

PubAdHub Revenue Share Report

API Integration Documentation

For Publishers · Affiliates · Finance / Reporting Partners · Integration Teams

Endpoint: POST /api/reporting/revenue-share

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

This document describes the PubAdHub Revenue Share Report HTTP API as defined in the PubAdHub Revenue Share Report specification.

1. Overview

1.1 Introduction

- The Revenue Share Report API provides detailed reporting on revenue generated through publisher traffic. It returns click-level, source-level and date-wise revenue data, including gross revenue, publisher earnings, click counts, and transaction identifiers.

This API is designed to help publishers and partners:

- Track revenue performance over a selected date range
- Reconcile publisher payouts with internal records
- Analyze traffic sources, clicks, and conversions
- Generate financial and performance reports

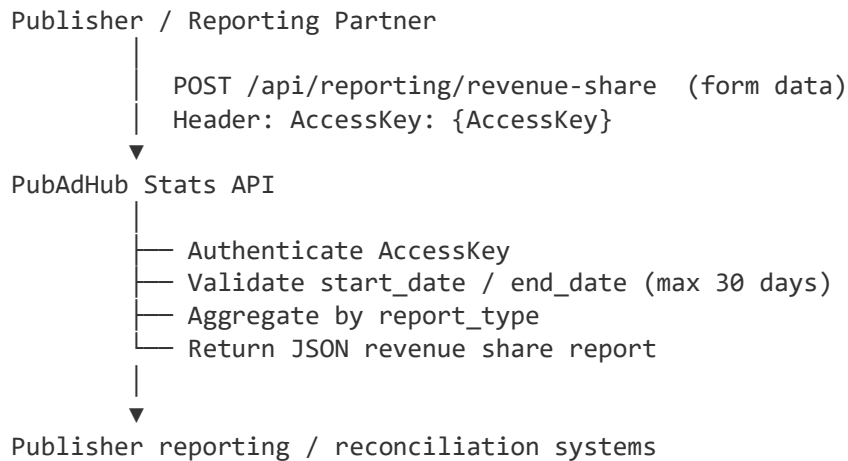
The API requires authentication via an AccessKey and returns data in JSON format, enabling seamless integration with dashboards, analytics systems, and internal reporting tools.

1.2 Integration Overview

The Revenue Share Report API is exposed as an HTTP POST API. Partners pass report filters as form data and authenticate using an AccessKey request header. PubAdHub returns a JSON object containing report data in the data array, shaped according to the selected report_type.

- Protocol: HTTP POST form-data request → JSON response
- Authentication: AccessKey header (provided by your Account Manager)
- Supported report_type values: daywise, clickid_level, source_level
- Maximum date range: 30 days between start_date and end_date

1.3 Integration Flow



2. Revenue Share Report

2.1 Endpoint

POST `/api/reporting/revenue-share`

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

API Format

`https://statsapi.pubadhub.com/api/reporting/revenue-share`

2.2 HTTP Method

Method: POST

Important: The Revenue Share Report endpoint must be called using HTTP POST with the required parameters provided in either form-data or JSON format.

2.3 Authentication

Authenticate each request by including an `AccessKey` in the HTTP request headers. Replace `{AccessKey}` with a valid access key provided by your Account Manager.

2.4 Headers

Key	Value
<code>AccessKey</code>	<code>{AccessKey}</code>

2.5 Request Requirements

- Required header: `AccessKey`
- Body parameters: `start_date`, `end_date`, `report_type`
- Date format: YYYY-MM-DD
- Maximum date range: 30 days for all report types

Warning: The selected date range between start_date and end_date must not exceed 30 days for all report types. Requests with a longer date range will not be processed.

3. Request

3.1 Request Structure

The Revenue Share Report request uses HTTP POST. Report filters can be passed as form-data key/value pairs or as a JSON request body. Authentication is provided through the AccessKey header.

3.2 Request Body (Form Data)

Parameter	Type	Required	Description
start_date	string	Yes	Start date for the report (format: YYYY-MM-DD). The selected date range between start_date and end_date must not exceed 30 days.
end_date	string	Yes	End date for the report (format: YYYY-MM-DD). The API supports a maximum date range of 30 days per request.
report_type	string	Yes	Defines the level of data aggregation to be returned in the report. Supported values: - daywise – Returns revenue aggregated on a daily basis; - clickid_level – Returns revenue data grouped by individual publisher click IDs; - source_level – Returns revenue data grouped by traffic source or publisher source.

