


Targeting APIs (for Publishers & Demand Partners)

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

Targeting consists of various targeting parameters which you can then associate with a product. These APIs allows a user to create and manage targeting in the PubMatic system.

 The Targeting API are part of Inventory API. To learn more about Inventory API, see [Inventory API Overview](#).

Methods

Method Path	HTTP Method Type	Description	Link to Definition
/targeting	POST	Create new targeting in the PubMatic system	Create Targeting
/targeting/{id}	GET	Retrieve the details of a specific targeting	Retrieve Details of Targeting
/targeting	GET	Retrieve the list of targeting	Retrieve List of Targeting Details (for Publishers)
/targeting	GET	Retrieve the list of targeting	Retrieve List of Targeting Details (for Demand Partners)
/targeting/{id}	DELETE	Delete targeting details.	Delete Targeting Details

Create Targeting

Create a targeting in the PubMatic system.

Request


URL	<code>\${URI_PREFIX}/v1/inventory/targeting</code> <div style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4;"> Remember To complete your API endpoint, replace the placeholder <code>\${URI_PREFIX}</code> with your actual target domain; for example, replace <code>\${URI_PREFIX}</code> with <code>api.pubmatic.com</code>.</div>
HTTP Method	POST

Request Headers

Use the table below to authenticate your API calls.

Header name	Type	Value	Required	Description
Content-Type	String	application/json	Yes	Media type for request.

Authorization	String	Bearer \${access_token}	Yes	<p>Publisher Token to authenticate access to call a PubMatic API. Send your generated access token instead of the placeholder, <code>\${access_token}</code>, to authenticate your requests. For example:</p> <pre>curl "http://\${URI_PREFIX}/exampleAPI/exampleMethod/xxxxx?paramOne=1&paramTwo=2" -H "Authorization: Bearer BDxxxx9d"</pre>
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 For more information about access tokens, see [Getting Started with PubMatic APIs](#).

Body Parameter	Type	Required	Validations	Description
name	String	No	<ul style="list-style-type: none"> Maximum length is 250 characters Name should be unique for your account Unsupported characters are <code>!{}[]^~*?;:+\</code> 	Name of the targeting
description	String	No	<ul style="list-style-type: none"> Maximum length is 250 characters Unsupported characters are <code>!{}[]^~*?;:+\</code> 	Description of the targeting
geos	JSON Array of Integer	No	Value should already exist in the system	Geos to be associated with the targeting For example, US, Canada, New York
zips	JSON Array of Integer	No		Zips for Targeting e.g. 453216
audienceSegments	JSON Array of Integer	No	Value should already exist in the system	Custom audiences to be associated with the targeting
pixel (Inclusion /Exclusion)	JSON Array of Integer	No	Value should already exist in the system	Targeting/Re-targeting pixels to be included in the targeting (pixel.includes) and /or excluded from the targeting unit (pixel.excludes)
daysOfWeek	JSON Array of Integer	No	Value should already exist in the system	Days of the week on which the targeting will be applicable
startTimeParting	Timestamp	No	HH:MM:SS	Time of the day from which the targeting will be applicable
endTimeParting	Timestamp	No	HH:MM:SS	Time of the day till which the targeting will be applicable
browsers	JSON Array of Integer	No	Value should already exist in the system	Browsers to be associated with the targeting For example, IE, Firefox, etc.
connectionTypes	JSON Array of Integer	No	Value should already exist in the system	Connection types to be associated with the targeting For example, Cellular, Dialup, etc.
osTypes	JSON Array of Integer	No	Value should already exist in the system	OS types to be associated with the targeting For example, iOS, Android, etc.
os	JSON Array of Integer	No	Value should already exist in the system	IDs of the OSs to be associated with the targeting
carriers	JSON Array of Integer	No	Value should already exist in the system	Mobile carriers to be associated with the targeting
latLong	Boolean	No	Should be a valid Boolean value	Indicates whether latitude/longitude targeting should be enabled in the targeting or not.
deviceIdType	Integer	No	Value should already exist in the system	Types of device IDs to be associated with the targeting. Possible options are: 1 - IDFA 3 - Android ID
videoAdTypes	JSON Array of Integer	No	Value should already exist in the system	Types of video ads to be associated with the targeting For example, Linear, Non-Linear, etc.
videoAdPositions	JSON Array of Integer	No	Value should already exist in the system	Video ad positions to be associated with the targeting For example, Pre-roll, Post-roll, etc.
videoPlaybackMethods	JSON Array of Integer	No	Value should already exist in the system	Video Playback methods to be associated with the targeting For example, 'Auto-play sound on', Click-to-play, etc.
preset	Boolean	No	Should be a valid Boolean value	Indicates whether the targeting should be saved as a preset for future use or not.

