1 Reports API Reference

Campaign reports allow you to view and analyze your campaign data. In these reports you'll find everything you need to understand what's happening with your campaigns, including performance information that can be used to help you optimize your campaigns.

There are multiple types of reports available - for example by time, by campaign, by site, etc. - each giving you a different view of your campaign data. You can view various metrics such as impressions, clicks, total spend, and more.

1.1 General Report Structure

The general reports API request format is as follows:

```
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 specific request result set will have the same structure, comprising of one or more dimension columns and one or more value columns. All dimensions of the same report will have the exact same list of value columns, and will only differ in their dimension columns.

Note: The dimensions are the equivalent of the different tabs of the relevant report in Backstage, Taboola's management platform for advertisers and publishers.

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
      }, {
```

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

1.2 Data Freshness

It's important to note that data in Taboola reports can (and will) change retroactively during the Taboola billing cycle. This can happen due to multiple reasons, including but not limited to - billing rules that define guarantees as per average monthly RPMs; changes in billing rules during the billing cycle; click or impression fraud that is credited; and conversions that arrive out of order.

This means that when fetching report data from Taboola for a data warehouse or BI solution, the data for the entire billing cycle (current calendar month + previous calendar month up to the 5th in any given month) should be periodically refreshed.

1.3 Campaign Summary Report

The Campaign Summary report is an advertiser report that provides general campaign metrics such as impressions, clicks, conversions, and spend; as well as performance metrics such as CTR, CPC, CPM, and CPA. The report can be broken down by date, campaign, referring site, country or platform.

Request

The general API request URL format is as follows:

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

1.3.1 Supported Dimensions

Dimension	Dimension Columns	Mandatory Filters	Optional Filters
day	date	start_date, end_date	campaign, platform, country, site

week	date, date_end_period	start_date, end_date	campaign, platform, country, site
month	date, date_end_period	start_date, end_date	campaign, platform, country, site
by_hour_of_day	hour_of_day	start_date, end_date	site, platform, country, media_am_department_id, language
content_provider_breakdown	content_provider, content_provider_name, campaigns_num	start_date, end_date	platform, country, site
campaign_breakdown	campaign, campaign_name	start_date, end_date	platform, country, site
site_breakdown	site, site_name, blocking_level	start_date, end_date	campaign
country_breakdown	country, country_name	start_date, end_date	campaign
platform_breakdown	platform, platform_name	start_date, end_date	campaign
campaign_day_breakdown	date, campaign, campaign_name	start_date, end_date	platform, country, site
campaign_site_day_breakdown	date, campaign, campaign_name, site, site_name	start_date, end_date	
user_segment_breakdown	data_partner_audience_id, partner_name, audience_name	start_date, end_date	campaign, platform, country, partner_name

1.3.2 Supported Filters

> ℹ️ 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	Notes
start_date (required)	Date. [ISO-8601](#)	
end_date (required)	Date. [ISO-8601](#)	

campaign	String. The numeric ID of a specific campaign.	
platform		
country	2-letter country code as defined by ISO-3166.	
site	String. The site_name of a specific publisher.	
partner_name	String. The data partner.	Case sensitive

For the platform row:

Possible Values	Description
DESK	Desktop
PHON	Smartphone
TBLT	Tablet

1.3.3 Dimension Columns

> ℹ 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. ISO-8601	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. ISO-8601	End of period for week/month dimensions
hour_of_day	String	A time of day specified as an exact number of hours
content_provider	String	Machine-readable provider name
content_provider_name	String	Human-readable content provider name
campaigns_num	Long	Number of campaigns the specific provider has
campaign	Long	ID of the campaign in question
campaign_name	String	Human-readable campaign name
site	String	Machine-readable site name

site_name	String	Human-readable site name
site_id	Long	Unique ID of the site
country	String	Machine-readable country name (2-letter code)
country_name	String	Human-readable country name
platform	String	Machine-readable platform name
platform_name	String	Human-readable platform name
blocking_level	String	Indicates the level of blocking: <table><tr><th>Possible Values</th><th>Description</th></tr><tr><td>NONE</td><td>No blocking</td></tr><tr><td>CAMPAIGN</td><td>Campaign level block</td></tr><tr><td>ADVERTISER</td><td>Advertiser level block</td></tr><tr><td>AUTO</td><td>Auto-block</td></tr><tr><td>EMULATED</td><td>Emulated auto-block</td></tr><tr><td>NETWORK</td><td>Network level block</td></tr><tr><td>ADVERTISER_NETWORK</td><td>Advertiser network level block</td></tr></table>
partner_name	String	Human-readable data partner
audience_name	String	Human-readable audience (segment) name
data_partner_audience_id	String	Machine-readable data partner audience ID

1.3.4 Value Columns

> ℹ The following table contains a list of Value Columns.

