

# Reporting API v2 - organization report for advertisers

Our new API is designed to give you access to your organization's data in a highly flexible way. This flexibility is thanks to several changes we have implemented compared to our old API, namely:

- you can now set the order of the results
- you can now provide the desired metrics (e.g. spending, impressions) one by one
- you can now provide the desired dimensions (e.g. campaign, advertiser) one by one
- you can now select the locale of the report. This controls the decimal separator (e.g. 56.78 vs 56,78)

In addition to introducing new ways of customising the report, we have also kept several features from our previous reporting API, such as:

- you can customize the time frame for the report, with day-precision. You can also make use of some predefined time frames, such as last month, this month, last 30 days.
- you can get the report in CSV or JSON output format
- you can set the granularity of the data, as a dimension. For this, we also added a new option, all time, meaning that the data points returned include the whole selected time period. This is the default, if you don't set any other granularity dimensions.
- you can continue using your existing token.

## Endpoint

<https://reporting.kobler.no/organization>

## Full list of query parameters

Query parameter	Required	Default (if missing)	Allowed values	Description
token	yes	-	your organization's reporting token	Kobler issues token for all organizations. This can be retrieved from our UI, or by contacting our customer success team. The new API uses the same token as the old one.
fromDate	if period is not provided	-	any date that can be parsed, and that is after June 2021 and not more than 2 years in the past	The starting point of the period for which data will be returned.
toDate	if period is not provided	-	any date that can be parsed, and that is after June 2021	The ending point of the period for which data will be returned.
period	if fromDate and toDate are not provided	-	TODAY, YESTERDAY, THIS_MONTH, LAST_MONTH, LAST_30_DAYS, LAST_90_DAYS,	A simpler way to define the period for which data will be returned. For example, if today is May 16, 2023, and period is LAST_30_DAYS, your report will contain data from

			LAST_YEAR, THIS_YEAR	(and including) April 16, 2023, until (and including) May 16, 2023.
dimensions	no	-	CAMPAIGN, ADVERTISER, AD_GROUP, MEDIA_HOUSE, SITE, PLATFORM, ARTICLE, DAY, WEEK, MONTH, YEAR	These values determine what dimensions to use for grouping the data. For example, if you provide CAMPAIGN and MONTH, you will be able to see data for each month and each campaign separately.  Note that multiple values have to be provided in separate query parameters (e.g. <code>dimensions=CAMPAIGN&amp;dimensions=MONTH</code> ).
metrics	yes (at least one)	-	IMPRESSIONS, MEDIA_SPENDING , TOTAL_SPENDING, TECH_SPENDING, CLICKS	What metrics the report should contain. Each request should contain at least one metrics parameter.  Note that multiple values have to be provided in separate query parameters (e.g. <code>metrics=IMPRESSIONS&amp;metrics=IMPRESSIONS</code> ).
sortField	no	-	MEDIA_SPENDING , IMPRESSIONS, CLICKS, CAMPAIGN, MEDIA_HOUSE, SITE, ADVERTISER, AD_GROUP, PLATFORM, ARTICLE, DAY, WEEK, MONTH, YEAR	Defines the sorting of the rows in the report. When a sortField value is provided, the corresponding metric or dimension also must be provided (e.g. if <code>sortField=ADVERTISER</code> , dimensions must include ADVERTISER).
sortDirection	no	ASC	ASC, DESC	Whether the rows should be sorted descendingly or ascendingly.
locale	no	organization's language	any valid locale (e.g. en, nb_NO)	The locale of the report determines whether to use decimal dots or decimal commas for certain metrics, such as <code>media_spending</code> .
output	no	CSV	CSV, JSON	Whether the report's output format should be CSV or JSON.

Allowed values are not case-sensitive, so for example, both LAST\_YEAR and last\_year are accepted.

If you would like to provide more than 1 value for a query parameter (metrics and dimensions), the name of the query parameter has to be repeated as well (e.g. `dimensions=CAMPAIGN&dimensions=MONTH` ).

