ParkLogic

ParkLogic Customer Domain Report API

Version 1.0

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1. Overview

This document describes ParkLogic's Application Programming Interface (API) available to clients. Clients should consult their sales representative to be granted access to specific ParkLogic APIs if they are not listed here.

2. Domain Management

1.1 Domain Report Data

This API allows clients to retrieve domain aggregated performance data over a specified date range.

1.1.1 Endpoint

GET https://api3.parklogic.com/?apiid=774

1.1.2 Required Parameters

Parameter	Required	Description
apiu	yes	API user identifier (provided in email)
apik	yes	API key for authentication (provided in email)
accountId	yes	Account ID associated with your data (provided in email)
portfolioId	yes	The portfolioId of the portfolio you want to limit the data to. Use 'all' to include all portfolios the user is allowed to see (refer to email for the list of portfolioId you have access to)
startDate	no	Start date (inclusive) in format YYYY-MM-DD. If not provided, default date of 30 days ago will be selected.
endDate	no	End date (inclusive) in format YYYY-MM-DD. If not provided, default date of today will be selected.
limit	no	The number of records to be returned. Set this to 'none' if you want all records returned (limited to 200000), otherwise use an integer to set the number of records to be returned. Default value is 200000.
offset	no	The number of records to offset the recordset. Used in conjunction with LIMIT to return a page of results. Use 'none' without the quotes or 0 ignore offsetting. Default value is 0.
sortField	no	The field by which the data should be sorted. Set to 'none' without the quotes to use default sorting. One of the following values: domain,revenue, urls, views, clicks, rpm. Default value is ‘revenue’
sortDir	no	Controls whether the results are shown from smallest to largest or largest to smallest. Use ASC to sort in ascending order (A–Z, 0–9, earliest to latest). Use DESC or omit to sort in descending order (Z–A, 9–0, latest to earliest). Default value is ‘DESC’

1.1.3 Returned Results

Parameter	Type	Description
domain	string	The domain name
createdDate	string	The date when the domain was added to the account (YYYY-MM-DD)
urls	integer	The total number of urls (raw traffic) the domain has received for the date range.
views	integer	The total number of views the domain has received for the date range.
clicks	integer	The total number of clicks the domain has received for the date range.
ctr	float	The average Click Through Rate (CTR) of the domain as a percentage calculated as clicks/views*100 for the date range.
epc	float	The average Earnings Per Click (EPC) of the domain calculated as revenue/clicks for the date range
nrpm	float	The normalised Revenue Per Milleu (nRPM). This is the revenue per 1000 urls.
rpm	float	The Revenue Per Milleu (RPM). This is the revenue per 1000 views.
revenue	float	This is the total revenue the domain has received for the date range.

1.1.4 Example Request

```
https://api3.parklogic.com/?apiid=774&apiu={APIU}&apik={APIK}&accountid={ACCOUNT_ID}&portfolioId=all&startDate=2026-06-01&endDate=2026-06-30&limit=200000&offset=0&sortField=domain&sortDir=asc
```

1.1.5 Example Response

```
domain,createdDate,urls,views,clicks,ctr,epc,nrpm,rpm,revenue
example1.com,2022-09-21,0,0,0,0,0,0,0,0
example2.com,2025-09-21,1451,1320,552,41.82,0.03,9.77,10.74,14.18
```

1.2 Domain List

This API allows clients to retrieve the list of domains in their account/portfolio.

1.2.1 Endpoint

GET https://api3.parklogic.com/?apiid=467

1.2.1 Required Parameters

Parameter	Required	Description
apiu	yes	API user identifier (provided in email)
apik	yes	API key for authentication (provided in email)
accountId	yes	Account ID associated with your data (provided in email)
portfolioId	yes	Portfolio to limit data to. Use a specific portfolio ID, or ***'none'*** to ignore portfolio filter. (refer to email for the list of portfolioId you have access to)
limit	no	The number of records to be returned. Set this to 'none' if you want all records returned (limited to 200000), otherwise use an integer to set the number of records to be returned. Default value is 200000.
offset	no	The number of records to offset the recordset. Used in conjunction with LIMIT to return a page of results. Use 'none' without the quotes or 0 ignore offsetting. Default value is 0.
domain	no	Set to ***'all'*** for all domains, or specify a domain name.
sortField	no	Field to sort by. One of the following values: ***domain, nsok, nslastcheck, adultcontent, portfolioId, createddate***. Default value is 'domain'.
sortDir	no	Controls whether the results are shown from smallest to largest or largest to smallest. Use ASC to sort in ascending order (A–Z, 0–9, earliest to latest). Use DESC or omit to sort in descending order (Z–A, 9–0, latest to earliest). Default value is 'DESC'

