



XML/JSON Integration Document

PUSH

1. Endpoint for PUSH ad type

1.1.XML example:

https://example.com/push?auth=TOKEN&pid=PUB_ID&content_type=xml&subid={SUB_ID}&query={KEYWORD}&ip={IP}&ua={USER_AGENT}&ref={REFERRER}&lang={BROWSER_LANGUAGE}&sid={SUBSCRIBER_ID}&sdate={SUBSCRIBER_DATE}&limit={LIMIT}

1.2.JSON example:

https://example.com/push?auth=TOKEN&pid=PUB_ID&content_type=json&subid={SUB_ID}&query={KEYWORD}&ip={IP}&ua={USER_AGENT}&ref={REFERRER}&lang={BROWSER_LANGUAGE}&sid={SUBSCRIBER_ID}&sdate={SUBSCRIBER_DATE}&limit={LIMIT}

1.3.Endpoint parameters:

Name	Optionality	Description
auth	Required	Authentication token given by endpoint provider
pid	Required	Publisher ID given by endpoint provider
content_type	Required	Response format. Can be XML or JSON

subid	Required	Sub ID of the traffic source provider
query	Optional	The keyword associated with the call
ip	Required	User IP address
ua	Required	User Agent
ref	Optional	Referrer URL
lang	Optional	Browser language
sid	Required	Subscriber ID
sdate	Optional	Subscriber Date (unix timestamp OR yyyy-mm-dd OR age in days)
limit	Optional	Limit of the bids in response

2. Response for PUSH ad type

2.1.XML response example:

```

<results execution_time="0.600">
<result rank="1">
<title>Push notification Ad Title (max 25 characters)</title>
<description>Push notification message (max75 characters)</description>
  <clickurl>https://example.com/click.php?click_id=2323ab23cc3157&subid=10802</clickurl>
<icon>https://icon.example.com</icon>
<image>https://image.example.com</image>
<bid>0.20</bid>
</result>
</results>

```

2.2. JSON response example:

```

{
  "execution_time": 0.600,
  "results": [{
    "title": "Push notification Ad Title (max 25characters)",

```

```
“description”: “Push notification message (max 75 characters)“,  
“clickurl”: “https://example.com/click.php?click_id=99cc3157aacc3157&subid=10802”,  
“icon”: “https://icon.example.com”,  
“image”: “https://image.example.com”,  
“bid”: 0.20  
  }  
}
```

POP

1. Endpoint for POP ad type

1.1.XML example:

https://example.com/pop?auth=TOKEN&pid=PUB_ID&content_type=xml&subid={SUB_ID}&query={KEYWORD}&ip={IP}&ua={USER_AGENT}&ref={REFERRER}&lang={BROWSER_LANGUAGE}&sid={SUBSCRIBER_ID}&sdate={SUBSCRIBER_DATE}&limit={LIMIT}

1.2.JSON example:

https://example.com/pop?auth=TOKEN&pid=PUB_ID&content_type=json&subid={SUB_ID}&query={KEYWORD}&ip={IP}&ua={USER_AGENT}&ref={REFERRER}&lang={BROWSER_LANGUAGE}&sid={SUBSCRIBER_ID}&sdate={SUBSCRIBER_DATE}&limit={LIMIT}

1.3.Endpoint parameters:

Name	Optionality	Description
auth	Required	Authentication token given by endpoint provider
pid	Required	Publisher ID given by endpoint provider
content_type	Required	Response format. Can be XML or JSON
subid	Required	Sub ID of the traffic source provider
query	Optional	The keyword associated with the call User IP address
ip	Required	User Agent
ua	Required	Referrer URI
ref	Optional	Browser language
lang	Optional	

sid	Optional	Subscriber ID
sdate	Optional	Subscriber Date (unix timestamp OR yyyy-mm-dd OR age in days)
limit	Optional	Limit of the bids in response

2. Response for POP ad type

2.1.XML response example:

```
<results execution_time="0.600">
<result rank="1">
  <url>https://example.com/click.php?click_id=2323ab23cc3157&subid=10802</url>
  <domain>https://example.com</domain>
  <bid>0.20</bid>
</result>
</results>
```

2.2. JSON response example:

```
{
  "execution_time": 0.600,
  "results": [{
    "url": "https://example.com/click.php?click_id=99cc3157aacc3157&subid=10802",
    "domain": "https://example.com",
    "bid": 0.20
  }]
}
```

Calendar

1.Endpoint for Calendar ad type

1.1.XML example:

https://example.com/calendar?auth=TOKEN&pid=PUB_ID&content_type=xml&subid={SUB_ID}&query={KEYWORD}&ip={IP}&ua={USER_AGENT}&ref={REFERRER}&lang={BROWSER_LANGUAGE}&sid={SUBSCRIBER_ID}&sdate={SUBSCRIBER_DATE}&limit={LIMIT}

1.2.JSON example:

https://example.com/calendar?auth=TOKEN&pid=PUB_ID&content_type=json&subid={SUB_ID}&query={KEYWORD}&ip={IP}&ua={USER_AGENT}&ref={REFERRER}&lang={BROWSER_LANGUAGE}&sid={SUBSCRIBER_ID}&sdate={SUBSCRIBER_DATE}&limit={LIMIT}

1.3.Endpoint parameters:

Name	Optionality	Description
auth	Required	Authentication token given by endpoint provider
pid	Required	Publisher ID given by endpoint provider
content_type	Required	Response format. Can be XML or JSON
subid	Required	Sub ID of the traffic source provider
query	Optional	The keyword associated with the call
ip	Required	User IP address
ua	Required	User Agent
ref	Optional	Referrer URI
lang	Optional	Browser language

sid	Required	Subscriber ID
sdate	Optional	Subscriber Date (unix timestamp OR yyyy-mm-dd OR age in days)
limit	Optional	Limit of the bids in response

3. Response for Calendar ad type

3.1.XML response example:

```
<results execution_time="0.600">
<result rank="1">
<title>Push notification Ad Title (max 25 characters)</title>
<description>Push notification message (max75 characters)</description>
  <clickurl>https://example.com/click.php?click_id=2323ab23cc3157&subid=10802</clickurl>
  <winurl>https://example.com/win.php?win_id=2323ab23cc3157&subid=10802</winurl>
<bid>0.20</bid>
</result>
</results>
```

3.2. JSON response example:

```
{
  "execution_time": 0.600,
  "results": [{
    "title": "Push notification Ad Title (max 25characters)",
    "description": "Push notification message (max75 characters)",
    "clickurl": "https://example.com/click.php?click_id=99cc3157aacc3157&subid=10802",
    "winurl": "https://example.com/win.php?win_id=2323ab23cc3157&subid=10802",
    "bid": 0.20
  }]
}
```