

# **Publisher Handbook Statistics Web Services**



**Version 1.0**

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## Version 1.0

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## 2 Introduction

The belboon Web Services (SOAP-Protokoll) enables you to work with our network automatically without you having to login through the interface.

Web Service URL: <http://api.belboon.com/?wsdl>

### 3 Generating a Web Service-Password

To use the belboon Web Services you need not login to your belboon account.

In the Menu "Tools & Services > Web Services" you have the opportunity to generate your Web Service password. Afterwards you will be able to see this in this section. The username for the use of the Web Services is exactly the same as the username from your Affiliate account.



The screenshot shows the 'belboon WebService - API' page. On the left is a navigation menu with categories: Werbe Center, Partner, Tools & Services, Message Center, Statistik, SmartLinks, and Profil & Finanzen. The 'Tools & Services' menu is expanded to show 'WebServices'. The main content area is titled 'belboon WebService - API' and includes a description of the SOAP protocol, a 'Freigeschaltet' status set to 'Ja', and a 'WebService Passwort' field with a 'Generieren' button. Below this, the 'SmartFeeds-WebService' section shows the generated password: 'BWT...DckoqI'. A list of available API functions is provided, including GetPlatforms, GetShops, GetFeeds, GetProductData, GetCategories, and SearchProducts. A link to the 'Affiliate WebServices V.1.0 (142kB)' documentation is also present.

## 4 Publisher Statistics Web Services

### 4.1 Result-Object

When calling a function of the Web Services, the data will be returned through a single result object. This object contains some metadata, for example: an error message as well as the actual user data.

#### Result Object

Index	Type	Description
processor	Object	s.u.
handler	Object	s.u.

#### processor

Behind the property lies a `processor` object, which stores information about the executed transaction.

Index	Type	Description
code	Integer	Transactions code
message	String	Message according to the transaction codes
rid	Integer	SOAP Requests ID
testmode	Integer	Provides information on whether the transaction was carried out in test mode.

#### handler

The property `handler` contains a single property whose name, type and content results on the call up of the web services. This information must in any case be checked again in Section 4.2. The contents of this property are the actual user data.

## 4.2 Functions

### 4.2.1 getStatisticsDaily()

Delivers back the daily statistics from the actual month

#### Request Parameter

Name	Type	Default	Description
currency	String	EUR	
adPlatformId	Integer		
groupByProgram	Boolean	false	
groupByAdPlatform	Boolean	false	
groupByEventStatus	Boolean	false	
groupByAdMedia	Boolean	false	
groupBySubId	Boolean	false	
orderBy	String[] (Array)	array('eventdate' => 'DESC')	Sorts the return according to the passed column name with the desired orientation (ASC = ascending, DESC = descending)
limit	Integer	null	Limits the number of results to this max value
offset	Integer	0	Lists results from this value

## Response

Behind the property `handler` lies the Result-object, an object, with a single publicly visible property that bears the name of the `statistics`. It contains a numerically indexed array of 0 or more rows (arrays), each of which is structured as follows:

Index	Type	Description
<code>eventdate</code>	Date (YYYY-MM-DD)	Event Date
<code>programid*</code>	Integer	ID of the affected Partner Program
<code>programname*</code>	String	Name of the affected Partner Program
<code>adplatformid*</code>	Integer	ID of the affected Advertising Material
<code>adplatformname*</code>	String	Name of the affected Advertising Material
<code>eventstatus*</code>	String {ACCEPTED, PENDING, REJECTED}	Events Status
<code>subid*</code>	String	Sub Website ID
<code>admediaid*</code>	Integer	ID of the affected Advertising Material
<code>admedianame*</code>	String	Name of the affected Advertising Material
<code>eventcurrency</code>	String	Currency
<code>clicks</code>	Integer	Number of clicks
<code>clickcommission</code>	Float	Click Commission (in selected currency)
<code>views</code>	Integer	Number of Views
<code>viewscommission</code>	Float	Commission through Views
<code>leads</code>	Integer	Number of Leads
<code>leadcommission</code>	Float	Commission generated through Leads
<code>sales</code>	Integer	Number of Sales
<code>salecommission</code>	Float	Sales Commission
<code>totalcommission</code>	Float	Total Commission
<code>clickthroughrate</code>	Float	Click-Through-Rate (CTR)
<code>leadconversionrate</code>	Float	Conversion rate (CR) Leads
<code>saleconversionrate</code>	Float	Conversion rate (CR) Sales