1.2.2 Returned Results

Parameter	Type	Description
domain	string	The domain name
portfolioname	string	The name of the portfolio that the domain belongs to
nsok	string	Indicates if the Name Server (NS) records are correctly configured and resolving (Y or N)
aok	string	Indicates if the Address (A) records are correctly configured and resolving (Y or N)
nslastcheck	string	The timestamp of the most recent DNS resolver check
adultcontent	string	Flag indicating if the domain has been flagged for hosting adult or explicit content (Y or N)
accountId	integer	Client Account ID number

Parameter	Type	Description
portfolioId	integer	The ID number of the portfolio that the domain belongs tor
createddate	string	The date when the domain record was initially added to the system

1.2.3 Example Request

```
https://api3.parklogic.com/?apiid=467&apiu={APIU}&apik={APIK}&accountid={ACCOUNT_ID}&portfolioId=none&limit=200000&offset=0&domain=all&sortField=domain&sortDir=desc
```

1.2.4 Example Response

```
domain,portfolioname,nsok,nslastcheck,adultcontent,accountId,portfolioId,createddate,currentdate
example1.com,Default,N,"2025-09-21 09:11:45",N,9999,9999,"2022-10-01 12:46:26",2022-10-01
example2.com,Default,N,"2025-09-21 14:48:35",N,9999, 9999,"2022-10-01 12:45:29",2022-10-01
```

1.3 Daily Aggregated Report

This API allows clients to retrieve account aggregated performance data over a specified date range.

1.3.1 Endpoint

GET https://api3.parklogic.com/?apiid=756

1.3.2 Required Parameters

Parameter	Required	Description
apiu	yes	API user identifier (provided in email)
apik	yes	API key for authentication (provided in email)
accountId	yes	Account ID associated with your data (provided in email)
startDate	no	Start date (inclusive) in format YYYY-MM-DD. If not provided, default date of 30 days ago will be selected.
endDate	no	End date (inclusive) in format YYYY-MM-DD. If not provided, default date of today will be selected.

1.3.3 Returned Results

Parameter	Type	Description
date	string	This is the date of the data.
urls	integer	The total number of urls (raw traffic) received
views	integer	The total number of views received
clicks	integer	The total number of clicks received
ctr	float	The average Click Through Rate (CTR) as a percentage calculated as clicks/views*100
epc	float	The average Earnings Per Click (EPC) calculated as revenue/clicks
nrpm	float	The normalised Revenue Per Milleu (nRPM). This is the revenue per 1000 urls
rpm	float	The Revenue Per Milleu (RPM). This is the revenue per 1000 views
revenue	float	The total revenue received

1.3.4 Example Request

```
https://api3.parklogic.com/?apiid=756&apiu={APIU}&apik={APIK}&accountid={ACCOUNT_ID}
```

1.3.5 Example Response

```
date,urls,views,clicks,ctr,epc,nrpm,rpm,revenue
2026-06-03,85000,42000,1260,3.00,0.48,8.94,1.81,604.80
2026-06-02,91000,51000,1530,3.00,0.52,9.20,1.64,795.60
2026-06-01,78000,39000,1170,3.00,0.47,8.85,1.77,549.90
```

1.4 Monthly Aggregated Report API

This API allows clients to retrieve statistics monthly account aggregated performance data for the last 3 years.

