API Data Pull

The PubMatic Analytics API lets you view and interact with data insights to improve ad performance. You can easily integrate PubMatic APIs using simple HTTP GET requests to the PubMatic Analytics API Server. Mandatory and optional parameters in the query string such as dimensions, metrics, and filters let you control the scope of the JSON results PubMatic returns. The API provides methods that lets you query bulk-data in four categories:

1. **Publisher**: use to constrain queries to a specific publisher's data.
2. **Buyer:** use to constrain queries to a specific buyer's data.
3. **DSP:** use to constrain queries to a specific DSP's data.

Before Using PubMatic APIs…

First generate the API Token. For more information, refer to Getting Started with PubMatic APIs .

Get the Bulk-Data Details for a Publisher

This API provides information about how to access bulk data details for a specific publisher.

Request

URI	http://{domainName}/data/publisher/{publisherId}
HTTP Method	GET

Request Headers

Header Name	Type	Value	Required	Description

| Authorization | string | Bearer ${access_token} | Yes | Send your generated access token in place of ${access_token} for authentication. Example: |

```
curl "http://api.
pubmatic.
com/v1
/analytic
s/data
/publishe
r/xxxxx?
dateUnit=
date&dime
nsions=si
teId&filt
ers=&from
Date=2015
-01-
01T00:
00&metric
s=revenue
,
paidImpre
ssions,
ecpm&page
Number=1&
pageSize=
10&sort=-
revenue&t
oDate=201
5-01-
31T23:59"
-H
"Authoriz
ation:
Bearer
BDxxxx9d"
```

Request Path Parameters

Parameter Name	Type	Required	Validations	Description
publisherId	Integer	Yes	Publishers can only query their own data.	Indicates the publisher ID.

Request Query Parameters

The following table lists parameters you can use to build requests.

Parameter Name	Type	Required	Description
fromDate	string	Yes	Start date of data retrieval. Example: `2013-03-01T00:00` PubMatic uses this standard date format even if the dateUnit parameter is different; for example, `week`.

toDate	string	Yes	End date of data retrieval. Example: `2015-03-29T23:59` The conclusion time on the final end date (in this example, `3-29`) should be `23:59`. A date and time format of `03-30T00:00` would return some data from `3-30`.
compFromDate	string	No	Comparison period start date.
compToDate	string	No	Comparison period end date. The `compFromDate`/`compToDate` period should be within the same timespan as the original `fromDate`/`toDate` period.

dimensions	string	No	Dimensions are attributes available in the PubMatic system. Examples:
			
			`Country, Platform, Site`
			
			In case of multiple entries, use a comma-separated format. Example:
			
			`<dim1>,<dim2>`

metrics	string	Yes	Metrics measure specified dimensions. Example: *Buyer 123 has 500 impressions on the U.S. geo and mobile platform.* In case of multiple entries, use a comma-separated format. Example: `<metric1>, <metric2>`

sort	string	No	By default, the sort order is ascending. To change to descending, prefix a minus sign to the requested field. Example: *To determine which sites provide the most paidImpressions with the fewest zero bids, use* `sort=-paidImpressions, totalBidRequests` Use the sort parameteronly with measurements included in the metrics list.
filters	string	No	For more information on filters, see "Filters."
dateUnit	string	No	The date unit to query in the aggregation. Possible options are: • `hour` • `date` • `week` • `month` • `qua rter`
pageNumber	integer	No	Specifies which page number should be returned if there are multiple pages (default value is `1`).
pageSize	integer	No	Maximum number of rows to include in the response. Example: *"40" returns up to 40 rows* If page size is unspecified, then page size defaults to 256000 rows.

Response

Response Header

Response Header Name	Type	Description
Content-Type	application/json	JSON response

Response Body Parameters

The following table lists parameters returned in API responses.

Response Body Parameter	Type	Description
alert	string	Alert message from server. In most cases, it will be null. Example: ```"alert": null```
columns	string[]	Dimension and metrics columns. Please see the relevant reference section for a complete list of dimensions and metrics and their limitations. Example: ```"columns": [` ` "dealMetaId",` ` "revenue",` ` "paidImpressi` `ons",` ` "ecpm"` `],``` `dealMetaId` is a special dimension in query for additional columns to be added on returned response. Example: *Query on* `dealMetaId`*,* `revenue`*,* `paidImpressions`*, and* `ecmp`*, adds one more column,* `publisherdealId`*, to the response. The rows section will also include the new column value.* ```"columns": [` ` "dealMetaId",` ` "publisherDea` `lId",` ` "revenue",` ` "paidImpressi` `ons",` ` "ecpm"` `],```
dataFreshness	object	The date on which the settings of the dataset were last updated. Example: ```"dataFreshness":` `{` ` "dataFreshne` `ssHour": "2015-` `03-12T04",` ` "timeZone":` `"PST"` `},```

displayValue	object	The display value of the "ID." Example:
		dealMetaId "13497" *has a description (name) of "xxx"*

		"displayValue": {
		  "dealMetaId": {
		    "13497": "xxx",
		    "16083": "yyy",

rows	array of array	The main table-like data structure, in which each column in the row corresponds to the columns definition in the same sequence. Example:
		The records below would be presented in columns, ["dealMeta Id,"," publisherDealId," "revenue," "paidImpressions," "ecpm"]

		"rows": [
		  [
		    "16651",
		    "PM-XXX339",
		    83365.114 596,
		    10126407. 0,
		    8.232448
		  ],

		When using the dealMetaId dimension, you must associate the publisherDealId.
		Example:

