

mediahawk

Call Tracking Analytics API v2.0

Contents

| | |
|--|--------------------|
| Introduction | 3 |
| Technical Details | 3 |
| Conventions | 3 |
| Support | 3 |
| Status Codes..... | 3 |
| Authentication | 3 |
| Soap Client Example (PHP)..... | 4 |
| Methods..... | 4 |
| GetCallsById | 5 |
| GetCallsByDate..... | 8 |
| GetCallByReference | 12 |
| GetCampaignIds | 15 |
| GetDynamicCode | 16 |
| GetDataByMHID..... | 17 |
| GetCtaById | 18 |
| GetCtaByDate..... | 20 |
| GetVisitsById | 21 |
| GetVisitsByVisitorID | 23 |
| GetVisitsByDate | 24 |
| GetPagesById | 25 |
| GetPagesByVisitId | 27 |
| GetPagesByDate..... | 28 |
| Voice Tags Object Definition..... | 29 |
| CallID Object Definition..... | 30 |
| CtaID Object Definition | 31 |
| UserParam Object Definition | 32 |
| FirstClick Object Definition | 33 |
| Tags Object Definition..... | 34 |
| Web Service Description (WSDL) | 35 |
| Change Log..... | 50 |

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Introduction

The call tracking analytics API is a SOAP web service that has been designed and developed to pull call data back and this can then be used within your own custom systems.

Technical Details

The API is implemented using SOAP 1.1 and is usable with any programming toolkit that supports SOAP. The Web Service is described by a WSDL document which can be found at the end of this document. The WSDL document is also available online at the following URL:

https://www.reports.mediahawk.co.uk/api/v2_0/callanalyticsservice.php?wsdl

We recommend storing the WSDL file locally and calling this local WSDL file in your program to connect to our Web Service.

Conventions

Responses from our Web Service will always follow the same convention. The response will always be a multi-dimensional array with the following structure:

```
Response [
  Status: (string) A status code indicating the success or failure of the request
  Data: (array) The data records that were requested from the service
]
```

Support

We provide general technical support to help you connect and utilise the Call Tracking Analytics API. However due to the language agnostic nature of APIs we cannot provide support to debug code or write code for you.

Status Codes

Every response from the Call Tracking Analytics API will contain a status code to indicate the status of the request. These codes and their meanings are detailed in the table below.

| Code | Details |
|------|---------------------------------|
| 001 | Success |
| 002 | Invalid Authentication Details |
| 003 | Expired Account |
| 004 | Invalid CallID Parameter |
| 005 | Invalid Date Parameter |
| 006 | Invalid ID Parameter |
| 007 | No Data Available |
| 100 | Server Unavailable |
| 101 | Invalid Connection Protocol |

Authentication

The API username and password must be sent in the SOAP headers and you must have received these credentials in order to access the API.

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Soap Client

Example (PHP)

```
1 <?php
2
3 require_once "lib/nusoap.php";
4
5 $client =new nusoap_client("api.wsdl", true);
6 $client->setCredentials("mediahawk", "123", "basic");
7
8 $result = $client->call("GetCallsById", array("CallId"=>"30575652"));
9
10 if ($client->fault) {
11     echo"<h2>Fault</h2><pre>";
12     var_dump($result);
13     echo"</pre>";
14 }
15 else {
16     $error = $client->getError();
17     if ($error) {
18         echo"<h2>Error</h2><pre>". $error . "</pre>";
19     }
20     else {
21         echo"<h2>Calls</h2><pre>";
22         var_dump($result);
23         echo"</pre>";
24     }
25 }
26
27 echo"<h2>Request</h2>";
28 echo"<pre>".htmlspecialchars($client->request, ENT_QUOTES) . "</pre>";
29 echo"<h2>Response</h2>";
30 echo"<pre>".htmlspecialchars($client->response, ENT_QUOTES) . "</pre>";
31
32 ?>
```

Methods

Currently our API provides 14 methods each of which retrieves information from our system. These methods are as follows:

- **GetCallsById**
- **GetCallsByDate**
- **GetCallByReference**
- **GetCampaignIds**
- **GetDynamicCode**
- **GetDataByMHID**
- **GetCtaById**
- **GetCtaByDate**
- **GetVisitsById**
- **GetVisitsByVisitorId**
- **GetVisitsByDate**
- **GetPagesById**
- **GetPagesByVisitId**
- **GetPagesByDate**

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GetCallsById

Retrieves all call records from a given CallId up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|---------------------|-----------|----------|---|
| CallId | Integer | Yes | The call id from which to start the response dataset. |
| CampaignType | String | No | The type of campaign you wish to filter the response dataset by. If included this parameter is expected to be one of the following four values: ALL, STATIC, OUTBOUND, DYNAMIC. This is required if filtering by CampaignId. |
| CampaignId | Integer | No | Require CampaignType parameters to be set. The id of the campaign you wish to filter the response dataset by. Campaign Ids can be retrieved using the GetCampaignIds method. Passing a value of 0 as the Campaign Id will return calls for all campaigns. |
| CLI | String | No | The number originating the call. |

Response

The response data will be labelled CallData in the multi-dimensional response array. Each item in this array will be a call record with the fields outlined below:

| Key | Data Type | Description |
|----------------------------|-----------|--|
| CallRef | String | Attribution reference |
| CallID | Integer | The call ID |
| ServiceNumber | String | The service number that was called |
| TerminatingNumber | String | The terminating number of the call |
| CallersNumber | String | The number from which the call was made |
| CallStartDate | String | The date the call was made (ISO Format) |
| CallStartTime | String | The time the call was made (ISO Format) |
| CallDirection | String | The direction of the call. Will be one of two values: INBOUND, OUTBOUND |
| CallStatus | String | The status of the call will be one of three values: U: Unanswered E: Engaged S: Successful |
| CallRecordingURL | String | The URL of the call recording if available |
| CampaignDescription | String | The description of the campaign this call belongs to |
| LastSource | String | The location from which the caller originated before making the phone call. Only available on DYNAMIC calls |
| LastMedium | String | The medium from which the caller originated before making the phone call. Only available on DYNAMIC calls |
| FirstSource | String | The location from which the call first found your website. Only available for DYNAMIC calls |

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| | | |
|----------------------------|---------|--|
| FirstMedium | String | The medium from which the caller first found your website. Only available for DYNAMIC calls. |
| VisitID | Integer | The visit ID Only available on DYNAMIC calls |
| VisitorID | Integer | The visitor ID Only available on DYNAMIC calls |
| GoogleClickID | String | The GoogleClickID (gclid) or Microsoft Click ID (msclkid) of the caller. To determine if a call relates to a Google ad click or Microsoft Bing ad click, use the value of the PaidSearchType field. Only available on paid search DYNAMIC calls |
| MediaDescription | String | The media description |
| MediaChannel | String | The media channel of the call Only available on STATIC calls |
| MediaOwner | String | The media owner of the call Only available on STATIC calls |
| Department | String | The department of the call Only available on STATIC calls |
| CallLength | String | The call length |
| CallRingLength | String | The ring length of the call |
| Town | String | The town where the call was made. |
| County | String | The county where the call was made |
| Postcode | String | The postcode where the call was made |
| Exchange | String | Nearest exchange of the caller's location |
| Region | String | The region where the call was made |
| CallTags | String | A string containing the Tag value pairs, with multiple tag value pairs these are separated by a ' '. E.g. "tag1=value1 tag2=Value2" |
| CallValue | String | The value of the call |
| CallCategory | String | The call category from call scoring |
| PageURI | String | Page seen while phone call was made |
| PageTitle | String | Page title |
| LandingPageURI | String | Landing page URI |
| LandingPageTitle | String | Landing page title |
| PaidSearchType | String | The type of paid search will be one these 3 values: 'Adwords' 'Bing Ads' 'N/A' |
| PaidSearchMatchType | String | The type of paid search match will be one of these 3 values: b: broad match e: exact match |

