

# Supply Tag API

- [Creating a Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Get a Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Edit a Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Duplicate a Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Create a Direct Connect Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Enabling a Supply Tag for Open Market](#)
    - [SDK](#)
    - [REST API](#)
  - [Adding Open Market Bidders to a Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Adding Pods to a Supply Tag](#)
    - [SDK](#)
    - [REST API](#)
- 

## Creating a Supply Tag

### SDK

Use tab completion with SDK to auto-complete function names or show field options!

```
In [1]: import springserve

In [2]: tag = springserve.supply_tags.new({'name': 'TEST API DOCS', 'rate': 0.02, 'demand_tag_priorities':
[{'demand_tag_id':30424, 'priority':1}]}))

In [3]: print tag.ok, tag.id
True, 28852
```

Note that for flat waterfalls, the tier parameter defaults to 1. Same goes for any demand tag included in demand\_tag\_priorities that does not specify the tier parameter.

### REST API

*POST /api/v0/supply\_tags*

#### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

#### Body (example)

```
{
  "name": "TEST API DOCS",
  "rate": 0.02,
  "demand_tag_priorities":[{"demand_tag_id":30424, "priority":1}]
}
```

Required parameters: name, demand\_tag\_priorities

Response

Status code 200

```

{
  'account_id': 1,
  'active': True,
  'allowed_player_sizes': [
    's',
    'm',
    'l',
    'u'
  ],
  'country_codes': [],
  'country_targeting': 'All',
  'demand_tag_priorities': [
    {
      'demand_tag_id': 30424,
      'locked': False,
      'priority': 1,
      'tier': 1
    }
  ],
  'detected_domain_targeting': False,
  'detected_player_size_targeting': False,
  'direct_connect': False,
  'dma_codes': [],
  'dma_targeting': 'All',
  'domain_list_ids': [],
  'domain_targeting': 'All',
  'environment': 'desktop',
  'flash_vpaid_enabled': False,
  'id': 28852,
  'js_vpaid_enabled': True,
  'js_vpaid_flash_enabled': True,
  'key_ids': [],
  'name': 'TEST API DOCS',
  'optimization': {
    'active': True,
    'learn_pct': '1.0',
    'settings': {
      'lookback_minutes': '60',
      'metric': 'fill_speed',
      'minimum_requests': '250'
    }
  },
  'version': ''
},
'payment_terms': 'CPM',
'player_size_targeting': 'All',
'post_imp_detection_enabled': True,
'pre_bid_blocking_enabled': True,
'pre_bid_blocking_components': ['whiteops', 'springserve'],
'rate': '0.02',
'segment_user_as': [],
'supply_group_id': None,
'supply_partner_id': None,
'supply_type': None,
'tag_health': None,
'targeting_supply_ids': [],
'targeting_supply_white_list': '',
'timeout': None,
'tracking_player_cost': False,
'updated_at': '2017-07-07T15:17:28.315Z',
'user_agent_devices': [],
'user_agent_operating_systems': []
}

```

Get a Supply Tag

## SDK

```
In [1]: tag = springserve.supply_tags.get(28852)

In [2]: print tag.name

"TEST API DOCS"
```

## REST API

GET /api/v0/supply\_tags/<id>

### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

### Response

Status code 200

```

{
  'account_id': 1,
  'active': True,
  'allowed_player_sizes': [
    's',
    'm',
    'l',
    'u'
  ],
  'country_codes': [],
  'country_targeting': 'All',
  'demand_tag_priorities': [
    {
      'demand_tag_id': 30424,
      'locked': False,
      'priority': 1,
      'tier': 1
    }
  ],
  'detected_domain_targeting': False,
  'detected_player_size_targeting': False,
  'direct_connect': False,
  'dma_codes': [],
  'dma_targeting': 'All',
  'domain_list_ids': [],
  'domain_targeting': 'All',
  'environment': 'desktop',
  'flash_vpaid_enabled': False,
  'id': 28852,
  'js_vpaid_enabled': True,
  'js_vpaid_flash_enabled': True,
  'key_ids': [],
  'name': 'TEST API DOCS',
  'optimization': {
    'active': True,
    'learn_pct': '1.0',
    'settings': {
      'lookback_minutes': '60',
      'metric': 'fill_speed',
      'minimum_requests': '250'
    }
  },
  'version': ''
},
'payment_terms': 'CPM',
'player_size_targeting': 'All',
'post_imp_detection_enabled': True,
'pre_bid_blocking_enabled': True,
'pre_bid_blocking_components': ['whiteops', 'springserve'],
'rate': '0.02',
'segment_user_as': [],
'supply_group_id': None,
'supply_partner_id': None,
'supply_type': None,
'tag_health': None,
'targeting_supply_ids': [],
'targeting_supply_white_list': '',
'timeout': None,
'tracking_player_cost': False,
'updated_at': '2017-07-07T15:17:28.315Z',
'user_agent_devices': [],
'user_agent_operating_systems': []
}