		"columns": [
		    "dealMetaId ",
		    "publisherD ealId",
		    "revenue"
		  ],
		  "rows": [
		    [
		      "10534",
		      "PM-SUU63339",
		      0
		    ],

Sample Response

JSON

```json
{
  "columns": [
    "date",
    "paidImpressions",
    "revenue"
  ],
  "rows": [
    [
      "2016-06-01",
      25249100,
      42000.554432
    ],
    [
      "2016-06-02",
      28841014,
      51154.094958
    ],
    [
      "2016-06-03",
      25200705,
      63640.230188
    ],
    [
      "2016-06-04",
      35254500,
      71632.23456
    ],
    [
      "2016-06-05",
      237219940,
      87654.32123
    ]
  ],
  "displayValue": {
    "date": {
      "2016-06-02": "2016-06-02",
      "2016-06-01": "2016-06-01",
      "2016-06-05": "2016-06-05",
      "2016-06-03": "2016-06-03",
      "2016-06-04": "2016-06-04"
    }
  },
  "currency": "USD",
  "alert": null,
  "dataFreshness": {
    "dataFreshnessHour": "2016-06-16T05",
    "timeZone": "PST"
  }
}
```

HTTP Status Codes

The table below lists common HTTP status codes sent in REST API responses from the PubMatic API platform.

Status	Message	Type	Description
200	OK	success	The request has been successfully processed; check contents of body.
400	Bad Request	client-side error	There is some validation failure; check the response body for error details.
401	Unauthorized		There is an authentication or authorization failure; check the response body for specific details.
403	Forbidden		You are not subscribed to this feature of the Platform.
404	Not Found		The server does not have this resource.
413	Request Entity Too Large		The request content exceeds the size limit. This may be the number of records or the actual content size.
500	Internal Server Error	API-side error	There is problem in the PubMatic API Platform. Please contact the PubMatic API support team.

Available Dimensions

Dimensions are attributes, such as `Country`, `Platform`, and `Site`, available in the PubMatic system. The following tables provide information about dimension grouping.

Dimensions for Historic Data

Dimension ID	Data Type	Description
adFormatId	numeric	Type of Ad associated with the impression (e.g., video display)
adNetworkGroupId	numeric	Name of the parent Ad Network that monetized the impression.
adNetworkVariantId	numeric	Name of the parent Ad Network's campaign that monetized the impression.
pbReason	numeric	Reason for Passback.
tldEntity	numeric	Top level domain Entity. Applicable in the case of mobile impressions.
tldId	numeric	Top level domain.

adSizeId	numeric	Size of the ad associated with the impression (e.g., 200 x 800)
adTagId	numeric	Name of the ad tag used when an impression was requested.
advertiserCategoryId	numeric	Category of the advertiser.
advertiserId	numeric	Name of the advertiser associated with the ad.
atdId	numeric	Name of the agency, ATD or buyer associated with the DSP that won the impression.
campaignId	numeric	Campaign of the advertiser associated with the ad.
categoryId	numeric	Category of the site from which an impression was requested.
channelId	numeric	Sales channel through which the impression was won (e.g., RTB, PMP).
cookied	boolean	Indicates whether or not the DSP's cookies were dropped when an impression was requested.
countryId	numeric	Country from which an impression was requested. (Refer to How Countries are Reported in Analytics Reports for more information)
creativeId	numeric	The creative id delivered in the ad response. This applies to video ads ONLY.
date	string	Date (YYYY-MM-DD format) on which an impression was requested.
dealMetaId	numeric	Name of the Marketplace Deal that won the impression.
domainId	numeric	Domain name (web addresses) of the advertiser. The domains are identified by the landing page of the impression displayed.
dspId	numeric	Name of the DSP that won the impression.
foldPositionId	numeric	Fold placement associated with the ad tag used when an impression was requested.
hour	string	Time (YYY-MM-DD'T'HH format) at which an impression was received.
mobDeviceIdFlag	boolean	Indicates whether the visitor's Device ID is present in the impression requests.
mobDeviceIdTypeId	boolean	Type of Device ID used by the visitor to generate an impression request.

mobDeviceTypeId	boolean	Type of Device used by the visitor to generate an impression request.
mobGeoSourceFlag	boolean	Source that provided the visitor's geographical location.
mobLatLongFlag	boolean	Indicates whether the visitor's latitude/longitude details were included in the impression request.
mobMakeModelId	numeric	Mobile Make/Model Id.
mobOsId	numeric	Mobile Operating System Id.
month	string	Month (YYYY-MM format) at which an impression was received .
platformId	numeric	Platform through which an impression was requested (e.g., Web, Mobile Web)
publisherDealId	numeric	The Publisher Deal Id.
sectionId	numeric	Section of the site from which an impression was requested.
secureStatus	boolean	Indicates whether the inventory is secure.
siteId	numeric	URL of the site from which an impression was requested.
videoClientId	numeric	This will be present when a video tracker (e.g. event, impression, error) is fired by the PubMatic VPAID component. This ID will represent whether it is a Flash VPAID component (1) or HTML/JS VPAID component (2), otherwise if not present (NULL) it means the PubMatic VPAID component was not present.
videoErrorId	numeric	Video Error Code. Includes the IAB VAST error codes along with PubMatic custom video error codes that provide more granularity for debugging.
videoEventId	numeric	Event id represents the type of video tracker event that was fired by the video player. Events can include start event, click event, 25%, 50%, completion, etc.
week	string	Week (YYY'W'ww format) at which an impression was received .

Please note…

> Not all dimensions and metrics are supported together. For more information and verification, login to PubMatic Analytics UI.

