



PADN

A Publishers Data Network

API Documentation

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1. Introduction

This document provides details about the APIs exposed to intermediary third parties. The Phase I project scope is extremely constrained and as such the initial API offering is equally limited.

The aims behind Phase I:

- Expose advertising production data to through intermediary third parties to ad senders in a manner controlled by the publisher.
- Allow restricted use of that data in any way the intermediary sees fit in improving the chasing and supply of advertising content to a publisher
- Enable the intermediary to mark individual ad records at a publisher with copy contact details and free text note.
- Enable the intermediary to mark individual ad records at a publisher as NOT being supplied by a given person

2. Document Change Log

Doc Version	Revision Date	Who	Comment
1.5	2017-06-06	Mike Hoy	Intro, Change Log added
7	2018-07-02	Phillip Darrall	Changes to ads method
8	2018-09-13	Phillip Darrall	Additional fields returned from ads method
9	2018-10-04	Phillip Darrall	Added id restrictor to ads method
10	2018-10-05	Phillip Darrall	Additional fields returned from ads method

3.API Overview

3.1. API Access Security

The individual API key (auth token) provided by Papermule to each intermediary will be required as a parameter for each request and must be kept secret. As such all requests for the API must be server side (cannot be made from a browser) so that the key is not exposed publically.

3.2. API Responses

The API calls will all respond with a JSON object along with a status in the response headers.

There will be a header "X-Papermule-Status" with value "OK" or "ERROR" depending on outcome.

If the status is OK, and a result set is returned, then there will be an additional header "X-Papermule-Rows" containing the number of rows in the result set.

The JSON response will be either:

```
{"status":"OK","data":[...]}
```

or

```
{"status":"ERROR","data":"reason"}
```

The base URL for all of the following API calls is:

<https://api.mediamule.co.uk/muletrain/publicapi>

4.API Calls

4.1. Get Publishers

Description: Gets a list of Publishers that may be queried giving their Name and Reference.

```
GET /publishers?key={auth_token}
```

parameters = key (required)

Example output:

```
{
  "status": "OK",
  "data":
  [
    {
      "publisher": "MULE"
      "publisherName": "Mediamule",
    }
  ]
}
```

4.2. Get Ads

Description: Gets a list of ads from a given Publisher for the provided Sender that the given publisher wishes to share.

```
GET /ads?key={auth_token}&publisher={publisher_ref}&sender={sender_email}
```

```
GET /ads?
key={auth_token}&publisher={publisher_ref}&sender={sender_email}&status={PREDICTED | CONFIRMED | REJECTED}&days={number_of_days}&id={id_value}
```

parameters = key (required), publisher (required), sender (required), status (optional), days (optional), id (optional)

Example output:

```
{
  "status": "OK",
  "data":
  [
    {
      "id": "12345",
      "urn": "12345",
      "sender": "test@test.co.uk",
      "edition": "2017-02-22",
      "deadline": "2017-01-01 17:00:00",
      "senderStatus": "Predicted",
      "width": "225.0",
      "depth": "102.0",
      "advertiser": "43",
      "advertiserName": "Test Company",
      "publication": "PE",
      "publicationName": "Papermule Express",
      "sectionType": "Display",
      "section": "ROP",
      "sectionName": "ROP",
      "brand": "Test Brand",
      "description": "Additional advert information",
      "isOption": "N"
    }
  ]
}
```

The optional status parameter will restrict the results to ads that are either confirmed to be the provided sender (status=CONFIRMED), confirmed not to be the provided sender (status=REJECTED) or predicted to be the provided sender (status=PREDICTED) depending on the given value.

The optional days parameter will restrict the results to ads with a deadline within the provided number of days.

4.3. Confirm Sender

Description: Sets the 'confirmed Sender details' for one advert at one publisher to the provided Senders details.

```
POST /confirmsender?key={auth_token}&publisher={publisher_ref}
```

parameters = key (required), publisher (required)

```
payload = {"id":"ad_id","sender":{"name":"sender_name", "email":"sender_email",  
"phone":"sender_phone_no", "company":"sender_company"}, "note":"optional_note"}
```

Example output:

```
{  
  "status":"OK",  
  "data":  
    {  
      "message":"CONFIRMED"  
    }  
}
```

4.4. Reject Sender

Description: Sets the 'Sender Details' for one advert at one publishers as 'contact not sending this advert'. Can be used to reject a previous confirmation or on its own.

POST /rejectsender?key={*auth_token*}&publisher={*publisher_ref*}

parameters = key (required), publisher (required)

payload = {"id": "*ad_id*", "sender": "*sender_email*", "note": "*optional_note*"}

Example output:

```
{
  "status": "OK",
  "data":
  {
    "message": "REJECTED"
  }
}
```