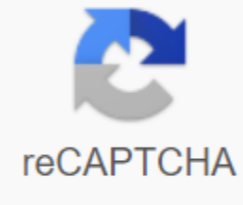




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Adform reporting stats api

You can choose between three different types of performance reports in the Adform: Adform account usually has a quota limit of 500. The Line Item and Banner report takes 20 per day to a connected source and Event 10 report. The first time the connection of the source of historical data will be filled, 3 months ago will consume 70 for the line item and banner report and 35 for the event report (at source). That's why it's possible when you connect your Adform account to switch download all customers to the same source. This will allow you to download all the customers/advertisers that the Adform user has access to and save a lot of quotas compared to connecting one customer to the source. All advertisers in one source, if you connect a lot of Adform advertisers under one Adform user, you run the risk of exhausting your quota. To reduce this risk, you have the ability to connect all advertisers as a single funnel source (because this allows us to make fewer requests for the Adform API). To achieve this, simply select the source from (All advertisers) in its name after you have entered your credentials to connect. Tracking (user) conversions

The connection of the tracking filter source including tracking filter conversions for Adform data, you will need to include external API credentials that you will need to enable when connecting the Adform data source. Instructions on how to do this can be found here. View tracking filter conversions

Yes you can view the conversions of the tracking filter in two ways. Collected on one non-aggregate metric called Filter Conversion Tracking, broken down by the filter ID and the filter name. Individual conversions as rotary metrics under the name filter. Note that if you accidentally enter the wrong external API credentials, you will need to create a new Adform source in the Funnel because you won't be able to restore your existing one. All Reports

Dimensions Date Account ID Campaign ID Campaign Line Item Report Dimensions Currency Media Campaign Type Order ID Order Line Item ID Line Item Filter ID (optional) Filter Name (optional) Metrics Bounces Bounces (Post Click) Bounce (Post Impression) Conversions Conversion (Post Click) Conversion (Post Impression) Conversion (Conversion Type 1, Conversion Type 2, Post Impression) Conversions (Conversion Type 3, Post Click Click) Conversions (Conversion Type 3, Post Impression) Conversions (Specs) No Replays Conversion (Specs) Orders Engagements Visits Visits (Click) Visits (Post Impression) Clicks Impressions Sales Sales (Post) Impressions Measurable Impressions Mouse Overs Pages RTB Bids Video Events Amount (Net) Summa (Gross) Avg. Duration of brand exposure (sec.) Avg. Participation time Expansion time (sec.) Avg. Mouse over time (sec.) Avg. Page duration (sec.) Avg. Video Playtime (sec.) Avg. View time (sec.) Avg. Duration of visit (sec.) Avg. Duration of visit (sec.) (Post Impression) Avg. Duration of visit (sec.) (Post Click) Avg. Visit Depth Avg. Visit Post Impression Avg. Visit Depth (Post Click) Video Completion Speed (%) Video Start Speed (%) Tracking Filter Conversion (optional) Banner report Dimensions Currency Order Line Item Banner Banner ID Banner Size Banner Type Banner Attribute 1 Banner Attribute 2 Banner Attribute 3 Banner Attribute 4 Banner Attribute 5 Filter ID (optional) Filter Name (optional) Metrics Bounces Bounces (Post Click) Bounce (Post Impression) Conversions Conversion (Post Click) Conversion (Post Impression) Conversion (Conversion Type 1, Post Click) Conversions (Conversion Type 1, Publish impression) Conversions (Conversion Type 2 Conversions (Conversion Type 2, Post Impression) Conversions (Conversion Type 3, Post Click) Conversions (Conversion Type 3, Post Impression) Interaction Visits Visits (Post Click) Visits (Post Impression) Click Impression Ses (Post Click) Sales (Impression Post) Sales (All) Cost (Do not see) Avg. Participation time (sec.) Avg. Expansion time (sec.) Avg. Mouse over time (sec.) Avg. Page duration (sec.) Avg. Video Playtime (sec.) Avg. View time (sec.) Avg. Duration of visit (sec.) Avg. Visit Depth Avg. Visit Post Impression Avg. Visit Depth (Post Click) Video Completion of the Course (%) Video Start-up course (%) Tracking Filter Conversion (optional) Event report Dimensions Event Line Item Banner ID Banner Size Banner Type Banner Attribute 1 Banner Attribute 2 Banner Attribute 3 Banner Attribute 4 Map Banner 5 Metrics Events