Dimensions for Rule Data (RTB Rules Report in MBC Analytics)

Dimension ID	Data Type	Description
campaignId	numeric	Campaign of the advertiser associated with the ad.
date	string	Date (YYYY-MM-DD format) on which an impression was requested.
pubId	integer	Publisher associated with the impression requests.
ruleId	numeric	Winning Rule ID and Ad Server logs.
ruleMetaId	numeric	Rule Meta ID for PMPF rule type.
siteId	numeric	URL of the site from which an impression was requested.

Available Metrics

The following tables list metric available for publisher bulk-data.

Metrics for Historic Data

Metric ID	Data Type	Description
averageBidEcpmAdv	numeric	Average CPM of the bid responses associated with an advertiser.
averageBidEcpmAtd	numeric	Average CPM of the bid responses associated with a buyer.
averageBidEcpmDsp	numeric	Average CPM of the bid responses received from a DSP.
pbImpressions	numeric	Number of impressions sent back to the publisher's passback networks because they were not monetized by the ad networks configured in the PubMatic system.
bidPercentageDsp	numeric	Number of bids responded as % of bid request sent. **Formula** : $bidPercentageDsp = (nonZeroBidResponses / totalBidsRequests) * 100$
bidWinRateAdv	numeric	Rate of won bids expressed as a percentage of total bids for advertiser. **Formula** : $bidWinRateAdv =$

			*paidImpressions * 100 / nonZeroBidReceived*
bidWinRateAtd	numeric		A buyer's paid impressions divided by non-zero bids received, expressed as a percentage. **Formula** : *(Paid Impressions * 100) / Non-Zero Bids Received*
bidWinRateDsp	numeric		A DSP's paid impressions divided by non-zero bid responses, expressed as a percentage.**Formula:** *(Paid Impressions * 100) / Non-Zero Bid Responses*
clicks	numeric		Number of paid impressions clicked by users.
ctr	numeric		Effectiveness of an ad based on the number of clicks it receives compared to the number of times it is displayed. **Formula** : *clicks / paidImpressions *100*
defaults	numeric		Number of impressions not served (defaulted) by an ad network configured in the PubMatic system.
ecpm	numeric		Average CPM (cost per thousand) for the impressions.
fillRate	numeric		Percentage of times an ad is displayed to the visitor. Higher rates are better.
gEcpm	numeric		Gross Ecpm
lostBidsAmountByAuction	numeric		Amount of the bid responses that lost to the winning bid response in the auction.
lostBidsAmountByBlockList	numeric		Amount of the bid responses that lost to the winning bid response in the Brand Control blocklist.
lostBidsAmountByCBLK	numeric		Lost Bid Amount (Creative Block)
lostBidsAmountByDWLF	numeric		Amount of the bid responses that lost because the advertiser's associated category/name/domain was not included in the Marketplace deals.
lostBidsAmountByFloor	numeric		Amount of the bid responses that lost because their value was below the floor set in the Marketplace Rule Manager.
lostBidsByAuction	numeric		Number of bid responses that did not win the impression (lost to other bid responses from DSPs and ad networks).
lostBidsByBlockList	numeric		Number of bid responses that did not win the impression because the

		attributes were either included in the publisher\u2019s blocklist or not included in the publisher\u2019s whitelist.
lostBidsByCBLK	numeric	Lost Bid Count (Creative Block)
lostBidsByDWLF	numeric	Number of bid responses that did not win the impression because the associated Marketplace deal's whitelist did (DWLF) not include the advertiser.
lostBidsByFloor	numeric	Number of bid responses that did not win the impression because the demand partner's bid value was below the floor set in the Marketplace Rule Manager.
lostBidsEcpmAdv	numeric	Average CPM of the bid responses associated with an advertiser.
lostBidsEcpmAtd	numeric	Average CPM of the bid responses associated with a buyer.
lostBidsEcpmByAuction	numeric	eCPM of the bid responses that lost to the winning bid response in the auction.
lostBidsEcpmByBlockList	numeric	eCPM of the bid responses that lost because the advertiser's associated category/name/domain was added in the Brand Control blocklist.
lostBidsEcpmByDWLF	numeric	eCPM of the bid responses that lost because the advertiser'sassociated category/name/domain was not included in the Marketplace deals' whitelist.
lostBidsEcpmByFloor	numeric	eCPM of the bid responses which lost because their value was below the floor set in the Marketplace Rule Manager.
lostBidsEcpmDsp	numeric	eCPM of the bid responses associated with a DSP that lost the impressions.
lostBidsTotalAmount	numeric	Total amount of the bid responses that lost due to a reason other than that described in the Lost Bids Amount (Auction) metric.
measuredImpressions	numeric	Number of impressions measured by IAS
nonZeroBidReceived	numeric	Number of bids in responses from demand partners that had a non-zero bid value. In case of multi-bid responses,

