



DoubleVerify

Data API

Technical Client Documentation

Table of Contents

Overview	2
Endpoints	2
Header Details.....	2
Request Types List	6
Data Load Time.....	6
Dimensions	8
Metrics.....	9
Request Types Info	9
Templates	11
Compatibility	12
Data Request	13
Metric Threshold.....	14
Status	15
Fetch Data	16
HTTP Status, Warning, and Failure Codes	16

Overview

The following is the documentation for DoubleVerify's Data API. The RESTful API enables DV clients to programmatically receive DV measurement and verification data for their tag-based and social campaigns.

The following prerequisites are required to pull DV data:

- Access to the DV Pinnacle® platform
- User must be assigned to at least one DV Reporting Program

For any questions please reach out to dataapi@doubleverify.com.

Endpoints

Access for the Standard, Proprietary Media Gardens (formerly known as Social Platforms), GroupM Billable and DV Authentic Attention® Report Request Types will be available via: <https://data-reporting.doubleverify.com>.

Proprietary Media Gardens report types include Meta, Meta Brand Suitability, YouTube, YouTube Video Incident Reporting, Twitter, Tweet Incident Reporting, TikTok, TikTok Video Incident Reporting, Snapchat and Pinterest.

Header Details

Key	Example Value	Description
Accept	*/*	all accepted
Content-Type	application/json	JSON accepted
Authorization	Bearer ds982df9sasda9	Bearer token. This is generated from the Pinnacle UI. Please note the word "Bearer" must be included.

Note: DoubleVerify has updated the list of available Report Request Types and consolidated the Report Request Types as noted in the tables below. Any calls for now removed Report Request Types will fail and any existing call should be updated to reflect this new information.

Old Report Request Type	New Report Request Type
Standard	Standard
PMX Display and Video	Standard
GroupM Display and Video	Standard
Authentic Attention	Authentic Attention
GroupM Billable	GroupM Billable

With Proprietary Media Gardens changes, each platform is now nested under the Proprietary Media Gardens report type, formerly known as the Social Platforms report type.

Additionally, in consolidating these reports, many fields will be shifted into their respective Proprietary Media Garden report request types. Fields found within the original report type will be available in the new report type.

Proprietary Media Garden	Old Report Request Type	New Report Request Type
Meta	Facebook	Meta
Meta	Facebook Brand Suitability	Meta Brand Suitability
Meta	GroupM Facebook	Meta
Meta	PMX Facebook	Meta
Pinterest	GroupM Pinterest	Pinterest
Snapchat	GroupM Snapchat	Snapchat
Snapchat	PMX Snapchat	Snapchat
Netflix	GroupM Netflix	Netflix
Netflix	PMX Netflix	Netflix
TikTok	GroupM TikTok	TikTok
TikTok	PMX TikTok	TikTok
Twitter	GroupM Twitter	Twitter
Twitter	PMX Twitter	Twitter
YouTube	Video Incident Reporting	YouTube Video Incident Reporting

Name	Method	URL	Description
Request Types List	GET	/requestTypes	<p>This endpoint has been updated to return the updated list of available Request Types (Standard, Proprietary Media Gardens, Authentic Attention, GroupM Billable).</p> <p>This endpoint provides the updated, consolidated list of all of the Request Types offered. The IDs from this endpoint are needed in the Request Type Info endpoint.</p>
Data Load Time	GET	/dataloadtime	<p>This endpoint returns the Last Available Datetime per Request Type. Data is available for the Request Type up until the date listed in the response. The information from this endpoint should be used when defining the To Date in the Data Request endpoint.</p>

