

Campaign API

Campaigns

Campaigns are a grouping of bookings and their associated creatives.

Create a campaign

POST /v1/campaigns

Creates a new campaign.

Request body - `CreateCampaignDto`

Field	Type	Required	Description
<code>name</code>	string	Yes	Display name of the company.
<code>advertiserId</code>	integer	No	ID of the advertiser/media partner you want to attach to this campaign.
<code>brandIds</code>	integer	No	IDs of the brands you want attached to this campaign.
<code>externalKey</code>	string	No	Your own external reference key.
<code>frequencyLimits</code>	integer, string	No	Frequency limit settings for the campaign.
<code>- amount</code>	integer	No	Limit of <code>event</code> per set <code>period</code> per <code>scope</code> .
<code>- event</code>	string	No	Set the limit to either <code>IMPRESSIONS</code> or <code>CLICKS</code> .
<code>- period</code>	string	No	Period for which the <code>amount</code> is applied as limit to the <code>event</code> . Either <code>DAILY</code> or <code>HOURLY</code> .

Field	Type	Required	Description
- scope	string	No	On which level the limit is applied. In this case always <code>CAMPAIGN</code> .
priorityId	integer	Yes	Priority of the campaign. 1 is the highest priority, with higher numbers representing lower priorities. By default clients have priorities 1 through 5 configured.
campaignType	string	Yes	Campaign type is either <code>FULL</code> for managed campaigns and, <code>GUARANTEED</code> or <code>AUCTIONED</code> for Self Service. In case of doubt with Self Service, pick <code>GUARANTEED</code> .
reservationType	string	Yes	Type of the campaign, either <code>CAMPAIGN</code> , <code>OFFER</code> , <code>Option</code> or <code>DRAFT</code> in the case of an Advendio campaign.
deliveryFactors	integer, string	No	Campaign goals expressed in <code>volume</code> of <code>unit</code> , or in <code>budget</code> .
- unit	string	No	Unit of the to reach <code>volume</code> . Either <code>IMPRESSIONS</code> or <code>CLICKS</code> .
- volume	integer	No	Amount of <code>unit</code> to reach as campaign goal.
- budget	integer	No	Campaign budget that can be spend before the delivery stops
internalNote	string	No	Fills in the Internal ID
externalKey	string	No	Fills in the External ID
publisherId	integer	No	ID of the publisher you want to associate with the campaign. <code>1</code> is the main publisher

Creating a Campaign

```
{
  "name": "Apitest",
  "poNumber": "95",
  "advertiserId": 1,
  "invoiceCompanyId": 1,
  "brandIds": [
    1
  ],
  "frequencyLimits": [
    {
      "amount": 1000,
      "event": "IMPRESSIONS",
      "period": "DAILY",
      "scope": "CAMPAIGN"
    }
  ],
  "priorityId": 1,
  "campaignType": "FULL",
}
```

```
"reservationType": "CAMPAIGN",
"deliveryFactors": {
  "unit": "IMPRESSIONS",
  "volume": 10000,
  "budget": 2000
},
"internalNote": "apitest",
"externalKey": "testapi",
"publisherId": 1
}
```

Response - 201

```
{
  "internalId": 21,
  "name": "Apitest",
  "lifetimeStatus": "INCOMPLETE",
  "startDate": null,
  "endDate": null,
  "budget": "2000.00",
  "bookingBudgetSum": "0",
  "volume": 10000,
  "toReachUnit": "IMPRESSIONS",
  "advertiser": 1,
  "advertiserName": "Philips",
  "invoiceCompany": 1,
  "invoiceCompanyName": "Philips",
  "brands": [
    1
  ],
  "mediaBrands": [
    {
      "id": 1,
      "name": "Evnia"
    }
  ],
  "status": "CAMPAIGN",
  "priority": 1,
  "origin": "OTHER",
  "type": "FULL",
  "frequencyLimits": [
    {
      "amount": 1000,
      "event": "IMPRESSIONS",
      "period": "DAILY",
      "scope": "CAMPAIGN"
    }
  ],
  "createdBy": 33,
  "creationDate": "2026-07-14T12:36:00Z",
  "lastEditedBy": null,
  "lastEditedDate": "2026-07-14T12:36:00Z",
  "externalKey": "testapi",
  "poNumber": "95",
}
```

```
"validTill": null,  
"deliveryScheme": {  
  "uniform": true  
},  
"message": null,  
"creativeCount": 0,  
"internalNote": "apitest",  
"publisherId": 1  
}
```

Response codes

Status	Meaning
201	Campaign created.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
409	Conflict.
500	Internal Server Error - Unexpected failure.