Name	Type	Description
impressions	Integer	Total number of impressions
ctr	Percent	Average CTR (Click Through Rate). Calculated as Clicks/Impressions
clicks	Integer	Total number of clicks

cpc	Money	Average CPC of total clicks. Calculated as Spend/Clicks
cpm	Money	Average CPM (Cost Per 1000 Impressions). Calculated as Spend/Impressions
cpa_conversion_rate	Percent	Average Conversion Rate. Calculated as Actions/Clicks
cpa_actions_num	Integer	Total number of actions (also referred to as conversions)
cpa	Money	Average CPA (Cost Per Action). Calculated as Spend/Actions
spent	Money	Total spent amount
currency	Currency Code (ISO 4217)	The currency for columns of type "money"
impressions_pct	Percent	Audience ID Impressions percent. Calculated as Audience ID Impressions / Total Campaign Impressions. Only relevant for user segment breakdown dimension.
roas	Money	Return on ad spend - the total conversion value amount divided by the total ad spend
visible_impressions	Integer	Total number of viewable impressions.
vctr	Percent	Average viewable CTR (Click Through Rate). Calculated as Clicks/Viewable Impressions
vcpm	Money	Average viewable CPM (Cost Per 1000 Viewable Impressions). Calculated as Spend/Viewable Impressions

1.3.5 Example

Example request for "Day" dimension, with required filters only:

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

1.3.5.1 Example Response

```
{
    "last_used_rawdata_update_time":"2015-03-30 01:00:00.0",
    "timezone":"EDT",
    "results":[
        {
            "cpm":0.06,
            "impressions":128238,
```

```
        "cpc":0.071,
        "cpa_actions_num":0,
        "cpa":0.000,
        "clicks":103,
        "currency":"USD",
        "cpa_conversion_rate":0.00,
        "spent":7.27,
        "date":"2015-03-30 00:00:00.0",
        "ctr":0.08
      }
  ]
}
```

1.4 Top Campaign Content Report

The Top Campaign Content report is an advertiser report that lists the top 500 items of a campaign. The report allows for fetching the top 500 items for all campaigns of an account, or filtering the results to include only the items of a specific campaign.

The general API request URL format is as follows:

```
GET /backstage/api/1.0/[account-id]/reports/
    top-campaign-content/dimensions/item_breakdown?[parameters]
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.1 Supported Dimensions

Dimension	Dimension Columns	Mandatory Filters	Optional Filters
item_breakdown	item, item_name, thumbnail, url	start_date, end_date	campaign

1.4.2 Supported Filters

> ℹ 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	Notes
start_date (required)	Date. ISO-8601	
end_date (required)	Date. ISO-8601	

campaign	String. The numeric ID of a specific campaign.	

1.4.3 Dimension Columns

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

Name	Type	Description
item	String	Unique ID of an item
item_name	String	The "display name" of an item (item.title)
thumbnail_url	String	The URL of the item's thumbnail
url	String	The URL of the item

1.4.4 Value Columns

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

Name	Type	Description
campaign	String (numeric)	The numeric ID of the campaign
campaign_name	String	Human-readable campaign name
content_provider	String	Machine-readable advertiser name
content_provider_name	String	Human-readable advertiser name
impressions	Number	Total number of impressions
ctr	Percent	Average CTR (Click Through Rate). Calculated as Clicks/Impressions
clicks	Number	Total number of clicks
cpc	Money	Average CPC of total clicks. Calculated as Spend/Clicks
cpm	Money	Average CPM (Cost Per 1000 Impressions). Calculated as Spend/Impressions

spent	Money	Total spent amount
currency	Currency Code (ISO 4217)	The currency for columns of type "money"
actions	Number	Total number of actions (also referred to as conversions)
cpa	Money	Average CPA (Cost Per Action). Calculated as Spend/Actions
cvr	Percent	Average Conversion Rate. Calculated as Actions/Clicks
roas	Money	Return on ad spend - the total conversion value amount divided by the total ad spend
visible_impressions	Integer	Total number of viewable impressions
vctr	Percent	Average viewable CTR (Click Through Rate). Calculated as Clicks/Viewable Impressions
vcpm	Money	Average viewable CPM (Cost Per 1000 viewable Impressions). Calculated as Spend/viewable Impressions

1.4.5 Example

Example request, with required filters only:

```
GET /backstage/api/1.0/taboola-demo-advertiser/reports/
      top-campaign-content/dimensions/item_breakdown?
            start_date=2015-03-30&end_date=2015-03-30
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.4.5.1 Example Response

```
{
    "last_used_rawdata_update_time":"2015-03-30 01:00:00.0",
    "timezone":"EDT",
    "results":[
        {
            "item":"124971358",
            "item_name":"Ten Things You Didn't Know About Something",
            "thumbnail_url":"http://cdn.taboola.com/gallery/pretty-boy.png",
            "url":"http://news.taboola.com/articles/ten-things-girls.html",
            "campaign":"7392917",
            "campaign_name":"Ten Things to Know",
            "content_provider":"taboola-demo-advertiser",
            "content_provider_name":"Taboola Demo - Advertiser",
            "impressions":128238,
            "ctr":0.08,
            "clicks":103,
            "cpc":0.071,
```

```
            "cpm":0.06,
            "spent":7.27,
            "currency":"USD"
        }, {
            "item":"512297682",
            "item_name":"Ten Things You Didn't Know About Something Else",
            "thumbnail_url":"http://cdn.taboola.com/gallery/pretty-girl.png",
            "url":"http://news.taboola.com/articles/ten-things-boys.html",
            "campaign":"1982402",
            "campaign_name":"Ten Things to Know",
            "content_provider":"taboola-demo-advertiser",
            "content_provider_name":"Taboola Demo - Advertiser",
            "impressions":128238,
            "ctr":0.08,
            "clicks":103,
            "cpc":0.071,
            "cpm":0.06,
            "spent":7.27,
            "currency":"USD",
            "actions":150,
            "cpa":100,
            "cvr":145.63
        }
    ]
}
```

1.5 Customized Conversions Columns

The Campaign Summary and Top Campaign Content reports support the customized conversion metrics that are defined by using the Taboola Pixel conversion rules.

> **i** By default, custom conversion columns are not retrieved. To retrieve them, add the parameter `include_multi_conversions=true` to the request URL.

1.5.1 Customized Conversion Metadata

Each customized conversion has four types of metrics, as follows:
- **Conversions**: Total number of conversions.
- **CVR**: Average Conversion Rate. Calculated as the conversion rule's actions/clicks.
- **CPA**: Average CPA (Cost Per Action). Calculated as spend / the conversion rule's actions.
- **Value**: Total value of conversions.

Each metric has its own unique ID. The report contains a metadata section that contains the list of the IDs along with their respective format and caption.

Name	Type	Description
caption	String	The caption of the conversion dynamic column - based on the conversion rule name and a suffix per column (conversions/CVR/CPA/value).
id	String	The ID of the dynamic columns as it appears in the list of dynamic columns. The matching between the metadata fields and the columns is done by this field.
format	String	The recommended format of the column to be displayed.
data_type	<table><tr><th>Possible Values</th></tr><tr><td>STRING</td></tr><tr><td>FLOAT</td></tr><tr><td>MONEY</td></tr><tr><td>PERCENT</td></tr><tr><td>NUMERIC</td></tr><tr><td>DATE</td></tr><tr><td>TIMESTAMP</td></tr><tr><td>URL</td></tr><tr><td>BOOLEAN</td></tr></table>	The data type of the dynamic column.

1.5.2 Customized Conversion Values

The actual values of the conversions are added to the report rows with a simple mapping of the ID (from the metadata sections), and its value.

Name	Type	Description
id	String	The ID of the custom conversion field.
value	String	The value of the custom conversion field.

1.5.3 Example Request

The following is an example request for the Campaign Summary report with "Day" dimension, including customized conversions:

Example Request for the Campaign Summary Report with the "Day" Dimension, Including Customized Conversions

```
GET /backstage/api/1.0/taboola-demo-advertiser/reports/
    campaign-summary/dimensions/day?include_multi_conversions=true&start_date=20
    15-03-30&end_date=2015-03-30
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

1.5.3.1 Example Response with Dynamic Columns

