Reporting API for Apple News Publishers

Advertising on Apple News | June 2021
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  Ad-Positions on Lines Report Type
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POST /ad-types
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  Ad-Types on Lines 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 with Supply Metrics Report Type

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

POST /devices
  Devices on Campaigns Report Type
  Devices on Lines Report Type
  Devices with Supply Metrics Report Type

POST /geography
  Geography on Campaigns Report Type
  Geography on Lines Report Type
  Geography with Supply Metrics Report Type

Document Revision History

Reporting API for News Publishers

June 2021
Overview
The Reporting API enables Apple News publishers to easily access analytics to track their Apple News campaign performance and revenue metrics. Reporting analytics are available at both the campaign and line level across various dimensions including channel, ad position, ad types, age-gender, geography, and device type.

Limitations
There is a limit of 10,000 API calls 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 the 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.

\[
\text{openssl pkcs12 -export -in certificate.pem -inkey private_key.key -out certificate.p12 -name "<NAME>"}
\]

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

\[
\text{keytool -v -importkeystore -srckeystore certificate.p12 -srcstoretype PKCS12 -destkeystore certificate.jks -deststoretype JKS}
\]

GET /session

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

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

Request Header

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

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

Endpoints
The Reporting API uses the following endpoints:

https://iadapi.apple.com/ads/api/publisher/v1/reports/<Report-Type>/campaigns

https://iadapi.apple.com/ads/api/publisher/v1/reports/<Report-Type>/campaigns/<CAMPAIGN_ID>/lines

https://iadapi.apple.com/ads/api/publisher/v1/reports/<Report-Type>

GET Metadata

<table>
<thead>
<tr>
<th>Call</th>
<th>Resource URL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GET ad-positions</td>
<td><a href="https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-positions">https://iadapi.apple.com/ads/api/publisher/v1/metadata/ad-positions</a></td>
<td>Returns key-value pairs for ad-positions.</td>
</tr>
<tr>
<td>GET ad-types</td>
<td><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>GET campaigns</td>
<td><a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns?StartDate=yyyy-MM-dd&amp;EndDate=yyyy-MM-dd">https://iadapi.apple.com/ads/api/publisher/v1/campaigns?StartDate=yyyy-MM-dd&amp;EndDate=yyyy-MM-dd</a></td>
<td>Returns campaigns in any state, for the requesting organization between an input StartDate and EndDate. StartDate is the campaign creation date.</td>
</tr>
<tr>
<td>GET channels</td>
<td><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>GET days</td>
<td><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>Call</td>
<td>Resource URL</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>GET lines</td>
<td><a href="https://iadapi.apple.com/ads/api/publisher/v1/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/campaigns/</a>&lt;Campaign_ID&gt;/lines</td>
<td>Returns the lines associated with a specified CampaignId.</td>
</tr>
<tr>
<td>GET time aggregations</td>
<td><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>
### Summary of Report Types

All report types use the POST method.

<table>
<thead>
<tr>
<th>Type</th>
<th>Resource URL</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ad-positions on campaigns</td>
<td><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><a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-positions/campaigns/</a>&lt;CampaignId&gt;/lines</td>
<td>Provides metrics filtered and aggregated on ad positions for lines.</td>
</tr>
<tr>
<td>ad-positions with supply metrics</td>
<td><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 on campaigns</td>
<td><a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns">https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns</a></td>
<td>Provides metrics filtered and aggregated on ad types for campaigns.</td>
</tr>
<tr>
<td>ad-types on lines</td>
<td><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 with supply metrics</td>
<td><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>Type</td>
<td>Resource URL</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>channels on campaigns</td>
<td><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><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 with supply metrics</td>
<td><a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/channels">https://iadapi.apple.com/ads/api/publisher/v1/reports/channels</a></td>
<td>Provides revenue and supply metrics filtered and aggregated by channels.</td>
</tr>
<tr>
<td>devices on lines</td>
<td><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 with supply metrics</td>
<td><a href="https://iadapi.apple.com/ads/api/publisher/v1/reports/geography">https://iadapi.apple.com/ads/api/publisher/v1/reports/geography</a></td>
<td>Provides revenue and supply metrics filtered and aggregated by devices.</td>
</tr>
</tbody>
</table>
Metadata Calls

Metadata APIs provide key-value pairs to use for reporting API calls.

**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 returned by GET /session</td>
<td>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 /<CampaignID>/lines
Returns lines associated with a specified campaign, in any state, for the requesting organization.

**Resource URL**
GET https://iadapi.apple.com/ads/api/publisher/v1/campaigns/<Campaign_ID>/lines

**Request Header**
<table>
<thead>
<tr>
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</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>
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<td>Yes</td>
<td>session-id returned by GET /session</td>
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</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>
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<td>session-id</td>
<td>Yes</td>
<td>session-id returned by GET /session</td>
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</tr>
</tbody>
</table>
**GET /age-ranges**

Returns key-value pairs for age ranges.

**Resource URL**


**Request Header**

<table>
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<tr>
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<th>Value</th>
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</table>

**QueryParam**

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

**GET /channels**

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

**Resource URL**


**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
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</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 for all supported country codes.

**Resource URL**


**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
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<thead>
<tr>
<th>Key</th>
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<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**

**Request Header**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required?</th>
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**QueryParams**

<table>
<thead>
<tr>
<th>Key</th>
<th>Required?</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>StateCode</td>
<td>Yes</td>
<td></td>
<td>StateCode is specified using the keys from GET /states metadata API. The keys must be URL encoded since they contain the special 'l' character. Use the format: StateCode=US%7CCA</td>
</tr>
</tbody>
</table>

GET /days
Returns key-value pairs for day-id and day-description fields.

**Resource URL**
HTTP GET [https://iadapi.apple.com/ads/api/publisher/v1/metadata/days](https://iadapi.apple.com/ads/api/publisher/v1/metadata/days)

**Request Header**

<table>
<thead>
<tr>
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</thead>
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<td>session-id</td>
<td>Yes</td>
<td>session-id returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
**GET /devices**

Returns key-value pairs for device-id and device description. Input keys in report requests e.g. on devices report-type, "Filters": “IPAD”, “IPHONE”, “IPOD,” and “MAC.” “MAC” is returned but is not available for targeting.

**Resource URL**

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

**Request Header**

<table>
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<tr>
<th>Key</th>
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<td>Yes</td>
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<td>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>
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<tr>
<th>Key</th>
<th>Required?</th>
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</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
GET https://iadapi.apple.com/ads/api/publisher/v1/metadata/genders

Request Header

<table>
<thead>
<tr>
<th>Key</th>
<th>Required?</th>
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</tr>
</thead>
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</tr>
<tr>
<td>session-id</td>
<td>Yes</td>
<td>session-id returned by GET /session</td>
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</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>
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QueryParam

<table>
<thead>
<tr>
<th>Key</th>
<th>Required?</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
</table>
GET /metrics

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

**Resource URL**


**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 returned by GET / session</td>
<td>session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
# Ad Metrics

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

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TappableVideoCompletions</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>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>TappableVideoCompletionRate</td>
<td>The ratio of completes to the number of video impressions with a tappable state.</td>
</tr>
<tr>
<td></td>
<td>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>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. NonTappableVideo25PrcCompletions NonTappableVideo50PrcCompletions NonTappableVideo75PrcCompletions NonTappableVideo100PrcCompletions</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. NonTappableVideo25PrcCompletionRate NonTappableVideo50PrcCompletionRate NonTappableVideo75PrcCompletionRate NonTappableVideo100PrcCompletionRate</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.</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.</td>
</tr>
<tr>
<td>TappableVideoTaps</td>
<td>Total number of taps, with ad destination opened for minimum of 2 seconds with at least 50% viewable.</td>
</tr>
<tr>
<td>ConfirmedTTR</td>
<td>Confirmed tap-through rate, or the ratio of confirmed taps to viewable impressions. For example, if 100 users are exposed to an ad banner and the banner was tapped five times. For each of those 5 times, the tap destination was opened for a minimum of 2 seconds. The Confirmed TTR for this instance would be 5 percent.</td>
</tr>
<tr>
<td>Term</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</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 is fully displayed on-screen for a minimum of 1 second. This includes banners 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>ConfirmedTaps</td>
<td>Total number of confirmed taps, with ad destination opened for a minimum of 2 seconds.</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>Conversions</td>
<td>The number of times a specific qualifying event, such as app downloads, Apple News+ subscriptions, Apple TV+ subscriptions, Apple One subscriptions occurs on your ad.</td>
</tr>
<tr>
<td>ConversionRate</td>
<td>The number of conversions divided by the number of taps.</td>
</tr>
</tbody>
</table>

