Private Marketplace (PMP) Deal APIs for Buyers

> ⊘ Before using PubMatic APIs, first generate the API Token. For more information, refer to Getting Started with PubMatic APIs.

The Private Marketplace (PMP) API streamlines the process between publishers and demand partners/buyers to maximize revenue for premium inventory. Follow the API instructions to manage this process with demand partners.

The API contains the following components:

1. Retrieving a List of Deals: This (GET) API retrieves the list of deals based on the filter criteria you include.
2. Retrieving Details of a Deal: This (GET) API enables you to obtain the details of a specific deal.

Methods

Method Path	HTTP Method Type	Description	Link to Definition
/deals/	GET	Retrieve the list of deals	Retrieving List of Deals
/deals/{id}	GET	Retrieve the details of a specific deal	Retrieving Details of a Deal

Retrieving a List of Deals

This API allows you to retrieve the list of deals by specifying the various filter criteria.

Request

URI	${URI_PREFIX}/deals/ $URI_PREFIX should be: "http://api.pubmatic.com/v3/pmp/".
HTTP Method	GET

Request Headers

Header Name	Type	Value	Required	Description
Authorization	String	Bearer ${access_token}	Yes	Need to send the access token generating for authentication at the place of ${access_token}. For more information about access tokens, refer to Getting Started with PubMatic APIs.

Request Query Search-Specific Parameters

Parameter Name	Type	Required	Validations	Description
fromDate	Date	No		This is used for a reporting call. If you need to search startDate /endDate, use the Filters parameter instead.
pageSize	Integer	No		Maximum number of rows to be included in the response. Default value: 25
pageNumber	Integer	No		pateNumber to be fetched in case of multiple pages. Default value: 1
filters	String	No	Values must be from those mentioned below in the Searchable Fields 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 list of supported dimensions.	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	Required	Summary	Sample Filter Data	Sample Sort Data
loggedInOwnerId	Long	Yes	A valid *Publisher ID*, *DSP ID*, or *Buyer ID*	*&filters=loggedInOwnerId eq 12345*	
loggedInOwnerTypeId	Integer	Yes	One of the following integer values that indicates the account type of the issuing the request: **Type of Account** / **Value** Publisher / 1 buyers / 5 ATD/Buyer / 7	*&filters=loggedInOwnerTypeId eq 1*	
id	Long	No	SEARCH and SORT is supported. Plain SEARCH is depreciated as we have a separate endpoint for it.	*?filters=id gtEq 298&filters=id lt 301*	For ascending order, use *?sort=id* For descending order, use *?sort=--id*
name	String	No	SEARCH and SORT is allowed in this field.	*?filters=name like test* *when name search is used, we also search for dealId.*	For ascending order, use *?sort=name* For descending order, use *?sort=-name*
additionalInfo	String	No	Search deal by its message component. SORT is depreciated for this field.	*?filters=additionalInfo like test*	
status	Integer	No	SEARCH and SORT is allowed in this field.	*?filters=status eq 1*	For ascending order, use *?sort=status* For descending order, use *?sort=-status*
auctionType	Integer	No	SEARCH and SORT is allowed in this field.	*?filters=auctionType eq 1*	For ascending order, use *?sort=auctionType* For descending order, use *?sort= - auctionType*
startDate	Date	No	SEARCH and SORT supported. BETWEEN attribute is not currently supported. But you can use filters like *?filters=startDate gtEq 2014-06-12T17:00:00Z&filters=startDate lt 2014-06-16T17:00:00Z.*	*?filters=startDate gtEq 2014-06-12T17:00:00Z&filters=startDate lt 2014-06-16T17:00:00Z.*	*?sort=-startDate*
endDate	Date	No	SEARCH and SORT supported.	*?filters=endDate gtEq 2014-06-12T17:00:00Z&filters=endDate lt 2014-06-16T17:00:00Z.*	
flooreCPM	Integer	No	SEARCH and SORT supported.	*?filters=flooreCPM gt 1*	
channelType	Integer	No	SEARCH is supported on this field	*?filters=channelType eq 6*	
dealCategory	Integer	No	SEARCH is supported on this field	*?filters=dealCategory eq 1*	

Sample Calls:

https://api.pubmatic.com/pmp/deals?view=summary&filters=loggedInOwnerId%20eq%2080&filters=loggedInOwnerTypeId%20eq%205&pageSize=2&filters=name+like+*PM-CLOM-8057*

https://api.pubmatic.com/pmp/deals?view=summary&filters=loggedInOwnerId%20eq%2080&filters=loggedInOwnerTypeId%20eq%205&pageSize=2&filters=channelType+eq+6&filters=status+eq+1

https://api.pubmatic.com/pmp/deals?view=summary&filters=loggedInOwnerId%20eq%2080&filters=loggedInOwnerTypeId%20eq%205&pageSize=2&filters=dealCategory+eq+1

> ⓘ **Note:** For more details on the filter and sort parameters, refer the Reporting and Listing API Request Details section.

