

Advertiser Handbook

Webservices



Version 1.0

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Version 1.0

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2 Introduction

The belboon Webservices (SOAP Protocol) allow you to automate all the processes involved in working with our affiliate network without having to log into your account through a web interface.

Using the belboon advertiser Webservice API you are able to gain access to and process your pending leads as well as to access your statistics, account and invoice information.

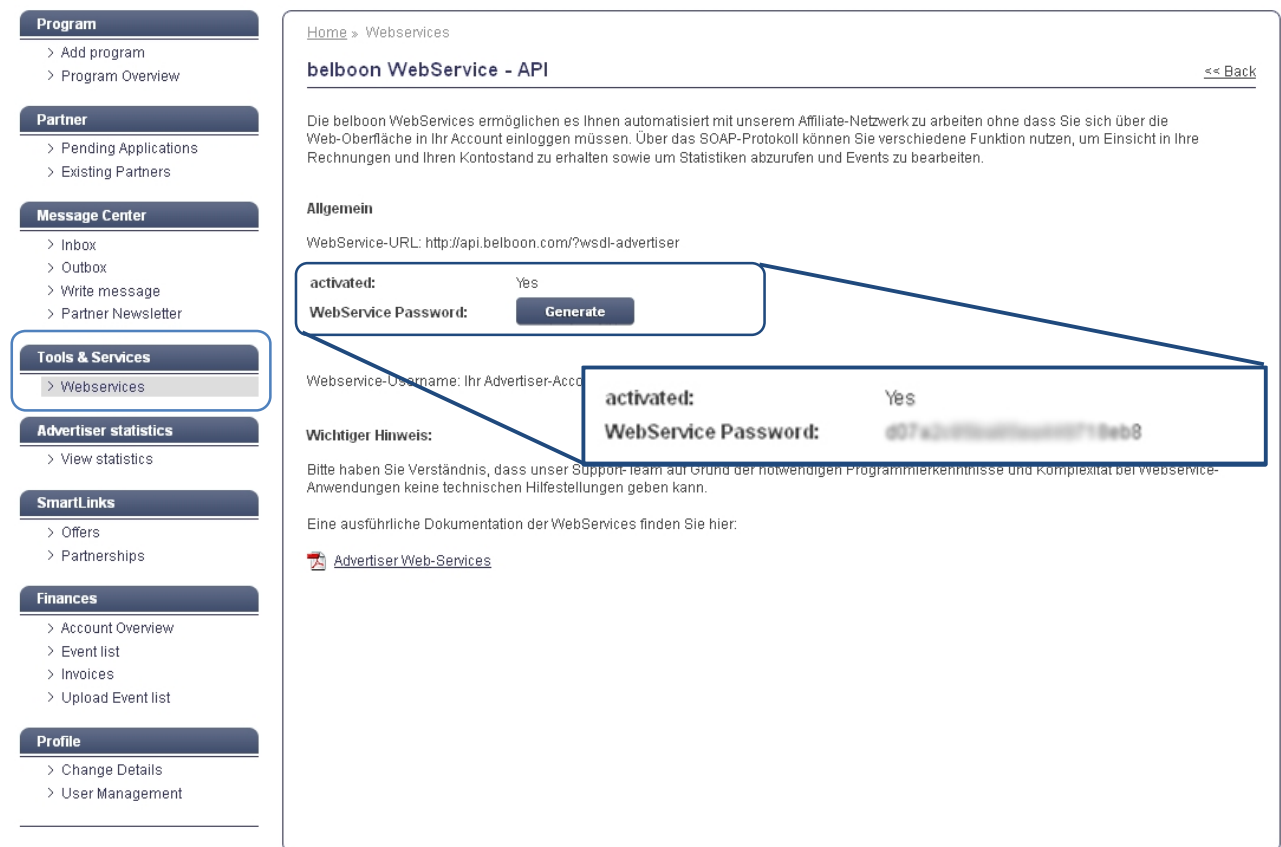
Webservice-URL: <http://api.belboon.com/?wsdl-advertiser>

3 Generating a Webservices Password

The advertiser Webservices allow you to access your event and account information without logging into your belboon account.

Under the menu point: "Tools & Services > Webservices" you can generate your initial Webservice Password. After then, the password can be found here.

The Webservices user name is identical to your advertiser account user name.



The screenshot shows the user interface for generating a Webservice Password. On the left is a navigation menu with categories: Program, Partner, Message Center, Tools & Services (highlighted), Advertiser statistics, SmartLinks, Finances, and Profile. The 'Tools & Services' section contains a link to 'Webservices'. The main content area is titled 'belboon Webservice - API' and includes a 'Back' link. Below the title, there is a descriptive paragraph about the service. Under the 'Allgemein' section, the 'WebService-URL' is provided. A box highlights the 'activated' status (Yes) and the 'WebService Password' field with a 'Generate' button. Below this, another box highlights the 'WebService-Username' (Ihr Advertiser-Account) and the newly generated password. A 'Wichtiger Hinweis' (Important Note) section follows, along with a link to 'Advertiser Web-Services'.