**Example of ad metrics in a payload request**

```
"Metrics": [
  "TappableVideoCompletions",
  "TappableVideo100PrcCompletions",
  "TappableVideo75PrcCompletions",
  "TappableVideo50PrcCompletions",
  "TappableVideo25PrcCompletions",
  "TappableVideoCompletionRate",
  "TappableVideo100PrcCompletionRate",
  "TappableVideo75PrcCompletionRate",
  "TappableVideo50PrcCompletionRate",
  "TappableVideo25PrcCompletionRate",
  "NonTappableVideoCompletions",
  "NonTappableVideo100PrcCompletions",
  "NonTappableVideo75PrcCompletions",
  "NonTappableVideo50PrcCompletions",
  "NonTappableVideo25PrcCompletions",
  "NonTappableVideoCompletionRate",
  "NonTappableVideo100PrcCompletionRate",
  "NonTappableVideo75PrcCompletionRate",
  "NonTappableVideo50PrcCompletionRate",
  "NonTappableVideo25PrcCompletionRate",
  "TappableVideoImpressions",
  "NonTappableVideoImpressions",
  "TappableVideoTaps",
  "ConfirmedTTR",
  "ViewableImpressions",
  "ConfirmedTaps",
  "PaidImpressions",
  "Conversions",
  "ConversionRate"
],
```
### Additional Metrics with Ad-Positions and Ad-Types Reports

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>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>VideoViewRate</td>
<td>The number of impressions divided by the number of video starts.</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>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>VideoFullscreenCount</td>
<td>The total number of times when fullscreen of the ad is enabled. Repeated interactions are also counted.</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>VideoLengthInSec</td>
<td>The length of the video asset, shown in seconds.</td>
</tr>
<tr>
<td>AudioOnRateForVideo</td>
<td>The percent of impressions with audio on.</td>
</tr>
<tr>
<td>AudibleFullyOnScreen50PrcVideoRate</td>
<td>Percentage of video views that were 100% on screen with audio on 50% completion rate.</td>
</tr>
<tr>
<td>AudibleFullyOnScreen100PrcVideoRate</td>
<td>Percentage of video views that were 100% on screen with audio on 100% completion rate.</td>
</tr>
<tr>
<td>TotalVideoWatchTimeInSec</td>
<td>Cumulated time spent watching the video ads (shown in seconds).</td>
</tr>
<tr>
<td>AverageVideoWatchTimeInSec</td>
<td>Average time spent watching your video ads (shown in seconds).</td>
</tr>
</tbody>
</table>
Example Metrics for Ad-Positions and Ad-Types Payload Request

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

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

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

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

Example of supply metrics in a payload request

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

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

Impression Definitions

- A viewable impression is defined as all four corners of a display or native ad being viewable for one full second.
- A tappable/non-tappable video impression is defined as viewable for two full seconds with at least 50% viewable. Only confirmed impressions are reported.

Unknown Data Responses

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

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

Examples

- 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|cal|other may be the result of users who have opted out of providing city detail but included country and state.
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 returned by GET /session</td>
<td>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 /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 returned by GET /session</td>
<td>session-id returned by GET / session.</td>
</tr>
</tbody>
</table>
Report Types

Each Report Type is available for /campaigns and /lines. Reports are split by paths and report types. All data from reports is refreshed once in twenty-four hour intervals at 7:00AM GMT.

The following report types are available.

- Ad-Positions
- Ad-Types
- Age-Gender
- Channels
- Devices
- Geography

Campaigns

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

Lines

HTTP GET https://iadapi.apple.com/ads/api/publisher/v1/reports/<ReportType>/campaigns/<CampaignId>/lines

Revenue and supply metrics

HTTP GET https://iadapi.apple.com/ads/api/publisher/v1/reports/<ReportType>
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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Positions on Campaigns Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty • Metrics must contain non-null and non-empty values • Metrics must contain non-duplicate values • Metrics must be valid values</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Ad-Positions Campaign Filters</td>
<td>JSON Structure</td>
<td>GET / ad-positions • GET / campaigns • GET / days</td>
<td></td>
</tr>
<tr>
<td>Parameter</td>
<td>Required</td>
<td>Description</td>
<td>Type</td>
<td>Constraints</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Aggregation/</td>
<td>No</td>
<td>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&lt;br&gt;• Aggregation/Aggregations must be a valid value: AdPositions, Days, CampaignIDs</td>
<td></td>
</tr>
<tr>
<td>Aggregations</td>
<td></td>
<td></td>
<td></td>
<td>• Aggregation and Aggregations cannot be used together.</td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>String representing time aggregator.</td>
<td>• TimeAggregation must be non-null and non-empty&lt;br&gt;• TimeAggregation must be a valid value:&lt;br&gt;  • Daily (default)&lt;br&gt;  • Weekly&lt;br&gt;  • Monthly</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>GET / time-aggregations</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. Default is 0.  
**Limit:** The number of items to return per request. Default is 20. |
| JSON Structure | If Pagination is input, it must contain either "Offset" or "Limit." |

**Example of pagination in a request payload**

"Pagination": {
  "Offset": 5,
  "Limit": 5
}
<table>
<thead>
<tr>
<th><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 payload.</strong></th>
</tr>
</thead>
</table>

**Example of sort in a request payload**

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

| **StartDate** | **Yes** | **The report start date.** | **String representing report StartDate in yyyy-MM-dd format** | **StartDate must be non-null and non-empty**<br>**StartDate must not be in future**<br>**StartDate must be 2018-01-01 or later**<br>**StartDate must be earlier than EndDate** |
| **EndDate** | **Yes** | The report end date. | String representing report EndDate in yyyy-MM-dd format | • EndDate must be non-null and non-empty
• EndDate must not be in future
• EndDate must not be earlier than StartDate
• Maximum date range between StartDate and EndDate must not exceed 12 months |
Ad-Positions Campaign Filters

Example of filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<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>Route</td>
<td>Constraints</td>
</tr>
<tr>
<td>------------</td>
<td>----------</td>
<td>------------------------------------------------------------------------------</td>
<td>----------</td>
<td>-------------</td>
<td>-----------------------------------------------------------------------------</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/<CAMPAIGN_ID>/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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

Example Ad-Positions on Lines Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty&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 / days&lt;br&gt;GET / &lt;CAMPAIGN_ID&gt;/lines</td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Example</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----------</td>
<td>------------------------------------------------------------------------------</td>
<td>--------------------------------------------</td>
<td>----------------------------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| 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  
  - LineIDs |
| TimeAggregation     | No       | Field used to specify time aggregator. | String representing key that is a time aggregator. Default TimeAggregation is Daily. | GET /time-aggregations                                                                 | - TimeAggregation must be non-null and non-empty  
- TimeAggregation must be a valid value:  
  - Daily (default)  
  - Weekly  
  - Monthly |
<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. Default is 0. <strong>Limit</strong>: The number of items to return per request. Default is 20.</th>
<th>JSON Structure</th>
<th>If Pagination is input, it must contain either &quot;Offset&quot; or &quot;Limit.&quot;</th>
</tr>
</thead>
</table>

**Example of pagination in a request payload**

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

**Example of sort in a request payload**

```json
"Sort": {
  "Parameter": "ConversionRate",
  "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 |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Constraints</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>----------</td>
<td>--------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td></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>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>EndDate must not be in future</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>EndDate must not be earlier than StartDate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Maximum date range between StartDate and EndDate must not exceed 12 months</td>
<td></td>
</tr>
</tbody>
</table>

**Ad-Positions Line Filters**

**Example of filters in a payload request**