The fields marked with \* are only included in the output if the function call (request) a corresponding grouping was made. Thus, for example, the issue requires `programid` and `programname` for a group `groupByProgram program` using request parameter. This should also be taken into account when sorting. The fields `clicks`, `clickcommission`, `views`, `viewcommission` as well as `clickthroughrate`, `leadconversionrate` and `saleconversionrate` can also return NULL values.

Example:

```
<?php
define('WSDL_SERVER', 'http://api.belboon.com/?wsdl');

// SOAP options (http://de.php.net/manual/de/soapclient.soapclient.php)
$config = array(
    'login' => 'YOUR_LOGIN_NAME',
    'password' => 'YOUR_WEBSERVICE_PASSWORD',
    'trace' => true
);

try {
    $client = new SoapClient(WSDL_SERVER, $config);
    $result = $client->getStatisticsDaily(
        'EUR', // currency
        null, // adPlatformId
        false, // groupByProgram
        false, // groupByAdPlatform
        true, // groupByEventStatus
        false, // groupByAdMedia
        false, // groupBySubId
        array('eventdate' => 'DESC') // orderBy
    );

    echo '<pre>';
    print_r($result);
} catch( Exception $e ) {
    // Error handling here...
}
```

## 4.2.2 getStatisticsMonthly()

Returns the Months Statistics from the selected time frame.

### Request Parameter

Name	Type	Default	Description
startMonth	Date (YYYY-MM)		
endMonth	Date (YYYY-MM)		
currency	String	EUR	
adPlatformId	Integer		
groupByProgram	Boolean	false	
groupByAdPlatform	Boolean	false	
groupByEventStatus	Boolean	false	
groupByAdMedia	Boolean	false	
groupBySubId	Boolean	false	
orderBy	String[] (Array)	array('eventdate' => 'DESC')	Sorts the return according to the passed column name with the desired orientation (ASC = ascending, DESC = descending)
limit	Integer	null	Limits the number of results to this max value
offset	Integer	0	Lists results from this value

## Response

Behind the property `handler` lies the Result-object, an object, with a single publicly visible property that bears the name of the `statistics`. It contains a numerically indexed array of 0 or more rows (arrays), each of which is structured as follows:

Index	Type	Description
<code>eventdate</code>	Date (YYYY-MM-DD)	Event Date
<code>programid*</code>	Integer	ID of the affected Partner Program
<code>programname*</code>	String	Name of the affected Partner Program
<code>adplatformid*</code>	Integer	ID of the affected Advertising Material
<code>adplatformname*</code>	String	Name of the affected Advertising Material
<code>eventstatus*</code>	String {ACCEPTED, PENDING, REJECTED}	Events Status
<code>subid*</code>	String	Sub Website ID
<code>admediaid*</code>	Integer	ID of the affected Advertising Material
<code>admedianame*</code>	String	Name of the affected Advertising Material
<code>eventcurrency</code>	String	Currency
<code>clicks</code>	Integer	Number of clicks
<code>clickcommission</code>	Float	Click Commission (in selected currency)
<code>views</code>	Integer	Number of Views
<code>viewscommission</code>	Float	Commission through Views
<code>leads</code>	Integer	Number of Leads
<code>leadcommission</code>	Float	Commission generated through Leads
<code>sales</code>	Integer	Number of Sales
<code>salecommission</code>	Float	Sales Commission
<code>totalcommission</code>	Float	Total Commission
<code>clickthroughrate</code>	Float	Click-Through-Rate (CTR)
<code>leadconversionrate</code>	Float	Conversion rate (CR) Leads
<code>saleconversionrate</code>	Float	Conversion rate (CR) Sales

The fields marked with \* are only included in the output if the function call (request) a corresponding grouping was made. Thus, for example, the issue requires `programid` and `programname` for a group `groupByProgram program` using request parameter. This should also be taken into account when sorting. The fields `clicks`, `clickcommission`, `views`, `viewcommission` as well as `clickthroughrate`, `leadconversionrate` and `saleconversionrate` can also return NULL values.

