

# ZEDO API Service [Z:API]

## Introduction to ZEDO API Service

The ZEDO Application Programming Interface Service, [Z:API], automates data communication between the ZEDO Ad Server and your systems or third-party applications.

Using [Z:API], you can create and manage advertisers, campaigns, ads, publishers, channels and user accounts. You can also retrieve reports on campaign performance, profit and click-through and conversion rates, as well as access various reference and lookup lists.

## Technology

►[Z:API] supports Simple Object Access Protocol (SOAP). SOAP is a protocol that defines the structure of the XML messages used to send requests and receive responses from a web service. ZEDO will give you a WSDL description of [Z:API] when you begin using the service.

## API Offerings

The APIs currently available include:

- **Advertiser and Campaign Management:** Create, update and get full reporting details for advertisers, ad networks, campaigns and creatives
- **Site Management:** Create, update and get full reporting details for Publishers, Channels, Channel Sets and Channel Hierarchy
- **Reporting:** Get complete reporting data from the ZEDO system using any of our Reporting APIs or build a custom reporting API to meet your specific business needs
- **Administrative:** Create, update and manage users and roles. You can also create custom roles with the ZEDO Custom Access Control module

## More Information

For more information about the ZEDO API Service, contact [salesinfo@zedo.com](mailto:salesinfo@zedo.com) or visit [www.zedo.com](http://www.zedo.com).





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