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| | | p: phrase match |
|---------------------------------|------------|---|
| PaidSearchAdGroupID | Integer | Ad group ID |
| PaidSearchAdGroupName | String | Ad group name |
| PaidSearchCampaignID | Integer | Ad campaign id |
| PaidSearchCampaignName | String | Ad campaign name |
| GoogleClientID | String | Google client identifier |
| PoolDescription | String | The description of the dynamic pool the call was made on |
| DeviceType | String | Visitor's device type |
| DeviceBrand | String | Visitor's device brand |
| DeviceModel | String | Visitor's device model |
| Browser | String | Visitor's device browser |
| OS | String | Visitor's device operating system |
| OSVersion | String | Operating system version |
| AdNetwork | String | The ad network will be one these 3 values: 'Display' 'Search' 'Partner' |
| FirstClickKeyword | String | Keyword for visitor's first visit |
| LastClickKeyword | String | Search keyword used to find the website |
| Agent | String | Outbound agent name |
| Account | String | Account name |
| NumberDescription | String | Number's description |
| ReferringURL | String | Referring URL |
| VisitStartTime | String | The time the visit started |
| VisitEndTime | String | The time the visit ended |
| IPAddress | String | IP address of the visitor |
| PagePath | String | Page path |
| PageHostName | String | Page hostname |
| CallNotes | String | Notes on the call |
| CampaignNumberCost | String | Cost of campaign number |
| RecordingPaused | String | There will be one of these 2 values: 'yes' 'no' |
| InfluencingSourceMediums | String | List of sources/mediums from visits before the call was made |
| CallMHID | String | The MHID of the call |
| VisitMHID | String | The MHID of the visit, if the call is dynamic, otherwise blank |
| VisitorMHID | String | The MHID of the visitor, if the call is dynamic, otherwise blank |
| VoiceTags | VoiceTag[] | If at least one of the accounts has voice tags turned on, this will be a (possibly empty) array of voice tag objects, as described below. |

Examples

```
SoapClient.Call('GetCallsById', [CallId:1]);
SoapClient.Call('GetCallsById', [CallId:1, CampaignType: 'STATIC']);
```

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```
SoapClient.Call('GetCallsById',[CallId:1,CampaignType:'STATIC',CampaignId:9]);  
SoapClient.Call('GetCallsById',[Date:'12/05/2014',CampaignType:'ALL',CampaignId:0,CLI:'01234567890']);
```

GetCallsByDate

Retrieves all call records for a given date up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|---------------------|-----------|----------|--|
| CallDate | String | Yes | The date for which to retrieve call data in the format: DD/MM/YYYY |
| CampaignType | String | No | The type of campaign you wish to filter the response dataset by. If included this parameter is expected to be one of the following four values: ALL, STATIC, OUTBOUND, DYNAMIC. This is required if filtering by CampaignId. |
| CampaignId | Integer | No | The id of the campaign you wish to filter the response dataset by. Campaign Ids can be retrieved using the GetCampaignIds method. Passing a value of 0 as the Campaign Id will return calls for all campaigns. |
| CLI | String | No | The number originating the call. |

Response

The response data will be labelled CallData in the multi-dimensional response array. Each item in this array will be a call record with the fields outlined below:

| Key | Data Type | Description |
|----------------------------|-----------|--|
| CallRef | String | Attribution reference |
| CallID | Integer | The call ID |
| ServiceNumber | String | The service number that was called |
| TerminatingNumber | String | The terminating number of the call |
| CallersNumber | String | The number from which the call was made |
| CallStartDate | String | The date the call was made (ISO Format) |
| CallStartTime | String | The time the call was made (ISO Format) |
| CallDirection | String | The direction of the call. Will be one of two values: INBOUND, OUTBOUND |
| CallStatus | String | The status of the call will be one of three values: U: Unanswered E: Engaged S: Successful |
| CallRecordingURL | String | The URL of the call recording if available |
| CampaignDescription | String | The description of the campaign this call belongs to |
| LastSource | String | The location from which the caller originated before making the phone call. Only available on DYNAMIC calls |
| LastMedium | String | The medium from which the caller originated before making the phone call. |

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| | | |
|-------------------------|---------|--|
| | | Only available on DYNAMIC calls |
| FirstSource | String | The location from which the call first found your website. Only available for DYNAMIC calls |
| FirstMedium | String | The medium from which the caller first found your website. Only available for DYNAMIC calls. |
| VisitID | Integer | The visit ID Only available on DYNAMIC calls |
| VisitorID | Integer | The visitor ID Only available on DYNAMIC calls |
| GoogleClickID | String | The GoogleClickID (gclid) or Microsoft Click ID (msclkid) of the caller. To determine if a call relates to a Google ad click or Microsoft Bing ad click, use the value of the PaidSearchType field. Only available on paid search DYNAMIC calls |
| MediaDescription | String | The media description |
| MediaChannel | String | The media channel of the call Only available on STATIC calls |
| MediaOwner | String | The media owner of the call Only available on STATIC calls |
| Department | String | The department of the call Only available on STATIC calls |
| CallLength | String | The call length |
| CallRingLength | String | The ring length of the call |
| Town | String | The town where the call was made. |
| County | String | The county where the call was made |
| Postcode | String | The postcode where the call was made |
| Exchange | String | Nearest exchange of the caller's location |
| Region | String | The region where the call was made |
| CallTags | String | A string containing the Tag value pairs, with multiple tag value pairs these are separated by a ' '. E.g. "tag1=value1 tag2=Value2" |
| CallValue | String | The value of the call |
| CallCategory | String | The call category from call scoring |
| PageURI | String | Page seen while phone call was made |
| PageTitle | String | Page title |
| LandingPageURI | String | Landing page URI |
| LandingPageTitle | String | Landing page title |
| PaidSearchType | String | The type of paid search will be one these 3 values: 'Adwords' 'Bing Ads' |

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| | | |
|---------------------------------|------------|---|
| | | 'N/A' |
| PaidSearchMatchType | String | The type of paid search match will be one of these 3 values: b: broad match e: exact match p: phrase match |
| PaidSearchAdGroupID | Integer | Ad group ID |
| PaidSearchAdGroupName | String | Ad group name |
| PaidSearchCampaignID | Integer | Ad campaign id |
| PaidSearchCampaignName | String | Ad campaign name |
| GoogleClientID | String | Google client identifier |
| PoolDescription | String | The description of the dynamic pool the call was made on |
| DeviceType | String | Visitor's device type |
| DeviceBrand | String | Visitor's device brand |
| DeviceModel | String | Visitor's device model |
| Browser | String | Visitor's device browser |
| OS | String | Visitor's device operating system |
| OSVersion | String | Operating system version |
| AdNetwork | String | The ad network will be one these 3 values: 'Display' 'Search' 'Partner' |
| FirstClickKeyword | String | Keyword for visitor's first visit |
| LastClickKeyword | String | Search keyword used to find the website |
| Agent | String | Outbound agent name |
| Account | String | Account name |
| NumberDescription | String | Number's description |
| ReferringURL | String | Referring URL |
| VisitStartTime | String | The time the visit started |
| VisitEndTime | String | The time the visit ended |
| IPAddress | String | IP address of the visitor |
| PagePath | String | Page path |
| PageHostName | String | Page hostname |
| CallNotes | String | Notes on the call |
| CampaignNumberCost | String | Cost of campaign number |
| RecordingPaused | String | There will be one of these 2 values: 'yes' 'no' |
| InfluencingSourceMediums | String | List of sources/mediums from visits before the call was made |
| CallMHID | String | The MHID of the call |
| VisitMHID | String | The MHID of the visit, if the call is dynamic, otherwise blank |
| VisitorMHID | String | The MHID of the visitor, if the call is dynamic, otherwise blank |
| VoiceTags | VoiceTag[] | If at least one of the accounts has voice tags turned on, this will be a (possibly empty) array of voice tag objects, as described below. |

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Examples

