



## CPM Bid Value Modification through API

This document details the process on how to change the CPM bid value of an existing Campaign through an API.

To change the CPM bid value of any existing Campaign, the user will have to follow the process as listed below.

1. Update CPM Bid value through API &
2. Get Campaign details (optional)

**Update CPM Bid value API** is used to modify the Bid value that is set for an existing campaign for the Advertiser/Account user. User will have to specify the Campaign ID in the *API path variable* and the Bid value in *Request Body* and call the API to update new CPM value for the Campaign ID specified.

**Get Campaign details API** is used to get the details of an existing Campaign. User will have to input the Campaign ID and call the API to get the details.

### **1. Update CPM Bid value API :**

**Description:** This API is used to change the CPM bid value of a Campaign for an authenticated user.

**Request API:** <https://api.vertoz.com//ip/campaign/updateCpm/{id}>

**Pass tokenId in Header e.g "tokenId : 09800913190159154"**

**Request Method:** PUT

**Request Body :**

```
{  
  "cpm":2.35  
}
```

**Path Variable:**

Parameters	Is required	Description	Type
<a href="#">id</a>	Yes	User has to input the campaign ID (campaign id for which CPM value is to be changed)	integer



**Json:**

Parameters	Is required	Description	Type
cpm	Yes	User has to input the New CPM value which is to be changed.	double

**2. Response in JSON:**

```
{  
  "message": "CPM for Campaign  
  updated successfully!",  
  "data": campaignId,  
  "statusCode": 200  
}
```

**Sample Response**

```
{  
  "message": "CPM for Campaign updated successfully!",  
  "data": 2265,  
  "statusCode": 200  
}
```

