# Impression-Level Revenue Data API (S2S)

Ad Revenue (Ad Mediation) Setup · https://tenjin.com/docs/impression-level-revenue-data-api-s2s/

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This endpoint should only be used when sending Impression-Level Revenue Data (ILRD) directly via S2S for a mediation provider that is not yet officially integrated with Tenjin.

## Authentication

We authenticate every request sent to the Tenjin server using the API Key as the username in basic auth or as a parameter api_key.

## Generic Endpoint

Path: `https://track.tenjin.com/v0/ad_impressions/`

Method: POST

Content-Type: application/x-www-form-urlencoded

## Device Information Parameters

Parameters with * are required

| Parameters | Example | Description |
|---|---|---|
| `bundle_id` * | com.tenjin.wordfinder | Bundle ID of the app. |
| `advertising_id` * | be277924-d076-456d-9a20-3c8dee5663d3 | The raw advertising ID of the device. Please note that the accepted with a valid device id (any of advertising_id, dev analytics_installation_id). It's important to stay consistent types.<br>For iOS, it should be IDFA. In the case of no user consent, empty or all zeros, and IDFV needs to be provided in deve with analytics_installation_id<br>For Android, either advertising_id or analytics_installation_ |

| | | |
|---|---|---|
| `developer_device_id` * | 5f4dcc3b-5aa5-40e1-8914-7a9c5d5ebf31 | Alternative field for device unique identifier, used when th id.For iOS, it should be IDFV. |
| `analytics_installation_id` * | 91d1c313-dd94-4bd3-bbbb-16c8b7afa054 | Tenjin generated Application install-specific identifier.Avai callback or SDK.Android SDKiOS SDKUnity SDK |
| `platform` * | ios | Platform of the app. `ios` , `android` (with Google Play Store (with no Google Play Store, e.g. devices with Chinese app Amazon App Store) |
| `app_version` * | 1.5 | The version of your app<br>For Android:<br>String app_version = context.getPackageManager().getPackageInfo(context.get 0).versionName + "." + context.getPackageManager().getPackageInfo(context.get 0).versionCode)<br>For iOS:<br>[[[NSBundle mainBundle] infoDictionary] objectForKey:@"CFBundleShortVersionString"] |
| `app_version_code` | 2 | Android only<br>Android App Version: https://developer.android.com/studio |
| `build_id` | RQ3A.211001.001 | For Android:<br>String build = String.valueOf(Build.ID)<br>For iOS:<br>@import Darwin.sys.sysctl;<br>NSString *build(void) { size_t bufferSize = 64; NSMutable = [[NSMutableData alloc] initWithLength:bufferSize]; = sysctlbyname("kern.osversion", buffer.mutableByt NULL, 0); if (status != 0) { return nil; } return [[NSStri alloc] initWithCString:buffer.mutableBytes encoding:N |
| `carrier` | T-2 | Mobile Carrier (Internet Service Provider) |
| `connection_type` | wifi | mobile/wifi |
| `country` | US | The ISO locale country codes standard (see Apple docume |
| `device` | blueline | Android: android.os.Build.DEVICE (reference)iOS: systemIn |
| `device_brand` | google | |