		each non-zero bid in the response is counted individually.
nonZeroBidResponses	numeric	Number of bid responses from demand partners that had a non-zero bid value; indicates bid responses intended to participate in the auction.
paidImpressions	numeric	Number of impressions won by the demand partner.
pbImpressionsBot	numeric	Number of impressions passed back to the publisher because requests came from a Web bot.
pbImpressionsNet	numeri	Number of impressions sent back to the publisher's passback networks because they were not monetized by the ad networks configured in the PubMatic system.
pbImpressionsNonApproved	numeric	Number of impressions passed back to the publisher because its site URL was either not included in the publisher's whitelisted domains or included in the global supply-side blocklist.
percentInViewForMoreThan15sec	numeric	(%) of Ad in viewable area more than 15 seconds.
percentInViewForMoreThan5sec	numeric	(%) of Ad in viewable area more than 5 seconds.
percentViewability	numeric	(%) of Ad in viewable area.
phantomBids	numeric	How often PubMatic bid response loses to others.
revenue	numeric	Revenue amount generated by the winning impressions.
ssExpectedRevenue	numeric	Potential revenue generated by all PubMatic bid responses.
suspiciousImpressions	numeric	Number of impressions marked as suspicious by IAS
totalBidAmount	numeric	Amount of the total bid responses received by the PubMatic system.**Formula:** *Total bid responses * Avg. bid eCPM*
totalBidsRequestsDsp	numeric	Total number of bid requests sent by PubMatic to a DSP.
totalImpressions	numeric	Total number of impressions sent by the publisher to the PubMatic system. This value does not include the number of defaulted impressions.
totalLostBidsAdv	numeric	Total number of advertiser bid responses that did not win the impressions.
totalLostBidsAtd	numeric	Total number of buyer bid

		responses that did not win the impressions.
totalLostBidsDsp	numeric	Total number of DSP bid responses that did not win the impressions.
totalRequests	numeric	Total Requests.
vctr	numeric	Click Through Rate
video25PercentCount	numeric	25% Video Count
video50PercentCount	numeric	50% Video Count
video75PercentCount	numeric	75% Video Count
videoClicksCount	numeric	Video Click Count
videoCompleteCount	numeric	Video Complete Count
videoErrorCount	numeric	Video Error Count
videoEventCount	numeric	Error Count
videoImpressions	numeric	Video Distinct Impressions
videoStartCount	numeric	Video Start Event Count
vtr	numeric	Video Through Rate
winningImpressions	numeric	Number of times PubMatic responds with a bid response
winRate	numeric	PubMatic Paid Impressions /Total Requests
spend	numeric	Spend generated by an impression request.

Metrics for Domain Data

Metrics ID	Data Type	Description
clicks	numeric	Number of paid impressions clicked by users.
defaults	numeric	Number of impressions not served (defaulted) by an ad network configured in the PubMatic system.
paidImpressions	numeric	Number of impressions won by the demand partner.
pbImpressions	numeric	Number of impressions sent back to the publisher's passback networks because they were not monetized by the ad networks configured in the PubMatic system.
revenue	numeric	Revenue amount generated by the winning impressions.
spend	numeric	Spend generated by an impression request.
totalRequests	numeric	Total Requests

Metrics for Rules Data

Metrics ID	Data Type	Description
paidImpressions	numeric	Number of impressions won by the demand partner.
revenue	numeric	Revenue amount generated by the winning impressions.
spend	numeric	Spend generated by an impression request.
totalRequests	numeric	Total Requests.

Get the Bulk-Data Details for a Buyer

This API describes how to access bulk-data details for a specific Buyer.

Request

URI	http://{domainName}/data/buyer/{buyerId}
HTTP Method	GET

Request Headers

Header Name	Type	Value	Required	Description
Authorization	string	Bearer ${access_token}	Yes	The access token generated for authentication should be sent in place of ${access_token}. Example:curl " http://api. pubmatic.com /v1/analytics /data/buyer /xxxxx? dateUnit=date& dimensions=sit eId&filters=&f romDate=2015- 01-01T00: 00&metrics=spe nd, paidImpression s, ecpm&pageNumbe r=1&pageSize=1 0&sort=- spend&toDate=2 015-01-31T23: 59" -H "Authorization : Bearer BDxxxx9d"

Request Path Parameters

Para meter Name	T y pe	R e q ui r ed	Validations	Description
buyerId	int eg er	Yes	Buyers can only query their own data.	Indicates the Buyer ID.

Request Query Parameters

The following table lists parameters you can use to build requests.

Parameter Name	Type	Required	Description
fromDate	string	Yes	Start date of data retrieval. Example: `2013-03-01T00:00` PubMatic uses this standard date format even if the dateUnit parameter is different; for example, `week`.
toDate	string	Yes	End date of data retrieval. Example: `2015-03-29T23:59` The conclusion time on the final end date (in this example, `3-29`) should be `23:59`. A date and time format of `03-30T00:00` would return some data from `3-30`.
compFromDate	string	No	Comparison period start date.
compToDate	string	No	Comparison period end date. The `compFromDate`/`compToDate` period should be within the same timespan as the original `fromDate`/`toDate` period.
dimensions	string	No	Dimensions are attributes available in the PubMatic system. Examples:

			`Country, Platform, Site`
			
			In case of multiple entries, use a comma-separated format. Example:
			
			`<dim1>,<dim2>`

metrics	string	Yes	Metrics measure specified dimensions. Example: *Buyer 123 has 500 impressions on the U.S. geo and mobile platform.* In case of multiple entries, use a comma-separated format. Example: `<metric1>, <metric2>`
sort	string	No	By default, the sort order is ascending. To change to descending, prefix a minus sign to the requested field. Example: *To determine which sites provide the most paidImpressions with the fewest zero bids, use* `sort=-paidImpressions, totalBidRequests` Use the sort parameteronly with measurements included in the metrics list.
filters	string	No	For more information on filters, see "Filters."
dateUnit	string	No	The date unit to query in the aggregation. Possible options are: • `hour` • `date` • `week` • `month` • `qua rter`
pageNumber	integer	No	Specifies which page number should be returned if there are multiple pages (default value is 1).
pageSize	integer	No	Maximum number of rows to include in the response. Example:

> If page size is unspecified, then page size defaults to 256000 rows.

