

# Backstage API - Publisher Reports

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## 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<br>(network account only) | publisher, publisher_name   | start_date, end_date | page_type, placement, country, platform |

|                                                                                 |                                                                                      |                         |                                   |
|---------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-------------------------|-----------------------------------|
| country_breakdown                                                               | country,<br>country_name                                                             | start_date,<br>end_date | page_type, placement,<br>platform |
| platform_breakdown                                                              | platform,<br>platform_name                                                           | start_date,<br>end_date | page_type, placement,<br>country  |
| day_site_placement_breakdown<br>( <i>network</i> account only)                  | date, publisher,<br>publisher_name,<br>page_type,<br>placement                       | start_date,<br>end_date | country, platform                 |
| day_site_placement_country_platform_breakdown<br>( <i>network</i> account only) | date, publisher,<br>publisher_name,<br>page_type,<br>placement,<br>country, platform | start_date,<br>end_date |                                   |
| day_site_page_type_country_platform_breakdown<br>( <i>network</i> account only) | date, publisher,<br>publisher_name,<br>page_type,<br>country, platform               | start_date,<br>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> <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   |                                                                                                                                                                                                                                                                                                                                                               |      |             |       |             |       |                 |          |                |          |          |        |                     |       |             |

|  |          |                      |
|--|----------|----------------------|
|  | 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.<br><a href="#">ISO-8601</a> | Exact date for day dimension.<br>Beginning of period for week/month dimensions |
| date_end_period | Date.<br><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,<br>end_date | referral_domain,<br>landing_page,<br>country, platform,<br>page_type,<br>campaign_source,<br>campaign_medium,<br>campaign_term,<br>campaign_content,<br>campaign_name,<br>custom_key,<br>custom_value |
| week      | date,<br>date_end_period | start_date,<br>end_date | referral_domain,<br>landing_page,<br>country, platform,<br>page_type,<br>campaign_source,<br>campaign_medium,<br>campaign_term,<br>campaign_content,<br>campaign_name,<br>custom_key,<br>custom_value |
| month     | date,<br>date_end_period | start_date,<br>end_date | referral_domain,<br>landing_page,<br>country, platform,<br>page_type,<br>campaign_source,<br>campaign_medium,<br>campaign_term,<br>campaign_content,<br>campaign_name,<br>custom_key,<br>custom_value |

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

|                               |                         |                         |                                                                                                                                                                                  |
|-------------------------------|-------------------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                               |                         |                         | page_type,<br>referral_domain,<br>campaign_term,<br>campaign_content,<br>campaign_name,<br>custom_key,<br>custom_value                                                           |
| by_campaign                   | tracking_code_campaign  | start_date,<br>end_date | landing_page,<br>country, platform,<br>page_type,<br>referral_domain, campaign_source,<br>campaign_medium,<br>campaign_term,<br>campaign_content,<br>custom_key,<br>custom_value |
| by_custom_tracking_code       | tracking_code_custom    | start_date,<br>end_date | landing_page,<br>country, platform,<br>page_type, referral_domain, campaign_source,<br>campaign_medium,<br>campaign_term,<br>campaign_content,<br>campaign_name                  |
| by_referral_and_tracking_code | referral_tracking_codes | start_date,<br>end_date | landing_page,<br>country, platform,<br>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 ( <b>required</b> ) | Date. <a href="#">ISO-8601</a> or <a href="#">UNIX Epoch</a> .         |
| end_date ( <b>required</b> )   | 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                       | <div> <div>DESK</div> <div>Desktop</div> </div>                        |

|                  |                                                 |                      |
|------------------|-------------------------------------------------|----------------------|
|                  | PHON                                            | Smartphone           |
|                  | TBLT                                            | Tablet               |
|                  | DESK_ABP                                        | Desktop - Ad Blocked |
|                  | TV                                              | Connected TV         |
|                  | OTHR                                            | Other / Unknown      |
| 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        | TEXT                                            | Story Pages          |
|                  | VIDEO                                           | Video Pages          |
|                  | PHOTO                                           | Photo Galleries      |
|                  | CATEGORY                                        | Section Fronts       |
|                  | HOMEPAGE                                        | Homepage             |
|                  | SEARCH                                          | Search Result Pages  |
|                  | OTHER                                           | Other Pages          |

### 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.<br><a href="#">ISO-8601</a> | Exact date for day dimension.<br>Beginning of period for week/month dimensions |
| date_end_period             | Date.<br><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<br>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.<br>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.<br>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.<br>Ad Revenue / Visits * 1000                                  |
| ad_revenue              | Currency                                      | The revenue generated from Sourced Content in Taboola's widgets.                                                                                                                                      |
| currency                | Currency Code<br>( <a href="#">ISO 4217</a> ) | 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><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><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></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.<br><a href="#">ISO-8601</a> | Exact date for day dimension.<br>Beginning of period for week/month dimensions |
| date_end_period | Date.<br><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,
    }
  ]
}
```