

Ad Revenue Attribution Documentation

General info

Ad Revenue attribution API is available for our customers and can be enabled on request. Appodeal will decide regarding the enabling of this API.

After enabling it is very easy to start working with API: Appodeal will automatically generate a set of daily files including the information described below.

All files are created automatically and are stored for 7 days.

You should use your API key and user ID at https://www.appodeal.com/profile/api_integration or https://www.appodeal.ru/profile/api_integration and use these credentials in every API call.

There is only one endpoint that can be used to get a list of available files.

Example of the request:

```
https://www.appodeal.com/api/v2/get_log_urls?api_key={your api key}&user_id={your user id}
```

The result is (in case there are files available):

```
{
  log_files: [
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_04_clicks_116bc9d7e45906241a6a4.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_04_impressions_f7d8ec46adbef8442469e.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_05_clicks_fd310ab6ceac36a7f9edb.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_05_impressions_cf09dae6ba0d8efb64a26.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_06_clicks_f5de438b44378d6143118.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_06_impressions_3d939797c3bf301921e62.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_07_clicks_11135427a1befd9ce7583.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_07_impressions_66795a3cfef15031e7658.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_08_clicks_87dde4827d94498e306e1.csv",
    "https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/2017_10_08_impressions_4e22c7d6f974cb94a5ab1.csv"
  ],
  status: 200,
  message: "success"
}
```

URL format:

```
https://appodeal-ad-rev-attribution.s3.amazonaws.com/for_{your user id}/  
{log date with underscore}_{clicks or impressions log}_{dynamic unique  
hash}.csv
```

- {your user id} - id of the user
- {log date with underscore} - a date for which the data is presented
- {clicks or impressions log} - [clicks|impressions] - shows what is contained in the file
- {dynamic unique hash} - the unique hash

Request to get the list of demo log files:

```
https://www.appodeal.com/api/v2/demo_log_files_urls?api_key={your api  
key}&user_id={your user id}
```

Please pay your attention:

The data in output files have 5 days delay. The first data will appear only after 5 days from the time the API was enabled!

CSV files format

Every file that can be downloaded contains the following information separated with tabulation:

- timestamp (*integer*): record unix timestamp
- ad_type (*integer*): ad type; interstitial = *1*, video = *2*, banner = *3*, native = *4*, mrec = *5*, rewarded_video = *6*.
- model (*string*): device model
- platform (*integer*): platform ID GOOGLE = *1*, AMAZON = *2*, IOS = *4*, TVOS = *5*
- ip (*string*): IP address
- device (*string*): device ID
- country (*integer*): Country ID (you can see country codes list at the end of the document)
- app (*integer*): application key
- user (*integer*): Appodeal internal user ID
- os_version (*string*): device OS version
- sdk (*string*): sdk version
- relation (*string*): device user relation
- address (*string*): device user address
- tz (*string*): timezone
- lat (*decimal*): latitude
- lon (*decimal*): longitude
- connection (*string*): device connection to the internet
- battery (*integer*): battery level
- kind (*string*): device kind
- network (*string*): ad network name
- image (*integer*): Appodeal internal ad unit ID
- package_version (*string*): application package version
- revenue (*decimal*): revenue for impression in \$ (USA)
- total_session_impressions (*integer*): total impressions from all ad types for session
- total_session_clicks (*integer*): total clicks from all ad types for session

- `total_session_views` (*integer*): total full video views from all ad types for session, only sent if `ad_type` is 2 or 6, otherwise 0
- `session_impressions` (*integer*): DEPRECATED
- `session_clicks` (*integer*): clicks for `ad_type` for session
- `session_views` (*integer*): full video views for `ad_type` for session, only sent if `ad_type` is 2 or 6, otherwise 0
- `session_id` (*string*): current session
- `session_uptime` (*integer*): session uptime in seconds
- `hashed_waterfall` (*string*): md5 hash of created waterfall (as long as we can, e.g. 256 bytes)
- `install_time` (*bigint*): timestamp for the first open
- `segment` (*integer*): ID of Appodeal's user segment
- `attribution_id` (*string*): device identifier from mobile attribution service (`appsflyer_id`, `adjust_id`, `kochava_id`, etc.)
- `media_source_id` (*integer*): numeric identifier of media source for device
- `revenue_key` (*string*): DEPRECATED
- `appsflyer_id` (*string*): DEPRECATED! Use `attribution_id` instead of `appsflyer_id`.