## Response fields

Which fields are included in the response depends on the values you provide in the dimensions and metrics query parameters:

Dimension/metric provided	Fields returned in the response
CAMPAIGN	campaign_id, campaign_name
ADVERTISER	advertiser_id, advertiser_name
AD_GROUP	ad_group_id, ad_group_name
MEDIA_HOUSE	media_house_id, media_house_name
SITE	site_id, site_name
PLATFORM	platform_id, platform_name
ARTICLE	article_id, article_title, article_url
DAY	day
WEEK	week
MONTH	month
YEAR	year
IMPRESSIONS	impressions
MEDIA_SPENDING	media_spending, currency
TOTAL_SPENDING	media_spending, impressions, campaign_id, campaign_name, total_spending, currency
TECH_SPENDING	media_spending, impressions, campaign_id, campaign_name, tech_spending, currency
CLICKS	clicks

For example, if dimensions include CAMPAIGN and ARTICLE, and metrics include MEDIA\_SPENDING and CLICKS, the response will contain the following fields: campaign\_id, campaign\_name, article\_id, article\_title, article\_url, media\_spending, currency, clicks.

Here's a short description of each response field:

Response field	Description	Example
org_id	The ID of your organization. Added to all reports.	35
org_name	The name of your organization. Added to all reports.	Avanza
campaign_id	The numeric unique identifier of the campaign	324
campaign_name	The name of the campaign, as set by you	2023 January Campaign for Advertiser X
advertiser_id	The numeric unique identifier of the advertiser	72
advertiser_name	The name of the advertiser, as set by you	Advertiser X

ad_group_id	The numeric unique identifier of the ad group	800
ad_group_name	The name of the ad group, as set by you	Broad ad group for brand safety
media_house_id	The numeric unique identifier of the media house	1
media_house_name	The commonly recognized name of the media house	Schibsted NO
site_id	The numeric unique identifier of the site	15
site_name	The commonly recognized name of the site	VG
platform_id	The numeric unique identifier of the platform	2
platform_name	The name of the platform	mobile
article_id	The unique identifier of the article, a combination of numbers and letters	MA-NO02-1682993523-PKO1GVZ
article_title	The title of the article, as parsed by Kobler	Nordea og KLP stiller spørsmål til Schjødt: «Dialogen har startet»
article_url	The URL of the article, as parsed by Kobler	https://www.dn.no/jus/schjodt/advokatfirma-et-schjodt/nordea/nordea-og-klp-stiller-sporsmal-til-schjodt-dialogen-har-startet/2-1-1442352
impressions	The number of impressions	56000
media_spending	The spending that goes directly to the publishers. This spending doesn't include any fees.	100000
tech_spending	The spending that goes to Kobler.	10000
total_spending	The total spending, including all non-flat fees added. Here we don't include any flat fees because the values would be deceiving - the same flat fee would be shown for the multiple result rows, even though it's only charged once.	110000
currency	The currency of the spending values, including media_spending, tech_spending and total_spending	NOK
clicks	The number of clicks	450

## Migration

If you use our reporting API directly from the Kobler app ([Reporting page](#)), you don't have to do anything, you will automatically start using the new API. If you use our reporting API from outside of the Kobler app (e.g. from custom scripts), here's how to substitute the old reporting endpoints with the new one, to achieve the same output:

Old endpoint	New endpoint	Changes
<p>https://reporting-api.prod.kobler.no/v2/report/campaign_detail_simplified?format=csv&amp;granularity=month&amp;fromDate=2022-04-27&amp;toDate=2023-04-27</p>	<p>https://reporting.kobler.no/organization?output=csv&amp;dimensions=month&amp;fromDate=2022-04-27&amp;toDate=2023-04-27&amp;dimensions=advertiser&amp;dimensions=campaign&amp;metrics=impressions&amp;metrics=clicks&amp;metrics=media_spending&amp;metrics=tech_spending&amp;sortField=month&amp;sortDirection=desc</p>	<ul style="list-style-type: none"> <li>tech_fee is removed from the results - we now have the ability to add various types of fees (e.g. CPM and flat), so reporting them as a percentage doesn't make sense anymore.</li> <li>columns renamed (date → month, org → org_name, advertiser → advertiser_name, campaign → campaign_name, imps → impressions, media_spend → media_spending, tech_spend → tech_spending)</li> <li>the order of the result columns has changed</li> <li>the order of the result rows has changed</li> <li>extra result columns - campaign_id, advertiser_id, org_id</li> </ul>
<p>https://reporting-api.prod.kobler.no/v2/report/campaign_detail?format=csv&amp;granularity=week&amp;fromDate=2022-04-27&amp;toDate=2023-04-27</p>	<p>https://reporting.kobler.no/organization?output=csv&amp;dimensions=week&amp;fromDate=2022-04-27&amp;toDate=2023-04-27&amp;dimensions=advertiser&amp;dimensions=campaign&amp;dimensions=ad_group&amp;dimensions=site&amp;dimensions=platform&amp;metrics=impressions&amp;metrics=clicks&amp;metrics=media_spending&amp;metrics=tech_spending&amp;sortField=week&amp;sortDirection=desc</p>	<ul style="list-style-type: none"> <li>tech_fee is removed from the results - we now have the ability to add various types of fees (e.g. CPM and flat), so reporting them as a percentage doesn't make sense anymore.</li> <li>columns renamed (date → week, orgid → org_id, org → org_name, advertiserid → advertiser_id, advertiser → advertiser_name, campaignid → campaign_id, campaign → campaign_name, adgroupid → ad_group_id, adgroup → ad_group_name, siteid → site_id, site → site_name, platform → platform_name, platformid → platform_id, imps → impressions, media_spend → media_spending, tech_spend → tech_spending)</li> <li>the order of the result columns has changed</li> <li>the order of the result rows has changed</li> </ul>
<p>https://reporting-api.prod.kobler.no/v2/report/campaign_detail?format=csv&amp;granularity=year&amp;fromDate=2022-04-27&amp;toDate=2023-04-27&amp;output=articles</p> <p>https://reporting-api.prod.kobler.no/v2/report/articles?format=csv&amp;granularity=year&amp;fromDate=2022-04-27&amp;toDate=2023-04-27</p>	<p>https://reporting.kobler.no/organization?output=csv&amp;dimensions=year&amp;fromDate=2022-04-27&amp;toDate=2023-04-27&amp;dimensions=advertiser&amp;dimensions=campaign&amp;dimensions=ad_group&amp;dimensions=site&amp;dimensions=platform&amp;dimensions=article&amp;metrics=impressions&amp;metrics=clicks&amp;metrics=media_spending&amp;metrics=tech_spending&amp;sortField=year&amp;sortDirection=desc</p>	<ul style="list-style-type: none"> <li>tech_fee is removed from the results - we now have the ability to add various types of fees (e.g. CPM and flat), so reporting them as a percentage doesn't make sense anymore.</li> <li>columns renamed (date → year, orgid → org_id, org → org_name, advertiserid → advertiser_id, advertiser → advertiser_name, campaignid → campaign_id, campaign → campaign_name, adgroupid → ad_group_id, adgroup → ad_group_name, siteid → site_id, site → site_name, platform → platform_name, platformid → platform_id, article → article_title, url → article_url, imps → impressions, media_spend → media_spending, tech_spend → tech_spending)</li> <li>the order of the result columns has changed</li> <li>the order of the result rows has changed</li> <li>extra result column - article_id</li> </ul>
<p>https://reporting-api.prod.kobler.no/v2/report/campaign_summary?format=csv&amp;granularity=day&amp;fromDate=2022-04-27&amp;toDate=2023-04-27</p>	<p>https://reporting.kobler.no/organization?output=csv&amp;dimensions=day&amp;fromDate=2022-04-27&amp;toDate=2023-04-27&amp;dimensions=advertiser&amp;dimensions=campaign&amp;metrics=impressions&amp;metrics=clicks&amp;metrics=media_spending&amp;metrics=te</p>	<ul style="list-style-type: none"> <li>tech_fee is removed from the results - we now have the ability to add various types of fees (e.g. CPM and flat), so reporting them as a percentage doesn't make sense anymore.</li> <li>num_adgroups, status, start, end, budget are removed from the results - these campaign properties are easily available in our UI and aren't crucial for reporting.</li> <li>offers is removed from the results - the meaning of this value has been confusing for our users, so for now, before finding the best way to report on more advanced bidding metrics, we have removed it.</li> </ul>

