



weborama
solution

Ad Analytics Partner

XML Export Guide

AdPerfTM
Advertiser

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1 INTRODUCTION

This document describes how to use the XML flow available at the following URL:

<https://adperf.ui.weborama.com/performance/xml/export.php>

This URL allows you to export the data from your AdPerf™ account.

Several parameters (mandatory or optional) are needed in order to realize a query.

This document provides a list of the needed parameters as well as the provided data.

Each time, a concrete example shows how to use each one of the provided functions.

2 DTD

DTD located in the header is the following:

<https://adperf.ui.weborama.com/dtd/performance.dtd>

3 PARAMETERS

Each parameter value will have to be encoded if necessary.

Normally only “logins” and “passwords” should require an encoding, since all the other parameters are of numerical type.

3.1 Mandatory parameters

These parameters will have to be present in each call to the XML flow.

3.1.1 ID

Type: int

Account ID

3.1.2 LOGIN

Type: string

Account login

3.1.3 PASSWORD

Type: string

Account password

3.1.4 QUERY

Type: string

This parameter specifies the export function to be used. Each export function will be detailed in the function section.

A capital letter has to be used on the beginning of each word used to name this function.

Follows an exhaustive list of the functions which could be used:

1. GetCampaigns
2. GetAdMedia
3. GetLinks
4. GetVisuals
5. GetCreatives
6. GetDataCreatives

7. UpdateCreatives
8. GetDataLinks
9. GetDataOrders
10. GetDataSponsoredLinks
11. GetListPostview
12. GetPostviewCampaigns
13. GetPostviewData
14. GetDataTrackingSteps
15. SetCampaign
16. SetAdMedium
17. SetLink
18. SetBackOfficeValidation

3.2 Optional parameters

We will explain here how to use the optional parameters which could be used for each function detailed later.

3.2.1 IdLink

Type: int

Link ID

3.2.2 IdAdMedia

Type: int

Ad medium ID

3.2.3 IdCampaign

Type: int

Campaign ID

3.2.4 DateStart

Type: int with 8 numbers

Date from which the data will have to be treated (with YYYYMMDD format)

3.2.5 DateEnd

Type: int with 8 numbers

Ending date (YYYYMMDD format) for data exportation.

Data from this day will also be exported.

3.2.6 LabelCampaign

Type: alphanumeric

Name of the campaign to be created.

3.2.7 InfoCampaign

Type: alphanumeric

Information regarding the campaign to be created.

3.2.8 TrackingDays

Type: number between 1 and 100 (15 by default)

Number of post-click tracking days for the campaign to be created.

3.2.9 PostviewTrackingDays

Type: number between 0 and 100 (15 by default)

Number of post-view tracking days for the campaign to be created

3.2.10 Visibility

Type: number value of 0 or 1

If the visibility tracking has to be activated on the campaign to be created, then the value "1" has to be declared

3.2.11 LabelAdmedium

Type: alphanumeric

Name of the ad medium to be created.

3.2.12 InfoAdmedium

Type: alphanumeric

Information regarding the ad medium to be created.

3.2.13 ExternalId

Type: alphanumeric

Ad medium external ID

3.2.14 LabelLink

Type: alphanumeric

Name of the link to be created.

3.2.15 InfoLink

Type: alphanumeric

Information regarding the link to be created.

3.2.16 TypeLink

Type: one of these 3 letters; 'E', 'I', or 'S'

Kind of the link to be created: Ingoing, Internal or Outgoing.

3.2.17 AdwordLink

Type: number value of 0 or 1

If the link to be created is a "sponsored link" then the value "1" has to be declared.

3.2.18 SelfPromotionLink

Type: number value of 0 or 1

If the emplacement to be created is an "auto promotional" then the value "1" has to be declared.

3.2.19 FormatLink

Type: alphanumeric characters string « Width x Height »

Size of the emplacement to be created. Examples: 300x250, 1x1, ...

3.2.20 FileName

Type: alphanumeric

To be validated file's URL.

3.2.21 ResetStat

Type: number value of 0 or 1

4 FUNCTIONS

4.1 GetSiteInfos

Provides the account's ID, its label as well as the domain name used for the tracking.

