



**Web Services
API Reference
Version 1.2
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1 Revision history

Date	API Version	Revisions
July 2005	1.2	GetReport call's response changed SOAP Implementation
July 2005	1.15	New features : getEditions call, getScenarios call, getReports call, new reports
June 2005	1.14	Fault Codes updated
February 2005	1.13	timezone identifiers changed
February 2005	1.12	getReport Call XML_RPC Example corrections
January 2005	1.11	Additional error codes
January 2005	1.1	XML-RPC compliance added; Report retrieval methods added
December 2004	1.0	Initial revision

2 Overview

The IndexTools API documentation provides the information necessary to access the IndexTools API. The API provides a programmatic means of interacting with the IndexTools platform to access and change data for the main entities represented in the IndexTools system.

2.1 Supported Entities

You can use the IndexTools API to access and change the following entity types:

Entity	Notes
account	Basic entity, parent of all.
user	Account's child entity. One account may have many users with different user rights. By creating an account a user entity is being created automatically with the same user name as the account name. This user has full administrative rights.
project	Account's child entity. One account may have many projects with a separate tracking data space. By creating an account a project entity is being created automatically. One project may be used to track a (1) whole web site, a (2) subsection of a web site, (3) multiple web sites.
campaign	An advertisement campaign. Projects's child entity. One project may have many campaigns.
scenario	A series of steps your web visitors take in order to complete a given transaction. Projects's child entity. One project may have many campaigns.
edition	Represent the project's edition
action	Report settings' action filter. Projects's child entity. One project may have many campaigns.

The list of supported entities may change in the future. Some of the entities may not be accessible to a particular user, partner or during a particular login session, depending on the organization's and user's permissions.

2.2 Supported Operations

Operation	Description
-----------	-------------

login	Start a session
logout	Finish a session
createAccount	Create an account (incl. a user and a project)
createProject	Create an additional project within an account
createCampaign	Create a campaign within a project
getActions	Retrieve the available actions of a project
getCampaigns	Retrieve campaigns of a project
getEditions	Retrieve editions
getProjects	Retrieve projects of an account
getReport	Retrieve a report
getReports	Retrieve the available reports of a user/account
getTrackingCode	Retrieve tracking code for a project
getScenarios	Retrieve scenarios of a project

2.3 General form of the IndexTools API

Each API call is initiated by a request from a client and has a response from the server. API calls are never initiated from the server to the client. Each API call has a method name, which is one of the operations described in the [Supported Operations](#) section. The IndexTools API supports XML-RPC and SOAP protocols.

2.4 XML-RPC implementation

The IndexTools API allows you to encode your calls using XML-RPC. XML-RPC is "Remote Procedure Calling" using HTTP and XML encoding. See www.xmlrpc.org for a detailed description of XML-RPC.

For XML-RPC calls the method name is preceded by "indextools". For example, the method name to login an entity is indextools.login. Each XML-RPC call always uses exactly one argument, which is a struct of name-value pairs.

2.5 SOAP implementation

The IndexTools API allows you to encode your calls using SOAP. SOAP (Simple Object Access Protocol) is an XML-based protocol for exchanging information. See www.w3.org/TR/SOAP for a detailed description of SOAP.

In the Api Calls section there is a high-level SOAP specification for the IndexTools API. See the IndexTools WSDL at <http://www.indextools.com/download/IndexToolsApi.wsdl>.

IndexTools uses several custom types for its SOAP implementation, and it's describes in the wsdl schema.

3 IndexTools API Calls

3.1 Requirement for all calls

All IndexTools API calls must be contained in an HTTP request with appropriate HTTP headers. Each **login** call must be made to the URL: <https://secure.indextools.com/servlet/action/XmlApi>, and each SOAP login call must be made the URL:

<https://secure.indextools.com/IndexTools/services/IndexToolsApi>. Note that the insecure versions of the URL is also supported: <http://ondemand.indextools.com/servlet/action/XmlApi>, and <http://ondemand.indextools.com/IndexTools/services/IndexToolsApi> . Subsequent calls are made to the URL returned by the **login** call.

This API calls describe accurately the XML-RPC calls, but for the SOAP implementation it's a high-level description. For more details see the WSDL.

All IndexTools API calls require the following standard arguments:

Argument	Description
HTTP headers	Each call requires HTTP header fields for Content-Type ('text/xml') and Content-Length.
operation	Specifies the type of operation to be executed.

All calls, except the **login** call, also require an authenticated session and the following standard set of arguments:

Argument	Description
session_id	A valid session ID as returned by the login call. This ID must be passed concatenated to the server_url just after the the ";jsessionid=" separator in all subsequent calls in the current session. Note that the server_url returned by the login call already contains the session_id variable.

3.2 The login call

The **login** call takes a Partner ID and password, optionally a User ID and password and validates them. To access an account via the IndexTools API, you must first authenticate the session via a **login** request. Each **login** call must be made to the URL:

<https://secure.indextools.com/servlet/action/XmlApi>, and each SOAP login call must be made the URL: <https://secure.indextools.com/IndexTools/services/IndexToolsApi>. Note that the insecure versions of the URL is also supported: <http://ondemand.indextools.com/servlet/action/XmlApi>, and <http://ondemand.indextools.com/IndexTools/services/IndexToolsApi> . Subsequent calls are made to the URL returned by the **login** call.

In addition to the Content-Type and Content-Length headers, the **login** request requires the following arguments:

Name	Format	Description
partner_id	Digits	Partner identifier supplied by IndexTools
partner_password	Max. 32 chars	Partner password supplied by IndexTools
user_id	Max. 32 chars	Account's administrative User ID. If the user_id/user_password parameters are not supplied the session will have limited privileges and only createAccount operation will be allowed.
user_password	Max. 32 chars	If the user_id/user_password parameters are not supplied the session will have limited privileges and only the createAccount operation will be allowed.
secure	Digit (1)	Boolean. Specifies whether the login response should return a secure URL in the "server_url" parameter. If the "secure" parameter is not specified, the response sends a non-secure URL by default.
version	String	Value = "1.2" This is mandatory to use abilities of version 1.2.

Note: Names is bold are mandatory parameters.

There are two types of login privileges. If only partner id and password are supplied a partner session will be created and only the createAccount operation will be allowed. If both partner and user login information are supplied a user session will be created with non-restricted privileges.

The **login** call returns the following parameters:

Name	Format	Description
session_id	Max. 64 chars	Session ID for all subsequent requests in the session. This value should be passed in the HTTP cookie header in all future API requests in this session. IDs are case-sensitive.
server_url	Max. 128 chars	All future requests to the API in this session must be sent to this URL. The URL may or may not be secure, depending on the value of the "secure" parameter in the request. If the "secure" parameter is not specified, the response sends a non-secure URL by default.

The other call's endpoint must be the retrieved server_url!

See Also:

[login Call XML-RPC Example](#)

[login Call SOAP Example](#)

3.3 The logout call

The **logout** call does not require any arguments beyond the basic set. A successful response is empty.

See Also:

[logout Call XML-RPC Example](#)

[logout Call SOAP Example](#)

3.4 The createAccount call

The **createAccount** call creates an account entity, as well as a user and a project entity in the IndexTools system. If the client does not have an IndexTools account yet, this call should be executed first. The execution of this call requires a successful partner login. After successful execution of the **createAccount** operation the partner session will automatically be "upgraded" to a user session, in order to be able to perform further operations to the account.

The **createAccount** request requires the following arguments beyond the basic set:

Name	Format	Description
user_id	Max. 32 chars	Specify desired user id. Use this id to reference the user during login in the future.
user_password	Max. 32 chars	Specify desired user password.
email	Max. 128 chars	Specify valid E-mail address.
firstname	Max. 16 chars	First name.
lastname	Max. 16 chars	Last name.
tel	Max. 16 chars	Telephone number.
address	Max. 16 chars	Address.
city	Max. 16 chars	City.
country	Max. 2 chars	Two letter country code. See appendix below.
base_url	Max. 256 chars	Project's root URL e.g. www.abc.com

project_name	Max. 64 chars	Project's user-friendly name
timezone	Digits	See appendix below.
edition_id	Max. 8 chars	You can retrieve your available editions with getEditions call.
company	Max. 64 chars	Company name.
default_currency	Digits	See appendix below. Default: USD

The **createAccount** call returns the following parameters:

Name	Format	Description
account_id	Digits	Numeric identifier of the account.
project_id	Digits	Numeric identifier of the project. Use this id to reference the project in the future.

See Also:

[createAccount Call XML-RPC Example](#)

[createAccount Call SOAP Example](#)

3.5 The createCampaign call

The **createCampaign** call creates a new campaign entity within the project.

The **createCampaign** request requires the following arguments beyond the basic set:

Name	Format	Description
project_id	Digits	Numeric identifier of the project.
campaign_type	Digits	Identify campaign type. See appendix below.
campaign_name	Max. 64 chars	
campaign_start		YYYY-MM-DD
campaign_end		YYYY-MM-DD
campaign_desc	Max. 256 chars	Campaign description
status		SHOW HIDE
parameter	Max. 32 chars	url referrer
operator	Max. 16 chars	equals contains
condition	Max. 256 chars	e.g. source=google
currency	Digits	See appendix below. Default: USD
cost_type	Max. 8 chars	FREE FIXED CPC CPA LCA
action_id	Digits	Specify action id. (Required for CPA)
fix_cost	Digits	Specify fixed CPC cost if applicable, e.g. 0.15
cpc_engine_name	Max. 255 chars	Specify CPC engine name
cpc_engine_id	Digits	Numeric identifier of the CPC engine. See appendix below. (Required for RTCR only.)
cpc_username	Max. 64 chars	Specify CPC user name. (Required for RTCR only.)
cpc_password	Max. 64 chars	Specify CPC password. (Required for RTCR only.)
engine_account_id	Max. 64 chars	Specify Engine account id. (Required for RTCR only.)

quantity	Digits	Possible to use at banner campaign (number of impression) and email campaign (number of emails)
cpc_listing	Max. 32 chars	Specify URL parameter that contains the search listing variable. E.g. listing, kw or OVKEY
cpc_autobid	Max. 8 chars	on off (Overture autobid function). (Required for RTCR only.)

The **createCampaign** call returns the following parameters:

Name	Format	Description
campaign_id	Digits	Numeric identifier of the campaign. Use this id to reference the campaign in the future.

See Also:

[createCampaign Call XML-RPC Example](#)

[createCampaign Call SOAP Example](#)

3.6 The createProject call

The **createProject** call creates an additional project entity within the account. Please note than an initial project is being generated during the **createAccount** operation, therefore this call is only required if more than one projects are required.

