

Common APIs



Before using PubMatic APIs, first generate the API Token. For more information, refer to [Getting Started with PubMatic APIs](#).

Overview

Common APIs contain the master data APIs that are required to work with all other PubMatic-specific APIs. Typically, these APIs are GET calls that return the PubMatic master data, which is fixed and pre-defined or managed by PubMatic. Partners can pull this data once and update it at a defined regular interval, for example once per day, and keep it in their system to use later in other API calls.



Common APIs for publishers and buyers

Note the Common APIs listed below are divided into sections for:

- [Common APIs for publishers and buyers](#)
- [Common APIs for PMP deal transactions \(for publishers\)](#)
- [Common APIs for buyers](#)

Common APIs for publishers and buyers

Methods

Method Path	HTTP Method Type	Description	Link to Definition
/common/adCategory	GET	Retrieve the list of all the ad categories present in the PubMatic system.	Retrieve List of Ad Categories
/common/adCategory/{id}	GET	Retrieve the details of a specific ad category from the PubMatic system.	Retrieve Details of an Ad Category
/common/adSize	GET	Retrieve the list of all the ad sizes present in the PubMatic system.	Retrieve List of Ad Sizes
/common/adSize/{id}	GET	Retrieve the details of a specific ad size from the PubMatic system.	Retrieve Details of an Ad Size
/common/geo	GET	Retrieve the list of all the Geos present in the PubMatic system.	Retrieve List of Geos
/common/geo/{id}	GET	Retrieve the details of a specific Geo from the PubMatic system.	Retrieve Details of a Geo
/common/microVertical	GET	Retrieve the list of all the micro-verticals present in the PubMatic system.	Retrieve List of Micro-Verticals
/common/microVertical/{id}	GET	Retrieve the details of a specific micro-vertical from the PubMatic system.	Retrieve Details of a Micro-Vertical
/common/platform/	GET	Retrieve the list of all the platforms present in the PubMatic system.	Retrieve List of Platforms
/common/platform/{id}	GET	Retrieve the details of a specific platform from the PubMatic system.	Retrieve Details of a Platform
/common/browser	GET	Retrieve the list of all the browsers present in the PubMatic system.	Retrieve List of Browsers
/common/browser/{id}	GET	Retrieve the details of a specific browser from the PubMatic system.	Retrieve Details of a Browser
/common/browserlanguage	GET	Retrieve the list of browser languages present in the PubMatic system.	Retrieve List of Browser Languages
/common/browserlanguage{id}	GET	Retrieve the details of a browser language for a specified Id.	Retrieve Details of a Browser Language
/common/connectionType	GET	Retrieve the list of all the connection types present in the PubMatic system.	Retrieve List of Connection Types
/common/pmconnectiontype	GET	Retrieve the list of connection types supported in the PubMatic system.	Retrieve List of Connection Types (New)
/common/connectionType/{id}	GET	Retrieve the details of a specific connection type from the PubMatic system.	Retrieve Details of a Connection Type
/common/pmconnectiontype/{id}	GET	Retrieve the details of a connection type for the specified Id	Retrieve Details of a Connection Type (New)
/common/mobileOS	GET	Retrieve the list of all the mobile Operating Systems present in the PubMatic system.	Retrieve List of Mobile OS-