	<p>ch_spending&amp;sortField=day&amp;sortDirection=desc</p>	<ul style="list-style-type: none"> <li>• wins is removed from the results - this is always equal to impressions, so having it in a separate field did not make sense.</li> <li>• columns renamed (date → day, org → org_name, advertiser → advertiser_name, campaign → campaign_name, imps → impressions, media_spend → media_spending, tech_spend → tech_spending)</li> <li>• the order of the result columns has changed</li> <li>• the order of the result rows has changed</li> <li>• extra result columns - campaign_id, advertiser_id, org_id</li> </ul>
<p>https://reporting-api.prod.kobler.no/v2/report/campaign_summary?format=csv&amp;granularity=day&amp;fromDate=2022-09-15&amp;toDate=2022-11-20&amp;type=adgroup</p>	<p>https://reporting.kobler.no/organization?output=csv&amp;dimensions=day&amp;fromDate=2022-09-15&amp;toDate=2022-11-20&amp;dimensions=advertiser&amp;dimensions=campaign&amp;dimensions=ad_group&amp;metrics=impressions&amp;metrics=clicks&amp;metrics=media_spending&amp;metrics=tech_spending&amp;sortField=day&amp;sortDirection=desc</p>	<ul style="list-style-type: none"> <li>• tech_fee is removed from the results - we now have the ability to add various types of fees (e.g. CPM and flat), so reporting them as a percentage doesn't make sense anymore.</li> <li>• status is removed from the results - this campaign property is easily available in our UI and isn't crucial for reporting.</li> <li>• spending_limit is removed from the results - this value has been removed from our platform a long time ago</li> <li>• offers is removed from the results - the meaning of this value has been confusing for our users, so for now, before finding the best way to report on more advanced bidding metrics, we have removed it.</li> <li>• wins is removed from the results - this is always equal to impressions, so having it in a separate field did not make sense.</li> <li>• columns renamed (date → day, org → org_name, advertiser → advertiser_name, campaign → campaign_name, adgroupid → ad_group_id, adgroup → ad_group, imps → impressions, media_spend → media_spending, tech_spend → tech_spending)</li> <li>• the order of the result columns has changed</li> <li>• the order of the result rows has changed</li> <li>• extra result columns - campaign_id, advertiser_id, org_id</li> </ul>
<p>https://reporting-api.prod.kobler.no/v2/report/campaign_total?format=csv&amp;fromDate=2022-01-01&amp;toDate=2023-01-01</p>	<p>https://reporting.kobler.no/organization?output=csv&amp;fromDate=2022-01-01&amp;toDate=2023-01-01&amp;dimensions=advertiser&amp;dimensions=campaign&amp;metrics=impressions&amp;metrics=clicks&amp;metrics=media_spending&amp;metrics=tech_spending</p>	<ul style="list-style-type: none"> <li>• tech_fee is removed from the results - we now have the ability to add various types of fees (e.g. CPM and flat), so reporting them as a percentage doesn't make sense anymore.</li> <li>• status, start, end, budget are removed from the results - these campaign properties are easily available in our UI and aren't crucial for reporting.</li> <li>• offers is removed from the results - the meaning of this value has been confusing for our users, so for now, before finding the best way to report on more advanced bidding metrics, we have removed it.</li> <li>• wins is removed from the results - this is always equal to impressions, so having it in a separate field did not make sense.</li> <li>• columns renamed (orgid → org_id, org → org_name, advertiserid → advertiser_id, advertiser → advertiser_name, campaignid → campaign_id, campaign → campaign_name, imps → impressions, media_spend → media_spending, tech_spend → tech_spending)</li> <li>• the order of the result columns has changed</li> <li>• the order of the result rows has changed</li> <li>• the returned stats are only between the dates you provide - please make sure that the whole running period of the campaign is included</li> </ul>