The **createProject** request requires the following arguments beyond the basic set:

Name	Format	Description
base_url	Max. 256 chars	Project's root URL e.g. www.abc.com
project_name	Max. 64 chars	Project's user-friendly name
timezone	Digits	See appendix below
edition_id	Max. 8 chars	You can retrieve your available editions with getEditions call.
default_currency	Digits	See appendix below. Default: USD

The **createProject** call returns the following parameters:

Name	Format	Description
project_id	Digits	Numeric identifier of the project. Use this id to reference the project in the future.

See Also:

[createProject Call XML-RPC Example](#)

[createProject Call SOAP Example](#)

3.7 The getActions call

The **getActions** call returns all useable action name and code of a project.

The **getActions** request requires the following arguments beyond the basic set:

Name	Format	Description
------	--------	-------------

project_id	Digits	Numeric identifier of the project.
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The **getActions** call returns an array including the following parameters:

Name	Format	Description
action_id	Digits	Numeric identifier of the action.
action_name	Max. 64 Chars	Name of the corresponding action. Note that the action id 01 is reserved for the sale action, other actions can be renamed.

See Also:

[getActions Call XML-RPC Example](#)

[getActions Call SOAP Example](#)

3.8 The getCampaigns call

The **getCampaigns** call returns all active campaigns of a project.

The **getCampaigns** request requires the following arguments beyond the basic set:

Name	Format	Description
project_id	Digits	Numeric identifier of the project.

The **getCampaigns** call returns an array including the following parameters:

Name	Format	Description
campaign_type	Digits	Identify campaign type. See appendix below.
campaign_id	Digits	Numeric identifier of the campaign.
campaign_name	Max. 64 chars	
campaign_start	DateTime	
campaign_end	DateTime	
campaign_desc	Max. 256 chars	Campaign description
created_date	DateTime	Date when campaign was created
status		SHOW HIDE
parameter	Max. 32 chars	url referrer
operator	Max. 16 chars	equals contains
condition	Max. 256 chars	e.g. source=google
currency	Digits	See appendix below. Default: USD
cost_type	Max. 8 chars	none fixed rtrc (Real-time Cost Retrieval)
action_id	Digits	Specify action id. (Required for CPA)
fix_cost	Digits	Specify fixed CPC cost if applicable, e.g. 0.15
cpc_engine_name	Max. 255 chars	Specify CPC engine name
cpc_engine_id	Digits	Numeric identifier of the CPC engine. See appendix below. (Required for RTCR only.)
cpc_username	Max. 64 chars	Specify CPC user name. (Required for RTCR only.)
cpc_password	Max. 64 chars	Specify CPC password. (Required for RTCR only.)

engine_account_id	Max. 64 chars	Specify Overture account id. (Required for RTCR only.)
quantity	Digits	Possible to use at banner campaign (number of impression) and email campaign (number of emails)
cpc_listing	Max. 32 chars	Specify URL parameter that contains the search listing variable. E.g. listing, kw or OVKEY
cpc_autobid	Max. 8 chars	on off (Overture autobid function). (Required for RTCR only.)

See Also:

[getCampaigns Call XML-RPC Example](#)

[getCampaigns Call SOAP Example](#)

3.9 The getEditions

The **getEditions** call returns all available editions to create new account.

The **getEditions** request doesn't require any arguments.

The **getEditions** call returns an array including the following parameters:

Name	Format	Description
edition_id	Digits	Numeric identifier of the edition
name	String	Name of the edition
description	String	Description of the edition

See Also

[getEditions Call XML-RPC Example](#)

[getEditions Call SOAP Example](#)

3.10 The getProjects call

The **getProjects** call returns all active projects of an account.

The **getProjects** request doesn't require any arguments beyond the basic set.

The **getProjects** call returns an array including the following parameters:

Name	Format	Description
project_id	Digits	Numeric identifier of the project.
project_name	Max. 64 chars	Project's user-friendly name
base_url	Max. 256 chars	Project's root URL e.g. www.abc.com
timezone	Digits	See appendix below.
first_record_date	Date	Date of first time a hit was recorded in the project.
edition_id	Max. 8 chars	Project's edition_id
default_currency	Digits	See appendix below.

See Also:

[getProjects Call XML-RPC Example](#)

[getProjects Call SOAP Example](#)

3.11 The getReport call

The **getReport** call returns the statistics data for a project.

The **getReport** request requires the following arguments beyond the basic set:

Name	Format	Description
project_id	Digits	Numeric identifier of the project.
start_date	Date iso8601	Beginning of the reporting period e.g. 20041201T00:00:00
end_date	Date iso8601	End of the reporting period e.g. 20050101T00:00:00
report_id	Digits	Use getReports() call to get available report ids of the selected project
offset	Digits	Number of rows omitted from the beginning of the report. Default 0.
limit	Digits	Number of rows to be displayed.
action_id	Digits	Numeric action identifier. This parameter is only needed for conversion reports.
campaign_id	Digits	Numeric campaign identifier. This parameter is only needed for campaign detail and campaign conversion reports.
scenario_id	Digits	Use getScenarios() call to get available scenario ids of the selected project
session_id	10 Chars	Session identifier. This parameter is only needed of the session path report.
sort	Digits	Specifies a column in the result set to be sorted as set in the sort_direction parameter. 0 means the first column, 1 the second column etc.
sort_direction	Max. 4 chars	Sorts the column specified in the sort field. Possible values: 'asc' - ascending; 'desc' - descending.
show_help	Boolean	Indicates whether report help should be included in the response.
show_description	Boolean	Indicates whether report description should be included in the response.

The **getReport** call returns the following parameters:

Name	Format	Description
title	String	Report title.
description	String	Report description.
Help	String	Report help.
has_more_rows	Boolean	Indicates whether the result includes there is more data to follow. If this value is 'false' you can use the 'offset' and/or 'limit' parameters to request the next page or request a longer report.
max_indent_level	Boolean	Maximum indentation level.
top_report_header	Array	Array of reporthead_row
left_report_header	Array	Array of reporthead_row
subtoals	Array	Array of subtotal (datacell) values.

totals	Array	Array of total (datacell) values. Please note that this is not necessarily the total of what is returned in the report but the total of the whole report including unknown items and data not shown on the page.
unknowns	Array	Array of unknown (datacell) values.
datarows	Array	Array of datarow : datarow = Array of datacell

reporthead_row struct:

Name	Format	Description
id	Digits	Identifier
label	String	Row title
reporthead_row	Array	Array of rowitems

rowitems struct:

Name	Format	Description
id	Digits	Report row item identifier
name	String	Report row item name
align	String	Field display align (none, center, left, right)
width	Digits	Relative row item display width
span	Digits	Number of spanned children
link	String	URL associated to the row
propertyid	Digits	The associated property

datacell struct:

Name	Format	Description
id	Digits	Datacell identifier (see specific parameter)
value	String	Display value
link	String	URL associated to the value
warning	String	Used to display field specific warnings.

Note:

In the Last Visitors report the first **datacell id** in the **rowitems** contains the visitor's session id. You can view the visit path of the visitor with this session id.

See Also:

[getReport Call XML-RPC Example](#)

[getReport Call SOAP Example](#)

3.12 The getReports call

The **getReports** call returns all available reports of a project.

The **getReports** request requires the following arguments beyond the basic set:

Name	Format	Description
------	--------	-------------

project_id	Digits	Numeric identifier of the project.
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The **getReports** call returns an array including the following parameters:

Name	Format	Description
report_id	Digits	Numeric identifier of the report
name	String	Name of the report
description	String	Report description
help	String	Report help
limitNeed	Boolean	If true the limit property is mandatory for this report.
sessionNeed	Boolean	If true the session property is mandatory for this report.
scenarioNeed	Boolean	If true the scenario property is mandatory for this report.
actionNeed	Digits	Available values: 0 : not used 1 : optional 2 : required
campaignNeed	Digits	Available values: 0 : not used 1 : optional 2 : required

See Also

[getReports Call XML-RPC Example](#)

[getReports Call SOAP Example](#)

3.13 The getScenarios call

The **getScenarios** call returns all useable scenarios of a project.

The **getScenarios** request requires the following arguments beyond the basic set:

Name	Format	Description
project_id	Digits	Numeric identifier of the project.

The **getScenarios** call returns an array including the following parameters:

Name	Format	Description
scenario_id	Digits	Numeric identifier of the scenario
name	String	Name of the scenario
description	String	Description of the scenario

See Also

[getScenarios Call XML-RPC Example](#)

[getScenarios Call SOAP Example](#)

3.14 The getTrackingCode call

The **getTrackingCode** call returns the tracking code and the tracking JS file for a project.

The **getTrackingCode** request requires the following arguments beyond the basic set:

Name	Format	Description
project_id	Digits	Numeric identifier of the project.
transfer_protocol	Digits	Specify whether secure or non-secure tracking code should be retrieved. 0 (HTTP), 1 (HTTPS)
trackingjs_location	Max. 256 Chars	Specify exact location of the JS file if different from the root directory of the server. Default "base_url/indextools.js"
document_name	Max. 32 Chars	Optional custom variable. See IndexTools Installation Guide.
document_group	Max. 32 Chars	Optional custom variable. See IndexTools Installation Guide.
domains	Max. 32 Chars	Optional custom variable. See IndexTools Installation Guide.
member_id	Max. 32 Chars	Optional custom variable. See IndexTools Installation Guide.
action_id	Max. 2 Chars	Optional custom variable. See IndexTools Installation Guide.
amount	Max. 32 Chars	Optional custom variable. See IndexTools Installation Guide.

The **getTrackingCode** call returns the following parameters:

Name	Format	Description
tracking_code	String	HTML tracking code to be inserted into the page.
trackingjs	Max. 256 Chars	Download URL of the indextools.js file to be uploaded to the web site. Note that this file is project specific.

See Also:

[getTrackingCode Call XML-RPC Example](#)

[getTrackingCode Call SOAP Example](#)

4 Fault Codes

IndexTools API requests can return a successful response or a fault response. A fault response indicates that the request could not be completed. A fault response is composed of an error code and a text message. The fault message is a short description in English that can be displayed to the user as a minimally descriptive error message. If you display the fault message, you should also display the fault code. Clients should always recognize the fault codes, not the fault messages. The actual fault messages may vary slightly from the messages listed in this appendix.

Some faults are particular to certain calls, while others are more general faults that could happen on any call, such as error code 1000 for a null parameter list. In the section [Fault Codes Common to Specific Calls](#), each subsection lists fault codes that commonly occur with a particular call. However, the fault codes listed for a particular call could occur with any other call as well.

Beyond the fault codes, clients should also check that the response Content-Type in the HTTP header is .text/xml. Any other type, such as .text/html, indicates that the application server is down or unreachable, such as being blocked by a firewall.

See Also:

[XML RPC Fault Code Example](#)

[SOAP Fault Code Example](#)

4.1 HTTP, XML level fault codes

Fault codes 0 and -1 are used for general faults.