3.3 Parameter Notes

- start_date — Start date for the report (YYYY-MM-DD).
- end_date — End date for the report (YYYY-MM-DD).
- report_type = daywise — Returns revenue aggregated on a daily basis.
- report_type = clickid_level — Returns revenue data grouped by individual publisher click IDs.
- report_type = source_level — Returns revenue data grouped by traffic source or publisher source.
- Older historical data can still be accessed, provided the requested date range complies with the 30-day limit.

4. Response

4.1 Response Structure

The API response returns a JSON object containing report data in the data array. The shape of each data item depends on report_type.

4.2 Response Parameters

Field	Type	Description
transaction_id	String	Unique transaction or conversion identifier. Returned for clickid_level only.
click_id	String	Unique clickid provided by publisher. Returned for clickid_level only.
publisher_revenue	Decimal	Revenue earned by the publisher per click or per day (USD).
gross_revenue	Decimal	Total revenue generated per click, per day, or per source (USD). Omitted for CPC publishers.
user_id	String	User identification value for RTB publishers. Returned only when provided by an RTB publisher.
date	Date	Revenue date (format: YYYY-MM-DD).
brand_name	String	Brand / king domain. Returned for clickid_level only.
source_id	String	Identifier of the traffic source or publisher source.
sub_id	String	Same value as source_id provided by publisher. Returned for clickid_level only.
offer_id	String	Hashed brand identifier. Returned for clickid_level only.
atag	String	Amazon tag when available. Returned for clickid_level only.
rev_type	String	CPC or CPA. Returned for clickid_level only.
conversion_count	Number	0 for CPC, 1 for CPA. Returned for clickid_level only.
sales_amount	Decimal	Returned when sales data is enabled for the publisher.
campaign_id	String	Returned for clickid_level for certain publishers.
click_count	Decimal	Number of clicks recorded.
subid1	String	Publisher-defined tracking value passed through the redirect URL. Example: 111. The value is returned in the Revenue API.
subid2	String	Publisher-defined tracking value passed through the redirect URL. Example: 222. The value is returned in the Revenue API.
subid3	String	Publisher-defined tracking value passed through the redirect URL. Example: 333. The value is returned in the Revenue API.
subid4	String	Publisher-defined tracking value passed through the redirect URL. Example: 444. The value is returned in the Revenue API.
subid5	String	Publisher-defined tracking value passed through the redirect URL. Example: ABCD. The value is returned in the Revenue API.

4.3 Response Example — report_type = clickid_level

clickid_level Response

```
{
  "data": [
    {
      "transaction_id": "2827037_62AE01KDWEFW1214S22",
      "click_id": "109964836039817855",
      "publisher_revenue": "16",
      "gross_revenue": "20",
      "user_id": null,
      "date": "2026-01-01",
      "brand_name": "book.com",
      "source_id": "1111111",
      "sub_id": "1111111",
      "subid1": "111",
      "subid2": "222",
      "subid3": "333",
      "subid4": "444",
      "subid5": "ABCD",
      "offer_id": "c4ca4238a0b923820dcc509a6f75849b",
      "atag": "merchantcart01-20",
      "rev_type": "CPA",
      "conversion_count": 1
    },
    {
      "transaction_id": "283400_66875633 F6JF6JF ",
      "click_id": "6114970998613105871",
      "publisher_revenue": "13",
      "gross_revenue": "17",
      "user_id": null,
      "date": "2026-01-01",
      "brand_name": "country.com",
      "source_id": "222000",
      "sub_id": "222000",
      "subid1": "1112",
      "subid2": "2222",
      "subid3": "3332",
      "subid4": "4442",
      "subid5": "ABCD2",
      "offer_id": "c81e728d9d4c2f636f067f89cc14862c",
      "rev_type": "CPC",
      "conversion_count": 0
    }
  ]
}
```

4.4 Response Example — report_type = daywise

daywise Response

```
{
  "data": [
    {
      "publisher_revenue": "16",
      "gross_revenue": "20",
      "date": "2026-01-01",
      "click_count": 147
    }
  ]
}
```

daywise Response (additional example from specification)

```
{
  "data": [
    {
      "publisher_revenue": "18",
      "gross_revenue": "25",
      "date": "2026-01-01",
      "click_count": 180
    }
  ]
}
```

4.5 Response Example — report_type = source_level

source_level Response

```
{
  "data": [
    {
      "publisher_revenue": "63",
      "gross_revenue": "79",
      "source_id": "1111111",
      "click_count": 15
    },
    {
      "publisher_revenue": "14",
      "gross_revenue": "17",
      "source_id": "1122222",
      "click_count": 86
    }
  ]
}
```

4.6 Revenue Availability, Cancellation & Updates

Revenue Availability

- The clickid_level report provides click-level revenue data. Revenue data is available on a T-1 basis, meaning revenue becomes available in the API approximately 24 hours after the click.
- Therefore, a transaction or click appearing in the clickid_level report represents revenue that is currently available in the reporting system, but it may still be subject to subsequent cancellation or revenue adjustments.