```
"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 /<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 |
| **AdPositions** | **No** | **JSON Array** | **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** | **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**


**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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

**Example Ad-Positions with Supply Metrics Payload Request**

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></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>Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</td>
<td></td>
<td></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 / ad-positions</td>
<td>• GET / ad-positions</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></td>
<td></td>
</tr>
</tbody>
</table>

See Supply metrics descriptions

See Ad-Positions with Supply Metrics Filters
<table>
<thead>
<tr>
<th><strong>Aggregation / Aggregations</strong></th>
<th>No</th>
<th>Field used to aggregate reporting metrics (akin to SQL GROUP BY). <strong>Aggregation</strong> is a string which will take one input at a time. <strong>Aggregations</strong> is a list where multiple data inputs can be passed.</th>
<th>String representing the field name related to the reporting type.</th>
<th>• Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be a 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>No</td>
<td>Field used to specify time aggregator.</td>
<td>String representing key that is a time aggregator. GET / time-aggregations</td>
<td>• TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: • Daily (default) • Weekly • Monthly</td>
</tr>
<tr>
<td>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></td>
<td></td>
<td><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. Default is 0.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Limit</strong>: The number of items to return per request. Default is 20.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**JSON Structure**

If Pagination is input, it must contain either "Offset" or "Limit."

**Example of pagination in a request payload**

```json
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
| **Sort** | **No** | **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).** | **See below for an example Sort payload.** |

**Example of sort in a request payload**

```json
"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 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-Positions with Supply Metrics Filters

Example of Filters in a payload request

```
"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 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 |
POST /ad-types

Ad-Types on Campaigns Report Type

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

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

Request Header

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

```json
{
    "Metrics": [
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "TappableVideo25PrcCompletionRate",
        "NonTappableVideoCompletions",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideoImpressions",
        "ConfirmedTTR",
        "TappableVideo50PrcCompletions",
        "TappableVideoImpressions",
        "TappableVideo50PrcCompletionRate",
        "TappableVideoTaps",
        "TappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "ViewableImpressions",
        "Conversions",
        "ConversionRate",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "ConfirmedTaps",
        "PaidImpressions",
        "NonTappableVideo50PrcCompletions",
        "TappableVideo75PrcCompletionRate",
        "TappableVideoCompletions"
    ],
    "Filters": {
        "CampaignIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "AdTypes": [
            "HTML_BANNER",
            "INTERSTITIAL_BANNER"
        ],
        "Days": [
            "MONDAY",
            "FRIDAY"
        ]
    },
    "Aggregation": "AdTypes",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-08",
    "EndDate": "2021-04-09",
    "Sort": {
        "Parameter": "ConversionRate",
        "Order": "ASC"
    }
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET /metrics</td>
<td>• Metrics must be non-null and non-empty</td>
</tr>
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<td>• Metrics must contain non-null and non-empty</td>
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<td></td>
<td>• Metrics must contain non-duplicate values</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td>GET /ad-types</td>
<td>• GET /ad-types</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /campaigns</td>
<td>• GET /campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
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<td>GET /days</td>
<td>• GET /days</td>
</tr>
<tr>
<td>Aggregation/</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String</td>
<td></td>
<td>• Aggregation/Aggregations must be non-null and</td>
</tr>
<tr>
<td>Aggregations</td>
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<td>• Aggregation/Aggregations must be valid value</td>
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<td>• Allowed values for Aggregation/Aggregations of</td>
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<td>this report type:</td>
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<td>• AdTypes</td>
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<td>• CampaignIds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Example of pagination in a request payload</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>&quot;Pagination&quot;: {</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator. Default TimeAggregation</td>
<td>&quot;Offset&quot;: 5,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>is Daily.</td>
<td>&quot;Limit&quot;: 5  }</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>GET /time-aggregations</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><strong>Offset:</strong> Offsets the start of each page by the number specified.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>This is the index of the first matching result that should be included in</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>the result set. Default is 0.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Limit:</strong> The number of items to return per request.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Default is 20.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>JSON Structure</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>If Pagination is input, it must contain either &quot;Offset&quot; or &quot;Limit.&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sort</td>
<td>No</td>
<td>Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).</td>
<td>JSON Structure</td>
<td>See below for an example Sort payload.</td>
<td></td>
</tr>
</tbody>
</table>

**Example of sort in a request payload**

```
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}
```
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td>StartDate</td>
<td>Yes</td>
<td>Report StartDate</td>
<td>• StartDate must be non-null and non-empty&lt;br&gt;• StartDate must not be in future&lt;br&gt;• StartDate must be 2018-01-01 or later&lt;br&gt;• 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&lt;br&gt;• EndDate must not be in future&lt;br&gt;• EndDate must not be earlier than StartDate&lt;br&gt;• Maximum date range between StartDate and EndDate must not exceed 12 months</td>
</tr>
</tbody>
</table>
### Ad-Types Campaign Filters

#### Example of filters in a request payload

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

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

---

**Reporting API for News Publishers**

**June 2021**
Ad-Types on Lines Report Type

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

**Resource URL**

POST https://iadapi.apple.com/ads/api/publisher/v1/reports/ad-types/campaigns/<CAMPAIGN_ID>/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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Types on Lines Request Payload

```json
{
    "Metrics": [
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "TappableVideo25PrcCompletionRate",
        "NonTappableVideoCompletions",
        "NonTappableVideo50PrcCompletionRate",
        "NonTappableVideoImpressions",
        "ConfirmedTTR",
        "TappableVideo50PrcCompletions",
        "TappableVideoImpressions",
        "TappableVideo50PrcCompletionRate",
        "TappableVideoTaps",
        "TappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "ViewableImpressions",
        "Conversions",
        "ConversionRate",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "ConfirmedTaps",
        "PaidImpressions",
        "NonTappableVideo50PrcCompletions",
        "TappableVideo75PrcCompletionRate",
        "TappableVideoCompletions"
    ],
    "Filters": {
        "LineIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "AdTypes": [
            "HTML_BANNER",
            "INTERSTITIAL_BANNER"
        ],
        "Days": [
            "MONDAY",
            "FRIDAY"
        ]
    },
    "Aggregation": "AdTypes",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-08",
    "EndDate": "2021-04-09",
    "Sort": {
        "Parameter": "ConversionRate",
        "Order": "ASC"
    }
}
```
<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-types  
• GET /days  
• GET /<CAMPAIGN_ID>/lines |
| Aggregation / Aggregations | No       | Field used to aggregate reporting metrics (akin to SQL GROUP BY).           | String     |          | • Aggregation/Aggregations must be non-null and non-empty  
• Aggregation/Aggregations must be valid value  
• Allowed values for Aggregation/Aggregations of this report type:  
  • AdTypes  
  • Days  
  • LineIds |
| TimeAggregation | No | Field used to specify time aggregator. | String representing key that is a time aggregator. Default TimeAggregation is Daily. | GET /time-aggregations | • 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. Default is 0.  
  