richMediaTechnologies	JSON Array of Integer	No	Value should already exist in the system	Rich Media Technologies for targeting For example, Eyeblaster , Pointroll								
matchedUsers	Boolean	No	Valid boolean value	Indicates whether cookies are placed on visitor's browser or not								
smartphones	JSON Array of Integer	No	Value should already exist in the system	Smart phone devices for targeting For example, Smart Phone								
tablets	JSON Array of Integer	No	Value should already exist in the system	Tablet devices for targeting For example, Tablet								
ownerType	Integer	Yes	Possible values are: <table border="1" data-bbox="586 415 823 632"> <thead> <tr> <th>Type of Account</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Publisher</td> <td>1</td> </tr> <tr> <td>Demand Partner</td> <td>5</td> </tr> <tr> <td>ATD/Buyer</td> <td>7</td> </tr> </tbody> </table>	Type of Account	Value	Publisher	1	Demand Partner	5	ATD/Buyer	7	Indicates the type of account of the user invoking this API.
Type of Account	Value											
Publisher	1											
Demand Partner	5											
ATD/Buyer	7											
ownerId	Long	Yes	Should be a valid Publisher ID, DSP, or Buyer ID	Indicates account ID								

Request Body

Sample Request

```
POST ${URI_PREFIX}/targeting
```

JSON Payload for POST Request

```
{
  "name": "test_for_targeting",
  "description": "test description for Targeting",
  "geos": [ 5, 6 ],
  "audienceSegments": [ 1, 2 ],
  "daysOfWeek": [ 1, 2, 3, 4, 5, 6, 7 ],
  "startTimeParting": "00:00:00",
  "endTimeParting": "08:00:00",
  "browsers": [ 4 ],
  "connectionTypes": [ 4 ],
  "os": [ 10 ],
  "osTypes": [ 2 ],
  "smartphones": [ 575 ],
  "tablets": [ 94, 96 ],
  "carriers": [ 309 ],
  "latLong": false,
  "deviceIdType": [ 1 ],
  "videoAdTypes": [ 1 ],
  "videoAdPositions": [ 2 ],
  "videoPlaybackMethods": [ 3 ],
  "preset": true,
  "richMediaTechnologies": [ 1 ],
  "ownerId": 12345,
  "ownerType": 1
}
```

Response

Type	Description
Targeting object	JSON response of successfully-created targeting unit

Sample Response

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Response JSON

```
{
  "id": 1, "name":
  "test_for_targeting",
  "description": "test description for Targeting",
  "geos": [ {
    "id": 5,
    "name": "Afghanistan",
    "uri": "${URI_PREFIX}/common/geo/5",
    "geoLevel": "COUNTRY"
  },
  {
    "id": 6,
    "name": "Antigua and Barbuda",
    "uri": "${URI_PREFIX}/common/geo/6",
    "geoLevel": "COUNTRY"
  } ],
  "audienceSegments": [ {
    "id": 1,
    "name": "Students",
    "uri": "${URI_PREFIX}/audiences/1"
  },
  {
    "id": 2,
    "name": "Auto",
    "uri": "${URI_PREFIX}/audiences/2"
  } ],
  "pixel": {
    "includes": [ {
      "id": 3,
      "name": "TestPixel"
    } ],
    "excludes": [ {
      "id": 4,
      "name": "TestPixel1"
    } ]
  },
  "daysOfWeek": [ {
    "id": 7,
    "name": "Sunday"
  },
  {
    "id": 6,
    "name": "Saturday"
  },
  {
    "id": 5,
    "name": "Friday"
  },
  {
    "id": 4,
    "name": "Thursday"
  },
  {
    "id": 3,
    "name": "Wednesday"
  },
  {
    "id": 2,
    "name": "Tuesday"
  },
  {
    "id": 1,
    "name": "Monday"
  } ],
  "startTimeParting": "00:00:00",
  "endTimeParting": "08:00:00",
  "browsers": [ {
    "id": 4,
```

```

        "name": "Opera",
        "uri": "${URI_PREFIX}/common/browser/4"
    } ],
    "connectionTypes": [ {
        "id": 4,
        "name": "Dialup"
    } ],
    "osTypes": [ {
        "id": 2,
        "name": "Android"
    } ],
    "os": [ {
        "id": 10,
        "name": "Android 1",
        "uri": "http://172.16.4.66:8080/common/mobileOS/10"
    } ],
    "carriers": [ {
        "id": 309,
        "name": "Three",
        "uri": "http://172.16.4.66:8080/common/mobileCarrier/309"
    } ],
    "latLong": false,
    "deviceIdType": [ {
        "id": 1,
        "name": "IDFA"
    } ],
    "videoAdTypes": [ {
        "id": 1,
        "name": "Linear"
    } ],
    "videoAdPositions": [ {
        "id": 1,
        "name": "Pre-roll"
    } ],
    "videoPlaybackMethods": [ {
        "id": 3,
        "name": "Click-to-play"
    } ],
    "preset": true,
    "creationTime": "2014-09-24T21:46:42Z",
    "modificationTime": "2014-10-07T17:55:35Z",
    "deleted": false,
    "richMediaTechnologies": [ {
        "id": 1,
        "name": "Pointroll",
        "uri": "${URI_PREFIX}/common/richMediaTechnology/1"
    } ],
    "smartphones": [ {
        "id": 575,
        "name": "Nokia All Other Smart Phones"
    } ],
    "tablets": [ {
        "id": 94,
        "name": "Sony Tablet S"
    },
    {
        "id": 96,
        "name": "HP Touch Pad"
    }
    ]
}