4.1.1 Data

Balise XML utilisée	Type
id type= « site »	Int
title	String
domain	String

4.1.2 Example

Query :

<https://adperf.ui.weborama.com/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXX&QUERY=GetSiteInfos>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
  <!DOCTYPE performance PUBLIC "-//Weborama S.A. //DTD performance V 1.0//FR"
    "https://adperf.ui.weborama.com/dtd/performance.dtd">
  <!-- Exportation date : March 24, 2010, 1:07 pm -->
  <performance
    Version="1.0"
    Id="XXXXXX"
    Results="1">
  <Site>
    <id type="site">XXXXXX</id>
```

```
<title> Weborama Groupe</title>
<domain>webo.solution.weborama.fr</domain>
</Site>
</performance>
```

4.2 GetLastConsoSite

Provides the date of the last consolidation of the account's data . This query is used to check if the data of the previous day can be retrieved.

4.2.1 Data

Balise XML utilisée	Type
id type= « site »	Int
last_conso	Date

4.2.2 Example

Query :

<https://adperf.ui.weborama.com/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXX&QUERY=GetLastConsoSite>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
  <!DOCTYPE performance PUBLIC "-//Weborama S.A. //DTD performance V 1.0//FR"
    "https://adperf.ui.weborama.com/dtd/performance.dtd">
  <!-- Exportation date : March 24, 2010, 1:01 pm -->
  <performance
    Version="1.0"
    Id="XXXXXX"
    Results="1">
    <Site>
      <id type="site">XXXXXX</id>
      <last_conso>2010-03-23</last_conso>
    </Site></performance>
```

4.3 GetCampaigns

Provides all the campaigns declared in the account (without the associated data). This function allows recovering the campaign ID as well as its name.

4.3.1 Optional parameters

Parameters	Type
SelectId	Int

4.3.2 Data

Used XML tag	Type
id type= « campaign »	Int
actif	Bool
date type= « creation »	Date
date type= « archive »	Date
name	String
info	String
trackingdays	Int
postviewtrackingdays	Int
Visibility	Bool

4.3.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetCampaigns>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 27, 2005, 8:50 am -->
<performance Version="1.0" Id="XXXXX" Results="2">
  <Campaign>
    <id type="campaign">21</id>
    <actif>0</actif>
    <date type="create">2004-05-27</date>
    <date type="archive">2004-06-14</date>
    <name>Test interface a</name>
    <info>Test interface a</info>
    <trackingdays>18</trackingdays>
    <postviewtrackingdays> 31</postviewtrackingdays>
    <visibility>0</visibility>
  </Campaign>
</performance>
```

```

    <id type="campaign">23</id>
    <actif>1</actif>
    <date type="create">2004-06-01</date>
    <name>test i b</name>
    <info />
    <trackingdays>31</trackingdays>
<postviewtrackingdays> 31</postviewtrackingdays>
visibility>1</visibility>
</Campaign>
</performance>

```

4.4 GetAdMedia

Provides all the ad media declared in the account (without the associated data). This function allows recovering the ad medium ID as well as its name.

4.4.1 Optional parameters

Parameters	Type
SelectId	Int

4.4.2 Data

Used XML tag	Type
id type= « admedia »	Int
actif	Bool
date type= « creation »	Date
date type= « archive »	Date
name	String
info	String

4.4.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetAdMedia>

Result:

```

<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 27, 2005, 9:02 am -->
<performance Version="1.0" Id="XXXXXX" Results="3">
  <AdMedia>
    <id type="admedia">80</id>

```

```

    <actif>0</actif>
    <date type="create">2004-05-27</date>
    <date type="archive">2004-11-16</date>
    <name>test interface b</name>
    <info>test interface b comment test</info>
  </AdMedia>
  <AdMedia>
    <id type="admedia">82</id>
    <actif>1</actif>
    <date type="create">2004-06-01</date>
    <name>test partenaire 2</name>
    <info>partenaire</info>
  </AdMedia>
</performance>

```

4.5 GetLinks

Provides all the links declared in the account (without the associated data). This function allows recovering the link ID as well as its name.

4.5.1 Optional parameters

Parameters	Type
SelectId	Int

4.5.2 Data

Used XML tag	Type
id type= « link »	Int
id type= « campaign »	Int
id type= « admedia »	Int
actif	Bool
date type= « creation »	Date
format	String
date type= « archive »	Date
type	Char
name	String
url	String
info	String
is_adword	Int
clicktag	String

trackingtag type= « Javascript | String
1x1_pixel_and_click_Url |
Redirection | Standard_image »

4.5.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetLinks>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 27, 2005, 9:20 am -->
<performance Version="1.0" Id="XXXXX" Results="2">
  <Links>
    <id type="campaign">177</id>
    <id type="admedia">15</id>
    <id type="link">2300</id>
    <actif>1</actif>
    <date type="create">2005-01-25</date>
    <name>Weboscope V5</name>
    <info>Le bouton 88x18 d'auto promo pour la v5</info>
    <type>Entrant</type>
    <url>http://www.weboscope.com/pubtraficV5_free.php</url>
    <is_adword>0</is_adword>
    <clicktag>http://perf.weborama.fr/cgi-
bin/performance.fcgi?ID=XXXXX&A=1&L=2300&C=177&P=15&T=E&URL=http%3A%2F%2F
www.weboscope.com%2FpubtraficV5_free.php</clicktag>
  </Links>
  <Links>
    <id type="campaign">21</id>
    <id type="admedia">80</id>
    <id type="link">197</id>
    <actif>0</actif>
    <date type="create">2004-05-27</date>
    <format>300x150</format>
    <date type="archive">2004-11-16</date>
    <name>test f</name>
    <info />
    <type>Entrant</type>
    <url>http://www.weboscope.com</url>
    <is_adword>0</is_adword>
    <clicktag>http://perf.weborama.fr/cgi-
bin/performance.fcgi?ID=XXXXX&A=1&L=197&C=21&P=80&T=E&URL=http%3A%2F%2Fww
w.weboscope.com</clicktag>
  </Links>
</performance>
```