Important Notes for Modifying a Deal

- Please refer to Deal Status Explanation and Restrictions/Workflow to learn more about various states that a deal may enter
- We now have support for IAB advertiser categories. Following are some important points around the same:
    - Publisher can be enabled or disabled for the IAB setting. If a publisher is IAB enabled, then the advertiser category ids sent in the request JSON should be IAB category ids only (See "advertiserCategories" in sample request json below). If publisher is NOT IAB enabled, then the advertiser category ids sent in the request JSON should be PubMatic advertiser categories only. In the API response as well, advertiser categories shown will be either IAB or PubMatic categories depending on publisher setting.
    - The PubMatic Media Console is moving entirely to IAB, therefore, advertiser categories in all deal API requests and responses should be IAB category Ids only.
    - Differences between IAB and PubMatic category response:
      - When IAB categories are shown, "uri" value is : "http://$ {URI_PREFIX}/common/iabCategories/${IAB_category_id}".
      - When PubMatic categories are shown, "uri" value is : "http://${URI_PREFIX}/common/advertiserCategory/${PubMatic_category_id}"
      - When PubMatic categories are shown, "iabDetails" object will always be null

Response

The following table lists the details of the response body. Example requests and responses follow.

Response Body Parameter	Type	Description
metaData	JSON Object	Meta data about the response generated.
items	JSON Array of Deal objects	Records generated as per your request.

Sample Search Request

http://${URI_PREFIX}/deals/?filters=name like SampleRequestDeal*

http://${URI_PREFIX}/deals?&filters=loggedInOwnerTypeId+eq+5&filters=loggedInOwnerId+eq+27&pageSize=1&filters=name+like+*PM-CHSP-0897*

In the above url - filter parameter: name is used for searching both name and dealId like PM-CHSP-0897.

