

# Reporting API

## Version 3.0.1

**NOTE: Your API connections should be updated to our 3.0 version as soon as possible. All pre 3.0 Reporting APIs will be discontinued on Jan 1, 2023.**

VRTCAL provides console reporting through your account. In addition, you are able to utilize our API for retrieving data in CSV and JSON formats. URL:

```
https://ui.vrtcal.com/castats_v3.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]&include_country=[0|1]&include_tagid=[0|1]&include_bidder=[0|1]
```

### **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 either "display", "vast", "rtb", or "sdk"

(3) Dates - (exp\_sdate\_w and exp\_edate\_w) must be formatted in the following format: MM-DD-YYYY

(4) Timezone - (exp\_tz\_w) must be either "UTC", "EST", "CST", "MST", or "PST"

### **(5) Report Type Specific Params**

5a. Country Breakout (include\_country) must either be 0 or 1. NOTE: This parameter is currently only applicable when exp\_rtype\_w = display or rtb

5b. Bidder Breakout (include\_bidder) must either be 0 or 1. NOTE: This parameter is only applicable when exp\_rtype\_w = rtb

5c. Tag ID Breakout (include\_tagid) must either be 0 or 1. NOTE: This parameter is only applicable when exp\_rtype\_w = rtb

Example: [https://ui.vrtcal.com/castats\\_v3.vap?exp\\_auth\\_token\\_w=#####&exp\\_rtype\\_w=display&exp\\_ret\\_type\\_w=csv&exp\\_sdate\\_w=08-20-2020&exp\\_edate\\_w=08-20-2020&exp\\_tz\\_w=UTC](https://ui.vrtcal.com/castats_v3.vap?exp_auth_token_w=#####&exp_rtype_w=display&exp_ret_type_w=csv&exp_sdate_w=08-20-2020&exp_edate_w=08-20-2020&exp_tz_w=UTC)

### **PERFORMANCE AND STRUCTURE CHANGES IN VERSION 3.0 (from 2.4)**

#### All return types

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- Report generation speeds have been significantly improved.
- Click reporting has been completely removed from API support.

#### Display return type

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- When bycountry=1 (only available for 'display' exp\_rtype\_w):
  - JSON -- The supply[].geo sub object has been removed to have a more linear/programmatic format. Each supply object is now representative of a particular country and contains a 'country' parameter instead.
  - CSV -- Supply subtotal lines have been removed to have a more linear/programmatic format.

#### RTB return type

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- Appbundle, OS, and Dimensions are now broken out into distinct fields instead of the aggregate field.

#### SDK return type

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- The sdk\_all, sdk\_display, and sdk\_vast options to the exp\_rtype\_w parameter have been consolidated to just 'sdk', and an Ad Format field has been added for type distinctions.
- The JSON return 'zones' object has been renamed to 'supply' to be consistent with other report types.

**PERFORMANCE AND STRUCTURE CHANGES IN VERSION 3.0.1 (from 3.0)**

- bycountry parameter name changed to include\_country, and support added for this parameter for 'rtb' reports (already supported for 'display')
- include\_tagid parameter added to support RTB tag ID breakouts
- include\_bidder parameter added to support RTB bidder source breakouts
- CST,MST, and PST time zone additions (Central,Mountain,Pacific)

If you have any questions, please reach out to [support@vrtcal.com](mailto:support@vrtcal.com).