```

Retrieve Details of Targeting


Retrieves the details of a specific targeting using the `id` parameter.

Request

URI	<code>\${URI_PREFIX}/targeting/{id}</code> <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;">  Remember To complete your API endpoint, replace the placeholder <code>\${URI_PREFIX}</code> with your actual target domain; for example, replace <code>\${URI_PREFIX}</code> with, <code>api.pubmatic.com</code>. </div>
HTTP Method	GET

Request Headers

Use the table below to authenticate your API calls.

Header name	Type	Value	Required	Description
Content-Type	String	<code>application/json</code>	Yes	Media type for request.
Authorization	String	<code>Bearer \${access_token}</code>	Yes	Publisher Token to authenticate access to call a PubMatic API. Send your generated access token instead of the placeholder, <code>\${access_token}</code> , to authenticate your requests. For example: <pre>curl "http://\${URI_PREFIX}/exampleAPI/exampleMethod/xxxxx?paramOne=1&paramTwo=2" -H "Authorization: Bearer BDxxxx9d"</pre> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  For more information about access tokens, see Getting Started with PubMatic APIs. </div>

Path Parameters

Parameter Name	Type	Required	Description
<code>id</code>	Long	Yes	ID of the targeting whose details need to be fetched; for example, 123.

Query Parameters

Parameter Name	Type	Required	Description								
<code>loggedInOwnerTypeId</code>	Integer	Yes	Indicates the type of account of the user invoking this API. Possible values are: <table border="1" style="margin-top: 10px;"> <thead> <tr> <th>Type of Account</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Publisher</td> <td>1</td> </tr> <tr> <td>Demand Partner</td> <td>5</td> </tr> <tr> <td>ATD/Buyer</td> <td>7</td> </tr> </tbody> </table>	Type of Account	Value	Publisher	1	Demand Partner	5	ATD/Buyer	7
Type of Account	Value										
Publisher	1										
Demand Partner	5										
ATD/Buyer	7										
<code>loggedInOwnerId</code>	Long	Yes	Indicates account ID								

Sample Request

```
GET ${URI_PREFIX}/targeting/123?filters=loggedInOwnerTypeId eq 1&filters=loggedInOwnerId eq 12345
```