Id	Code	Name	Id	Code	Name	Id	Code	Name
1	TH	Thailand	35	SY	Syria	69	YT	Mayotte
2	JP	Japan	36	UA	Ukraine	70	IE	Ireland
3	CN	China	37	CY	Cyprus	71	IM	Isle of Man
4	AU	Australia	38	CZ	Czech Republic	72	LY	Libya
5	IN	India	39	CH	Switzerland	73	LU	Luxembourg
6	MY	Malaysia	40	IQ	Iraq	74	AM	Armenia
7	KR	South Korea	41	RO	Romania	75	VG	British Virgin Islands
8	TW	Taiwan	42	TR	Turkey	76	YE	Yemen
9	HK	Hong Kong	43	LB	Lebanon	77	BY	Belarus
10	PH	Philippines	44	HU	Hungary	78	GI	Gibraltar
11	VN	Vietnam	45	GE	Georgia	79	KE	Kenya
12	FR	France	46	AF	Afghanistan	80	CL	Chile
13	DE	Germany	47	BR	Brazil	81	QA	Qatar
14	IL	Israel	48	AZ	Azerbaijan	82	KW	Kuwait
15	SE	Sweden	49	PS	Palestine	83	GP	Guadeloupe
16	IT	Italy	50	LT	Lithuania	84	MQ	Martinique
17	NL	Netherlands	51	OM	Oman	85	GF	French Guiana
18	GR	Greece	52	RS	Serbia	86	EG	Egypt
19	ES	Spain	53	SK	Slovakia	87	DO	Dominican Republic
20	AT	Austria	54	FI	Finland	88	GU	Guam
21	GB	United Kingdom	55	IS	Iceland	89	PR	Puerto Rico
22	BE	Belgium	56	MD	Republic of Moldova	90	VI	U.S. Virgin Islands
23	AE	United Arab Emirates	57	BG	Bulgaria	91	NZ	New Zealand
24	RU	Russia	58	MK	Macedonia	92	SG	Singapore
25	KZ	Kazakhstan	59	LI	Liechtenstein	93	ID	Indonesia
26	DK	Denmark	60	JE	Jersey	94	NP	Nepal
27	PT	Portugal	61	PL	Poland	95	PG	Papua New Guinea
28	SA	Saudi Arabia	62	HR	Croatia	96	PK	Pakistan
29	SI	Slovenia	63	BA	Bosnia and Herzegovina	97	PA	Panama
30	IR	Iran	64	EE	Estonia	98	CR	Costa Rica
31	NO	Norway	65	LV	Latvia	99	BB	Barbados
32	US	United States	66	JO	Jordan	100	BS	Bahamas
33	MX	Mexico	67	KG	Kyrgyzstan	101	LC	Saint Lucia
34	CA	Canada	68	RE	Réunion	102	AR	Argentina

