

PubAdHub Brand List by Traffic Type API

API Integration Documentation

For Publishers · Affiliates · Offer Partners · Integration Teams

Endpoint: GET /api/brands-list-by-traffic-type

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

This document covers retrieving the brand list for one traffic type. The response is the same merchant/brand record used by Brand List, limited to brands that allow the requested traffic type.

1. Overview

1.1 Introduction

The API uses GET and requires an AccessKey in the HTTP header. It also requires a traffic_type query parameter.

Use this API to retrieve merchant/brand records that are eligible for a specific traffic type, 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

Send a GET request to /api/brands-list-by-traffic-type with the AccessKey header and traffic_type query parameter.

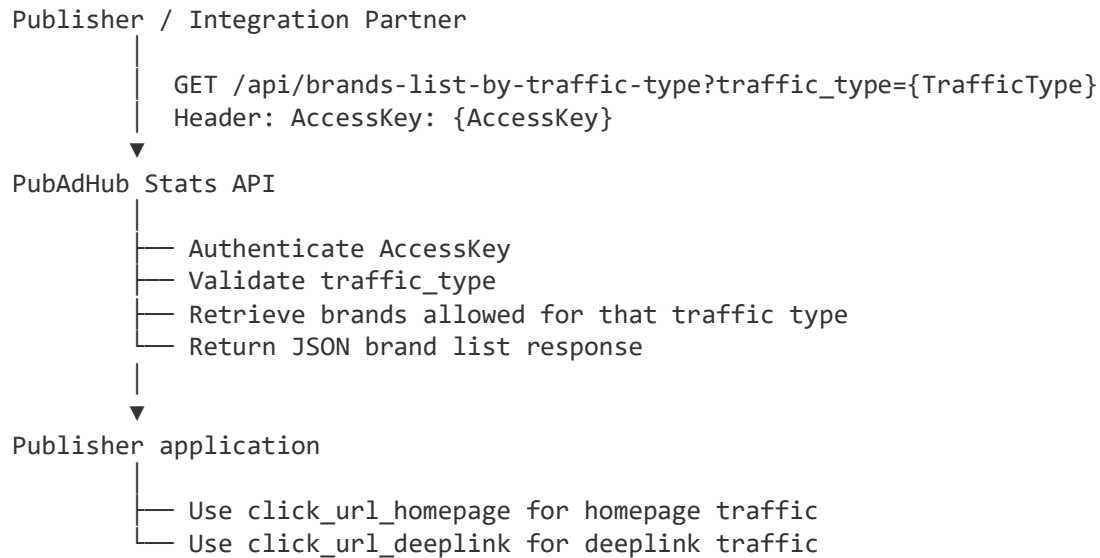
- Protocol: HTTP GET request → JSON response
- Authentication: AccessKey header
- Required query parameter: traffic_type
- Includes homepage and deeplink tracking URLs Includes brand_name, merchant_category, verification_status, commission_rate, and optional flat_fee, rate_type, rate_basis and max_rate fields

For reliability:

- 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 by Traffic Type

2.1 Endpoint

GET /api/brands-list-by-traffic-type

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

API Format

https://statsapi.pubadhub.com/api/brands-list-by-traffic-type?traffic_type={TrafficType}

2.2 HTTP Method

Method: GET

The request must use HTTP GET. Include the AccessKey header and the traffic_type query parameter. There is no request body.

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
- Required query parameter: traffic_type
- Method: GET
- Endpoint: /api/brands-list-by-traffic-type

3. Request

3.1 Request Structure

HTTP GET to /api/brands-list-by-traffic-type. Authorization is the AccessKey header. The traffic type is a query parameter. traffic_type is matched to the traffic type name, case-insensitive, with leading and trailing spaces ignored. cashback, Cashback, and CASHBACK are the same value.