Sample Response JSON :

```
{
"startIndex": 1,
"metaData": {
"request": {
"pageSize": 15,
"pageNumber": 1,
"metrics": null,
"dimensions": null,
"sort": null,
"filters": [
"name like SampleRequestDeal"
],
"fromDate": null,
"toDate": null,
"useAllDimensions": true
},
```

```
"totalRecords": 1,
"endIndex": 1
},
"items": [
{
"id": 123456,
"dealId": "ABCD1234",
"name": "SampleRequestDeal",
"additionalInfo": "I would like to buy this deal for $0.3",
"status": {
"id": 2,
"name": "In Review"
},
"priority": 3,
"auctionType": {
"id": 1,
"name": "FIRST PRICE"
},
"minSpend": 500,
"impressionAvails": 10000,
"channelType": {
"id": 1,
"name": "PMP"
},
"offer": {
"id": 122323,
"name": "Test Package 1",
"url": "${URL_PREFIX}/offer/122323"
},
"product": {
"id": 123,
"name": "Test product 1",
"uri": "${URL_PREFIX}/products/123"
},
"targeting": {
"id": 123,
"name": "Test targeting 1",
"uri": "${URL_PREFIX}/targeting/123"
},
"startDate": "2014-09-03T12: 12: 12.000",
"endDate": "2013-09-08T12: 12: 12.000",
"timeZone": 1,
"flooreCPM": 2.23,
"salesPerson": "test1@pubmatic.com",
"advertisers": [
{
"id": 1,
"name": "Advertiser 1",
"uri": "${URI_PREFIX}/advertiser/1"
}
],
"advertiserCategories": [
{
"id": 44,
"name": "Arts & Entertainment",
"uri": "http://${URI_PREFIX}/common/iabCategories/IAB1",
"iabDetails": {
"iabName": "Arts & Entertainment",
"iabId": "IAB1",
"id": 44,
"parentCategory": null,
"parentIabCatId": null,
"subCategoryList": [
{
"iabName": "Books & Literature",
"iabId": "IAB1-1",
"id": 45,
"parentCategory": null,
"parentIabCatId": "IAB1",
"subCategoryList": null,
"pubmaticAdvertiserCategoryId": 8,
```

```
    "name": "Books & Literature"
    }
    ],
    "pubmaticAdvertiserCategoryId": 8,
    "name": "Arts & Entertainment"
    }
    },
    {
    "id": 279,
    "name": "Sports",
    "uri": "http://${URI_PREFIX}/common/iabCategories/IAB17",
    "iabDetails": {
    "iabName": "Sports",
    "iabId": "IAB17",
    "id": 279,
    "parentCategory": null,
    "parentIabCatId": null,
    "subCategoryList": null,
    "pubmaticAdvertiserCategoryId": 19,
    "name": "Sports"
    }
    }
    ],
    "advertiserDomains": [
    {
    "id": 1,
    "name": "test.domain",
    "uri": "http://${URI_PREFIX}/common/advertisorDomain/1"
    }
    ],
    "buyers": [
    {
    "id": 1,
    "name": "Buyer 1",
    "uri": "$URI_PREFIX/buyer/1"
    }
    ],
    "buyerEmails": [
    {
    "ownerId": 1,
    "userEmails": [
    "test_testatd@yahoo.in"
    ]
    }
    ],
    "dsps": [
    {
    "id": 1,
    "name": "DSP 1",
    "uri": "$URI_PREFIX/advertisingEntity/1"
    },
    {
    "id": 2,
    "name": "DSP 2",
    "uri": "$URI_PREFIX/advertisingEntity/2"
    }
    ],
    "dspEmails": [
    {
    "ownerId": 1,
    "userEmails": [
    "test_testdemandpartner@gmail.com"
    ]
    },
    {
    "ownerId": 2,
    "userEmails": [
    "test_testdemandpartner2@gmail.com"
    ]
    }
    ],
```

```
"additionalEmails": [
"test1@pubmatic.com"
],
"advertiserWhitelisting": true,
"lastLookUpEnabled": true,
"dealIdInRequestEnabled": true,
"revShare": null,
"dealCategory": {
  "id": 1,
  "name": "Single Publisher Deal"
},
"publisherCategoryId": null,
"dealDspBuyerMappings": [
        { "id": 33102,
          "dealMetaId": 123456,
          "dspId": 1,
          "buyerId": 1,
         "seatId": 10422
        },
        { "id": 33102,
          "dealMetaId": 123456,
          "dspId": 1,
          "buyerId": 1,
         "seatId": 10422
        }
      ],
"messages": []
}
]
}
```

Error Codes

The following code shows an example of an error response:

```
[
    {
        "errorCode": "DEAL_001_0010",
        "errorMessage": "Error fetching deal XYZ"
    }
]
```

Retrieving Details of a Deal

This API allows you to retrieve the details of a specific deal.

Request

URI	$URI_PREFIX/deals/{id}
	$URI_PREFIX should be: "http://api.pubmatic.com/v3/pmp/".
HTTP Method	GET

Request Headers

Header Name	Type	Value	Required	Description

Authorization	String	Bearer ${access_token}	Yes	Need to send the access token generating for authentication at the place of ${access_token}. For more information about access tokens, refer to Getting Started with PubMatic APIs.

Path Parameters

Parameter Name	Type	Required	Description
id	Integer	Yes	ID of the deal to be fetched

Query Parameters

Parameter Name	Type	Required	Description
loggedInOwnerTypeId	Integer	Yes	One of the following integer values that indicates the account type of the issuing the request: <table><tr><th>Type of Account</th><th>Value</th></tr><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></table>
loggedInOwnerId	Long	Yes	A valid *Publisher ID*, *DSP ID*, or *Buyer ID*

Sample Request

http://${URI_PREFIX}/deals/123?&filters=loggedInOwnerTypeId eq 1&filters=loggedInOwnerId eq 12345

Response

The following table lists the details of the response body. Notes and examples follow.

