

Adform Reporting API Integration Guide

For various endpoints in Adform (reporting, tracking, masterdata), the setup and access settings are the same. Getting the data from Adform's API require Oauth 2.0 setup, and to be able to achieve that, we would need to create a unique mail address set up the user, and then contact Adform to receive the necessary credentials.

1. Before starting on the setup, contact Annalect Solutions at support@annalect.com to get and email address for access, the mail will probably look like: <agency>-<country>@annalect-data.info
2. After receiving the mail address from the Solutions, go to Adform URL and find the user settings. <https://flow.adform.com/>
3. Enter the information for a new user invitation with the mail address provided. Choose the access settings to provide **Campaign management, Tracking and Reporting access** for the user to be created.
4. Inform the contact person that is responsible for the setup. The invitation link should be accepted in 24 hours, and otherwise needs to be sent again.
 - The received mail looks like this:

Hi!

You have been invited to join Adform Publisher Edge.

It seems that you don't have an Adform account. Please click the link to register:

<https://myaccount.adform.com/link-profile>

5. If the URL is not expired within 24 hours, clicking it will prompt a page where you define the username and password. We suggest choosing a username like: **<client_id>-<country>-Annalect-API**. Do not forget to write down the username password pair. It allows UI access.

6. After the user is created, Adform's API team needs to be notified about Oauth user creation. Write an e-mail to api@adform.com with the newly created username (do not provide the password, only username!) and ask for client_id and client_secret to be provided to us with the following scopes:

<https://api.adform.com/scope/eapi>

<https://api.adform.com/scope/buyer.reportingstats>

<https://api.adform.com/scope/buyer.masterdata>

<https://api.adform.com/scope/buyer.stats>

<https://api.adform.com/scope/buyer.advertisers>

<https://api.adform.com/scope/agencies.readonly>

<https://api.adform.com/scope/buyer.campaigns.api>

7. Adform usually replies back in 12-24 hours, stating that the credentials are now created, and a secure mail is sent to the mail address (the one that was used for the invitation and user creation). Again, be careful with the URL in the mail because it can be opened only twice before it expires, it also expires after 7 days. Let Annalect Solutions know the credentials you received.
8. API access should be set and go to start data extraction.