

# Backstage API - Publisher Reports

Last updated: Feb 4, 2025

## 1 Overview

This document describes the **Backstage API** endpoints for **publisher reports**.

For additional information about **Backstage API**, see the [Taboola Dev Center](#).



The **Taboola Dev Center** focuses mainly on **advertiser endpoints**.

### 1.1 Request Format

The general format of each request is:

```
GET /backstage/api/1.0/[account-id]/reports/  
    [report-name]/dimensions/[dimension-id]?[parameters]  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

The response format is JSON. The valid request response code is **HTTP 200**.

All rows in a given result will have the same structure, consisting of 1 or more dimension columns and 1 or more value columns.

*Note: Dimensions are the equivalent of the different tabs in Taboola Backstage.*

Example Response:

```
{  
  "last_used_rawdata_update_time": "2014-06-18 05:00:00.0",  
  "timezone": "EST",  
  "results": [  
    {  
      "dimension1": "x",  
      "dimension2": "1",  
      "value1": 1,  
      "value2": 2,  
      "value3": 3  
    }, {  
      "dimension1": "x",  
      "dimension2": "2",  
      "value1": 1,  
      "value2": 2,  
      "value3": 3  
    }  
  ]  
}
```

```

    "value3":3
  }, {
    "dimension1":"y",
    "dimension2":"1",
    "value1":1,
    "value2":2,
    "value3":3
  }
]
}

```

## 2 Revenue Summary Report

The Revenue Summary report is a publisher report that provides general revenue information, as well as revenue performance statistics such as RPM, CPC and CTR. This report allows for breaking down revenue performance metrics by site, page type, placement, platform and country.

### Request

The general request format is as follows:

```

GET
/backstage/api/1.0/[account-id]/reports/revenue-summary/dimensions/[dimension]?[
parameters]
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]

```

### 2.1 Supported Dimensions

Dimension	Dimension columns in result	Mandatory filters	Supported optional filters
day	date	start_date, end_date	page_type, placement, country, platform
week	date, date_end_period	start_date, end_date	page_type, placement, country, platform
month	date, date_end_period	start_date, end_date	page_type, placement, country, platform
page_type_breakdown	page_type	start_date, end_date	country, platform
placement_breakdown	page_type, placement	start_date, end_date	country, platform
site_breakdown (only for networks)	publisher, publisher_name	start_date, end_date	page_type, placement, country, platform

country_breakdown	country, country_name	start_date, end_date	page_type, placement, platform
platform_breakdown	platform, platform_name	start_date, end_date	page_type, placement, country
day_site_placement_breakdown	date, publisher, publisher_name, page_type, placement	start_date, end_date	country, platform
Day_site_placement_country_platform_breakdown (only for networks)	date, publisher, publisher_name, page_type, placement, country, platform	start_date, end_date	
Day_site_page_type_country_platform_breakdown (only for networks)	date, publisher, publisher_name, page_type, country, platform	start_date, end_date	

## 2.2 Supported Filters

Filter	Format / Possible Values														
start_date	Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .														
end_date	Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .														
page_type	<table border="1"> <tr> <td>TEXT</td> <td>Story Pages</td> </tr> <tr> <td>VIDEO</td> <td>Video Pages</td> </tr> <tr> <td>PHOTO</td> <td>Photo Galleries</td> </tr> <tr> <td>CATEGORY</td> <td>Section Fronts</td> </tr> <tr> <td>HOMEPAGE</td> <td>Homepage</td> </tr> <tr> <td>SEARCH</td> <td>Search Result Pages</td> </tr> <tr> <td>OTHER</td> <td>Other Pages</td> </tr> </table>	TEXT	Story Pages	VIDEO	Video Pages	PHOTO	Photo Galleries	CATEGORY	Section Fronts	HOMEPAGE	Homepage	SEARCH	Search Result Pages	OTHER	Other Pages
TEXT	Story Pages														
VIDEO	Video Pages														
PHOTO	Photo Galleries														
CATEGORY	Section Fronts														
HOMEPAGE	Homepage														
SEARCH	Search Result Pages														
OTHER	Other Pages														
placement	String. Placement name (varies depending on publisher and page type)														
country	String. 2-letter country code as defined by <a href="#">ISO-3166</a> .														
platform	<table border="1"> <tr> <td>DESK</td> <td>Desktop</td> </tr> <tr> <td>PHON</td> <td>Smartphone</td> </tr> </table>	DESK	Desktop	PHON	Smartphone										
DESK	Desktop														
PHON	Smartphone														

TBLT	Tablet
DESK_ABP	Desktop - Ad Blocked
TV	Connected TV
OTHR	Other / Unknown

## 2.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#) section to learn which columns appear in which dimensions.

Name	Type	Description
date	Date. <a href="#">ISO-8601</a>	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. <a href="#">ISO-8601</a>	End of period for week/month dimensions
page_type	String	Page type (text, video, etc.)
placement	String	Placement name
publisher	String	Partner ID of the publisher/site in Backstage
publisher_name	String	Display name for the publisher as displayed in Backstage
country	String	2-letter country code as defined by <a href="#">ISO-3166</a>
country_name	String	Full country name as displayed in Backstage
platform	String	Platform code as defined in the filters section above
platform_name	String	Display name for the platform as displayed in Backstage

## 2.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

Name	Type	Description
page_views	Integer	A page view is counted every time a user views a page displaying a unit. We will count 1 page view regardless of the number of widgets presented on the page.
page_views_with_ads_percent	Percent	The Fill Rate is calculated by dividing the number of views with ads by the number of page views. Views with Ads/Page Views
page_views_with_ads	Integer	The number of pages on which we displayed sourced content (SC). We count 1 page_view with SC regardless of the number of SC units on the page.
visibility	Integer	The number of pages on which we displayed <b>visible</b> sourced content (SC). (i.e. <b>at least 50%</b> of the placement was visible)
ctr	Percent	The SC Clickthrough Rate (CTR) is calculated by the number of clicks on an SC unit divided by the number of page views with SC. SC Clicks / Page Views With SC
clicks	Integer	The number of times a user clicks on a sourced content.
ad_cpc	Currency	The Cost per Click (CPC) is the average earned amount each time a user clicks on an ad. CPC is calculated by dividing the ads' revenue by the number of clicks received. Ads Revenue / Ad Clicks (SC Clicks)
ad_rpm	Currency	Page revenue per thousand impressions (RPM) is calculated by dividing the revenue by the number of page views, multiplied by 1000. Revenue Share From Taboola / Page Views * 1000
ad_revenue	Currency	The revenue generated from sponsored content on the Taboola widgets.
currency	Currency Code ( <a href="#">ISO 4217</a> )	The currency code

## 2.5 Example Request

Example request for the day-site-placement dimension, with required filters only:

```
https://backstage.taboola.com/backstage/api/1.0/taboola-demo/reports/revenue-summary/dimensions/day_site_placement_breakdown?start_date=2014-08-10&end_date=2014-09-10
```

Example response:

```
{
  "last-used-rawdata-update-time": "2014-06-18 05:00:00.0",
  "timezone": "EST",
  "results": [
    {
      "currency": "USD",
      "date": "2014-09-12 00:00:00.0",
      "page_views_with_ads_pct": 97.08,
      "ad_cpc": 0.062,
      "page_views_with_ads": 5058316,
      "clicks": 101748,
      "ad_rpm": 1.258,
      "page_views": 5210292,
      "ctr": 2.011,
      "ad_revenue": 6363.362
    }, {
      "currency": "USD",
      "date": "2014-09-11 00:00:00.0",
      "page_views_with_ads_pct": 96.98,
      "ad_cpc": 0.063,
      "page_views_with_ads": 4917676,
      "clicks": 110404,
      "ad_rpm": 1.434,
      "page_views": 5070540,
      "ctr": 2.245,
      "ad_revenue": 7051.947
    }
  ]
}
```

### 3 Visit Value Report

The Visit Value report is a publisher report that provides revenue and engagement metrics for an entire site visit, allowing to deduce a visitor's value. This report allows breaking down that value by referral source, visited landing page, platform and country.

The general request format is as follows:

```
GET  
/backstage/api/1.0/[account-id]/reports/visit-value/dimensions/[dimension]?[parameters]  
Host: https://backstage.taboola.com  
Authorization: Bearer [access-token]
```

#### 3.1 Supported Dimensions

Dimension	Dimension Columns	Mandatory Filters	Optional Filters
day	date	start_date, end_date	referral_domain, landing_page, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
week	date, date_end_period	start_date, end_date	referral_domain, landing_page, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
month	date, date_end_period	start_date, end_date	referral_domain, landing_page, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value

referral_breakdown	referral_domain, referral_name	start_date, end_date	landing_page, country, platform
landing_page_breakdown	landing_page, landing_page_url, landing_page_title landing_page_thumb	start_date, end_date	referral_domain, country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
platform_breakdown	platform	start_date, end_date	referral_domain, landing_page, country, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
country_breakdown	country	start_date, end_date	referral_domain, landing_page, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
page_type_breakdown	page_type	start_date, end_date	referral_domain, landing_page, country, platform, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
day_referral_landing_p age_breakdown	date, referral_domain, referral_name, landing_page, landing_page_url, landing_page_title landing_page_thumb	start_date, end_date	country, platform, page_type, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name, custom_key, custom_value
by_source_medium	tracking_code_sour ce_medium	start_date, end_date	landing_page, country, platform,



			page_type, referral_domain, campaign_term, campaign_content, campaign_name, custom_key, custom_value
by_campaign	tracking_code_campaign	start_date, end_date	landing_page, country, platform, page_type, referral_domain, campaign_source, campaign_medium, campaign_term, campaign_content, custom_key, custom_value
by_custom_tracking_code	tracking_code_custom	start_date, end_date	landing_page, country, platform, page_type, referral_domain, campaign_source, campaign_medium, campaign_term, campaign_content, campaign_name
by_referral_and_tracking_code	referral_tracking_codes	start_date, end_date	landing_page, country, platform, page_type

### 3.2 Supported Filters



The following table contains a list of all supported filters. See the [Dimensions](#) section to learn which filters are relevant for which dimension.

Filter	Format / Possible Values		
start_date (required)	Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .		
end_date (required)	Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .		
referral_domain	String. Referral domain.		
landing_page	String. The landing page's ID.		
country	String. 2-letter country code as defined by <a href="#">ISO-3166</a> .		
platform	<table border="1"> <tr> <td>DESK</td> <td>Desktop</td> </tr> </table>	DESK	Desktop
DESK	Desktop		

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campaign_source	String. utm_source.														
campaign_medium	String. utm_medium.														
campaign_term	String. utm_term.														
campaign_content	String. utm_content.														
campaign_name	String. utm_campaign.														
custom_key	String. As registered in Taboola.														
custom_value	String. Depends on the custom_key filter value.														
page_type	<table border="1"> <tr> <td>TEXT</td> <td>Story Pages</td> </tr> <tr> <td>VIDEO</td> <td>Video Pages</td> </tr> <tr> <td>PHOTO</td> <td>Photo Galleries</td> </tr> <tr> <td>CATEGORY</td> <td>Section Fronts</td> </tr> <tr> <td>HOMEPAGE</td> <td>Homepage</td> </tr> <tr> <td>SEARCH</td> <td>Search Result Pages</td> </tr> <tr> <td>OTHER</td> <td>Other Pages</td> </tr> </table>	TEXT	Story Pages	VIDEO	Video Pages	PHOTO	Photo Galleries	CATEGORY	Section Fronts	HOMEPAGE	Homepage	SEARCH	Search Result Pages	OTHER	Other Pages
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### 3.3 Dimension Columns



The following table contains a list of Dimension Columns. These are columns which are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#) section to learn which columns appear in which dimensions.

Name	Type	Description
date	Date. <a href="#">ISO-8601</a>	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. <a href="#">ISO-8601</a>	End of period for week/month dimensions
referral_domain	String	Referral domain
landing_page	String	The landing page ID
landing_page_title	String	The landing page's title
landing_page_url	String	The landing page's URL
landing_page_thumb	String	The landing page's thumbnail URL
page_type	String	Page type (text, video, etc.)
country	String	2-letter country code as defined by <a href="#">ISO-3166</a> .
platform	String	Platform code as defined in the filters section above
tracking_code_source_medium	String	Source/Medium pairs
tracking_code_campaign	String	Campaign names
tracking_code_custom	String	Custom_key: Custom_value pairs
referral_tracking_codes	String	Referral and tracking code combinations

### 3.4 Value Columns



The following table contains a list of Value Columns. These columns will appear in *all* dimensions.

Name	Type	Description
visits	Integer	A visit is counted every time a user starts a session, arriving at the site from the specified referral. A visit can initiate one or more page views.
bounce_rate	Percent	Represents the percentage of visits which resulted with the user leaving the site after viewing only 1 page.
views_visit	Integer	Represents the average number of page views initiated by each visit Page views / Visits
page_views	Integer	A page view is counted every time a user views a page displaying a unit. We will count 1 page view regardless of the number of widgets presented on the page.
page_views_with_ads_pct	Percent	The Fill Rate is calculated by dividing the number of views with ads by the number of page views. Views with Ads / Page Views
ad_rpm	Currency	Page revenue per thousand impressions (RPM) is calculated by dividing your revenue by the number of page views with SC, multiplied by 1000. Revenue Share From Taboola / Page Views With SC * 1000
ad_visit_rpm	Currency	Page revenue per thousand visits (Ad RPM per Visit) is calculated by dividing the revenue by the number of visits, multiplied by 1000. Ad Revenue / Visits * 1000
ad_revenue	Currency	The revenue generated from Sourced Content in Taboola's widgets.
currency	Currency Code (ISO 4217)	The currency code

### 3.5 Example Request

Example request for day dimension, with required filters only:

```
GET
/backstage/api/1.0/taboola-demo/reports/visit-value/dimensions/day?start_date=2015-03-30&end_date=2015-03-30
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

Example response:

```
{
  "timezone": "EDT",
  "last-used-rawdata-update-time": "2014-09-10 00:00:00.0",
  "results": [
    {
      "date": "2014-09-10 00:00:00.0",
      "ad_rpm": 0.93,
      "bounce_rate": 75.82,
      "ad_visit_rpm": 1.2,
      "ad_revenue": 1468.45,
      "visits": 1224447,
      "views_visit": 1.41,
      "pct_views_with_ads": 91.75,
      "currency": "USD",
      "views": 1728039
    },
    {
      "date": "2014-09-09 00:00:00.0",
      "ad_rpm": 0.92,
      "bounce_rate": 78.23,
      "ad_visit_rpm": 1.05,
      "ad_revenue": 1286.68,
      "visits": 1220517,
      "views_visit": 1.26,
      "pct_views_with_ads": 90.49,
      "currency": "USD",
      "views": 1538926
    },
    {
      "date": "2014-09-08 00:00:00.0",
      "ad_rpm": 0.99,
      "bounce_rate": 76.09,
      "ad_visit_rpm": 1.25,
      "ad_revenue": 1489.06,
      "visits": 1188819,
      "views_visit": 1.41,
      "pct_views_with_ads": 90.36,
      "currency": "USD",
      "views": 1671268
    }
  ]
}
```

## 4 Recirculation Summary Report

The Recirculation Summary report is a publisher report that provides organic content performance information such as Page Views and CTR. The report allows for breaking down organic (recirculation) performance metrics by date, page type, publisher, country and platform.