3.2 Allowed traffic_type values

traffic_type	Result
All	Same brand set as GET /api/brands-list. The include-traffic-type filter is not applied.
BNPL	Brands mapped to BNPL, plus brands mapped to All
Cashback	Brands mapped to Cashback, plus brands mapped to All
Content	Brands mapped to Content, plus brands mapped to All
Coupon	Brands mapped to Coupon, plus brands mapped to All
Deal sites	Brands mapped to Deal sites, plus brands mapped to All
DSP	Brands mapped to DSP, plus brands mapped to All
Email	Brands mapped to Email, plus brands mapped to All
Incentive	Brands mapped to Incentive, plus brands mapped to All
Influencers	Brands mapped to Influencers, plus brands mapped to All
Media buying	Brands mapped to Media buying, plus brands mapped to All
Search	Brands mapped to Search, plus brands mapped to All
Shopping	Brands mapped to Shopping, plus brands mapped to All
Title	Brands mapped to Title, plus brands mapped to All

A brand mapped to All is returned for every specific traffic type. A brand with no include-traffic-type mapping is omitted when a specific type is requested. Publisher access rules from Brand

List still apply: platform and brand allow/block lists, killed brands and platforms, cashback and CPC publisher rules, and the publisher's own excluded traffic types.

3.3 Request Example

HTTP Request

```
GET /api/brands-list-by-traffic-type?traffic_type=Cashback HTTP/1.1
Host: statsapi.pubadhub.com
AccessKey: {AccessKey}
```

4. Response

4.1 Response Structure

The response uses the same brand/merchant record as Brand List. Fields include merchant and campaign identifiers, domain, brand name, merchant category, verification status, homepage and deeplink click URLs, country code, restricted traffic, deal flags, last updated date, commission details, rate type, rate basis, and maximum rate.

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. This is the stable brand identifier. The same domain can appear more than once when the brand is offered in more than one country.
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	One ISO country code per record, such as US or CA. A brand

		offered in more than one country is returned as separate records.
restricated_traffic	Array of strings	Traffic sources or promotional methods that are not allowed. Empty array [] when none apply. Possible values: Coupons, Promo Codes, Incentivized Traffic, Paid Search, Email Spam, Gift Cards, Injected Traffic, Fraudulent Traffic, Coupon Extension, Extension Traffic, Voucher Code, TM Bidding.
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.
rate_type	String (optional)	Type of rate for the brand, such as CPA, CPC, or CPL. May be null if not set.
rate_basis	String (optional)	Whether the rate is flat dollar or percentage based. May be null if not set.
max_rate	String (optional)	Maximum rate for the brand. Interpret this value using rate_basis (dollar amount vs percentage). May be null if not set.

4.3 Tracking Information

Use click_url_homepage for traffic to the brand homepage. Use click_url_deeplink to send users to a specific page (product, category, or offer).

click_url_homepage Example (from specification)

```
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 Example (from specification)

```
https://offers.choicedeals.com/track?encyp=Lp4MFxzHP4IG1bqIDtiEpvzx+3RdLspJK3aS0jauqYPM+ruscTQTd8ctasSpbrjG&clickid={PublisherClickID}&dl={DeepLink}&subi={SubId}&psorc={PUBLISHERSOURCE}&pcat={SOURCECATEGORY}&subid1={SubId1}&subid2={SubId2}&subid3={SubId3}&subid4={SubId4}&subid5={SubId5}&cc=US
```

Redirect URL Parameters – Explanation

Parameter	Example / Placeholder	Required / Optional	Description
Publisher	&clickid={PublisherCli	Required	The publisher can pass their unique click ID

Click ID	ckID}		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 in tracking URLs may change when a campaign is updated. URLs that use a previous redirect domain continue to work.

domain is the stable brand identifier. The same domain can appear more than once when the brand is offered in more than one country. merchant_id and campaign_id can change. Use offer_id to match this response with the Revenue Share API. The same offer_id is returned by Brand List and by this endpoint.

4.4 Cashback Traffic Compliance

If restricted_traffic contains "Incentivized Traffic", exclude the brand from cashback traffic.

If "Incentivized Traffic" is not listed, the brand may be used for cashback traffic, subject to other restrictions in restricted_traffic and to the traffic_type filter on this request.

4.5 Success Response Example