```
{
    "last_used_rawdata_update_time":"2015-03-30 01:00:00.0",
    "timezone":"EDT",
    "results":[
        {
            "date": "2018-05-25 00:00:00.0",
            "clicks": 311,
            "impressions": 286692,
            "spent": 302.35,
            "ctr": 0.1084787855956915,
            "cpm": 1.05,
            "cpc": 0.97,
            "cpa": 10.08,
            "cpa_actions_num": 30,
            "cpa_conversion_rate": 9.6463022508038585,
            "currency": "USD",
            "dynamic_fields": [
                {
                    "id": "747406219",
                    "value": 23
                },
                {
                    "id": "747406220",
                    "value": 7.4
                },
                {
                    "id": "747406221",
                    "value": 13.145
                },
                {
                    "id": "747406222",
                    "value": 0
                }
            ]
    "recordCount":1,
    "columns_metadata":{
      "dynamic_fields": [
            {
                "id": "747406219",
                "format": "d",
                "data_type": "NUMERIC",
                "caption": "Complete Registration: Conversions"
```

```
            },
            {
                "id": "747406220",
                "format": ".2f",
                "data_type": "PERCENT",
                "caption": "Complete Registration: CVR"
            },
            {
                "id": "747406221",
                "format": ".3f",
                "data_type": "MONEY",
                "caption": "Complete Registration: CPA"
            },
            {
                "id": "747406222",
                "format": ".2f",
                "data_type": "MONEY",
                "caption": "Complete Registration: Value"
            }
        ]
    }
}
```

1.6 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 API request URL form is:

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

1.6.1 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	

1.6.2 Supported Filters

Filter	Format / Possible Values
start_date	Date. ISO-8601 or UNIX Epoch.
end_date	Date. ISO-8601 or UNIX Epoch.
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></table>

| | 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 ISO-3166.
platform	

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

1.6.3 Dimension Columns

> ℹ 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. ISO-8601	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. ISO-8601	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 ISO-3166

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

1.6.4 Value Columns

> ℹ️ 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 one 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
page_views_with_ads	Integer	The number of pages on which we display sourced content (SC). We will count one page view with SC regardless of the number of SC units on the page.
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 (ISO 4217) | The currency code |

1.6.5 Example Request

The following is an example request for the day-site-placement dimension, with only the required filters:

```
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
```

1.6.5.1 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
        }
    ]
}
```

1.7 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 API request URL 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]
```

1.7.1 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_page_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_source_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

1.7.2 Supported Filters

> **i** 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. ISO-8601 or UNIX Epoch.
end_date (required)	Date. ISO-8601 or UNIX Epoch.
referral_domain	String. Referral domain.
landing_page	String. The landing page's ID.
country	String. 2-letter country code as defined by ISO-3166.
platform	

DESK	Desktop

	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

1.7.3 Dimension Columns

> **i** 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. ISO-8601	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. ISO-8601	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 ISO-3166.
platform	String	Platform code as defined in the filters section above
tracking_code_source_me dium	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

1.7.4 Value Columns

> **i** 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 to 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 one 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 one 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

1.7.5 Example Request

The following is an example request, with the required filters only:

Example request, 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]
```

1.7.5.1 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
    }
  ]
}
```

1.8 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 API request URL format is:
```
https://backstage.taboola.com/backstage/api/1.0/[partner-id]/reports/recirc-summary/dimensions/[dimension-id]?[parameters]
```

1.8.1 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

1.8.2 Supported Filters

Filter	Format / Possible Values
start_date	Date. ISO-8601 or UNIX Epoch.
end_date	Date. ISO-8601 or UNIX Epoch.
page_type	

TEXT	Story Pages
VIDEO	Video Pages
PHOTO	Photo Galleries
CATEGORY	Section Fronts
HOMEPAGE	Homepage
SEARCH	Search Result Pages
OTHER	Other Pages

Filter	Format / Possible Values
placement	String. Placement name (varies depending on publisher and page type).
country	String. 2-letter country code as defined by ISO-3166.

platform		
	DESK	Desktop
	PHON	Smartphone
	TBLT	Tablet
	OTHR	Unknown
	OTHR	Other
	TV	Connected TV
	DESK_ABP	Desktop - AdBlock

1.8.3 Dimension Columns

> **i** 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. ISO-8601	Exact date for day dimension. Beginning of period for week/month dimensions
date_end_period	Date. ISO-8601	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 ISO-3166
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

1.8.4 Value Columns

> **i** 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 one 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	

1.8.5 Example

The following is an example request for day-site-placement dimension, with only the required filters:

```
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
```

1.8.5.1 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,

        }
    ]
}
```