4.6 GetVisuals

Provides all creatives declared in the account.

4.6.1 Mandatory parameters

IdCampaign: campaign ID from which we want to recover creatives

4.6.2 Optional parameters

Status : allows recovering the inactivated creatives.

4.6.3 Data

Used XML tag	Type
id type = « visual »	Int
id type = « campaign »	Int
label	String
format	String
type	String
status	Int

“label” refers to the name of the creative.

“format” refers to the ‘size’ (emplacement) available for this creative: 300x250, Image Redirection, Measurement Pixel...

“type” refers to the used format: flash, image, javascript....

“status” specifies if the visual is activated or inactivated.

4.6.4 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetVisuals&IdCampaign=1234>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 14, 2008, 3:25 pm -->
<performance Version="1.0" Id="261612" Results="1">
  <Visual>
```

```
<id type="visual">8216</id>
<id type="campaign">2252</id>
<label>bnhbh487</label>
<format>728x90</format>
<type>flash</type>
<status>1</status>
</Visual>
</performance>
```

4.7 GetCreatives

Provides all assigned creatives declared in the account.

4.7.1 Optional parameters

IdCreative: ID of the assigned creative we wish to recover.

IdVisual: creative ID associated to an assigned creative.

IdTag: tag ID associated to a assigned creative.

Status: is the creative activated or inactivated?

4.7.2 Data

Used XML tag	Type
id	Int
label	string
idtag	Int
idvisuel	Int
status	Bool
default	Int
ratio	Int
urllien	URL

4.7.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetCreatives>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
```

```

<!-- Exportation date : January 14, 2008, 3:31 pm -->
<performance Version="1.0" Id="261612" Results="1">
  <Creative>
    <id>3226</id>
    <label>pxel</label>
    <idtag>19690</idtag>
    <idvisuel>26</idvisuel>
    <status>1</status>
    <default>1</default>
    <ratio>100</ratio>
    <urllien></urllien>
  </Creative>
</performance>

```

4.8 GetDataCreatives

Provides data associated to the specified assigned creatives (one entry by assigned creative and by day).

Important: if you do not pass any optional parameter by using this function you recover all the data since your account has been opened.

4.8.1 Optional parameters

IdCreative: ID of the assigned creative we want to recover

IdAdmedia: ad medium ID, in order to recover the assigned creatives associated to this ad medium.

IdCampaign: campaign ID, in order to recover the assigned creatives associated to this campaign.

DateStart: for data from this date (including this day)

DateEnd: for data until this date (including this day)

4.8.2 Data

Used XML tag	Type
id type=creation	Int
id type=visual	Int
label type=campaign	String
label type=admedia	String
label type=link	String
label type=visual	String

label type=group	String
label type=creative	String
date	Date
format	String
pap	Int
newvu	Int
clic	Int
clic_unique	Int
transfo type=direct	Int
transfo type=indirect	Int
transfo type=total	Int
transfo type=postview	Int
ca type=direct	Float
ca type_indirect	Float
ca type=valide	Float
ca type=postview	Float
cout	Float
visiteurs	Int

4.8.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataCreatives&DateStart=20070801&DateEnd=20070810>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : February 22, 2011, 2:28 pm -->
- <performance Version="1.0" Id="261612" Results="449">
- <DataCreative>
  <date>2011-01-01</date>
  <id type="creation">16585</id>
  <id type="visual">7161</id>
  <label type="campaign">Free - FR</label>
  <label type="admedia">Site Weborama.fr</label>
  <label type="link">Questionnaire qualification vote</label>
  <label type="visual">Questionnaire qualification frM</label>
  <label type="group">None</label>
  <label type="creative">Question qualification vote fr</label>
```