```
{
  "success": true,
  "data": [
    {
      "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={encrypted}&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={encrypted}&clickid={PublisherClickID}&dl={DeepLink}&subi={SubId}&psorc={PUBLISHERSOURCE}&pcat={SOURCECATEGORY}&subid1={SubId1}&subid2={SubId2}&subid3={SubId3}&subid4={SubId4}&subid5={SubId5}&cc=US",
      "country_code": "US",
      "restricted_traffic": [],
      "new_deal": 0,
      "last_updated_date": "2026-02-11",
      "commission_rate": "10% CPA",
      "rate_type": "CPA",
      "rate_basis": "Percentage",
      "max_rate": "10"
    }
  ]
}
```

5. Errors & Troubleshooting

5.1 Errors

HTTP	When	Body
401	AccessKey missing or unknown	{ "error": "Unauthorized" }
400	traffic_type missing or blank	{ "success": false, "message": "The traffic_type parameter is required." }
400	traffic_type is not an allowed name	{ "success": false, "message": "Invalid traffic_type." }
200	AccessKey is valid and no brands match	{ "success": false, "message": "No active brands found." }

5.2 Troubleshooting

- Confirm the request is GET against /api/brands-list-by-traffic-type on <https://statsapi.pubadhub.com>.
- Verify AccessKey is present in the HTTP header.
- Verify traffic_type is a query parameter and matches an allowed name. Matching is case-insensitive.
- traffic_type=All returns the same set as /api/brands-list. A specific type returns only brands included for that type, plus brands included for All.
- A 200 response with "success": false and "message": "No active brands found." means the key is valid and the filter returned no brands.
- Set timeouts, enable redirect handling, and handle non-200 responses.
- Use click_url_homepage and click_url_deeplink as documented. Either URL may be absent for a brand.

6. Integration Flow Detail

6.1 Request Flow

1. Partner obtains AccessKey
2. Partner calls GET https://statsapi.pubadhub.com/api/brands-list-by-traffic-type?traffic_type={TrafficType}.
3. Partner includes AccessKey: {AccessKey} header
4. Partner receives the filtered brand list.
5. Partner uses homepage and deeplink URLs as applicable.

7. Integration Checklist

Use the following checklist when integrating with the PubAdHub Brand List by Traffic Type API. Items reflect only requirements documented in this guide.

☐	Brand List endpoint configured: GET /api/brands-list-by-traffic-type
☐	Base URL configured: https://statsapi.pubadhub.com
☐	AccessKey header implemented
☐	traffic_type query parameter implemented
☐	Allowed traffic_type values handled, including All
☐	Timeout, redirect handling, and error handling implemented
☐	HTTP 400 and HTTP 401 handled separately from an empty brand list
☐	Response field mapping implemented, 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 present
☐	commission_rate / flat_fee handling implemented as documented
☐	restricted_traffic and country_code reviewed for offer compliance
☐	End-to-end test of a successful response for one specific traffic type and for All

Appendix A - Quick Reference

GET /api/brands-list-by-traffic-type

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

Required header	AccessKey: {AccessKey}
Required query parameter	traffic_type={TrafficType}
Method	GET
Allowed traffic_type values	All, BNPL, Cashback, Content, Coupon, Deal sites, DSP, Email, Incentive, Influencers, Media buying, Search, Shopping, Title
Key tracking fields	offer_id, click_url_homepage, click_url_deeplink, brand_name, merchant_category, verification_status
Commission fields	commission_rate, flat_fee, rate_type, rate_basis, max_rate
Traffic restrictions field	restricted_traffic