",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideoImpressions",
        "Pacing",
        "PaidImpressions",
        "TappableVideoCompletions",
        "TappableVideo100PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideo50PrcCompletions",
        "TappableVideo25PrcCompletions",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "TappableVideo75PrcCompletionRate",
        "TappableVideo50PrcCompletionRate",
        "TappableVideo25PrcCompletionRate",
        "TappableVideoImpressions",
        "TappableVideoTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "LineIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "StateCodes": [
            "us|ca",
            "us|tx"
        ],
        "CityCodes": [
            "us|ca|cupertino",
            "us|tx|austin"
        ],
        "DMACodes": [
            "803",
            "807"
        ],
        "Days": [
            "MONDAY",
            "FRIDAY"
        ]
    }
}
```
```
"Aggregation": "StateCodes",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
    "Parameter": "StateCodes",
    "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<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>• Aggregation/Aggregations must be non-null and non-empty.</td>
</tr>
<tr>
<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>• Allowed values for Aggregation/Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CampaignIds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• StateCodes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• CityCodes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMACodes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</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.</td>
<td>• TimeAggregation must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Daily (default)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Monthly</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>
</tr>
</tbody>
</table>

**Pagination payload example**

```json
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
**Sort**  
No  
Sort specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).

| 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 the future.  
• StartDate must be 2018-01-01 or later.  
• StartDate must be earlier than EndDate. |

Sort payload example  
"Sort": {  
"Parameter": "Days",  
"Order": "ASC"  
}
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>The report end date.</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 the future.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than the 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>
<tr>
<td></td>
<td></td>
<td>String representing report EndDate in yyyy-MM-dd format.</td>
<td></td>
</tr>
</tbody>
</table>
Geography on lines filters payload example

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

<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 / lines • GET / campaigns</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>StateCodes</td>
<td>No</td>
<td>A list of StateCodes.</td>
<td>JSON array</td>
<td>GET /states</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>----</td>
<td>----------------------</td>
<td>------------</td>
<td>-------------</td>
<td></td>
</tr>
<tr>
<td>• StateCodes must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• StateCodes must contain non-null and non-empty values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• StateCodes must contain non-duplicate values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• StateCodes must contain valid keys representing StateCodes.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CityCodes</th>
<th>No</th>
<th>A list of CityCodes.</th>
<th>JSON array</th>
<th>GET /cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CityCodes must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• CityCodes must contain non-null and non-empty values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• CityCodes must contain non-duplicate values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• CityCodes must contain valid keys representing CityCodes.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DMA Codes</th>
<th>No</th>
<th>A list of DMA Codes.</th>
<th>JSON Array</th>
<th>GET /dma</th>
</tr>
</thead>
<tbody>
<tr>
<td>• DMA Codes must be non-null and non-empty.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• DMA Codes must contain non-null and non-empty values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• DMA Codes must contain non-duplicate values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• DMA Codes must contain valid keys representing DMA Codes.</td>
<td></td>
<td></td>
<td></td>
<td></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 Creatives Report Type**
Provides metrics filtered and aggregated on geography for creatives.

**Resource URL**
POST https://iadapi.apple.com/ads/api/publisher/v1/reports/geography/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>

**Geography on creatives request payload example**

```json
{
    "Metrics": [
        "AverageTimeSpentCarousel",
        "CardTaps",
        "CardViews",
        "ConfirmedTaps",
        "ConfirmedTTR",
        "Conversions",
        "ConversionRate",
        "Impressions",
        "NonTappableVideoCompletionRate",
        "NonTappableVideoImpressions",
        "RequestedImpressions",
        "TappableVideoCompletionRate",
        "TappableVideoCompletions",
        "TappableVideoImpressions",
        "TappableVideoTaps",
        "Taps",
        "ViewableImpressions"
    ],
    "Filters": {
        "AdIds": [
            "6393854",
            ":" -1"
        ]
    },
    "StateCodes": [
        "us|ca",
        "us|tx"
    ],
    "CityCodes": [
        "us|ca|cupertino",
        "us|tx|austin"
    ],
    "DMA Codes": [
        "803",
        "807"
    ],
    "Days": [
        "MONDAY",
        "FRIDAY"
    ]
}
```
"TimeAggregation": "Daily",
"StartDate": "2020-04-01",
"EndDate": "2020-04-08",
"Sort": {
    "Parameter": "ViewableImpressions",
    "Order": "ASC"
}
}

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

<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>Creative 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></td>
<td>See Geography creative filters.</td>
</tr>
</tbody>
</table>

---

**Reporting API for News Publishers**

January 2024

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255
| Aggregation/Aggregations | No | 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. | A string representing the field name related to the reporting type. | • 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:  
  - Days |

| TimeAggregation | No | A field used to specify time aggregator. | A string representing key that is a time aggregator. Default TimeAggregation is Daily. | GET / time-aggregations | • TimeAggregation must be non-null and non-empty.  
• TimeAggregation must be a valid value. |
### 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>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>If Pagination is input, it must contain either offset or limit.</td>
</tr>
</tbody>
</table>

### JSON structure

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

### Pagination payload example

```json
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>JSON Structure</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>See below for an example Sort in the request payload.</td>
<td></td>
</tr>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>A string representing report StartDate in yyyy-MM-dd format</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>

**Sort payload example**

```json
"Sort": {
   "Parameter": "Devices",
   "Order": "ASC"
}
```
### Geography on creatives filters example payload