```
<format>300x250</format>
<pap>22396</pap>
<newvu>1772</newvu>
<clik>355</clik>
<clik_unique>327</clik_unique>
<transfo type="direct">2</transfo>
<transfo type="indirect">0</transfo>
<transfo type="total">2</transfo>
<transfo type="postview">0</transfo>
<ca type="direct">9</ca>
<ca type="indirect">0</ca>
<ca type="valide">0</ca>
<ca type="postview">0</ca>
<cout>0</cout>
<visiteurs>272</visiteurs>
</DataCreative>
</performance>
```

4.9 UpdateCreatives

Updates the URL associated to an assigned creative.

4.9.1 Mandatory parameters

IdCreative: ID of the assigned creative we want to recover

URL: new URL to be associated to the assigned creative. **Important:** the URL must be encoded (« url-encoded ») in order to avoid XML parsing errors.

4.9.2 Data

This function provides information related to the new assigned creative in the same way that function *GetCreatives* could do. Once the update carried out, we will have:

Used XML tag	Type
id	Int
idtag	Int
idvisuel	Int
status	Bool
default	Int
ratio	Int
urllien	URL

4.9.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=UpdateCreatives&IdCreative=42&URL=http%3A//weborama.fr>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 14, 2008, 3:46 pm -->
<performance Version="1.0" Id="261612" Results="1">
  <Creative>
    <id>42</id>
    <label></label>
    <idtag>1452</idtag>
    <idvisuel>1236</idvisuel>
    <status>1</status>
    <default>0</default>
    <ratio>100</ratio>
    <urllien>http://weborama.fr</urllien>
```

</Creative>
</performance>

4.10 GetDataLinks

Provides data associated to the specified links (one entry per link and per day).

Important: if you do not pass any optional parameter by using this function you recover all the data since your account has been opened, ie: number_links x number_days lines. The amount of lines provided is limited to 5000.

4.10.1 Optional parameters

IdLink : ID of the link we want to recover

IdAdmedia: ad medium ID, in order to recover the links associated to this ad medium.

IdCampaign: campaign ID, in order to recover the links associated to this campaign.

DateStart: for data from this date (including this day)

DateEnd: for data until this date (including this day)

4.10.2 Data

Used XML tag	Type
date	Date
id type= «campaign »	Int
id type= «admedia»	Int
id type= «link »	Int
pap	Int
pap_uniques	Int
newvu	Int
clics	Int
clics_uniques	Int
pagesvues	Int
visiteurs	Int
pages_diff	Int
transfo type= « directes »	Int
transfo type= « indirectes »	Int
transfo type= post	Int
abandons	Int

achats type= « directes »	Int
achats type= « indirectes »	Int
articles type= « directes »	Int
articles type= « indirectes »	Int
ca type= « directes »	Float
ca type= « indirectes »	Float
ca type= « valid »	Float
ca type= « postview »	Float
cout	Float

4.10.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataLinks>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : February 21, 2011, 6:05 pm -->
<performance Version="1.0" Id="261612" Results="1086">
<DataLinks>
  <date>2011-01-01</date>
  <id type="campaign">1209</id>
  <id type="admedia">2671</id>
  <id type="link">19690</id>
  <label type="campaign">Free - FR</label>
  <label type="admedia">Weborama.fr - Pages inscription</label>
  <label type="link">Présentation classements .fr</label>
  <pap>121</pap>
  <pap_uniques>72</pap_uniques>
  <newvu>61</newvu>
  <clics>24</clics>
  <clics_uniques>21</clics_uniques>
  <pagesvues>175</pagesvues>
  <visiteurs>16</visiteurs>
  <pages_diff>18</pages_diff>
  <abandons>2</abandons>
  <transfo type="direct">4</transfo>
  <transfo type="indirect">0</transfo>
  <transfo type="post">0</transfo>
  <achats type="direct">4</achats>
  <achats type="indirect">0</achats>
  <achats type="valid">0</achats>
  <articles type="direct">4</articles>
  <articles type="indirect">0</articles>
  <ca type="direct">18</ca>
```

