Taboola Backstage API - Bidder Revenue Summary Report

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1. Overview

The **Bidder Revenue Summary Report** provides header bidding metrics for publishers - e.g. impressions, clicks, win rate, etc. - as well as performance metrics such as CPM. The report can be broken down by various dimensions - date, page type, site, country, platform, etc.

> **i** For more information about **Backstage API**, as well as other available reports, see: **Taboola Dev Center**.

2. Reporting endpoint

2.1 General Format

The general format for each API request is:

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

> **i** Your `account-id` is an **alphanumeric** ID provided to you by **Taboola**.
>
> E.g. `taboola-demo-account`

2.2 Supported Dimensions

> **i** For a description of each **filter,** see the next section.

Dimension	Dimension Columns	Mandatory Filters	Notes
day	date	start_date, end_date	**All** optional filters are supported.
week	date	start_date, end_date	**All** optional filters are supported.
month	date	start_date, end_date	**All** optional filters are supported.
page_type_placement_breakdown	placement	start_date, end_date	Optional filter(s) **not** supported: site size tag_id ----------- Provides a breakdown by page type. This **dimension** is **not** available to the network account.
tag_id_breakdown	tag_id	start_date, end_date	Optional filter(s) **not** supported: tag_id
site_domain_breakdown	site	start_date, end_date	Optional filter(s) **not** supported: site
size_breakdown	size	start_date, end_date	Optional filter(s) **not** supported: size
country_breakdown	country	start_date, end_date	Optional filter(s) **not** supported: country
platform_breakdown	platform	start_date, end_date	Optional filter(s) **not** supported: platform
supply_breakdown	supply_type	start_date, end_date	Optional filter(s) **not** supported: supply_type

2.3 Supported Filters

> **i**
> - Filters are **not** case-sensitive.
> - **Certain** filters can *optionally* be passed as a **list**. (Refer to the 'Notes' column.)
> - To see *which* **filters** are supported by each **dimension**, see the previous section.

Filter	Type/Format	Notes
start_date (required)	Date	Pass an ISO-8601 date.
end_date (required)	Date	Pass an ISO-8601 date.
composed_placement_page_type	String Possible values: <table><tr><td>Value</td><td>Description</td></tr><tr><td>video</td><td>Video Pages</td></tr><tr><td>category</td><td>Section Fronts</td></tr><tr><td>homepage</td><td>Homepage</td></tr><tr><td>photo</td><td>Photo Galleries</td></tr><tr><td>search</td><td>Search Result Page</td></tr><tr><td>text</td><td>Story Pages</td></tr><tr><td>other</td><td>Other</td></tr><tr><td>content_hub</td><td>Content Hub</td></tr></table>	Pass a **single** placement (*aka* page type). **Example:** composed_placement_page_type=video
tag_id	[String]	Pass a **list** of **url-encoded** Tag IDs. **Examples:** tag_id=%2F7103%2Ffoo%2Fposter_scroll%231 tag_id=%2F7103%2Ffoo%2Fposter_scroll%231,%2F7103%2Ffoo%2Fhigh_impact%231

site	[String]	Pass a **list** of site domains. **Examples:** site=foo.com site=foo.com,bar.com
size	[String]	Pass a **list** of Ad sizes (as WxH). **Examples:** size=300x250 size=300x250,640x360 ----------- For **Native**, this refers to the size of the main **thumbnail**.
supply_type	[String] Possible values: 	Value

Native
Display
Video		Pass a **list** of supply types. **Examples:** supply_type=Native supply_type=Native,Video
browser	[String] ----------- For a list of possible values, use the Dictionary endpoint: resources/campaigns_properties/browsers	Pass a **list** of browser names. **Examples:** browser=chrome browser=chrome,edge
country	[String] 2-letter country code as defined by ISO-3166. ----------- For a list of possible values, use the Dictionary endpoint: resources/countries (Refer to the **name** column.)	Pass a **list** of 2-letter country codes. **Examples:** country=il country=il,us

platform	[String] Possible values:	Pass a **list** of platforms. **Examples:** platform=PHON platform=PHON,TBLT

Value	Description
DESK	Desktop
PHON	Smartphone
TBLT	Tablet
TV	Connected TV
NA	Unknown
DESK_ABP	Desktop - Adblocked
DSK_NC	Desktop - No Consent/ Personalization
MOBILE_NC	Smartphone - No Consent/ Personalization
TABLET_NC	Tablet - No Consent/ Personalization
OTHR	Other

language	String ----------- For a list of possible values, use the Dictionary endpoint: resources/languages (Refer to the **name** column.)	Pass a **single** 2-letter language code. **Example:** language=he

