

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

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

## 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.	<a href="#">Retrieve List of Advertiser Categories</a>
/common/advertiser	GET	Retrieve the details of all the advertiser's present in the PubMatic system.	<a href="#">Retrieve List of Advertisers</a>
/common/advertiserDomain	GET	Retrieve the details of all the advertiser's domains present in the PubMatic system.	<a href="#">Retrieve List of Advertiser Domains</a>
/common/advertisingEntity	GET	Retrieve the details of all the PMP enabled DSPs.	<a href="#">Retrieve List of PMP-enabled DSPs</a>
/common/buyer	GET	Retrieve the details of all the PMP enabled buyers.	<a href="#">Retrieve List of PMP-enabled Buyers</a>

## 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.	<a href="#">Retrieve Details of an Ad Category</a>
/common/adNetwork/{id}	GET	Retrieve the details of a specific ad network from the PubMatic system.	<a href="#">Retrieve Details of an Ad Network</a>
/common/foldPlacement	GET	Retrieve the list of all the fold placements present in the PubMatic system.	<a href="#">Retrieve List of Fold Placements</a>
/common/foldPlacement/{id}	GET	Retrieve the details of a specific fold placement from the PubMatic system.	<a href="#">Retrieve Details of a Fold Placement</a>
/common/vertical?pageSize=20&pageNumber=1	GET	Retrieve the list of all the verticals present in the PubMatic system	<a href="#">Retrieve List of Verticals</a>
/common/vertical/{id}	GET	Retrieve the details of a specific vertical from the PubMatic system.	<a href="#">Retrieve Details of a Vertical</a>
/common/videoType	GET	Retrieve the list of all the video ad types present in the PubMatic system.	<a href="#">Retrieve List of Video Ad Types</a>

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