1.4.1 Endpoint

GET https://api3.parklogic.com/?apiid=757

1.4.2 Required Parameters

Parameter	Required	Description
apiu	yes	API user identifier (provided in email)
apik	yes	API key for authentication (provided in email)
accountId	yes	Account ID associated with your data (provided in email)

1.4.3 Returned Results

Parameter	Type	Description
month	string	The month the record relates to. It is expressed as the first day of the month in the format yyyy-mm-01
urls	integer	The total number of urls (raw traffic) received
views	integer	The total number of views received
clicks	integer	The total number of clicks received
ctr	float	The average Click Through Rate (CTR) as a percentage calculated as clicks/views*100
epc	float	The average Earnings Per Click (EPC) calculated as revenue/clicks
nrpm	float	The normalised Revenue Per Milleu (nRPM). This is the revenue per 1000 urls
rpm	float	The Revenue Per Milleu (RPM). This is the revenue per 1000 views
revenue	float	The total revenue received

1.4.4 Example Request

```
https://api3.parklogic.com/?apiid=757&apiu={APIU}&apik={APIK}&accountId={ACCOUNT_ID}
```

1.4.5 Example Response

```
month,urls,views,clicks,ctr,epc,nrpm,rpm,revenue
2026-07-01,85000,42000,1260,3.00,0.48,8.94,1.81,604.80
2026-06-01,91000,51000,1530,3.00,0.52,9.20,1.64,795.60
2026-05-01,78000,39000,1170,3.00,0.47,8.85,1.77,549.90
```

3. Add Domains

This API allows clients to add a list of domains to a portfolio.

3.1 Example curl request:

curl -X POST "https://api3.parklogic.com/?apiid=279 &apiu={APIU}&apik={APIK}&accountId={ACCOUNT_ID}" -H "Content-Type: application/json" -d '{"domains":[" test01.com "," test02.org "],"portfolioId": "{PORTFOLIO_ID}","type":"add"}'

Method	POST
Base URL	https://api3.parklogic.com/?apiid=279
URL Parameters	apiu: {APIU} apik: {APIK} accountId: {ACCOUNT_ID}

Body	{
	"domains": [
	"test01.com",
	"test02.org"
	],
	"portfolioId": "{PORTFOLIO_ID}",
	"type":"add"
	}

3.2 Successful response:

{"domainResult":[{"domain":" test01.com ","status":true},{"domain":" test02.org ","status":true}],"status":true,"message":null,"success":true}

4. Delete Domains

This API allows clients to delete a list of domains from a portfolio.

Similar to the above Domain Add, but use type of “remove” in the body.

4.1 Example curl request:

curl -X POST "https://api3.parklogic.com/?apiid=279 &apiu={APIU}&apik={APIK}&accountId={ACCOUNT_ID}" -H "Content-Type: application/json" -d '{"domains":[" test01.com "," test02.org "],"portfolioId": "{PORTFOLIO_ID}","type":"remove"}'

Method	POST
Base URL	https://api3.parklogic.com/?apiid=279
URL Parameters	apiu: {APIU} apik: {APIK} accountId: {ACCOUNT_ID}

Body	{
	"domains": [
	"test01.com",
	"test02.org"
	],
	"portfolioId": "{PORTFOLIO_ID}",
	"type":"remove"
	}

4.2 Successful response:

{"domainResult":[{"domain":" test01.com ","status":true},{"domain":" test02.org ","status":true}],"status":true,"message":null,"success":true}

5. Move Domains

This API allows clients to move a list of domains from a portfolio to another portfolio.

Similar to the above Domain Add/Delete, but use type of “move” in the body and

5.1 Example curl request:

curl -X POST "https://api3.parklogic.com/?apiid=279 &apiu={APIU}&apik={APIK}&accountId={ACCOUNT_ID}" -H "Content-Type: application/json" -d '{"domains":[" test01.com "," test02.org "],"portfolioId": "{PORTFOLIO_ID}","type":"move"}'

Method	POST
Base URL	https://api3.parklogic.com/?apiid=279
URL Parameters	apiu: {APIU} apik: {APIK} accountId: {ACCOUNT_ID}

Body	{
	"domains": [
	"test01.com",
	"test02.org"
	],
	"portfolioId": "{PORTFOLIO_ID}",
	"type":"move"
	}

5.2 Successful response:

{"domainResult":[{"domain":" test01.com ","status":true},{"domain":" test02.org ","status":true}],"status":true,"message":null,"success":true}