**API Reference**

**API Version 2.0.0 2019-10-07**

**Adventive: API Reference**

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# Obtaining API Credentials

To obtain API credentials, API services must be enabled within your Adventive account. Contact Adventive support or your sales representative for assistance with activating API services.

A designated administrator in your Adventive account can add an API app by clicking the “Add” button on the API integrations screen. Each app is provided a unique set of keys, which are specific to the app, and allows the developer to control, or change the API key for specific apps without requiring code or credentials to be changed for all apps.

## Integration Key

An Integration Key is a unique key, generated automatically by Adventive that is associated with a single app or 3rd party integration. The integration key does not change can be considered the ‘username’ for the API.

## API Key

An API Key is a unique key, generated automatically by Adventive and associated with the Integration Key. API Keys should always be kept private as they act as the ‘password’ for a given Integration Key. To change an API Key click the reset key button in the API Integrations screen within Adventive.

## End Point

The API End Point is the secure URL which all requests to Adventive’s API should be directed. Each end point contains the API version for which requests are executed against.

API Endpoint Structure: https://api.adventive.com/v2.0/

## Request Limits

API users are limited to 100 API requests per hour. Contact Adventive support in the event you require an increase in this limit.

# Common Response Codes

The following table details the common response codes for the API:

|  |  |
| --- | --- |
| Response Code | Description |
| 200 | Success (OK) |
| 401 | Invalid API Credentials |
| 402 | API Access not enabled for account |
| 403 | No data found with the given filter ID |
| 404 | Invalid or Bad Request |
| 500 | Internal Server Error (Contact Adventive Support) |

# Response Formats

Adventive supports the following response types. To instruct the API to return an alternate format, ensure the format as listed in this table is made in the call. For purposes of this documentation, JSON has been used – replacing json with xml will return XML in subsequent calls.

|  |  |
| --- | --- |
| Response Format | Description |
| json | JSON array |
| xml | XML |

# Actions

The following actions are supported:

* List Advertisers
* Show Advertiser
* List Campaigns
* Show Campaign
* Show Analytics

# Advertisers

Advertisers contain a collection of campaigns, contact information, ad units and analytics data. Each advertiser is assigned a unique id in Adventive’s system, which can be used to gain further information about the Advertiser.

## List Advertisers

Executing an advertiser list against the API will return a unique advertiser ID as well as the advertiser name.

### Request Format

curl -X GET 'https://api.adventive.com/v2.0/advertisers.json' \

 -H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

### Response Format

[
 {
 "id": integer,
 "name": "string"
 }
]

## Show Advertisers

Executing a show advertiser request against the API will return all Advertiser settings, as well as any contacts associated with the Advertiser.

### Request Format (Single Advertiser)

curl -X GET 'https://api.adventive.com/v2.0/advertisers.json?id=**X**' \
 -H 'X-Api-Key:<api key>' \
 -H 'X-Integration-Key:<int key>'

 NOTE: X is the unique advertiser ID which can be obtained with a advertiser list call.

### Response Format

[
 {
 "id": integer,
 "name": "string",
 "address": "string",
 "city": "string",
 "state": "string",
 "postal": "string",
 "country": "string",
 "phone": "string",
 "fax": "string",
 "url": "string",
 "logo": "string",
 "contacts": [
 {
 "name": "string",
 "type": "string",
 "address": "string",
 "city": "string",
 "state": "string",
 "postal": "string",
 "country": "string",
 "mobile\_phone": "string",
 "office\_phone": "string",
 "fax": "string",
 "email": "string"
 }
 ]
 }
]

### Request Format (Multiple Advertisers)

curl -X GET 'https://api.adventive.com/v2.0/advertisers.json?id[]=**X**&id[]=**X**' \
 -H 'X-Api-Key:<api key>' \
 -H 'X-Integration-Key:<int key>'

NOTE: X is the unique advertiser ID which can be obtained with a advertiser list call.

### Response Format

[

{

 "id": integer,

 "name": "string",

 "address": "string",

 "city": "string",

 "state": "string",

 "postal": "string",

 "country": "string",

 "phone": "string",

 "fax": "string",

 "url": "string",

 "logo": "string",

 "contacts": [

 {...}

 ]

},

{

 "id": integer,

 "name": "string",

 "address": "string",

 "city": "string",

 "state": "string",

 "postal": "string",

 "country": "string",

 "phone": "string",

 "fax": "string",

 "url": "string",

 "logo": "string",

 "contacts": [

 {...}

 ]

}

]

# Campaigns

Campaigns contain a collection of placements, placement groups, ad units and ad delivery groups. Each campaign is assigned a unique id in Adventive’s system, which can be used to gain further information about the campaign or to obtain analytics information on the campaign.

## List Campaigns

Executing a list campaign request against the API will return all campaigns associated with the Account. Additional filters are available to list campaigns accounted with a particular Advertiser ID, and campaigns created between specific dates.