Response

Type	Description
JSON for the record object	Details of the targeting

Sample Response

Respond JSON

```
{
  "id": 123,
  "name": "test_for_targeting",
  "description": "test description for Targeting",
  "geos": [ {
    "id": 5,
    "name": "Afghanistan",
    "uri": "${URI_PREFIX}/common/geo/5",
    "geoLevel": "COUNTRY"
  },
  {
    "id": 6,
    "name": "Antigua and Barbuda",
    "uri": "${URI_PREFIX}/common/geo/6",
    "geoLevel": "COUNTRY"
  } ],
  "audienceSegments": [ {
    "id": 1,
    "name": "Students",
    "uri": "${URI_PREFIX}/audiences/1"
  },
  {
    "id": 2,
    "name": "Auto",
    "uri": "${URI_PREFIX}/audiences/2"
  } ],
  "pixel": {
    "includes": [ {
      "id": 3,
      "name": "TestPixel"
    } ],
    "excludes": [ {
      "id": 4,
      "name": "TestPixel1" } ]
  },
  "daysOfWeek": [ {
    "id": 7,
    "name": "Sunday"
  },
  {
    "id": 6,
    "name": "Saturday"
  },
  {
    "id": 5,
    "name": "Friday"
  },
  {
    "id": 4,
    "name": "Thursday"
  },
  {
    "id": 3,
    "name": "Wednesday"
  },
  {
    "id": 2,
    "name": "Tuesday"
  },
  {
    "id": 1,
    "name": "Monday"
  } ],
  "startTimeParting": "00:00:00",
  "endTimeParting": "08:00:00",
  "browsers": [ {
```

```

        "id": 4,
        "name": "Opera",
        "uri": "${URI_PREFIX}/common/browser/4"
    } ],
    "connectionTypes": [ {
        "id": 4,
        "name": "Dialup"
    } ],
    "osTypes": [ {
        "id": 2,
        "name": "Android"
    } ],
    "os": [ {
        "id": 10,
        "name": "Android 1",
        "uri": "http://172.16.4.66:8080/common/mobileOS/10"
    } ],
    "carriers": [ {
        "id": 309,
        "name": "Three",
        "uri": "http://172.16.4.66:8080/common/mobileCarrier/309"
    } ],
    "latLong": false,
    "deviceIdType": [ {
        "id": 1,
        "name": "IDFA"
    } ],
    "videoAdTypes": [ {
        "id": 1,
        "name": "Linear"
    } ],
    "videoAdPositions": [ {
        "id": 1,
        "name": "Pre-roll"
    } ],
    "videoPlaybackMethods": [ {
        "id": 3,
        "name": "Click-to-play"
    } ],
    "preset": true,
    "creationTime": "2014-09-24T21:46:42Z",
    "modificationTime": "2014-10-07T17:55:35Z",
    "deleted": false,
    "richMediaTechnologies": [ {
        "id": 1,
        "name": "Pointroll",
        "uri": "${URI_PREFIX}/common/richMediaTechnology/1"
    } ],
    "smartphones": [ {
        "id": 575,
        "name": "Nokia All Other Smart Phones"
    } ],
    "tablets": [ {
        "id": 94,
        "name": "Sony Tablet S"
    },
    {
        "id": 96,
        "name": "HP Touch Pad"
    }
    ]
}

```

Retrieve List of Targeting Details (for Publishers)


Retrieves a list of targeting that matches your specified filter parameters. Apply various filter parameters to narrow the search results.

Request

URI	\${URI_PREFIX}/targeting <div style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4;">  Remember To complete your API endpoint, replace the placeholder \${URI_PREFIX} with your actual target domain; for example, replace \${URI_PREFIX} with, api.pubmatic.com. </div>
HTTP Method	GET

Request Headers

Use the table below to authenticate your API calls.

Header name	Type	Value	Required	Description
Content-Type	String	application/json	Yes	Media type for request.
Authorization	String	Bearer \${access_token}	Yes	Publisher Token to authenticate access to call a PubMatic API. Send your generated access token instead of the placeholder, \${access_token}, to authenticate your requests. For example: <pre>curl "http://\${URI_PREFIX}/exampleAPI/exampleMethod/xxxxx?paramOne=1&paramTwo=2" -H "Authorization: Bearer BDxxxx9d"</pre> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  For more information about access tokens, see Getting Started with PubMatic APIs. </div>

Request Query Parameters

Parameter Name	Type	Required	Validations	Description
pageSize	Integer	No		Maximum number of rows to be included in the response. Default value: 100
pageNumber	Integer	No		Page number to be fetched in case of multiple pages. Default value: 1
filters	String	No	Values must be from those mentioned below in the supported Dimensions section.	Filters that restrict the data returned for your request. For more details, refer the Reporting and Listing API Request Details section.
sort	String	No	Values must be from those mentioned below in the supported Dimensions section.	A list of comma-separated dimensions indicating the sorting order and sorting direction for the returned data. For more details, refer the Reporting and Listing API Request Details section.