  Limit: The number of items to return per request. Default is 20. | JSON Structure | If Pagination is input, it must contain either "Offset" or "Limit." |

**Example of pagination in a request payload**

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

**Example of sort in a request payload**

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

### Statistics

- **StartDate**: Yes
- **EndDate**: Yes
- **Report StartDate**: Yes
- **Report EndDate**: Yes
- **StartDate in yyyy-MM-dd format**: String representing report StartDate in yyyy-MM-dd format
- **EndDate in yyyy-MM-dd format**: String representing report EndDate in yyyy-MM-dd format

---

**Reporting API for News Publishers**

June 2021

66
### Example of filters in a request payload

```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>
</table>
| LineIds    | Yes       | JSON Array | A list of LineIds to filter on.                  | 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                                                                             |
| AdTypes    | No        | JSON Array | A list of ad positions to filter on.             | GET /ad-types                     | • AdTypes must not be null/empty  
|            |           |          |                                                  |                                   | • AdTypes must not contain null/empty values  
|            |           |          |                                                  |                                   | • AdTypes must not contain duplicate values  
|            |           |          |                                                  |                                   | • Maximum 25 AdTypes allowed per report request  
|            |           |          |                                                  |                                   | • AdTypes must contain valid keys representing AdTypes                                             |
| Days | No | JSON Array | A list of Days to filter on. | GET /days | Days are optional. If input:  
• 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 |

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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Ad-Types with Supply Metrics Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Supply metrics descriptions <strong>Note:</strong> supply metrics cannot be associated with campaign 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 /ad-types • GET /days</td>
<td></td>
</tr>
<tr>
<td>Field</td>
<td>Required</td>
<td>Description</td>
<td>Example</td>
<td>Validation Rules</td>
<td></td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------</td>
<td>-----------------------------------------------------------------------------</td>
<td>----------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Aggregation/Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY).</td>
<td>String representing field name</td>
<td>Aggregation/Aggregations must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>related to the reporting type</td>
<td>related to the reporting type</td>
<td>Aggregation/Aggregations must be valid value.</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>No</td>
<td>Field used to specify time</td>
<td>TimeAggregation must be non-null and non-empty.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>aggregator.</td>
<td>aggregator.</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>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>GET /time-aggregations</td>
<td></td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>akin to SQL LIMIT clause. <strong>Offset:</strong> Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. Default is 0. <strong>Limit:</strong> The number of items to return per request. Default is 20.</td>
<td>JSON Structure</td>
<td>If Pagination is input, it must contain either &quot;Offset&quot; or &quot;Limit.&quot;</td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a request payload**

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

No

**Sort** is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).

**Example of sort in a request payload**

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

**JSON Structure**

See below for an example Sort payload.
| 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 |
### Example of filters in a payload request

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</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 age-range 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 returned by GET /session</td>
<td>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>
Example Age-Gender on Campaigns Report Request Payload

```
{
  "Metrics": [
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "NonTappableVideoImpressions",
    "TappableVideoTaps",
    "ConfirmedTTR",
    "ViewableImpressions",
    "ConfirmedTaps",
    "Paid Impressions",
    "Conversions",
    "ConversionRate"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AgeRange": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ]
  }
}
```
{  
  "Days": [  
    "MONDAY",  
    "FRIDAY"  
  ],  
  "Aggregation": "AgeRange",  
  "TimeAggregation": "Daily",  
  "StartDate": "2021-04-08",  
  "EndDate": "2021-04-09",  
  "Sort": {  
    "Parameter": "ConversionRate",  
    "Order": "ASC"  
  }  
}

### 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>
</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 / age-ranges        | • GET / age-ranges  
|             |           |                                                                             |                       | GET / genders           | • GET / genders  
|             |           |                                                                             |                       | GET / days              | • GET / days  
|             |           |                                                                             |                       | GET / campaigns         | • GET / campaigns  

---

Reporting API for News Publishers

June 2021

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<table>
<thead>
<tr>
<th><strong>Aggregation / Aggregations</strong></th>
<th><strong>No</strong></th>
<th><strong>Field used to aggregate reporting metrics (akin to SQL GROUP BY)</strong></th>
<th><strong>String representing the field name related to the reporting type</strong></th>
<th><strong>• Aggregation / Aggregations must be non-null and non-empty</strong>&lt;br&gt;<strong>• Aggregation / Aggregations must be valid value</strong>&lt;br&gt;<strong>• Allowed values for Aggregation / Aggregations of this report type:</strong>&lt;br&gt;  - AgeRange&lt;br&gt;  - Gender&lt;br&gt;  - Days&lt;br&gt;  - Campaign Ids</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TimeAggregation</strong></td>
<td><strong>No</strong></td>
<td><strong>Field used to specify time aggregator</strong></td>
<td><strong>String representing key that is a time aggregator. Default TimeAggregation is Daily.</strong></td>
<td><strong>GET /time-aggregations</strong>&lt;br&gt;<strong>• TimeAggregation must be non-null and non-empty</strong>&lt;br&gt;<strong>• TimeAggregation must be a valid value:</strong>&lt;br&gt;  - Daily (default)&lt;br&gt;  - Weekly&lt;br&gt;  - Monthly</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. Default is 0.</td>
<td>Limit: The number of items to return per request. Default is 20.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
</tbody>
</table>

Example of pagination in a request payload

```
"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).

**Example of sort in a request payload**

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Example</th>
</tr>
</thead>
</table>
| StartDate | Yes | 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 |
Age-Gender Campaign Filters

Example of filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| CampaignIds    | Yes       | A list of Campaign IDs 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>Field</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>URL</th>
<th>Constraints</th>
</tr>
</thead>
</table>
| AgeRange | No       | A list of age ranges.                | JSON Array  | GET /age-ranges              | - AgeRange must be non-null and non-empty  
|         |          |                                      |             |                              | - AgeRange must contain non-null and non-empty values  
|         |          |                                      |             |                              | - AgeRange must contain non-duplicate values  
|         |          |                                      |             |                              | - AgeRange must contain valid keys representing age ranges  
| Gender  | No       | A list of genders.                   | JSON Array  | GET /genders                 | - Gender must be non-null and non-empty  
|         |          |                                      |             |                              | - Gender must contain non-null and non-empty values  
|         |          |                                      |             |                              | - Gender must contain non-duplicate values  
|         |          |                                      |             |                              | - Gender must contain valid keys representing genders  
| Days    | No       | A list of days to filter on.         | JSON Array  | GET /days                    | Days are optional. If input:  
|         |          |                                      |             |                              | - Days must not be null/empty  
|         |          |                                      |             |                              | - Days must not contain null/empty values  
|         |          |                                      |             |                              | - Days must not contain duplicate values  
|         |          |                                      |             |                              | - Days must contain valid keys representing Days  |
Age-Gender on Lines Report Type

Provides revenue and line-level metrics filtered and aggregated on age-range 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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Age-Gender on Lines Report Request Payload

```json
{
  "Metrics": [
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "NonTappableVideoImpressions",
    "TappableVideoTaps",
    "ConfirmedTTR",
    "ViewableImpressions",
    "ConfirmedTaps",
    "PaidImpressions",
    "Conversions",
    "ConversionRate"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "AgeRange": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ]
  }
}
```
"Days": ["MONDAY", "FRIDAY"],
"Aggregation": "AgeRange",
"TimeAggregation": "Daily",
"StartDate": "2021-04-08",
"EndDate": "2021-04-09",
"Sort": {
  "Parameter": "ConversionRate",
  "Order": "ASC"
}

Age-Gender Line Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</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 /age-ranges | • GET /age-ranges  
• GET /genders  
• GET /days  
• GET /<campaign Id>/lines                                                                 |

See Metrics Descriptions.

See Age-Gender Line Filters.
<table>
<thead>
<tr>
<th>Field</th>
<th>Null?</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).</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing the field name related to the reporting type</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be a valid value</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Allowed values for Aggregation / Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• AgeRange</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Gender</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• LineIds</td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing key that is a time aggregator.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Default TimeAggregation is Daily.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GET / time-aggregations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value</td>
</tr>
</tbody>
</table>
### Pagination

<table>
<thead>
<tr>
<th>No</th>
<th>akin to SQL LIMIT clause.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Offset:</strong></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. Default is 0.</td>
</tr>
<tr>
<td><strong>Limit:</strong></td>
<td>The number of items to return per request. Default is 20.</td>
</tr>
</tbody>
</table>

**If Pagination is input, it must contain either "Offset" or "Limit."**

---

### Example of pagination in a payload request

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

**Example of Sort in a payload request**

```json
"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 |
Age-Gender Line Filters

Example of Filters in a payload request

```
"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>Field</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EndDate</td>
<td>Yes</td>
<td>The report end date.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>String representing report EndDate in yyyy-MM-dd format</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• EndDate must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• EndDate must not be in future</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months</td>
</tr>
<tr>
<td>Parameter</td>
<td>Required?</td>
<td>Description</td>
</tr>
<tr>
<td>-----------</td>
<td>-----------</td>
<td>-------------</td>
</tr>
</tbody>
</table>
| Lineds    | 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 |
| 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><strong>Gender</strong></th>
<th><strong>No</strong></th>
<th>A list of genders.</th>
<th><strong>JSON Array</strong></th>
<th><strong>GET /genders</strong></th>
<th><strong>Requirements</strong></th>
</tr>
</thead>
</table>
|   |   |   |   |   | • Gender must be non-null and non-empty  
• Gender must contain non-null and non-empty values  
• Gender must contain non-duplicate values  
• Gender must contain valid keys representing genders |

<table>
<thead>
<tr>
<th><strong>Days</strong></th>
<th><strong>No</strong></th>
<th>A list of days to filter on.</th>
<th><strong>JSON Array</strong></th>
<th><strong>GET /days</strong></th>
<th><strong>Days are optional. If input:</strong></th>
</tr>
</thead>
</table>
|   |   |   |   |   | • Days must not be null/empty  
• Days must not contain null/empty values  
• Days must not contain duplicate values  
• Days must contain valid keys representing Days |
Age-Gender with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by age and gender.

