



API

Documentation

V 5.3

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Background

The Viewdeos server API allows access to Viewdeos ad platform management functionality. In V5.3 it provides access to the reporting API and to Viewdeos advanced Partner Connection Reporting.

Additional management functionality will be released in future releases.

The API is implemented with Rest calls.

Login API

In order to use the API, it is required first to login to the publisher account with the provided account credentials.

Request URL:

<https://platform.viewdeos.com/api/token?format=json>

Request Method:

POST

Request payload:

```
{  
  "id": "your@email.com",  
  "password": "your_password"  
}
```

Response Status Code:

401 Unauthorized - if you can't login

200 - success!!!

The Response will include JSON object of data, containing the returned token and the default accountId, for example:

```
{
  "data": {
    "token": " adadSodsaoSTdzQZUYi5IMdvadsRNCqs4tdaAvDSWTfNrxAsfeg5wzikAbE6N
ktCiYntwIKmhQ2A2vdvaNasdkg-JCmdPauDaddsGddadaaasd4Mi6EUUKbb2SWYIa3BGXTj
eQrQIn53k9e94EuMjqRQ68PLEv8VZY3ieaRds_az2y3adCSq7mUCHg== ";
    "accountId": "5678fa70181f46dc32812345"
  }
}
```

Cookie is added to the client that should be sent with each GET / POST API call.

Alternatively, you can use also use the Authentication Token.

The result of execute successfully the authentication with the provided username and password will set your cookie with the token:

Set-Cookie:

```
token=adadSodsaoSTdzQZUYi5IMdvadsRNCqs4tdaAvDSWTfNrxAsfeg5wzikAbE6NktCiYntwIKm
hQ2A2vdvaNasdkg-JCmdPauDaddsGddadaaasd4Mi6EUUKbb2SWYIa3BGXTjeQrQIn53k9e9-
4EuMjqRQ68PLEv8VZY3ieaRds_az2y3adCSq7mUCHg%3D%3D;
```

Multiple Accounts

A single user (email id) may have multiple accounts (belongs to multiple networks or publishers). To enable login to a specific account out of many, accountId should be included in the payload.

Request payload:

```
{
  "id": "your@email.com",
  "accountId": "5631fa70181f46dc32812345",
  "password": "your_password"
}
```

The Response will include JSON object of data, containing the returned token and the selected accountId sent on the request, for example:

```
{
  "data": {
    "token": " adadSodsaoSTdzQZUYi5IMdvadsRNCqs4tdaAvDSWTfNrxAsfeg5wzikAbE6N
ktCiYntwIKmhQ2A2vdvaNasdkg-JCmdPauDaddsGddadaaasd4Mi6EUUKbb2SWYIa3BGXTj
eQrQIn53k9e94EuMjqRQ68PLEv8VZY3ieaRds_az2y3adCSq7mUCHg= = ",
    "accountId": "5631fa70181f46dc32812345"
  }
}
```

Logout API

The Logout API is called to clean your session cookie and logout the API session.

Request URL:

<https://platform.viewdeos.com/api/token/0?format=json>

Request Method:

DELETE

Request payload:

```
{ "id": 0 }
```

Status Code:

200 OK

Reporting API

Request URL:

<https://platform.viewdeos.com/api/adserver/stats/report?startDate=1487548800&endDate=1487635199&dimensions=daily%2Chourly%2Ccou&metrics=inventory%2Cimpression%2Ccomplete&format=csv&query=%7B%7D>

Request Method:

GET

Status Code:

Should download the report in CSV format. JSON format is also supported.

Notes:

By using startDate and endDate parameters, It is possible to retrieve hourly data between specific hours.

If any dimension or metric does not exist – the value would be “-“

Parameters

<https://platform.viewdeos.com/api/adserver/stats/report?>

timezoneOffset=-180 - The report timezone offset in minutes

startDate=1487548800 - The report start date in linux date

endDate=1487635199 - The report end date in linux date

dimensions=cou%2Ccos%2Cr& - The report dimensions (cou, cos, r, date... url encoded)

metrics=impression%2Cinventory%2Ccpm%2Crevenue%2Ctr%2CviewQuality - The report metrics, url encoded

query=The query filters should be html encoded.

Example to query filter: In order to get data of only channel id 56b9fea5181f46d4388b5555, should add the following parameter:

&query=%7B%22ncid%22:%7B%22\$in%22:%5B%56b9fea5181f46d4388b5555%22%5D%7D%7D

Dimensions:

Description	Dimension
Raw per Day (date - linux format)	daily
Raw per hour	hourly
Raw per days of the week, Monday to Sunday (configurable)	weekly
Raw per month	monthly
The day of the week	weekday
Publisher name	pname
Publisher id	ppid
Advertiser id/name	aid
Network/Publisher id	iid
Network/Publisher name	iiname
Network ad source id	nasid
Network ad source name	nasidName
Network channel id	ncid
Network channel name	ncidName
Publisher channel id	pcid
Publisher channel name	pcidName
Publisher connection id	pasid
Publisher connection name	pasidName
Partner connection id	coasid
Partner connection name	coasidName
Partner connection channel id	cocid
Partner connection id	copid
Domain/Bundle id	r
Operating system	cos
Country	cou
Sub id	sn
Browser name	brn
Operation system version	osv
Browser version	bv
Ad type (vast/vpaid, vast)	adType
per video/media creative	mc
Custom parameter 1	cd1
https	proto

Metrics:

Description	Metric
Player initialized	inventory
Player calls waterfall	inventoryRequest
Ad source request	request
Pixel should be implemented in player tag in .order to support that metric	playerLoaded
Js loaded	playerStarted
Ad source returned a valid media (mp4 vpaid js or vpaid swf)	bid
Impression	impression
First quartile	firstQuartile
Midpoint	midpoint
Third quartile	thirdQuartile
Complete	complete
Mute event	mute
Unmute	unmute
Pause	pause
Resume	resume
Rewind	rewind
Click	click
Revenue	revenue
Impression/request if ad source dimension impression/inventory	fillRate
Bid/request	bidRate
Sum of complete / sum of impression	completionRate
Network CPM	ncpm
Publisher CPM	pcpm
Requires the AV_COST macro information in player refl	cost
Net CPM	netCpm
Cost CPM - requires AV_COST in refl	costCpm
Revenue - cost	profit
Click through rate	ctr
Revenue by inventory	rpm
Inventory cost	ic
Inventory cost cpm	iccpm

VPAID Debug Events:

Description	Event
Failed to load vpaid media	vpaidLoadError
Timeout waiting for vpaid media load	vpaidLoadTimeout
initAd returns error	vpaidInitAdError
initAd timeout	vpaidInitAdTimeout
initAd succeed	AdLoaded
startAd error	vpaidStartAdError
startAd timeout	vpaidStartAdTimeout



First Impressions Matter

For any question please write to your account manager or contact: support@viewdeos.com

Let's Scale Up

We're excited to start working together

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