Name	Method	URL	Description
Dimensions	GET	/requestTypes/{requestTypeID}/dimensions	<p>This endpoint returns a list of all dimensions available for a given report type. Each dimension will have the dimension ID and the dimension name.</p>
Metrics	GET	/requestTypes/{requestTypeID}/metrics	<p>This endpoint returns a list of all metrics available for a given report type. Each metric will have the metric ID, metric name and metric type (Number or Rate).</p>
Request Types Info	GET	/requestTypes/{id}	<p>This endpoint enables a user to request and receive a list of the available templates and corresponding IDs per Request Type.</p> <p>Templates are a list of recommended dimensions and metrics per Request Type. The IDs from this endpoint are needed in the Templates endpoint.</p> <p>This endpoint also provides data on which timezones are available per Report Request Type.</p>

Name	Method	URL	Description
Templates	GET	GET /requestTypes/{requestTypeID}/templates/{templateID}	<p>This endpoint returns a list of dimensions and metrics per template. DV offers hundreds of data points, and not all of them can necessarily be pulled in the same report.</p> <p>The Templates endpoint provides you with a list of dimensions and metrics that are compatible with one another. We recommend using the fields provided in the Data Request endpoint.</p>
Compatibility	POST	/compatibility	<p>This endpoint enables a user to check if the dimensions and metrics they are interested in pulling are compatible. The response will provide a list of additional dimensions and metrics that are compatible with the dimensions and metrics requested.</p> <p>We recommend using this endpoint with the desired combination of dimensions and metrics to ensure that they are compatible with one another before using the Data Request endpoint. An incompatible request will result in a 400 error.</p>

Name	Method	Version	Description
Data Request	POST	/requests	<p>This endpoint enables a user to send their asynchronous data request. The information the user will need to include in this request are: Request Type, Date Range, Dimension IDs, Metric IDs, Dimension Names (optional), Metric Names (optional), Filters (optional), Thresholds (optional) and Timezone.</p> <p>The user will receive a Request ID in response if the request is successful. We recommend using a combination of the results of the Templates and Compatibility endpoints to help you post a proper Data Request.</p>
Status	GET	/requests/{id}/status	<p>This endpoint returns the status of their Data Request by including the Request ID in the request.</p>

Name	Method	Version	Description
Fetch Data	GET	/requests/{id}/data	This endpoint returns the data in their Data Request by including the Request ID in the request.

Request Types List

Request Details: *GET /requestTypes*

This call lists all Request Types. Report Request Types have been consolidated, as listed above.

Request Body Fields

Name	Type	Description
id	integer	ID of the Request Type
name	string	Name of the Request Type (i.e. Standard, Proprietary GroupM Billable)

Request Example: *GET /requestTypes*

Response Example:

```

1  {
2    {
3      "id": 1,
4      "name": "Standard",
5      "href": "/requestTypes/1"
6    },
7    {
8      "id": 10,
9      "name": "Authentic Attention™",
10     "href": "/requestTypes/10"
11   },
12   {
13     "id": 17,
14     "name": "GroupM Billable",
15     "href": "/requestTypes/17",
16     "requiredPermission": "has_groupm_iq"
17   }
18 }

```

Data Load Time

Request Details: *GET /dataloadtime*

This call lists the Last Available Date per Request Type. The datarange time available will be updated more frequently as DoubleVerify provides intraday reporting. If there are any missing days in the date, then that information will be exposed.

Request Body Fields

Name	Type	Description
requestTypeId	integer	ID of the Request Type
requestTypeName	string	Name of the Request Type (i.e. Standard, Facebook)
loadTime	datetime	The last time data was loaded
earliestData	datetime	The earliest available data per Report Request Type
gaps	array	Any gap that exists in the data. Please note that permanent gaps will not be backfilled.

