

Introduction

Eltoro Portal v2

Using the Eltoro Stats Reporting API

Basics

Suppose we want to see how our campaigns are performing. We can use the `/stats` endpoint of the Eltoro API to get the data we need. Stats requests use the following query parameters:

```
campaignId: Limit by campaign
orderLineId: Limit by borderline
creativeId: Limit by creative
start: Date to start reporting (inclusive)
end: Date to end reporting (exclusive)
granularity: Collect results by 'hour', 'day', 'week', or 'month'
```

The API responds with an array of stat observations:

```
[
  {
    "clicks": 2,
    "end_date": "2017-01-01 00",
    "imps": 243,
    "start_date": "2017-01-01 00"
  },
  {
    "clicks": 1,
```

```
"end_date": "2017-01-01 01",
"imps": 199,
"start_date": "2017-01-01 01"
},
{
"clicks": 7,
"end_date": "2017-01-01 02",
"imps": 310,
"start_date": "2017-01-01 02"
}, ...
```

In this example we can see that `start` was `2017-01-01` and `granularity` was `hour`.

Let's make a request to collect one week of stats for a campaign with id `L2yg0s5-`, broken down by day. Being sure to include `Authorization: Bearer (token)` in the header, we make the following `GET` request:

```
https://api.eltoro.com/stats?campaignId=L2yg0s5-&start=2017-01-15&end=2017-01-22&granularity=day
```

Great! Now let's say we want to collect one day of stats for our entire organization for one day broken down by hour:

```
https://api.eltoro.com/stats?orgId=ourOrgId&start=2017-01-15&end=2017-01-15&granularity=hour
```

Building reports

Using the stats endpoint in conjunction with the rest of the Eltoro API will allow you to build any reporting mechanism you need. For instance, suppose we wish to create an hourly list of the previous day's clicks and impressions disaggregated by orderLine and creative. We start by collecting a list of orderlines.

```
https://api-prod.eltoro.com/orderLines
```

This returns a list of all orderlines allowed to your user account. Each orderline returned will have a field `creatives` with an array of associated

creatives. We will take the id of each and query the stats API:

```
https://api-prod.eltoro.com/stats?orderId={orderId}&creativeId={creative id}&
start={yesterday's date}&end={yesterday's date}&granularity=hour
```

Specifying an orderline and creative ensures that even if this creative is used on multiple orderlines, we get only the stats associated with this orderline. Iterating over orderlines and creatives, we can generate a comprehensive report of the previous day's activity.

Version:

Host: api-prod.eltoro.com

Base Path: /

Scheme: https

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2.2 GET /stats

Summary

Search / List all Stats

Description

You can search stats for a campaign, orderline, or org. Results can be reported by hour, day, week, or month.

Parameters

Name	In	Description	Required	Type
granularity	query	Time granularity of results	No	string
start	query	Start date of range	No	string
stop	query	End date of range	No	string
timezone	query	Timezone (UTC if empty)	No	string
ids	query	Any combination of ID filters	No	string
orgId	query	Id of org to return stats from	No	string
campaignId	query	Id of campaign to return stats from	No	string
orderLineId	query	Id of orderline to return stats from	No	string
creativeId	query	Id of orderline to return stats from	No	string
Authorization	header	(Bearer)	Yes	string

Responses

code	description
200	Success
400	Bad Request

2.3 GET /stats/download

Summary Create a downloadable report

Description

Create an html, pdf, or csv downloadable report for a given org over a span of time. Response is a base64 encoded string.

Parameters

Name	In	Description	Required	Type
orgId	query	Org Id	No	string
start	query	Start date of the report	No	string
stop	query	End date of the report	No	string
as	query	Type of report to return	No	string
logo	query	Logo to include in report	No	string
Authorization	header	(Bearer)	Yes	string

Responses

code	description
200	Success
400	Bad Request

1. Definitions

1.1. StatsSearchSchema

Name	Type	Description	Required
granularity	string	Time granularity of results	Yes

start	string	Start date of range	Yes
stop	string	End date of range	Yes
timezone	string	Timezone (UTC if empty)	No
ids	array		No
orgId	string	Id of org to return stats from	No
campaignId	string	Id of campaign to return stats from	No
orderLineId	string	Id of orderline to return stats from	No
creativeId	string	Id of orderline to return stats from	No

1.2. StatsSchema

Name	Type	Description	Required
clicks	integer	Number of clicks	No
imps	integer	Number of impressions	No

start	string	Start date of range	Yes
stop	string	End date of range	Yes