```

## Edit a Supply Tag

### SDK

```
In [1]: tag = springserve.supply_tags.get(28852)

In [2]: tag.name = "I want to change the name"

In [3]: changed = tag.save()

In [4]: changed.ok
Out [4]: True

In [5]: print changed.name

"I want to change the name"
```

Note that when enabling `post_imp_detection`, you must also set at least one of `post_imp_percentage_whiteops`, `post_imp_percentage_moat`, `post_imp_percentage_ias` to `>0` before saving your changes.

## REST API

*PUT /api/v0/supply\_tags/<id>*

### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

### Body (example)

```
{
  "name": "I want to change the name"
}
```

### Response

Status code 200

```

{
  'account_id': 1,
  'active': True,
  'allowed_player_sizes': [
    's',
    'm',
    'l',
    'u'
  ],
  'country_codes': [],
  'country_targeting': 'All',
  'demand_tag_priorities': [
    {
      'demand_tag_id': 30424,
      'locked': False,
      'priority': 1,
      'tier': 1
    }
  ],
  'detected_domain_targeting': False,
  'detected_player_size_targeting': False,
  'direct_connect': False,
  'dma_codes': [],
  'dma_targeting': 'All',
  'domain_list_ids': [],
  'domain_targeting': 'All',
  'environment': 'desktop',
  'flash_vpaid_enabled': False,
  'id': 28852,
  'js_vpaid_enabled': True,
  'js_vpaid_flash_enabled': True,
  'key_ids': [],
  'name': 'I want to change the name',
  'optimization': {
    'active': True,
    'learn_pct': '1.0',
    'settings': {
      'lookback_minutes': '60',
      'metric': 'fill_speed',
      'minimum_requests': '250'
    }
  },
  'version': ''
},
'payment_terms': 'CPM',
'player_size_targeting': 'All',
'post_imp_detection_enabled': True,
'pre_bid_blocking_enabled': True,
'pre_bid_blocking_components': ['whiteops', 'springserve'],
'rate': '0.02',
'segment_user_as': [],
'supply_group_id': None,
'supply_partner_id': None,
'supply_type': None,
'tag_health': None,
'targeting_supply_ids': [],
'targeting_supply_white_list': '',
'timeout': None,
'tracking_player_cost': False,
'updated_at': '2017-07-07T15:17:28.315Z',
'user_agent_devices': [],
'user_agent_operating_systems': []
}

```

## Duplicate a Supply Tag

Please note that this works for both Managed and Direct Connect tags.

## SDK

```
In [1]: tag = springserve.supply_tags.get(28852)

In [2]: dupe = tag.duplicate()

In [4]: dupe.ok
Out [4]: True

In [5]: print dupe.id
65034
```

## REST API

GET /api/v0/supply\_tags/<id>/duplicate

### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

### Response

Status code 200



```

{
  'account_id': 1,
  'active': True,
  'allowed_player_sizes': [
    's',
    'm',
    'l',
    'u'
  ],
  'country_codes': [],
  'country_targeting': 'All',
  'demand_tag_priorities': [
    {
      'demand_tag_id': 30424,
      'locked': False,
      'priority': 1,
      'tier': 1
    }
  ],
  'detected_domain_targeting': False,
  'detected_player_size_targeting': False,
  'direct_connect': False,
  'dma_codes': [],
  'dma_targeting': 'All',
  'domain_list_ids': [],
  'domain_targeting': 'All',
  'environment': 'desktop',
  'flash_vpaid_enabled': False,
  'id': 65034,
  'js_vpaid_enabled': True,
  'js_vpaid_flash_enabled': True,
  'key_ids': [],
  'name': 'I want to change the name',
  'optimization': {
    'active': True,
    'learn_pct': '1.0',
    'settings': {
      'lookback_minutes': '60',
      'metric': 'fill_speed',
      'minimum_requests': '250'
    }
  },
  'version': ''
},
'payment_terms': 'CPM',
'player_size_targeting': 'All',
'post_imp_detection_enabled': True,
'pre_bid_blocking_enabled': True,
'pre_bid_blocking_components': ['whiteops', 'springserve'],
'rate': '0.02',
'segment_user_as': [],
'supply_group_id': None,
'supply_partner_id': None,
'supply_type': None,
'tag_health': None,
'targeting_supply_ids': [],
'targeting_supply_white_list': '',
'timeout': None,
'tracking_player_cost': False,
'updated_at': '2017-07-07T15:17:28.315Z',
'user_agent_devices': [],
'user_agent_operating_systems': []
}