Request Example: *GET /dataLoadTime*

Response Example:

```
[
  {
    "requestTypeId": 1,
    "requestTypeName": "Standard",
    "loadTime": "2023-01-31T14:00:00+00:00",
    "earliestData": "2021-07-31T22:21:07.5908699+00:00",
    "gaps": [
      {
        "isPermanent": true,
        "from": "2022-04-06T17:00:00+00:00",
        "to": "2022-04-06T18:00:00+00:00"
      }
    ]
  },
  {
    "requestTypeId": 10,
    "requestTypeName": "Authentic Attention",
    "loadTime": "2023-01-31T14:00:00+00:00",
    "earliestData": "2021-07-31T22:21:07.5909248+00:00",
    "gaps": [
      {
        "isPermanent": true,
        "from": "2022-04-06T17:00:00+00:00",
        "to": "2022-04-06T18:00:00+00:00"
      }
    ]
  }
],
```


Dimensions

Request Details: *GET /requestTypes/{requestTypeID}/dimensions*

This lists all dimensions per Request Type. Some Dimension Names have been removed and replaced. Please review the DoubleVerify Report Builder Field Changes documentation for more information.

Request Body Fields

Name	Type	Description
requestType	integer	ID of the Request Type (i.e. Standard report type ID is 1)
href	string	Resource URL of the specific response object
id	integer	Dimension ID
name	string	Dimension Name

Request Example: *GET /requestTypes/1/dimensions*

Response Example:

```

1  {
2    {
3      "href": "/requestTypes/1/dimensions/68351092/values",
4      "id": 68351092,
5      "name": "Device Delivery Type"
6    },
7    {
8      "href": "/requestTypes/1/dimensions/99281409/values",
9      "id": 99281409,
10     "name": "UC Category Name"
11   },
12   {
13     "href": "/requestTypes/1/dimensions/53423887/values",
14     "id": 53423887,
15     "name": "Ad Server Campaign Code"
16   },
17   {
18     "href": "/requestTypes/1/dimensions/99281523/values",
19     "id": 99281523,
20     "name": "Delivery Country Code"
21   },
22   {
23     "href": "/requestTypes/1/dimensions/77658917/values",
24     "id": 77658917,
25     "name": "App Name"
26   },
27   }

```

Metrics

Request Details: *GET /requestTypes/{requestTypeID}/metrics*

This lists all metrics per Request Type. Some Metric Names have been removed and replaced. Please review the DoubleVerify Report Builder Field Changes documentation for more information.

Request Body Fields

Name	Type	Description
requestType	integer	ID of the Request Type (i.e. Standard report type ID is 1)
metricType	string	Number of Rate
id	integer	Metric ID
name	string	Metric Name

Request Example: *GET requestTypes/1/metrics*

Response Example:

```

22 |   {
23 |     "metricType": "Rate",
24 |     "id": 99940124,
25 |     "name": "Hijacked Devices Filter Rate"
26 |   },
27 |   {
28 |     "metricType": "Rate",
29 |     "id": 1480009,
30 |     "name": "On Language EL Block Rate"
31 |   },
-- |  ]

```

Request Types Info

Request Details: *GET /requestTypes/{id}*

This lists all information about a single Request Type. Calls for removed Report Request Types will fail.

Request Body Fields

Name	Type	Description
id	integer	ID of the Request Type
name	string	Number of the Request Type (i.e. Blocking, Monitoring, Overview)
href	string	Resource URL of the specific response object

Name	Type	Description
templates	array of template objects, see example below	Template will include the child related to the parent Template. Data will include: id, name, requestType, href
timeZones: displayName	string	Timezone User friendly display Name
timeZones: ianaTimeZone	string	Timezone that should be used on Report Request

Request Example: *GET /requestTypes/1*

Response Example:

```

{
  "templates": [
    {
      "id": 32,
      "name": "Standard - Overview",
      "requestType": 1,
      "href": "/requestTypes/1/templates/32"
    },
    > ...
    > ...
    > ...
    > ...
    > ...
    > ...
    > ...
  ],
  "timeZones": [
    {
      "displayName": "(GMT) Greenwich Mean Time (GMT)",
      "ianaTimeZone": "GMT"
    },
    {
      "displayName": "(GMT) Universal Coordinated Time (UTC)",
      "ianaTimeZone": "UTC"
    },
    {
      "displayName": "(GMT+1:00 / GMT+2:00) Central European Time (CET/CEST)",
      "ianaTimeZone": "Europe/Amsterdam"
    }
  ]
}

```

Templates

Request Details: `GET /requestTypes/{requestTypeID}/templates/{templateID}`

This lists all dimensions and metrics for that template. Some Templates have been removed, and calls for any removed Templates or removed Report Request Types will fail. Please refer to your list of created Templates and review any changes.