Adform provides you with a digital advertising solution, which provides you with a digital advertising solution that provides you with a digital advertising solution. advertising service, optimization, analytics, reports, and more. Among other things, they have an API that simplifies integration into existing systems and reporting infrastructure. So we just integrated AdForm's Reporting API into DashThis. We've created the following standard KPIs available from Drop Down Menu Indicators: Top Campaign Impressions Top Clicks Total Clicks Total Click-Through Course Total Cost Per Thousand Impressions Total Hits Total Media Total Unique Clicks Total Unique

What are the metrics and sizes available? Dimensions: Metrics are: Ad Cost Ads Ads Click-Through course (CTR) Conversion Rate (leads/Clicks) Cost per click (CPC) Cost per Thousand Impressions (CPM) Unique Clicks Unique Unique Do you need to create a dashboard using AdForm reporting API data? Then, you should try DashThis! I newb when it comes to PHP and API so please forgive me if I make any errors in terminology etc. I create an API to call data from ADFORM reports and I have trouble choosing different metrics. I make a POST to sizes: client, campaign, metrics: clicks, impressions filter: Date: campaignStartToEnd - Answer: Array (reportData) Array (columnHeaders) clicks on the keys (3) (columns - Array (key) (key) (key - client). (key) - clicks (special data) - Massive ((dataSource) - adform (adUniqueness) - all) (..... dataSource - adform (adUniqueness))) In response adUniqueness - everything that is the default, however, from the documentation Adform (there are other statistics on the level of uniqueness. MetricMetadata: Key: clicks, category: Delivery, displayName: Clicks, displayFormat: n0, description: This metric shows the number of clicks for the selected measurement. Click when the user interacts with the ad, attracting the mouse button (usually on the left), while the mouse pointer hovers over the ad., specsMetadata: key: adUniqueness, displayName: Unique description: Display statistics of the chosen level of uniqueness, specValuesMetadata: key: everything, displayName: Everything, isDefault: true, description: key: campaignUnique, displayName: Campaign is unique, isDefault: false, Description: and How can I add campaignUnique in THE POST? The best practice is to create a new user in your Adform account that connects to Adactivate. From this user profile we need: Adform Username Adform Password Next to this we need you to ask Adform for: Customer ID Customer Secret ID Add to add a list of areas in the api Under this document we created mail that you can copy directly to api@adform.com. If you have a username, password, client and customer secret, you send these items support@adcombi.com. We will set up your account and you will get the Adcombi login back from us! Ad 1'2: In this user's settings, we need you to take the following steps: When you logged into Adform, select User Management in Account Settings Make sure to select the user you created previously Select Access Module Add all the boxes Basic data, all all Banners and All Fast Stats. Add real-time trades with RTB Setup. Then check check Boxes for Trading Desk Rights - Deal Management. In Extras, select External API Checkboxes and Reporting API Stats Scroll Down and Click SaveMail on api@adform.com ----- Dear Adform, We're happy to announce that we will be working together with Adform and Adcombi through the API. To set up the connection on Adcombi, please find the necessary information to customize and OAuth client for us. Authorization Stream: Customer Credentials User Name: FILL IN YOUR ADFORM USERNAME Areas List: Please also activate third party banners in our place. Thank you very much in advance, and good relations! ----- Please still need help? Contact us Last updated June 18, 2019 ©. Works to help scout scout

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