```
SoapClient.Call('GetCallsByDate',[Date:'12/05/2014']);  
SoapClient.Call('GetCallsByDate',[Date:'12/05/2014',CampaignType:'STATIC']);  
SoapClient.Call('GetCallsByDate',[Date:'12/05/2014',CampaignType:'STATIC',CampaignId:9]);  
SoapClient.Call('GetCallsByDate',[Date:'12/05/2014',CampaignType:'ALL',CampaignId:0,CLI:'01234567890']);
```

Retrieves a call record from a given Call Reference.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|-------------------------------|
| CallRef | Integer | Yes | Unique reference of the call. |

Response

The response data will be labelled CallData in the multi-dimensional response array. Each item in this array will be a call record with the fields outlined below:

| Key | Data Type | Description |
|---------------------|-----------|--|
| CallRef | String | Attribution reference |
| CallID | Integer | The call ID |
| ServiceNumber | String | The service number that was called |
| TerminatingNumber | String | The terminating number of the call |
| CallersNumber | String | The number from which the call was made |
| CallStartDate | String | The date the call was made (ISO Format) |
| CallStartTime | String | The time the call was made (ISO Format) |
| CallDirection | String | The direction of the call. Will be one of two values: INBOUND, OUTBOUND |
| CallStatus | String | The status of the call will be one of three values: U: Unanswered E: Engaged S: Successful |
| CallRecordingURL | String | The URL of the call recording if available |
| CampaignDescription | String | The description of the campaign this call belongs to |
| LastSource | String | The location from which the caller originated before making the phone call. Only available on DYNAMIC calls |
| LastMedium | String | The medium from which the caller originated before making the phone call. Only available on DYNAMIC calls |
| FirstSource | String | The location from which the call first found your website. Only available for DYNAMIC calls |
| FirstMedium | String | The medium from which the caller first found your website. Only available for DYNAMIC calls. |
| VisitID | Integer | The visit ID Only available on DYNAMIC calls |
| VisitorID | Integer | The visitor ID Only available on DYNAMIC calls |
| GoogleClickID | String | The GoogleClickID (gclid) or Microsoft Click ID (msclkid) of the caller. To determine if a call relates to a Google ad click or Microsoft Bing ad click, use the value of the PaidSearchType field. Only available on paid search DYNAMIC calls |

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| | | |
|-------------------------------|---------|---|
| MediaDescription | String | The media description |
| MediaChannel | String | The media channel of the call Only available on STATIC calls |
| MediaOwner | String | The media owner of the call Only available on STATIC calls |
| Department | String | The department of the call Only available on STATIC calls |
| CallLength | String | The call length |
| CallRingLength | String | The ring length of the call |
| Town | String | The town where the call was made. |
| County | String | The county where the call was made |
| Postcode | String | The postcode where the call was made |
| Exchange | String | Nearest exchange of the caller's location |
| Region | String | The region where the call was made |
| CallTags | String | A string containing the Tag value pairs, with multiple tag value pairs these are separated by a ' '. E.g. "tag1=value1 tag2=Value2" |
| CallValue | String | The value of the call |
| CallCategory | String | The call category from call scoring |
| PageURI | String | Page seen while phone call was made |
| PageTitle | String | Page title |
| LandingPageURI | String | Landing page URI |
| LandingPageTitle | String | Landing page title |
| PaidSearchType | String | The type of paid search will be one these 3 values: 'Adwords' 'Bing Ads' 'N/A' |
| PaidSearchMatchType | String | The type of paid search match will be one of these 3 values: b: broad match e: exact match p: phrase match |
| PaidSearchAdGroupID | Integer | Ad group ID |
| PaidSearchAdGroupName | String | Ad group name |
| PaidSearchCampaignID | Integer | Ad campaign id |
| PaidSearchCampaignName | String | Ad campaign name |
| GoogleClientID | String | Google client identifier |
| PoolDescription | String | The description of the dynamic pool the call was made on |
| DeviceType | String | Visitor's device type |
| DeviceBrand | String | Visitor's device brand |
| DeviceModel | String | Visitor's device model |
| Browser | String | Visitor's device browser |

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| | | |
|---------------------------------|------------|---|
| OS | String | Visitor's device operating system |
| OSVersion | String | Operating system version |
| AdNetwork | String | The ad network will be one these 3 values: 'Display' 'Search' 'Partner' |
| FirstClickKeyword | String | Keyword for visitor's first visit |
| LastClickKeyword | String | Search keyword used to find the website |
| Agent | String | Outbound agent name |
| Account | String | Account name |
| NumberDescription | String | Number's description |
| ReferringURL | String | Referring URL |
| VisitStartTime | String | The time the visit started |
| VisitEndTime | String | The time the visit ended |
| IPAddress | String | IP address of the visitor |
| PagePath | String | Page path |
| PageHostName | String | Page hostname |
| CallNotes | String | Notes on the call |
| CampaignNumberCost | String | Cost of campaign number |
| RecordingPaused | String | There will be one of these 2 values: 'yes' 'no' |
| InfluencingSourceMediums | String | List of sources/mediums from visits before the call was made |
| CallMHID | String | The MHID of the call |
| VisitMHID | String | The MHID of the visit, if the call is dynamic, otherwise blank |
| VisitorMHID | String | The MHID of the visitor, if the call is dynamic, otherwise blank |
| VoiceTags | VoiceTag[] | If at least one of the accounts has voice tags turned on, this will be a (possibly empty) array of voice tag objects, as described below. |

Examples

```
SoapClient.Call('GetCallByReference',[CallReference:1]);
```

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GetCampaignIds

Retrieves all campaign records for your account(s).

Parameters

There are no parameters for this method.

Response

The response data will be labelled CampaignData in the multi-dimensional response array. Each item in this array will be a campaign record with the fields outlined below:

| Key | Data Type | Description |
|---------------------|-----------|---|
| CampaignID | Integer | The campaign ID |
| CampaignName | String | The name of the campaign |
| CampaignType | String | The type of the campaign will be one of three values: STATIC, OUTBOUND, DYNAMIC |
| CustomerName | String | The name of the account that owns this campaign |

Examples

```
SoapClient.Call('GetCampaignIds');
```

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GetDynamicCode

Retrieves the dynamic code details for incorporating the dynamic URL on a website.

Parameters

| Parameter | Data Type | Required | Description |
|-------------------|-----------|----------|---|
| CampaignID | Integer | No | The id of the campaign you wish to filter the response dataset by. Campaign Ids can be retrieved using the GetCampaignIds method. |

Response

The response data will be labelled DynamicData in the multi-dimensional response array. Each item in this array will be a campaign record with the fields outlined below:

| Key | Data Type | Description |
|--------------------|-----------|---|
| Account | String | The name of the account that owns the dynamic URL. |
| DynamicCode | String | The dynamic code for implementing the dynamic URL on a website. |
| DynamicURL | String | The name of the dynamic URL this code belongs to. |
| Pool | String | The name of the pool this code belongs to. |
| PoolClass | String | The HTML class attribute to use for this code. |

Examples

```
SoapClient.Call('GetDynamicCode');  
SoapClient.Call('GetDynamicCode',[CampaignId:154]);
```

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GetDataByMHID

Retrieves call data associated with a given MHID.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|-------------|
| MHID | String | Yes | The MHID |

Response

The response data will be labelled CallData in the multi-dimensional response array. Each item in this array will be a call record with response fields outlined identically to [GetCallsById](#)

Examples