Searchable Fields

Name	Data type	Summary	Sample Filter Data	Sample Sort Data
id	Long	Searching and Sorting is supported	<i>?filters=id gtEq 298&filters=id lt 301</i>	For ascending order, use <i>?sort=id</i> For descending order, use <i>?sort=-id</i>
name	String	Searching and Sorting is supported	<i>?filters=name like test</i>	For ascending order, use <i>?sort=name</i> For descending order, use <i>?sort=-name</i>
description	String	Searching and Sorting is supported	<i>?filters=description like test</i>	For ascending order, use <i>?sort=description</i> For descending order, use <i>?sort=-description</i>
daysOfWeek	Integer	Searching and Sorting is not supported	<i>daysOfWeek eq 1</i> (1-7) denotes Mon-Sun)	<i>?sort=daysOfWeek</i>
deviceIdType	Integer	Searching and Sorting is not supported	<i>deviceIdType.id eq 1</i> (1 - IDFA , 3-Android ID)	<i>?sort=deviceIdType</i>

latLong	Boolean	Searching and Sorting is not supported	?filters=latLong eq false	From top onwards, use ?sort=latLong
loggedInOwnerId	Integer	Indicates type of account: Publisher - 1 Demand Partner - 5 Buyer/ATD - 7	&filters=loggedInOwnerId eq 1	
loggedInOwnerId	Long	Account ID	&filters=loggedInOwnerId eq 12345	



For more details on the filter and sort parameters...

See [Reporting and Listing API Request Details](#) . Targeting does not support the notLike filter operator.

Sample Request

```
GET ${URI_PREFIX}/targeting?filters=loggedInOwnerId eq 1&filters=loggedInOwnerId eq 12345&pageSize=25&pageNumber=1&filters=name like test
```

Response

Header Name	Value	Description
Transfer-Encoding	chunked	
Status Code	200	OK
Server	Apache-Coyote/1.1	
Date	Fri, 30 May 2014 06:45:05 GMT	
Content-Type	application/json	Mediatype that is to be returned in search/sort operation

Response Body

Parameter	Type	Description
metaData	JSON Object	Metadata about the generated response.
items	JSON Array of record object	Records generated as per your request.

Sample Response

Response JSON

```
{ "metaData": { "startIndex": 1, "request": { "pageSize": 15, "pageNumber": 1, "metrics": null, "dimensions": null, "sort": null, "filters": [ "id eq 1" ], "fromDate": null, "toDate": null, "useAllDimensions": true }, "totalRecords": 1, "endIndex": 1 }, "items": [ { "id": 38879, "name": "hello new", "description": "world", "preset": true, "creationTime": "2014-09-24T21:46:42Z", "modificationTime": "2014-10-07T17:55:35Z", "deleted": false, "richMediaTechnologies": [ { "id": 1, "name": "Pointroll", "uri": "${URI_PREFIX}/common/richMediaTechnology/1" } ], "geos": [ { "id": 5, "name": "Afghanistan", "uri": "${URI_PREFIX}/common/geo/5", "geoLevel": "COUNTRY" }, { "id": 6, "name": "Antigua and Barbuda", "uri": "${URI_PREFIX}/common/geo/6", "geoLevel": "COUNTRY" } ], "audienceSegments": [ { "id": 1, "name": "Students", "uri": "${URI_PREFIX}/audiences/1" }, { "id": 2, "name": "Auto", "uri": "${URI_PREFIX}/audiences/2" } ], "daysOfWeek": [ { "id": 7, "name": "Sunday" }, { "id": 6, "name": "Saturday" }, { "id": 5, "name": "Friday" }, { "id": 4, "name": "Thursday" }, { "id": 3, "name": "Wednesday" }, { "id": 2, "name": "Tuesday" }, { "id": 1, "name": "Monday" } ], "startTimeParting": "00:00:00", "endTimeParting": "23:59:59", "browsers": [ { "id": 4, "name": "Opera", "uri": "${URI_PREFIX}/common/browser/4" }, { "id": 2, "name": "Firefox", "uri": "${URI_PREFIX}/common/browser/2" } ], "connectionTypes": null, "osTypes": [ { "id": 10, "name": "Palm OS" } ], "os": [ { "id": 80, "name": "Palm OS 5.4", "uri": "${URI_PREFIX}/common/mobileOS/80" }, { "id": 81, "name": "Palm OS 5.5", "uri": "${URI_PREFIX}/common/mobileOS/81" } ], "carriers": [ { "id": 347, "name": "Vodafone", "uri": "${URI_PREFIX}/common/mobileCarrier/347" }, { "id": 350, "name": "Vodafone Australia", "uri": "${URI_PREFIX}/common/mobileCarrier/350" } ], "latLong": true, "smartphones": [ { "id": 575, "name": "Nokia All Other Smart Phones" } ], "tablets": [ { "id": 94, "name": "Sony Tablet S" }, { "id": 96, "name": "HP Touch Pad" } ], "deviceIdType": [ { "id": 1, "name": "IDFA" } ], "videoAdTypes": [ { "id": 1, "name": "Linear" } ], "videoAdPositions": [ { "id": 1, "name": "Pre-roll" }, { "id": 3, "name": "Post-roll" } ], "videoPlaybackMethods": [ { "id": 3, "name": "Click-to-play" }, { "id": 4, "name": "Mouse-over" } ] } ] }
```