```

    <ca type="indirect">0</ca>
    <ca type="valid">0</ca>
    <ca type="postview">0</ca>
    <cout>0</cout>
  </DataLinks>
</performance>

```

Other query examples:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataLinks&DateStart=20050101&DateEnd=20050131>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataLinks&DateStart=20050101&DateEnd=20050131&IdAdmedia=83>

and so on with any other optional parameters combination.

4.11 GetDataOrders

Provides data associated to the purchases. There is one line per registered purchase. To each purchase are associated the number of the campaign, of the ad medium and of the link that have generated the purchase.

4.11.1 Optional parameters

IdLink : ID of the link we want to recover

IdAdmedia: ad medium ID, in order to recover the links associated to this ad medium.

IdCampaign: campaign ID, in order to recover the links associated to this campaign.

DateStart: for data from this date (including this day)

DateEnd: for data until this date (including this day)

4.11.2 Data

Used XML tag	Type
datetime	Datetime
id type= user	String
id type= client	String
id type= transfo	Int
id type= order	String
id type= link	Int
Id type=creative	Int

Id type=campaign	Int
Id type=admedia	Int
Id type=visual	Int
ConversionMode	Enum('postclic', 'postview')
ExternalId type=admedia	Int
Label type=conversionpage	String
Label type=campaign	String
Label type=admedia	String
Label type=link	String
montant	Float
articles	Int
requete	string
keyword	string
validationstatus	Int
validationdate	String
impressionclickdate	String
clickhour	String
Opt key	String

Note: id type = «order» refers to the order code pass by the client.

4.11.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataOrders>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : February 22, 2011, 5:56 pm -->
<performance Version="1.0" Id="261612" Results="942">
<DataOrders>
  <datetime>2011-01-01 10:07:24</datetime>
  <id type="user">YGMe5YO68H5n</id>
  <id type="client">tech12@free.fr</id>
  <id type="transfo">622</id>
```

```

<id type="order">444607</id>
<id type="link">19691</id>
<id type="creative">0</id>
<id type="campaign">1209</id>
<id type="admedia">2671</id>
<id type="visual" />
<ConversionMode>postclic</ConversionMode>
<ExternalId type="admedia">123456</ExternalId>
<label type="conversionpage">Free</label>
<label type="campaign">Free - FR</label>
<label type="admedia">Weborama.fr - Pages inscription</label>
<label type="link">Présentation classements .fr avec pub</label>
<label type="visual" />
<label type="creative" />
<montant>4.5</montant>
<articles>1</articles>
<requete />
<keyword />
<validationstatus>-1</validationstatus>
<validationdate />
<impressionclickdate>01-01-2011</impressionclickdate>
<clickhour>10:53:59</clickhour>
<parameters>
<opt key="titre" />
<opt key="Profession">Employés Info telecom</opt>
<opt key="n2">0</opt>
<opt key="OptIn">0</opt>
<opt key="url">http://www.100pour100pro.com</opt>
<opt key="Régions">Rhône- Alpes</opt>
</parameters>
</DataOrders>
<DataOrders>
<datetime>2011-01-01 12:33:39</datetime>
<id type="user">YGQSts2PAr5n</id>
<id type="client">Destiny-WoW@hotmail.fr</id>
<id type="transfo">622</id>
<id type="order">444614</id>
<id type="link">33335</id>
<id type="creative">16585</id>
<id type="campaign">1209</id>
<id type="admedia">2798</id>
<id type="visual">7161</id>
<ConversionMode>postclic</ConversionMode>
<ExternalId type="admedia" />
<label type="conversionpage">Free</label>
<label type="campaign">Free - FR</label>
<label type="admedia">Site Weborama.fr</label>
<label type="link">Questionnaire qualification vote</label>
<label type="visual">Questionnaire qualification frM</label>
<label type="creative">Question qualification vote fr</label>
<montant>4.5</montant>
<articles>1</articles>
<requete />

```

```
<keyword />
<validationstatus>-1</validationstatus>
<validationdate />
<impressionclickdate>01-01-2011</impressionclickdate>
<clickhour>13:29:09</clickhour>
<parameters>
  <opt key="titre">destiny-wow</opt>
  <opt key="Profession">Employés Info telecom</opt>
  <opt key="Régions">IDF</opt>
</parameters>
</DataOrders>
```

Other query examples:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataOrders&DateStart=20050101&DateEnd=20050131>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataOrders&DateStart=20050101&DateEnd=20050131&IdAdmedia=83>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataOrders&IdAdmedia=83>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataOrders&IdLink=878>

and so on with any other optional parameters combination.

4.12 GetDataSponsoredLinks

Provides data associated to the sponsored links grouped by request taped by the web users.

4.12.1 Optional parameters

IdLink : ID of the link we want to recover

IdAdmedia: ad medium ID, in order to recover the links associated to this ad medium.

IdCampaign: campaign ID, in order to recover the links associated to this campaign.