```
SoapClient.Call('GetDataByMHID', [MHID: 'abc123' ]);
```


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GetCtaById

Retrieves all call to action records from a given ID up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|--------------------------|
| ID | Integer | Yes | The ID of call to action |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with the fields outlined below:

| Key | Data Type | Description |
|-------------------|-----------|---|
| Account | String | Account name |
| ID | Integer | The call to action ID |
| Name | String | The call to action name |
| Index | Integer | The call to action index |
| Value | String | The call to action value |
| Text | String | The call to action text |
| DateCreated | String | The date the call to action was made (ISO Format) |
| TimeCreated | String | The time the call to action was made (ISO Format) |
| VisitID | Integer | The visit ID |
| FirstClickVisitID | Integer | The ID of first visitor of the visitor |
| VisitorID | Integer | The visitor ID |
| IPAddress | String | The visitor's IP address |
| VisitStartDate | String | The date the visit started (ISO Format) |
| VisitStartTime | String | The time the visit started (ISO Format) |
| VisitEndDate | String | The date the visit ended (ISO Format) |
| VisitEndTime | String | The time the visit ended (ISO Format) |
| ReferringURL | String | Referring URL |
| PageURI | String | Page seen while call to action was made |
| PageTitle | String | Page title |
| PageHostName | String | Page hostname |
| PagePath | String | Page path |
| LandingPageURI | String | Landing page URI |
| LandingPageTitle | String | Landing page title |
| FirstClickKeyword | String | Keyword for visitor's first visit |
| LastClickKeyword | String | Search keyword used to find the website |
| GoogleClickID | String | The GoogleClickID (gclid) or Microsoft Click ID (msclkid) of the caller. To determine if a call relates to a Google ad click or Microsoft Bing ad click, use the value of the PaidSearchType field. Only available on paid search DYNAMIC calls |
| LastSource | String | The source from which the call to action originated |
| LastMedium | String | The medium from which the call to action originated |
| FirstSource | String | The location from which the visitor first found your website |

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| | | |
|---------------------------------|---------|---|
| FirstMedium | String | The medium from which the visitor first found your website |
| InfluencingSourceMediums | String | List of sources/mediums from visits before the call was made |
| PaidSearchType | String | The type of paid search will be one these 3 values: 'Adwords' 'Bing Ads' 'N/A' |
| PaidSearchMatchType | String | The type of paid search match will be one of these 3 values: b: broad match e: exact match p: phrase match |
| PaidSearchAdGroupID | Integer | Ad group ID |
| PaidSearchAdGroupName | String | Ad group name |
| PaidSearchCampaignID | Integer | Ad campaign id |
| PaidSearchCampaignName | String | Ad campaign name |
| GoogleClientID | String | Google client identifier |
| DeviceType | String | Visitor's device type |
| DeviceBrand | String | Visitor's device brand |
| DeviceModel | String | Visitor's device model |
| Browser | String | Visitor's device browser |
| OS | String | Visitor's device operating system |
| OSVersion | String | Operating system version |
| AdNetwork | String | The ad network will be one these 3 values: 'Display' 'Search' 'Partner' |

Examples

```
SoapClient.Call('GetCtaById', [ID: '12345'] );
```

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GetCtaByDate

Retrieves all call to action records from a given date up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-------------|-----------|----------|---|
| Date | String | Yes | The date for which to retrieve data in the format: DD/MM/YYYY |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with response fields outlined identically to [GetCtaById](#)

Examples

```
SoapClient.Call('GetCtaByDate',[Date:'10/09/2019']);
```

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GetVisitsById

Retrieves all visit records from a given ID up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|--------------|
| ID | Integer | Yes | The visit ID |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with the fields outlined below:

| Key | Data Type | Description |
|------------------------|--------------|---|
| Account | String | Account name |
| ID | Integer | The visit ID |
| VisitorID | Integer | The visitor ID |
| VisitStartDate | String | The date the visit started (ISO Format) |
| VisitStartTime | String | The time the visit started (ISO Format) |
| VisitEndDate | String | The date the visit ended (ISO Format) |
| VisitEndTime | String | The time the visit ended (ISO Format) |
| ReferringURL | String | Referring URL |
| IPAddress | String | The visitor's IP address |
| LastClickKeyword | String | Search keyword used to find the website |
| GoogleClickID | String | The GoogleClickID (gclid) or Microsoft Click ID (msclkid) of the caller. To determine if a call relates to a Google ad click or Microsoft Bing ad click, use the value of the PaidSearchType field. Only available on paid search DYNAMIC calls |
| LastSource | String | The source from which the visit originated |
| LastMedium | String | The medium from which the visit originated |
| PaidSearchType | String | The type of paid search will be one these 3 values: 'Adwords' 'Bing Ads' 'N/A' |
| PaidSearchMatchType | String | The type of paid search match will be one of these 3 values: b: broad match e: exact match p: phrase match |
| PaidSearchAdGroupID | Integer | Ad group ID |
| PaidSearchAdGroupName | String | Ad group name |
| PaidSearchCampaignID | Integer | Ad campaign id |
| PaidSearchCampaignName | String | Ad campaign name |
| GoogleClientID | String | Google client identifier |
| CallID | CallID[] | Array of call ID's associated with the record |
| PageID | PageID[] | Array of page ID's associated with the record |
| CtalID | CtalID[] | Array of call to action ID's associated with the record |
| UserParams | UserParams[] | Array of user parameters associated with the record |

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| | | |
|-------------------|--------------|---|
| FirstClick | FirstClick[] | Array of first click attribution associated with the record |
| Tags | Tags[] | Array of tags associated with the record |

Examples

```
SoapClient.Call('GetVisitsById', [ID: '12345']);
```

GetVisitsByVisitorID

Retrieves all visit records for a given visitor ID up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|----------------|
| ID | Integer | Yes | The visitor ID |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with response fields outlined identically to [GetVisitsById](#)

Examples

```
SoapClient.Call('GetVisitsByVisitorID', [ID: '12345']);
```

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GetVisitsByDate

Retrieves all visit records from a given date up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-------------|-----------|----------|---|
| Date | String | Yes | The date for which to retrieve data in the format: DD/MM/YYYY |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with response fields outlined identically to [GetVisitsById](#)

Examples

```
SoapClient.Call('GetVisitsByDate',[Date:'10/09/2019']);
```

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GetPagesById

Retrieves all page records from a given page ID up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|----------------|
| ID | Integer | Yes | The ID of page |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with the fields outlined below:

| Key | Data Type | Description |
|------------------------|-----------|---|
| Account | String | Account name |
| ID | Integer | The page ID |
| VisitID | Integer | The visit ID |
| VisitorID | Integer | The visitor ID |
| PageLoadDate | String | The date the page was loaded (ISO Format) |
| PageLoadTime | String | The time the page was loaded (ISO Format) |
| PageExitDate | String | The date the page was closed (ISO Format) |
| PageExitTime | String | The time the page was closed (ISO Format) |
| PageURI | String | Page URI |
| PageTitle | String | Page title |
| PageHostName | String | Page hostname |
| PagePath | String | Page path |
| LastClickKeyword | String | Search keyword used to find the website |
| LastSource | String | The source from which the visit originated |
| LastMedium | String | The medium from which the visit originated |
| GoogleClickID | String | The GoogleClickID (gclid) or Microsoft Click ID (msclkid) of the caller. To determine if a call relates to a Google ad click or Microsoft Bing ad click, use the value of the PaidSearchType field. Only available on paid search DYNAMIC calls |
| ReferringURL | String | Referring URL |
| IPAddress | String | The visitor's IP address |
| PaidSearchType | String | The type of paid search will be one these 3 values: 'Adwords' 'Bing Ads' 'N/A' |
| PaidSearchMatchType | String | The type of paid search match will be one of these 3 values: b: broad match e: exact match p: phrase match |
| PaidSearchAdGroupID | Integer | Ad group ID |
| PaidSearchAdGroupName | String | Ad group name |
| PaidSearchCampaignID | Integer | Ad campaign id |
| PaidSearchCampaignName | String | Ad campaign name |
| GoogleClientID | String | Google client identifier |
| CallID | CallID[] | Array of call ID's associated with the record |

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| | | |
|-------------------|--------------|---|
| CtaID | CtaID[] | Array of call to action ID's associated with the record |
| UserParams | UserParams[] | Array of user parameters associated with the record |
| FirstClick | FirstClick[] | Array of first click attribution associated with the record |
| Tags | Tags[] | Array of tags associated with the record |

Examples

