Advertiser API - Documentation

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Basket API – Documentation

The Basket API is used to export and analyse basket data recorded through the affiliate program system. It allows detailed information about individual basket items to be retrieved in a structured CSV file and processed further.

The API can be accessed in the user interface under the **Data API** menu item.

API Request

https://**www.domain.de**/api//**ACCESS-TOKEN**/advertiser/**ID**/get-orders_baskets**.csv**

Value	Description
www.domain.de	System affiliate program
ACCESS-TOKEN	User access token
ID	User ID
.csv	Download format

Basket API Filters

Various parameters can be used to filter the Basket API results.
Below is an overview of all available parameters:

Parameter	Value / Example	Description
`condition[period][from]`	`01.01.2025`	Defines the **start date** of the period
`condition[period][to]`	`31.01.2025`	Defines the **end date** of the period
`condition[l:campaigns]`	`1`	Filters all baskets assigned to a specific **campaign**. This parameter can be specified multiple times.

Parameter	Value / Example	Description

`condition[datemode]`	`processing`
	`payout`
	`incoming`
		Specifies the type of period:
		• `processing`: Baskets that were **validated** during the period
		• `payout`: Baskets that were **paid out** during the period
		• `incoming`: Baskets that were **recorded** during the period (transaction date)

Example:

```
condition[period][from]=01.01.2025&condition[period][to]=31.01.2025&condition[datemode]=processing
```

Basket API Field Definitions

The downloaded transactions (e.g. as a `.csv` file) contain the following columns:

Field name	Description
`id`	Unique ID of the basket item
`orderid`	Internal ID of the associated transaction
`timestamp`	Transaction timestamp
`ordertoken`	Transaction order number
`trigger_id`	ID of the trigger assigned to the transaction
`is_basket`	Indicates whether this is a basket item (`true` / `false`)
`basket_item_id`	Unique ID of the basket item
`category`	Category provided by the shop
`productid`	Product ID in the shop
`productname`	Product name in the shop
`amount`	Quantity of products purchased
`price`	Unit price of the product
`original_price`	Original unit price before changes
`status`	Status of the basket item
`total`	Total price (quantity × price)
`commission`	Commission the publisher receives for the basket item
`currency_rate`	Conversion rate for a foreign currency
`currency`	Transaction currency
`is_attributed`	Indicates whether attribution is available (`true` / `false`)

Field name	Description
`attribution`	Attribution type for each basket item
`attributed_price`	Attributed price per basket item
`attributed_total`	Attributed price × quantity
`trigger_value`	Commission amount per basket item
`original_turnover`	Tracked revenue
`price_brutto`	Gross price of the basket item

Transactions API - Documentation

The Transactions API enables the structured export and analysis of transactions recorded through the affiliate program system. It provides detailed insights into individual transactions and supports accounting, performance measurement, and integration with internal or external systems.

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

API Request

https://**www.domain.de**/api//**ACCESS-TOKEN**/advertiser/**ID**/get-orders**.csv**

Value	Description
www.domain.de	System domain
ACCESS-TOKEN	User access token
ID	User ID
.csv	Download format

Transaction API Filters

Various parameters can be used to filter the Transactions API results.
Below is an overview of all available parameters:

Transaction Status

Parameter	Value	Example	Description
`condition[l:status]`	`open`	`condition[l:status]=open`	All transactions recorded in the system as “Open”

Parameter	Value	Example	Description
	`confirmed`	`condition[l:status]=confirmed`	All transactions recorded in the system as “Confirmed”
	`paid`	`condition[l:status]=paid`	All transactions recorded in the system as “Paid out”
	`canceled`	`condition[l:status]=canceled`	All transactions recorded in the system as “Canceled”

Note: You can combine multiple statuses. For example: `condition[l:status]=confirmed,paid`

Parameter	Value / Example	Description
`condition[period][from]`	`01.01.2025`	Defines the **start date** of the period
`condition[period][to]`	`31.01.2025`	Defines the **end date** of the period
`condition[l:campaigns]`	`1`	Filters all baskets assigned to a specific **campaign**. This parameter can be specified multiple times.

`condition[datemode]`	`processing`
	`payout`
	`incoming`
		Specifies the type of period:
		• `processing`: Transactions that were **validated** during the period
		• `payout`: Transactions that were **paid out** during the period
		• `incoming`: Transactions that were **recorded** during the period (transaction date)

Example:

```
condition[period][from]=01.01.2025&condition[period][to]=31.01.2025&condition[datemode]=processing
```

Transaction API Field Definitions

The downloaded transactions (e.g. as a `.csv` file) contain the following columns:

Field name	Description
`id`	Unique transaction ID
`status`	Transaction status
`timestamp`	Transaction timestamp
`campaign_id`	Campaign to which the transaction was assigned

Field name	Description
`attribution`	Amount of attribution paid
`delivered_tagcode_count`	Number of tags executed
`delivered_tagcode_serversided_url`	Server-side tracking call sent
`ordertoken`	Order number provided by the advertiser
`source`	Transaction source
`project_id`	ID of the project to which the transaction was assigned
`admedia_id`	Advertising material ID through which the transaction was generated
`type`	Transaction type (e.g. *Sale*, *Lead*, *View*)
`commission`	Commission assigned to the publisher
`commission_group_id`	Commission group the publisher belonged to when the transaction was created
`trigger_id`	ID of the trigger assigned to the transaction
`description`	Description provided with the transaction
`trigger_value`	Commission amount configured for the relevant trigger ID at the time of the transaction
`trigger_type`	Trigger type (fixed commission or percentage-based commission)
`turnover`	Order value relevant to the commission
`original_turnover`	Order value in the advertiser’s currency
`action_id`	Action ID provided with the transaction
`salary_id`	ID of the payout process in which the transaction was settled
`session_id`	Session ID provided with the transaction
`order_currency`	Order currency
`status_change_date`	Date of the last status change
`cancel_reason`	Cancellation reason, if the transaction was canceled
`source_turnover`	Order value provided by the advertiser
`last_change`	Timestamp of the transaction’s last change
`user_agent`	Client information for the user who triggered the transaction
`order_actions_id`	Internal reference to the click or postview relevant to the commission
`bonus_id`	ID of a bonus run
`customer_journey_status`	Internal identifier for the customer journey

