

EA RSOC API Documentation

Conversion Reports & S2S Integration Guide

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Conversion Reports MK2

Overview

ExplorAds platform provides several options for downloading reports via API and sending S2S (postback) events.

This document covers the **EA RSOC environment** reports API. Other environments have their own report endpoints with the same authentication mechanism — see, for example, the Gamob API documentation. One Organization token authorizes all report endpoints available to your account.

API Request Specification

ExplorAds API provides the reports in JSON format.

- Endpoint: `https://expldata.com/api/get-report`
- HTTP Method: `POST`

Headers

```
Content-Type: application/json
Authorization: <YOUR_API_TOKEN>
```

Request Body Schema

```
{
  "startDate": "string (YYYYMMDD)",
  "endDate": "string (YYYYMMDD)",
  "reportType": "string (report name)"
}
```

Request Parameters

PARAMETER	TYPE	REQUIRED	DESCRIPTION	EXAMPLE
startDate	string	Yes	Start date in YYYYMMDD format (PST timezone). If not provided, defaults to today from 00:00	"20250303"
endDate	string	Yes	End date in YYYYMMDD format (PST timezone). If not provided, defaults to today	"20250304"
reportType	string	No	Report type identifier (defaults to "conversions")	"conversions"

Request Examples

Basic Request

```
{
  "startDate": "20250301",
  "endDate": "20250301",
  "reportType": "conversions"
}
```

Daily Report Request

```
{
  "startDate": "20250303",
  "endDate": "20250310",
  "reportType": "daily"
}
```

Response Specification

Success Response (200)

The response is returned as base64-encoded gzip-compressed JSON.

Response Headers

```
Content-Type: application/json
Content-Encoding: gzip
Access-Control-Allow-Origin: *
```

Response Body Schema

Warning! Keep in mind that the order of members (attributes) in each of the data objects is not guaranteed.

```

{
  "data": [
    {
      "date": "string (YYYYMMDD)",
      "hour": "integer (0-23)",
      "device_type": "string",
      "country": "string",
      "utm_source": "string",
      "utm_medium": "string",
      "utm_term": "string",
      "utm_content": "string",
      "utm_ad": "string",
      "utm_campaign": "string",
      "utm_partner": "string",
      "utm_placement": "string",
      "utm_adset": "string",
      "utm_extra": "string",
      "ad_name": "string",
      "lang": "string",
      "origin": "string",
      "pub": "string",
      "rac": "string",
      "search_query": "string",
      "tm": "string",
      "landing_query": "string",
      "tspid": "string",
      "sum_estimated_earnings": "float",
      "count_conv": "integer",
      "adsense_clicks": "integer"
    }
  ],
  "report_info": {
    "start_date": "integer (timestamp)",
    "end_date": "integer (timestamp)",
    "report_type": "string",
    "total_records": "integer",
    "total_earnings": "float",
    "total_clickouts": "integer",
    "earnings_<tspid>": "float",
    "clickouts_<tspid>": "integer"
  }
}

```

Response Fields

FIELD	TYPE	DESCRIPTION
<code>data</code>	array	Array of conversion records
<code>data[].date</code>	string	Date in YYYYMMDD format
<code>data[].hour</code>	integer	Hour of day (0-23)
<code>data[].device_type</code>	string	Device type (mobile, desktop, tablet)
<code>data[].country</code>	string	Country code
<code>data[].utm_source</code>	string	UTM source parameter
<code>data[].utm_medium</code>	string	UTM medium parameter
<code>data[].utm_term</code>	string	UTM term parameter
<code>data[].utm_content</code>	string	UTM content parameter
<code>data[].utm_ad</code>	string	UTM ad parameter
<code>data[].utm_campaign</code>	string	UTM campaign parameter
<code>data[].utm_partner</code>	string	UTM partner parameter
<code>data[].utm_placement</code>	string	UTM placement parameter
<code>data[].utm_adset</code>	string	UTM adset parameter
<code>data[].utm_extra</code>	string	UTM extra parameter
<code>data[].ad_name</code>	string	Advertisement name
<code>data[].lang</code>	string	Language code
<code>data[].origin</code>	string	Origin domain
<code>data[].pub</code>	string	Publisher identifier
<code>data[].rac</code>	string	RAC parameter
<code>data[].search_query</code>	string	Search query
<code>data[].tm</code>	string	TM parameter
<code>data[].landing_query</code>	string	Landing page query

FIELD	TYPE	DESCRIPTION
<code>data[].tspid</code>	string	Traffic Source Partner ID
<code>data[].sum_estimated_earnings</code>	float	Total estimated earnings
<code>data[].count_conv</code>	integer	Number of conversions
<code>data[].adsense_clicks</code>	integer	Number of clicks reported by AdSense
<code>report_info.start_date</code>	integer	Report start timestamp
<code>report_info.end_date</code>	integer	Report end timestamp
<code>report_info.report_type</code>	string	Report type used
<code>report_info.total_records</code>	integer	Total number of records returned
<code>report_info.total_earnings</code>	float	Total earnings across all TSPIDs
<code>report_info.total_clickouts</code>	integer	Total clickouts across all TSPIDs
<code>report_info.earnings_<tspid></code>	float	Earnings for specific TSPID
<code>report_info.clickouts_<tspid></code>	integer	Clickouts for specific TSPID