List campaigns

GET /v1/campaigns

Retrieves a list of campaigns.

Request body - CampaignDto

Parameter	In	Required	Type	Description
InternalId	path	Yes	integer	The campaign's ID.
limit	query	Yes	integer	Max number of results.
offset	query	Yes	integer	Results to skip.

Parameter	In	Required	Type	Description
<code>includeInactive</code>	query	No	boolean	Include deactivated brands.
<code>search</code>	query	No	string	URL-encoded, case-insensitive match on name.

Response - 201

```
[
  {
    "internalId": 1,
    "name": "Example Display",
    "lifetimeStatus": "COMPLETED",
    "startDate": "2026-03-18T23:00:00Z",
    "endDate": "2026-04-30T21:59:59Z",
    "budget": "0.00",
    "bookingBudgetSum": "0.0",
    "volume": 0,
    "toReachUnit": "IMPRESSIONS",
    "advertiser": null,
    "advertiserName": null,
    "invoiceCompany": null,
    "invoiceCompanyName": null,
    "brands": [],
    "mediaBrands": [],
    "status": "CAMPAIGN",
    "priority": 1,
    "origin": "CLASSIC",
    "type": "FULL",
    "frequencyLimits": [],
    "createdBy": 2,
    "creationDate": "2026-03-19T13:46:14Z",
    "lastEditedBy": null,
    "lastEditedDate": "2026-03-19T13:46:14Z",
    "externalKey": null,
    "poNumber": "",
    "validTill": "1974-09-15T23:00:00Z",
    "deliveryScheme": {
      "uniform": true
    },
    "message": null,
    "creativeCount": 2,
    "internalNote": "",
    "publisherId": 1
  }
]
```

Response codes

Status	Meaning
200	Campaigns found.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
500	Internal Server Error - Unexpected failure.

Update campaigns

PUT /v1/campaigns/{campaignId}

Update a single campaign.

Request body - `CreateCampaignDto`

Field	Type	Required	Description
name	string	Yes	Display name of the company.
advertiserId	integer	No	ID of the advertiser/media partner you want to attach to this campaign.
brandIds	integer	No	IDs of the brands you want attached to this campaign.
externalKey	string	No	Your own external reference key.
frequencyLimits	integer, string	No	Frequency limit settings for the campaign.
- amount	integer	No	Limit of <code>event</code> per set <code>period</code> per <code>scope</code> .
- event	string	No	Set the limit to either <code>IMPRESSIONS</code> or <code>CLICKS</code> .

Field	Type	Required	Description
- period	string	No	Period for which the <code>amount</code> is applied as limit to the <code>event</code> . Either <code>DAILY</code> or <code>HOURLY</code> .
- scope	string	No	On which level the limit is applied. In this case always <code>CAMPAIGN</code> .
priorityId	integer	Yes	Priority of the campaign. 1 is the highest priority, with higher numbers representing lower priorities. By default clients have priorities 1 through 5 configured.
campaignType	string	Yes	Campaign type is either <code>FULL</code> for managed campaigns and, <code>GUARANTEED</code> or <code>AUCTIONED</code> for Self Service. In case of doubt with Self Service, pick <code>GUARANTEED</code> .
reservationType	string	Yes	Type of the campaign, either <code>CAMPAIGN</code> , <code>OFFER</code> , <code>Option</code> or <code>DRAFT</code> in the case of an Advendio campaign.
deliveryFactors	integer, string	No	Campaign goals expressed in <code>volume</code> of <code>unit</code> , or in <code>budget</code> .
- unit	string	No	Unit of the to reach <code>volume</code> . Either <code>IMPRESSIONS</code> or <code>CLICKS</code> .
- volume	integer	No	Amount of <code>unit</code> to reach as campaign goal.
- budget	integer	No	Campaign budget that can be spend before the delivery stops
internalNote	string	No	Fills in the Internal ID
externalKey	string	No	Fills in the External ID
publisherId	integer	No	ID of the publisher you want to associate with the campaign. <code>1</code> is the main publisher