Response

Response Header

Response Header Name	Type	Description
Content-Type	application/json	JSON response

Response Body

The following table lists parameters returned in API responses.

Response Body Parameter	Type	Description
alert	string	Alert message from server. In most cases, it will be null. Example: `"alert": null`

columns	string[]	Dimension and metrics columns. Please see the relevant reference section for a complete list of dimensions and metrics and their limitations. Example:
		
		`"columns": [`
		`    "dealMetaId",`
		`    "revenue",`
		`    "paidImpressi`
		`ons",`
		`    "ecpm"`
		`],`
		
		`dealMetaId` is a special dimension in query for additional columns to be added on returned response. Example:
		
		Query on `dealMetaId`*,* `revenue`*,* `paidImpr essions`*, and* `ecmp`*, adds one more column,* `publisherde alId`*, to the response. The rows section will also include the new column value.*
		
		`"columns": [`
		`    "dealMetaId",`
		`    "publisherDea`

		lId",
		    "revenue",
		    "paidImpressi
		ons",
		    "ecpm"
		],

dataFreshness	object	The date on which the settings of the dataset were last updated. Example:
		
		``"dataFreshness":
		{
		    "dataFreshne
		ssHour": "2015-
		03-12T04",
		    "timeZone":
		"PST"
		},```

displayValue	object	The display value of the "ID." Example:
		
		``dealMetaId
		"13497"``` *has a description (name) of "xxx"*
		
		"displayValue": {
		  "dealMetaId": {
		    "13497": "xxx",
		    "16083": "yyy",

rows	array of array	The main table-like data structure, in which each column in the row corresponds to the columns definition in the same sequence. Example:
		
		The records below would be presented in columns, `["dealMeta Id,","publisherDealId,""revenue,""paidImpressions,"  "ecpm"]`
		
		``"rows": [
		    [
		        "16651",
		        "PM-
		XXX339",
		        83365.114
		596,
		        10126407.
		0,
		        8.232448
		    ],```
		
		> When using the `de alMetaId` dimension, you must associate the `publ isherDealId`.
		
		Example:
		
		``"columns": [
		    "dealMetaId
		",```

```
            "publisherD
        ealId",
            "revenue"
        ],
        "rows": [
            [
                "10534",
                "PM-
            SUU63339",
                0
            ],
```

HTTP Status Codes

The table below lists common HTTP status codes sent in REST API responses from the PubMatic API platform.

Status	Error	Type	Description
200	OK	success	The request has been successfully processed; check contents of body.
400	Bad Request	client-side error	There is some validation failure; check the response body for error details.
401	Unauthorized		There is an authentication or authorization failure; check the response body for specific details.
403	Forbidden		You are not subscribed to this feature of the Platform.
404	Not Found		The server does not have this resource.
500	Internal Server Error	API-side error	There is problem in the PubMatic API Platform. Please contact the PubMatic API support team.
503			Service not available or too many requests.

Available Dimensions

Dimensions are attributes, such as `Country`, `Platform`, and `Site`, available in the PubMatic system. The following tables provide information about dimension grouping.

Dimensions for Historic Data

Dimension ID	Data Type	Description
averageBidEcpmAdv	numeric	Average CPM of the bid responses associated with an advertiser.
averageBidEcpmAtd	numeric	Average CPM of the bid responses associated with a buyer.
bidLossRateAdv	numeric	Number of lost bids as % of total bids for Advertiser.**Formula:** *bidLossRateAdv =*

			*(nonZeroBidReceived - paidImpressions) * 100 / nonZeroBidReceived*
bidLossRateAtd	numeric		Number of lost bids as % of total bids for ATD.**Formula:** *bidLossRateAtd = (nonZeroBidReceived - paidImpressions) * 100 / nonZeroBidReceived*
bidPercentageAdv	numeric		Number of non-zero bids received as % of bid received.**Formula:** *bidPercentageAdv = (nonZeroBidReceived / totalBidsRequestsAdv) * 100*
bidPercentageAtd	numeric		Number of non-zero bids received as % of bids received.**Formula:** *bidPercentageAtd = (nonZeroBidReceived / totalBidsRequestsAtd) * 100*
bidWinRateAdv	numeric		An advertiser's paid impressions divided by non-zero bids received, expressed as a percentage.**Formula:** *(Paid Impressions * 100) / Non-Zero Bids Received$$*
bidWinRateAtd	numeric		A buyer's paid impressions divided by non-zero bids received, expressed as a percentage.**Formula:** *(Paid Impressions * 100) / Non-Zero Bids Received*
clicks	numeric		Number of paid impressions clicked by users.
ctr	numeric		Effectiveness of an ad based on the number of clicks it receives compared to the number of times it is displayed. **Formula** :*(Clicks / Paid Impressions) * 100*
ecpm	numeric		Average CPM (cost per thousand) for the impressions.
lostBidsByAuction	numeric		Number of bid responses that did not win the impression (lost to other bid responses from DSPs and ad networks).
lostBidsByBlockList	numeric		Number of bid responses that did not win the impression because the attributes were either included in the publisher\u2019s blocklist or not included in the publisher\u2019s whitelist.
lostBidsByDWLF	numeric		Number of bid responses that did not win the impression because the associated Marketplace

		deal's whitelist did not include the advertiser associated with the bid.
lostBidsByFloor	numeric	Number of bid responses that did not win the impression because the demand partner's bid value was below the floor set in the Marketplace Rule Manager.
nonZeroBidReceived	numeric	Number of bids in responses from demand partners that had a non-zero bid value. In case of multi-bid responses, each non-zero bid in the response is counted individually.
paidImpressions	numeric	Number of impressions won by the demand partner.
spend	numeric	Spend generated by an impression request.
totalLostBidsAdv	numeric	Total number of advertiser bid responses that did not win the impressions. **Formula** : *totalLostBidsAdv = nonZeroBidReceived - paidImpressions*
totalLostBidsAtd	numeric	Total number of buyer bid responses that did not win the impressions. **Formula** : *totalLostBidsAtd = nonZeroBidReceived - paidImpressions*

> **Please note…**
>
> Not all dimensions and metrics are supported together. For more information and verification, login to PubMatic Analytics UI.

