

1. Introduction

Our Reporting API returns the following information in csv or xml format:

- number of ad requests we have received from you
- number of ads we have sent back to you
- number of ads clicked on
- estimated revenue due to you
(we issue a monthly statement which details the amount of revenue that you will be paid under the terms of your agreement with us).
- effective CPM rate (Revenue/Impression*1000)

2. Request Parameters

The API request parameters are:

- Report type format of 'csv' or 'xml'
- 'pubid='
you will be allocated your own 'pubid' which will return results for all UIDs set up for you.
(UID is the unique identifier we assign for each publisher you have – a UID can cover more than one market e.g. UK & US.
The test url example described further down uses a 'pubid' of '0'
- 'startdate='
- 'end date='
dates are entered in date format yearmmdd and results will be listed by adSpaceId by day (in descending order) and are based on Pacific Standard Time
- 'currency=' which can be 'local' or 'usd'
'local' will show ESTIMATED revenue in currency local to the market, i.e. UK in GBP & US in USD.
'usd' will show all ESTIMATED revenue in USD regardless of local market.
- 'display=' which can be 'name' or 'uid'
Using 'name' will return the metrics summarised by adSpaceId which is made up of the relevant UID, your name and the publisher name – so on the test data we have loaded you will get '660015-Test' – however for a production services we would set you up with a UID for each of your publisher names then the publisher name will be appear at the end of the field e.g.: '660015-yourname-yourpublishername1', '660015-yourname-yourpublishername2', etc.
Using 'UID' will return the metrics summarised by UID.

Request url example:

<http://vip1.mcproton.com/search/test/reporting/v1/Revenue.svc/adreport/csv/?pubid=0&startdate=20110201&enddate=20110228¤cy=local&display=name>

Note: for this test example we have only loaded data for the month of February 2011.

3. Results

Here are sample results for csv and xml formats:

csv format results

adSpaceId,country,date,Request,Impression,Click,Revenue,eCPM

"660015-Test","UK",20110228,8680,4900,0,0.00,0.00

"660015-Test","US",20110228,3701670,2152360,14070,1264.90,0.59

The last two lines above then repeat for each day in the date range requested.

xml format results

```
<?xml version="1.0" encoding="utf-8" ?>
<RevenueItems xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <RevenueItem>
    <adSpaceId>660015-Test</adSpaceId>
    <date>20110228</date>
    <country>UK</country>
    <Request>8680</Request>
    <Impression>4900</Impression>
    <Click>0</Click>
    <Revenue>0.00</Revenue>
    <eCPM>0.00</eCPM>
  </RevenueItem>
  <RevenueItem>
    <adSpaceId>660015-Test</adSpaceId>
    <date>20110228</date>
    <country>US</country>
    <Request>3701670</Request>
    <Impression>2152360</Impression>
    <Click>14070</Click>
    <Revenue>1264.90</Revenue>
    <eCPM>0.59</eCPM>
  </RevenueItem>
```

All lines items between <RevenueItem> would then repeat for each day in the date range requested.

Key

<Request> = number of ad requests received.

<Impression> = number of ads sent back.

<Click> = number of ads clicked on.

<Revenue> = ESTIMATED revenue due to you - your monthly statement will detail the amount of revenue that you will be paid under the terms of your agreement with us.

<eCPM> = effective CPM rate (Revenue/Impression*1000).

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