

# Demand Tag API

- [Creating a Demand Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Get a demand tag by id](#)
    - [SDK](#)
    - [REST API](#)
  - [Get demand tags based on multiple conditions](#)
    - [SDK](#)
    - [REST API](#)
  - [Edit a Demand Tag](#)
    - [SDK](#)
    - [REST API](#)
  - [Duplicate a Demand Tag](#)
    - [SDK](#)
    - [REST API](#)
- 

## Creating a Demand Tag

### SDK

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

```
In [1]: import springserve

In [2]: tag = springserve.demand_tags.new({"name": "TEST API DOCS", "rate": 10.0, 'vast_endpoint_url':
'http://myvastendpoint.com/123', 'demand_partner_id':4321})

In [3]: print tag.ok, tag.id
True, 30424
```

### REST API

*POST /api/v0/demand\_tags*

#### Headers

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

#### Body (example)

```
{
  "name": "TEST API DOCS",
  "rate":0.2,
  "vast_endpoint_url":"https://s3.amazonaws.com/...",
  "demand_partner_id":4321
}
```

Required parameters: name, rate, vast\_endpoint\_url, demand\_partner\_id.

#### Response

Status code 200

```
{
  'account_id': 1,
  'active': True,
  'allowed_player_sizes': [
    's',
    'm',
    'l',
    'u'
  ],
  'bid_floor_type': 'dynamic',
  'bid_margin': 1.0,
  'bid_optional_params': {'context': 0},
  'bid_params': {'placementId': u'1'},
  'bid_platform': None,
  'budget_metric': None,
  'budget_pacing': None,
  'budget_period': None,
  'budget_value': None,
  'campaign_id': None,
  'country_codes': [],
  'country_targeting': 'All',
  'demand_code': None,
  'demand_group_id': None,
  'demand_partner_id': 1764,
  'tag_pixels': [],
  'demand_tag_type': 2,
  'demand_type': 2,
  'direct_connect': False,
  'dma_codes': [],
  'dma_targeting': u'All',
  'domain_list_ids': [],
  'domain_targeting': u'All',
  'end_date': None,
  'frequency_cap_metric': None,
  'frequency_cap_period': None,
  'frequency_cap_value': None,
  'id': 30424,
  'key_value_targeting': True,
  'name': 'TEST API DOCS',
  'player_size_targeting': 'All',
  'rate': '0.01',
  'start_date': None,
  'supply_tag_ids': [96296],
  'targeting_demand_ids': [],
  'targeting_demand_white_list': '',
  'timeout': 20000,
  'updated_at': '2017-07-28T15:06:47.191Z',
  'user_agent_devices': [],
  'user_agent_operating_systems': [],
  'vast_endpoint_url': 'http://test.com'
}
```

## Get a demand tag by id

### SDK

```
In [1]: tag = springserve.demand_tags.get(30424)

In [2]: print tag.name

"TEST API DOCS"
```

### REST API

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

#### Headers

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

#### Response

Status code 200

```
{
  'account_id': 1,
  'active': True,
  'id': 30424,
  'name': 'TEST API DOCS',
  ...
  'rate': '0.01',
  'supply_tag_ids': [96296],
  'demand_partner_id': 1764,
  'vast_endpoint_url': 'http://test.com'
}
```

## Get demand tags based on multiple conditions

### SDK

```
In [1]: active_tags_by_account = springserve.demand_tags.get(account_id=123, active=True)
In [2]: print active_tags_by_account[0].name

"TEST ACTIVE DEMAND TAG"
```

### REST API

GET /api/v0/demand\_tags

#### Headers

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

#### Body

```
{
  "account_id": 123,
  "active": "True"
}
```

#### Response

Status code 200

```
[
  {
    'account_id': 123,
    'active': True,
    'id': 30424,
    ...
  },
  {
    'account_id': 123,
    'active': True,
    'id': 30425,
    ...
  }
]
```

## Edit a Demand Tag

### SDK

```
In [1]: tag = springserve.demand_tags.get(30424)

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"
```

### REST API

*PUT /api/v0/demand\_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,
  'demand_partner_id': 1764,
  'id': 30424,
  'name': 'I want to change the name',
  ...
  'rate': '0.01',
  'supply_tag_ids': [96296],
  'vast_endpoint_url': 'http://test.com'
}
```

## Duplicate a Demand Tag

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

### SDK

```
In [1]: tag = springserve.demand_tags.get(30424)

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

ln [3]: dupe.ok
Out [3]: True

In [4]: print dupe.id
72302
```

### REST API

*GET /api/v0/demand\_tags/<id>/duplicate*

#### Headers

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

#### Response

Status code 201

```
{
  'account_id': 1,
  'active': True,
  'demand_partner_id': 1764,
  'id': 72302,
  'name': 'I want to change the name (copy)',
  ...
  'rate': '0.01',
  'supply_tag_ids': [96296],
  'vast_endpoint_url': 'http://test.com'
}
```