Resource URL

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

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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Age-Gender with Supply Metrics Request Payload

```json
{
  "Metrics": [
    "DirectSoldImpressions",
    "HouseImpressions",
    "FillRate",
    "Supply",
    "DirectSoldFillRate",
    "HouseFillRate",
    "BackFillRate",
    "BackFillImpressions",
    "BackFillRevenue",
    "BackFillECPM"
  ],
  "Filters": {
    "AgeRange": [
      "-100",
      "11",
      "12",
      "14",
      "16",
      "17",
      "18",
      "19",
      "20"
    ],
    "Gender": [
      "-1",
      "F",
      "M"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "Gender",
  "TimeAggregation": "Daily",
  "StartDate": "2020-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "Gender",
    "Order": "ASC"
  }
}
```
<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</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Note:</strong> supply metrics cannot be associated with campaign or lines. If</td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values</td>
</tr>
<tr>
<td></td>
<td></td>
<td>used, an error will be returned.</td>
<td></td>
<td></td>
<td>• Metrics must be valid values</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td>GET /age-ranges</td>
<td>• GET /age-ranges</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• GET /genders</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• GET /days</td>
</tr>
</tbody>
</table>

See Supply metrics descriptions

See Age-Gender with Supply Metrics Filters
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Allowed Values</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>- Aggregation/Aggregations must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A string representing the field name related to the reporting type</td>
<td>- Aggregation/Aggregations must be a valid value:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- AgeRange</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Gender</td>
</tr>
<tr>
<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>- TimeAggregation must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>- TimeAggregation must be a valid value:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Daily (default)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Weekly</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Monthly</td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>akin to SQL LIMIT clause. <strong>Offset:</strong> Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. Default is 0. <strong>Limit:</strong> The number of items to return per request. Default is 20.</td>
<td>JSON Structure</td>
</tr>
</tbody>
</table>

**Example of pagination in a request payload**

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Sort</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort is a nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).</td>
<td></td>
</tr>
</tbody>
</table>

**Example of sort in a request payload**

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

<table>
<thead>
<tr>
<th>StartDate</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report StartDate. A string representing report StartDate in yyyy-MM-dd format</td>
<td></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.** | **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 with Supply Metrics Filters

Example of filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| AgeRange   | No        | A list of AdTypes to filter on. | JSON Array | GET / age-ranges   | • AdTypes must be non-null and non-empty  
• AdTypes must contain non-null and non-empty values  
• AdTypes must contain non-duplicate values  
• AdTypes must contain valid keys representing AdTypes |
| 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 |
<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>
POST /channels
Channels on Campaigns Report Type
Provides revenue or campaign-level metrics filtered and aggregated by channels.

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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Channels on Campaigns Request Payload

```json
{
  "Metrics": [
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "NonTappableVideoImpressions",
    "TappableVideoTaps",
    "ConfirmedTTR",
    "ViewableImpressions",
    "ConfirmedTaps",
    "PaidImpressions",
    "Conversions",
    "ConversionRate"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96b7",
      "2464feef-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Monthly",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</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>Note: supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td>GET / channels</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See Metrics Descriptions
See Channels Campaign Filters
<table>
<thead>
<tr>
<th>Field</th>
<th>Value</th>
<th>Field Used to</th>
<th>Aggregation</th>
<th>String Representing</th>
<th>GET /time-aggregations</th>
<th>Constraints</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.</td>
<td></td>
<td>String representing the field name related to the reporting type.</td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty. • Aggregation / Aggregations must be valid value: • Channels • Campaign Ids</td>
</tr>
<tr>
<td>TimeAggregation</td>
<td>No</td>
<td>Field used to specify time aggregator. The default TimeAggregation is Daily.</td>
<td></td>
<td>GET /time-aggregations</td>
<td></td>
<td>• TimeAggregation must be non-null and non-empty. • TimeAggregation must be a valid value: • Daily • Weekly • Monthly</td>
</tr>
<tr>
<td>Pagination</td>
<td>No</td>
<td>akin to SQL LIMIT clause.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>----</td>
<td>---------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><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. Default is 0.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Limit:</strong> The number of items to return per request. Default is 20.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Example of pagination in a request payload**

```
"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 payload.</strong></th>
</tr>
</thead>
</table>

**Example of sort in a request payload**

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

| **StartDate** | **Yes** | **The report start date.** | **String representing report StartDate in yyyy-MM-dd format** | **- StartDate must be non-null and non-empty**  
**- StartDate must not be in future**  
**- StartDate must be 2021-01-01 or later**  
**- StartDate must be earlier than EndDate** |
<table>
<thead>
<tr>
<th>Field</th>
<th>Required</th>
<th>Description</th>
<th>Example</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>
</tbody>
</table>

- 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
Channels Campaign Filters

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</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>
</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  

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Channels on Lines Report Type

Provides line-level metrics filtered and aggregated by channels. Note: supply metrics cannot be combined with campaign or lines in the report request payload.

Resource URL

POST https://iadapi.apple.com/ads/api/publisher/v1/reports/channels/campaigns/<CAMPAIGN_ID>/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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Channels on Lines Request Payload

```json
{
  "Metrics": [
    "TappableVideoCompletions",
    "TappableVideo100PrcCompletions",
    "TappableVideo75PrcCompletions",
    "TappableVideo50PrcCompletions",
    "TappableVideo25PrcCompletions",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "TappableVideo75PrcCompletionRate",
    "TappableVideo50PrcCompletionRate",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "NonTappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo25PrcCompletionRate",
    "TappableVideoImpressions",
    "NonTappableVideoImpressions",
    "TappableVideoTaps",
    "ConfirmedTTR",
    "ViewableImpressions",
    "ConfirmedTaps",
    "PaidImpressions",
    "Conversions",
    "ConversionRate"
  ],
  "Filters": {
    "LineIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "Channels": [
      "ddc46d9f-e4ac-4541-bf5d-3e0589ef96f7",
      "2464feef-632a-4705-a072-40b9ab6ae186"
    ]
  },
  "Aggregation": "Channels",
  "TimeAggregation": "Monthly",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {
    "Parameter": "ConversionRate",
    "Order": "ASC"
  }
}
```
## Channels Line Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
</table>
| Metrics    | Yes       | Metrics or Measures requested for reports. See Metrics Descriptions          | 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                                                      |
<p>| Filters    | Yes       | A nested JSON structure that enables filtering on reports. See Channels Line Filters | JSON Structure | GET / channels |                                                                                 |</p>
<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>Field used to aggregate reporting metrics (akin to SQL GROUP BY). Aggregation is a string which will take one input at a time. Aggregations is a list where multiple data inputs can be passed.</td>
<td>String 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.</td>
<td>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

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. Default is 0. **Limit:** The number of items to return per request. Default is 20. | JSON Structure | If Pagination is input, it must contain either "Offset" or "Limit." |

**Example of pagination in a request payload**

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

<table>
<thead>
<tr>
<th>Sort</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).</td>
<td></td>
</tr>
</tbody>
</table>

#### Example of sort in a request payload

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

| StartDate | Yes | The report start date. | String representing report StartDate in yyyy-MM-dd format | • StartDate must be non-null and non-empty  
• StartDate must not be in future  
• StartDate must be 2018-01-01 or later  
• StartDate must be earlier than EndDate |
| **EndDate** | **Yes** | **The report end date.** | **String representing report EndDate in yyyy-MM-dd format** | • EndDate must be non-null and non-empty  
• EndDate must not be in future  
• EndDate must not be earlier than StartDate  
• Maximum date range between StartDate and EndDate must not exceed 12 months |
## Channels Line Filters

### Example of filters in a request payload

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

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

- Channels must be non-null and non-empty
- Channels must contain non-null and non-empty values
- Channels must contain non-duplicate values
- Channels must contain valid keys representing Channels
Channels with Supply Metrics Report Type

Provides revenue and supply metrics filtered and aggregated by channels.

