Statistics API Documentation

The Statistics API enables the export and evaluation of aggregated performance data within the partner program system. It provides different types of statistics, such as evaluations by day, campaign, project, or ad media, thereby supporting performance analysis and optimization.

All APIs can be accessed within the user interface under the **Data API** menu item.

API Call

`https://www.domain.de/api//ACCESS-TOKEN/admin/ID/get-statistic_daily.csv`

Value	Description
www.domain.de	Partner program system domain
ACCESS-TOKEN	User's Access Token
ID	User ID
get-statistic_{Statistics-Type}	Type of statistics (e.g., daily-based, etc.)
.csv	Download file format

Statistics API Filtering

Various parameters can be used as filters for the Statistics API. Below is an overview of all available parameters:

Statistics Types

Statistics Type	Parameter
Statistics by day	`get-statistic_daily`
Statistics by advertiser	`get-statistic_advertiser`
Statistics by campaigns	`get-statistic_campaign`
Statistics by ad media	`get-statistic_media`
Statistics by publisher	`get-statistic_publisher`
Statistics by project	`get-statistic_project`

Statistics Type	Parameter
Statistics by SubID	`get-statistic_subid`
Statistics by referrer	`get-statistic_referrer`
Statistics by channel	`get-statistic_channel`
Statistics by commission group	`get-statistic_provisionsgroup`
Statistics by trigger	`get-statistic_trigger`
Statistics by journey	`get-statistic_journey`
Statistics by A/B test	`get-statistic_abtest`
Statistics by device type	`get-statistic_devicetype`
Statistics by device	`get-statistic_device`
Statistics by browser	`get-statistic_browser`
Statistics by operating system	`get-statistic_os`
Statistics by country	`get-statistic_geocountry`
Manual statistics	`get-statistic_manualstatistics`

General Filter Parameters

Parameter	Value / Example	Description
`condition[period][from]`	`01.01.2025`	Start date of the statistics
`condition[period][to]`	`31.01.2025`	End date of the statistics
`condition[paymentstatus]`	`all` = all `0` = unpaid `1` = paid	Filters by payout status
`condition[dynamicdate]`	`currentmonth` = current month `lastmonth` = previous month `currentweek` = current week `last10d` = last 10 days	Dynamic time periods
`condition[l:publisher]`	`1234,5678`	Filters by publisher IDs
`condition[project_id]`	`12345`	Filters by project IDs
`condition[bruttodata]`	`true`	Returns gross figures (e.g., clicks/views)
`condition[l:mandant]`	`1`	Filters by client (tenant) IDs
`condition[l:advertiser]`	`2,3`	Filters by advertiser IDs

Parameter	Value / Example	Description
`condition[l:campaigns]`	`1,3`	Filters by campaign IDs

Breakdown by Additional Criteria (Dynamic Statistics)

The statistics can additionally be **broken down (segmented)** by further criteria. The parameter `condition[l:criterions]` is used for this purpose.

Parameter	Value	Description	Example
`condition[l:criterions]`	`day`	Breakdown by day	`condition[l:criterions]=day`
	`publisher`	Breakdown by publisher	`condition[l:criterions]=publisher`
	`media`	Breakdown by ad media	`condition[l:criterions]=media`
	`advertiser`	Breakdown by advertiser	`condition[l:criterions]=advertiser`
	`campaign`	Breakdown by campaign name	`condition[l:criterions]=campaign`
	`campaign_id`	Breakdown by campaign ID	`condition[l:criterions]=campaign_id`
Combination	e.g., `day,publisher,media`	Multi-dimensional breakdown	`condition[l:criterions]=day,publisher,media`

Adding KPIs

You can add additional **Key Performance Indicators (KPIs)** to the statistics via the `condition[l:additional_parameters]` parameter.

Parameter	Value	Description	Example
`condition[l:additional_parameters]`	`all`	Adds all available KPIs	`condition[l:additional_parameters]=all`

Definition of Fields in the Statistics API

The column names of the downloaded file contain the following parameters:

fieldname	description
`criterion`	The criterion selected for the statistics. For example, if the statistics are grouped by day, this field displays the respective days. If the statistics are grouped by campaign, the corresponding campaign IDs are displayed here. Generally, this field outputs the ID.
`title`	The name of the corresponding selected criterion (e.g., the name of the campaign or project).
`leads_open_count`	Number of open leads.
`leads_confirmed_count`	Number of confirmed leads.
`leads_canceled_count`	Number of canceled leads.
`sales_open_count`	Number of open sales.
`sales_confirmed_count`	Number of confirmed sales.
`sales_canceled_count`	Number of canceled sales.
`all_open_count`	Total number of open leads and sales combined.
`all_confirmed_count`	Total number of confirmed leads and sales combined.
`all_canceled_count`	Total number of canceled leads and sales combined.
`leads_open_provision`	Commission total for open leads.
`leads_confirmed_provision`	Commission total for confirmed leads.
`leads_canceled_provision`	Commission total for canceled leads.
`sales_open_provision`	Commission total for open sales.
`sales_confirmed_provision`	Commission total for confirmed sales.

`sales_canceled_provision`	Commission total for canceled sales.
`all_open_provision`	Total commission for open leads and sales combined.
`all_confirmed_provision`	Total commission for confirmed leads and sales combined.
`all_canceled_provision`	Total commission for canceled leads and sales combined.
`views`	Number of views.
`clicks`	Number of clicks.
`epc`	The calculated average earnings per click.
`ctr`	This value indicates how many users actually clicked on the advertising material after seeing it (Click-Through Rate).
`leads_canceled_turnover`	Total shopping cart value of canceled leads.
`leads_open_turnover`	Total shopping cart value of open leads.
`leads_confirmed_turnover`	Total shopping cart value of confirmed leads.
`sales_canceled_turnover`	Total shopping cart value of canceled sales.
`sales_open_turnover`	Total shopping cart value of open sales.
`sales_confirmed_turnover`	Total shopping cart value of confirmed sales.

Revision #2
Created 2026-05-18 09:17:22 UTC by Stefanie Goede
Updated 2026-07-14 08:50:25 UTC by Stefanie Goede