Taboola Backstage API - Video Campaign Summary Report

Last updated: July 29, 2021

1. Overview

1.1 Description

The **Video Campaign Summary Report** provides:

General *video campaign* metrics:

- Impressions, viewable impressions, 100% in-view impressions - as measured by MOAT.
- Completed views, clicks, conversions, spend, etc.

Performance metrics:

- Viewability rate, completion rate,100% in-view rate, CPM, vCPM, CPCV, CTR, vCTR, CPA, conversion rate, and vCVR.

The report can be broken down by different 'dimensions' - e.g. day, week, campaign, referring site, country, platform, etc.

1.2 Additional Resources

- The **Taboola Dev Center** is the official documentation hub for **Backstage API**.
- The hub includes a **Community** where you can raise any API-related questions.

> ℹ The docs in the **Dev Center** focus mainly on **sponsored content**.

2. Reporting endpoint

2.1 General Format

```
GET
/backstage/api/1.0/[account-id]/reports/video-campaign-summary/dimensions/[dimension]?
[filters]
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

2.1 Supported Dimensions

Dimension	Dimension Columns	Mandatory Filters	Optional Filters
day	date	start_date, end_date	campaign, platform, country
week	date, date_end_period	start_date, end_date	campaign, platform, country
month	date, date_end_period	start_date, end_date	campaign, platform, country
by_hour_of_day	hour_of_day	start_date, end_date	campaign, platform, country
by_day_of_week	day_of_week	start_date, end_date	campaign, platform, country
account_breakdown ---- *network accounts* only	account_id, account_name, account_description, campaigns_num	start_date, end_date	account_description, campaign, platform, country
campaign_breakdown	campaign_id, campaign_name	start_date, end_date	campaign, campaign_name, platform, country
creative_breakdown	creative_id, creative_name	start_date, end_date	creative_name, campaign, platform, country
site_breakdown	site, site_url	start_date, end_date	site_url, campaign, platform, country
country_breakdown	country_code, country_name	start_date, end_date	country, country_name, campaign, platform
city_breakdown	city	start_date, end_date	city, country, campaign, platform, country
platform_breakdown	platform, platform_name	start_date, end_date	platform, platform_name, campaign, country
quartiles_breakdown	quartile	start_date, end_date	quartile_name

2.2 Supported Filters

> **i** The following table lists all supported filters. To see which filters are relevant for which dimension, refer to the Supported Dimensions section above.

Filter	Format / Possible Values	Notes
start_date	Date. ISO-8601	Required
end_date	Date. ISO-8601	Required
campaign	Numeric ID as a String	The campaign ID.
campaign_name	String (Case-sensitive)	The campaign name. ---- Supported by the **campaign_breakdown** dimension.
creative_name	String (Case-sensitive)	The creative name.
platform	String **Possible Values** DESK PHON TBLT	A **machine**-readable platform code.
platform_name	String (Case-sensitive) **Possible Values** Desktop Smartphone Tablet	A **human**-readable platform name. ---- Supported by the **platform_breakdown** dimension.
country	2-letter country code as defined by ISO-3166.	Use the Dictionary (resources/countries endpoint) to fetch a list of possible values. (Refer to the name column.)

country_name	String (Case-sensitive)	A human-readable country name. Supported by the **country_breakdown** dimension. Use the Dictionary (resources/countries endpoint) to fetch a list of possible values. (Refer to the `value` column.)
city	String (Case-sensitive)	The city name. ---- Supported by the **city_breakdown** dimension.
site_url	String	The URL of a specific site.
account_id	Long	Numeric account ID.
account_name	String (Case-sensitive)	Alphabetic account ID. (It *might* contain dashes - e.g. "example-advertiser" - but not spaces.) ---- Supported by the **account_breakdown** dimension.
quartile_name	String (Case-sensitive) | Possible Values | |---| | First Quartile | | Mid Point | | Third Quartile | | Complete |	Quartile reached (% completed) in the video. ---- Supported by the **quartiles_breakdown** dimension.

2.3 Dimension Columns

i	Dimension columns identify a given dimension. To see which dimension a column applies to, see Supported Dimensions (above).

Name	Type	Description
data_date	Date. ISO-8601	Exact date for day dimension. Beginning of period for day/week/month dimensions.
hour_of_day	String	A time of day specified as an exact number of hours e.g. '13:00'
day_of_week	String	Human-readable day of the week e.g. 'Monday'.
account_id	Long	Numeric Account ID.
account_name	String	Alphabetic Account ID. (It *might* contain dashes - e.g. "example-advertiser" - but not spaces.)
account_description	String	Human-readable account name (E.g. "Example Advertiser").
campaigns_num	Long	Number of campaigns for that account.
campaign_id	Long	ID of the campaign.
campaign_name	String	Human-readable campaign name.
model_type	String	Possible values: | Value	Description
---	---
CPM	Cost per 1,000 impressions. Measured by MOAT.
vCPM	Cost per 1,000 viewable impressions. Measured by MOAT.
CPCV	Cost per completed view.	
creative_id	Long	ID of the creative.
creative_name	String	Human-readable creative name.
site_name	String	Human-readable site name.
site_url	String	Site url.

country_code	String	Machine-readable country name (2-letter country code).
country_name	String	Human-readable country name.
city	String	Human-readable city name.
platform_code	String	Machine-readable platform code.
platform_name	String	Human-readable platform name.
quartile	String	Quartile reached in the video.

2.4 Standard Columns

> **i** Standard columns contain performance metrics.

Name	Type	Description
impressions	Integer	Total number of impressions. Measured by MOAT.
completed_views	Integer	Total number of times that a video reached its completion point. Metric is based on Taboola completion.
visible_impressions	Integer	Total number of viewable impressions. (At least 50% of the pixels were visible for 2 consecutive seconds.) Measured by MOAT.
hundred_pct_viewable _impressions	Integer	Total number of 100% viewable impressions. (100% of the pixels were visible for 2 consecutive seconds.) Measured by MOAT.
clicks	Integer	Total number of clicks.
_currency	Currency Code (ISO 4217)	Currency for columns of type 'money'.
spent	Money	Total amount spent.
viewability_rate	Percent	% of impressions that were viewable. (= visible_impressions/impressions) Measured by MOAT.

completion_rate	Percent	% of impressions where the ad played to completion. (= completed_views/impressions)
hundred_pct_viewabil ity_rate	Percent	Percentage of impressions where 100% of the pixels were visible for 2 consecutive seconds. (= hundred_pct_viewable_impressions/impressions) Measured by MOAT.
cpm	Money	Average CPM (Cost Per 1000 Impressions). (= spent/impressions * 1,000)
vcpm	Money	Average viewable CPM (Cost Per 1000 Viewable Impressions). (= spent/visible_impressions * 1,000)
cpcv	Money	Average cpcv (Cost Per Completed View) (= spent/completed_views)
ctr	Percent	Average CTR (Click Through Rate). (= clicks/impressions)
vctr	Percent	Average viewable CTR (Click Through Rate). (= clicks/visible_impressions)
cpa	Money	Average CPA (Cost Per Action). (= spent/actions_conversions)
actions_conversions	Integer	Total number of conversions
cvr	Percent	Average CVR (Conversion Rate). % of visitors that completed a conversion (purchase, page view, etc), based on clicks. (= actions_conversions/clicks)
vcvr	Percent	Average VCVR (Viewable Conversion Rate). % of visitors that completed a conversion (purchase, page view, etc), based on viewable impressions. (= actions_conversions/visible_impressions)
first_quartile	Integer	Total number of times the video reached its first quartile. ---- Relevant for the **creative_breakdown** dimension.

mid_point	Integer	Total number of times the video reached its second quartile. ---- Relevant for the **creative_breakdown** dimension.
third_quartile	Integer	Total number of times the video reached its third quartile. ---- Relevant for the **creative_breakdown** dimension.
complete	Integer	Total number of times the video reached its completion point. ---- Relevant for the **creative_breakdown** dimension.
thirty_seconds_mark	Integer	Total number of times the video reached the 30 sec mark. ---- Relevant for the **creative_breakdown** dimension.

> ℹ️ Standard columns that have no data metrics are not returned.

2.5 Examples

Example request for the **day** dimension, with required filters only:

```
GET
/backstage/api/1.0/taboola-demo-advertiser/reports/video-campaign-summary/dimension
s/day?start_date=2021-07-14&end_date=2021-07-14
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

Example response:

```
{
    "timezone":"EDT",
    "results":[
        {
            "data_date": "2021-07-14 00:00:00.0",
            "completed_views": 21,
            "impressions": 135,
            "hundred_pct_viewable_impressions": 100,
            "visible_impressions": 81,
            "cpm": 4.62,
            "vcpm": 7.70,
            "cpcv": 0.029719,
            "viewability_rate": 0.625000,
            "hundred_pct_viewability_rate": 0.768519,
            "completion_rate": 0.236111,
```

```
        "ctr": 0.000000,
        "vctr": 0.000000,
        "clicks": 0,
        "cpa": 0.000000,
        "spent": 0.62,
        "_currency": "USD"
    }

    ]
}
```

Example request for the **campaign_breakdown** dimension, with required filters only:

```
GET
/backstage/api/1.0/taboola-demo-advertiser/reports/video-campaign-summary/dimension
s/campaign_breakdown?start_date=2021-07-13&end_date=2021-07-13
Host: https://backstage.taboola.com
Authorization: Bearer [access-token]
```

Example response:

```
{
    "timezone":"EDT",
    "results":[
        {
            "campaign_id": 1234,
            "campaign_name": "Blue Socks Campaign",
            "model_type": "CPM",
            "start_date": "2021-07-13 00:00:00.0",
            "end_date": "2021-07-13 00:00:00.0",
            "completed_views": 1020,
            "impressions": 3003,
            "hundred_pct_viewable_impressions": 2357,
            "visible_impressions": 1878,
            "cpm": 1.00,
            "vcpm": 1.60,
            "cpcv": 0.002944,
            "viewability_rate": 0.625375,
            "hundred_pct_viewability_rate": 0.784882,
            "completion_rate": 0.339660,
            "ctr": 0.002997,
            "vctr": 0.004792,
            "clicks": 9,
            "cpa": 0.000000,
            "spent": 3.00,
            "_currency": "USD"
        }
    ]
}
```