Resource URL

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

Request Header

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

Example Channels with Supply Metrics Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET /metrics</td>
<td>• Metrics must be non-null and non-empty&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 /channels</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** supply metrics cannot be associated with campaign or lines. If used, an error will be returned.

See Supply metrics descriptions

See Channels with Supply Metrics Filters
| **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: • Channels |
| **TimeAggregation** | **No** | Field used to specify time aggregator | String representing key that is a time aggregator. The default TimeAggregation is Daily. | GET /time-aggregations • TimeAggregation must be non-null and non-empty • TimeAggregation must be a valid value: • Daily • Weekly • Monthly |
| Pagination | No | akin to SQL LIMIT clause.  
**Offset:** Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. Default is 0. 
**Limit:** The number of items to return per request. Default is 20. | JSON Structure | If Pagination is input, it must contain either "Offset" or "Limit." |

**Example of pagination in a request payload**

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

| JSON Structure | See below for an example Sort payload. |

### Example of sort in a request payload

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

| StartDate | Yes | The report start date. | String representing report StartDate in yyyy-MM-dd format | • StartDate must be non-null and non-empty
  • StartDate must not be in future
  • StartDate must be 2021-01-01 or later
  • StartDate must be earlier than EndDate |
### Channels with Supply Metrics Filters

**Example of filters in a request payload**

```json
"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 device type.

**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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Devices on Campaigns Request Payload

```json
{
    "Metrics": [
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "TappableVideo100PrcCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo25PrcCompletionRate",
        "NonTappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "TappableVideo25PrcCompletionRate",
        "NonTappableVideoImpressions",
        "ConfirmedTTR",
        "TappableVideo50PrcCompletions",
        "TappableVideoImpressions",
        "NonTappableVideo50PrcCompletionRate",
        "TappableVideoTaps",
        "TappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "ViewableImpressions",
        "Conversions",
        "ConversionRate",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo50PrcCompletions",
        "ConfirmedTaps",
        "PaidImpressions",
        "NonTappableVideo50PrcCompletions",
        "NonTappableVideoImpressions",
        "TappableVideo75PrcCompletionRate",
        "TappableVideoCompletions"
    ],
    "Filters": {
        "CampaignIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "Devices": [
            "IPAD",
            "IPHONE"
        ],
        "Days": [
            "MONDAY",
            "FRIDAY"
        ]
    },
    "Aggregation": "Devices",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-08",
    "EndDate": "2021-04-09",
    "Sort": {
        "Parameter": "PaidImpressions",
        "Order": "ASC"
    }
}
```
<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 / devices     | • GET / devices  
• GET / campaigns                                                                                                                              |
| Aggregation / Aggregations| No        | Field used to aggregate reporting metrics (akin to SQL GROUP BY)             | String             |                   | • Aggregation / Aggregations must be non-null and non-empty  
• Aggregation / Aggregations must be valid value  
• Allowed values for Aggregation / Aggregations of this report type:  
  • Devices  
  • Days  
  • CampaignIds                                                                                                                                   |
| TimeAggregation | No | Field used to specify time aggregator | String representing key that is a time aggregator. The default TimeAggregation is Daily. | GET /time-aggregations | • 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. | 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. Default is 0. | JSON Structure | If Pagination is input, it must contain either "Offset" or "Limit." |

### Example of pagination in a request payload

```json
"Pagination": {  
  "Offset": 5,  
  "Limit": 5  
}
```
<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 payload.</strong></th>
</tr>
</thead>
</table>

**Example of sort in a request payload**

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

| **StartDate** | **Yes** | **The report start date.** | **String representing report StartDate in yyyy-MM-dd format** | **- StartDate must be non-null and non-empty**  
**- StartDate must not be in future**  
**- StartDate must be 2018-01-01 or later**  
**- StartDate must be earlier than EndDate** |
| **EndDate** | **Yes** | **The report end date.** | **String representing report EndDate in yyyy-MM-dd format** | **- EndDate must be non-null and non-empty**  
**- EndDate must not be in future**  
**- EndDate must not be earlier than StartDate**  
**- Maximum date range between StartDate and EndDate must not exceed 12 months** |
Devices Campaign Filters

Example of filters in a request payload

```
"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 |

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

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

- Days are optional. If input:
  - Days must not be null/empty
  - Days must not contain null/empty values
  - Days must not contain duplicate values
  - Days must contain valid keys representing Days
Devices on Lines Report Type
Provides revenue and line-level metrics filtered and aggregated by device type.

Resource URL
POST https://iadapi.apple.com/ads/api/publisher/v1/reports/devices/campaigns/<CAMPAIGN_ID>/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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>
Example Devices on Lines Request Payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-null and non-empty values</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Metrics must be valid values</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports.</td>
<td>JSON Structure</td>
<td></td>
<td>• GET / &lt;CAMPAIGN_ID&gt;/lines</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• GET / devices</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• GET /days</td>
</tr>
<tr>
<td>Aggregation / Aggregations</td>
<td>No</td>
<td>Field used to aggregate reporting metrics (akin to SQL GROUP BY)</td>
<td>A string representing the field name related to the reporting type</td>
<td></td>
<td>• Aggregation / Aggregations must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Aggregation / Aggregations must be valid value</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Allowed values for Aggregation / Aggregations of this report type:</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>• Devices</td>
</tr>
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<td></td>
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<td></td>
<td></td>
<td>• Days</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds</td>
</tr>
<tr>
<td><strong>TimeAggregation</strong></td>
<td>No</td>
<td>Field used to specify time aggregator.</td>
<td>A string representing key that is a time aggregator. Default TimeAggregation is Daily.</td>
<td>GET /time-aggregations</td>
<td>• TimeAggregation must be non-null and non-empty&lt;br&gt;• TimeAggregation must be a valid value:&lt;br&gt;  • Daily (default)&lt;br&gt;  • Weekly&lt;br&gt;  • Monthly</td>
</tr>
<tr>
<td>---------------------</td>
<td>-----</td>
<td>----------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Pagination</strong></td>
<td>No</td>
<td>akin to SQL LIMIT clause.</td>
<td><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. Default is 0. <strong>Limit</strong>: The number of items to return per request. Default is 20.</td>
<td>JSON Structure</td>
<td>If Pagination is input, it must contain either &quot;Offset&quot; or &quot;Limit.&quot;</td>
</tr>
</tbody>
</table>

**Example of pagination in a payload request**

```
"Pagination": {
    "Offset": 5,
    "Limit": 5
}
```
<table>
<thead>
<tr>
<th><strong>Sort</strong></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><strong>JSON Structure</strong></th>
<th>See below for an example Sort payload.</th>
</tr>
</thead>
</table>

**Example of sort in a request payload**

```json
"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 Line Filters

Example of filters in a payload request

```
"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>
<tbody>
<tr>
<td>LineIds</td>
<td>Yes</td>
<td>A list of LineIds to filter on</td>
<td>JSON Array</td>
<td>GET / &lt;CAMPAIGN_ID&gt;/lines</td>
<td>LineIds must be non-null and non-empty LineIds must contain non-null and non-empty values Maximum 10 LineIds are allowed per report request LineIds must contain non-duplicate values LineIds must belong to the requesting organization LineIds must belong to the CampaignId on PathParam LineIds must be valid</td>
</tr>
</tbody>
</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 |
**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 returned by GET /session</td>
<td>session-id returned by GET /session.</td>
</tr>
</tbody>
</table>