Code	Message
0	Invalid XML or XML-RPC syntax. Usually indicates a development error on the client. The server does not attempt to inform you about how to correct the XML or XML-RPC. You must validate the request on your own.
-1	Unspecified internal API error while processing the request. Usually indicates a runtime error on the server. Contact IndexTools for more help.

4.2 HTTP header and XML fault codes

Code	Message
1001	Session ID required in cookie for non-login request
1002	Invalid Content-Encoding
1003	API currently disabled
1004	API not enabled for this user or organization
1005	User or organization is not allowed to use the API during this time period, or has exceeded its API quota for this time period.
1006	User or organization has exceeded rate limit. Sleep and try again in 'X' ms (where 'X' is an integer listed at the beginning of the text message and followed by „ms delay:“)
1007	Servers temporarily unavailable
1008	Session timeout
1009	Internal Server Error

4.3 User-level fault codes

Code	Message
1101	Unknown/missing parameter (required, wrong parameter)
1102	Bad size
1103	Not unique (This parameter already exists in the system)
1104	Syntax error (For example: not valid email, url)
1105	Invalid partner name or password
1106	Invalid user name or password
1107	Date error
1108	Data conflict
1109	Bad protocol id
1110	Upgrade protocol
1111	No data available
1112	Unknown/missing report id
1113	Report not supported

1114	Maximum number of projects reached
1115	Quota limit reached for this function
1116	User or organization is not allowed to use this function.

5 Appendix A: Constants

5.1 Campaign types

Id	Note
1	Banner Campaigns
2	Email Campaigns
3	CPC Search Engines
5	Affiliate Program
7	Other

5.2 Timezones

Id	Note
1	Dateline : Eniwetok, Kwajalein
2	Samoa : Midway Island, Samoa
3	Hawaiian : Hawaii
4	Alaskan : Alaska
5	Pacific : Pacific Time (U.S. & Canada)
6	Mountain : Mountain Time (U.S. & Canada)
7	U.S. Mountain : Arizona
8	Canada Central : Saskatchewan
9	Central : Central Time (U.S. & Canada)
10	Mexico : Mexico City, Tegucigalpa
11	Eastern : Eastern Time (U.S. & Canada)
12	South America Pacific : Bogota, Lima, Quito
13	U.S. Eastern : Indiana (East)
14	Atlantic : Atlantic Time (Canada)
15	W. South America : Caracas, La Paz
16	Newfoundland : Newfoundland
17	E. South America : Brasilia
18	E. South America : Buenos Aires
19	Mid-Atlantic : Mid-Atlantic
20	Azores : Azores, Cape Verde Is.
21	Greenwich Mean Time : Casablanca, Monrovia
22	BST : Dublin, Lisbon, London
23	Balkan : Sarajevo, Sofija, Zagreb
24	Central Europe : Prague, Warsaw
25	Romance : Brussels, Madrid, Paris
26	W. Europe : Amsterdam, Berlin

27	E. Europe : E. Europe
28	Egypt : Cairo
29	Finland : Helsinki
30	GT : Athens, Istanbul
31	Israel : Israel
32	South Africa : Harare, Pretoria
33	Russian : Moscow, St. Petersburg
34	Saudi Arabia : Kuwait, Nairobi
35	Iran : Tehran
36	Arabian : Abu Dhabi, Muscat
37	Tbilisi : Tbilisi
38	Afghanistan : Kabul
39	Ekaterinburg : Ekaterinburg
40	West Asia : Islamabad, Karachi
41	India : Bombay, New Delhi
42	IoCentral Asia : Almaty, Dhakacation
43	Colombo : Colombo
44	Bangkok : Bangkok
45	Hanoi : Hanoi
46	Jakarta : Jakarta
47	China : Beijing, Hong Kong, Urumqi
48	Singapore : Singapore
49	Taiwan : Taipei
50	W. Australia : Perth
51	Korea : Seoul
52	Tokyo : Osaka, Sapporo, Tokyo
53	Yakutsk : Yakutsk
54	AUS Central : Darwin
55	Central Australia : Adelaide
56	E. Australia : Canberra, Sydney
57	E. Australia : Brisbane
58	Tasmania : Hobart
59	Vladivostok : Vladivostok
60	West Pacific : Guam, Port Moresby
61	Central Pacific : Magadan, Sol. Is.
62	Fiji : Fiji, Kamchatka, Marshall Is.
63	New Zealand : Auckland, Wellington

5.3 Cpc Engines

Engine Id	Name
1	Overture US
2	FindWhat
3	Sprinks
4	Kanoodle
5	Ah-ha
6	ePilot
7	Overture UK

8	eSpotting UK
9	Overture DE
10	eSpotting FR
11	eSpotting DE
12	eSpotting IT
13	eSpotting ES
14	Overture FR
15	Overture JP
16	Google Adwords
17	Google Adwords Content
18	Shopping.com
19	BizRate.com
20	PriceGrabber.com
21	7Search
22	SearchFeed
23	RedZone Global
24	eSpotting DK
25	eSpotting IE
26	eSpotting NO
27	eSpotting SE
28	Overture AT
29	Overture AU
30	Overture CH
31	Overture ES
32	Overture FI
33	Overture IT
34	Overture NO
35	Overture SE
36	Overture DK
37	Overture NL
38	Mirago
39	Nextag
40	Overture US Local Match
41	MySimon

5.4 Currencies

Id	Name
0	USD
1	CAD
2	EUR
3	GBP
4	JPY
5	DKK
6	HUF
7	NOK
8	SEK

5.5 Country Codes

Id	Name
af	Afghanistan
al	Albania
dz	Algeria
as	American Samoa
ad	Andorra
ao	Angola
ai	Anguilla
aq	Antartica
ag	Antigua and Barbuda
ar	Argentina
am	Armenia
aw	Aruba
ac	Ascension Island
au	Australia
at	Austria
az	Azerbaijan
bs	Bahamas
bh	Bahrain
bd	Bangladesh
bb	Barbados
by	Belarus
be	Belgium
bz	Belize
bj	Benin
bm	Bermuda
bt	Bhutan
bo	Bolivia
ba	Bosnia and Herzegovina
bw	Botswana
bv	Bouvet Island
br	Brazil
io	British Indian Ocean Territory
bn	Brunei Darussalam
bg	Bulgaria
bf	Burkina Faso
bi	Burundi
kh	Cambodia
cm	Cameroon
ca	Canada
cv	Cap Verde
ky	Cayman Islands
cf	Central African Republic
td	Chad
cl	Chile
cn	China
cx	Christmas Island
cc	Cocos (Keeling) Islands
co	Colombia
com	Commercial (.com)
km	Comoros
cg	Congo, Republic of
cd	Congo, Democratic People's Rep.
ck	Cook Islands
cr	Costa Rica
ci	Cote d'Ivoire
hr	Croatia/Hrvatska
cu	Cuba

cy	Cyprus
cz	Czech Republic
dk	Denmark
dj	Djibouti
dm	Dominica
do	Dominican Republic
tp	East Timor
ec	Ecuador
edu	Educational (.edu)
eg	Egypt
sv	El Salvador
gq	Equatorial Guinea
er	Eritrea
ee	Estonia
et	Ethiopia
fk	Falkland Islands (Malvina)
fo	Faroe Islands
fj	Fiji
fi	Finland
fr	France
gf	French Guiana
pf	French Polynesia
tf	French Southern Territories
ga	Gabon
gm	Gambia
ge	Georgia
de	Germany
gh	Ghana
gi	Gibraltar
gov	Governmental (.gov)
gr	Greece
gl	Greenland
gd	Grenada
gp	Guadeloupe
gu	Guam
gt	Guatemala
gg	Guernsey
gn	Guinea
gw	Guinea-Bissau
gy	Guyana
ht	Haiti
hm	Heard and McDonald Islands
va	Holy See (City Vatican State)
hn	Honduras
hk	Hong Kong
hu	Hungary
is	Iceland
in	India
id	Indonesia
ir	Iran (Islamic Republic of)
iq	Iraq
ie	Ireland
im	Isle of Man
il	Israel
it	Italy
jm	Jamaica
jp	Japan
je	Jersey
jo	Jordan
kz	Kazakhstan
ke	Kenya
ki	Kiribati
kp	Korea, Democratic People's Rep.

kr	Korea, Republic of
kw	Kuwait
kg	Kyrgyzstan
la	Lao People's Democratic Rep.
lv	Latvia
lb	Lebanon
ls	Lesotho
lr	Liberia
ly	Libyan Arab Jamahiriya
li	Liechtenstein
lt	Lithuania
lu	Luxembourg
mo	Macau
mk	Macedonia, Former Yugoslav Rep.
mg	Madagascar
mw	Malawi
my	Malaysia
mv	Maldives
ml	Mali
mt	Malta
mh	Marshall Islands
mq	Martinique
mr	Mauritania
mu	Mauritius
yt	Mayotte
mx	Mexico
fm	Micronesia, Federal State of
mil	Military (.mil)
md	Moldova, Republic of
mc	Monaco
mn	Mongolia
ms	Montserrat
ma	Morocco
mz	Mozambique
mm	Myanmar
na	Namibia
nr	Nauru
np	Nepal
nl	Netherlands
an	Netherlands Antilles
net	Network (.net)
nc	New Caledonia
nz	New Zealand
ni	Nicaragua
ne	Niger
ng	Nigeria
nu	Niue
nf	Norfolk Island
mp	Northern Mariana Islands
no	Norway
om	Oman
org	Organization (.org)
pk	Pakistan
pw	Palau
ps	Palestinian Territories
pa	Panama
pg	Papua New Guinea
py	Paraguay
pe	Peru
ph	Philippines
pn	Pitcairn Island
pl	Poland
pt	Portugal

pr	Puerto Rico
qa	Qatar
re	Reunion Island
ro	Romania
ru	Russian Federation
rw	Rwanda
kn	Saint Kitts and Nevis
lc	Saint Lucia
vc	Saint Vincent and the Grenadines
sm	San Marino
st	Sao Tome and Principe
sa	Saudi Arabia
sn	Senegal
sc	Seychelles
sl	Sierra Leone
sg	Singapore
sk	Slovak Republic
si	Slovenia
sb	Solomon Islands
so	Somalia
za	South Africa
gs	South Georgia / S. Sandwich Islands
es	Spain
lk	Sri Lanka
sh	St. Helena
pm	St. Pierre and Miquelon
sd	Sudan
sr	Suriname
sj	Svalbard and Jan Mayen Islands
sz	Swaziland
se	Sweden
ch	Switzerland
sy	Syrian Arab Republic
tw	Taiwan
tj	Tajikistan
tz	Tanzania
th	Thailand
tg	Togo
tk	Tokelau
to	Tonga
tt	Trinidad and Tobago
tn	Tunisia
tr	Turkey
tm	Turkmenistan
tc	Turks and Ciacos Islands
tv	Tuvalu
ug	Uganda
ua	Ukraine
ae	United Arab Emirates
gb	United Kingdom
us	United States
uy	Uruguay
um	US Minor Outlying Islands
uz	Uzbekistan
vu	Vanuatu
ve	Venezuela
vn	Vietnam
vg	Virgin Islands (British)
vi	Virgin Islands (USA)
wf	Wallis and Futuna Islands
eh	Western Sahara
ws	Western Samoa
ye	Yemen