```

## Create a Direct Connect Supply Tag

### SDK

```
In [1]: import springserve

In [2]: tag = springserve.connected_supply.new({'direct_connect':'true', 'supply_partner_id':10000, 'name':
'TEST API DC', 'rate': 0.02, 'demand_tag_priorities': [{'demand_tag_id':30420, 'priority':1}])

In [3]: print tag.ok, tag.id
True, 28852
```

Note that for flat waterfalls, the tier parameter defaults to 1. Same goes for any demand tag included in demand\_tag\_priorities that does not specify the tier parameter.

## REST API

*POST /api/v0/connected\_supply*

### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

### Body (example)

```
{
  "name": "TEST API DC",
  "direct_connect":true,
  "supply_partner_id":10000,
  "rate": 0,
  "demand_tag_priorities":[{"demand_tag_id":30424, "priority":1}]
}
```

Required parameters: name, demand\_tag\_priorities, supply\_partner\_id, direct\_connect, rate

### Response

Status code 200

```

{
  'account_id': 1,
  'active': True,
  'allowed_player_sizes': [
    's',
    'm',
    'l',
    'u'
  ],
  'country_codes': [],
  'country_targeting': 'All',
  'demand_tag_priorities': [
    {
      'demand_tag_id': 30424,
      'locked': False,
      'priority': 1,
      'tier': 1
    }
  ],
  'detected_domain_targeting': False,
  'detected_player_size_targeting': False,
  'direct_connect': False,
  'dma_codes': [],
  'dma_targeting': 'All',
  'domain_list_ids': [],
  'domain_targeting': 'All',
  'environment': 'desktop',
  'flash_vpaid_enabled': False,
  'id': 65034,
  'js_vpaid_enabled': True,
  'js_vpaid_flash_enabled': True,
  'key_ids': [],
  'name': 'I want to change the name',
  'optimization': {
    'active': True,
    'learn_pct': '1.0',
    'settings': {
      'lookback_minutes': '60',
      'metric': 'fill_speed',
      'minimum_requests': '250'
    }
  },
  'version': ''
},
'payment_terms': 'CPM',
'player_size_targeting': 'All',
'post_imp_detection_enabled': True,
'pre_bid_blocking_enabled': True,
'pre_bid_blocking_components': ['whiteops', 'springserve'],
'rate': '0',
'segment_user_as': [],
'supply_group_id': None,
'supply_partner_id': None,
'supply_type': None,
'tag_health': None,
'targeting_supply_ids': [],
'targeting_supply_white_list': '',
'timeout': None,
'tracking_player_cost': False,
'updated_at': '2017-07-07T15:17:28.315Z',
'user_agent_devices': [],
'user_agent_operating_systems': []
}

```

## Enabling a Supply Tag for Open Market

### SDK

```
In [1]: import springserve

In [2]: tag = springserve.supply_tags.get(123456)

In [3]: tag.open_market_enabled = True

In [4]: saved_tag = tag.save()

In [5]: print saved_tag.ok, saved_tag.id
True, 123456
```