**Example Devices with Supply Metrics Request Payload**

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. 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>
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<td></td>
<td>• Metrics must contain non-null and non-empty values</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Note:</strong> supply metrics cannot be associated with campaign or lines. If used, an error will be returned.</td>
<td></td>
<td></td>
<td>• Metrics must contain non-duplicate values</td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
<td>• Metrics must be valid values</td>
</tr>
<tr>
<td>Filters</td>
<td>Yes</td>
<td>A nested JSON structure that enables filtering on reports. See Devices with Supply Metrics Filters</td>
<td>JSON Structure</td>
<td>GET / devices</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><strong>Aggregation/Aggregations</strong></th>
<th><strong>No</strong></th>
<th>Field used to aggregate reporting metrics (akin to SQL GROUP BY)</th>
<th>String representing the field name related to the reporting type</th>
<th>• Aggregation/Aggregations must be non-null and non-empty • Aggregation/Aggregations must be a valid value: • Devices • Days</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TimeAggregation</strong></td>
<td><strong>No</strong></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 • TimeAggregation must be non-null and non-empty • TimeAggregation must be a valid value: • Daily • Weekly • Monthly</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. Default is 0.</td>
<td>Limit: The number of items to return per request. Default is 20.</td>
</tr>
</tbody>
</table>

**Example of pagination in a request payload**

```
"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>
</table>

**See below for an example Sort payload.**

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

<table>
<thead>
<tr>
<th><strong>StartDate</strong></th>
<th><strong>Yes</strong></th>
<th><strong>The report start date.</strong></th>
<th><strong>String representing report StartDate in yyyy-MM-dd format</strong></th>
<th><strong>- StartDate must be non-null and non-empty</strong>&lt;br&gt;- StartDate must not be in future&lt;br&gt;- StartDate must be 2021-01-01 or later&lt;br&gt;- StartDate must be earlier than EndDate**</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>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>-----</td>
<td>----------------------</td>
<td>----------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must be non-null and non-empty</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be in future</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• EndDate must not be earlier than StartDate</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Maximum date range between StartDate and EndDate must not exceed 12 months</td>
<td></td>
</tr>
</tbody>
</table>
### Devices with Supply Metrics Filters

#### Example of filters in a request payload

```
"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, including CountryCode, StateCode, CityCode, and DMACode.

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 returned by GET /session</td>
<td>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>
Example Geography on Campaigns Request Payload

```
{
  "Metrics": [
    "NonTappableVideo100PrcCompletionRate",
    "TappableVideoCompletionRate",
    "TappableVideo100PrcCompletionRate",
    "NonTappableVideo75PrcCompletionRate",
    "TappableVideo75PrcCompletions",
    "NonTappableVideo25PrcCompletionRate",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo75PrcCompletions",
    "TappableVideo25PrcCompletionRate",
    "NonTappableVideoCompletions",
    "NonTappableVideo50PrcCompletionRate",
    "NonTappableVideo100PrcCompletions",
    "NonTappableVideo50PrcCompletions",
    "TappableVideo50PrcCompletions",
    "NonTappableVideoImpressions",
    "ConfirmedTTR",
    "TappableVideo50PrcCompletions",
    "TappableVideoImpressions",
    "TappableVideo50PrcCompletionRate",
    "TappableVideoTaps",
    "TappableVideo25PrcCompletions",
    "NonTappableVideoCompletionRate",
    "ViewableImpressions",
    "Conversions",
    "ConversionRate",
    "TappableVideo100PrcCompletions",
    "NonTappableVideo25PrcCompletions",
    "ConfirmedTaps",
    "PaidImpressions",
    "NonTappableVideo50PrcCompletions",
    "TappableVideo75PrcCompletionRate",
    "TappableVideoCompletions"
  ],
  "Filters": {
    "CampaignIds": [
      "15314452",
      "15308604",
      "15314177"
    ],
    "StateCodes": [
      "us|ca",
      "us|tx"
    ],
    "CityCodes": [
      "us|ca|cupertino",
      "us|tx|austin"
    ],
    "DMACodes": [
      "803",
      "807"
    ],
    "Days": [
      "MONDAY",
      "FRIDAY"
    ]
  },
  "Aggregation": "StateCodes",
  "TimeAggregation": "Daily",
  "StartDate": "2021-04-08",
  "EndDate": "2021-04-09",
  "Sort": {  
```
"Parameter": "StateCodes",
"Order": "ASC"
}
### Geography Campaign Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty&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 / campaigns&lt;br&gt;• GET / states&lt;br&gt;• GET / cities&lt;br&gt;• GET /dma&lt;br&gt;• 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</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;  • CampaignIds&lt;br&gt;  • StateCodes&lt;br&gt;  • CityCodes&lt;br&gt;  • DMACodes&lt;br&gt;  • Days</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>GET / time-aggregations</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>----</td>
<td>---------------------------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>--------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Pagination</strong></td>
<td>No</td>
<td>Akin to SQL LIMIT clause. Offset: Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. Default is 0. Limit: The number of items to return per request. Default is 20.</td>
<td>JSON Structure</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Example of pagination in a payload request</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

"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). |

### Example of sort in a payload request

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

### StartDate

<table>
<thead>
<tr>
<th>Yes</th>
<th>Report StartDate.</th>
<th>String representing report StartDate in yyyy-MM-dd format</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• StartDate must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must not be in future</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must be 2018-01-01 or later</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• StartDate must be earlier than EndDate</td>
</tr>
<tr>
<td><strong>EndDate</strong></td>
<td><strong>Yes</strong></td>
<td><strong>The report end date.</strong></td>
</tr>
</tbody>
</table>
Geography Campaign Filters

Example of filters in a request payload

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>CampaignIds</td>
<td>Yes</td>
<td>A list of CampaignIds to filter on.</td>
<td>JSON</td>
<td>Array</td>
<td>• CampaignIds must be non-null and non-empty</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>campaigns</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>Category</td>
<td>Required</td>
<td>Description</td>
<td>API Path</td>
<td>Checks</td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>----------</td>
<td>------------------------------------</td>
<td>------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>
| StateCodes    | No       | A list of StateCodes               | GET / states | - StateCodes must be non-null and non-empty  
                     - StateCodes must contain non-null and non-empty values  
                     - StateCodes must contain non-duplicate values  
                     - StateCodes must contain valid keys representing StateCodes |
| CityCodes     | No       | A list of CityCodes                | GET / cities | - 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 |
| DMA Codes     | No       | A list of DMA Codes                | GET / dma   | - 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 |
<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 |
**Geography on Lines Report Type**

Provides revenue and line-level metrics filtered and aggregated by geography (StateCodes, CityCodes, and DMACodes).