4 Advertiser-Webservices

4.1 Result object

When a Webservices function is called then the results of a unique result object will be returned. This object contains a range of meta-data including error messages as well as an array with the requested data.

Result object

Property	Type	Description
processor	Object	See below
handler	Object	See below

processor

The property `processor` hides an object where the transaction information is saved.

Property	Type	Description
code	Integer	Transaction Code
message	String	Transaction Code Message
rid	Integer	Integer

handler

The property `handler` contains the property `success`, which delivers a "1" when successful, `error` when there is an error along with an error message and `data` which delivers the requested data.

Their type, content and further development leads to further API operations. This information needs to be looked up again in certain cases in Chapter 4.2. The content of these properties is the required usage data.

Property	Type	Description
success	Boolean	Request success
error	String	Error message (If applicable)
data	Mixed	Usually an array with the required data

4.2 Individual Function Services

4.2.1 getBankAccountInfo

Request-Parameter

The operation `getBankAccountInfo()` does not have a parameter.

Response (handler)

The property `handler` of the result object hides an object with the following, visible properties:

Key	Type	Description
Currency	String	Bank account currency
confirmedAmount	Float	Confirmed commission
unconfirmedAmount	Float	Unconfirmed commission
balance	Float	Bank account balance

Example:

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

// 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->getBankAccountInfo();

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

4.2.2 getInvoiceList

This function delivers a list of all previous invoices.

Request-Parameter

Key	Type	Required	Description
limit	Integer		Limit (default = 10)
offset	Integer		Offset (default = 0)

Response (handler)

A data array of single invoices can be found under the property `handler` of the result object. An invoice data set contains the following properties:

Key	Type	Description
id	Integer	Invoice ID
date	DateTime (YYYY-MM-DD hh:mm:ss)	Invoice date
type	String	Invoice type (PREPAY, BILL)
number	String	Invoice number
currency	String	Currency
netAmount	Float	Net amount
tax	Float	Tax amount
grossAmount	Float	Gross amount
payment	Float	Payment
status	String	Invoice status

Example:

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

// 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->getInvoiceList();

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

4.2.3 getInvoiceItemList

This function delivers a list of invoice items along with their details and invoice ID.

Request-Parameter

Key	Type	Required	Description
invoiceId	Integer	x	Invoice ID

Response (handler)

The property `handler` of the result objects hides a data-Array which contains the individual invoice items. These invoice items contain the following properties:

Key	Type	Description
id	Integer	Invoice item ID
number	Integer	Invoice item number
netAmount	Float	Item net amount
articleQuantity	Float	Number of units
articleNumber	String	Article number
articleDescription	String	Article description
currency	String	Invoice currency
date	DateTime (YYYY-MM-DD hh:mm:ss)	Invoice position date
tax	Float	Tax
grossAmount	Float	Gross invoice item amount
invoiceId	Integer	Invoice ID

Example:

```
<?php

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

// 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->getInvoiceItems (<INVOICE_ID>);

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

4.2.4 getEventList

The function getEventList delivers a list of all open and cancelled events. For cancelled events, a maximum of the previous 56 days are visible.

Request-Parameter

Key	Type	Required	Description
programId	Integer		Limit request to this program
adplatformId	Integer		Limit request to this ad platform
startDate	Date (YYYY-MM-DD)		Oldest event generation/tracking date (Maximum of 56 days in the past)
endDate	Date (YYYY-MM-DD)		Most recent generation/tracking date
status	String {REJECTED, OPEN}		Filter on event status (default= no limits)
limit	Integer		Limit (default = 20)
offset	Integer		Offset (default = 0)

Response (handler)

A data array of single events can be found under the property handler of the result object. An event data set contains the following properties:

Key	Type	Description
id	Integer	Event ID
type	String {LEAD, SALE}	Event type
date	DateTime (YYYY-MM-DD hh:mm:ss)	Event creation date
currency	String	ISO currency initials
commission	Float	Event commission in each currency
netValue	Float	Event net order value
programName	String	Partner program name

platformName	String	Ad platform name
requestUrl	String	Event URL
referrer	String	Event referring URL (If available)
ip	String	User IP address
cookieDate	DateTime (YYYY-MM-DD hh:mm:ss)	Date when cookie was set
browserVersion	String	Customer browser version (If available)
advertiserId	Integer	Advertiser ID
publisherId	Integer	Publisher ID
programId	Integer	Partner program ID
platformId	Integer	Ad platform ID
orderCode	String	Event order code
rejectionReason	String	Reason for event cancellation
publisherName	String	Partner name
commissionPercentage	Float	Percent value of commission
conditionName	String	Condition name

Example:

```
<?php

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

// 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->getEventList(
        <programId>,          // Nur diese ProgrammID abfragen
        <adplatformId>,     // Nur diese WerbeplattformID abfragen
        '2012-02-01',       // Events ab
        '2012-02-29',       // Events bis
        'OPEN',             // Status der Events
        25,                 //limit
        20                  // offset
    );

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

4.2.5 getStatistics

This function provides the statistics for the selected period. Statistic functions are limited when compared to those found in the belboon online portal. You can group the results by day, platform or partner program. There is also the possibility to display statistics by a specific event type.

