

# 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,<br>YESTERDAY,<br>THIS_MONTH,<br>LAST_MONTH,<br>LAST_30_DAYS,<br>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,<br>THIS_YEAR   | (and including) April 16, 2023, until<br>(and including) May 16, 2023.   |
| dimensions    | no                 | -                       | CAMPAIGN,<br>ADVERTISER,<br>AD_GROUP,<br>MEDIA_HOUSE,<br>SITE, PLATFORM,<br>ARTICLE, DAY,<br>WEEK, MONTH,<br>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.                     |
| metrics       | yes (at least one) | -                       | IMPRESSIONS,<br>MEDIA_SPENDING<br>,<br>TOTAL_SPENDING,<br>TECH_SPENDING,<br>CLICKS  | What metrics the report should contain. Each request should contain at least one metrics parameter.  |
| sortField     | no                 | -                       | MEDIA_SPENDING<br>, IMPRESSIONS,<br>CLICKS,<br>CAMPAIGN,<br>MEDIA_HOUSE,<br>SITE,<br>ADVERTISER,<br>AD_GROUP,<br>PLATFORM,<br>ARTICLE, DAY,<br>WEEK, MONTH,<br>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 sortField=ADVERTISER, 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 media_spending.   |
| 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.

## 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  |
|--|---|--|
| https://reporting-api.prod.kobler.no/v2/report/campaign_detail_simplified?format=csv&granularity=month&fromDate=2022-04- | https://reporting.kobler.no/organization?output=csv&dimensions=month&fromDate=2022-04-27&toDate=2023-04-27&dimensions=advertiser&dimensions=campaign&metrics=impressions&metrics=clicks&metri | <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> </ul> |

|  |   |  |
|--|---|--|
| <p>27&amp;toDate=2023-04-27</p>  | <p>cs=media_spending&amp;metrics=tech_spending&amp;sortField=month&amp;sortDirection=desc</p>   | <ul style="list-style-type: none"> <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=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>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> <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=impression&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> |