Retrieve List of Targeting Details (for Demand Partners)


Retrieves a list of targeting that matches your specified filter parameters. Apply various filter parameters to narrow the search results.

Request

URI	<code>\${URI_PREFIX}/targeting</code> <div style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> Remember To complete your API endpoint, replace the placeholder <code>\${URI_PREFIX}</code> with your actual target domain; for example, replace <code>\${URI_PREFIX}</code> with <code>api.pubmatic.com</code>.</div>
HTTP Method	GET

Request Headers

Use the table below to authenticate your API calls.

Header name	Type	Value	Required	Description
Content-Type	String	application/json	Yes	Media type for request.
Authorization	String	Bearer <code>{access_token}</code>	Yes	<p>Publisher Token to authenticate access to call a PubMatic API. Send your generated access token instead of the placeholder, <code>{access_token}</code>, to authenticate your requests. For example:</p> <pre>curl "http://\${URI_PREFIX}/exampleAPI/exampleMethod/xxxxx?paramOne=1&paramTwo=2" -H "Authorization: Bearer BDXxxx9d"</pre> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;"> For more information about access tokens, see Getting Started with PubMatic APIs.</div>

Request Parameters

Parameter Name	Type	Required	Validations	Description
pageSize	Integer	No		Maximum number of rows to be included in the response. Default value: 100
pageNumber	Integer	No		Page number to be fetched in case of multiple pages. Default value: 1
filters	String	No	Values must be from those mentioned below in the supported Dimensions section.	Filters that restrict the data returned for your request. For more details, refer the Reporting and Listing API Request Details section.
sort	String	No	Values must be from those mentioned below in the supported Dimensions section.	A list of comma-separated dimensions indicating the sorting order and sorting direction for the returned data. For more details, refer the Reporting and Listing API Request Details section.

Searchable Fields

Name	Data type	Summary	Sample Filter Data	Sample Sort Data								
id	Long	Searching and Sorting is supported	<i>?filters=id gtEq 298&filters=id lt 301</i>	For ascending order, use <i>?sort=id</i> For descending order, use <i>?sort=-id</i>								
name	String	Searching and Sorting is supported	<i>?filters=name like test</i>	For ascending order, use <i>?sort=name</i> For descending order, use <i>?sort=-name</i>								
description	String	Searching and Sorting is supported	<i>?filters=description like test</i>	For ascending order, use <i>?sort=description</i> For descending order, use <i>?sort=-description</i>								
publisherId	Long	For fetching targeting belonging to a particular publisher.	<i>?publisherId=1234</i>									
daysOfWeek	Integer	Searching and Sorting is not supported	<i>daysOfWeek eq 1</i> (1-7 denotes Mon-Sun)	<i>?sort=daysOfWeek</i>								
deviceIdType	Integer	Searching and Sorting is not supported	<i>deviceIdType.id eq 1</i> (1 - IDFA , 3-Android ID)	<i>?sort=deviceIdType</i>								
latLong	Boolean	Searching and Sorting is not supported	<i>?filters=latLong eq false</i>	From top onwards, use <i>?sort=latLong</i>								
loggedInOwnerId	Integer	Indicates the type of account. Possible Values: <table border="1" data-bbox="451 1245 745 1417"> <thead> <tr> <th>Type of Account</th> <th>Value</th> </tr> </thead> <tbody> <tr> <td>Publisher</td> <td>1</td> </tr> <tr> <td>Demand Partner</td> <td>5</td> </tr> <tr> <td>ATD/Buyer</td> <td>7</td> </tr> </tbody> </table>	Type of Account	Value	Publisher	1	Demand Partner	5	ATD/Buyer	7	<i>&filters=loggedInOwnerId eq 5</i>	
Type of Account	Value											
Publisher	1											
Demand Partner	5											
ATD/Buyer	7											
loggedInOwnerId	Long	Account ID	<i>&filters=loggedInOwnerId eq 12345</i>									



Remember

To complete your API endpoint, replace the placeholder `${URI_PREFIX}` with your actual target domain; for example, replace `${URI_PREFIX}` with `api.pubmatic.com`.