Example:

```
<?php
define('WSDL_SERVER', 'http://api.belboon.com/?wsdl');

// SOAP options (http://de.php.net/manual/de/soapclient.soapclient.php)
$config = array(
    'login' => 'YOUR_LOGIN_NAME',
    'password' => 'YOUR_WEBSERVICE_PASSWORD',
    'trace' => true
);

try {
    $client = new SoapClient(WSDL_SERVER, $config);
    $result = $client->getStatisticsMonthly(
        '2010-01', // startMonth
        date('Y-m'), // endMonth
        null, // currency
        true, // adPlatformId
        false, // groupByProgram
        true, // groupByAdPlatform
        false, // groupByEventStatus
        false, // groupByAdMedia
        false, // groupBySubId
        array('eventdate' => 'DESC',
            'adplatformname' => 'ASC'), // orderBy
        25 // limit
    );

    echo '<pre>';
    print_r($result);
} catch( Exception $e ) {
    // Error handling here...
}
```

### 4.2.3 getStatisticsByProgram()

Delivers the statistics of the selected time frame, grouped by partner program

#### Request Parameter

Name	Type	Default	Description
startDate	Date (YYYY-MM-DD)	First day of the actual month	
endDate	Date (YYYY-MM-DD)	Todays date	
programId	Integer		
currency	String	EUR	
groupByMonth	Boolean	true	
groupByAdPlatform	Boolean	false	
groupByEventStatus	Boolean	false	
groupByAdMedia	Boolean	false	
groupBySubId	Boolean	false	
orderBy	String[] (Array)	array('eventdate' => 'DESC')	Sorts the return according to the passed column name with the desired orientation (ASC = ascending, DESC = descending)
limit	Integer	null	Limits the number of results to this max value
offset	Integer	0	Lists results from this value

## Response

Behind the property `handler` lies the Result-object, an object, with a single publicly visible property that bears the name of the `statistics`. It contains a numerically indexed array of 0 or more rows (arrays), each of which is structured as follows:

Index	Type	Description
<code>eventdate</code>	Date (YYYY-MM-DD)	Event Date
<code>programid*</code>	Integer	ID of the affected Partner Program
<code>programname*</code>	String	Name of the affected Partner Program
<code>adplatformid*</code>	Integer	ID of the affected Advertising Material
<code>adplatformname*</code>	String	Name of the affected Advertising Material
<code>eventstatus*</code>	String {ACCEPTED, PENDING, REJECTED}	Events Status
<code>subid*</code>	String	Sub Website ID
<code>admediaid*</code>	Integer	ID of the affected Advertising Material
<code>admedianame*</code>	String	Name of the affected Advertising Material
<code>eventcurrency</code>	String	Currency
<code>clicks</code>	Integer	Number of clicks
<code>clickcommission</code>	Float	Click Commission (in selected currency)
<code>views</code>	Integer	Number of Views
<code>viewscommission</code>	Float	Commission through Views
<code>leads</code>	Integer	Number of Leads
<code>leadcommission</code>	Float	Commission generated through Leads
<code>sales</code>	Integer	Number of Sales
<code>salecommission</code>	Float	Sales Commission
<code>totalcommission</code>	Float	Total Commission
<code>clickthroughrate</code>	Float	Click-Through-Rate (CTR)
<code>leadconversionrate</code>	Float	Conversion rate (CR) Leads
<code>saleconversionrate</code>	Float	Conversion rate (CR) Sales

The fields marked with \* are only included in the output if the function call (request) a corresponding grouping was made. Thus, for example, the issue requires `programid` and `programname` for a group `groupByProgram program` using request parameter. This should also be taken into account when sorting. The fields `clicks`, `clickcommission`, `views`, `viewcommission` as well as `clickthroughrate`, `leadconversionrate` and `saleconversionrate` can also return NULL values.

