

PubAdHub Brand List API

API Integration Documentation

For Publishers · Affiliates · Offer Partners · Integration Teams

Endpoint: GET /api/brands-list

Base URL: https://statsapi.pubadhub.com

This document provides developers with essential details for integrating the PubAdHub API, specifically focusing on retrieving the brand list. It outlines the required request structure, usage of access keys, handling domain information, and how to utilize home page and deeplink URLs effectively within your applications.

1. Overview

1.1 Introduction

The API uses the GET request method and requires an AccessKey in the HTTP header for authorization, ensuring secure and controlled access.

Use the Brand List API to retrieve merchant/brand records, including brand name, merchant category, verification status, tracking URLs (homepage and deeplink), country eligibility, traffic restrictions, deal flags, and commission information.

1.2 Integration Overview

To retrieve the brand list, send a GET request to the brands-list endpoint. The request must include the AccessKey in the HTTP request header with your assigned key value.

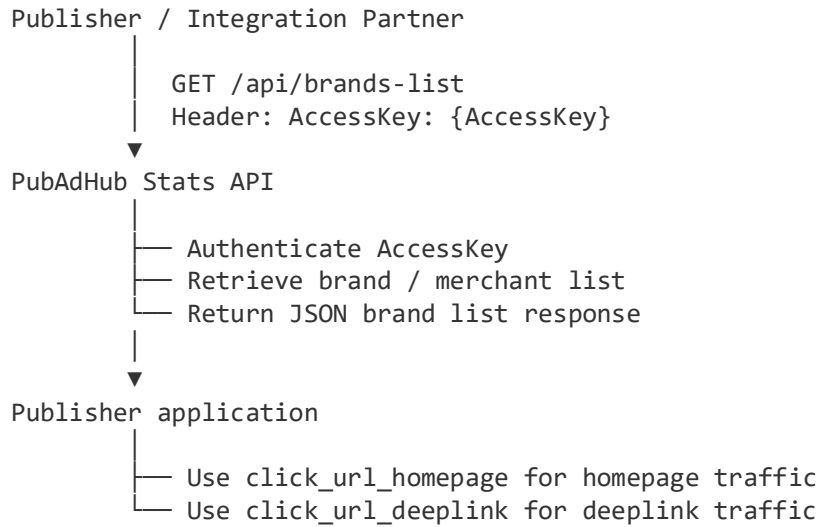
- Protocol: HTTP GET request → JSON response
- Authentication: AccessKey header
- Includes homepage and deeplink tracking URLs
- Includes brand_name, merchant_category, verification_status, commission_rate, and optional flat_fee fields

For optimal reliability and performance, it is recommended to:

- Set appropriate timeout values
- Enable redirect handling
- Use a stable HTTP version
- Implement proper error and timeout handling

These practices help ensure a stable and resilient integration when consuming the PubAdHub API.

1.3 Integration Flow



2. Brand List

2.1 Endpoint

GET /api/brands-list

Base URL: <https://statsapi.pubadhub.com>

API Format

<https://statsapi.pubadhub.com/api/brands-list>

2.2 HTTP Method

Method: GET

Important: The Brand List endpoint must be called using HTTP GET. The request must include the AccessKey in the HTTP request header.

2.3 Authentication

The request must include the AccessKey in the HTTP request header with your assigned key value.

2.4 Headers

Key	Value
AccessKey	{AccessKey}

2.5 Request Requirements

- Required header: AccessKey
- Method: GET
- Endpoint: /api/brands-list

3. Request

3.1 Request Structure

The Brand List request is an HTTP GET to the brands-list endpoint. Authorization is provided through the AccessKey header. No additional request body is documented for this endpoint.

3.2 Request Example

HTTP Request

```
GET /api/brands-list HTTP/1.1
Host: statsapi.pubadhub.com
AccessKey: {AccessKey}
```

4. Response

4.1 Response Structure

The Brand List API returns brand/merchant records. Documented fields include merchant and campaign identifiers, domain, brand name, merchant category, verification status, homepage and deeplink click URLs, country code, restricted traffic information, deal flags, last updated date, and commission details.