Sample Request

```
GET ${URI_PREFIX}/targeting?filters=loggedInOwnerId eq 5&filters=loggedInOwnerId eq 12345&pageSize=25&pageNumber=1&filters=name like test
```

Response

Header Name	Value	Description
Transfer-Encoding	chunked	
Status Code	200	OK
Server	Apache-Coyote/1.1	
Date	Fri, 30 May 2014 06:45:05 GMT	
Content-Type	application/json	Mediatype that is to be returned in search/sort operation

Response Body

Parameter	Type	Description
metaData	JSON Object	Metadata about the generated response.
items	JSON Array of record object	Records generated as per your request.

Sample Response

Response JSON
<pre>{ "metaData": { "startIndex": 1, "request": { "pageSize": 15, "pageNumber": 1, "metrics": null, "dimensions": null, "sort": null, "filters": ["id eq 1"], "fromDate": null, "toDate": null, "useAllDimensions": true }, "totalRecords": 1, "endIndex": 1 }, "items": [{ "id": 38879, "name": "hello new", "description": "world", "preset": true, "creationTime": "2014-09-24T21:46:42Z", "modificationTime": "2014-10-07T17:55:35Z", "deleted": false, "richMediaTechnologies": [{ "id": 1, "name": "Pointroll", "uri": "\${URI_PREFIX}/common/RichMediaTechnology/1" }], "geos": [{ "id": 5, "name": "Afghanistan", "uri": "\${URI_PREFIX}/common/geo/5", "geoLevel": "COUNTRY" }, { "id": 6, "name": "Antigua and Barbuda", "uri": "\${URI_PREFIX}/common/geo/6", "geoLevel": "COUNTRY" }], "audienceSegments": [{ "id": 1, "name": "Students", "uri": "\${URI_PREFIX}/audiences/1" }, { "id": 2, "name": "Auto", "uri": "\${URI_PREFIX}/audiences/2" }], "daysOfWeek": [{ "id": 7, "name": "Sunday" }, { "id": 6, "name": "Saturday" }, { "id": 5, "name": "Friday" }, { "id": 4, "name": "Thursday" }, { "id": 3, "name": "Wednesday" }, { "id": 2, "name": "Tuesday" }, { "id": 1, "name": "Monday" }], "startTimeParting": "00:00:00", "endTimeParting": "23:59:59", "browsers": [{ "id": 4, "name": "Opera", "uri": "\${URI_PREFIX}/common/browser/4" }, { "id": 2, "name": "Firefox", "uri": "\${URI_PREFIX}/common/browser/2" }], "connectionTypes": null, "osTypes": [{ "id": 10, "name": "Palm OS" }], "os": [{ "id": 80, "name": "Palm OS 5.4", "uri": "\${URI_PREFIX}/common/mobileOS/80" }, { "id": 81, "name": "Palm OS 5.5", "uri": "\${URI_PREFIX}/common/mobileOS/81" }], "carriers": [{ "id": 347, "name": "Vodafone", "uri": "\${URI_PREFIX}/common/mobileCarrier/347" }, { "id": 350, "name": "Vodafone Australia", "uri": "\${URI_PREFIX}/common/mobileCarrier/350" }], "latLong": true, "smartphones": [{ "id": 575, "name": "Nokia All Other Smart Phones" }], "tablets": [{ "id": 94, "name": "Sony Tablet S" }, { "id": 96, "name": "HP Touch Pad" }], "deviceIdType": [{ "id": 1, "name": "IDFA" }], "videoAdTypes": [{ "id": 1, "name": "Linear" }], "videoAdPositions": [{ "id": 1, "name": "Pre-roll" }, { "id": 3, "name": "Post-roll" }], "videoPlaybackMethods": [{ "id": 3, "name": "Click-to-play" }, { "id": 4, "name": "Mouse-over" }]] }</pre>

Delete Targeting Details

Deletes a targeting from the PubMatic system.