Response Body Parameter	Type	Description
id	Long	ID of the deal.
dealCategory	Integer	One of the following values: 1 = Single publisher deal 2 = Package deal
dealId	String	Publisher-specific Deal.
dealIdInRequestEnabled	Boolean	Set this flag to True to indicate that the Publisher will include the Deal ID in the OpenRTB Ad Request to PubMatic.
name	String	Name of the deal.
additionalInfo	String	All the message-based interactions recorded for the deal.

status	JSON Element	Status of the deal. This field is depicted in a key-value pair. Possible options are: 1 = ACTIVE 2 = INACTIVE 4 = SCHEDULED 5 = COMPLETED 6 = INREVIEWDRAFT 7 = INREVIEWACTIVE 8 = INREVIEWREJECTED 10 = INPROGRESS 11 = FAILED
priority	Integer	Priority of the deal. The lower the number, the higher the priority.
auctionType	JSON Element	Auction type associated with the deal. This field is depicted in a key-value pair. Possible options: 1 - First Price 2 - Second Price 3 - Fixed Price
channelType	JSON Element	Value specifying the channel type of the deal. PMP = 1 PMP-G = 6
offer	JSON Element	ID, Name and URL for the base offer associated with the deal. Refer to the Offer API for more information.
product	JSON Element	ID, Name and URL for the product associated with the deal. Refer to the Product API for more information.
targeting	JSON Element	ID, Name and URL for the targeting unit associated with the deal. Refer to the Targeting API for more information.
startDate	ISO Date in GMT	Start date of the deal.
endDate	ISO Date in GMT	End date of the deal.
timezone	JSON Element	Time zone associated with the start and end dates of the deal. This field is depicted in a key-value pair.
flooreCPM	Float	Minimum eCPM expected for the deal.
minSpend	Float	Minimum spend for this deal.
impressionAvails	Long	Available impressions for this deal.
salesPerson	String	Email of the sales representative associated with the deal.
advertiserWhiteListing	Boolean	Indicates whether advertiser allowlisting is enabled for the deal.
advertisers	List of Advertisers	List of advertisers for which the deal is allowlisted.
advertiserCategories	List of Advertiser Categories	List of advertiser categories (Id, Name and URL) for which the deal is allowlisted.
advertiserIABCategories	List of Advertiser IAB Categories	List of Advertiser IAB categories (Id, Name, URL) for advertiser categories for which this deal should be allowlisted.
advertiserDomains	List of Advertiser Domains	List of advertiser domains for which the deal is allowlisted.
buyers	List of Buyers	List of ATDs associated with the deal.
buyerEmails	List of Buyer Emails	List of ATD email addresses that should be notified on the deal's state changes. Publishers and DSPs can see these emails.

dsps	List of DSPs	List of DSPs associated with the deal.
dspEmails	List of DSP Emails	List of DSP email addresses that should be notified on the deal's state changes.Publishers and ATDs can see these emails.
additionalEmails	List of Emails	Any additional email addresses to be notified on the deal state changes.
lastLookUpEnabled	Boolean	Indicates whether last look up has been enabled for the deal or not.
lastNegotiatedBy	Integer	Indicates the name of the entity by which the deal was last negotiated. Possible options are: 1 = Publisher 5 = DSP 7 = ATD
activityLogDetails	Json Element	Indicate the negotiation history of the deal.
modificationTime	ISO Date in GMT	Indicate last modification time of the deal.
dealDspBuyerMappings	JSON Element	Indicates the Deal DSP/Buyer Mappings
publisherCategoryId	Integer	Indicates the Publisher Category ID
revShare	Doubl	Indicates the Revenue Share

Important Notes

- Please refer to Deal Status Explanation and Restrictions/Workflow to learn more about various states that a deal may enter
- We now have support for IAB advertiser categories. Following are some important points around the same:
    - Publisher can be enabled or disabled for the IAB setting. If a publisher is IAB enabled, then the advertiser category ids sent in the request JSON should be IAB category ids only (See "advertiserCategories" in sample request json below). If publisher is NOT IAB enabled, then the advertiser category ids sent in the request JSON should be PubMatic advertiser categories only. In the API response as well. advertiser categories shown will be either IAB or PubMatic categories depending on publisher setting.
    - The PubMatic Media Console is moving entirely to IAB, therefore, advertiser categories in all deal API requests and responses should be IAB category Ids only.
    - Differences between IAB and PubMatic category response:
      - When IAB categories are shown, "uri" value is : "http://$ {URI_PREFIX}/common/iabCategories/${IAB_category_id}".
      - When PubMatic categories are shown, "uri" value is : "http://${URI_PREFIX}/common/advertiserCategory/${PubMatic_category_id}"
      - When PubMatic categories are shown, "iabDetails" object will always be null