Name	Type	Description
id	integer	ID of the Template
name	string	Name of the Template
requestType	integer	ID of the parent group the Request Type falls into
href	string	ID of the parent group the Request Type falls into (i.e. Parent of Meta is Proprietary Media Gardens)
dimensions	array	Resource URL of the specific response object
metrics	array	IDs, Names and Filter Values of dimensions in the template

Request Example: `GET /requestTypes/1/templates/201459`

Response Example:

```

1  {
2    "dimensions": [
3      {
4        "href": "/requestTypes/1/dimensions/11047811/values",
5        "id": 11047811,
6        "name": "Media Type"
7      },
8      {
9        "href": "/requestTypes/1/dimensions/37005885/values",
10       "id": 37005885,
11       "name": "Media Property"
12     }
13   ],
14   "metrics": [
15     {
16       "metricType": "Rate",
17       "id": 99940775,
18       "name": "Custom Viewable Rate"
19     }
20   ]
21 }

```

Compatibility

Request Details: *POST /compatibility*

This determines which dimensions and metrics are compatible given a request type and zero or more other dimensions and metrics.

Request Body Fields

Name	Type	Description
requestType	integer	ID of the Request Type
dimensions	array	IDs, Names and Filter Values of dimensions in the template
metrics	array	IDs, Names and Metric Types of metrics in the template

Request Example: *POST /compatibility*

Response Body Example:

```

1  {
2    "requestType": 1,
3    "dimensions": [
4      {
5        "id": 11047811,
6        "name": "Media Type"
7      }
8    ],
9    "metrics": [
10   {
11     "name": "Monitored Ads",
12     "id": 76388229
13   }
14 ]
15 }
```

Response Example:

```

1  {
2    "requestType": 1,
3    "dimensions": [
4      {
5        "id": 11047811,
6        "name": "Media Type"
7      },
8      {
9        "id": 99281399,
10       "name": "Universal App Name"
11      },
12     {
13       "id": 37005885,
14       "name": "Media Property"
15     },

```

Data Request

Request Details: *POST /requests*

This call makes a data request given a type, dimensions, and metrics. Calls for any removed Report Request Types or any removed dimensions or metrics will fail.

Request Body Fields

Name	Type	Description
requestType	integer	ID of the Request Type
dimensions	array	IDs and Names of dimensions in the template. Names are not required. If the Name is not included or if input as an empty string, it will return DV default dimension names in the Fetch Data endpoint. Any other input (including plain whitespace) will return whatever you labeled it. Dimension Filters can also be applied on the Data Request.
metrics	array	IDs and Names of metrics in the template. Names are not required. If the Name is not included or if input as an empty string, it will return DV default metric names in the Fetch Data endpoint. Any other input (including plain whitespace) will return whatever you labeled it. Metric Thresholds can also be applied on the Data Request.
dateRange	Object with "from" and "to" properties that are each a datetime. See example below.	Date Range for the Data is in UTC unless otherwise specified, and in ISO 8601 format. Format: yyyy-MM-dd hh:mm:ss.ffffZ
timeZone	string	Timezone of the request data

Note: If the date range includes dates for which there is a gap or missing data, DoubleVerify will still provide a report but will indicate in headers that the report contains partial data.

If a user chooses a Start Date after the last available datetime listed in the Data Load Time endpoint, this will result in an error.

If a user chooses an End Date after the last available datetime listed in the Data Load Time endpoint, this will result in the report exposing data up until the Last Available Datetime listed in the Data Load Time endpoint.