DateStart: for data from this date (including this day)

DateEnd: for data until this date (including this day)

4.12.2 Data

Used XML tag	Type
date	Date
id type= « link»	Int
request	String
clics	Int
transfo	Int

4.12.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataSponsoredLinks>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 14, 2008, 4:05 pm -->
<performance Version="1.0" Id="261612" Results="1">
  <DataSponsoredLinks>
    <date>2008-01-01</date>
    <id type="link">19714</id>
    <request>visibilité site</request>
    <clics>1</clics>
    <transfo>0</transfo>
  </DataSponsoredLinks>
</performance>
```

Other query examples:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataSponsoredLinks&DateStart=20050101&DateEnd=20050131>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataSponsoredLinks&DateStart=20050101&DateEnd=20050131&IdAdmedia=83>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataSponsoredLinks&IdAdmedia=83>

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataSponsoredLinks&IdLink=878>

and so on with any other optional parameters combination.

4.13 GetListPostview

Provides the dates for which post-view reports are defined.

4.13.1 Optional parameters

DateStart: for data from this date (including this day)

DateEnd: for data until this date (including this day)

4.13.2 Data

Used XML tag	Type
Date	Date

4.13.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetListPostview>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : July 2, 2007, 7:10 am -->
<performance Version="1.0" Id="XXXX" Results="2">
  <Postview>
    <date type="start">2007-04-01</date>
    <date type="end">2007-04-30</date>
  </Postview>
  <Postview>
    <date type="start">2007-05-01</date>
    <date type="end">2007-05-31</date>
  </Postview>
```

</performance>

4.14 GetPostviewCampaigns

Once identified the dates of a post-view report, with the *GetPostviewCampaigns* function we can identified the campaigns IDs for which a report has been generated.

4.14.1 Mandatory parameters

DateStart: post-view report beginning date

DateEnd: post-view report ending date

4.14.2 Data

Used XML tag	Type
id type= « link»	Int

4.14.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetPostviewCampaigns&DateStart=20070501&DateEnd=20070531>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : July 2, 2007, 7:18 am -->
<performance Version="1.0" Id="XXX" Results="3">
  <PostviewCampaigns start="20070501" end="20070531">
    <id type="campaign">1774</id>
    <id type="campaign">1775</id>
    <id type="campaign">1841</id>
  </PostviewCampaigns>
</performance>
```

4.15 GetPostviewData

Once identified beginning and ending dates as well as the campaign associated to the post-view report we can then access to the data.

This is done in 2 steps:

1. Campaign's data recovering
2. Specific campaign's ad medium data recovering

4.15.1 Mandatory parameters

DateStart: post-view report beginning date

DateEnd: post-view report ending date

Campaign: concerned campaign ID

4.15.2 Optional parameters

AdMedia: ad medium ID, in order to recover detailed data for the campaign.

4.15.3 Data

Used XML tag	Type
impression	int
webusers type=	int
listAdMedia	Liste d 'identifiants
id type=	Int

4.15.4 Example

Query for data at a campaign level:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetPostviewData&DateStart=20070501&DateEnd=20070531&Campaign=XXX>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : July 2, 2007, 7:24 am -->
<performance Version="1.0" Id="XXXX" Results="1">
<PostviewData start="20070501" end="20070531" campaign="XXX">
  <impression>7091900</impression>
  <webusers type="impression">3304471</webusers>
  <webusers type="click">56101</webusers>
  <webusers type="conversion">848</webusers>
  <ListAdMedia>
    <id type="admedia">3424</id>
    <id type="admedia">3580</id>
    <id type="admedia">3581</id>
    <id type="admedia">3582</id>
    <id type="admedia">3583</id>
    <id type="admedia">3584</id>
```

```

        <id type="admedia">3585</id>
        <id type="admedia">3586</id>
        <id type="admedia">3587</id>
        <id type="admedia">3588</id>
        <id type="admedia">3589</id>
        <id type="admedia">3599</id>
    </ListAdMedia>
</PostviewData>
</performance>

```

Query for data at ad medium level :

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXX&PASSWORD=XXX&QUERY=GetPostviewData&DateStart=20070501&DateEnd=20070531&Campaign=XXX&AdMedia=XXX>