```
SoapClient.Call('GetPagesById', [ID: '12345']);
```


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GetPagesByVisitId

Retrieves all pages for a given visit ID up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-----------|-----------|----------|--------------|
| ID | Integer | Yes | The visit ID |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with response fields outlined identically to [GetPagesById](#)

Examples

```
SoapClient.Call('GetPagesByVisitId',[ID: '12345' ]);
```

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GetPagesByDate

Retrieves all page records for a given date up to a maximum of 3000 records.

Parameters

| Parameter | Data Type | Required | Description |
|-------------|-----------|----------|---|
| Date | String | Yes | The date for which to retrieve data in the format: DD/MM/YYYY |

Response

The response data will be labelled Data in the multi-dimensional response array. Each item in this array will be a record with response fields outlined identically to [GetPagesById](#)

Examples

```
SoapClient.Call('GetPagesByDate', [Date: '10/09/2019' ] );
```

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Voice Tags

Object Definition

If Voice Tags is enabled, the response will contain an array of voice tags matched on that call. The voice tags object is defined below.

| Key | Data Type | Description |
|------------------------|-----------|--|
| Name | String | The name of the matched voice tag |
| MatchType | String | The match type – either 'exact' or 'broad'. A broad match includes all the words of the phrase but not necessarily in the same order as the phrase or with extra words interspersed with the words of the phrase. An exact match contains the exact phrase as written with no extra words. |
| Phrase | String | The phrase matched in the call |
| MatchedDateTime | Datetime | The date and time during the call that the matched phrase was spoken at. |

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CallID Object

Definition

Array of call ID's associated with the record. The CallID object is defined below.

| Key | Data Type | Description |
|--------|-----------|----------------|
| CallID | Integer | The ID of call |

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CtaID Object

Definition

Array of call to action ID's associated with the record. The CtaID object is defined below.

| Key | Data Type | Description |
|-------|-----------|--------------------------|
| CtaID | Integer | The ID of call to action |

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UserParam

Object Definition

Array of user parameters associated with the record. The UserParam object is defined below.

| Key | Data Type | Description |
|--------------|-----------|--------------------------------------|
| Param | String | Parameter name e.g. 'browser' |
| Value | String | Parameter value e.g. 'Chrome Mobile' |

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FirstClick

Object Definition

Array of first click attribution associated with the record. The FirstClick object is defined below.

| Key | Data Type | Description |
|--------------------------|-----------|--|
| FirstClickVisitID | Integer | ID of visitor's first visit |
| FirstClickKeyword | String | Keyword that first brought visitor to your website |
| FirstClickSource | String | Source that first brought visitor to your website |
| FirstClickMedium | String | Medium that first brought visitor to your website |

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Tags Object

Definition

Array of tags associated with the record. The Tags object is defined below.

| Key | Data Type | Description |
|-----------------|-----------|--------------|
| Tag | String | Name of tag |
| TagValue | String | Value of tag |

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Web Service Description (WSDL)

```
<?xml version="1.0" encoding="ISO-8859-1"?>
<definitions xmlns:SOAP-ENV="http://schemas.xmlsoap.org/soap/envelope/"
xmlns:xsd="http://www.w3.org/2001/XMLSchema"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns:SOAP-
ENC="http://schemas.xmlsoap.org/soap/encoding/"
xmlns:tns="https://www.reports.mediahawk.co.uk/api/v2_0/"
xmlns:soap="http://schemas.xmlsoap.org/wsdl/soap/"
xmlns:wsdl="http://schemas.xmlsoap.org/wsdl/"
xmlns="http://schemas.xmlsoap.org/wsdl/"
targetNamespace="https://www.reports.mediahawk.co.uk/api/v2_0/">
<types>
<xsd:schema targetNamespace="https://www.reports.mediahawk.co.uk/api/v2_0/"
>
<xsd:import namespace="http://schemas.xmlsoap.org/soap/encoding/" />
<xsd:import namespace="http://schemas.xmlsoap.org/wsdl/" />
<xsd:complexType name="VoiceTagRecord">
<xsd:all>
<xsd:element name="Name" type="xsd:string"/>
<xsd:element name="MatchType" type="xsd:string"/>
<xsd:element name="Phrase" type="xsd:string"/>
<xsd:element name="MatchedDateTime" type="xsd:dateTime"/>
</xsd:all>
</xsd:complexType>
<xsd:complexType name="VoiceTagSet">
<xsd:complexContent>
<xsd:restriction base="SOAP-ENC:Array">
<xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:VoiceTagRecord[]" />
</xsd:restriction>
</xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="CallIdRecord">
<xsd:all>
<xsd:element name="CallID" type="xsd:int"/>
</xsd:all>
</xsd:complexType>
<xsd:complexType name="CallIdSet">
<xsd:complexContent>
<xsd:restriction base="SOAP-ENC:Array">
<xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:CallIdRecord[]" />
</xsd:restriction>
</xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="PageIdRecord">
```

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```
<xsd:all>
  <xsd:element name="PageID" type="xsd:int"/>
</xsd:all>
</xsd:complexType>
<xsd:complexType name="PageIdSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:PageIdRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="CtaIdRecord">
  <xsd:all>
    <xsd:element name="CtaID" type="xsd:int"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="CtaIdSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:CtaIdRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="UserParamsRecord">
  <xsd:all>
    <xsd:element name="Param" type="xsd:string"/>
    <xsd:element name="Value" type="xsd:string"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="UserParamsSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType"
wsdl:arrayType="tns:UserParamsRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="FirstClickRecord">
  <xsd:all>
    <xsd:element name="FirstClickVisitID" type="xsd:int"/>
    <xsd:element name="FirstClickKeyword" type="xsd:string"/>
    <xsd:element name="FirstClickSource" type="xsd:string"/>
    <xsd:element name="FirstClickMedium" type="xsd:string"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="FirstClickSet">
```

