

# Reference

## API Services Reference

This page lists AppNexus API services, as well as the following information about each service:

- **Name:** The name of each service in the table below is also a link to its documentation.
- **Endpoint:** The URL where you can reach the service.
- **Context:** Whether the service is primarily used for buying, selling, etc.
- **Read-only?:** Whether the service responds to https requests other than GET.

Name	Endpoint	Con
<a href="#">Ad Profile Service</a>	<a href="https://api.appnexus.com/ad-profile">https://api.appnexus.com/ad-profile</a>	Selli
<a href="#">Ad Quality Rule Service</a>	<a href="https://api.appnexus.com/ad-quality-rule">https://api.appnexus.com/ad-quality-rule</a>	Selli
<a href="#">Ad Server Service</a>	<a href="https://api.appnexus.com/adserver">https://api.appnexus.com/adserver</a>	Buyi
<a href="#">Advertiser Service</a>	<a href="https://api.appnexus.com/advertiser">https://api.appnexus.com/advertiser</a>	Buyi
<a href="#">App Installation Service</a>	<a href="https://api.appnexus.com/app-installation">https://api.appnexus.com/app-installation</a>	App
<a href="#">Batch Segment Service</a>	<a href="https://api.appnexus.com/batch-segment">https://api.appnexus.com/batch-segment</a>	Buyi
<a href="#">Brand Service</a>	<a href="https://api.appnexus.com/brand">https://api.appnexus.com/brand</a>	Buyi
<a href="#">Brand Company Service</a>	<a href="https://api.appnexus.com/brand-company">https://api.appnexus.com/brand-company</a>	Buyi
<a href="#">Broker Service</a>	<a href="https://api.appnexus.com/broker">https://api.appnexus.com/broker</a>	Buyi
<a href="#">Browser Service</a>	<a href="https://api.appnexus.com/browser">https://api.appnexus.com/browser</a>	Buyi

Campaign Service	<a href="https://api.appnexus.com/campaign">https://api.appnexus.com/campaign</a>	Buyi
Carrier Service	<a href="https://api.appnexus.com/carrier">https://api.appnexus.com/carrier</a>	Buyi
Category Service	<a href="https://api.appnexus.com/category">https://api.appnexus.com/category</a>	Buyi
Change Log Services	<a href="https://api.appnexus.com/change-log">https://api.appnexus.com/change-log</a> <a href="https://api.appnexus.com/change-log-detail">https://api.appnexus.com/change-log-detail</a>	Buyi
City Service	<a href="https://api.appnexus.com/city">https://api.appnexus.com/city</a>	Buyi
Click Tracker Service	<a href="https://api.appnexus.com/clicktracker">https://api.appnexus.com/clicktracker</a>	Buyi
Content Category Service	<a href="https://api.appnexus.com/content-category">https://api.appnexus.com/content-category</a>	Selli
Country Service	<a href="https://api.appnexus.com/country">https://api.appnexus.com/country</a>	Buyi
Creative Service	<a href="https://api.appnexus.com/creative">https://api.appnexus.com/creative</a>	Buyi
Creative Custom Request Template Service	<a href="https://api.appnexus.com/creative-custom-request-template">https://api.appnexus.com/creative-custom-request-template</a>	Buyi
Creative Custom Request Template Type Service	<a href="https://api.appnexus.com/creative-custom-request-template-type">https://api.appnexus.com/creative-custom-request-template-type</a>	Buyi
Creative Folder Service	<a href="https://api.appnexus.com/creative-folder">https://api.appnexus.com/creative-folder</a>	Buyi

