Pop ads feed
XML / JSON integration guide

1. Calling the feed

The feed endpoint:

- http://example.com/feed/

* Note! For performance purposes please use the non-secure version (http) as the time it takes to establish the connection will be a lot lower.

PARAMETERS

Parameter	Default	Type	Description
token	**Required**	STRING(32)	Identification key for the feed provided by our team.
ip	**Required**	STRING(46)	IP address of the visitor. Both IPv4 and IPv6 are allowed.
ua	**Required**	STRING(512)	User agent of the visitor. Please be aware that the user agent must be **URL encoded**.
format	**Required**	STRING(16)	The ad format being interrogated.
lang	**Recommended**	STRING(2)	Visitor's language short code.
referrer	**Recommended**	STRING(512)	The page which triggered the request. Must be **URL encoded**.
category	**Recommended**	STRING(16)	The IAB category of the website that triggered the request.
subid	Optional	INTEGER(6)	Identification number of the source defined by the SSP (Between 0 and 99999)
encoding	Optional	STRING(4)	Response format. Accepted values: xml / json. Default is json

2. Request format

The feed is queried by making a GET request to the integration URL, including your provided identifier:

```
http://example.com/feed/?format=pop&token=1234567890&encoding=json&
ip={IP_ADDRESS}&ua={URL_ENCODED_USER_AGENT}&subid={SUBID}&referrer=
{URL_ENCODED_PAGE_URL}&lang={USER_LANGUAGE}&category={IAB_CATEGORY}
```

Example:

```
http://example.com/feed/?format=pop&token=1234567890&encoding=json&
ip1.1.1.1&ua=Mozilla%2F5.0%20%28Windows%20NT%2010.0%3B%20Win64%3B%2
0x64%3B%20rv%3A109.0%29%20Gecko%2F20100101%20Firefox%2F109.0&subid=
1234&referrer=https%3A%2F%2Fexample.com&lang=en-US&category=IAB1
```

3. Response

If the feed has fill for your request, you'll receive back an either XML or JSON response, based on your format selection, containing the highest bidding ad campaign and it's information, otherwise a 204 no content error will be returned.

- **XML example**

```xml
<?xml version="1.0" encoding="ISO-8859-1"?>
<adfeed>
    <result>
        <url>
            https://example.com/serve/pop/c?clk=abcd1234
        </url>
        <bid>
            0.000150
        </bid>
    </result>
</adfeed>
```

- **JSON example**

```json
{
  "result": [
    {
      "url": "https://example.com/serve/pop/c?clk=abcd1234",
      "bid": "0.000150"
    }
  ]
}
```

PARAMETERS

Parameter	Type	Description
url	STRING(1024)	The redirect URL
bid	DECIMAL(20,8)	Our bid for this respective ad view

4. Best practices

The returned links are one-time use. Duplicate requests on the same link will be ignored and may lead to discrepancy.

When we have no bid response, we will return an HTTP 204 NO CONTENT status code.

5. Filters

Request level filters

- `Bogus IP addresses` – request will be ignored
- `Bogus User Agents` – request will be ignored
- `Requests made for known proxies` – request may get rejected
- `Requests made for known hosting providers` – request may get rejected
- `Requests made for IP addresses within our blacklist` – request will be rejected
- `Request made for IP addresses belonging to blacklisted ASNAMES` – request will be rejected

Redirect URL level filters

- `IP mismatches` – visit may be rejected
- `Small screen devices` – devices with a width below 300px or height below 400px – visit may be rejected
- `Connections slower than 3G` – visit may be rejected
- `Devices with less than 1GB of RAM memory` – visit may be rejected
- `Browsers without navigator platform` – visit may be rejected
- `Browsers with WebDriver enabled` – visit may be rejected
- `Browsers with no navigator geolocation` – visit may be rejected
- `Browsers with unavailable localstorage` – visit may be rejected
- `Browser JavaScript disabled` – visit will be rejected
- `Unavailable browser cookies` – visit may be rejected
- `Window history unavailable` – visit may be rejected
- `In-App visit` – visit may be rejected
- `iFrame visit` – visit may be rejected

6. Statistics API

a) **Base URL**
https://example.com/member/statistics-api

b) **Parameters**

Parameter	Default	Type	Description
token	**Required**	STRING(32)	Identification key for the provided by our team.
group	**Required**	STRING(16)	The base group by for your report. Accepted values: *date, country, browser, os, platform, website, source, subid*
daterange	**Required**	STRING(32)	Accepted format: YYYY/MM/DD;YYYY/MM/DD
format	**Required**	STRING(16)	Accepted values: *banner, direct, native, pop, push*
country	*Optional*	STRING(2)	Country code (2 characters) Example: US, GB, AU, RO, CA, DE, ES etc
source	*Optional*	INTEGER	Numerical endpoint identification number as saved within the platform. *If unsure, request assistance from our team.*
subid	*Optional*	STRING	SubID as saved within our systems. Accepted format of subid: {source}-{subid} *Example: 10-12345, 11-98765*

c) **Example request**
Requests can be made via a GET call to the API URL.

```
https://example.com/member/statistics-
api?token=1234567890&group=date&daterange=2023/12/21;2023/12/26&format=
banner&country=US&source=12&subid=12-12345
```

d) Response

The response returned by the API will be JSON encoded and will match the example presented below:

```json
{
  "0": {
    "group": "2023/02/06",
    "requests": "2539771",
    "impressions": "31686",
    "clicks": "0",
    "ecpm": "0.00",
    "ctr": "0.00",
    "win_rate": "1.25",
    "revenue": "0.00"
  },
  "total": {
    "group": "date",
    "requests": "2539771",
    "impressions": "31686",
    "clicks": "0",
    "ecpm": "0.00",
    "ctr": "0.00",
    "win_rate": "1.25",
    "revenue": "0"
  }
}
```