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```
<xsd:complexContent>
  <xsd:restriction base="SOAP-ENC:Array">
    <xsd:attribute ref="SOAP-ENC:arrayType"
wsdl:arrayType="tns:FirstClickRecord[]"/>
  </xsd:restriction>
</xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="TagsRecord">
  <xsd:all>
    <xsd:element name="Tag" type="xsd:string"/>
    <xsd:element name="TagValue" type="xsd:string"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="TagsSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:TagsRecord[]"/>
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="CallRecord">
  <xsd:all>
    <xsd:element name="CallRef" type="xsd:string"/>
    <xsd:element name="CallId" type="xsd:int"/>
    <xsd:element name="ServiceNumber" type="xsd:string"/>
    <xsd:element name="TerminatingNumber" type="xsd:string"/>
    <xsd:element name="CallersNumber" type="xsd:string"/>
    <xsd:element name="CallStartDate" type="xsd:string"/>
    <xsd:element name="CallStartTime" type="xsd:string"/>
    <xsd:element name="CallDirection" type="xsd:string"/>
    <xsd:element name="CallStatus" type="xsd:string"/>
    <xsd:element name="CallRecordingURL" type="xsd:string"/>
    <xsd:element name="CampaignDescription" type="xsd:string"/>
    <xsd:element name="LastSource" type="xsd:string"/>
    <xsd:element name="LastMedium" type="xsd:string"/>
    <xsd:element name="FirstSource" type="xsd:string"/>
    <xsd:element name="FirstMedium" type="xsd:string"/>
    <xsd:element name="VisitID" type="xsd:int"/>
    <xsd:element name="VisitorID" type="xsd:int"/>
    <xsd:element name="GoogleClickID" type="xsd:string"/>
    <xsd:element name="MediaDescription" type="xsd:string"/>
    <xsd:element name="MediaChannel" type="xsd:string"/>
    <xsd:element name="MediaOwner" type="xsd:string"/>
    <xsd:element name="Department" type="xsd:string"/>
    <xsd:element name="CallLength" type="xsd:string"/>
  </xsd:all>
</xsd:complexType>
</xsd:complexType>
```

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```
<xsd:element
name="CallRingLength" type="xsd:string"/>
  <xsd:element name="Exchange" type="xsd:string"/>
  <xsd:element name="Town" type="xsd:string"/>
  <xsd:element name="County" type="xsd:string"/>
  <xsd:element name="Postcode" type="xsd:string"/>
  <xsd:element name="Region" type="xsd:string"/>
  <xsd:element name="CallTags" type="xsd:string"/>
  <xsd:element name="CallValue" type="xsd:string"/>
  <xsd:element name="CallCategory" type="xsd:string"/>
  <xsd:element name="PageURI" type="xsd:string"/>
  <xsd:element name="PageTitle" type="xsd:string"/>
  <xsd:element name="LandingPageURI" type="xsd:string"/>
  <xsd:element name="LandingPageTitle" type="xsd:string"/>
  <xsd:element name="PaidSearchType" type="xsd:string"/>
  <xsd:element name="PaidSearchMatchType" type="xsd:string"/>
  <xsd:element name="PaidSearchAdGroupId" type="xsd:int"/>
  <xsd:element name="PaidSearchAdGroupName" type="xsd:string"/>
  <xsd:element name="PaidSearchCampaignID" type="xsd:int"/>
  <xsd:element name="PaidSearchCampaignName" type="xsd:string"/>
  <xsd:element name="GoogleClientID" type="xsd:string"/>
  <xsd:element name="PoolDescription" type="xsd:string"/>
  <xsd:element name="DeviceType" type="xsd:string"/>
  <xsd:element name="DeviceBrand" type="xsd:string"/>
  <xsd:element name="DeviceModel" type="xsd:string"/>
  <xsd:element name="Browser" type="xsd:string"/>
  <xsd:element name="OS" type="xsd:string"/>
  <xsd:element name="OSVersion" type="xsd:string"/>
  <xsd:element name="AdNetwork" type="xsd:string"/>
  <xsd:element name="FirstClickKeyword" type="xsd:string"/>
  <xsd:element name="LastClickKeyword" type="xsd:string"/>
  <xsd:element name="Agent" type="xsd:string"/>
  <xsd:element name="Account" type="xsd:string"/>
  <xsd:element name="NumberDescription" type="xsd:string"/>
  <xsd:element name="ReferringURL" type="xsd:string"/>
  <xsd:element name="VisitStartTime" type="xsd:string"/>
  <xsd:element name="VisitEndTime" type="xsd:string"/>
  <xsd:element name="IPAddress" type="xsd:string"/>
  <xsd:element name="PagePath" type="xsd:string"/>
  <xsd:element name="PageHostName" type="xsd:string"/>
  <xsd:element name="CallNotes" type="xsd:string"/>
  <xsd:element name="CallScore" type="xsd:string"/>
  <xsd:element name="CampaignNumberCost" type="xsd:string"/>
  <xsd:element name="RecordingPaused" type="xsd:string"/>
  <xsd:element name="InfluencingSourceMediums" type="xsd:string"/>
  <xsd:element name="VoiceTags" type="tns:VoiceTagSet"/>
```

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```
<xsd:element name="CallMHID" type="xsd:string"/>
<xsd:element name="VisitorMHID" type="xsd:string"/>
<xsd:element name="VisitMHID" type="xsd:string"/>
</xsd:all>
</xsd:complexType>
<xsd:complexType name="CallRecordSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:CallRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="CampaignRecord">
  <xsd:all>
    <xsd:element name="CampaignId" type="xsd:int"/>
    <xsd:element name="CampaignName" type="xsd:string"/>
    <xsd:element name="CampaignType" type="xsd:string"/>
    <xsd:element name="CustomerName" type="xsd:string"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="CampaignRecordSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:CampaignRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="DynamicRecord">
  <xsd:all>
    <xsd:element name="Account" type="xsd:string"/>
    <xsd:element name="DynamicCode" type="xsd:string"/>
    <xsd:element name="DynamicCampaign" type="xsd:string"/>
    <xsd:element name="Pool" type="xsd:string"/>
    <xsd:element name="PoolClass" type="xsd:string"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="DynamicRecordSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:DynamicRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="CtaRecord">
  <xsd:all>
```

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```
<xsd:element name="Account" type="xsd:string"/>
<xsd:element name="ID" type="xsd:int"/>
<xsd:element name="Name" type="xsd:string"/>
<xsd:element name="Index" type="xsd:int"/>
<xsd:element name="Value" type="xsd:double"/>
<xsd:element name="Text" type="xsd:string"/>
<xsd:element name="DateCreated" type="xsd:string"/>
<xsd:element name="TimeCreated" type="xsd:string"/>
<xsd:element name="VisitID" type="xsd:int"/>
<xsd:element name="FirstClickVisitID" type="xsd:int"/>
<xsd:element name="VisitorID" type="xsd:int"/>
<xsd:element name="IPAddress" type="xsd:string"/>
<xsd:element name="VisitStartDate" type="xsd:string"/>
<xsd:element name="VisitStartTime" type="xsd:string"/>
<xsd:element name="VisitEndDate" type="xsd:string"/>
<xsd:element name="VisitEndTime" type="xsd:string"/>
<xsd:element name="ReferringURL" type="xsd:string"/>
<xsd:element name="PageURI" type="xsd:string"/>
<xsd:element name="PageTitle" type="xsd:string"/>
<xsd:element name="PageHostName" type="xsd:string"/>
<xsd:element name="PagePath" type="xsd:string"/>
<xsd:element name="LandingPageURI" type="xsd:string"/>
<xsd:element name="LandingPageTitle" type="xsd:string"/>
<xsd:element name="FirstClickKeyword" type="xsd:string"/>
<xsd:element name="LastClickKeyword" type="xsd:string"/>
<xsd:element name="GoogleClickID" type="xsd:string"/>
<xsd:element name="LastSource" type="xsd:string"/>
<xsd:element name="LastMedium" type="xsd:string"/>
<xsd:element name="FirstSource" type="xsd:string"/>
<xsd:element name="FirstMedium" type="xsd:string"/>
<xsd:element name="InfluencingSourceMediums" type="xsd:string"/>
<xsd:element name="PaidSearchType" type="xsd:string"/>
<xsd:element name="PaidSearchMatchType" type="xsd:string"/>
<xsd:element name="PaidSearchAdGroupId" type="xsd:int"/>
<xsd:element name="PaidSearchAdGroupName" type="xsd:string"/>
<xsd:element name="PaidSearchCampaignID" type="xsd:int"/>
<xsd:element name="PaidSearchCampaignName" type="xsd:string"/>
<xsd:element name="GoogleClientID" type="xsd:string"/>
<xsd:element name="Tags" type="xsd:string"/>
<xsd:element name="DeviceType" type="xsd:string"/>
<xsd:element name="DeviceBrand" type="xsd:string"/>
<xsd:element name="DeviceModel" type="xsd:string"/>
<xsd:element name="Browser" type="xsd:string"/>
<xsd:element name="OS" type="xsd:string"/>
<xsd:element name="OSVersion" type="xsd:string"/>
```