yu	Yugoslavia
zr	Zaire
zm	Zambia
zw	Zimbabwe

5.6 Reports

Id	Report Title
104	Areas of the World
98	Bounce Rate (by Page Title)
97	Bounce Rate (by Page URL)
172	Bounce Rate of First Time Visitors (by Page Title)
171	Bounce Rate of First Time Visitors (by Page URL)
175	Bounce Rate of Returning Visitors (by Page Title)
174	Bounce Rate of Returning Visitors (by Page URL)
31	Browser Type
32	Browser Version
101	Campaign Conversion
102	Campaign Conversion Details
100	Campaign Details
99	Campaign Summary
26	Clicks to Pages (listed by Page Title)
25	Clicks to Pages (listed by Page URL)
36	Color Depth
92	Content groups hosting exit links
106	Conversion Ratio by Countries
62	Conversion Ratio by Languages
55	Conversion Ratio by Referring Domains
56	Conversion Ratio by Referring URLs
58	Conversion Ratio by Search Engine Referrals
135	Conversion Ratio by Search Engine Referrals
59	Conversion Ratio by Search Phrases
136	Conversion Ratio by Search Phrases
66	Conversion Ratio by Top Entry Pages (by Page Title)
65	Conversion Ratio by Top Entry Pages (by URL)
63	Conversion Ratio by Visiting Organizations
67	Conversion Ratio Summary
39	Cookie Support
103	Countries
107	CPC Search Engine Campaigns
112	CPC Search Listings
111	CPC Search Phrases
8	Daily Unique Visitors
109	Demographics Regions
86	Download pages by Content Groups
85	Download Pages by Title
84	Download pages by URL
83	Downloaded Files (by File Name)
81	Downloaded Files (by Full URL)
82	Exit Links (by full URL)
89	Exit Links (grouped by domain)
9	First Time Visitors
11	First Time vs. Returning Visits
40	Java Support
37	JavaScript Support
38	JavaScript Version
46	Languages
13	Last Visitors
148	Monthly Unique Visitors
50	Most Active Server Hours

15	Most Requested Pages by Page Title
14	Most Requested Pages by Page URL
33	Operating System
34	Operating System Versions
133	Organic Search Engine Referrals
134	Organic Search Phrases
12	Page Views
27	Page Views by Document Group
2	Page Views Per Session
91	Pages hosting exit links (by Title)
90	Pages hosting exit links (by URL)
41	Referring Domains
42	Referring URLs
10	Returning Visitors
146	Sales detail
165	Sales Summary
127	Scenario Summary
35	Screen Resolution
44	Search Engine Referrals
45	Search Phrases
110	Time Spent On Site
4	Time Zones
49	Top Browsing Hours
52	Top Directories
143	Top Domains
18	Top Entry Pages by Page Title
16	Top Entry Pages by Page URL
19	Top Exit Pages by Page Title
17	Top Exit Pages by Page URL
29	Traffic Summary
154	Visit Path
47	Visiting Organizations
28	Visitors by Document Group
7	Visits
147	Weekly Unique Visitors

6 Appendix B: XML-RPC Examples

Example XML-RPC requests and responses are included for each call. Each call must be contained in an HTTP request with appropriate HTTP headers. The HTTP headers are not shown in the examples, as they are either fixed or vary by the client.

Most calls take a `session_id` within the `server_url`. The value for that `server_url` is obtained from the response to the login call. An example `server_url` containing the `session_id` would be:

```
http://ondemand.indextools.com/servlet/action/XmlApi;jsessionid=b6JBqiOTseKQZqyb
```

The XML-RPC examples are indented for readability. The IndexTools API is not sensitive to indenting. The examples could be passed `.as is.` to the API, or they could be passed as one long line of text without any formatting. Responses from the `sforce` API are not normally formatted, without newlines (unless the data contains newlines).

6.1 XML_RPC Fault Code Example

Response to a faulty request:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<methodResponse>
  <fault>
    <value>
      <struct>
```

```

<member>
  <name>faultString</name>
  <value>Session ID required in cookie for non-login request</value>
</member>
<member>
  <name>faultCode</name>
  <value><int>1001</int></value>
</member>
</struct>
</value>
</fault>
</methodResponse>

```

6.2 login Call XML_RPC Example

The **login** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.login</methodName>
<params>
  <param>
    <value>
      <struct>
        <member>
          <name>version</name>
          <value>1.0</value>
        </member>
        <member>
          <name>partner_id</name>
          <value><int>2588372</int></value>
        </member>
        <member>
          <name>partner_password</name>
          <value>PARTNERPASSWORD</value>
        </member>
        <member>
          <name>user_id</name>
          <value>USER</value>
        </member>
        <member>
          <name>user_password</name>
          <value>USERPASSWORD</value>
        </member>
        <member>
          <name>secure</name>
          <value><boolean>0</boolean></value>
        </member>
      </struct>
    </value>
  </param>
</params>
</methodCall>

```

The **login** Response:

```

<?xml version="1.0" encoding="UTF-8" ?>
<methodResponse>
<params>
  <param>
    <value>
      <struct>

```

```

    <member>
      <name>server_url</name>
      <value>http://www.indextools.com/servlet/action/XMLApi;jsessionid=b6JBqiOTseKQZqyb</value>
    </member>
    <member>
      <name>session_id</name>
      <value>b6JBqiOTseKQZqyb</value>
    </member>
  </struct>
</value>
</param>
</params>
</methodResponse>

```

6.3 logout Call XML_RPC Example

The **logout** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
  <methodName>indextools.logout</methodName>
  <params>
    <param>
      <value>
        <struct>
          </struct>
        </value>
      </param>
    </params>
  </methodCall>

```

The **logout** Response:

```

<?xml version="1.0" encoding="UTF-8" ?>
<methodResponse>
  <params>
    <param>
      <value>
        <struct>
          </struct>
        </value>
      </param>
    </params>
  </methodResponse>

```

6.4 createAccount Call XML_RPC Example

The **createAccount** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
  <methodName>indextools.createAccount</methodName>
  <params>
    <param>
      <value>
        <struct>
          <member>
            <name>user_id</name>
            <value>USERID</value>
          </member>
        </struct>
      </value>
    </param>
  </params>

```

```
<member>
  <name>user_password</name>
  <value>USERPASSWORD</value>
</member>
<member>
  <name>email</name>
  <value>EMAIL</value>
</member>
<member>
  <name>firstname</name>
  <value>FIRSTNAME</value>
</member>
<member>
  <name>lastname</name>
  <value>LASTNAME</value>
</member>
<member>
  <name>tel</name>
  <value>0123456789</value>
</member>
<member>
  <name>address</name>
  <value>ADDRESS</value>
</member>
<member>
  <name>city</name>
  <value>CITY</value>
</member>
<member>
  <name>country</name>
  <value>COUNTRY</value>
</member>
<member>
  <name>base_url</name>
  <value>BASEURL</value>
</member>
<member>
  <name>project_name</name>
  <value>PNAME</value>
</member>
<member>
  <name>timezone</name>
  <value><int>0</int></value>
</member>
<member>
  <name>edition_id</name>
  <value>STAT3</value>
</member>
<member>
  <name>company</name>
  <value>COMPANY</value>
</member>
<member>
  <name>default_currency</name>
  <value><int>0</int></value>
</member>
<member>
  <name>tax_id</name>
  <value>TAXID</value>
</member>
</struct>
</value>
</param>
```

```
</params>
</methodCall>
```

The **createAccount** Response:

```
<?xml version="1.0" encoding="UTF-8" ?>
<methodResponse>
<params>
<param>
<value>
<struct>
<member>
<name>account_id</name>
<value><int>987654321</int></value>
</member>
<member>
<name>project_id</name>
<value><int>987654320</int></value>
</member>
</struct>
</value>
</param>
</params>
</methodResponse>
```

6.5 createCampaign Call XML_RPC Example

The **createCampaign** Request:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.createCampaign</methodName>
<params>
<param>
<value>
<struct>
<member>
<name>project_id</name>
<value><int>987654320</int></value>
</member>
<member>
<name>campaign_type</name>
<value><int>3</int></value>
</member>
<member>
<name>campaign_name</name>
<value>CAMPAIGN</value>
</member>
<member>
<name>campaign_start</name>
<value>2005-05-20</value>
</member>
<member>
<name>campaign_end</name>
<value>2005-05-27 </value>
</member>
<member>
<name>campaign_desc</name>
<value>MY CAMPAIGN</value>
</member>
</struct>
</value>
</param>
</params>
```

```
<name>status</name>
<value>SHOW</value>
</member>
<member>
<name>parameter</name>
<value>url</value>
</member>
<member>
<name>operator</name>
<value>contains</value>
</member>
<member>
<name>condition</name>
<value>source=google</value>
</member>
<member>
<name>currency</name>
<value><int>0</int></value>
</member>
<member>
<name>cost_type</name>
<value>FREE</value>
</member>
<member>
<name>action_id</name>
<value><int>1</int></value>
</member>
<member>
<name>fix_cost</name>
<value><int>0</int></value>
</member>
<member>
<name>cpc_engine_name</name>
<value>CPCENGINENAME</value>
</member>
<member>
<name>cpc_engine_id</name>
<value><int>1</int></value>
</member>
<member>
<name>cpc_username</name>
<value>CPCUSER</value>
</member>
<member>
<name>cpc_password</name>
<value>CPCPASSWORD</value>
</member>
<member>
<name>engine_account_id</name>
<value>ENGINEACCOUNTID</value>
</member>
<member>
<name>quantity</name>
<value>QUANTITY</value>
</member>
<member>
<name>cpc_listing</name>
<value>OVKEY</value>
</member>
<member>
<name>cpc_autobid</name>
<value>on</value>
</member>
```

```

    </struct>
  </value>
</param>
</params>
</methodCall>

```

The **createCampaign** Response:

```

<?xml version="1.0" encoding="UTF-8" ?>
<methodResponse>
  <params>
    <param>
      <value>
        <struct>
          <member>
            <name>campaign_id</name>
            <value><int>987654320</int></value>
          </member>
        </struct>
      </value>
    </param>
  </params>

```

6.6 createProject Call XML_RPC Example

The **createProject** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
  <methodName>indextools.createProject</methodName>
  <params>
    <param>
      <value>
        <struct>
          <member>
            <name>base_url</name>
            <value>BASEURL</value>
          </member>
          <member>
            <name>project_name</name>
            <value>PNAME</value>
          </member>
          <member>
            <name>timezone</name>
            <value><int>0</int></value>
          </member>
          <member>
            <name>edition_id</name>
            <value>STAT3</value>
          </member>
          <member>
            <name>default_currency</name>
            <value><int>0</int></value>
          </member>
        </struct>
      </value>
    </param>
  </params>
</methodCall>