Available Metrics

Metrics for Historical Data

Metric ID	Data Type	Description
averageBidEcpmAdv	numeric	Average CPM of the bid responses associated with an advertiser.
averageBidEcpmAtd	numeric	Average CPM of the bid responses associated with a buyer.
bidLossRateAdv	numeric	Number of non-zero bids received as % of bid received. **Formula:** *bidPercentageAdv = (nonZeroBidReceived / totalBidsRequestsAdv) * 100*
bidLossRateAtd	numeric	Number of lost bids as % of total bids for ATD. **Formula:**

		$bidLossRateAtd =$ $(nonZeroBidReceived -$ $paidImpressions) * 100 /$ $nonZeroBidReceived$
bidPercentageAdv	numeric	Number of non-zero bids received as % of bid received. **Formula:** $bidPercentageAdv$ $= (nonZeroBidReceived /$ $totalBidsRequestsAdv) * 100$
bidPercentageAtd	numeric	Number of non-zero bids received as % of bids received. **Formula:** $bidPercentageAtd = ($ $nonZeroBidReceived /$ $totalBidsRequestsAtd) * 100$
bidWinRateAdv	numeric	Number of non-zero bids received as % of bid received. **Formula:** $bidPercentageAdv$ $= (nonZeroBidReceived /$ $totalBidsRequestsAdv) * 100$
bidWinRateAtd	numeric	A buyer's paid impressions divided by non-zero bids received, expressed as a percentage. **Formula** : $(Paid$ $Impressions * 100) / Non-$ $Zero Bids Received$
clicks	numeric	Number of paid impressions clicked by users.
ctr	numeric	Effectiveness of an ad based on the number of clicks it receives compared to the number of times it is displayed. **Formula** : $CTR =$ $clicks/paidImpressions *100$
ecpm	numeric	Average CPM (cost per thousand) for the impressions.
lostBidsByAuction	numeric	Number of bid responses that did not win the impression (lost to other bid responses from DSPs and ad networks).
lostBidsByBlockList	numeric	Number of bid responses that did not win the impression because the attributes were either included in the publisher\u2019s blocklist or not included in the publisher\u2019s whitelist.
lostBidsByDWLF	numeric	lostBidsByDWLF
lostBidsByFloor	numeric	Number of bid responses that did not win the impression because the demand partner's bid value was below the floor set in the Marketplace Rule Manager.
nonZeroBidReceived	numeric	Number of bids in responses from demand partners that had a non-zero bid value. In case of multi-bid responses,

			each non-zero bid in the response is counted individually.
paidImpressions	numeric		Number of impressions won by the demand partner.
spend	numeric		Spend generated by an impression request.
totalLostBidsAdv	numeric		Total number of advertiser bid responses that did not win the impressions.
totalLostBidsAtd	numeric		Total number of buyer bid responses that did not win the impressions.

Get the Bulk-Data Details for a DSP

This API describes how to access bulk-data details for a DSP.

Request

URI	http://{domainName}//data/dsp/{dspId}
HTTP Method	GET

Request Headers

Header Name	Type	Value	Required	Description
Authorization	string	Bearer ${access_token}	YES	The access token generated for authentication should be sent in place of ${access_token}. Example:`curl "http://api.pubmatic.com/v1/analytics/data/dsp/xxxxx?dateUnit=date&dimensions=siteId&filters=&fromDate=2015-01-01T00:00&metrics=spend,paidImpressions,ecpm&pageNumber=1&pageSize=10&sort=-spend&toDate=2015-01-31T23:59" -H "Authorization: Bearer BDxxxx9d"`

Request Path Parameters

Para meter Name	T y pe	R e q u i	Validations	Description

		r ed		
dspId	Int eg er	YES	DSPs can only query their own data.	Indicates the DSP ID.

Request Query Parameters

The following table lists parameters you can use to build requests.

Parameter Name	Type	Required	Description
fromDate	string	Yes	Start date of data retrieval. Example: `2013-03-01T00:00` PubMatic uses this standard date format even if the dateUnit parameter is different; for example, `week`.
toDate	string	Yes	End date of data retrieval. Example: `2015-03-29T23:59` The conclusion time on the final end date (in this example, `3-29`) should be `23:59`. A date and time format of `03-30T00:00` would return some data from `3-30`.
compFromDate	string	No	Comparison period start date.
compToDate	string	No	Comparison period end date. The `compFromDate/compToDate` period should be within the same timespan as the original `fromDate/toDate` period.
dimensions	string	No	Dimensions are attributes available in the PubMatic system. Examples: `Country, Platform, Site`

			In case of multiple entries, use a comma-separated format. Example: `<dim1>,<dim2>`

metrics	string	Yes	Metrics measure specified dimensions. Example:
			
			Buyer 123 has 500 impressions on the U.S. geo and mobile platform.
			