Result:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : July 2, 2007, 7:29 am -->
<performance Version="1.0" Id="XXX" Results="1">
    <PostviewData start="20070501" end="20070531" campaign="XXX" admedia="XXX">
        <impression>37</impression>
        <webusers type="impression">17</webusers>
        <webusers type="click">0</webusers>
        <webusers type="conversion">0</webusers>
        <covering>3581:1;3589:1;</covering>
    </PostviewData>
</performance>

```

4.16 GetDataTrackingSteps

Provides tracking steps data: one line per tracking step.

Each visitor is identified by 2 IDs: Weborama's ID and the external ID contained in client ID.

We also get click origin (link or creative) that led to a specific tracking step.

4.16.1 Optional parameters

DateStart: for data from this date (including this day)

DateEnd: for data until this date (including this day)

4.16.2 Data

Used XML tag	Type
id type= « user »	String
id type= «client»	String
id type= «link»	Int

Id type= «creative»	Int
id type= «conversion»	Int
id type= «step»	Int
Datetime	Datetime
Paramcomplem	String

4.16.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=GetDataTrackingSteps>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance PUBLIC "-//Weborama S.A. //DTD performance V 1.0//FR"
    "https://adperf.ui.weborama.com/performance/dtd/performance.dtd">
<!-- Exportation date : October 1, 2008, 9:55 am -->
<performance Version="1.0" Id="XXXXX" Results="1">
<Steps>
    <id type="user">YLcTaawj0n5i</id>
    <id type="client">123456</id>
    <id type="link">19692</id>
    <id type="creative">0</id>
    <id type="conversion">622</id>
    <id type="step">1</id>
    <datetime>2008-09-28 00:34:03</datetime>
    <paramcomplem></paramcomplem>
</Steps>
</performance>
```

5 CREATION FUNCTIONS

5.1 SetCampaign

Allows creating a campaign with its name in the parameter. Provides the ID of the campaign as well as the creation date (if a campaign with the same name does already exist, no error appears: the tag « new » take the value "0").

5.1.1 Mandatory parameters

LabelCampaign: name of the new campaign to be created.

5.1.2 Optional parameters

InfoCampaign: information about the campaign to be created.

TrackingDays: number of tracking days for the campaign (15 is set by default)

PostviewTrackingDays: number of postview tracking days for the campaign (15 is set by default)

Visibility: activation of the visibility tracking for the campaign

5.1.3 Data

Used XML tag	Type
id type= «campaign »	Int
actif	Bool
date type= « creation »	Date
date type= « archive »	Date
name	String
info	String
trackingdays	Int
postviewtrackingdays	Int
visibility	Bool
new	Bool

5.1.4 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=SetCampaign&LabelCampaign=Emailing%202008-01&InfoCampaign=Emailing%20to%20consumers&TrackingDays=7>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : February 21, 2011, 10:27 am -->
<performance Version="1.0" Id="261612" Results="1">
<Campaign>
  <id type="campaign">16420</id>
  <actif>1</actif>
  <date type="create">2011-02-21</date>
  <name>Campagne_display_test3</name>
  <info>TEST</info>
  <trackingdays>7</trackingdays>
  <postviewtrackingdays>0</postviewtrackingdays>
  <visibility>1</visibility>
  <new>1</new>
</Campaign>
</performance>
```

5.2 SetAdMedium

Allows creating an ad medium with its name in the parameter. Provides the ID of the ad medium as well as the creation date (if an ad medium with the same name does already exist, no error appears: the tag « new » take the value "0").

5.2.1 Mandatory parameters

LabelAdmedium: name of the new ad medium to be created.

5.2.2 Optional parameters

InfoAdmedium: information about the ad medium to be created.

ExternalId : ad medium external ID.

5.2.3 Data

Used XML tag	Type
id type= «admedia»	Int
actif	Bool
date type= «create»	Date
date type= «archive»	Date
name	String
info	String
id type= «external»	String
new	Bool

5.2.4 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=SetAdMedium&LabelAdmedium=Mail%20Sender&InfoAdmedium=Send%20all%20mails>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 8, 2008, 3:44 pm -->
<performance Version="1.0" Id="XXXXX" Results="1">
  <AdMedia>
    <id type="admedia">80</id>
    <actif>1</actif>
    <date type="create">2008-01-08</date>
    <name>Mail Sender</name>
    <info>Send all mails</info>
    <id type="external">123-Fr</id>
    <new>1</new>
  </AdMedia>
</performance>
```

5.3 SetLink

Allows creating link with its name in the parameter. Provides the ID of the link as well as the creation date (if a link with the same name does already exist, no error appears: the tag « new » take the value "0")

5.3.1 Mandatory parameters

LabelLink: name of the link to be created

IdCampaign: campaign ID in which the link is created

IdAdMedia: ad medium ID in which the link is created

5.3.2 Optional parameters

TypeLink: type of the link ('E': Ingoing, 'A': auto promotion, 'I': Internal, 'S': Outgoing).

URL: landing page URL of the link.

InfoLink: information about the link to be created.