| | | |
|---|---|---|
| `device_manufacturer` | Google | |
| `device_model` | Pixel 3 | **For Android:** String device = Build.MODEL; **For iOS:** @import Darwin.sys.sysctl; NSString *device(void) { size_t bufferSize = 64; NSMutab = [[NSMutableData alloc] initWithLength:bufferSize]; = sysctlbyname("hw.machine", buffer.mutableBytes, 0); if (status != 0) { return nil; } return [[NSString alloc] initWithCString:buffer.mutableBytes encoding:N |
| `device_product` | blueline | Android only: build.PRODUCT |
| `language` | en | Two-letter ISO 639-1 Code |
| `limit_ad_tracking` | FALSE | Device limits ad tracking? (true, false) |
| `opt_in` | TRUE | Device Opt-in consent for GDPR compliance: Tenjin SDK in |
| `locale` | en_US | **For Android:**String locale = Locale.getDefault().toString( **For iOS:**[[NSLocale currentLocale] localeIdentifier] |
| `os_version` | 14 | **For Android:** String.valueOf(Build.VERSION.SDK_INT) **For iOS:** [[UIDevice currentDevice] systemVersion] |
| `os_version_release` | 14.3.1 | For Android only: full os release version |
| `timezone` | Europe/Ljubljana | |
| `user_agent` | Linux; U; Android 11; SM-A505FN Build/RP1A.200720.012 | User agent of user's device |
| `screen_height` | 2028 | |
| `screen_width` | 1080 | |
| `sent_at` | 1693581566830 | Epoch time in milliseconds |
| `session_id` | f4239af1-cd6f-49e8-8b97-f61a9e81a7e0 | |
| `source_app_store` | googleplay | Android only: `unspecified`, `googleplay`, `amazon`, `other` |

| | | |
|---|---|---|
| `ip_address` * (Required to determine device country) | 87.123.246.9 | The User’s IP Address.  This is used to look up countries fo consent parameters. |
| `ad_user_data` (Required by Google) | 1 | Google User Consent Signal Parameter: consent of 3P trar data for ads1 for consent granted0 for consent deniedRen entirely from the request (do not set blank) when there is |
| `ad_personalization` (Required by Google) | 1 | Google User Consent Signal Parameter: consent of person granted0 for consent deniedRemove the parameter entire not set blank) when there is no user consent data |

## Revenue Information Parameters

Parameters with * are required

| Parameters | Example | Description |
|---|---|---|
| `ad_revenue_mediation` * | max | Mediation platform name, please use values below,: `max` , `ironsource` , `admob` , `topon` , `cas` , `tradplus` For other mediation, use `custom` . |
| `network_name` * | mintegral | Network name that display the ad, usually passed by the mediation provider |
| `currency` * | USD | The ISO currency codes, e.g. USD, JPY |
| `revenue_decimal` * | 0.001 | Revenue in decimal for ONE impressiononly require either revenue_decimal or revenue_cpmWhen receive both, revenue_decimal will be prioritized |
| `revenue_cpm` | 1.0 | Revenue in CPM, equals to revenue_decimal * 1,000 |
| `mediation_country` | US | Country from mediation provider, in the ISO two-letter country codes e.g. US |
| `ad_unit_id` | 09807a44b2f855cc | Ad unit ID reported by the winning network |

| | | |
|---|---|---|
| `ad_format` | banner | Format of the ad unit: `banner`, `mrec`, `xpromo`, `native`, `leaderboard` / `leader`, `interstitial` / `inter`, `rewarded` / `reward`, `rewarded_inter` / `rewarded_interstitial` |
| `precision` | BID | Value passed by mediation, indicates the source of the revenue, like BID, CPM, RATE |
| `creative_id` | 9299584 | Value passed by mediation, |
| `placement` | Banner123 | Value passed by mediation for publisher-defined ad placement name |
| `network_placement` | Banner_name | Placement name of the external Ad Network |
| `auction_id` | 27d38ef0-847c-11ec-8b8d-3fe5d30476ca_765960010 | Value passed by mediation |

## Request Example

*JSON*

```
curl -X POST https://track.tenjin.com/v0/ad_impressions/ -H "Content-Type: application/x-www-form-urlencoded" -d 'api_key=api_key&advertising_id=123&ad_revenue_mediation=max&network_name=google&mediation_country=US&currency=USD&ad_unit_id=1&ad_format=banner&revenue_decimal=0.01&precision=BID&creative_id=2&placement=banner_1&auction_id=3&bundle_id=com.tenjin.test&platform=ios&ad_user_data=1&ad_personalization=1'
```