4.2 Response Parameters

Key	Expected Value	Description
merchant_id	Integer	Merchant identifier associated with the brand. This identifier is not permanent and may change when the underlying campaign or merchant configuration is updated.
offer_id	MD5 hash (32-character string)	Same offer_id as Revenue Share. Use it to match Brand List with Revenue Share.
campaign_id	Integer	Campaign identifier associated with the brand's current tracking campaign. This identifier is not permanent and may change when the underlying campaign is updated.
domain	zennioptical.com	The official primary website domain of the brand or advertiser. This is the stable and unique identifier for the brand and will not appear more than once in a single Brand List API response.
brand_name	Zenni Optical	The PubAdHub brand name for the merchant.
merchant_category	Footwear and Accessories	The brand/merchant category. May be null if no category is assigned.
verification_status	verified	Brand status. Returned as verified for active brands and unverified for inactive brands. Brand List responses currently include active brands only, so this value is verified.
click_url_homepage	URL	Affiliate tracking URL that directs users to the brand's main homepage.
click_url_deeplink	URL (optional)	Affiliate tracking URL that sends users to a specific page (product, category, offer).
country_code	US,CA etc.	Country or countries where the offer is valid or allowed (ISO country codes like US, CA).
restricated_traffic	Coupons, Promo Codes, Incentivized Traffic, Paid Search, Email Spam, Gift Cards	Types of traffic sources or promotional methods that are not allowed for this brand.
new_deal	0 or 1	Indicates whether the brand or offer is newly added (1 = new deal, 0 = existing deal)
last_updated_date	Null or YYYY-MM-DD (2026-01-19)	The most recent date when this record was updated (YYYY-MM-DD format). Can be NULL if not updated.
commission_rate	Commission in Percentage or Currency	The commission rate or commission information provided for the brand. The value may be returned as descriptive text, such as "10% CPA". When a flat_fee applies, commission_rate is returned as null.
flat_fee	Currency amount (optional)	The fixed commission amount paid for a qualifying transaction. This field is returned only for publishers enabled for cashback and flat-fee offers, and only when the brand uses a flat-fee commission model. When present, commission_rate is null.

4.3 Tracking Information

Use `click_url_homepage` for traffic directed to the brand's main homepage. Use `click_url_deeplink` when sending users to a specific page (product, category, offer).

`click_url_homepage` Example (from specification)

```
https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8c
tasSpbrjG&clickid={PublisherClickID}&subi={SubId}&psorc={PUBLISHERSOURCE}&pcat={SOURCECATEGORY}&su
bid1={SubId1}&subid2={SubId2}&subid3={SubId3}&subid4={SubId4}&subid5={SubId5}&cc=US
```

`click_url_deeplink` Example (from specification)

```
https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8c
tasSpbrjG&clickid={PublisherClickID}&dl={DeepLink}&subi={SubId}&psorc={PUBLISHERSOURCE}&pcat={SOUR
CECATEGORY}&subid1={SubId1}&subid2={SubId2}&subid3={SubId3}&subid4={SubId4}&subid5={SubId5}&cc=US
```

Redirect URL Parameters – Explanation

Parameter	Example / Placeholder	Required / Optional	Description
Publisher Click ID	&clickid={PublisherClickID}	Required	The publisher can pass their unique click ID in this parameter. This click ID is used to identify the click and will be returned in the Revenue API.
Deep Link	&dl={DeepLink}	Optional / For Deeplink URL	Used with the Deeplink URL when the publisher wants to redirect the user to a specific page of the advertiser, such as a product, category, or offer page.
Sub ID	&subi={SubId}	Optional	The publisher can pass their Sub ID in this parameter. The value will be available in the Revenue API for tracking and reporting purposes.
Publisher Source	&psorc={PUBLISHERSOURCE}	Optional	Allows the publisher to pass their traffic/source information, if applicable.
Sub ID 1	&subid1={SUBID1}	Optional	An optional publisher-defined alphanumeric tracking value. The value will be returned in the Revenue API.
Sub ID 2	&subid2={SUBID2}	Optional	An optional publisher-defined alphanumeric tracking value. The value will be returned in the Revenue API.
Sub ID 3	&subid3={SUBID3}	Optional	An optional publisher-defined alphanumeric tracking value. The value will be returned in the Revenue API.
Sub ID 4	&subid4={SUBID4}	Optional	An optional publisher-defined alphanumeric tracking value. The value will be returned in the Revenue API.
Sub ID 5	&subid5={SUBID5}	Optional	An optional publisher-defined alphanumeric tracking value. The value will be returned in the Revenue API.
Source Category	&pcat={SOURCECATEGORY}	Optional	An optional publisher-defined source category tracking parameter. The value is used to capture the publisher's source category.

Redirect Domain Behavior

The redirect domain used in tracking URLs may change over time based on campaign updates.

If the redirect domain changes, tracking URLs using the previous redirect domain will continue to work.