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```
<xsd:element
name="AdNetwork"
type="xsd:string"/>
</xsd:all>
</xsd:complexType>
<xsd:complexType name="CtaRecordSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:CtaRecord[]"/>
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="VisitRecord">
  <xsd:all>
    <xsd:element name="Account" type="xsd:string"/>
    <xsd:element name="ID" type="xsd:int"/>
    <xsd:element name="VisitorID" type="xsd:int"/>
    <xsd:element name="VisitStartDate" type="xsd:string"/>
    <xsd:element name="VisitStartTime" type="xsd:string"/>
    <xsd:element name="VisitEndDate" type="xsd:string"/>
    <xsd:element name="VisitEndTime" type="xsd:string"/>
    <xsd:element name="ReferringURL" type="xsd:string"/>
    <xsd:element name="IPAddress" type="xsd:string"/>
    <xsd:element name="LastClickKeyword" type="xsd:string"/>
    <xsd:element name="GoogleClickID" type="xsd:string"/>
    <xsd:element name="LastSource" type="xsd:string"/>
    <xsd:element name="LastMedium" type="xsd:string"/>
    <xsd:element name="PaidSearchType" type="xsd:string"/>
    <xsd:element name="PaidSearchMatchType" type="xsd:string"/>
    <xsd:element name="PaidSearchAdGroupId" type="xsd:int"/>
    <xsd:element name="PaidSearchAdGroupName" type="xsd:string"/>
    <xsd:element name="PaidSearchCampaignID" type="xsd:int"/>
    <xsd:element name="PaidSearchCampaignName" type="xsd:string"/>
    <xsd:element name="GoogleClientID" type="xsd:string"/>
    <xsd:element name="CallID" type="tns:CallIdSet"/>
    <xsd:element name="PageID" type="tns:PageIdSet"/>
    <xsd:element name="CtaID" type="tns:CtaIdSet"/>
    <xsd:element name="UserParams" type="tns:UserParamsSet"/>
    <xsd:element name="FirstClick" type="tns:FirstClickSet"/>
    <xsd:element name="Tags" type="tns:TagsSet"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="VisitRecordSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:VisitRecord[]"/>
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
```

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```
</xsd:complexContent>
</xsd:complexType>
<xsd:complexType name="PageRecord">
  <xsd:all>
    <xsd:element name="Account" type="xsd:string"/>
    <xsd:element name="ID" type="xsd:int"/>
    <xsd:element name="VisitID" type="xsd:int"/>
    <xsd:element name="VisitorID" type="xsd:int"/>
    <xsd:element name="PageLoadDate" type="xsd:string"/>
    <xsd:element name="PageLoadTime" type="xsd:string"/>
    <xsd:element name="PageExitDate" type="xsd:string"/>
    <xsd:element name="PageExitTime" type="xsd:string"/>
    <xsd:element name="PageURI" type="xsd:string"/>
    <xsd:element name="PageTitle" type="xsd:string"/>
    <xsd:element name="PageHostName" type="xsd:string"/>
    <xsd:element name="PagePath" type="xsd:string"/>
    <xsd:element name="LastClickKeyword" type="xsd:string"/>
    <xsd:element name="LastSource" type="xsd:string"/>
    <xsd:element name="LastMedium" type="xsd:string"/>
    <xsd:element name="GoogleClickID" type="xsd:string"/>
    <xsd:element name="ReferringURL" type="xsd:string"/>
    <xsd:element name="IPAddress" type="xsd:string"/>
    <xsd:element name="PaidSearchType" type="xsd:string"/>
    <xsd:element name="PaidSearchMatchType" type="xsd:string"/>
    <xsd:element name="PaidSearchAdGroupId" type="xsd:int"/>
    <xsd:element name="PaidSearchAdGroupName" type="xsd:string"/>
    <xsd:element name="PaidSearchCampaignID" type="xsd:int"/>
    <xsd:element name="PaidSearchCampaignName" type="xsd:string"/>
    <xsd:element name="GoogleClientID" type="xsd:string"/>
    <xsd:element name="CallID" type="tns:CallIdSet"/>
    <xsd:element name="CtaID" type="tns:CtaIdSet"/>
    <xsd:element name="UserParams" type="tns:UserParamsSet"/>
    <xsd:element name="FirstClick" type="tns:FirstClickSet"/>
    <xsd:element name="Tags" type="tns:TagsSet"/>
  </xsd:all>
</xsd:complexType>
<xsd:complexType name="PageRecordSet">
  <xsd:complexContent>
    <xsd:restriction base="SOAP-ENC:Array">
      <xsd:attribute ref="SOAP-ENC:arrayType" wsdl:arrayType="tns:PageRecord[]" />
    </xsd:restriction>
  </xsd:complexContent>
</xsd:complexType>
</xsd:schema>
</types>
```


mediahawk

```
<message
name="GetCallsByIdRequest">
  <part name="CallId" type="xsd:int" />
  <part name="CampaignType" type="xsd:string" />
  <part name="CampaignId" type="xsd:int" />
  <part name="CLI" type="xsd:string" /></message>
<message name="GetCallsByIdResponse">
  <part name="Status" type="xsd:string" />
  <part name="CallData" type="tns:CallRecordSet" /></message>
<message name="GetCallsByDateRequest">
  <part name="CallDate" type="xsd:string" />
  <part name="CampaignType" type="xsd:string" />
  <part name="CampaignId" type="xsd:int" />
  <part name="CLI" type="xsd:string" /></message>
<message name="GetCallsByDateResponse">
  <part name="Status" type="xsd:string" />
  <part name="CallData" type="tns:CallRecordSet" /></message>
<message name="GetCallByReferenceRequest">
  <part name="CallRef" type="xsd:int" /></message>
<message name="GetCallByReferenceResponse">
  <part name="Status" type="xsd:string" />
  <part name="CallData" type="tns:CallRecordSet" /></message>
<message name="GetCampaignIdsRequest"></message>
<message name="GetCampaignIdsResponse">
  <part name="Status" type="xsd:string" />
  <part name="CampaignData" type="tns:CampaignRecordSet" /></message>
<message name="GetDynamicCodeRequest">
  <part name="CampaignId" type="xsd:int" /></message>
<message name="GetDynamicCodeResponse">
  <part name="Status" type="xsd:string" />
  <part name="DynamicData" type="tns:DynamicRecordSet" /></message>
<message name="GetDataByMHIDRequest">
  <part name="MHID" type="xsd:string" /></message>
<message name="GetDataByMHIDResponse">
  <part name="Status" type="xsd:string" />
  <part name="CallData" type="tns:CallRecordSet" /></message>
<message name="GetCtaByIdRequest">
  <part name="ID" type="xsd:int" /></message>
<message name="GetCtaByIdResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:CtaRecordSet" /></message>
<message name="GetCtaByDateRequest">
  <part name="Date" type="xsd:string" /></message>
<message name="GetCtaByDateResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:CtaRecordSet" /></message>
```

mediahawk

```
<message
name="GetVisitsByIdRequest">
  <part name="ID" type="xsd:int" /></message>
<message name="GetVisitsByIdResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:VisitRecordSet" /></message>
<message name="GetVisitsByVisitorIdRequest">
  <part name="ID" type="xsd:int" /></message>
<message name="GetVisitsByVisitorIdResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:VisitRecordSet" /></message>
<message name="GetVisitsByDateRequest">
  <part name="Date" type="xsd:string" /></message>
<message name="GetVisitsByDateResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:VisitRecordSet" /></message>
<message name="GetPagesByIdRequest">
  <part name="ID" type="xsd:int" /></message>
<message name="GetPagesByIdResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:PageRecordSet" /></message>
<message name="GetPagesByVisitIdRequest">
  <part name="ID" type="xsd:int" /></message>
<message name="GetPagesByVisitIdResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:PageRecordSet" /></message>
<message name="GetPagesByDateRequest">
  <part name="Date" type="xsd:string" /></message>
<message name="GetPagesByDateResponse">
  <part name="Status" type="xsd:string" />
  <part name="Data" type="tns:PageRecordSet" /></message>
<portType name="mediahawkAPIPortType">
  <operation name="GetCallsById">
    <documentation>Returns call data for calls from a specific Id.</documentation>
    <input message="tns:GetCallsByIdRequest"/>
    <output message="tns:GetCallsByIdResponse"/>
  </operation>
  <operation name="GetCallsByDate">
    <documentation>Returns call data for a given day.</documentation>
    <input message="tns:GetCallsByDateRequest"/>
    <output message="tns:GetCallsByDateResponse"/>
  </operation>
  <operation name="GetCallByReference">
    <documentation>Returns call data for a given reference.</documentation>
    <input message="tns:GetCallByReferenceRequest"/>
    <output message="tns:GetCallByReferenceResponse"/>
  </operation>
</portType>
```