Field name	Description
`ebestid`	Hashed order number displayed to the publisher
`order_timestamp`	Timestamp of the order request
`action_timestamp`	Timestamp of the action that led to the order
`trigger_title`	Trigger name
`payoutdate`	Payout date
`campaign_group_title`	Commission group title
`project_title`	Name of the project to which the transaction was assigned
`campaign_title`	Name of the campaign to which the transaction was assigned
`advertiser_id`	ID of the advertiser to which the transaction was assigned
`publisher_id`	ID of the publisher to which the transaction was assigned
`referrer`	Page on which the click-triggering action took place
`country`	Country in which the transaction was generated
`subid`	Sub-ID provided with the transaction
`publisher_prename`	Publisher’s first name (from system data)
`publisher_surname`	Publisher’s last name (from system data)
`publisher_searchtitle`	Publisher’s search title (from system data)
`basket_items`	Number of items in the basket
`sub_status`	Advertiser-internal status used to manage the transaction
`visibility`	Visibility for the publisher

Statistics API - Documentation

The Statistics API enables the export and analysis of aggregated performance data from the affiliate program system. It provides different types of statistics, such as reports by day, campaign, project, or advertising material, supporting performance analysis and optimization.

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

API Request

https://**www.domain.de**/api//**ACCESS-TOKEN**/advertiser/**ID**/get-statistic_**daily.csv**

Value	Description
www.domain.de	System affiliate program
ACCESS-TOKEN	User access token
ID	User ID
get-statistic_{Statistik-Art}	Type of statistic (e.g. daily, etc.)
.csv	Download format

Statistics API Filters

Various parameters can be used to filter the Statistics API results.
Below is an overview of all available parameters:

Types of Statistics

Type of statistic	Parameter
Statistics by day	`get-statistic_daily`
Statistics by advertiser	`get-statistic_advertiser`
Statistics by campaign	`get-statistic_campaign`

Type of statistic	Parameter
Statistics by advertising material	`get-statistic_media`
Statistics by publisher	`get-statistic_publisher`
Statistics by project	`get-statistic_project`
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`

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` = not paid out `1` = paid out	Filters by payout status
`condition[dynamicdate]`	`currentmonth` = current month `lastmonth` = previous month `currentweek` = current week `last10d` = last 10 days	Dynamic date ranges
`condition[l:publisher]`	`1234,5678`	Filters by publisher IDs
`condition[project_id]`	`12345`	Filters by project IDs

Parameter	Value / Example	Description
`condition[bruttodata]`	`true`	Returns gross figures (e.g. clicks/views)
`condition[l:mandant]`	`1`	Filters by client IDs
`condition[l:advertiser]`	`2,3`	Filters by advertiser IDs
`condition[l:campaigns]`	`1,3`	Filters by campaign IDs

Breakdown by Additional Criteria (Dynamic Statistics)

Statistics can also be **broken down (segmented)** by additional criteria.
Use the `condition[l:criterions]` parameter for this.

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 advertising material	`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`	Multidimensional breakdown	`condition[l:criterions]=day,publisher,media`

Adding KPIs

Additional **Key Performance Indicators (KPIs)** can be added to the statistics using the `condition[l:additional_parameters]` parameter.

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

Statistics API Field Definitions

The downloaded file contains the following column names:

Field name	Description
`criterion`	The criterion selected for the statistics. For example, if statistics by day are selected, this field contains the relevant days. If statistics by campaign are selected, this field contains the corresponding campaign IDs. Usually, the ID is returned here.
`title`	The name of the selected criterion. For example, this may be 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.
`all_confirmed_count`	Total number of confirmed leads and sales.
`all_canceled_count`	Total number of canceled leads and sales.
`leads_open_provision`	Total commission for open leads.
`leads_confirmed_provision`	Total commission for confirmed leads.
`leads_canceled_provision`	Total commission for canceled leads.
`sales_open_provision`	Total commission for open sales.
`sales_confirmed_provision`	Total commission for confirmed sales.
`sales_canceled_provision`	Total commission for canceled sales.
`all_open_provision`	Total commission for open leads and sales.
`all_confirmed_provision`	Total commission for confirmed leads and sales.
`all_canceled_provision`	Total commission for canceled leads and sales.
`views`	Number of views.
`clicks`	Number of clicks.

`epc`	Calculated average revenue per click.
`ctr`	The value indicates how many users actually clicked on the advertising material after seeing it.
`leads_canceled_turnover`	Total basket value of canceled leads.
`leads_open_turnover`	Total basket value of open leads.
`leads_confirmed_turnover`	Total basket value of confirmed leads.
`sales_canceled_turnover`	Total basket value of canceled sales.
`sales_open_turnover`	Total basket value of open sales.
`sales_confirmed_turnover`	Total basket value of confirmed sales.