

Yahoo DSP: Reporting API Update

Overview

The Yahoo DSP API is being updated to the latest version, in alignment with recommendations from the API provider. This update introduces changes to multiple metrics and dimensions. For detailed documentation, refer to the [Yahoo DSP API Documentation](#).

1. Dimensions Being Replaced

Old Dimension	New Dimension
Goal Type	Line Goal Type
Publisher	Exchange
Publisher ID	Exchange ID
OS	Desktop OS
OS ID	Desktop OS ID
Bid Request Ad Size	Bid Request Dimensions
Media Type	Line Channel Type

2. Metrics Being Replaced

Old Metric	New Metric
Seat Data Fee	Total Data Fee
Seat Tech Fee	Platform Fee
Publisher Earnings	Inventory Cost
Publisher ECPM	Inventory ECPM
Publisher Earnings %	Inventory Cost %



3. Metrics with Updated Names

Legacy Metric Name	New Metric Name
Measurable Impressions	Yahoo+ Measurable Impressions
Viewable Impressions	Yahoo+ Viewable Impressions
Nonmeasurable Impressions	Yahoo+ Non-Measurable Impressions
Nonviewable Impressions	Yahoo+ Nonviewable Impressions
Measurable Rate	Yahoo+ Measurable Rate
SeatFirstPartyDemoFee	Yahoo+ Demo Fee
Viewable Rate	Yahoo+ Viewability Rate

4. Impact on Transformations

- **No Action Required:** If these fields are not part of your transformation setup, the updates will automatically reflect in your datastream settings after the update.
- **Action Required:** If these fields are included in your transformation setup, please replace the old fields with the corresponding new fields.

If you have any questions or require additional help, please do not hesitate to reach out to us at support@adverity.com