```

The **createProject** Response:

```
<?xml version="1.0" encoding="UTF-8" ?>
<methodResponse>
  <params>
    <param>
      <value>
        <struct>
          <member>
            <name>project_id</name>
            <value><int>987654320</int></value>
          </member>
        </struct>
      </value>
    </param>
  </params>
</methodResponse>
```

6.7 getActions Call XML_RPC Example

The **getActions** Request:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
  <methodName>indextools.getActions</methodName>
  <params>
    <param>
      <value>
        <struct>
          <member>
            <name>project_id</name>
            <value>65432</value>
          </member>
        </struct>
      </value>
    </param>
  </params>
</methodCall>
```

The **getActions** Response:

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<methodResponse>
  <params>
    <param>
      <value>
        <array>
          <data>
            <value>
              <struct>
                <member>
                  <name>action_id</name>
                  <value><int>1</int></value>
                </member>
                <member>
                  <name>action_name</name>
                  <value>SALE</value>
                </member>
              </struct>
            </value>
          </data>
        </array>
      </value>
    </param>
  </params>
```

```
<name>action_id</name>
<value><int>2</int></value>
</member>
<member>
  <name>action_name</name>
  <value>action number #2</value>
</member>
</struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>3</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #3</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>4</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #4</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>5</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #5</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>6</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #6</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>7</int></value>
    </member>
```

```

    <member>
      <name>action_name</name>
      <value>action number #7</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>8</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #8</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>9</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #9</value>
    </member>
  </struct>
</value>
<value>
  <struct>
    <member>
      <name>action_id</name>
      <value><int>10</int></value>
    </member>
    <member>
      <name>action_name</name>
      <value>action number #10</value>
    </member>
  </struct>
</value>
</data>
</array>
</value>
</param>
</params>
</methodResponse>

```

6.8 getCampaigns Call XML_RPC Example

The **getCampaigns** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
  <methodName>indextools.getCampaigns</methodName>
  <params>
    <param>
      <value>
        <struct>
          <member>

```

```

    <name>project_id</name>
    <value>65432</value>
  </member>
</struct>
</value>
</param>
</params>
</methodCall>

```

The **getCampaigns** Response:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodResponse>
  <params>
    <param>
      <value>
        <array>
          <data>
            <value>
              <struct>
                <member>
                  <name>campaign_type</name>
                  <value><int>3</int></value>
                </member>
                <member>
                  <name>campaign_id</name>
                  <value><int>5</int></value>
                </member>
                <member>
                  <name>campaign_name</name>
                  <value>Overture Campaign</value>
                </member>
                <member>
                  <name>campaign_desc</name>
                  <value>Main Overture Campaign</value>
                </member>
                <member>
                  <name>created_date</name>
                  <value><dateTime.iso8601>20041205T12:24:44</dateTime.iso8601></value>
                </member>
                <member>
                  <name>parameter</name>
                  <value>url</value>
                </member>
                <member>
                  <name>operator</name>
                  <value>contains</value>
                </member>
                <member>
                  <name>condition</name>
                  <value>&OVKEY=</value>
                </member>
                <member>
                  <name>currency</name>
                  <value><int>0</int></value>
                </member>
                <member>
                  <name>cost_type</name>
                  <value>rtcr</value>
                </member>
                <member>
                  <name>fix_cost</name>
                  <value><int>0</int></value>
                </member>
              </struct>
            </value>
          </data>
        </array>
      </value>
    </param>
  </params>
</methodResponse>

```

```
</member>
<member>
  <name>cpc_engine_id</name>
  <value><int>1</int></value>
</member>
<member>
  <name>cpc_username</name>
  <value>CPCUSER</value>
</member>
<member>
  <name>cpc_password</name>
  <value>CPCPASSWORD</value>
</member>
<member>
  <name>overture_account_id</name>
  <value>OVERTUREACCOUNTID</value>
</member>
<member>
  <name>cpc_listing</name>
  <value>OVKEY</value>
</member>
<member>
  <name>cpc_autobid</name>
  <value>on</value>
</member>
</struct>
</value>
<value>
<struct>
<member>
  <name>campaign_type</name>
  <value><int>3</int></value>
</member>
<member>
  <name>campaign_id</name>
  <value><int>7</int></value>
</member>
<member>
  <name>campaign_name</name>
  <value>Overture Campaign 2</value>
</member>
<member>
  <name>campaign_desc</name>
  <value>Second Overture Campaign</value>
</member>
<member>
  <name>created_date</name>
  <value><dateTime.iso8601>20050103T17:21:39</dateTime.iso8601></value>
</member>
<member>
  <name>parameter</name>
  <value>url</value>
</member>
<member>
  <name>operator</name>
  <value>contains</value>
</member>
<member>
  <name>condition</name>
  <value>&OVKEY2=</value>
</member>
<member>
  <name>currency</name>
```

```

    <value><int>0</int></value>
  </member>
  <member>
    <name>cost_type</name>
    <value>rtr</value>
  </member>
  <member>
    <name>fix_cost</name>
    <value><int>0</int></value>
  </member>
  <member>
    <name>cpc_engine_id</name>
    <value><int>1</int></value>
  </member>
  <member>
    <name>cpc_username</name>
    <value>CPCUSER</value>
  </member>
  <member>
    <name>cpc_password</name>
    <value>CPCPASSWORD</value>
  </member>
  <member>
    <name>overture_account_id</name>
    <value>OVERTUREACCOUNTID</value>
  </member>
  <member>
    <name>cpc_listing</name>
    <value>OVKEY</value>
  </member>
  <member>
    <name>cpc_autobid</name>
    <value>on</value>
  </member>
</struct>
</value>
</data>
</array>
</value>
</param>
</params>
</methodResponse>

```

6.9 getEditions Call XML_RPC Example

The **getEditions** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
  <methodName>indextools.getEditions</methodName>
  <params>
    <param>
      <value>
        <struct>
          </struct>
      </value>
    </param>
  </params>
</methodCall>

```

The **getEditions** Response:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodResponse>
<params>
<param>
<value>
<array>
<data>
<value>
<struct>
<member>
<name>edition_id</name>
<value>STAT3TRL</value>
</member>
<member>
<name>name</name>
<value>eBusiness Trial Edition</value>
</member>
<member>
<name>description</name>
<value>- Invisible real-time web site tracking&lt;br&gt;- incl. 5,000 pageviews per
month&lt;br&gt;- Document grouping&lt;br&gt;- Conversion ratio analysis&lt;br&gt;- Action
Tracking&lt;br&gt;- IP filtering to exclude your own visits</value>
</member>
</struct>
</value>
</data>
</array>
</value>
</param>
</params>
</methodResponse>

```

6.10 geProjects Call XML_RPC Example

The **getProjects** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.getProjects</methodName>
<params>
<param>
<value>
<struct>
</struct>
</value>
</param>
</params>
</methodCall>

```

The **getProjects** Response:

```

<?xml version="1.0" encoding="iso-8859-1"?>
<methodResponse>
<params>
<param>
<value>
<array>
<data>
<value>
<struct>

```

```
<member>
  <name>project_id</name>
  <value>
    <int>122</int>
  </value>
</member>
<member>
  <name>project_name</name>
  <value>Customer Web Site</value>
</member>
<member>
  <name>base_url</name>
  <value>www.customer.com</value>
</member>
<member>
  <name>timezone</name>
  <value>
    <int>21</int>
  </value>
</member>
<member>
  <name>first_record_date</name>
  <value>
    <dateTime.iso8601>20010109T00:00:00</dateTime.iso8601>
  </value>
</member>
<member>
  <name>edition_id</name>
  <value>STAT4</value>
</member>
<member>
  <name>default_currency</name>
  <value>
    <int>0</int>
  </value>
</member>
</struct>
</value>
<value>
  <struct>
    <member>
      <name>project_id</name>
      <value>
        <int>123</int>
      </value>
    </member>
    <member>
      <name>project_name</name>
      <value>Customer Web Site 2</value>
    </member>
    <member>
      <name>base_url</name>
      <value>www.customer2.com</value>
    </member>
    <member>
      <name>timezone</name>
      <value>
        <int>0</int>
      </value>
    </member>
    <member>
      <name>first_record_date</name>
      <value>
```

```

    <dateTime.iso8601>20030101T00:00:00</dateTime.iso8601>
  </value>
</member>
<member>
  <name>edition_id</name>
  <value>STAT5</value>
</member>
<member>
  <name>default_currency</name>
  <value>
    <int>21</int>
  </value>
</member>
</struct>
</value>
</data>
</array>
</value>
</param>
</params>
</methodResponse>

```

6.11 getReport Call XML_RPC Example

The **getReport** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.getReport</methodName>
<params>
<param>
<value>
<struct>
<member>
<name>project_id</name>
<value><int>987654320</int></value>
</member>
<member>
<name>start_date</name>
<value><dateTime.iso8601>20041201T00:00:00</dateTime.iso8601></value>
</member>
<member>
<name>end_date</name>
<value><dateTime.iso8601>20041231T00:00:00</dateTime.iso8601></value>
</member>
<member>
<name>report_id</name>
<value><int>31</int></value>
</member>
<member>
<name>offset</name>
<value><int>0</int></value>
</member>
<member>
<name>limit</name>
<value><int>2</int></value>
</member>
<member>
<name>show_help</name>
<value><boolean>1</boolean></value>
</member>
</struct>
</value>
</param>
</params>

```

```

    <name>show_description</name>
    <value><boolean>1</boolean></value>
  </member>
</struct>
</value>
</param>
</params>
</methodCall>

```

The **getReport** Response:

```

<?xml version="1.0" encoding="iso-8859-1"?>
<methodResponse>
  <params>
    <param>
      <value>
        <struct>
          <member>
            <name>title</name>
            <value>Browser Type</value>
          </member>
          <member>
            <name>description</name>
            <value>This report page lets you know what type of
            browsers your visitors use. For more detailed
            information see the Browser Versions page.</value>
          </member>
          <member>
            <name>help</name>
            <value>
              &lt;b>Usage</b>&lt;br>&lt;br>This
              information is useful when designing and updating your
              Web site. Internet Explorer and Netscape browsers are
              not compatible with all HTML tags or JavaScript code.
              Knowing which browsers are most popular among your
              visitors will enable you to optimize your site for
              them.</value>
          </member>
          <member>
            <name>has_more_rows</name>
            <value>
              <boolean>1</boolean>
            </value>
          </member>
          <member>
            <name>max_indent_level</name>
            <value>
              <int>0</int>
            </value>
          </member>
          <member>
            <name>top_report_heads</name>
            <value>
              <array>
                <data>
                  <value>
                    <struct>
                      <member>
                        <name>id</name>
                        <value>
                          <int>0</int>
                        </value>
                      </member>
                    </struct>
                  </value>
                </data>
              </array>
            </value>
          </member>
        </struct>
      </value>
    </param>
  </params>
</methodResponse>

