ABC XML-RPC API
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Overview

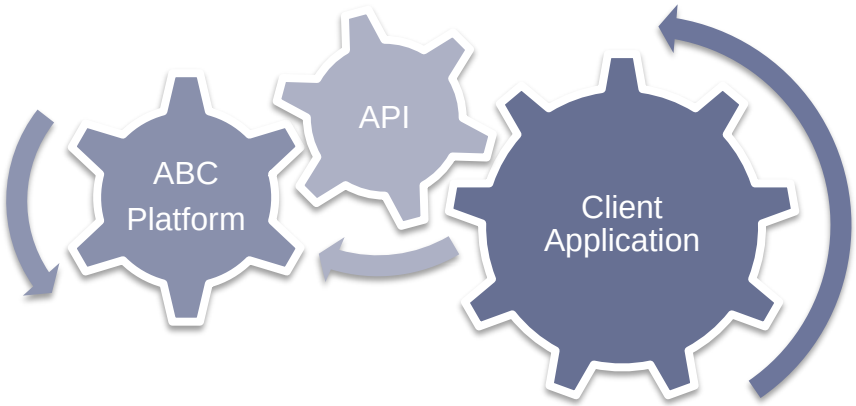
The ABC platform provides a language-independent Application Programming Interface (API) that communicates via standard web protocols. The ABC API (ABC API) is an XML-RPC service that offers interoperability between the ABC platform and your application.

XML-RPC

XML-RPC is a web-based service that uses XML to send information between a client and a server. Because the information uses plain text XML format, any client application can process it regardless of platform or language.

ABC Integration

The client application sends requests to the ABC API server in XML format. The ABC API server translates each request and sends it to the ABC Platform. When the ABC API server receives a response from the ABC platform, it translates the response to XML and passes it to your client application.



The ABC API integrates the ABC Platform with your client application

Advantages

The ABC API is ideal for ABC platform users that require additional customization and functionality.

Seamless Interoperability

The ABC API delivers data in plain-text XML format via standard web protocols, ensuring compatibility with your existing infrastructure.

Business Automation

The ABC API makes it easier to automate frequent activities.

- Automate frequent reports and integrate ABC data with your existing reporting infrastructure.
- Automate account management tasks like subaccount creation and number provisioning.

Flexible Reporting

The ABC API implements several search procedures with options for maximum flexibility.

- Get lists of account information, including advertising campaigns and call logs, and limit results according to your reporting needs.
- Use custom queries to integrate ABC data with your existing reporting infrastructure.

Streamlined Account Management

The ABC API provides functionality for managing multiple subaccounts and for account related tasks.

- Create setup defaults for managing ad campaigns.
- Control your customers' account access and branding experience with customized user interfaces and queries.

Requirements

XML-RPC Support

The ABC API requires a language that supports XML-RPC. You may need additional libraries if your programming language does not support XML-RPC by default. See the Getting Started guide for more information.

ABC API Server Limitations

The ABC API server limits each account to 10 concurrent requests. There is no limit on how often the server is accessed, as long as the total number of concurrent requests does not exceed 10.

API User Account

While a special account is not required to use the API, we recommend creating a user account with a real email address solely for API usage. An API-specific user account allows for accurate troubleshooting and a real email address ensures you receive up-to-date API-relevant communications from ABC.

Documentation Overview

List of Documents

ABC provides the following documentation:

- ✓ Introduction (this document)
- ✓ Getting Started Guide - Provides a hands-on introduction for programmers using the ABC API, including suggested XML-RPC libraries and code examples in common programming languages.
- ✓ Example Code - Samples in Perl, PHP, Java, and .NET to accompany the tutorials in the Getting Started Guide.
- ✓ Data Definitions - List of parameters and return values used by ABC API methods with definitions and examples.
- ✓ Method Definitions - List of available methods with definitions.
- ✓ Developer Frequently Asked Questions - A quick reference of common errors and fault codes to aid in troubleshooting.

Target Audience

While the documentation includes examples and suggestions for accessing the ABC API, it assumes the reader is comfortable programming in their chosen language and has a basic understanding of web protocols.

The documentation does not provide programming tutorials, nor does it provide specific details on the XML-RPC specification and its implementation by the suggested libraries. Where appropriate, the documentation provides references to external sources.