**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 returned by GET /session</td>
<td>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>
Example Geography on Lines Request Payload

```json
{
    "Metrics": [
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "NonTappableVideo100PrcCompletionRate",
        "TappableVideoCompletionRate",
        "NonTappableVideo75PrcCompletionRate",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo25PrcCompletionRate",
        "TappableVideo25PrcCompletions",
        "NonTappableVideo100PrcCompletions",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo75PrcCompletions",
        "TappableVideo75PrcCompletions",
        "NonTappableVideo50PrcCompletionRate",
        "TappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "TappableVideo25PrcCompletions",
        "NonTappableVideo100PrcCompletions",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo50PrcCompletionRate",
        "TappableVideo50PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "TappableVideo25PrcCompletions",
        "NonTappableVideo100PrcCompletionRate",
        "NonTappableVideoImpressions",
        "ConfirmedTTR",
        "TappableVideo50PrcCompletions",
        "NonTappableVideoImpressions",
        "TappableVideo50PrcCompletionRate",
        "TappableVideoTaps",
        "TappableVideo25PrcCompletions",
        "NonTappableVideoCompletionRate",
        "ViewableImpressions",
        "Conversions",
        "ConversionRate",
        "TappableVideo100PrcCompletions",
        "NonTappableVideo25PrcCompletions",
        "ConfirmedTaps",
        "PaidImpressions",
        "NonTappableVideo50PrcCompletions",
        "TappableVideo75PrcCompletions",
        "TappableVideoCompletions"
    ],
    "Filters": {
        "LineIds": [
            "15314452",
            "15308604",
            "15314177"
        ],
        "StateCodes": [
            "us|ca",
            "us|tx"
        ],
        "CityCodes": [
            "us|ca|cupertino",
            "us|tx|austin"
        ],
        "DMACodes": [
            "803",
            "807"
        ],
        "Days": [
            "MONDAY",
            "FRIDAY"
        ]
    },
    "Aggregation": "StateCodes",
    "TimeAggregation": "Daily",
    "StartDate": "2021-04-08",
    "EndDate": "2021-04-09",
    "Sort": {
        "Parameter": "StateCodes",
        "Order": "ASC"
    }
}
```
### Geography Line Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metrics</td>
<td>Yes</td>
<td>Metrics or Measures requested for reports. See Metrics Descriptions.</td>
<td>JSON Array</td>
<td>GET / metrics</td>
<td>• Metrics must be non-null and non-empty</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 reports. See Geography Line Filters.</td>
<td>JSON Structure</td>
<td>GET /&lt;Campaign Id&gt;/lines</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>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>• CampaignIds</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• LineIds</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>• DMA Codes</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. 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>• TimeAggregation must be non-null and non-empty</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• TimeAggregation must be a valid value:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Daily (default)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Weekly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Monthly</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>akin to SQL LIMIT clause.</th>
<th>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. Default is 0.</th>
<th>JSON Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Limit: The number of items to return per request. Default is 20.</td>
<td>If Pagination is input, it must contain either &quot;Offset&quot; or &quot;Limit.&quot;</td>
</tr>
</tbody>
</table>

**Example of pagination in a payload request**

```json
"Pagination": {
   "Offset": 5,
   "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required</th>
<th>Description</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort</td>
<td>No</td>
<td>Specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).</td>
<td></td>
</tr>
</tbody>
</table>
| StartDate | Yes      | The report start date. | - 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 |

**Example of Sort in a payload request**

```
"Sort": {
   "Parameter": "Days",
   "Order": "ASC"
}
```
| EndDate     | Yes | The report end date. | String representing report EndDate in yyyy-MM-dd format | - EndDate must be non-null and non-empty  
- EndDate must not be in future  
- EndDate must not be earlier than StartDate  
- Maximum date range between StartDate and EndDate must not exceed 12 months |
**Geography Line Filters**

**Example of Filters in a payload request**

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

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Required?</th>
<th>Description</th>
<th>Type</th>
<th>Metadata</th>
<th>Validations</th>
</tr>
</thead>
<tbody>
<tr>
<td>LineIds</td>
<td>Yes</td>
<td>A list of LineIds to filter on</td>
<td>JSON</td>
<td>Array</td>
<td>• LineIds must be non-null and non-empty&lt;br&gt;• LineIds must contain non-null and non-empty values&lt;br&gt;• Maximum 10 LineIds are allowed per report request&lt;br&gt;• LineIds must contain non-duplicate values&lt;br&gt;• LineIds must belong to the requesting organization&lt;br&gt;• LineIds must belong to the CampaignId on PathParam&lt;br&gt;• LineIds must be valid</td>
</tr>
<tr>
<td>Codes</td>
<td>Required</td>
<td>Description</td>
<td>Type</td>
<td>Method</td>
<td>Constraints</td>
</tr>
<tr>
<td>-------</td>
<td>----------</td>
<td>-------------</td>
<td>------</td>
<td>--------</td>
<td>-------------</td>
</tr>
</tbody>
</table>
| StateCodes | No | A list of StateCodes | JSON Array | GET / states | • StateCodes must be non-null and non-empty  
• StateCodes must contain non-null and non-empty values  
• StateCodes must contain non-duplicate values  
• StateCodes must contain valid keys representing StateCodes |
| CityCodes | No | A list of CityCodes | JSON Array | GET / cities | • 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 |
| DMA Codes | No | A list of DMA Codes | JSON Array | GET / dma | • 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 |
**Geography with Supply Metrics Report Type**

Provides revenue and supply metrics aggregated by geography.

**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 returned by GET /session</td>
<td>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>
Example Geography with Supply Metrics Request Payload

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

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

**Note:** supply metrics cannot be associated with a campaign or lines. If used, an error will be returned.

See Supply metrics descriptions

See Geography with Supply Metrics Filters
<table>
<thead>
<tr>
<th>Field</th>
<th>Description</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aggregation / Aggregations</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>
</tr>
<tr>
<td>TimeAggregation</td>
<td>Field used to specify time aggregator</td>
<td>String representing key that is a time aggregator. The default TimeAggregation is Daily.</td>
</tr>
</tbody>
</table>

**Additional Information:**
- **Aggregation / Aggregations** must be non-null and non-empty.
- **Aggregation / Aggregations** must be a valid value:
  - StateCodes
  - CityCodes
  - DMA Codes
  - Days
- **TimeAggregation** must be non-null and non-empty.
- **TimeAggregation** must be a valid value:
  - Daily
  - Weekly
  - Monthly
<table>
<thead>
<tr>
<th>Pagination</th>
<th>No</th>
<th>akin to SQL LIMIT clause.</th>
</tr>
</thead>
<tbody>
<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. Default is 0.</td>
<td></td>
</tr>
<tr>
<td>Limit:</td>
<td>The number of items to return per request. Default is 20.</td>
<td></td>
</tr>
</tbody>
</table>

If Pagination is input, it must contain either "Offset" or "Limit."

### Example of pagination in a request payload

```
"Pagination": {
  "Offset": 5,
  "Limit": 5
}
```
<table>
<thead>
<tr>
<th>Sort</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>A nested JSON structure that specifies the name of the parameter to sort on. The order represents ascending (ASC) or descending (DESC). Sorting is allowed on one of the Metrics input in the reports request or the parameter specified as Aggregation (if Aggregation is specified).</td>
<td></td>
</tr>
</tbody>
</table>

**Example of sort in a request payload**

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

<table>
<thead>
<tr>
<th>StartDate</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The report start date.</td>
<td></td>
</tr>
<tr>
<td>String representing report StartDate in yyyy-MM-dd format</td>
<td></td>
</tr>
<tr>
<td>• StartDate must be non-null and non-empty</td>
<td></td>
</tr>
<tr>
<td>• StartDate must not be in future</td>
<td></td>
</tr>
<tr>
<td>• StartDate must be 2021-01-01 or later</td>
<td></td>
</tr>
<tr>
<td>• StartDate must be earlier than EndDate</td>
<td></td>
</tr>
</tbody>
</table>
| 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 |
Example of Filters in a request payload

"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>
</table>
| StateCodes | No        | A list of StateCodes         | JSON Array| GET / states | • StateCodes must be non-null and non-empty
  • StateCodes must contain non-null and non-empty values
  • StateCodes must contain non-duplicate values
  • StateCodes must contain valid keys representing StateCodes |
| CityCodes  | No        | A list of CityCodes          | JSON Array| GET / cities | • 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 |
<table>
<thead>
<tr>
<th><strong>DMACodes</strong></th>
<th><strong>No</strong></th>
<th><strong>A list of DMACodes</strong></th>
<th><strong>JSON Array</strong></th>
<th><strong>GET /dma</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>DMACodes must be non-null and non-empty</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DMACodes must contain non-null and non-empty values</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DMACodes must contain non-duplicate values</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DMACodes must contain valid keys representing DMACodes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<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>Days are optional. If input:</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Days must not be null/empty</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Days must not contain null/empty values</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Days must not contain duplicate values</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Days must contain valid keys representing Days</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Document Revision History

<table>
<thead>
<tr>
<th>Date</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2021</td>
<td>Payload updates across the document.</td>
</tr>
<tr>
<td>May 2021</td>
<td>Initial version</td>
</tr>
</tbody>
</table>