```

```

<member>
  <name>label</name>
  <value />
</member>
<member>
  <name>reporthead_itemlist</name>
  <value>
    <array>
      <data>
        <value>
          <struct>
            <member>
              <name>id</name>
              <value>
                <int>0</int>
              </value>
            </member>
            <member>
              <name>name</name>
              <value>Visits</value>
            </member>
            <member>
              <name>align</name>
              <value>none</value>
            </member>
            <member>
              <name>width</name>
              <value>
                <int>10</int>
              </value>
            </member>
            <member>
              <name>span</name>
              <value>
                <int>1</int>
              </value>
            </member>
            <member>
              <name>link</name>
              <value />
            </member>
            <member>
              <name>propertyid</name>
              <value>
                <int>0</int>
              </value>
            </member>
          </struct>
        </value>
      </data>
    </array>
  </value>
  <struct>
    <member>
      <name>id</name>
      <value>
        <int>0</int>
      </value>
    </member>
    <member>
      <name>name</name>
      <value>%</value>
    </member>
    <member>
      <name>align</name>

```

```

        <value>none</value>
      </member>
    <member>
      <name>width</name>
      <value>
        <int>10</int>
      </value>
    </member>
    <member>
      <name>span</name>
      <value>
        <int>1</int>
      </value>
    </member>
    <member>
      <name>link</name>
      <value />
    </member>
    <member>
      <name>propertyid</name>
      <value>
        <int>0</int>
      </value>
    </member>
  </struct>
</value>
</data>
</array>
</value>
</member>
<member>
  <name>left_report_heads</name>
  <value>
    <array>
      <data>
        <value>
          <struct>
            <member>
              <name>id</name>
              <value>
                <int>1080485452</int>
              </value>
            </member>
            <member>
              <name>label</name>
              <value />
            </member>
            <member>
              <name>reporthead_itemlist</name>
              <value>
                <array>
                  <data>
                    <value>
                      <struct>
                        <member>
                          <name>id</name>
                          <value>

```

```

        <int>0</int>
      </value>
    </member>
  </member>
  <member>
    <name>name</name>
    <value>Browser</value>
  </member>
  <member>
    <name>align</name>
    <value>none</value>
  </member>
  <member>
    <name>width</name>
    <value>
      <int>10</int>
    </value>
  </member>
  <member>
    <name>span</name>
    <value>
      <int>1</int>
    </value>
  </member>
  <member>
    <name>link</name>
    <value />
  </member>
  <member>
    <name>propertyid</name>
    <value>
      <int>0</int>
    </value>
  </member>
</struct>
</value>
</data>
</array>
</value>
</member>
</struct>
</value>
<value>
  <struct>
    <member>
      <name>id</name>
      <value>
        <int>1868759089</int>
      </value>
    </member>
    <member>
      <name>label</name>
      <value />
    </member>
    <member>
      <name>reporthead_itemlist</name>
      <value>
        <array>
          <data>
            <value>
              <struct>
                <member>
                  <name>id</name>
                  <value>

```

```

        <int>10</int>
      </value>
    </member>
  <member>
    <name>name</name>
    <value>Internet
    Explorer</value>
  </member>
  <member>
    <name>align</name>
    <value>none</value>
  </member>
  <member>
    <name>width</name>
    <value>
      <int>10</int>
    </value>
  </member>
  <member>
    <name>span</name>
    <value>
      <int>1</int>
    </value>
  </member>
  <member>
    <name>link</name>
    <value />
  </member>
  <member>
    <name>propertyid</name>
    <value>
      <int>0</int>
    </value>
  </member>
</struct>
</value>
</data>
</array>
</value>
</member>
</struct>
</value>
<value>
  <struct>
    <member>
      <name>id</name>
      <value>
        <int>137465064</int>
      </value>
    </member>
    <member>
      <name>label</name>
      <value />
    </member>
    <member>
      <name>reporthead_itemlist</name>
      <value>
        <array>
          <data>
            <value>
              <struct>
                <member>
                  <name>id</name>

```

```
<value>
  <int>301</int>
</value>
</member>
<member>
  <name>name</name>
  <value>Firefox</value>
</member>
<member>
  <name>align</name>
  <value>none</value>
</member>
<member>
  <name>width</name>
  <value>
    <int>10</int>
  </value>
</member>
<member>
  <name>span</name>
  <value>
    <int>1</int>
  </value>
</member>
<member>
  <name>link</name>
  <value />
</member>
<member>
  <name>propertyid</name>
  <value>
    <int>0</int>
  </value>
</member>
</struct>
</value>
</data>
</array>
</value>
</member>
</struct>
</value>
</data>
</array>
</value>
</member>
<member>
  <name>datarows</name>
  <value>
    <array>
      <data>
        <value>
          <array>
            <data>
              <value>
                <struct>
                  <member>
                    <name>id</name>
                    <value>
                      <int>0</int>
                    </value>
                  </member>
                </struct>
              </value>
            </data>
          </array>
        </data>
      </array>
    </value>
  </member>
</member>
```



```
        <member>
          <name>warning</name>
          <value />
        </member>
      </struct>
    </value>
  </data>
</array>
</value>
</data>
</array>
</value>
</member>
<member>
  <name>unknowns</name>
  <value>
    <array>
      <data>
        <value>
          <struct>
            <member>
              <name>id</name>
              <value>
                <int>0</int>
              </value>
            </member>
            <member>
              <name>value</name>
              <value />
            </member>
            <member>
              <name>warning</name>
              <value />
            </member>
          </struct>
        </value>
      <value>
        <struct>
          <member>
            <name>id</name>
            <value>
              <int>0</int>
            </value>
          </member>
          <member>
            <name>value</name>
            <value>22</value>
          </member>
          <member>
            <name>warning</name>
            <value />
          </member>
        </struct>
      </value>
    </value>
  </struct>
</member>
</array>
</value>
</member>
```

```
        <name>value</name>
        <value>0.22%</value>
    </member>
    <member>
        <name>warning</name>
        <value />
    </member>
</struct>
</value>
</data>
</array>
</value>
</member>
<member>
    <name>subtotals</name>
    <value>
        <array>
            <data>
                <value>
                    <struct>
                        <member>
                            <name>id</name>
                            <value>
                                <int>0</int>
                            </value>
                        </member>
                        <member>
                            <name>value</name>
                            <value />
                        </member>
                        <member>
                            <name>warning</name>
                            <value />
                        </member>
                    </struct>
                </value>
            <value>
                <struct>
                    <member>
                        <name>id</name>
                        <value>
                            <int>0</int>
                        </value>
                    </member>
                    <member>
                        <name>value</name>
                        <value>9136</value>
                    </member>
                    <member>
                        <name>warning</name>
                        <value />
                    </member>
                </struct>
            </value>
        </array>
    </value>
    <struct>
        <member>
            <name>id</name>
            <value>
                <int>0</int>
            </value>
        </member>
    </struct>
</member>
```

```
        <name>value</name>
        <value>92.09%</value>
    </member>
    <member>
        <name>warning</name>
        <value />
    </member>
</struct>
</value>
</data>
</array>
</value>
</member>
<member>
    <name>totals</name>
    <value>
        <array>
            <data>
                <value>
                    <struct>
                        <member>
                            <name>id</name>
                            <value>
                                <int>0</int>
                            </value>
                        </member>
                        <member>
                            <name>value</name>
                            <value />
                        </member>
                        <member>
                            <name>warning</name>
                            <value />
                        </member>
                    </struct>
                </value>
            </data>
        </array>
    </value>
    <struct>
        <member>
            <name>id</name>
            <value>
                <int>0</int>
            </value>
        </member>
        <member>
            <name>value</name>
            <value>9920</value>
        </member>
        <member>
            <name>warning</name>
            <value />
        </member>
    </struct>
</value>
</value>
<struct>
    <member>
        <name>id</name>
        <value>
            <int>0</int>
        </value>
    </member>
    <member>
```

```

        <name>value</name>
        <value>100.00%</value>
    </member>
    <member>
        <name>warning</name>
        <value />
    </member>
</struct>
</value>
</data>
</array>
</value>
</member>
</struct>
</value>
</param>
</params>
</methodResponse>

```

6.12 getReports Call XML_RPC Example

The **getReports** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.getReports</methodName>
<params>
<param>
<value>
<struct>
<member>
<name>project_id</name>
<value>65432</value>
</member>
</struct>
</value>
</param>
</params>
</methodCall>

```

The **getReports** Response:

```

<?xml version="1.0" encoding="iso-8859-1"?>
<methodResponse>
<params>
<param>
<value>
<array>
<data>
<value>
<struct>
<member>
<name>report_id</name>
<value>
<int>31</int>
</value>
</member>
<member>
<name>name</name>
<value>Browser Type</value>
</member>
<member>

```

```

    <name>help</name>
    <value>&lt;b>Usage&/b&lt;&lt;br>This
    information is useful when designing and updating
    your Web site. Internet Explorer and Netscape
    browsers are not compatible with all HTML tags or
    JavaScript code. Knowing which browsers are most
    popular among your visitors will enable you to
    optimize your site for them.</value>
  </member>
  <member>
    <name>description</name>
    <value>This report page lets you know what type
    of browsers your visitors use. For more detailed
    information see the Browser Versions
    page.</value>
  </member>
  <member>
    <name>limitNeed</name>
    <value>
      <boolean>0</boolean>
    </value>
  </member>
  <member>
    <name>sessionNeed</name>
    <value>
      <boolean>0</boolean>
    </value>
  </member>
  <member>
    <name>scenarioNeed</name>
    <value>
      <boolean>0</boolean>
    </value>
  </member>
  <member>
    <name>actionNeed</name>
    <value>
      <int>0</int>
    </value>
  </member>
  <member>
    <name>campaignNeed</name>
    <value>
      <int>0</int>
    </value>
  </member>
</struct>
</value>
</data>
</array>
</value>
</param>
</params>
</methodResponse>

```

6.13 getScenarios Call XML_RPC Example

The **getScenarios** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.getScenarios</methodName>

```

```

<params>
  <param>
    <value>
      <struct>
        <member>
          <name>project_id</name>
          <value>65432</value>
        </member>
      </struct>
    </value>
  </param>
</params>
</methodCall>