Example:

```
<?php

define('WSDL_SERVER', 'http://api.belboon.com/?wsdl');

// SOAP options (http://de.php.net/manual/de/soapclient.soapclient.php)
$config = array(
    'login' => 'YOUR_LOGIN_NAME',
    'password' => 'YOUR_WEBSERVICE_PASSWORD',
    'trace' => true
);

try {
    $client = new SoapClient(WSDL_SERVER, $config);
    $result = $client->getStatisticsByProgram(
        '2010-09-01', // startDate
        null, // endDate
        <YOUR_PROGRAM_ID>, // programId
        null, // currency
        false, // groupByMonth
        null, // groupByAdPlatform
        null, // groupByEventStatus
        null, // groupByAdMedia
        null, // groupBySubId
        array('programname' => 'ASC') // orderBy
    );

    echo '<pre>';
    print_r($result);
} catch( Exception $e ) {
    // Error handling here...
}
```

## 4.2.4 getStatisticsByAdPlatform()

Delivers statistics from the selected time frame, grouped by ad platform.

### Request-Parameter

Name	Type	Default	Description
startDate	Date (YYYY-MM-DD)	First day of the actual month	
endDate	Date (YYYY-MM-DD)	Todays date	
programId	Integer		
currency	String	EUR	
groupByMonth	Boolean	true	
groupByAdPlatform	Boolean	false	
groupByEventStatus	Boolean	false	
groupByAdMedia	Boolean	false	
groupBySubId	Boolean	false	
orderBy	String[] (Array)	array('eventdate' => 'DESC')	Sorts the return according to the passed column name with the desired orientation (ASC = ascending, DESC = descending)
limit	Integer	null	Limits the number of results to this max value
offset	Integer	0	Lists results from this value

## Response

Behind the property `handler` lies the Result-object, an object, with a single publicly visible property that bears the name of the `statistics`. It contains a numerically indexed array of 0 or more rows (arrays), each of which is structured as follows:

Index	Type	Description
<code>eventdate</code>	Date (YYYY-MM-DD)	Event Date
<code>programid*</code>	Integer	ID of the affected Partner Program
<code>programname*</code>	String	Name of the affected Partner Program
<code>adplatformid*</code>	Integer	ID of the affected Advertising Material
<code>adplatformname*</code>	String	Name of the affected Advertising Material
<code>eventstatus*</code>	String {ACCEPTED, PENDING, REJECTED}	Events Status
<code>subid*</code>	String	Sub Website ID
<code>admediaid*</code>	Integer	ID of the affected Advertising Material
<code>admedianame*</code>	String	Name of the affected Advertising Material
<code>eventcurrency</code>	String	Currency
<code>clicks</code>	Integer	Number of clicks
<code>clickcommission</code>	Float	Click Commission (in selected currency)
<code>views</code>	Integer	Number of Views
<code>viewscommission</code>	Float	Commission through Views
<code>leads</code>	Integer	Number of Leads
<code>leadcommission</code>	Float	Commission generated through Leads
<code>sales</code>	Integer	Number of Sales
<code>salecommission</code>	Float	Sales Commission
<code>totalcommission</code>	Float	Total Commission
<code>clickthroughrate</code>	Float	Click-Through-Rate (CTR)
<code>leadconversionrate</code>	Float	Conversion rate (CR) Leads
<code>saleconversionrate</code>	Float	Conversion rate (CR) Sales

The fields marked with \* are only included in the output if the function call (request) a corresponding grouping was made. Thus, for example, the issue requires `programid` and `programname` for a group `groupByProgram program` using request parameter. This should also be taken into account when sorting. The fields `clicks`, `clickcommission`, `views`, `viewcommission` as well as `clickthroughrate`, `leadconversionrate` and `saleconversionrate` can also return NULL values.

Example:

```
<?php

define('WSDL_SERVER', 'http://api.belboon.com/?wsdl');

// SOAP options (http://de.php.net/manual/de/soapclient.soapclient.php)
$config = array(
    'login' => 'YOUR_LOGIN_NAME',
    'password' => 'YOUR_WEBSERVICE_PASSWORD',
    'trace' => true
);

try {
    $client = new SoapClient(WSDL_SERVER, $config);
    $result = $client->getStatisticsByAdPlatform(
        '2010-09-01', // startDate
        null, // endDate
        <YOUR_AD_PLATFORM_ID>, // adPlatformId
        null, // currency
        null, // groupByMonth
        null, // groupByProgram
        null, // groupByEventStatus
        true, // groupByAdMedia
        null, // groupBySubId
        array('eventdate' => 'DESC',
            'admedianame' => 'ASC'), // orderBy
        25 // limit
    );

    echo '<pre>';
    print_r($result);

} catch( Exception $e ) {
    // Error handling here...
}
```

## 4.2.5 getStatisticsByAdMedia()

Delivers statistics from the selected time frame, grouped by advertising material.