Creative Format Service	<a href="https://api.appnexus.com/creative-format">https://api.appnexus.com/creative-format</a>	Buyi
Currency Service	<a href="https://api.appnexus.com/currency">https://api.appnexus.com/currency</a>	Buyi
Developer Service	<a href="https://api.appnexus.com/developer">https://api.appnexus.com/developer</a>	App
Device Make Service	<a href="https://api.appnexus.com/device-make">https://api.appnexus.com/device-make</a>	Buyi
Device Model Service	<a href="https://api.appnexus.com/device-model">https://api.appnexus.com/device-model</a>	Buyi
Designated Market Area Service	<a href="https://api.appnexus.com/dma">https://api.appnexus.com/dma</a>	Buyi
Domain List Service	<a href="https://api.appnexus.com/domain-list">https://api.appnexus.com/domain-list</a>	Buyi
External Inventory Code Service	<a href="https://api.appnexus.com/external-inv-code">https://api.appnexus.com/external-inv-code</a>	Selli
Impression Tracker Service	<a href="https://api.appnexus.com/imptracker">https://api.appnexus.com/imptracker</a>	Buyi
Insertion Order Service	<a href="https://api.appnexus.com/insertion-order">https://api.appnexus.com/insertion-order</a>	Buyi
Inventory Attribute Service	<a href="https://api.appnexus.com/inventory-attribute">https://api.appnexus.com/inventory-attribute</a>	Buyi
Inventory Resold Service	<a href="https://api.appnexus.com/inventory-resold">https://api.appnexus.com/inventory-resold</a>	Buyi
IP Range List Service	<a href="https://api.appnexus.com/ip-range-list">https://api.appnexus.com/ip-range-list</a>	Buyi

Label Service	<a href="https://api.appnexus.com/label">https://api.appnexus.com/label</a>	Buyi
Language Service	<a href="https://api.appnexus.com/language">https://api.appnexus.com/language</a>	Buyi
Line Item Service	<a href="https://api.appnexus.com/line-item">https://api.appnexus.com/line-item</a>	Buyi
Media Subtype Service	<a href="https://api.appnexus.com/media-subtype">https://api.appnexus.com/media-subtype</a>	Buyi
Media Type Service	<a href="https://api.appnexus.com/media-type">https://api.appnexus.com/media-type</a>	Buyi
Member Service	<a href="https://api.appnexus.com/member">https://api.appnexus.com/member</a>	Fou
Member Profile Service	<a href="https://api.appnexus.com/member-profile">https://api.appnexus.com/member-profile</a>	Buyi
Mobile App Service	<a href="https://api.appnexus.com/mobile-app">https://api.appnexus.com/mobile-app</a>	Buyi
Mobile App Instance Service	<a href="https://api.appnexus.com/mobile-app-instance">https://api.appnexus.com/mobile-app-instance</a>	Buyi
Mobile App Instance List Service	<a href="https://api.appnexus.com/mobile-app-instance-list">https://api.appnexus.com/mobile-app-instance-list</a>	Buyi
Object Limit Service	<a href="https://api.appnexus.com/object-limit">https://api.appnexus.com/object-limit</a>	Fou
Operating System Service	<a href="https://api.appnexus.com/operating-system">https://api.appnexus.com/operating-system</a>	Buyi
Operating System Extended Service	<a href="https://api.appnexus.com/operating-system-extended">https://api.appnexus.com/operating-system-extended</a>	Buyi

Operating System Family Service	<a href="https://api.appnexus.com/operating-system-family">https://api.appnexus.com/operating-system-family</a>	Buyi
Payment Rule Service	<a href="https://api.appnexus.com/payment-rule">https://api.appnexus.com/payment-rule</a>	Selli
Conversion Pixel Service	<a href="https://api.appnexus.com/pixel">https://api.appnexus.com/pixel</a>	Buyi
Pixel Template Service	<a href="https://api.appnexus.com/pixel-template">https://api.appnexus.com/pixel-template</a>	Buyi
Placement Service	<a href="https://api.appnexus.com/placement">https://api.appnexus.com/placement</a>	Selli
Platform Member Service	<a href="https://api.appnexus.com/platform-member">https://api.appnexus.com/platform-member</a>	Buyi
Plugin Service	<a href="https://api.appnexus.com/plugin">https://api.appnexus.com/plugin</a>	App
Plugin Instance Service	<a href="https://api.appnexus.com/plugin-instance">https://api.appnexus.com/plugin-instance</a>	App
Profile Service	<a href="https://api.appnexus.com/profile">https://api.appnexus.com/profile</a>	Buyi
Profile Summary Service	<a href="https://api.appnexus.com/profile-summary">https://api.appnexus.com/profile-summary</a>	Buyi
Publisher Service	<a href="https://api.appnexus.com/publisher">https://api.appnexus.com/publisher</a>	Selli
Region Service	<a href="https://api.appnexus.com/region">https://api.appnexus.com/region</a>	Buyi
Saved Report Service	<a href="https://api.appnexus.com/saved-report">https://api.appnexus.com/saved-report</a>	Rep