/common/mobileOS/{id}	GET	Retrieve the details of a specific mobile Operating System from the PubMatic system.	Retrieve Details of a Mobile OS
/common/mobileDeviceType	GET	Retrieve the list of all the mobile device types present in the PubMatic system.	Retrieve List of Mobile Device Types
/common/mobileDeviceType/{id}	GET	Retrieve the details of a specific mobile device type from the PubMatic system.	Retrieve Details of a Mobile Device Type
/common/devicecapability	GET	Retrieve all device capabilities supported by the PubMatic system for targeting	Retrieve a List of Device Capabilities
/common/devicecapability/{id}	GET	Retrieve the device capability details of a specific id in the PubMatic system	Retrieve Device Capability Details
/common/mobileDevice	GET	Retrieve the list of all device manufacturers/makes	Retrieve List of Device Manufacturers/Makes
/common/mobileDevice	GET	Retrieve the list of device models for a selected make	Retrieve List of Device Models for a Selected Make
/common/mobileDevice/{id}	GET	Retrieve the details of manufacturer/make or model supported in the PubMatic system.	Retrieve Details of Device Manufacturer /Make or Model
/common/mobileCarrier	GET	Retrieve the list of all the mobile carriers present in the PubMatic system.	Retrieve List of Mobile Carriers
/common/mobileCarrier/{id}	GET	Retrieve the details of a specific mobile carrier from the PubMatic system.	Retrieve Details of a Mobile Carrier
/common/phoneType	GET	Retrieve the list of all the phone types present in the PubMatic system.	Retrieve List of Phone Types
/common/phoneType/{id}	GET	Retrieve the details of a specific phone type from the PubMatic system.	Retrieve Details of a Phone Type

Common APIs for PMP deal transactions (for publishers)

Method Path	HTTP Method Type	Description	Link to Definition
/common/advertiserCategory	GET	Retrieve the details of all the advertiser's categories present in the PubMatic system.	Retrieve List of Advertiser Categories
/common/advertiser	GET	Retrieve the details of all the advertiser's present in the PubMatic system.	Retrieve List of Advertisers
/common/advertiserDomain	GET	Retrieve the details of all the advertiser's domains present in the PubMatic system.	Retrieve List of Advertiser Domains
/common/advertisingEntity	GET	Retrieve the details of all the PMP enabled DSPs.	Retrieve List of PMP-enabled DSPs
/common/buyer	GET	Retrieve the details of all the PMP enabled buyers.	Retrieve List of PMP-enabled Buyers

Common APIs for Buyers

Methods

Method Path	HTTP Method Type	Description	Link to Definition
/common/adCategory/{id}	GET	Retrieve the details of a specific ad category from the PubMatic system.	Retrieve Details of an Ad Category
/common/adNetwork/{id}	GET	Retrieve the details of a specific ad network from the PubMatic system.	Retrieve Details of an Ad Network
/common/foldPlacement	GET	Retrieve the list of all the fold placements present in the PubMatic system.	Retrieve List of Fold Placements
/common/foldPlacement/{id}	GET	Retrieve the details of a specific fold placement from the PubMatic system.	Retrieve Details of a Fold Placement
/common/vertical?pageSize=20&pageNumber=1	GET	Retrieve the list of all the verticals present in the PubMatic system	Retrieve List of Verticals
/common/vertical/{id}	GET	Retrieve the details of a specific vertical from the PubMatic system.	Retrieve Details of a Vertical
/common/videoType	GET	Retrieve the list of all the video ad types present in the PubMatic system.	Retrieve List of Video Ad Types

/common/videoType/{id}	GET	Retrieve the details of a specific video ad type from the PubMatic system.	Retrieve Details of a Video Ad Type
/common/videoPosition	GET	Retrieve the list of all the video ad positions present in the PubMatic system.	Retrieve List of Video Ad Positions
/common/videoPosition/{id}	GET	Retrieve the details of a specific video ad position from the PubMatic system.	Retrieve Details of a Video Ad Position
/common/videoPlayback	GET	Retrieve the list of all the video ad playback methods present in the PubMatic system.	Retrieve List of Video Ad Playback Methods
/common/videoPlayback/{id}	GET	Retrieve the details of a specific video ad playback method from the PubMatic system.	Retrieve Details of a Video Ad Playback Method
/common/richMediaTechnology	GET	Retrieve the list of all the rich media vendors present in the PubMatic system.	Retrieve List of Rich Media Vendors
/common/richMediaTechnology/{id}	GET	Retrieve the details of a specific rich media vendor from the PubMatic system.	Retrieve Details of a Rich Media Vendor
/common/pixel? pageSize=20&pageNumber=1	GET	Retrieve the list of all the pixels present in the PubMatic system.	Retrieve a list of all pixels present in PubMatic
/common/pixel/{id}	GET	Retrieve the details of a pixel by using the pixel ID present in the PubMatic system.	Retrieve Details of a Pixel by ID