mediahawk

```
</operation>
<operation name="GetCampaignIds">
  <documentation>Returns call data for calls from a specific Id.</documentation>
  <input message="tns:GetCampaignIdsRequest"/>
  <output message="tns:GetCampaignIdsResponse"/>
</operation>
<operation name="GetDynamicCode">
  <documentation>Returns dynamic codes for customer.</documentation>
  <input message="tns:GetDynamicCodeRequest"/>
  <output message="tns:GetDynamicCodeResponse"/>
</operation>
<operation name="GetDataByMHID">
  <documentation>Returns data associated with MHID for customer.</documentation>
  <input message="tns:GetDataByMHIDRequest"/>
  <output message="tns:GetDataByMHIDResponse"/>
</operation>
<operation name="GetCtaById">
  <documentation>Returns call to action data from a specific ID.</documentation>
  <input message="tns:GetCtaByIdRequest"/>
  <output message="tns:GetCtaByIdResponse"/>
</operation>
<operation name="GetCtaByDate">
  <documentation>Returns call to action data from a specific
date.</documentation>
  <input message="tns:GetCtaByDateRequest"/>
  <output message="tns:GetCtaByDateResponse"/>
</operation>
<operation name="GetVisitsById">
  <documentation>Returns visits data from a specific ID.</documentation>
  <input message="tns:GetVisitsByIdRequest"/>
  <output message="tns:GetVisitsByIdResponse"/>
</operation>
<operation name="GetVisitsByVisitorId">
  <documentation>Returns visits data for specific visitor ID.</documentation>
  <input message="tns:GetVisitsByVisitorIdRequest"/>
  <output message="tns:GetVisitsByVisitorIdResponse"/>
</operation>
<operation name="GetVisitsByDate">
  <documentation>Returns visits data for specific date.</documentation>
  <input message="tns:GetVisitsByDateRequest"/>
  <output message="tns:GetVisitsByDateResponse"/>
</operation>
<operation name="GetPagesById">
  <documentation>Returns pages data from a specific ID.</documentation>
  <input message="tns:GetPagesByIdRequest"/>
  <output message="tns:GetPagesByIdResponse"/>
</operation>
```

mediahawk

```
</operation>
<operation name="GetPagesByVisitId">
  <documentation>Returns pages data for specific visit ID.</documentation>
  <input message="tns:GetPagesByVisitIdRequest"/>
  <output message="tns:GetPagesByVisitIdResponse"/>
</operation>
<operation name="GetPagesByDate">
  <documentation>Returns pages data for specific date.</documentation>
  <input message="tns:GetPagesByDateRequest"/>
  <output message="tns:GetPagesByDateResponse"/>
</operation>
</portType>
<binding name="mediahawkAPIBinding" type="tns:mediahawkAPIPortType">
  <soap:binding style="rpc" transport="http://schemas.xmlsoap.org/soap/http"/>
  <operation name="GetCallsById">
    <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetCallsById"
style="rpc"/>
    <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
    <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
  </operation>
  <operation name="GetCallsByDate">
    <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetCallsByDate"
style="rpc"/>
    <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
    <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
  </operation>
  <operation name="GetCallByReference">
    <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetCallByReference"
style="rpc"/>
    <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
    <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
  </operation>
  <operation name="GetCampaignIds">
    <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetCampaignIds"
style="rpc"/>
```

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```
<input><soap:body
use="literal" namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetDynamicCode">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetDynamicCode"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetDataByMHID">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetDataByMHID"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetCtaById">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetCtaById" style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetCtaByDate">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetCtaByDate"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetVisitsById">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetVisitsById"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
```

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```
<output><soap:body
use="literal" namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetVisitsByVisitorId">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetVisitsByVisitorId"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetVisitsByDate">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetVisitsByDate"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetPagesById">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetPagesById"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetPagesByVisitId">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetPagesByVisitId"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
  <output><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></output>
</operation>
<operation name="GetPagesByDate">
  <soap:operation
soapAction="https://www.reports.mediahawk.co.uk/api/v2_0/#GetPagesByDate"
style="rpc"/>
  <input><soap:body use="literal"
namespace="https://www.reports.mediahawk.co.uk/api/v2_0/"></input>
```

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```
<output><soap:body
use="literal" namespace="https://www.reports.mediahawk.co.uk/api/v2_0/" /></output>
  </operation>
</binding>
<service name="mediahawkAPI">
  <port name="mediahawkAPIPort" binding="tns:mediahawkAPIBinding">
    <soap:address
location="http://www.reports.mediahawk.co.uk/api/v2_0/callanalyticsservice.php" />
    </port>
  </service>
</definitions>
```

mediahawk

Change Log

| Date | Change |
|------------|---|
| 30/01/2015 | Call Tracking Analytics API v1.0 Released |
| 10/02/2015 | Added CLI Parameter to GetCallsById and GetCallsByDate |
| 08/05/2015 | Added CallTags Parameter to GetCallsById and GetCallsByDate |
| 17/06/2015 | Added CallLength, CallRingLength, Town, County, Postcode, Exchange, Region parameter to GetCallById and GetCallsByDate. New function GetCallByReference |
| 30/07/2015 | Changed encoding on methods to work with C# clients |
| 25/08/2015 | Added CallValue and CallCategory to all get calls functions. |
| 14/03/2016 | API v1.5 Released. Added CallRef, PageURI and PageTitle to GetCallsByReference, GetCallsById and GetCallsByDate |
| 22/03/2016 | API v1.6 Released. Added "FirstSource" and "FirstMedium" to methods: GetCallsByReference, GetCallsById and GetCallsByDate. Renamed Source and Medium to "LastSource" and "LastMedium". |
| 17/05/2016 | API v1.7 Released. Added "LandingPageURI" and "LandingPageTitle" to methods: GetCallsByReference, GetCallsById and GetCallsByDate. |
| 23/06/2016 | API v1.8 Released. Added "MediaDescription" to methods: GetCallsByReference, GetCallsById and GetCallsByDate. |
| 23/05/2017 | Added GetDataByMHRI method as part of API v1.8.1. |
| 29/10/2018 | Added documentation relating to paid search fields. |
| 05/11/2018 | API v1.9 Released. Renamed method "GetVisionCode" to "GetDynamicCode". Renamed method "GetDataByMHRI" to "GetDataByMHID". Replaced wording: "Vision" => "Dynamic", "Number Set" => "Pool", "Campaign" (in vision) => "Dynamic URL", "MHRI" => "MHID" |
| 11/02/2019 | Fixed an incorrect method name called in the example request code on page 3. |
| 12/08/2019 | API v1.10 Released. Added matched voice tags to calls response for methods: GetCallByReference, GetCallsByDate, GetCallsById, GetDataByMHID. |
| 10/09/2019 | API V2.0 Released. Added extra fields to calls response for methods: GetCallByReference, GetCallsByDate, GetCallsById, GetDataByMHID. Added new methods: GetCtaById, GetCtaByDate, GetVisitsById, GetVisitsByVisitorId, GetVisitsByDate, GetPagesById, GetPagesByVisitId, GetPagesByDate. |