Cancellation and Revenue Updates

PubAdHub handles cancellation updates in the following ways:

1. Partial cancellation:
 - If a transaction is partially cancelled, the existing revenue amount for that click is updated to reflect the revised revenue.
2. Full cancellation:
 - If a transaction is fully cancelled, the corresponding click is removed from the clickid_level report/API response.

No separate negative revenue row is generated for cancellations, and the original transaction is not retained with a negative revenue value.

Recommended Data Import Strategy

Because revenue amounts can be updated and fully cancelled after the initial report, partners should overwrite/replace their existing click-level data when importing the clickid_level report rather than simply appending new records.

This ensures that the partner's stored data reflects the latest revenue values and cancellation updates provided by the API.

For example:

- Initial API response: transaction_id = ABC123, publisher_revenue = 100
- Later partial cancellation: the API returns the same click with publisher_revenue = 70
- The partner should replace the previously stored 100 with 70.
- If the transaction is fully cancelled later, the click will no longer appear in the API response, and the partner should remove it from their stored click-level dataset.

Integration Recommendation

For each clickid_level import:

Do not append the API response to the existing dataset. Instead, replace/overwrite the existing click-level dataset for the requested reporting period with the latest API response.

This approach ensures that:

- Updated revenue amounts are reflected correctly.
- Partially cancelled transactions are updated.
- Fully cancelled transactions are removed.
- The partner's data remains consistent with the latest PubAdHub report.

5. Errors & Troubleshooting

5.1 Troubleshooting

- Confirm the request uses POST against /api/reporting/revenue-share on <https://statsapi.pubadhub.com>.
- Replace {AccessKey} with a valid access key provided by your Account Manager.
- Ensure start_date and end_date are formatted as YYYY-MM-DD.
- Ensure the selected date range does not exceed 30 days.
- Confirm report_type is one of: daywise, clickid_level, source_level.
- Remember: sales_amount is included only when sales data visibility is enabled for the publisher, and sales data is available.
- Remember: gross_revenue is not returned for CPC publishers.

6. Integration Flow Detail

6.1 Request Flow

1. Partner obtains AccessKey from Account Manager
2. Partner sets start_date and end_date (max 30-day range)
3. Partner sets report_type (daywise | clickid_level | source_level)
4. Partner calls POST <https://statsapi.pubadhub.com/api/reporting/revenue-share>
5. Partner includes AccessKey: {AccessKey} header
6. Partner receives JSON response with data[]

6.2 Response Handling by report_type

report_type = clickid_level

→ transaction/click-level fields including brand_name, offer_id, rev_type, conversion_count, publisher_revenue, gross_revenue, user_id, date, source_id, sub_id, rev_type, conversion_count

report_type = daywise

→ publisher_revenue, gross_revenue, date, click_count

report_type = source_level

→ publisher_revenue, gross_revenue, source_id, click_count

7. Integration Checklist

Use the following checklist when integrating with the PubAdHub Revenue Share Report API. Items reflect only requirements documented in the Revenue Share Report specification.

☐	Revenue Share Report endpoint configured: POST /api/reporting/revenue-share
☐	Base URL configured: https://statsapi.pubadhub.com
☐	AccessKey obtained from Account Manager
☐	AccessKey header implemented
☐	Form-data parameters implemented: start_date, end_date, report_type
☐	Date format enforced as YYYY-MM-DD
☐	Maximum 30-day date range enforced
☐	report_type values implemented: daywise, clickid_level, source_level
☐	JSON response parsing implemented for data[]
☐	gross_revenue handled as omitted for CPC publishers
☐	sales_amount handled only when enabled for the publisher
☐	End-to-end test for daywise, clickid_level, and source_level responses

Appendix A - Quick Reference

POST /api/reporting/revenue-share

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

Required header	AccessKey: {AccessKey}
Body parameters	start_date, end_date, report_type
report_type values	daywise, clickid_level, source_level
Date limit	Maximum 30 days between start_date and end_date
Currency	gross_revenue and publisher_revenue in USD
CPC note	gross_revenue is not returned for CPC publishers