Request

URI	<p><code>\${URI_PREFIX}/targeting/{id}</code></p> <div style="border: 1px solid #ccc; padding: 10px; background-color: #fff9c4;"> <p> Remember</p> <p>To complete your API endpoint, replace the placeholder <code>\${URI_PREFIX}</code> with your actual target domain; for example, replace <code>\${URI_PREFIX}</code> with <code>api.pubmatic.com</code>.</p> </div>
HTTP Method	DELETE

Request Headers

Use the table below to authenticate your API calls.

Header name	Type	Value	Required	Description
Content-Type	String	application/json	Yes	Media type for request.
Authorization	String	Bearer \${access_token}	Yes	<p>Publisher Token to authenticate access to call a PubMatic API. Send your generated access token instead of the placeholder, \${access_token}, to authenticate your requests. For example:</p> <pre>curl "http://\${URI_PREFIX}/exampleAPI/exampleMethod/xxxxx?paramOne=1&paramTwo=2" -H "Authorization: Bearer BDxxxx9d"</pre>

 For more information about access tokens, see [Getting Started with PubMatic APIs](#).

Path Parameters

Name	Type	Required	Description
id	Long	Yes	ID of the targeting which is to be deleted. For example, 123

Sample Request JSON

```
DELETE ${URI_PREFIX}/targeting/123
```

Response

Body Parameter	Type	Description
status	String	Status of delete operation

Sample Response JSON

```
{ status: "success" }
```

Error Codes

Targeting API methods return the errors listed below various types of conditions.

Error Code	Error Message
CC02_0006	User is not allowed to access this resource.
CC03_0007	Multiple associated resources found during search operation. Pass loggedInOwnerId and loggedInOwnerTypeId in query parameters.
IU_001_0007	Invalid or null value for Publisher ID.
TU_001_0001	Invalid targeting unit ID.
TU_001_0002	Invalid user ID.
TU_001_0003	Name cannot exceed 255 characters.
TU_001_0004	Description cannot exceed 512 characters.
TU_001_0005	Invalid or null value for Owner Type field.

TU_001_0006	Invalid owner ID.
TU_001_0008	Error in validating publisher info.
TU_001_0009	Invalid or null value for Owner Type field.
TU_001_0010	Invalid Audiences selected.
TU_001_0011	Invalid Geos selected.
TU_001_0012	Internal error in validating selected Geos.
TU_001_0013	Invalid Browser IDs passed.
TU_001_0014	Invalid Mobile OS IDs passed.
TU_001_0016	Invalid Connection type IDs passed.
TU_001_0018	Invalid Mobile Carrier IDs passed.
TU_001_0019	Invalid Phone Type IDs passed.
TU_001_0020	Invalid Video Playback Method IDs passed.
TU_001_0021	Invalid Video Position IDs passed.
TU_001_0022	Invalid Mobile OS type IDs passed.
TU_001_0023	Invalid Geo IDs passed.
TU_001_0025	Invalid Video Type IDs passed.
TU_001_0026	Invalid Resource Type found for logged in user.
TU_001_0027	Mobile OS IDs are not mapped to Mobile OS Type IDs.
TU_001_0029	Invalid Days Of Week IDs passed.
TU_001_0030	Invalid Device ID Types passed.
TU_001_0031	Targeting creation failed
TU_001_0032	End time parting cannot be before start time parting.
TU_001_0033	Targeting name already exists. Please use another name.
TU_001_0034	Demand Partner/ATD not supported
TU_001_0035	Invalid Targeting name. Following characters are not allowed: ![]{}^~*?;+\ \\
TU_001_0036	Invalid Targeting description. Following characters are not allowed: ![]{}^~*?;+\ \\
TU_001_0037	Invalid Pixels passed.
TU_001_0038	Targeting name cannot be null, if preset is set to true.
TU_001_0039	No targeting found for given targeting ID.
TU_001_0040	Error in fetching targeting details.
TU_001_0043	Publisher ID filter is not applicable for this user.
TU_001_0045	Invalid Rich Media Technology ID passed.
TU_001_0046	Targeting cannot be edited as it is already used in a transaction entity
TU_001_0048	Invalid Smartphone IDs passed.
TU_001_0049	Invalid Tablets IDs passed.
TU_001_XXXX	Invalid Targeting ID.
TU_001_YYYY	Cannot delete Targeting as it is already in use.

Sample Error Response

Targeting API returns error codes and messages in JSON format.

```
[ { "errorCode": "TU_001_0010", "errorMessage": "Invalid Audience Segments selected." } ]
```