Request Example: *POST /requests*

Response Body Example:

```
{
  "requestType": 1,
  "dimensions": [
    {
      "id": 56819777,
      "name": "Date"
    },
    {
      "id": 53423887,
      "name": "Ad Server Campaign Code"
    },
    {
      "id": 3440670,
      "name": "Placement Code"
    },
    {
      "id": 11047811,
      "name": "Media Type",
      "filterValues": [
        "Display"
      ]
    }
  ],
  "metrics": [
    {
      "id": 58780407,
      "name": "Requests"
    },
    {
      "id": 76388229,
      "name": "Monitored Ads"
    }
  ],
  "dateRange": {
    "from": "2022-11-29 04:00:00.0000Z",
    "to": "2022-12-01 04:00:00.0000Z"
  },
  "timeZone": "America/New_York"
}
```

Metric Threshold

The Operator property must be one of the following seven string operators: >, >=, <, <=, =, AND, OR. The relational Operators (>, >=, <, <=, =) will act on the MetricID and Value defined on the object itself, while the Boolean Operators ("AND", "OR") will act on its Children objects. Every MetricThresholds object must have a relational Operator along with MetricID and Value, or a Boolean Operator and Children. Please see the Request Body example above.

Request Body Fields

Name	Type	Description
id	string	ID of the Report Request
status	string	Status of Report Request
message	string	Explanation of Status
href_status	string	Resource URL of the specific response object

Response Example:

```

{
  "id": "wH32gQk0kLNgk08F",
  "status": "Queued",
  "message": "Request was submitted successfully.",
  "href_status": "/requests/wH32gQk0kLNgk08F/status"
}

```

Status

Request Details: *GET /requests/{id}/status*

This returns status for current reports.

Request Body Fields

Name	Type	Description
id	string	ID of the Report Request
status	string	Status of report request
message	string	Explanation of Status
hrefstatus	string	Resource URL of the specific response object
hrefData	string	Resource URL of the object needed to pull data from Fetch Data endpoint

Request Example: *GET/requests/535cc0a115684c9d8a1576a77e9e~494132366:01a9035b-0000-d7bc-0000-2cf12f0aa046/status*

Response Examples:

```

{
  "hrefData": "",
  "id": "5b0cb712e499433fa39e68316b8bf404~49413983606514:a0f2fd65-608f-4327-afb8-2db407fe3f1d",
  "status": "In Progress",
  "message": "Data execution in progress",
  "hrefStatus": "/requests/5b0cb712e499433fa39e68316b8bf404~494139514:a05-608f-4327-afb8-2db407fe3f1d/status"
}

```


Fetch Data

Request Details: *GET /requests/{id}/data*

This provides the data result for the given request. The ID provided by the Data Request endpoint will be valid for 30 days from the time the data from that request is available. For this endpoint, the "Accept" header MUST be set to "text/csv". The "Accept-Encoding" header may be set to any valid combination of "gzip", "deflate", "identity", and "*". The response will be a CSV stream, optionally encoded per the "AcceptEncoding" header. DoubleVerify strongly recommends that the header is set to accept encoding.

Request Body Fields

Name	Type	Description
id	integer	ID of the Report Request

Request Example: *GET/requests/535cc0a115684c9d8a156a77e9e~494112366:01a9035b-0000-d7bc-0000-2cf12f0aa046/data*

Accept: *CSV*

Accept-Encoding: *gzip;q=0.8,deflate;q=0.7,identity;q=0.5,*,q=0.1*

HTTP Status, Warning, and Failure Codes

Code	Message	Description
200	OK	Successful HTTP Request
400	Bad Request	Request had syntax issues
401	Unauthorized	User is missing a valid token
403	Forbidden	When the user is authenticated but is not authorized to perform the requested operation on the given resource
500	Service Unavailable	The service is currently unavailable due to an internal error at DoubleVerify

On failed responses, an X-Warning header will be set with more specific details. Please note that this header value will need to be URL-decoded.