			In case of multiple entries, use a comma-separated format. Example:
			
			`<metric1>,`
			`<metric2>`

sort	string	No	By default, the sort order is ascending. To change to descending, prefix a minus sign to the requested field. Example:
			
			To determine which sites provide the most paidImpressions with the fewest zero bids, use
			
			`sort=-`
			`paidImpressio`
			`ns,`
			`totalBidReque`
			`sts`
			
			> Use the sort parameteronly with measurements included in the metrics list.

filters	string	No	For more information on filters, see "Filters."
dateUnit	string	No	The date unit to query in the aggregation. Possible options are: - `hour` - `date` - `week` - `month` - `qua rter`
pageNumber	integer	No	Specifies which page number should be returned if there are multiple pages (default value is `1`).
pageSize	integer	No	Maximum number of rows to include in the response. Example: *"40" returns up to 40 rows*

				If page size is unspecified, then page size defaults to 256000 rows.

Response

Response Header

Response Header Name	Type	Description
Content-Type	application/json	JSON response

Response Body

The following table lists parameters returned in API responses.

Response Body Parameter	Type	Description
alert	string	Alert message from server. In most cases, it will be null. Example: `"alert": null`

columns	string[]	Dimension and metrics columns. Please see the relevant reference section for a complete list of dimensions and metrics and their limitations. Example:
		
		`"columns": [`
		`    "dealMetaId",`
		`    "revenue",`
		`    "paidImpressi`
		`ons",`
		`    "ecpm"`
		`],`
		
		`dealMetaId` is a special dimension in query for additional columns to be added on returned response. Example:
		
		Query on `dealMetaId`*,* `revenue`*,* `paidImpr`
		`essions`*, and* `ecmp`*, adds one more column,* `publisherde`
		`alId`*, to the response. The rows section will also include the new column value.*
		
		`"columns": [`
		`    "dealMetaId",`
		`    "publisherDea`
		`lId",`
		`    "revenue",`
		`    "paidImpressi`

		``` ons", "ecpm"], ```

dataFreshness	object	The date on which the settings of the dataset were last updated. Example:
		
		``
		"dataFreshness":
		{
		    "dataFreshne
		ssHour": "2015-
		03-12T04",
		    "timeZone":
		"PST"
		},
		``

displayValue	object	The display value of the "ID." Example:
		
		dealMetaId "13497" *has a description (name) of "xxx"*
		
		"displayValue": {
		    "dealMetaId": {
		        "13497": "xxx",
		        "16083": "yyy",

rows	array of array	The main table-like data structure, in which each column in the row corresponds to the columns definition in the same sequence. Example:
		
		The records below would be presented in columns, `["dealMeta Id,","publisherDealId," "revenue," "paidImpressions," "ecpm"]`
		
		``
		"rows": [
		    [
		        "16651",
		        "PM-
		XXX339",
		        83365.114
		596,
		        10126407.
		0,
		        8.232448
		    ],
		``
		
		When using the `dealMetaId` dimension, you must associate the `publisherDealId`.
		
		Example:
		
		``
		"columns": [
		    "dealMetaId
		",
		    "publisherD
		ealId",
		        "revenue"
		``

