



**PUBLISHER HANDBOOK
STATISTICS WEB SERVICES**

Version 1.0

Editor:



belboon GmbH

Weinmeisterstraße 12-14
10178 Berlin
Germany

Vat-ID No: DE297588333

AG Berlin (Charlottenburg), HRB 163204

Managing Directors: Anna Reiländer, Stefan Eishold

Phone: +49 (0)30 / 32 29 65-140

FAX: +49 (0)30 / 32 29 65-111

Internet: www.belboon.com
www.belboon.de
www.belboon.fr
www.belboon.nl

E-Mail: info@belboon.com

Version 1.0

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2 INTRODUCTION

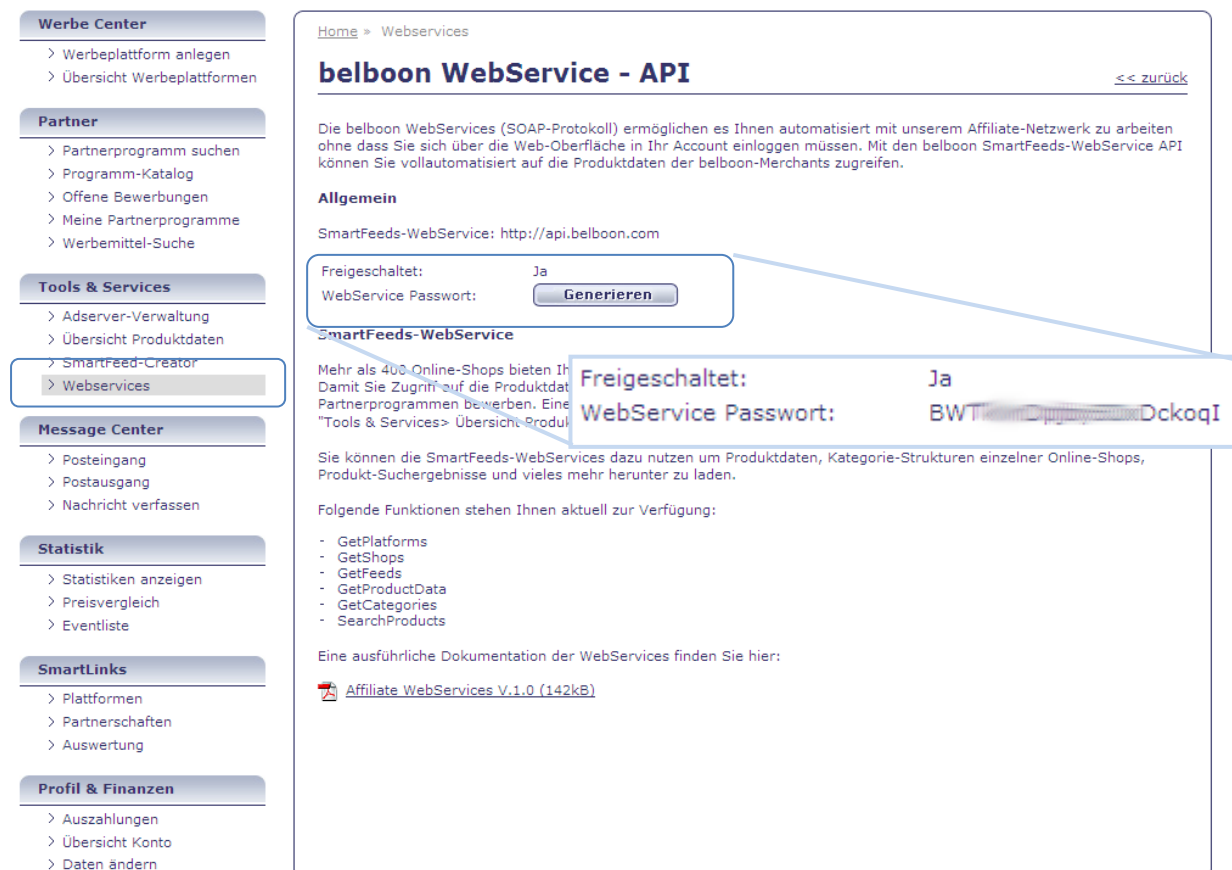
The belboon Web Services (SOAP-Protokoll) enables you to work with our network automatically without you having to login through the interface.