Sample Response JSON :

```json
{
  "id": 123456,
  "dealId": "ABCD1234",
  "name": "SampleRequestDeal",
  "additionalInfo": "I would like to buy this deal for $0.3",
  "status": {
    "id": 2,
    "name": "In Review"
  },
  "priority": 3,
  "auctionType": {
    "id": 1,
    "name": "FIRST PRICE"
  },
"minSpend": 500,
"impressionAvails": 10000,
  "offer": {
    "id": 122323,
    "name": "Test Package 1",
    "url": "${URL_PREFIX}/offer/122323"
  },
  "product": {
```

```json
      "id": 123,
      "name": "Test product 1",
      "uri": "${URL_PREFIX}/products/123"
    },
    "targeting": {
      "id": 123,
      "name": "Test targeting 1",
      "uri": "${URL_PREFIX}/targeting/123"
    },
    "startDate": "2014-09-03T12: 12: 12.000",
    "endDate": "2013-09-08T12: 12: 12.000",
    "timeZone": 1,
    "flooreCPM": 2.23,
    "salesPerson": "test1@pubamtic.com",
"channelType": {
"id": 1,
"name": "PMP"
},
    "advertisers": [
      {
        "id": 1,
        "name": "Advertiser 1",
        "uri": "${URI_PREFIX}/advertiser/1"
      }
    ],
    "advertiserCategories": [
      {
        "id": 44,
        "name": "Arts & Entertainment",
        "uri": "http://${URI_PREFIX}/common/iabCategories/IAB1",
        "iabDetails": {
          "iabName": "Arts & Entertainment",
          "iabId": "IAB1",
          "id": 44,
          "parentCategory": null,
          "parentIabCatId": null,
          "subCategoryList": [
            {
              "iabName": "Books & Literature",
              "iabId": "IAB1-1",
              "id": 45,
              "parentCategory": null,
              "parentIabCatId": "IAB1",
              "subCategoryList": null,
              "pubmaticAdvertiserCategoryId": 8,
              "name": "Books & Literature"
            }
          ],
          "pubmaticAdvertiserCategoryId": 8,
          "name": "Arts & Entertainment"
        }
      },
      {
        "id": 279,
        "name": "Sports",
        "uri": "http://${URI_PREFIX}/common/iabCategories/IAB17",
        "iabDetails": {
          "iabName": "Sports",
          "iabId": "IAB17",
          "id": 279,
          "parentCategory": null,
          "parentIabCatId": null,
          "subCategoryList": null,
          "pubmaticAdvertiserCategoryId": 19,
          "name": "Sports"
        }
      }
    ],
    "advertiserDomains": [
      {
        "id": 1,
```

```json
      "name": "test.domain",
      "uri": "http://${URI_PREFIX}/common/advertiserDomain/1"
    }
  ],
  "buyers": [
    {
      "id": 1,
      "name": "Buyer 1",
      "uri": "$URI_PREFIX/buyer/1"
    }
  ],
  "buyerEmails": [
    "test@buyer.com"
  ],
  "dsps": [
    {
      "id": 1,
      "name": "DSP 1",
      "uri": "$URI_PREFIX/advertisingEntity/1"
    },
    {
      "id": 2,
      "name": "DSP 2",
      "uri": "$URI_PREFIX/advertisingEntity/2"
    }
  ],
  "dspEmails": [
    "test@dsp.com"
  ],
  "additionalEmails": [
    "test1@pubmatic.com"
  ],
  "advertiserWhiteListing": true,
  "lastLookUpEnabled": true,
  "dealIdInRequestEnabled": true,
  "modificationTime": "2015-01-09T14:49:57Z",
  "lastNegotiatedBy": 1,
  "revShare": null,
  "dealCategory": {
    "id": 1,
    "name": "Single Publisher Deal"
  },
  "publisherCategoryId": null,
  "dealDspBuyerMappings": [
        { "id": 33102,
          "dealMetaId": 123456,
          "dspId": 1,
          "buyerId": 1,
         "seatId": 10422
        },
        { "id": 33102,
          "dealMetaId": 123456,
          "dspId": 1,
          "buyerId": 1,
          "seatId": 10422
        }
      ],
  "activityLogDetails": [
    {
      "userId": 13569,
      "userEmail": "test_shalmali@pubmatic.com",
      "patch": null,
      "creationTime": "2015-01-09T14:49:57Z",
      "mapChangedDetails": {
        "advertiserCategories": [
          "Updated: from (All) to (Auto )"
        ]
      }
    }
  ]
}
```

Error Codes

The following code shows an example of an error response:

```
[
    {
        "errorCode": "DEAL_001_0010",
        "errorMessage": "Error fetching deal XYZ"
    }
]
```