```
                ],
                "rows": [
                    [
                        "10534",
                        "PM-
SUU63339",
                        0
                    ],
```

HTTP Status Codes

The table below lists common HTTP status codes sent in REST API responses from the PubMatic API platform.

Status	Description	Type	Description
400	Bad Request	client-side error	There is some validation failure; check the response body for error details.
401	Unauthorized		There is an authentication or authorization failure; check the response body for specific details.
403	Forbidden		You are not subscribed to this feature of the Platform.
404	Not Found		The server does not have this resource.
503			Service Not Available or too many requests.
500	Internal Server Error	API-side error	There is problem in the PubMatic API Platform. Please contact the PubMatic API support team.

Available Dimensions

Dimensions are attributes, such as `Country`, `Platform`, and `Site`, available in the PubMatic system. The following tables provide information about dimension grouping.

Dimensions for Historic Data

Dimension ID	Data Type	Description
adFormatId	numeric	Type of ad associated with the impression (example: video, display).
adSizeId	numeric	Size of ad associated with the impression (example: 200x800).
advertiserCategoryId	numeric	Indicates category of advertiser.
advertiserId	numeric	Name of the advertiser associated with the ad.
atdId	numeric	Name of the ATD, agency, or buyer associated with the DSP that won the impression
campaignId	numeric	Campaign of the advertiser associated with the ad.

categoryId	numeric	Category of the site from which an impression was requested.
channelId	numeric	Sales channel through which the impression was won (example: PMP, RTB).
cookied	numeric	Indicates whether the DSP's cookies were dropped when an impression was requested.
countryId	numeric	Country from which an impression was requested.
dataCenter	numeric	Data Center
date	numeric	Date (YYYY-MM-DD format) on which an impression was requested.
dealMetaId	numeric	Name of the Marketplace deal that won the impression
domainId	numeric	Advertiser Domain is the domain name (Web address) of the advertiser. These domains are identified by the landing page of the impression displayed.
foldPositionId	numeric	Fold placement associated with the ad tag used when an impression was requested.
hour	numeric	Time (YYYY-MM-DD'T'HH format) at which an impression was received.
mobDeviceIdFlag	numeric	Indicates whether the user's device ID is present in the impression requests.
mobDeviceIdTypeId	numeric	Type of device used by the visitor to generate an impression request.
mobDeviceTypeId	numeric	Type of device ID used by the visitor to generate an impression request.
mobGeoSourceFlag	numeric	Source that provided the visitor's geographical location.
mobLatLongFlag	numeric	Indicates whether the visitor's latitude/longitude details were included in the impression request.
month	numeric	Month (YYYY-MM format) at which an impression was received.
multiBids	numeric	Total number of bid responses for a bid request.
platformId	numeric	Platform through which an impression was requested (example: Web, Mobile Web).
pubId	numeric	Publisher associated with the impression requests.

secureStatus	numeric	Indicates whether the inventory is secure.
siteId	numeric	URL of the site from which an impression was requested.
week	numeric	Week (YYYYWww format) at which an impression was received.

Dimensions for Domain Data

> Domains displayed in the Domain report are only for whitelisted publishers and channel partners.

Dimension ID	Data Type	Description
applicationId	numeric	Mobile Application
bundleId	numeric	Mobile Bundle
dspTldId	numeric	Mobile Bundle

Available Metrics

Metrics for Historical Data

Metric ID	Data Type	Description
averageBidEcpmAdv	numeric	Average CPM of the bid responses associated with an advertiser.
averageBidEcpmAtd	numeric	Average CPM of the bid responses associated with a buyer.
averageBidEcpmDsp	numeric	Average CPM of the bid responses received from a DSP.
bidLossRateAdv	numeric	Number of lost bids as % of total bids for Advertiser. **Formula:** $bidLossRateAdv = (nonZeroBidReceived - paidImpressions) * 100 / nonZeroBidReceived$
bidLossRateAtd	numeric	Number of lost bids as % of total bids for ATD. **Formula:** $bidLossRateAtd = (nonZeroBidReceived - paidImpressions) * 100 / nonZeroBidReceived$
bidLossRateDsp	numeric	Number of lost bids as % of total bids for DSP. **Formula**: $bidLossRateDsp = (nonZeroBidResponses - paidImpressions) * 100 / nonZeroBidResponses$
bidPercentageAdv	numeric	Number of non-zero bids received as % of bid

			received. **Formula:** $bidPercentageAdv = (nonZeroBidReceived / totalBidsRequestsAdv) * 100$
bidPercentageAtd	numeric		Number of non-zero bids received as % of bids received. **Formula:** $bidPercentageAtd = (nonZeroBidReceived / totalBidsRequestsAtd) * 100$
bidPercentageDsp	numeric		Number of non-zero bids received as % of bids received. **Formula:** $bidPercentageAtd = (nonZeroBidReceived / totalBidsRequestsAtd) * 100$
bidRequestCount	numeric		Bid Request Count
bidWinRateAdv	numeric		An advertiser's paid impressions divided by non-zero bids received, expressed as a percentage. **Formula**: $(Paid Impressions * 100) / Non\text{-}Zero Bids Received$
bidWinRateAtd	numeric		A buyer's paid impressions divided by non-zero bids received, expressed as a percentage. **Formula**: $(Paid Impressions * 100) / Non\text{-}Zero Bids Received$
bidWinRateDsp	numeric		A DSP's paid impressions divided by non-zero bid responses, expressed as a percentage. **Formula**: $(Paid Impressions * 100) / Non\text{-}Zero Bid Responses$
clicks	numeric		Number of paid impressions clicked by users.
ctr	numeric		Effectiveness of an ad based on the number of clicks it receives compared to the number of times it is displayed. **Formula**: $CTR = clicks/paidImpressions *100$
ecpm	numeric		Average CPM (cost per thousand) for the impressions.
lostBidsAmountByCBLK	numeric		Lost Bid Amount (Creative Block)
lostBidsByAuction	numeric		Number of bid responses that did not win the impression (lost to other bid responses from DSPs and ad networks).
lostBidsByBlockList	numeric		Number of bid responses that did not win the impression because the

		attributes were either included in the publisher\u2019s blocklist or not included in the publisher\u2019s whitelist.
lostBidsByCBLK	numeric	**Lost Bid Count (Creative Block)**
lostBidsByDWLF	numeric	Number of bid responses that did not win the impression because the associated Marketplace deal's whitelist did not include the advertiser associated with the bid.
lostBidsByFloor	numeric	Number of bid responses that did not win the impression because the demand partner's bid value was below the floor set in the Marketplace Rule Manager.
nonZeroBidReceived	numeric	Number of bids in responses from demand partners that had a non-zero bid value. In case of multi-bid responses, each non-zero bid in the response is counted individually.
nonZeroBidResponses	numeric	Number of bid responses from demand partners that had a non-zero bid value; indicates bid responses intended to participate in the auction.
paidImpressions	numeric	Number of impressions won by the demand partner.
queryPerSecond	numeric	Queries Per Second
spend	numeric	Spend generated by an impression request.
timeoutRate	numeric	Rate at which the ad timed out or failed to load.**Formula:** (Number of timeouts / Total number of requests to the DSP) * 100
totalBidResponses	numeric	Total bid responses received by the PubMatic system.
totalBidsRequestsDsp	numeric	Total number of bid requests sent by PubMatic to a DSP.
totalLostBidsAdv	numeric	Total number of advertiser bid responses that did not win the impressions.
totalLostBidsAtd	numeric	Total number of buyer bid responses that did not win the impressions.
totalLostBidsDsp	numeric	Total number of DSP bid responses that did not win the impressions.
totalRequests	numeric	Total Requests
vctr	numeric	Click Through Rate

video25PercentCount	numeric	25% Video Count
video50PercentCount	numeric	50% Video Count
video75PercentCount	numeric	75% Video Count
videoClicksCount	numeric	Video Click Count
videoCompleteCount	numeric	Video Complete Count
vtr	numeric	Video Through Rate