VRTCAL RTB Demand Reporting API Version 1.1

VRTCAL provides an RTB demand-side reporting API service for retrieving data in CSV and JSON formats.

URL:
https://ui.vrtcal.com/dastats.vap?exp_auth_token_w=[AUTHENTICATION TOKEN]&exp_rtype_w=[REPORT TYPE]&exp_ret_type_w=[RETURN FORMAT]&exp_sdate_w=[START DATE]&exp_edate_w=[END DATE]&exp_tz_w=[TIME ZONE]

Notes:

(A) Your authentication token will be provided by your VRTCAL account manager.

(B) VRTCAL reporting updates hourly. Please limit your queries to hourly.

Parameters:

(1) Return type - (exp_ret_type_w) must be either "csv" or "json"

(2) Report Type - (exp_rtype_w) must be "rtb"

(3) Dates - (exp_sdate_w and exp_edate_w) must be formatted in the following format: YYYY-MM-DD

(4) Timezone - (exp_tz_w) must be either "EST" or "UTC"

Example:
https://ui.vrtcal.com/dastats.vap?exp_auth_token_w=############################&exp_rtype_w=rtb&exp_ret_type_w=csv&exp_sdate_w=2025-04-01&exp_edate_w=2025-04-01&exp_tz_w=UTC

If you have any questions, please reach out to support@vrtcal.com.