### Request Format

To obtain a listing of all campaigns:

curl -X GET 'https://api.adventive.com/v2.0/campaigns.json' \

 -H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

To obtain a listing of all campaigns associated with an Advertiser ID(s):

curl -X GET 'https://api.adventive.com/v2.0/campaigns.json?advertiser\_id[]=XX&advertiser\_id[]=XX' \

 -H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

[Optional] Date Filters:

curl -X GET 'https://api.adventive.com/v2.0/campaigns.json?from=2015-10-20&to=2015-11-30' \

 -H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

### Response Format

[
 {
 "id": integer,
 "name": "string",
 "advertiser\_id": integer,
 "advertiser\_name": "string",
 "created\_date": "string"
 }
]

##

## Show Campaign

Executing a show campaign request against the API will return all campaign settings, as well as the associated sites, placements, ad units and delivery groups.

### Request Format (Single Campaign)

curl -X GET 'https://api.adventive.com/v2.0/campaigns.json?id=X' \

-H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

 NOTE: X is the unique campaign ID that can be obtained with a campaign list call.

### Response Format

[
 {
 "id": integer,
 "name": "string",
 "advertiser\_id": integer,
 "advertiser\_name": "string",
 "created\_date": "string",
 "start\_date": "string",
 "end\_date": "string",
 "last\_update\_date": "string",
 "created\_by": "string",
 "sites": [
 {
 "name": "string",
 "site\_url": "string",
 "contact\_name": "string",
 "phone": "string",
 "email": "string",
 "placements": [
 {
 "id": integer,
 "name": "string",
 "start\_date": "string",
 "end\_date": "string",
 "impressions": integer,
 "ad\_units": [
 {
 "id": integer,
 "name": "string",
 "created\_date": "string",
 "last\_update\_date": "string",
 "last\_publish\_date": "string",
 "width": integer,
 "height": integer
 }
 ],
 "delivery\_groups": [
 {
 "name": "string",
 "algorithm": "string",
 "ad\_units": [
 {
 "id": integer,
 "name": "string",
 "created\_date": "string",
 "last\_update\_date": "string",
 "last\_publish\_date": "string",
 "width": integer,
 "height": integer
 }

 ]
 }
 ]
 }
 ]
 }
 ]
 }
]

### Request Format (Multiple Campaigns)

curl -X GET 'https://api.adventive.com/v2.0/campaigns.json?id[]=X&id[]=X' \

-H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

 NOTE: X is the unique campaign ID that can be obtained with a campaign list call.

### Response Format

[
 {
 "id": integer,
 "name": "string",
 "advertiser\_id": integer,
 "advertiser\_name": "string",
 "created\_date": "string",
 "start\_date": "string",
 "end\_date": "string",
 "last\_update\_date": "string",
 "created\_by": "string",
 "sites": [...]
 },

 {
 "id": integer,
 "name": "string",
 "advertiser\_id": integer,
 "advertiser\_name": "string",
 "created\_date": "string",
 "start\_date": "string",
 "end\_date": "string",
 "last\_update\_date": "string",
 "created\_by": "string",
 "sites": [...]
 }
]

#

#

# Analytics

Adventive collects statistical data on all campaigns run within the platform. Adventive supports calls for impressions, clicks, engagements, and geographic information for a given Campaign ID.

## Show Analytics

Executing a show analytics request against the API will return all analytics data for a given Campaign ID. Optionally date range filters can be applied to gather analytics within a particular time period.

**IMPORTANT:** Adventive updates analytics data every 15 minutes – subsequent calls will return the same data until the next incremental aggregation is completed.

### Request Format

To obtain all analytics information for a specific campaign ID:

curl -X GET 'https://api.adventive.com/v2.0/analytics.json?id=X' \

 -H 'X-Api-Key:<api key>' \

 -H 'X-Integration-Key:<int key>'

 NOTE: X is the unique campaign ID that can be obtained with a campaign list call.

To obtain all analytics information for multiple campaigns:

curl -X GET 'https://api.adventivedev.com/v2.0/analytics.json?id[]=X&id[]=X' \
 -H 'X-Api-Key:<int key>' \
 -H 'X-Integration-Key:<int key>'

 NOTE: X is the unique campaign ID that can be obtained with a campaign list call.

[Optional] Date Filters:

curl -X GET 'https://api.adventive.com/v2.0/analytics.json?id=X&from=2015-10-20&to=2015-11-30' \

-H 'X-Api-Key:<api key>' \

-H 'X-Integration-Key:<int key>'

###

### Response Format

[
 {
 "id": integer,
 "campaign\_name": "string",
 "advertiser\_id": integer,
 "advertiser\_name": "string",
 "created\_date": "string",
 "start\_date": "string",
 "end\_date": "string",
 "stats": [
 {
 "date": "date",
 "sites": [
 {
 "site\_name": "string",
 "placements": [
 {
 "placement\_name": "string",
 "ad\_units": [

 {

 "ad\_name": "string",

 "ad\_id": integer,

 "preview\_url": "string",

 "impressions": {

 "total": integer,

 "unique": integer

 },

 "clicks": {

 "total": integer,

 "unique": integer

 },

 "engagements": {

 "total": integer,

 "unique": integer,

 "hover": integer,

 "expand": integer,

 "collapse": integer

 },

 "video": {

 "start": integer,

 "firstQuartile": integer,

 "midpoint": integer,

 "thirdQuartile": integer,

 "complete": integer

 }

 }

 ]
 }
 ]
 }
 ]
 }
 ]
 }
]