## REST API

*PATCH /api/v0/supply\_tags/<id>*

### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

### Body (example)

```
{
  "open_market_enabled": true
}
```

### Response

Status code 200

```
{
  "id": 123456,
  "account_id": 1,
  "name": "Supply Tag with Open Market",
  "active": true,
  "rate": "1.0",
  "domain_targeting": "All",
  "app_name_targeting": "All",
  "app_bundle_targeting": "All",
  "ip_targeting": "All",
  "country_targeting": "All",
  "player_size_targeting": "All",
  "dma_targeting": "All",
  "allowed_player_sizes": [
    "xs",
    "s",
    "m",
    "l",
    "xl",
    "u"
  ],
  "country_codes": [],
  "domain_list_ids": [],
  "app_name_list_ids": [],
  "app_bundle_list_ids": [],
  "ip_list_ids": [],
  "dma_codes": [],
  "user_agent_devices": [],
  "user_agent_operating_systems": [],
  "user_agent_browsers": [],
  "updated_at": "2019-09-27T21:02:53.466Z",
  "created_at": "2019-05-14T20:25:01.156Z",
  "direct_connect": false,
  "supply_label_ids": [],
  "supply_partner_id": 244,
  "supply_type": null,
  "payment_terms": "CPM",
```

```
"tracking_player_cost": false,
"optimization": {
  "active": true,
  "version": null,
  "learn_pct": "1.0",
  "mode": "white_box",
  "settings": {
    "metric": "opportunity_fill",
    "lookback_minutes": "60"
  }
},
"timeout": null,
"environment": "desktop",
"js_vpaid_enabled": false,
"detected_domain_targeting": false,
"detected_player_size_targeting": false,
"targeting_supply_ids": [],
"targeting_supply_white_list": "",
"post_imp_detection_enabled": false,
"post_imp_percentage_whiteops": 0,
"post_imp_percentage_ias": 0,
"post_imp_percentage_moat": 0,
"post_imp_percentage_protected": 0,
"post_imp_percentage_forensiq": 0,
"pre_bid_blocking_enabled": false,
"pre_bid_blocking_components": [],
"tag_health": null,
"key_ids": [],
"vpaid_none_allow_vpaid_demand": true,
"rpm_floor": "1.2",
"rpm_floor_openrtb": true,
"openrtb_floor": "1.2",
"tier_0_broadfall": true,
"tier_1_broadfall": true,
"tier_2_broadfall": true,
"tier_3_broadfall": true,
"tier_4_broadfall": true,
"tier_5_broadfall": true,
"vast_version": "3.0",
"min_aspect_ratio": null,
"max_aspect_ratio": null,
"bulk_add_enabled": true,
"format": "video",
"allow_traffic_exclusions": true,
"open_market_enabled": true,
"auto_add_external_bidders": false,
"evaluation_learn_pct": "50.0",
"tag_pixels": [],
"demand_tag_priorities": [
  {
    "demand_tag_id": 21892,
    "priority": 1,
    "tier": 0,
    "locked": false
  }
],
"give_up_percents": [],
"budgets": [],
"frequency_caps": [],
"open_market_external_bidders": [
  {
    "other_account_id": 20,
    "openrtb_floor": null
  },
  {
    "other_account_id": 23,
    "openrtb_floor": null
  },
  {
    "other_account_id": 27,
    "openrtb_floor": null
  }
]
```

```
    },
    {
      "other_account_id": 14,
      "openrtb_floor": null
    },
    {
      "other_account_id": 55,
      "openrtb_floor": null
    },
    {
      "other_account_id": 56,
      "openrtb_floor": null
    },
    {
      "other_account_id": 28,
      "openrtb_floor": null
    },
    {
      "other_account_id": 15,
      "openrtb_floor": null
    },
    {
      "other_account_id": 3,
      "openrtb_floor": null
    },
    {
      "other_account_id": 58,
      "openrtb_floor": null
    },
    {
      "other_account_id": 46,
      "openrtb_floor": null
    },
    {
      "other_account_id": 4,
      "openrtb_floor": null
    },
    {
      "other_account_id": 62,
      "openrtb_floor": null
    },
    {
      "other_account_id": 17,
      "openrtb_floor": null
    },
    {
      "other_account_id": 65,
      "openrtb_floor": null
    },
    {
      "other_account_id": 64,
      "openrtb_floor": null
    },
    {
      "other_account_id": 80,
      "openrtb_floor": null
    },
    {
      "other_account_id": 79,
      "openrtb_floor": null
    },
    {
      "other_account_id": 81,
      "openrtb_floor": null
    }
  ]
}
```

*NOTE: Enabling Open Market in the API without specifying bidders will add all eligible bidders.*

# Adding Open Market Bidders to a Supply Tag

## SDK

```
In [1]: import springserve

In [2]: tag = springserve.supply_tags.get(123456)

In [3]: tag.open_market_external_bidders = [{'other_account_id':58},{'openrtb_floor': 2.2, 'other_account_id':
4},{'other_account_id':28}]

In [4]: saved_tag = tag.save()

In [5]: print saved_tag.ok, saved_tag.id
True, 123456
```

The 'other\_account\_id' represents the bidder account id to add to the open market for this supply tag. There's an optional 'openrtb\_floor' field that allows you to set a specific floor for a bidder (otherwise, the default Open Market floor is used).