```

The **getScenarios** Response:

```

<?xml version="1.0" encoding="iso-8859-1"?>
<methodResponse>
  <params>
    <param>
      <value>
        <array>
          <data>
            <value>
              <struct>
                <member>
                  <name>name</name>
                  <value>Signup</value>
                </member>
                <member>
                  <name>description</name>
                  <value />
                </member>
                <member>
                  <name>scenario_id</name>
                  <value>
                    <int>6</int>
                  </value>
                </member>
              </struct>
            </value>
            <value>
              <struct>
                <member>
                  <name>name</name>
                  <value>First payment</value>
                </member>
                <member>
                  <name>description</name>
                  <value />
                </member>
                <member>
                  <name>scenario_id</name>
                  <value>
                    <int>7</int>
                  </value>
                </member>
              </struct>
            </value>
          </data>
        </array>
      </value>
    </param>

```

```

</params>
</methodResponse>

```

6.14 getTrackingCode Call XML_RPC Example

The **getTrackingCode** Request:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodCall>
<methodName>indextools.getTrackingCode</methodName>
<params>
<param>
<value>
<struct>
<member>
<name>project_id</name>
<value><int>987654320</int></value>
</member>
<member>
<name>transfer_protocol</name>
<value><int>0</int></value>
</member>
<member>
<name>trackingjs_location</name>
<value>/indextools.js</value>
</member>
</struct>
</value>
</param>
</params>
</methodCall>

```

The **getTrackingCode** Response:

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<methodResponse>
<params>
<param>
<value>
<struct>
<member>
<name>tracking_code</name>
<value>&lt;!-- IndexTools Customization Code --&gt;
&lt;!-- Remove leading // to activate custom variables --&gt;
&lt;script language="Javascript"&gt;
//var DOCUMENTGROUP="";
//var DOCUMENTNAME="";
//var ACTION="";
&lt;/script&gt;
&lt;!-- End of Customization Code --&gt;
&lt;!-- IndexTools Code v3.01 - All rights reserved --&gt;
&lt;script language="javascript1.1" src="/indextools.js"&gt; &lt;/script&gt;&lt;noscript&gt;
&lt;img src="http://stats.indextools.com/p.pl?a=10002086822356&amp;js=no" width="1"
height="1"&gt;&lt;/noscript&gt;&lt;!-- --&gt;
&lt;!-- End of IndexTools Code --&gt;</value>
</member>
<member>
<name>trackingjs</name>
<value>http://www.indextools.com/ittc3/1000987654320/indextools.js</value>
</member>
</struct>
</value>

```

```

</param>
</params>
</methodResponse>

```

7 Appendix C: SOAP Examples

Example SOAP requests and responses are included for each call. Each call must be contained in an HTTP request with appropriate HTTP headers. The HTTP headers are not shown in the examples, as they are either fixed or vary by the client.

Most calls take a `session_id` within the `server_url`. The value for that `server_url` is obtained from the response to the login call. An example `server_url` containing the `session_id` would be:

```
http://ondemand.indextools.com/IndexTools/service/IndexToolsApi;jsessionid=b6JbqiOTseKQZqyb
```

The SOAP examples are indented for readability. The IndexTools API is not sensitive to indenting. The examples could be passed .as is. to the API, or they could be passed as one long line of text without any formatting. Responses from the sforce API are not normally formatted, without newlines (unless the data contains newlines).

7.1 SOAP Fault Code Example

Response to a faulty request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <soapenv:Fault>
      <faultcode>soapenv:Server.generalException</faultcode>
      <faultstring>Session Timeout</faultstring>
      <detail>
        <ns1:hostname xmlns:ns1="http://xml.apache.org/axis/">indextools</ns1:hostname>
      </detail>
    </soapenv:Fault>
  </soapenv:Body>
</soapenv:Envelope>

```

7.2 login Call SOAP Example

The **login** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <Login xmlns="http://v1.soap.api.indextools.com">
      <PartnerId>PARTNERID</PartnerId>
      <PartnerPassword>PARTNERPASSWORD</PartnerPassword>
      <UserId>USERID</UserId>
      <UserPassword>USERPASSWORD</UserPassword>
      <Version>v1_2</Version>
      <IsSecure>true</IsSecure>
    </Login>
  </soapenv:Body>
</soapenv:Envelope>

```

The **login** Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <soapenv:Body>
    <LoginResponse xmlns="http://v1.soap.api.indextools.com">
      <ServerUrl>
https://secure/IndexTools/services/IndexToolsApi;jsessionid=FA60577E4AA2E30447D7502956C0D681
      </ServerUrl>
      <SessionId>FA60577E4AA2E30447D7502956C0D681</SessionId>
    </LoginResponse>
  </soapenv:Body>
</soapenv:Envelope>
```

7.3 logout Call SOAP Example

The **logout** Request:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <Logout xmlns="http://v1.soap.api.indextools.com" />
  </soapenv:Body>
</soapenv:Envelope>
```

The **logout** Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <LogoutResponse xmlns="http://v1.soap.api.indextools.com" />
  </soapenv:Body>
</soapenv:Envelope>
```

7.4 createAccount Call SOAP Example

The **createAccount** Request:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <CreateAccount xmlns="http://v1.soap.api.indextools.com">
      <UserId>testaccount</UserId>
      <UserPassword>jelszo123</UserPassword>
      <Email>test@test.hu</Email>
      <Firstname>John</Firstname>
      <Lastname>Sinclair</Lastname>
      <Tel>888.1234.1234</Tel>
      <Address>address</Address>
      <City>city</City>
      <Country>uk</Country>
    </CreateAccount>
  </soapenv:Body>
</soapenv:Envelope>
```

```

    <Company>company</Company>
    <BaseUrl>www.test.com</BaseUrl>
    <ProjectName>TestProject</ProjectName>
    <TimeZone>GMT</TimeZone>
    <EditionId>STAT3TRL</EditionId>
    <DefaultCurrency>GBP</DefaultCurrency>
  </CreateAccount>
</soapenv:Body>
</soapenv:Envelope>

```

The **createAccount** Response:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <CreateAccountResponse xmlns="http://v1.soap.api.indextools.com">
      <AccountId>42630</AccountId>
      <ProjectId>1968653905</ProjectId>
    </CreateAccountResponse>
  </soapenv:Body>
</soapenv:Envelope>

```

7.5 createCampaign Call SOAP Example

The **createCampaign** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <CreateCampaign xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>14</ProjectId>
      <Campaign>
        <Name>Test Campaign (from SOAP)</Name>
        <Description>This campaign was created by SOAP client</Description>
        <Type>Banner</Type>
        <State>Show</State>
        <CostType>PPC</CostType>
        <StartDate>2005-07-21</StartDate>
        <EndDate>2005-07-21</EndDate>
        <FixCost>0.5</FixCost>
        <Quantity>20</Quantity>
        <Operator>Contains</Operator>
        <Parameter>Url</Parameter>
        <Condition>index2</Condition>
        <Currency>HUF</Currency>
      </Campaign>
    </CreateCampaign>
  </soapenv:Body>
</soapenv:Envelope>

```

The **createCampaign** Response:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

```

```

<soapenv:Body>
  <CreateCampaignResponse xmlns="http://v1.soap.api.indextools.com">
    <CampaignId>35328</CampaignId>
  </CreateCampaignResponse>
</soapenv:Body>
</soapenv:Envelope>

```

7.6 createProject Call SOAP Example

The **createProject** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <soapenv:Body>
    <CreateProject xmlns="http://v1.soap.api.indextools.com">
      <BaseUrl>www.company.com</BaseUrl>
      <ProjectName>Test Project From Soap</ProjectName>
      <TimeZone>GMT</TimeZone>
      <EditionId>STAT3TRL</EditionId>
      <DefaultCurrency>USD</DefaultCurrency>
    </CreateProject>
  </soapenv:Body>
</soapenv:Envelope>

```

The **createProject** Response:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <soapenv:Body>
    <CreateProjectResponse xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>1410519610</ProjectId>
    </CreateProjectResponse>
  </soapenv:Body>
</soapenv:Envelope>

```

7.7 getActions Call SOAP Example

The **getActions** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <soapenv:Body>
    <GetActions xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>1234</ProjectId>
    </GetActions>
  </soapenv:Body>
</soapenv:Envelope>

```

The `getActions` Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetActionsResponse xmlns="http://v1.soap.api.indextools.com">
      <Action>
        <Id>1</Id>
        <Name>SALE</Name>
      </Action>
      <Action>
        <Id>2</Id>
        <Name>SIGNUP</Name>
      </Action>
      <Action>
        <Id>3</Id>
        <Name>SUBSCRIPTION</Name>
      </Action>
      <Action>
        <Id>4</Id>
        <Name>CONTACT FORM</Name>
      </Action>
    </GetActionsResponse>
  </soapenv:Body>
</soapenv:Envelope>
```

7.8 `getCampaigns` Call SOAP Example

The **`getCampaigns`** Request:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetCampaigns xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>1234</ProjectId>
    </GetCampaigns>
  </soapenv:Body>
</soapenv:Envelope>
```

The **`getCampaigns`** Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetCampaignsResponse xmlns="http://v1.soap.api.indextools.com">

      <Campaign>
        <Id>13</Id>
        <Name>Overture UK</Name>
        <Description></Description>
        <Type>PaidSearch</Type>
        <State>Show</State>
      </Campaign>
    </GetCampaignsResponse>
  </soapenv:Body>
</soapenv:Envelope>
```

```

    <CostType>LCR</CostType>
    <CreateDate>2005-03-01</CreateDate>
    <StartDate>2005-04-01</StartDate>
    <FixCost>0.0</FixCost>
    <Quantity>0.0</Quantity>
    <Operator>Contains</Operator>
    <Parameter>Url</Parameter>
    <Condition>ref=gotouk</Condition>
    <Currency>USD</Currency>
    <ActionId>0</ActionId>
  </Campaign>
</GetCampaignsResponse>
</soapenv:Body>
</soapenv:Envelope>

```

7.9 getEditions Call SOAP Example

The **getEditions** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetEditions xmlns="http://v1.soap.api.indextools.com" />
  </soapenv:Body>
</soapenv:Envelope>

```

The **getEditions** Response:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetEditionsResponse xmlns="http://v1.soap.api.indextools.com">
      <Edition>
        <Id>STAT3TRL</Id>
        <Name>eBusiness Trial Edition</Name>
        <Description>- Invisible real-time web site
tracking<br>- incl. 5,000 pageviews per
month<br>- Document grouping<br>- Conversion
ratio analysis<br>- Action Tracking<br>- IP
filtering to exclude your own visits</Description>
      </Edition>
    </GetEditionsResponse>
  </soapenv:Body>
</soapenv:Envelope>

```

7.10 getProjects Call SOAP Example

The **getProjects** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

```

```

<soapenv:Body>
  <GetProjects xmlns="http://v1.soap.api.indextools.com" />
</soapenv:Body>
</soapenv:Envelope>