Id	Code	Name	Id	Code	Name	Id	Code	Name
103	BD	Bangladesh	137	GH	Ghana	171	BI	Burundi
104	TK	Tokelau	138	TZ	Tanzania	172	GQ	Equatorial Guinea
105	MO	Macao	139	ZM	Zambia	173	SS	South Sudan
106	KH	Cambodia	140	NA	Namibia	174	SN	Senegal
107	MV	Maldives	141	MG	Madagascar	175	MR	Mauritania
108	NC	New Caledonia	142	AO	Angola	176	DJ	Djibouti
109	FJ	Fiji	143	CI	Ivory Coast	177	KM	Comoros
110	MN	Mongolia	144	SD	Sudan	178	TN	Tunisia
111	WF	Wallis and Futuna	145	UG	Uganda	179	BT	Bhutan
112	AL	Albania	146	CM	Cameroon	180	UY	Uruguay
113	UZ	Uzbekistan	147	MW	Malawi	181	GL	Greenland
114	ME	Montenegro	148	GA	Gabon	182	XK	Kosovo
115	BZ	Belize	149	ML	Mali	183	KY	Cayman Islands
116	KP	North Korea	150	BJ	Benin	184	JM	Jamaica
117	VA	Vatican City	151	TD	Chad	185	GT	Guatemala
118	AQ	Antarctica	152	BW	Botswana	186	MH	Marshall Islands
119	PE	Peru	153	CV	Cape Verde	187	AW	Aruba
120	BM	Bermuda	154	RW	Rwanda	188	MC	Monaco
121	CW	Curaçao	155	CG	Republic of the Congo	189	AI	Anguilla
122	CO	Colombia	156	MZ	Mozambique	190	GD	Grenada
123	VE	Venezuela	157	GM	Gambia	191	PY	Paraguay
124	EC	Ecuador	158	LS	Lesotho	192	MS	Montserrat
125	ZA	South Africa	159	MU	Mauritius	193	TC	Turks and Caicos Islands
126	KN	Saint Kitts and Nevis	160	MA	Morocco	194	AG	Antigua and Barbuda
127	WS	Samoa	161	DZ	Algeria	195	TV	Tuvalu
128	BO	Bolivia	162	GN	Guinea	196	PF	French Polynesia
129	GG	Guernsey	163	CD	Congo	197	SB	Solomon Islands
130	MT	Malta	164	SZ	Swaziland	198	VU	Vanuatu
131	TJ	Tajikistan	165	BF	Burkina Faso	199	SR	Suriname
132	SC	Seychelles	166	SL	Sierra Leone	200	CK	Cook Islands
133	BH	Bahrain	167	SO	Somalia	201	KI	Kiribati
134	NG	Nigeria	168	NE	Niger	202	NU	Niue
135	ZW	Zimbabwe	169	CF	Central African Republic	203	TO	Tonga
136	LR	Liberia	170	TG	Togo	204	TF	French Southern Territories

Id	Code	Name	Id	Code	Name
205	NF	Norfolk Island	239	TT	Trinidad and Tobago
206	BN	Brunei	240	AS	American Samoa
207	TM	Turkmenistan	241	LA	Laos
208	PN	Pitcairn Islands	242	CU	Cuba
209	SM	San Marino	243	ET	Ethiopia
210	AX	Åland	244	SH	Saint Helena
211	FO	Faroe Islands	245	ER	Eritrea
212	SJ	Svalbard and Jan Mayen	246	IO	British Indian Ocean Territory
213	CC	Cocos [Keeling] Islands	247	ZZ	Other
214	NR	Nauru	249	CX	Christmas Island
215	GS	South Georgia and the South Sandwich Islands			
216	UM	U.S. Minor Outlying Islands			
217	SX	Sint Maarten			
218	GW	Guinea-Bissau			
219	MF	Saint Martin			
220	VC	Saint Vincent and the Grenadines			
221	PM	Saint Pierre and Miquelon			
222	BL	Saint-Barthélemy			
223	DM	Dominica			
224	ST	São Tomé and Príncipe			
225	FK	Falkland Islands			
226	MP	Northern Mariana Islands			
227	TL	East Timor			
228	BQ	Bonaire			
229	FM	Federated States of Micronesia			
230	PW	Palau			
231	GY	Guyana			
232	HN	Honduras			
233	NI	Nicaragua			
234	SV	El Salvador			
235	AD	Andorra			
236	MM	Myanmar [Burma]			
237	LK	Sri Lanka			
238	HT	Haiti			

Country Codes

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