

Purpose: Guidance on how to use Kobler's campaign reporting API to extract campaign data.

Version: 0.4

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Support or feedback: cs@kobler.no / cs@kobler.se

Note

- Your organization's reporting token is found in the Kobler app under the "Reporting" tab
- Anyone with access to the token can retrieve data using the reporting API, be mindful of who you share it with!
- You can use relative dates (e.g. 7lastDays) instead of absolute dates (e.g. 2021-10-25) to fetch data.
- Parameters and values are case sensitive. E.g. *today* and not *Today*. *7lastDays* and not *7LastDays*
- The limitation in the max data extraction period for *endpoints campaign_detail* and *campaign_detail_simplified*.
- Possible relative date values:
 - [1-365]lastDays
 - today
 - yesterday

Base URL

<https://reporting-api.prod.kobler.no/v2/report/>

Campaign detail	Provides campaign data on campaign and adgroup level. Can also include article level.	
Limitation	Max data extraction period is 60 days when the granularity is day	
Endpoint	campaign_detail	
Parameters	token, format, fromDate, toDate, granularity, output	
token	UUID	
format	csv or json	
fromDate	YYYY-MM-DD or relative (e.g. 7lastDays)	
toDate	YYYY-MM-DD or relative (e.g. today or yesterday)	Optional
granularity	day, week or month	Optional
Output	article	Optional
Example	<code>https://reporting-api.prod.kobler.no/v2/report/campaign_detail?token=UUID&format=csv&fromDate=30lastDays&toDate=today&granularity=month</code>	One line without spaces

Simplified campaign detail	Provides campaign data without the adgroup level	
Limitation	Max data extraction period is 60 days when the granularity is day	
Endpoint	campaign_detail_simplified	
Parameters	token, format, fromDate, toDate, granularity, output	
token	UUID	
format	csv or json	
fromDate	YYYY-MM-DD or relative (e.g. 7lastDays)	
toDate	YYYY-MM-DD or relative (e.g. today or yesterday)	Optional
granularity	day, week or month	Optional
Example	<code>https://reporting-api.prod.kobler.no/v2/report/campaign_detail_simplified?token=UUID&format=csv&fromDate=7lastDays0&toDate=today&granularity=month</code>	One line without spaces

Campaign summary	Overall campaign metrics, one row per granularity level	
Endpoint	campaign_summary	
Parameters	token, format, fromDate, toDate, granularity	
token	UUID	
format	csv or json	
fromDate	YYYY-MM-DD or relative (e.g. 7lastDays)	
toDate	YYYY-MM-DD or relative (e.g. today or yesterday)	Optional
granularity	day, week or month	Optional
Example	https://reporting-api.prod.kobler.no/v2/report/campaign_summary?token=UUID&format=csv&fromDate=7lastDays&toDate=today&granularity=month	One line without spaces

Campaign total	Overall campaign dates, budget and metrics, one row per campaign	
Endpoint	campaign_total	
Parameters	token, format, fromDate, toDate, granularity	
token	UUID	
format	csv or json	
fromDate	YYYY-MM-DD or relative (e.g. 7lastDays)	
toDate	YYYY-MM-DD or relative (e.g. today or yesterday)	Optional
granularity	day, week or month	Optional
Example	https://reporting-api.prod.kobler.no/v2/report/campaign_total?token=UUID&format=csv&fromDate=7lastDays&toDate=today&granularity=month	One line without spaces