# 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.

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# 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` |

| Type of statistic | Parameter |
|---|---|
| Statistics by campaign | `get-statistic_campaign` |
| 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<br>`0` = not paid out<br>`1` = paid out | Filters by payout status |
| `condition[dynamicdate]` | `currentmonth` = current month<br>`lastmonth` = previous month<br>`currentweek` = current week<br>`last10d` = last 10 days | Dynamic date ranges |
| `condition[l:publisher]` | `1234,5678` | Filters by publisher IDs |

| Parameter | Value / Example | Description |
|---|---|---|
| `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 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. |

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