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

- **EndDate**
- **Yes**
- **Report EndDate**
- **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.**
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Type</th>
<th>Description</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AdIds</td>
<td>Yes</td>
<td>JSON array</td>
<td>A list of AdIds to filter on. AdIds are created when a campaign is booked through Workbench. See privacy thresholds for adId values.</td>
<td>GET / creatives</td>
<td>• AdIds must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdIds must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdIds must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• AdIds must be valid.</td>
</tr>
<tr>
<td>StateCodes</td>
<td>No</td>
<td>JSON array</td>
<td>A list of StateCodes. Use -1 in the request payload to include unknown data responses. For UK orgs, StateCodes is supported.</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>JSON array</td>
<td>A list of CityCodes. Use -1 in the request payload to include unknown data responses. For UK orgs, CityCodes is supported.</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>Field</td>
<td>Required</td>
<td>Type</td>
<td>Description</td>
<td>API Path</td>
<td>Notes</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>---------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------</td>
<td>------------------------------------------------------------------------</td>
</tr>
<tr>
<td>DMACodes</td>
<td>No</td>
<td>JSON array</td>
<td>A list of DMACodes</td>
<td>GET /ma</td>
<td>• DMACodes must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>For US orgs, use -1 in the request payload to include unknown data responses</td>
<td></td>
<td>• DMACodes must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>For UK orgs, DMACodes is unsupported.</td>
<td></td>
<td>• DMACodes must contain non-duplicate values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• DMACodes must contain valid keys representing DMACodes.</td>
</tr>
<tr>
<td>Days</td>
<td>No</td>
<td>JSON array</td>
<td>A list of Days to filter on</td>
<td>GET /days</td>
<td>Days are optional.</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>
**Geography with Supply Metrics Report Type**
Provides revenue and supply metrics 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>
Geography with supply metrics request payload example

```json
{
  "Metrics": [
    "BackFillECPM",
    "BackFill Impressions",
    "BackFill Rate",
    "Back Fill Revenue",
    "Direct Sold Fill Rate",
    "Direct Sold Impressions",
    "Fill Rate",
    "House Fill Rate",
    "House Impressions",
    "Supply"
  ],
  "Filters": {
    "StateCodes": [
      "us|ca",
      "us|tx"
    ],
    "CityCodes": [
      "us|ca|cupertino",
      "us|tx|austin"
    ],
    "DMACodes": [
      "803",
      "807"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ],
    "Aggregation": "StateCodes",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-08",
    "EndDate": "2021-04-09",
    "Sort": {
      "Parameter": "StateCodes",
      "Order": "ASC"
    }
  }
}
```
<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 Supply 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><strong>Note:</strong> supply metrics cannot be associated with a campaign or lines. If</td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>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. See Geography</td>
<td>JSON structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>with supply metrics filters.</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).</td>
<td>A string</td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty</td>
</tr>
<tr>
<td>Aggregations</td>
<td></td>
<td></td>
<td>representing the field name related to the reporting type.</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>• 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>• DMACodes</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</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. 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, Weekly, Monthly</td>
</tr>
<tr>
<td>------------------</td>
<td>----</td>
<td>----------------------------------------</td>
<td>--------------------------------------------------------------------------------------------</td>
<td>--------------------------</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 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>
</tr>
</tbody>
</table>

**Pagination payload example**

```
"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>
<th>JSON structure</th>
<th>See below for an example <code>Sort</code> in the request payload.</th>
</tr>
</thead>
</table>

**Sort payload example**
"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.  
  • StartDate must not be in future.  
  • StartDate must be 2018-01-01 or later.  
  • StartDate must be earlier than EndDate. |
<p>| | | | | |
|-----------|-----|-------------------------------------------------------------------------------------| | |</p>
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>The report end date.</td>
<td>• EndDate must be non-null and non-empty.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A 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>
Geography with supply metrics filters payload example

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

<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><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>
<td></td>
</tr>
<tr>
<td>----------------</td>
<td>--------</td>
<td>-------------------------</td>
<td>----------------</td>
<td>--------------</td>
<td></td>
</tr>
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</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th><strong>Days</strong></th>
<th><strong>No</strong></th>
<th><strong>A list of Days to filter on.</strong></th>
<th><strong>JSON array</strong></th>
<th><strong>GET /days</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>January, 2024</td>
<td>Impressions and Taps definitions have been updated in Campaign and Line Metrics and Creatives Metrics.</td>
</tr>
<tr>
<td>August, 2023</td>
<td>Devices on Campaigns Report Type will now show MacOS which is inherently included when iPad is targeted in campaign settings.</td>
</tr>
<tr>
<td>March, 2023</td>
<td>Added Impressions metric and changed Taps metric description from ad to 'ad unit' in Campaign and Line Metrics and Creatives Metrics.</td>
</tr>
<tr>
<td>October, 2022</td>
<td>• Added new application-type report type and application-types metadata.</td>
</tr>
<tr>
<td></td>
<td>• Added creative report types across all reports.</td>
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<td></td>
<td>• Updated metadata API calls, privacy thresholds.</td>
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<td>• Updated campaign metrics:</td>
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<td>• Budget</td>
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<td>• Updated line metrics:</td>
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<td>• Pacing</td>
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<td>• Updated creative metrics:</td>
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<td>• RequestedImpressions</td>
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<tr>
<td>January, 2022</td>
<td>Report data refresh interval has been updated. See Report Types.</td>
</tr>
<tr>
<td>November 2021</td>
<td>• Added carousel ad type format. See Ad-Types on Creatives Report Type and Creatives Metrics.</td>
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<tr>
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<td>• Added new endpoint GET /Creatives.</td>
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<td>• Updated Privacy Thresholds section.</td>
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<tr>
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<td>• Added support for Revenue API for News Publishers.</td>
</tr>
<tr>
<td>June 2021</td>
<td>Payload updates across the document.</td>
</tr>
<tr>
<td>May 2021</td>
<td>Initial version</td>
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