AdwordLink: sponsored link ('1': if sponsored link, '0': if not).

FormatLink: size of the emplacement (width x Height).

5.3.3 Data

Used XML tag	Type
--------------	------

id type= «link »	Int
id type= «campaign »	Int
id type= «admedia»	Int
actif	Bool
date type= « creation »	Date
format	String
date type= « archive »	Date
type	Char
name	String
url	String
info	String
is_adword	Int
clicktag	String
new	Bool

5.3.4 Example

Query:

https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=SetLink&LabelLink=newsletter_top&InfoLink=The%20link%20at%20the%20top&IdCampaign=21&IdAdMedia=80&URL=http%3F/yoolink.fr&AdwordLink=1

Result:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 8, 2008, 3:44 pm -->
<performance Version="1.0" Id="XXXXX" Results="3">
  <Links>
    <id type="campaign">21</id>
    <id type="admedia">80</id>
    <id type="link">104</id>
    <actif>1</actif>
    <date type="create">2008-01-08</date>
    <format></format>
    <name>newsletter_top</name>
    <info>The link at the top</info>
    <type>Entrant</type>
    <url>http://yoolink.fr</url>
    <is_adword>1</is_adword>
    <clicktag>http://perf-devel.weborama.fr/cgi-
bin/performance.fcgi?ID=XXXXXX&amp;A=1&amp;L=104&amp;C=21&amp;P=80&amp;T=E&
&amp;URL=http%3A%2F%2Fyoolink.fr</clicktag>
    <new>1</new>
  </Links>
```

</performance>

5.4 SetBackOfficeValidation

Validates new orders from an XML file and allows to reset or not already validated orders for the same period. As a result, you get the amount of valid orders added.

5.4.1 Mandatory parameters

FileName: URL of orders' ID to be validated file

DateStart: for data from this date

DateEnd: for data until this date

ResetStat : Reset validated orders before adding new ones ('1' reset '0' no reset)

5.4.2 Data

Used XML tag	Type
status	String
nb_valides	Int

5.4.3 Example

Query:

<https://adperf.ui.weborama.com/performance/xml/export.php?ID=XXXX&LOGIN=XXXX&PASSWORD=XXXX&QUERY=SetBackOfficeValidation&FileName=http%3A%2F%2Fyoolink.fr&DateStart=20080226&DateEnd=20080227&ResetStat=1>

Result:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<!DOCTYPE performance (View Source for full doctype...)>
<!-- Exportation date : January 8, 2008, 3:44 pm -->
<performance Version="1.0" Id="XXXXXX" Results="1">
  <Backoffice>
    <status>successful</status>
    <nb_valides>2</nb_valides>
  </Backoffice>
</performance>
```

6 ERROR MESSAGES

The error messages are provided in the tag <message>.

6.1 Mandatory parameter forgotten

If one of the mandatory parameters is not specified, the following error appears:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : January 27, 2005, 2:13 pm -->
- <performance Version="1.0" Id="XXXXXX" Results="0">
  <Message>Error : one parameter is missing</Message>
</performance>
```

6.2 Login / password error

If the account ID or account password is wrong, the following error appears. Such error could also appear if the account is deactivated.

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : January 27, 2005, 2:10 pm -->
- <performance Version="1.0" Id="XXXXXX" Results="0">
  <Message>Error : bad login / password !</Message>
</performance>
```

6.3 Optional parameter definition error

If an optional parameter is not correctly entered (characters instead of numbers, date with less than 8 numbers ...), the following error appears:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : January 27, 2005, 2:07 pm -->
- <performance Version="1.0" Id="XXXXXX" Results="0">
  <Message>Error : a parameter is not valid</Message>
</performance>
```

6.4 Non available function use

When an unknown function is used as a query value, the following error appears:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : January 27, 2005, 1:50 pm -->
- <performance Version="1.0" Id="XXXXXX" Results="0">
```

```
<Message>Error : function not defined</Message>
</performance>
```

6.5 Beyond the 5000 results limit

If the query provides more than 5000 results, then the values provided will stopped at 5000. A comment including the word WARNING appears. It will then be specified in between brackets the number of values the query should have provided. (22 308) in the following example :

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<!DOCTYPE performance (View Source for full doctype...)>
- <!-- Exportation date : January 27, 2005, 1:37 pm -->
_ <performance Version="1.0" Id="XXXXXX" Results="5000">
<!-- WARNING more than 5000 results (22308) -->
....
....
</performance>
```

7 CONTACTS

For any specific matter, do not hesitate to contact our technical support team:

support@weborama.com

+33 (0) 1 53 19 21 40