## REST API

*PATCH* /api/v0/supply\_tags/<id>

### Headers

```
Content-Type application/json
Authorization "yourAuthToken"
```

### Body (example)

```
{
  "open_market_external_bidders": [{"other_account_id": 4}, {"other_account_id": 27, "openrtb_floor" : 12.0}]
}
```

### Response

Status code 200

```
{
  "id": 123456,
  "account_id": 1,
  "name": "Supply Tag with Open Market",
  "active": true,
  "rate": "1.0",
  "domain_targeting": "All",
  "app_name_targeting": "All",
  "app_bundle_targeting": "All",
  "ip_targeting": "All",
  "country_targeting": "All",
  "player_size_targeting": "All",
  "dma_targeting": "All",
  "allowed_player_sizes": [
    "xs",
    "s",
    "m",
    "l",
    "xl",
    "u"
  ],
  "country_codes": [],
  "domain_list_ids": [],
  "app_name_list_ids": [],
  "app_bundle_list_ids": [],
  "ip_list_ids": [],
  "dma_codes": [],
  "user_agent_devices": [],
```

```
"user_agent_operating_systems": [],
"user_agent_browsers": [],
"updated_at": "2019-09-27T21:02:53.466Z",
"created_at": "2019-05-14T20:25:01.156Z",
"direct_connect": false,
"supply_label_ids": [],
"supply_partner_id": 244,
"supply_type": null,
"payment_terms": "CPM",
"tracking_player_cost": false,
"optimization": {
  "active": true,
  "version": null,
  "learn_pct": "1.0",
  "mode": "white_box",
  "settings": {
    "metric": "opportunity_fill",
    "lookback_minutes": "60"
  }
},
"timeout": null,
"environment": "desktop",
"js_vpaid_enabled": false,
"detected_domain_targeting": false,
"detected_player_size_targeting": false,
"targeting_supply_ids": [],
"targeting_supply_white_list": "",
"post_imp_detection_enabled": false,
"post_imp_percentage_whiteops": 0,
"post_imp_percentage_ias": 0,
"post_imp_percentage_moat": 0,
"post_imp_percentage_protected": 0,
"post_imp_percentage_forensiq": 0,
"pre_bid_blocking_enabled": false,
"pre_bid_blocking_components": [],
"tag_health": null,
"key_ids": [],
"vpaid_none_allow_vpaid_demand": true,
"rpm_floor": "1.2",
"rpm_floor_openrtb": true,
"openrtb_floor": "1.2",
"tier_0_broadfall": true,
"tier_1_broadfall": true,
"tier_2_broadfall": true,
"tier_3_broadfall": true,
"tier_4_broadfall": true,
"tier_5_broadfall": true,
"vast_version": "3.0",
"min_aspect_ratio": null,
"max_aspect_ratio": null,
"bulk_add_enabled": true,
"format": "video",
"allow_traffic_exclusions": true,
"open_market_enabled": true,
"auto_add_external_bidders": false,
"evaluation_learn_pct": "50.0",
"tag_pixels": [],
"demand_tag_priorities": [
  {
    "demand_tag_id": 21892,
    "priority": 1,
    "tier": 0,
    "locked": false
  }
],
"give_up_percents": [],
"budgets": [],
"frequency_caps": [],
"open_market_external_bidders": [
  {
    "other_account_id": 27,
```



```
        "openrtb_floor": 12.0
      },
      {
        "other_account_id": 4,
        "openrtb_floor": null
      }
    ]
  }
}
```

## Adding Pods to a Supply Tag

### SDK

```
In [1]: import springserve
In [2]: tag = springserve.supply_tags.get(123456)
In [3]: tag.pod = {'max_duration': 300, 'custom_ad_slot_duration': True, 'unfilled_slot_opt_out_enabled': False,
'ad_slots': [{
    'position': 3
  }, {
    'position': 2
  }, {
    'position': 1
  }]
}
In [4]: saved_tag = tag.save()
In [5]: print saved_tag.ok, saved_tag.id
True, 123456
```

**Max\_unfilled\_slots is initially null, you can set it to an integer between 0 and 2**

**To EDIT a pod you have to add the pod id to the request**

### REST API

*PUT /api/v0/supply\_tags/<id>*

#### Headers

Content-Type application/json Authorization "yourAuthToken"

#### Body (example)

```
{
  "pod":{
    "max_duration": 200,
    "custom_ad_slot_duration": true,
    "unfilled_slot_opt_out_enabled": false,
    "max_unfilled_slots":0,
    "ad_slots": [{"position": 3, "min_duration":40, "max_duration":60}, {"position": 2}, {"position": 1}]
  }
}
```

#### Response

Status code 200

```
{
  "id": 123456,
  "account_id": 1,
  ...
  "pod": {
    "id": 345,
    "max_duration": 200,
    "custom_ad_slot_duration": true,
    "unfilled_slot_opt_out_enabled": false,
    "max_unfilled_slots": null,
    "ad_slots": [
      {
        "id": 764,
        "position": 1,
        "min_duration": null,
        "max_duration": null
      },
      {
        "id": 763,
        "position": 2,
        "min_duration": null,
        "max_duration": null
      },
      {
        "id": 762,
        "position": 3,
        "min_duration": 40,
        "max_duration": 60
      }
    ]
  }
}
```