**2. Get Campaign details API**

**Description :** This API is to get the details of campaign by campaign ID.

**Request API:** <https://api.vertoz.com/ip/campaign/detail?Id={campaignId}>

**Method:** GET

**RESPONSE :**

```
{  
  "campaignId": 2135,  
  "campaignName": "testBusiness",  
  "userId": 11429,  
  "userName": "Thiresh Marripalem",  
  "remoteCampaignId": 0,  
  "networkTypeId": 13,  
}
```



```
"sspIdList": "41,47,87,96,143,144,1156,1161,1163,1170,1178",
"networkName": "Vertoz_DSP",
"campaignCreatedDate": 1529677906000,
"campaignCategoryLabMappingId": 0,
"campCategoryLabIds": "",
"piggybackPixelFlag": false,
"piggybackImpressionPixel": "",
"piggybackClickPixel": "",
"piggybackConversionPixel": "",
"campaignAudienceTargettingHour": "",
"campaignSSPList": [{
  "id": 41,
  "name": "Smarty Ads"
}, {
  "id": 47,
  "name": "XapAds"
}, {
  "id": 87,
  "name": "SMRTB"
}, {
  "id": 96,
  "name": "Fidelity"
}, {
  "id": 143,
  "name": "Atomx-SSP"
}, {
  "id": 144,
  "name": "Epom-SSP"
}, {
  "id": 1156,
  "name": "Vokut"
}, {
  "id": 1161,
  "name": "Smarty Remnant"
}, {
  "id": 1163,
  "name": "BrightCom"
}, {
  "id": 1170,
  "name": "Veuhub"
}, {
  "id": 1178,
  "name": "Admixer"
}],
"conversionFlag": false,
"conversionEntryIds": "",
"conversionCountFlag": true,
"conversionClickWindow": "",
"conversionCategoryIds": "",
"conversionPixelTagId": 0,
"conversionPixelTag": "",
"visibility": "1,2",
"clientId": 0,
"cGroupId": 3,
"clientName": "",
"cGroupName": "Self Managed Client",
"adminOptimisedBidPer": 100.0,
"adminOptimisedBidPerValue": 0.07,
```



```
"agencyRevSharePer": 0.0,
"agencyRevSharePerValue": 0.0,
"agencyOptimisedBidPer": 0.0,
"agencyOptimisedBidPerValue": 0.0,
"vzIds": "",
"revSharePerValue": 0.07,
"hourlyBudget": 0.0,
"conversionWindowFlag": false,
"conversionViewWindow": "",
"collisionFlag": false,
"remainingBudget": 10.0,
"campaignType": 0,
"siteId": 0,
"connetionTypeIds": "",
"deviceTypeIds": "1",
"whiteListIpRange": "",
"blackListIpRange": "",
"positionIds": "",
"ispIds": "",
"bidRequestParameters": "",
"clickAttributionIds": 0,
"viewAttributionIds": 0,
"attributionWindowFlag": false,
"currencyUnitName": "AFN",
"mediaChannelId": 1,
"spendByImpressions": 0.0,
"spendByWin": 0.0,
"targetingProductIds": "",
"spendFlag": 0,
"locationList": [],
"campLocationIds": "1",
"stateList": [],
"includeStateIds": "",
"excludeStateIds": "",
"campaignStateMapping": [],
"cityList": [],
"cityIds": "",
"campaignStatus": 8,
"campaignStatusName": "Active",
"campaignDeleted": 0,
"campaignTotalBudget": 10.0,
"campaignDailyBudget": 0.0,
"campaignCPM": 0.1,
"campaignCPC": 0.1,
"dealTypeId": 5,
"campaignStartDate": 1529677686000,
"campaignEndDate": 1530316800000,
"creativeIds": "2946",
"campaignCreativeList": [{
  "id": 2946,
  "name": "TestForDoc",
  "code": "4"
}],
"keywordFileList": [],
"campaignKeywordList": [],
"wurflOsList": [],
"wurflOsIds": "",
"campaignWurflOsList": [],
```



```
"deviceList": [],
"campaignDeviceList": [],
"wurflBrowserList": [],
"wurflBrowserIds": "",
"campaignWurflBrowserList": [],
"campaignRevSharePer": 70.0,
"campState": 0,
"freqFlag": false,
"freqMaxPerDay": 0,
"freqMaxPerHour": 0,
"impMaxPerDay": 0,
"impMaxPerHour": 0,
"budgetType": 1,
"availableAmount": 159.410093,
"domainIds": "",
"campaignDomainList": [],
"ipAddressIds": "",
"campIpAddressList": [],
"publisherListIds": "",
"campPublisherLists": [],
"publisherListFlag": false,
"campDaysList": [],
"campHourlyPartList": [],
"bidVal": 0.0,
"inHouseCampaign": true,
"runOfNetwork": false,
"accountMgrId": 0,
"groupId": 0,
"flightDates": 2,
"limit": 2,
"impTypeId": 1,
"budgetTypeId": 1,
"spendImp": false,
"spendBudget": false,
"frequencyCapId": 2,
"landingPageUrl": "",
"scopeId": 2,
"exchangeIds": "",
"productId": "1",
"campaignAstatus": 12,
"campaignAstatusName": "pending",
"campaignTLD": "",
"pausedComment": "Please launch your campaign.",
"isPaused": false,
"bundleListFlag": false,
"deviceListFlag": false,
"postalCodeBlackListIds": "",
"postalCodeWhiteListIds": "",
"campaignPostalCodeMapping": [],
"campPostalCodeList": [],
"bundleListIds": "",
"campBundleIdLists": [],
"deviceListIds": "",
"campDeviceIdLists": [],
"updateStatus": 0,
"selectedCarriers": [],
"excludePlatformIds": "",
"excludeBrowserIds": "",
```



```
"includeDeviceIds": "",
"excludeDeviceIds": "",
"excludeCityIds": "",
"excludeLocationIds": "",
"excludeIabIds": "",
"excludeIspIds": "",
"socialInfluenceIds": "",
"campaignOsMapping": [],
"campaignBrowserMapping": [],
"campaignCityMapping": [],
"campaignLocationMapping": [],
"campaignDeviceMapping": [],
"campaignAudienceTargetingMapping": [],
"scheduleHours": "1-2,3-4",
"scheduleTime": "1,2,3,4",
"isScheduleMore": true,
"campaignSchedulerDate": [{
  "entryId": 0,
  "startDate": "2018-07-01 00:00:00",
  "endDate": "2018-07-20 00:00:00",
  "scheduleHours": "1-2,3-4"
}],
"targetedIds": "",
"excludedIds": "",
"blackListedTagIdListIds": "",
"whiteListedTagIdListIds": "",
"campaignTagIdListMapping": [],
"clonedOf": 0,
"clonedRenamed": false,
"byLaunch": false,
"diversityPercentage": 0,
"activeOptRuleFlag": false,
"googleBillingIds": "",
"pmpDealIds": "",
"campaigningLotameSegmentMapping": []
}

"lotameTargetedIds": "",
"lotameExcludedIds": "316080,316084,316101,316676,316710,316330,316689",
"eventSegmentList": [],
"audienceTargetingList": [],
"audienceBlacklistTargetingList": [],
"childSspIds": "17,18,19,20,33,34,35,36,37,38,39,40,41,42,46,47,48,49,50,51",
"blackListedpageUrlListIds": "",
"whiteListedpageUrlListIds": "",
"campaignPageUrlListMapping": [],
"blackListedTagIdListIds": "",
"whiteListedTagIdListIds": "",
"campaignTagIdListMapping": [],
"clonedOf": 0,
"clonedRenamed": false,
"byLaunch": false,
"diversityPercentage": 0,
"activeOptRuleFlag": false,
"googleBillingIds": "",
"pmpDealIds": "",
"campaigningLotameSegmentMapping": []
}
```