2.4 Dimension Columns

Name	Type	Description
date	Date ISO-8601	The **exact date** for the **day** dimension. The **beginning** of the period for the **week**/**month** dimensions.
placement	String	Placement (*aka* page type).
platform	String	**Machine-readable** platform code (see previous section for possible values).
country	String	2-letter country code (see previous section for possible values).
tag_id	String	Placement identifier.
site	String	Site domain.
size	String	Ad size (as WxH). Example: 300x250
supply_type	String	Display/Native

2.5 Standard Columns

Name	Type	Description
request_impressions	Integer	Total number of ad requests received from the partner.
response_impressions	Integer	Total number of ad responses submitted by Taboola to received ad requests.
paid_impressions	Integer	Total number of impressions served by Taboola.
participation_rate	Percent	Percentage of requests Taboola responded to. Calculated as [Ad Responses]/[Ad Requests].

win_rate	Percent	Percentage Served Impressions vs Ad Responses: How many Taboola bids won the auction.
clicks	Integer	Number of times a Taboola ad was clicked on.
cpm	Money	Average CPM (Cost Per 1000 Impressions). Calculated as Spend/Impressions.
ad_revenue	Money	Revenue generated to partner. Total cost to Taboola for Served Impressions.
publisher_id	Integer	ID for publisher as seen in Backstage URL.
_currency	String	Currency used for columns of type Money.

2.6 A sample request/response

```
GET
/backstage/api/1.0/taboola-demo-advertiser/reports/bidder-revenue/dimensions/day?
start_date=2023-11-01&end_date=2023-11-01
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

```
{
    "last-used-rawdata-update-time": "2023-12-20 18:00:00.0",
    "last-used-rawdata-update-time-gmt-millisec": 1703113200000,
    "timezone": "EST",
    "results": [
        {
            "date": "2023-11-01 00:00:00.0",
            "request_impressions": 55642586,
            "paid_impressions": 1758664,
            "participation_rate": 51.68,
            "response_impressions": 28754642,
            "win_rate": 6.12,
            "clicks": 6844,
            "cpm": 1.55,
            "ad_revenue": 2718.02,
            "_currency": "USD"
        }
    ],
    "recordCount": 1,
    "metadata": {
        "total": 1,
        "count": 1,
        "start_date": "2023-11-01T00:00:00UTC",
        "end_date": "2023-11-01T00:00:00UTC",
        "static_fields": [
            {
                "id": "date",
                "format": "date.shortFormat.format",
                "data_type": "DATE"
            },
            {
```

```json
            "id": "request_impressions",
            "format": null,
            "data_type": "NUMERIC"
        },
        {

            "id": "paid_impressions",
            "format": null,
            "data_type": "NUMERIC"
        },
        {

            "id": "participation_rate",
            "format": ".2f",
            "data_type": "PERCENT"
        },
        {

            "id": "response_impressions",
            "format": null,
            "data_type": "NUMERIC"
        },
        {

            "id": "win_rate",
            "format": ".2f",
            "data_type": "PERCENT"
        },
        {

            "id": "clicks",
            "format": null,
            "data_type": "NUMERIC"
        },
        {

            "id": "cpm",
            "format": null,
            "data_type": "MONEY"
        },
        {

            "id": "ad_revenue",
            "format": null,
            "data_type": "MONEY"
        },
        {

            "id": "_currency",
            "format": null,
            "data_type": "STRING"
        }
    ],
    "static_total_fields": [
        {
            "id": "date",
            "format": "date.shortFormat.format",
            "data_type": "DATE"
        },
        {

            "id": "publisher_id",
            "format": null,
            "data_type": "NUMERIC"
        },
        {

            "id": "request_impressions",
            "format": null,
            "data_type": "NUMERIC"
```

```
            },
            {
                "id": "paid_impressions",
                "format": null,
                "data_type": "NUMERIC"
            },
            {
                "id": "participation_rate",
                "format": ".2f",
                "data_type": "PERCENT"
            },
            {
                "id": "response_impressions",
                "format": null,
                "data_type": "NUMERIC"
            },
            {
                "id": "win_rate",
                "format": ".2f",
                "data_type": "PERCENT"
            },
            {
                "id": "clicks",
                "format": null,
                "data_type": "NUMERIC"
            },
            {
                "id": "cpm",
                "format": null,
                "data_type": "MONEY"
            },
            {
                "id": "ad_revenue",
                "format": null,
                "data_type": "MONEY"
            },
            {
                "id": "_currency",
                "format": null,
                "data_type": "STRING"
            }
        ]
    },
    "total": {
        "date": null,
        "publisher_id": null,
        "request_impressions": 55642586,
        "paid_impressions": 1758664,
        "participation_rate": 51.68,
        "response_impressions": 28754642,
        "win_rate": 6.12,
        "clicks": 6844,
        "cpm": 1.55,
        "ad_revenue": 2718.02,
        "_currency": "USD"
    }
}
```