```

The **getProjects** Response:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetProjectsResponse xmlns="http://v1.soap.api.indextools.com">
      <Project>
        <Id>1234</Id>
        <Name>Project name</Name>
        <Edition>
          <Id>STAT4</Id>
          <Name>eBusiness Edition with Live Cost Analysis</Name>
          <Description>includes standard Statistics eBusiness
            Edition features plus<br>- Real-time cost analysis
            functionality<br>- Specifically designed to
            support PPC search engines<br>- Imports click
            costs from all major PPC engines (such as Overture,
            Google Adwords, Findwhat etc.) in real-time<br>-
            Reports Clicks, ROAS (return on ad spend) as well as CPA
            (cost per action) on a keyword level</Description>
          </Edition>
          <BaseUrl>www.company.com</BaseUrl>
          <TimeZone>Europe_London</TimeZone>
          <FirstRecordDate>2005-01-01</FirstRecordDate>
          <DefaultCurrency>USD</DefaultCurrency>
        </Project>
      </GetProjectsResponse>
    </soapenv:Body>
  </soapenv:Envelope>

```

7.11 getReport Call SOAP Example

The **getReport** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetReport xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>1234</ProjectId>
      <ReportId>31</ReportId>
      <StartDate>2005-07-03</StartDate>
      <EndDate>2005-07-09</EndDate>
      <Limit>2</Limit>
      <Sort>1</Sort>
      <SortDirection>Ascending</SortDirection>
      <IsShowDescription>true</IsShowDescription>
    </GetReport>
  </soapenv:Body>
</soapenv:Envelope>

```

The **getReport** Response:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetReportResponse xmlns="http://v1.soap.api.indextools.com">
      <Title>Browser Type</Title>
      <Description>This report page lets you know what type of
        browsers your visitors use. For more detailed information see
        the Browser Versions page.</Description>
      <TopReportHeadList>
        <ReportHeadRow>
          <Id>0</Id>
          <Label></Label>
          <ReportHeadItemList>
            <ReportHeadItem>
              <Id>0</Id>
              <Name>Visits</Name>
              <Align>None</Align>
              <Width>10</Width>
              <Link></Link>
              <Span>1</Span>
              <PropertyId>0</PropertyId>
            </ReportHeadItem>
            <ReportHeadItem>
              <Id>0</Id>
              <Name>%</Name>
              <Align>None</Align>
              <Width>10</Width>
              <Link></Link>
              <Span>1</Span>
              <PropertyId>0</PropertyId>
            </ReportHeadItem>
          </ReportHeadItemList>
        </ReportHeadRow>
      </TopReportHeadList>
      <LeftReportHeadList>
        <ReportHeadRow>
          <Id>1080485148</Id>
          <Label></Label>
          <ReportHeadItemList>
            <ReportHeadItem>
              <Id>0</Id>
              <Name>Browser</Name>
              <Align>None</Align>
              <Width>10</Width>
              <Link></Link>
              <Span>1</Span>
              <PropertyId>0</PropertyId>
            </ReportHeadItem>
          </ReportHeadItemList>
        </ReportHeadRow>
        <ReportHeadRow>
          <Id>0</Id>
          <Label></Label>
          <ReportHeadItemList>
            <ReportHeadItem>
              <Id>305</Id>
              <Name>Camino</Name>
              <Align>None</Align>
            </ReportHeadItem>
          </ReportHeadItemList>
        </ReportHeadRow>
      </LeftReportHeadList>
    </GetReportResponse>
  </soapenv:Body>
</soapenv:Envelope>

```

```

    <Width>10</Width>
    <Link></Link>
    <Span>1</Span>
    <PropertyId>0</PropertyId>
  </ReportHeadItem>
</ReportHeadItemList>
</ReportHeadRow>
<ReportHeadRow>
  <Id>2</Id>
  <Label></Label>
  <ReportHeadItemList>
    <ReportHeadItem>
      <Id>16</Id>
      <Name>Konqueror</Name>
      <Align>None</Align>
      <Width>10</Width>
      <Link></Link>
      <Span>1</Span>
      <PropertyId>0</PropertyId>
    </ReportHeadItem>
  </ReportHeadItemList>
</ReportHeadRow>
</LeftReportHeadList>
<DataRowList>
  <DataRow>
    <DataCellList>
      <DataCell>
        <Id>129</Id>
        <Value>1</Value>
        <Warning></Warning>
      </DataCell>
      <DataCell>
        <Id>137471456</Id>
        <Value>0.01%</Value>
        <Warning></Warning>
      </DataCell>
    </DataCellList>
  </DataRow>
  <DataRow>
    <DataCellList>
      <DataCell>
        <Id>1080484700</Id>
        <Value>8</Value>
        <Warning></Warning>
      </DataCell>
      <DataCell>
        <Id>137427856</Id>
        <Value>0.08%</Value>
        <Warning></Warning>
      </DataCell>
    </DataCellList>
  </DataRow>
</DataRowList>
<TotalCellList>
  <DataCell>
    <Id>544367990</Id>
    <Value></Value>
    <Warning></Warning>
  </DataCell>
  <DataCell>
    <Id>808464935</Id>
    <Value>9920</Value>
    <Warning></Warning>
  </DataCell>

```

```

    </DataCell>
    <DataCell>
      <Id>1684955424</Id>
      <Value>100.00%</Value>
      <Warning></Warning>
    </DataCell>
  </TotalCellList>
  <SubtotalCellList>
    <DataCell>
      <Id>0</Id>
      <Value></Value>
      <Warning></Warning>
    </DataCell>
    <DataCell>
      <Id>0</Id>
      <Value>9</Value>
      <Warning></Warning>
    </DataCell>
    <DataCell>
      <Id>0</Id>
      <Value>0.09%</Value>
      <Warning></Warning>
    </DataCell>
  </SubtotalCellList>
  <UnknownCellList>
    <DataCell>
      <Id>0</Id>
      <Value></Value>
      <Warning></Warning>
    </DataCell>
    <DataCell>
      <Id>0</Id>
      <Value>22</Value>
      <Warning></Warning>
    </DataCell>
    <DataCell>
      <Id>0</Id>
      <Value>0.22%</Value>
      <Warning></Warning>
    </DataCell>
  </UnknownCellList>
  <HasMoreRows>true</HasMoreRows>
  <MaxIndentLevel>0</MaxIndentLevel>
</GetReportResponse>
</soapenv:Body>
</soapenv:Envelope>

```

7.12 getReports Call SOAP Example

The **getReports** Request:

```

<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetReports xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>14</ProjectId>
    </GetReports>
  </soapenv:Body>
</soapenv:Envelope>

```

The **getReports** Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetReportsResponse xmlns="http://v1.soap.api.indextools.com">
      <Report>
        <Id>104</Id>
        <Name>Areas of the World</Name>
        <Description>This report page shows the number and percentage
          of your visitors who come from different areas of the
          world.</Description>
        <IsLimitNeed>>false</IsLimitNeed>
        <IsSessionNeed>>false</IsSessionNeed>
        <IsScenarioNeed>>false</IsScenarioNeed>
        <CampaignNeed>notused</CampaignNeed>
        <ActionNeed>notused</ActionNeed>
      </Report>
      <Report>
        <Id>98</Id>
        <Name>Bounce Rate (by Page Title)</Name>
        <Description>Bounce rate is the percentage of web site
          visitors who arrive at an entry page, then leave without
          getting any deeper into the site.</Description>
        <IsLimitNeed>>true</IsLimitNeed>
        <IsSessionNeed>>false</IsSessionNeed>
        <IsScenarioNeed>>false</IsScenarioNeed>
        <CampaignNeed>notused</CampaignNeed>
        <ActionNeed>notused</ActionNeed>
        <Help>This is an important metric, one all internet marketers
          should know about their e-businesses off the top of their
          heads. The rate should be a part of the marketing plan as
          well, normally as an objective accompanied by appropriate
          strategies and tactics designed to reduce the rate to an
          acceptable level. Once the bounce rate has been reduced to a
          consistent acceptable level, then efforts can be concentrated
          against increasing the buy rate.</Help>
      </Report>
      [...]
    </GetReportsResponse>
  </soapenv:Body>
</soapenv:Envelope>
```

7.13 getScenarios Call SOAP Example

The **getScenarios** Request:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetScenarios xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>14</ProjectId>
    </GetScenarios>
  </soapenv:Body>
</soapenv:Envelope>
```

```
</soapenv:Envelope>
```

The **getScenarios** Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetScenariosResponse xmlns="http://v1.soap.api.indextools.com">
      <Scenario>
        <Id>1</Id>
        <Name>Signup scenario</Name>
        <Description></Description>
      </Scenario>
      <Scenario>
        <Id>2</Id>
        <Name>Upgrade scenario</Name>
        <Description></Description>
      </Scenario>
    </GetScenariosResponse>
  </soapenv:Body>
</soapenv:Envelope>
```

7.14 getTrackingCode Call SOAP Example

The **getTrackingCode** Request:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetTrackingCode xmlns="http://v1.soap.api.indextools.com">
      <ProjectId>1234</ProjectId>
      <TransferProtocol>0</TransferProtocol>
    </GetTrackingCode>
  </soapenv:Body>
</soapenv:Envelope>
```

The **getTrackingCode** Response:

```
<?xml version="1.0" encoding="utf-8"?>
<soapenv:Envelope xmlns:soapenv="http://schemas.xmlsoap.org/soap/envelope/"
  xmlns:xsd="http://www.w3.org/2001/XMLSchema"
  xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">

  <soapenv:Body>
    <GetTrackingCodeResponse xmlns="http://v1.soap.api.indextools.com">
      <IncludeCode>&lt;!-- IndexTools Customization Code --&gt;
&lt;!-- Remove leading // to activate custom variables --&gt;
&lt;script language="&quot;Javascript&quot;&gt;
//var DOCUMENTGROUP="";
//var DOCUMENTNAME="";
//var ACTION="";
&lt;/script&gt;
&lt;!-- End of Customization Code --&gt;
&lt;!-- IndexTools Code v3.01 - All rights reserved --&gt;
&lt;script language="&quot;javascript1.1&quot;&gt;
src="&quot;http://www.indextools.com/indextools.js&quot;&gt;&lt;/script&gt;&lt;noscript&gt;
```

```
&lt;img src=&quot;http://stats.indextools.com/p.pl?a=1234&amp;js=no&quot; width=&quot;1&quot;
height=&quot;1&quot;&gt;&lt;/noscript&gt;&lt;!-- End of IndexTools Code --&gt;&lt;/IncludeCode&gt;
  &lt;JsLocation&gt;/ittc3/100014/indextools.js&lt;/JsLocation&gt;
  &lt;/GetTrackingCodeResponse&gt;
&lt;/soapenv:Body&gt;
&lt;/soapenv:Envelope&gt;
```