



PADN

A Publishers Data Network

API Documentation

13th September 2018
Phillip Darrall
Papermule Ltd
Version 8

Contents

| | |
|-------------------------------|---|
| 1. Introduction..... | 2 |
| 2. Document Change Log..... | 2 |
| 3. API Specification..... | 3 |
| 3.1. API Access Security..... | 3 |
| 3.2. API Responses..... | 3 |
| 4. API Calls..... | 3 |
| 4.1. Get Publishers..... | 3 |
| 4.2. Get Ads..... | 4 |
| 4.3. Confirm Sender..... | 4 |
| 4.4. Reject Sender..... | 5 |

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. |
| | | | |

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}
```

parameters = key (required), publisher (required), sender (required), status (optional), days (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"  
    }  
  ]  
}
```

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"  
  }  
}
```