Updating a campaign

```
{
  "name": "Apitest",
  "poNumber": "95",
  "advertiserId": 1,
  "invoiceCompanyId": 1,
  "brandIds": [
    1
  ],
  "frequencyLimits": [
    {
      "amount": 1200,
      "event": "IMPRESSIONS",
      "period": "DAILY",
      "scope": "CAMPAIGN"
    }
  ]
}
```

```
],
"priorityId": 1,
"campaignType": "FULL",
"reservationType": "CAMPAIGN",
"deliveryFactors": {
  "unit": "IMPRESSIONS",
  "volume": 10000,
  "budget": 2000
},
"internalNote": "apitest",
"externalKey": "testapi",
"publisherId": 1
}
```

Response - 200

```
{
  "internalId": 21,
  "name": "Apitest",
  "lifetimeStatus": "INCOMPLETE",
  "startDate": null,
  "endDate": null,
  "budget": "2000.00",
  "bookingBudgetSum": "0",
  "volume": 10000,
  "toReachUnit": "IMPRESSIONS",
  "advertiser": 1,
  "advertiserName": "Philips",
  "invoiceCompany": 1,
  "invoiceCompanyName": "Philips",
  "brands": [
    1
  ],
  "mediaBrands": [
    {
      "id": 1,
      "name": "Evnia"
    }
  ],
  "status": "CAMPAIGN",
  "priority": 1,
  "origin": "OTHER",
  "type": "FULL",
  "frequencyLimits": [
    {
      "amount": 1200,
      "event": "IMPRESSIONS",
      "period": "DAILY",
      "scope": "CAMPAIGN"
    }
  ],
  "createdBy": 33,
  "creationDate": "2026-07-14T12:36:00Z",
  "lastEditedBy": null,
}
```

```
{
  "lastEditedDate": "2026-07-15T13:31:14Z",
  "externalKey": "testapi",
  "poNumber": "95",
  "validTill": null,
  "deliveryScheme": {
    "uniform": true
  },
  "message": null,
  "creativeCount": 0,
  "internalNote": "apitest",
  "publisherId": 1
}
```

Response codes

Status	Meaning
200	Campaign updated.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
409	Conflict.
500	Internal Server Error - Unexpected failure.

Delete campaigns

```
DELETE /v1/campaigns/{campaignId}
```

(soft)delete Campaign by ID by (soft)deleting all its Bookings. Is limited by state (draft, or non-started auction).

Request

Parameter	In	Required	Type	Description
InternalId	path	Yes	integer	The campaign's ID.

Response codes

Status	Meaning
204	Campaign deleted.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
409	Conflict.
500	Internal Server Error - Unexpected failure.

Get a single campaign

```
GET /v1/campaigns/{campaignId}
```

Retrieves information on a single campaign.

Request body - CampaignDto

Parameter	In	Required	Type	Description
InternalId	path	Yes	integer	The campaign's ID.

Response - 201

```
{
  "internalId": 17,
  "name": "Philips Evnia QD OLED",
  "lifetimeStatus": "COMPLETED",
  "startDate": "2026-07-04T22:00:00Z",
  "endDate": "2026-07-10T21:59:00Z",
  "budget": "6600.00",
  "bookingBudgetSum": "4500.0",
  "volume": 1500000,
  "toReachUnit": "IMPRESSIONS",
  "advertiser": null,
  "advertiserName": null,
  "invoiceCompany": null,
  "invoiceCompanyName": null,
  "brands": [],
}
```

```

    "mediaBrands": [],
    "status": "CAMPAIGN",
    "priority": 1,
    "origin": "MCB",
    "type": "FULL",
    "frequencyLimits": [
      {
        "amount": 200000,
        "event": "IMPRESSIONS",
        "period": "HOURLY",
        "scope": "CAMPAIGN"
      },
      {
        "amount": 500000,
        "event": "IMPRESSIONS",
        "period": "DAILY",
        "scope": "CAMPAIGN"
      }
    ],
    "createdBy": 1,
    "creationDate": "2026-07-01T09:35:02Z",
    "lastEditedBy": null,
    "lastEditedDate": "2026-07-01T09:35:02Z",
    "externalKey": null,
    "poNumber": null,
    "validTill": null,
    "deliveryScheme": {
      "uniform": true
    },
    "message": null,
    "creativeCount": 2,
    "internalNote": "1.000.000 impressies\n6000 euro budget",
    "publisherId": 1
  }

```

Response codes

Status	Meaning
200	Campaign found.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
500	Internal Server Error - Unexpected failure.