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 explains that over 400 online shops offer product data and lists available API functions like GetPlatforms, GetShops, GetFeeds, GetProductData, GetCategories, and SearchProducts. A download link for 'Affiliate_WebServices_V.1.0 (142kB)' 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
eventdate	Date (YYYY-MM-DD)	Event Date
programid*	Integer	ID of the affected Partner Program
programname*	String	Name of the affected Partner Program
adplatformid*	Integer	ID of the affected Advertising Material
adplatformname*	String	Name of the affected Advertising Material
eventstatus*	String {ACCEPTED, PENDING, REJECTED}	Events Status
subid*	String	Sub Website ID
admediaid*	Integer	ID of the affected Advertising Material
admedianame*	String	Name of the affected Advertising Material
eventcurrency	String	Currency
clicks	Integer	Number of clicks
clickcommission	Float	Click Commission (in selected currency)
views	Integer	Number of Views
viewscommission	Float	Commission through Views
leads	Integer	Number of Leads
leadcommission	Float	Commission generated through Leads
sales	Integer	Number of Sales
salecommission	Float	Sales Commission
totalcommission	Float	Total Commission
clickthroughrate	Float	Click-Through-Rate (CTR)
leadconversionrate	Float	Conversion rate (CR) Leads
saleconversionrate	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, view-commission 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
eventdate	Date (YYYY-MM-DD)	Event Date
programid*	Integer	ID of the affected Partner Program
programname*	String	Name of the affected Partner Program
adplatformid*	Integer	ID of the affected Advertising Material
adplatformname*	String	Name of the affected Advertising Material
eventstatus*	String {ACCEPTED, PENDING, REJECTED}	Events Status
subid*	String	Sub Website ID
admediaid*	Integer	ID of the affected Advertising Material
admedianame*	String	Name of the affected Advertising Material
eventcurrency	String	Currency
clicks	Integer	Number of clicks
clickcommission	Float	Click Commission (in selected currency)
views	Integer	Number of Views
viewscommission	Float	Commission through Views
leads	Integer	Number of Leads
leadcommission	Float	Commission generated through Leads
sales	Integer	Number of Sales
salecommission	Float	Sales Commission
totalcommission	Float	Total Commission
clickthroughrate	Float	Click-Through-Rate (CTR)
leadconversionrate	Float	Conversion rate (CR) Leads
saleconversionrate	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, view-commission 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
eventdate	Date (YYYY-MM-DD)	Event Date
programid*	Integer	ID of the affected Partner Program
programname*	String	Name of the affected Partner Program
adplatformid*	Integer	ID of the affected Advertising Material
adplatformname*	String	Name of the affected Advertising Material
eventstatus*	String {ACCEPTED, PENDING, REJECTED}	Events Status
subid*	String	Sub Website ID
admediaid*	Integer	ID of the affected Advertising Material
admedianame*	String	Name of the affected Advertising Material
eventcurrency	String	Currency
clicks	Integer	Number of clicks
clickcommission	Float	Click Commission (in selected currency)
views	Integer	Number of Views
viewscommission	Float	Commission through Views
leads	Integer	Number of Leads
leadcommission	Float	Commission generated through Leads
sales	Integer	Number of Sales
salecommission	Float	Sales Commission
totalcommission	Float	Total Commission
clickthroughrate	Float	Click-Through-Rate (CTR)
leadconversionrate	Float	Conversion rate (CR) Leads
saleconversionrate	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, view-commission 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
eventdate	Date (YYYY-MM-DD)	Event Date
programid*	Integer	ID of the affected Partner Program
programname*	String	Name of the affected Partner Program
adplatformid*	Integer	ID of the affected Advertising Material
adplatformname*	String	Name of the affected Advertising Material
eventstatus*	String {ACCEPTED, PENDING, REJECTED}	Events Status
subid*	String	Sub Website ID
admediaid*	Integer	ID of the affected Advertising Material
admedianame*	String	Name of the affected Advertising Material
eventcurrency	String	Currency
clicks	Integer	Number of clicks
clickcommission	Float	Click Commission (in selected currency)
views	Integer	Number of Views
viewscommission	Float	Commission through Views
leads	Integer	Number of Leads
leadcommission	Float	Commission generated through Leads
sales	Integer	Number of Sales
salecommission	Float	Sales Commission
totalcommission	Float	Total Commission
clickthroughrate	Float	Click-Through-Rate (CTR)
leadconversionrate	Float	Conversion rate (CR) Leads
saleconversionrate	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, view-commission 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
eventdate	Date (YYYY-MM-DD)	Event Date
programid*	Integer	ID of the affected Partner Program
programname*	String	Name of the affected Partner Program
adplatformid*	Integer	ID of the affected Advertising Material
adplatformname*	String	Name of the affected Advertising Material
eventstatus*	String {ACCEPTED, PENDING, REJECTED}	Events Status
subid*	String	Sub Website ID
admediaid*	Integer	ID of the affected Advertising Material
admedianame*	String	Name of the affected Advertising Material
eventcurrency	String	Currency
clicks	Integer	Number of clicks
clickcommission	Float	Click Commission (in selected currency)
views	Integer	Number of Views
viewscommission	Float	Commission through Views
leads	Integer	Number of Leads
leadcommission	Float	Commission generated through Leads
sales	Integer	Number of Sales
salecommission	Float	Sales Commission
totalcommission	Float	Total Commission
clickthroughrate	Float	Click-Through-Rate (CTR)
leadconversionrate	Float	Conversion rate (CR) Leads
saleconversionrate	Float	Conversion rate (CR) Sales

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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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Weinmeisterstraße 12-14

10178 Berlin

Germany

Vat-ID No: DE297588333

AG Berlin (Charlottenburg), HRB 163204

Managing Directors: Anna Reiländer, Stefan Eishold

Phone: +49 (0)30 / 32 29 65-140

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E-Mail: info@belboon.com