The domain field represents the stable and unique identifier for the brand. merchant_id and campaign_id are not permanent identifiers and may change when the underlying campaign is updated. Use offer_id to match Brand List records with the Revenue Share API. This identifier remains consistent across both APIs.

The same brand domain will not appear more than once in a single Brand List API response.

4.4 Cashback Traffic Compliance

If restricted_traffic contains "Incentivized Traffic", the brand should be excluded from cashback traffic.

Publishers should check the restricted_traffic field before promoting a brand through cashback campaigns.

If "Incentivized Traffic" is not listed in restricted_traffic, the brand may be used for cashback traffic, subject to any other applicable traffic restrictions.

4.5 Success Response Example

Success Response

```

{
  "success": true,
  "data": [
    {
      "merchant_id": 101,
      "offer_id": "38b3eff8baf56627478ec76a704e9b52",
      "campaign_id": 501,
      "domain": "abc.com",
      "brand_name": "ABC",
      "merchant_category": "Home and Living",
      "verification_status": "verified",
      "click_url_homepage":
        "https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8ctasSpbrjG&clickid={PublisherClickID}&subi={SubId}&psorc={PUBLISHERSOURCE}&pcat={SOURCECATEGORY}&subid1={SubId1}&subid2={SubId2}&subid3={SubId3}&subid4={SubId4}&subid5={SubId5}&cc=US",
      "click_url_deeplink":
        "https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8ctasSpbrjG&clickid={PublisherClickID}&d1={DeepLink}&subi={SubId}&psorc={PUBLISHERSOURCE}&cc=US",
      "country_code": "US",
      "restricated_traffic": [],
      "new_deal": 0,
      "last_updated_date": "2026-02-11",
      "commission_rate": null,
      "flat_fee": "$20"
    },
    {
      "merchant_id": 102,
      "offer_id": "ec8956637a99787bd197eacd77acce5e",
      "campaign_id": 502,
      "domain": "xyz.com",
      "brand_name": "XYZ",
      "merchant_category": "Electronics",
      "verification_status": "verified",
      "click_url_homepage":
        "https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8ctasSpbrjG&clickid={PublisherClickID}&subi={SubId}&psorc={PUBLISHERSOURCE}&cc=US",
      "click_url_deeplink":
        "https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8ctasSpbrjG&clickid={PublisherClickID}&d1={DeepLink}&subi={SubId}&psorc={PUBLISHERSOURCE}&pcat={SOURCECATEGORY}&subid1={SubId1}&subid2={SubId2}&subid3={SubId3}&subid4={SubId4}&subid5={SubId5}&cc=US",
      "country_code": "US",
      "restricated_traffic": [],
      "new_deal": 0,
      "last_updated_date": "2026-02-11",
      "commission_rate": "10% CPA"
    }
  ]
}

```

5. Errors & Troubleshooting

5.1 Troubleshooting

- Confirm the request uses GET against /api/brands-list on <https://statsapi.pubadhub.com>.
- Verify AccessKey is present in the HTTP request header.
- Set appropriate timeout values and implement proper error and timeout handling.
- Enable redirect handling and use a stable HTTP version.
- Confirm response fields such as click_url_homepage and click_url_deeplink are used as documented.

6. Integration Flow Detail

6.1 Request Flow

1. Partner obtains AccessKey
2. Partner calls GET <https://statsapi.pubadhub.com/api/brands-list>
3. Partner includes AccessKey: {AccessKey} header
4. Partner receives brand list response
5. Partner uses homepage / deeplink URLs as applicable

7. Integration Checklist

Use the following checklist when integrating with the PubAdHub Brand List API. Items reflect only requirements documented in the Brand List Integration Guide.

☐	Brand List endpoint configured: GET /api/brands-list
☐	Base URL configured: https://statsapi.pubadhub.com
☐	AccessKey header implemented
☐	Timeout, redirect handling, and error handling implemented
☐	Response field mapping implemented for merchant/brand records, including offer_id, brand_name, merchant_category, and verification_status
☐	click_url_homepage used for homepage traffic
☐	click_url_deeplink used for deeplink traffic when available
☐	commission_rate / flat_fee handling implemented as documented
☐	restricted_traffic and country_code reviewed for offer compliance
☐	End-to-end test of a successful brand list response

Appendix A - Quick Reference

GET /api/brands-list

Base URL: <https://statsapi.pubadhub.com>

Required header	AccessKey: {AccessKey}
Method	GET
Key tracking fields	offer_id,click_url_homepage,click_url_deeplink,brand_name,merchant_category,verification_status
Commission fields	commission_rate, flat_fee (optional)
Traffic restrictions field	restricated_traffic