

DU Ad Platform

Access Guide

For Developer Reporting API

Baidu Online Network Technology (Beijing) Co., Ltd

Date: 2017-05-08

Ver: 1.0.1

Email: support_duad@baidu.com

Introduction:

This guide is intended to support unified HTTP interfacing and interaction for developers of DU Ad Platform (DAP for short) reporting API access.

API Address

DAP developer reporting API use the following HTTP interface:

http://api.developers.duapps.com/report?{query_string}

query_string consists of request parameters and specific API call parameters, expressed with *key1=value&key2=value&....*

Request Parameters

- Request format:
HTTP protocol GET request

- Parameter description

Request Parameter	Type	Must or not	Description
username	string	Yes	Username, use when logging into DAP.
appid	string	Yes	App's unique ID, provided by DAP.
date	string	Yes	Request data date; format is yyyy-mm-dd.
source	string	Yes	Ad source; options are <i>dap</i> , <i>facebook</i> or <i>all</i> (select all).
lc	string	No	Distribution channels code (Customized by developer) ,Multi-distributions should be separated by English commas.

*Note: UTF8-encoded must apply for all input parameters for characters.

- API request example

<http://api.developers.duapps.com/report?username=dubatterysaver&appid=95c21dfd4bc8925d456e78bcb014a955&date=2016-03-14&source=dap>

Returned Information

- Returned Information type

JSON , UTF8-encoded

● Returned information description

Returned Parameter	Type	Description
code	int	Identify whether returns succeed: code 0 means return succeeded; Code is not 0 means return failed, <i>message</i> returns other information.
time	long	Server return time
Data array	/	When return succeeds, display detailed parameter info.

➤ When return succeeds, data array parameter info is as below:

Returned Parameter	Type	Description
data_date	string	Request data date and return time; format is yyyy-mm-dd hh:mm:ss
app_pkg	string	Package name
placement_id	string	Placement ID from DAP or Facebook.
country_code	string	Standard country code
request_num	string	Request number
fill_num	string	Fill number
show_num	string	Show number
click_num	string	Click number
revenue	string	Revenue
uv	string	uv
arpu	string	Average revenue per user
lc	string	Distribution channel

Example:

```

{"code":0,"data":[{"app_pkg":"com.test.package","click_num":38,"country_code":"US","data_date":"2015-12-23 00:00:00","fill_num":68,"placement_id":"10001","request_num":58,"revenue":0.8,"show_num":48}], "time":1458801204381}
    
```

➤ When return fails, *message* returns information as below:

Error code	Returned error info	Description
------------	---------------------	-------------

500	system error	System error
1000	username and appid do not match	In request parameters, username and appid do not match. Need to confirm username or appid are correct.
1001	username is required	Username is not filled
1002	appid is required	appid is not filled
1003	date is required	Date is not filled
1004	source is required	Ad source is not filled
1005	date format is yyyy-mm-dd	Date format incorrect
1006	source must be facebook,dap,all	Ad source is incorrect. Must fill one of <i>facebook, dap</i> or <i>all</i> .

Example:

```
{"code":1003,"message":"date is required","time":1458801958393}
```

API System Limitation

Number of daily requests must be less than or equal to 1000 times.