### Request-Parameter

Name	Type	Default	Description
startDate	Date (YYYY-MM-DD)	First day of the actual month	
endDate	Date (YYYY-MM-DD)	Todays date	
programId	Integer		
currency	String	EUR	
groupByMonth	Boolean	true	
groupByAdPlatform	Boolean	false	
groupByEventStatus	Boolean	false	
groupByAdMedia	Boolean	false	
groupBySubId	Boolean	false	
orderBy	String[] (Array)	array('eventdate' => 'DESC')	Sorts the return according to the passed column name with the desired orientation (ASC = ascending, DESC = descending)
limit	Integer	null	Limits the number of results to this max value
offset	Integer	0	Lists results from this value

## Response

Behind the property `handler` lies the Result-object, an object, with a single publicly visible property that bears the name of the `statistics`. It contains a numerically indexed array of 0 or more rows (arrays), each of which is structured as follows:

Index	Type	Description
<code>eventdate</code>	Date (YYYY-MM-DD)	Event Date
<code>programid*</code>	Integer	ID of the affected Partner Program
<code>programname*</code>	String	Name of the affected Partner Program
<code>adplatformid*</code>	Integer	ID of the affected Advertising Material
<code>adplatformname*</code>	String	Name of the affected Advertising Material
<code>eventstatus*</code>	String {ACCEPTED, PENDING, REJECTED}	Events Status
<code>subid*</code>	String	Sub Website ID
<code>admediaid*</code>	Integer	ID of the affected Advertising Material
<code>admedianame*</code>	String	Name of the affected Advertising Material
<code>eventcurrency</code>	String	Currency
<code>clicks</code>	Integer	Number of clicks
<code>clickcommission</code>	Float	Click Commission (in selected currency)
<code>views</code>	Integer	Number of Views
<code>viewscommission</code>	Float	Commission through Views
<code>leads</code>	Integer	Number of Leads
<code>leadcommission</code>	Float	Commission generated through Leads
<code>sales</code>	Integer	Number of Sales
<code>salecommission</code>	Float	Sales Commission
<code>totalcommission</code>	Float	Total Commission
<code>clickthroughrate</code>	Float	Click-Through-Rate (CTR)
<code>leadconversionrate</code>	Float	Conversion rate (CR) Leads
<code>saleconversionrate</code>	Float	Conversion rate (CR) Sales

The fields marked with \* are only included in the output if the function call (request) a corresponding grouping was made. Thus, for example, the issue requires `programid` and `programname` for a group `groupByProgram program` using request parameter. This should also be taken into account when sorting. The fields `clicks`, `clickcommission`, `views`, `viewcommission` as well as `clickthroughrate`, `leadconversionrate` and `saleconversionrate` can also return NULL values.

Example:

```
<?php

define('WSDL_SERVER', 'http://api.belboon.com/?wsdl');

// SOAP options (http://de.php.net/manual/de/soapclient.soapclient.php)
$config = array(
    'login' => 'YOUR_LOGIN_NAME',
    'password' => 'YOUR_WEBSERVICE_PASSWORD',
    'trace' => true
);

try {
    $client = new SoapClient(WSDL_SERVER, $config);
    $result = $client->getStatisticsByAdMedia(
        '2010-07-15', // startDate
        date('Y-m-d'), // endDate
        <YOUR_AD_MEDIA_ID>, // adMediaId
        false, // groupByMonth
        false, // groupByProgram
        true, // groupByAdPlatform
        null, // groupByEventStatus
        null, // groupBySubId
        array('adplatformname' => 'ASC'), // orderBy
        25, // limit
        25 // offset
    );

    echo '<pre>';
    print_r($result);
} catch( Exception $e ) {
    // Error handling here...
}
```



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