Request-Parameter

Key	Type	Required	Description
startDate	Date (YYYY-MM-DD)		Start Date (Default: First day of current month)
endDate	Date (YYYY-MM-DD)		End Date (Default: Today's date. End Date needs to be in the same month as Start Date)
eventType	String		Event Type (Possible Values: VIEW, CLICK, LEAD, SALE. Default: all Event Types)
groupBy	String		Grouping (Possible Values: ad platform, program, day. Default=day)
limit	Integer		Limit (Default = 10)
offset	Integer		Offset (Default = 0)

Response (handler)

The data array of the Response handler contains an array of individual statistical values. A statistics object contains the following properties:

Key	Type	Description
eventDate	String	Event date
programName	String	Name of Program (with group by Program)
programId	Integer	Program Id (with group by Program)
adplatformName	String	Name of Platform (with group by Program)
adplatformId	Integer	Platform Id (with group by Platform)
viewCount	Integer	Number of Views
viewProvision	Float	Commission from Views
clickCount	Integer	Number of Clicks

clickProvision	Float	Commission from Clicks
leadCount	Integer	Number of Leads
leadProvision	Float	Commission from Leads
saleCount	Integer	Number of Sales
saleTurnover	Float	Sales Revenue (Net Order Value)
saleProvision	Float	Commission from Sales
sumProvision	Float	Total of Commissions
currency	String	Event currency

Example:

```

<?php
define('WSDL_SERVER', 'http://api.belboon.com/?wsdl-advertiser');
// 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->getStatistics(
        '2012-02-01', // startDate
        '2012-02-29', // endDate
        'LEAD', // eventType
        'adplatform', // groupBy
        25, // limit
        25 // offset
    );

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

```


4.2.6 acceptEvents

With this function it is possible to validate events. You are able to pass up to 500 events per array in a function call.

Request-Parameter

Key	Type	Required	Description
eventIds	Array	X	IDs of Events to validate

Response (handler)

As a property of the handler function; there is a data-Array that gives the value *true* in the result object if the function was successful.

If individual events were not validated, there is a "notAccepted" array with the unconfirmed event IDs.

Example:

```
<?php
define('WSDL_SERVER', 'http://api.belboon.com/?wsdl-advertiser');
// 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->acceptEvents(array(<eventId>, <eventId2>));

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

4.2.7 rejectEvents

With this function it is possible to reject events. For each function call, you are able to pass up to 500 events in an array.

Request-Parameter

Key	Type	Required	Description
eventIds	Array (eventId =>rejectionReasonId)	x	Key of the array is the ID of the event and the corresponding value rejectionReasonId

Response (handler)

As a property of the handler function; there is a data-Array that gives the value *true* in the Result-Object if the function was successful.

If individual events were not rejected, there is a "notRejected" array with the non-rejected event IDs.

Example:

```

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

// 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->rejectEvents(array(
        <eventId> => <rejectionReasonId>,
        <eventId2> => <rejectionReasonId2>
    ));

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

```

4.2.8 updateEventNetTurnover

With this function it is possible to change the net value of a sale. With this, the partial-cancellation function of belboon can be shown.

Request-Parameter

Key	Type	Required	Description
eventId	Integer	x	The ID of the Event
newNetTurnover	Float	x	The new Net Value of the Event

Response (handler)

As a property of the handler function; there is a data-Array that gives the value *true* in the result object if the function was successful.

Example:

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

// 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->updateEventNetTurnover(
        <eventId>,
        <newNetTurnover>
    );

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

4.2.9 getEventRejectionReasonList

The function gives all the possible event cancellation reasons. This is translated in the specific language you set up in your belboon account. The operation `getEventRejectionReasonList ()` has no parameters.

Response (handler)

As a property of the `handler` function; there is again a `data-Array` in the result object that gives you all the Cancellation Reasons. The array is organized as follows:

Key	Type	Description
<code>rejectionReasonId</code>	Integer	ID of the Reason for Cancellation
<code>rejectionReasonText</code>	String	The Reason for Cancellation in specific languages

Example:

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

// 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->getEventRejectionReasonList();

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