Update campaign status

POST /v1/campaigns/{campaignId}/status

Update the status of a guaranteed campaign.

Changes only go in the following direction: draft -> offer (-> option) -> campaign
Any other changes to status (from example from *draft* to *campaign*) will result in an error.

Request Body - UpdateCampaignStatusRequest

Parameter	Required	Type	Description
<code>status</code>	Yes	string	Status you want to change the campaign to. Options are <code>DRAFT</code> , <code>OFFER</code> , <code>OPTION</code> or <code>CAMPAIGN</code>
<code>message</code>	No	string	Message to attach to the status change.

Changing a campaigns status

```
{
  "status": "OFFER",
  "message": "Apitest4"
}
```

Response - 200

```
{
  "internalId": 27,
  "name": "Apitest4",
  "lifetimeStatus": "PENDING",
  "startDate": "2026-07-19T22:00:00Z",
  "endDate": "2026-07-31T21:59:00Z",
  "budget": "0.00",
  "bookingBudgetSum": "1.0",
  "volume": 0,
  "toReachUnit": "IMPRESSIONS",
  "advertiser": 2,
  "advertiserName": "Logitech International S.A.",
  "invoiceCompany": null,
  "invoiceCompanyName": null,
  "brands": [
    2
```

```

    ],
    "mediaBrands": [
      {
        "id": 2,
        "name": "Logitech"
      }
    ],
    "status": "OFFER",
    "priority": 8,
    "origin": "MCB",
    "type": "GUARANTEED",
    "frequencyLimits": [],
    "createdBy": 30,
    "creationDate": "2026-07-20T13:01:12Z",
    "lastEditedBy": null,
    "lastEditedDate": "2026-07-22T07:40:52Z",
    "externalKey": null,
    "poNumber": "",
    "validTill": null,
    "deliveryScheme": {
      "uniform": true
    },
    "message": "Apitest4",
    "creativeCount": 0,
    "internalNote": "",
    "publisherId": 1
  }

```

Response codes

Status	Meaning
200	Campaign status update.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
422	Unprocessable entity (status change not allowed by business rules, see callout)
500	Internal Server Error - Unexpected failure.

Change the status of the bookings in a campaign

PATCH /v1/campaigns/{campaignId}/bookings/status

Conditionally update the status of the bookings in a campaign.

Request body

Parameter	Required	Type	Description
/	Yes	string	Status you want to change the bookings to. Options are <code>ACTIVE</code> , <code>PAUSED</code> , or <code>STOPPED</code>

Change the status of a campaigns' bookings

"PAUSED"

Response - 200

[
 28
]

Response codes

Status	Meaning
200	Booking status changed.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
500	Internal Server Error - Unexpected failure.

Get the booking shares of a campaign

```
GET /v1/campaigns/{campaignId}/booking-shares
```

Get Booking shares per booking ID for the campaign.

Request body - BookingShareDto

Parameter	In	Required	Type	Description
<code>InternalId</code>	path	Yes	integer	The campaign's ID.

Response - 200

```
[
  {
    "bookingId": 28,
    "share": 1.0
  }
]
```

Response codes

Status	Meaning
<code>200</code>	Booking share found.
<code>400</code>	Bad request - invalid input or parameters.
<code>401</code> / <code>403</code>	Not authenticated / not allowed.
<code>404</code>	Not Found - Resource not found.
<code>500</code>	Internal Server Error - Unexpected failure.

Get list of campaign types visible to user

```
GET /v1/campaigns/filterValues/types
```

Get a unique list of campaign types for campaign filtering. Only values used in campaigns visible to the users are returned.

Response - 200

```
[  
  "FULL",  
  "GUARANTEED",  
  "AUCTIONED"  
]
```

Response codes

Status	Meaning
200	Booking share found.
400	Bad request - invalid input or parameters.
401 / 403	Not authenticated / not allowed.
404	Not Found - Resource not found.
500	Internal Server Error - Unexpected failure.

Revision #15

Created 2025-10-03 11:23:14 UTC by Casper Steuperaert

Updated 2026-07-23 14:37:56 UTC by Casper Steuperaert