### Request

The general request format is as follows:

```
GET
/backstage/api/1.0/[account-id]/reports/recirc-summary/dimensions/[dimension]?[parameters]
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

### 4.1 Supported Dimensions

Dimension	Dimension Columns in Result	Mandatory Filters	Supported Optional Filters
day	date	start_date, end_date	page_type, placement, country, platform
week	date, date_end_period	start_date, end_date	page_type, placement, country, platform
month	date, date_end_period	start_date, end_date	page_type, placement, country, platform
page_type_breakdown	page_type	start_date, end_date	country, platform
placement_breakdown	page_type, placement	start_date, end_date	country, platform
site_breakdown (only for networks)	publisher, publisher_name	start_date, end_date	page_type, placement, country, platform
country_breakdown	country, country_name	start_date, end_date	page_type, placement, platform
platform_breakdown	platform, platform_name	start_date, end_date	page_type, placement, country
day_site_placement_breakdown	date, publisher, publisher_name, page_type, placement	start_date, end_date	country, platform

## 4.2 Supported Filters

Filter	Format / Possible Values														
start_date	Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .														
end_date	Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .														
page_type	<table border="1"> <tbody> <tr> <td>TEXT</td> <td>Story Pages</td> </tr> <tr> <td>VIDEO</td> <td>Video Pages</td> </tr> <tr> <td>PHOTO</td> <td>Photo Galleries</td> </tr> <tr> <td>CATEGORY</td> <td>Section Fronts</td> </tr> <tr> <td>HOMEPAGE</td> <td>Homepage</td> </tr> <tr> <td>SEARCH</td> <td>Search Result Pages</td> </tr> <tr> <td>OTHER</td> <td>Other Pages</td> </tr> </tbody> </table>	TEXT	Story Pages	VIDEO	Video Pages	PHOTO	Photo Galleries	CATEGORY	Section Fronts	HOMEPAGE	Homepage	SEARCH	Search Result Pages	OTHER	Other Pages
TEXT	Story Pages														
VIDEO	Video Pages														
PHOTO	Photo Galleries														
CATEGORY	Section Fronts														
HOMEPAGE	Homepage														
SEARCH	Search Result Pages														
OTHER	Other Pages														
placement	String. Placement name (varies depending on publisher and page type).														
country	String. 2-letter country code as defined by <a href="#">ISO-3166</a> .														
platform	<table border="1"> <tbody> <tr> <td>DESK</td> <td>Desktop</td> </tr> <tr> <td>PHON</td> <td>Smartphone</td> </tr> <tr> <td>TBLT</td> <td>Tablet</td> </tr> <tr> <td>OTHR</td> <td>Unknown</td> </tr> <tr> <td>OTHR</td> <td>Other</td> </tr> <tr> <td>TV</td> <td>Connected TV</td> </tr> <tr> <td>DESK_ABP</td> <td>Desktop - AdBlock</td> </tr> </tbody> </table>	DESK	Desktop	PHON	Smartphone	TBLT	Tablet	OTHR	Unknown	OTHR	Other	TV	Connected TV	DESK_ABP	Desktop - AdBlock
DESK	Desktop														
PHON	Smartphone														
TBLT	Tablet														
OTHR	Unknown														
OTHR	Other														
TV	Connected TV														
DESK_ABP	Desktop - AdBlock														

### 4.3 Dimension Columns



The following table contains a list of dimension columns. These columns are dimension-specific, and will not appear in non-relevant dimensions. See the [Dimensions](#) section to learn which columns appear in which dimensions.

Name	Type	Description
date	Date. <a href="#">ISO-8601</a>	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. <a href="#">ISO-8601</a>	End of period for week/month dimensions
page_type	String	Page type (text, video, etc.)
placement	String	Placement name
publisher	String	Partner ID of the publisher/site in Backstage
publisher_name	String	Display name for publisher as displayed in Backstage
country	String	2-letter country code as defined by <a href="#">ISO-3166</a>
country_name	String	Full name for country as displayed in Taboola Backstage
platform	String	Platform code as defined in the Filters section above
platform_name	String	Display name for platform as displayed in Backstage

### 4.4 Value Columns



The following table contains a list of value columns. These columns will appear in *all* dimensions.

Name	Type	Description
page_views	Integer	A page view is counted every time a user views a page displaying a unit. We will count 1 page view regardless of the number of widgets presented on the page.
ctr	Percent	The organic content clickthrough rate (CTR) is calculated by the number of clicks on organic



		content, divided by the number of page views with organic content. Organic Content Clicks/Page Views with Organic Content
clicks	Integer	The number of times a user clicked on organic content.
avrage_views_after_click	Double	

## 4.5 Example Request

Example request for day-site-placement dimension, with required filters only:

```
https://backstage.taboola.com/backstage/api/1.0/taboola-demo/reports/recirc-summary/dimensions/day_site_placement?start_date=2014-08-10&end_date=2014-09-10
```

Example response:

```
{
  "last-used-rawdata-update-time": "2014-06-18 05:00:00.0",
  "timezone": "EST",
  "results": [
    {
      "publisher": "msn-network",
      "publisher_name": "MSN - Network",
      "page_views": 298453345,
      "ctr": 9.06,
      "clicks": 27883,
      "avrage_views_after_click": 2.75,
    }, {
      "publisher": "msn-network",
      "publisher_name": "MSN - Network",
      "page_views": 118453345,
      "ctr": 10.06,
      "clicks": 25883,
      "avrage_views_after_click": 2.45,
    }
  ]
}
```