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Overview

The Stats API endpoint provides capability to retrieve near real time metrics and campaign budget cap-out time on the day of request.

Retrieve today's near-real time metrics and campaign cap-out insights

Description: You can retrieve following metrics at advertiser/campaign level in near real-time for the time elapsed on the day of request:

- Ad Spend
- Clicks
- Impressions
- Daily Remaining Budget
- Daily Out of budget Date
Time

URL: GET /api/v1/stats

Note:



- We recommend that you do not request near real-time statistics more than once per thirty minutes as the refreshed metrics may not reflect before that
- The Ads exposed attribution (Attributed Units Sold, Attributed Revenue) is not part of near real-time metrics. Only the Ads performance metrics (Ad Spend, Clicks, Impressions) are provided in near real-time metrics.
- Campaign budget type vs Daily remaining budget values:
- For Campaigns that have **only daily budget defined** – then **Daily Remaining Budget (Computed Value)**
- For Campaigns that have **both total and daily budget defined** – then **Daily Remaining Budget (Computed Value)**
- For Campaigns that have **only Total Budget defined** – then **Daily Remaining Budget is NULL**

Query Parameters

| Parameter | Description | Type | Required | Possible Values |
|--------------|--|---------|----------|---------------------------|
| advertiserId | The ID of the advertiser whose performance metrics for today is to be retrieved | integer | Y | Unique numeric identifier |
| campaignId | The ID of the campaign for which the performance metrics for today needs to be retrieved | integer | N | Unique numeric identifier |

Headers

| Header Name | Description | Required | Values |
|---------------|--|----------|--|
| Authorization | The token will provide you the access to the API. It is the same for all advertisers you | Y | Please utilize the generated auth_token shared with you at the time of partner onboarding from the Getting Started Guide |



| Header Name | Description | Required | Values |
|-------------------------|---|----------|--|
| | access through the API. | | |
| WM_CONSUMER.ID | We will provide you the consumer ID to access the API. It is same for all advertisers you access through the API. | Y | Please use the generated ConsumerId shared with you at the time of partner onboarding. Refer to the Getting Started Guide for further explanation on this |
| WM_SEC.AUTH_SIGNATURE | Auth signature as an API key | Y | Use the signature generator code from Getting Started Guide to generate this value |
| WM_SEC.KEY_VERSION | We will provide you with the KEY VERSION to access the API. It is same for all advertisers you access through the API | Y | 1 |
| WM_CONSUMER.intimestamp | Timestamp for which the auth signature is generated. Use Unix epoch format for the timestamp | Y | Use the signature generator code (Getting Started Guide) to generate this value |
| wap-tenant-id | Walmart Ads Platform Tenant identifier. | Y | Pass one of these value for tenant. <ul style="list-style-type: none"> • WMT_MX : For Walmart Mexico • WMT_BD : For Walmart Bodega EA • SAMS_MX : For SAMS Mexico |



| Header Name | Description | Required | Values |
|-------------|-------------|----------|---|
| | | | <ul style="list-style-type: none"> WBD_OD : For Walmart Bodega OD WMT_CA : For Walmart Canada |

Sample Request

```
curl -X GET \
'https://developer.api.us.stg.walmart.com/api-
proxy/service/WAP/API/v1/api/v1/stats?advertiserId=600002&campaignId=500001' \
--header 'accept: application/json' \
--header 'wap-tenant-id: WMT_MX' \
--header 'Authorization: Bearer <auth_token>' \
--header 'WM_SEC.AUTH_SIGNATURE: *****' \
--header 'WM_SEC.KEY_VERSION: 1' \
--header 'WM_CONSUMER.ID: adfwe-v23-faasd2r-afs-asdfqeff' \
--header 'WM_CONSUMER.intimestamp: 1565309779' \
```

Response

| Element | Description | Type |
|--------------------------|--|---------|
| campaignId | Id of the advertising campaign whose ad spend is being retrieved | integer |
| todayAdSpend | The amount of budget spent for current date | double |
| asOf | Date and time for which the statistics (ad spend, impressions, clicks, daily remaining budget) is requested. <i>Note: The time zone is in PST and time stamp format is 24-hour format</i> | string |
| adGroupId | Id of the ad group <i>Note: Please ignore this parameter because we now provide stats at campaign level only, and eventually adGroupId will be removed from the response. For now, we will return '-1' for this field.</i> | integer |
| dailyOutOfBudgetDatetime | An indicator of whether a campaign has yet run out of its assigned daily budget or not.It returns following values: 1. Actual Date and Time: It returns date and timestamp of when the | string |



| Element | Description | Type |
|----------------------|---|---------|
| | campaign exhausted its daily budget and stopped serving ads. 2. Empty: It returns a blank if the daily budget is not yet exhausted <i>Note:</i> 1. _Since it measures spend of daily budget, it only provides date and time stamp for the current day. Also, since it refreshes every day, it will return a blank the subsequent day if the daily budget is not exhausted_2. <i>The time zone is in PST and time stamp format is 24-hour format</i> | |
| dailyRemainingBudget | The amount of daily budget left after today's ad spend is consumed | double |
| todayImpressions | Total number of impressions counted for today | integer |
| todayClicks | Total number of clicks counted for today | integer |

Sample Response 1

```
[
  {
    "campaignId": 500001,
    "todayAdSpend":777.0,
    "asOf": "2021-07-29 18:44",
    "adGroupId": -1,
    "dailyOutOfBudgetDatetime": "2021-07-29 15:41",
    "dailyRemainingBudget": 17.2,
    "todayImpressions": 32421,
    "todayClicks": 14
  }
]
```

Sample Response 2

Following campaigns' daily budget is 500 and todayAdSpend is also 500, so dailyRemainingBudget is 0:

```
[
  {
    "campaignId": 1694255,
    "adgroupId": -1,
    "todayAdSpend": 500.0,
    "asOf": "2022-04-12 20:14",
    "dailyOutOfBudgetDatetime": "2022-04-12 09:08",
    "dailyRemainingBudget": 0.0,
    "todayImpressions": 495627,
    "todayClicks": 1214
  }
]
```



```
}  
]
```

Sample Response 3

Following campaign has Total Budget defined and Daily Budget is undefined (i.e., Campaign Budget Type: Total). Hence the the Daily Remaining Budget is NULL.

```
[  
{  
  "campaignId": 531760,  
  "adgroupId": -1,  
  "todayAdSpend": 52.0,  
  "asOf": "2022-04-14 15:18",  
  "dailyOutOfBudgetDatetime": null,  
  "dailyRemainingBudget": null,  
  "todayImpressions": 220,  
  "todayClicks": 52  
}  
]
```

Rate limits on API operations

There is a rate limit in place on the allowed number of API operations per hour.

Operations per hour are computed as the sum of number of changes requested across all API requests during the hour.

For example, 5 keyword bid changes, creation of an ad group, adding an item, and a snapshot report request in any given hour, would be counted as 8 operations.

You will receive an HTTP 429 status error code and an error message about rule enforced in case of breaking ops limit.

To learn more about current applicable limits specific to your integration, please reach out to the API Partner Enablement team.