Error Responses

400 Bad Request

```
{
  "error": "string",
  "timestamp": "string (ISO 8601)"
}
```

401 Unauthorized

```
{
  "error": "Unauthorized",
  "timestamp": "string (ISO 8601)"
}
```

Report Types

Available Report Types

TYPE	DESCRIPTION	INTERNAL MAPPING	DATA GRANULARITY	DATE RANGE SUPPORT
conversions	Conversion report data	rs1	Hourly	Single day only
daily	Daily aggregated report	daily	Daily	Multiple days

Report Type Details

conversions (Hourly Reports)

- **Data Source:** conversions-mk2 Database
- **Granularity:** Hourly data (0-23 hours)
- **Date Range:** Single day only (hourly reports support only a single date)
- **Grouping:** By hour, TSPID, and UTM parameters
- **Metrics:** sum_estimated_earnings , count_conv

daily (Daily Reports)

- **Data Source:** conversions-mk2 Database
- **Granularity:** Daily aggregated data
- **Date Range:** Multiple days supported
- **Grouping:** By date, TSPID, and UTM parameters
- **Metrics:** sum_estimated_earnings , count_conv
- **Special Handling:** Uses different remapping functions for daily aggregation

Data Processing Differences

Hourly Reports (conversions)

- Queries data hour by hour for each TSPID
- Groups data by hour, TSPID, country, device_type, and UTM parameters
- Uses remap_params for field mapping
- Hour field represents actual hour (0-23)

Daily Reports (daily)

- Queries data day by day for each TSPID
 - Groups data by date, TSPID, and UTM parameters
 - Uses remap_params_for_daily_report for field mapping
 - Hour field is always set to 0 for daily reports
 - Supports multiple date ranges
-

Authorization

Authentication Method

The API uses token-based authentication via the Authorization header with token.

A single token can support multiple tspid of the same Organization. But we can also generate different tokens for different tspid in case you need to isolate your traffic reports.

Authorization Examples

Postman Setup

1. Open Postman and create a new request
2. Set the request type to POST and enter the API URL
3. Go to the **Headers** tab
4. Select **Authorization** key

5. Paste the token in the **Value** field
6. In the **Body** tab, choose `raw` and set the content type to `JSON`
7. Paste the request payload and send the request

For Windows + Postman users

Windows + Postman users may, in rare cases, get an error when sending a request. In this case, use the options below.

```
curl -X POST "https://expldata.com/api/get-report" ^
-H "Authorization: **Your token should be here**" ^
-H "Content-Type: application/json" ^
-d "{ \"startDate\": \"20250303\", \"endDate\": \"20250303\",
  \"reportType\": \"conversions\" }"
```

```
curl -Method POST "https://expldata.com/api/get-report" \
-Headers @{Authorization="**Your token should be here**"; "Content-Type"="application/json"} \
-Body '{
  "startDate": "20250303",
  "endDate": "20250303",
  "reportType": "conversions"
}'
```

cURL Example (Linux/Mac)

```
curl -X POST "https://expldata.com/api/get-report" \
-H "Authorization: **Your token should be here**" \
-H "Content-Type: application/json" \
-d '{
  "startDate": "20250303",
  "endDate": "20250303",
  "reportType": "conversions"
}'
```

Python Example

```
import requests
import json
import base64
import gzip

url = "https://expldata.com/api/get-report"
headers = {
    "Authorization": " **Your token should be here** ",
    "Content-Type": "application/json"
}

data = {
    "startDate": "20250303",
    "endDate": "20250303",
    "reportType": "conversions"
}

response = requests.post(url, json=data, headers=headers)

if response.status_code == 200:
    # Get the base64-encoded response body
    response_data = response.json()
    # Decode base64 and decompress gzip
    compressed_data = base64.b64decode(response_data)
    json_data = gzip.decompress(compressed_data)
    result = json.loads(json_data)
    print("Report:", result)
else:
    print(f"Error: {response.status_code}, {response.text}")
```

Example Response

```
{
  "data": [
    {
      "date": "20250303",
      "hour": 0,
      "device_type": "mobile",
      "country": "US",
      "utm_source": "facebook",
      "utm_medium": "cpc",
      "utm_term": "health_symptoms",
      "utm_content": "banner_1",
      "utm_ad": "ad_123",
      "utm_campaign": "health_campaign_2025",
      "utm_partner": "partner_1",
      "utm_placement": "feed",
      "utm_adset": "adset_1",
      "utm_extra": "",
      "ad_name": "Health Symptoms Guide",
      "lang": "en-US",
      "origin": "https://www.explorads.com",
      "pub": "fb",
      "rac": "Learn More About Health Symptoms",
      "search_query": "Health Symptoms Guide",
      "tm": "ea",
      "landing_query": "health guide",
      "tspid": "tsp12",
      "sum_estimated_earnings": 0.15,
      "count_conv": 3,
      "adsense_clicks": 5
    }
  ],
  "report_info": {
    "start_date": 1709424000,
    "end_date": 1709510399,
    "report_type": "conversions",
    "total_records": 1,
    "total_earnings": 0.15,
    "total_clickouts": 3,
    "earnings_tsp_12345": 0.15,
    "clickouts_tsp_12345": 3
  }
}
```