Segment Service	<a href="https://api.appnexus.com/segment">https://api.appnexus.com/segment</a>	Buyi
Site Service	<a href="https://api.appnexus.com/site">https://api.appnexus.com/site</a>	Selli
Tag Parser Service	<a href="https://api.appnexus.com/tag-parser-job">https://api.appnexus.com/tag-parser-job</a>	Buyi
Technical Attribute Service	<a href="https://api.appnexus.com/technical-attribute">https://api.appnexus.com/technical-attribute</a>	Buyi
Creative Template Service	<a href="https://api.appnexus.com/template">https://api.appnexus.com/template</a>	Buyi
Domain Audit Status Service	<a href="https://api.appnexus.com/url-audit-search">https://api.appnexus.com/url-audit-search</a>	Buyi
User Service	<a href="https://api.appnexus.com/user">https://api.appnexus.com/user</a>	Fou
User Group Pattern Service	<a href="https://api.appnexus.com/usergroup-pattern">https://api.appnexus.com/usergroup-pattern</a>	Buyi
Visibility Profile Service	<a href="https://api.appnexus.com/visibility-profile">https://api.appnexus.com/visibility-profile</a>	Selli
Authentication Service	<a href="https://api.appnexus.com/auth">https://api.appnexus.com/auth</a>	Fou
Account Recovery Service	<a href="https://api.appnexus.com/account-recovery">https://api.appnexus.com/account-recovery</a>	Fou
Creative Search Service	<a href="https://api.appnexus.com/creative-search">https://api.appnexus.com/creative-search</a>	Buyi
Creative Macro Check Service	<a href="https://api.appnexus.com/creative-macro-check">https://api.appnexus.com/creative-macro-check</a>	Buyi

Extract ClickTags Service	<a href="https://api.appnexus.com/extract-click-tags">https://api.appnexus.com/extract-click-tags</a>	Buyi
Report Service	<a href="https://api.appnexus.com/report">https://api.appnexus.com/report</a>	Rep
Lookup Service	<a href="https://api.appnexus.com/lookup">https://api.appnexus.com/lookup</a>	Rep
Search Service	<a href="https://api.appnexus.com/search">https://api.appnexus.com/search</a>	Fou
User Verification Service	<a href="https://api.appnexus.com/user-verification">https://api.appnexus.com/user-verification</a>	App
Feed Status Service	<a href="https://api.appnexus.com/feed-status">https://api.appnexus.com/feed-status</a>	Rep
Deal Buyer Access Service	<a href="https://api.appnexus.com/package-buyer-access">https://api.appnexus.com/package-buyer-access</a>	Buyi
Deal From Package Service	<a href="https://api.appnexus.com/deal-from-package">https://api.appnexus.com/deal-from-package</a>	Buyi
Deal Service	<a href="https://api.appnexus.com/deal">https://api.appnexus.com/deal</a>	Selli
Mobile App Store Service	<a href="https://api.appnexus.com/mobile-app-store">https://api.appnexus.com/mobile-app-store</a>	Buyi
Package Buyer Access Service	<a href="https://api.appnexus.com/package-buyer-access">https://api.appnexus.com/package-buyer-access</a>	Buyi
Package Service	<a href="https://api.appnexus.com/package">https://api.appnexus.com/package</a>	Selli
Report Status Service	<a href="https://api.appnexus.com/report-status">https://api.appnexus.com/report-status</a>	Rep

Third-Party Pixel Service	<a href="https://api.appnexus.com/thirdparty-pixel">https://api.appnexus.com/thirdparty-pixel</a>	Buyi
Custom Model Service	<a href="https://api.appnexus.com/custom-model">https://api.appnexus.com/custom-model</a>	Buyi
Custom Model Parser Service	<a href="https://api.appnexus.com/custom-model-parser">https://api.appnexus.com/custom-model-parser</a>	Buyi
Targeting Key Service	<a href="https://api.appnexus.com/targeting-key">https://api.appnexus.com/targeting-key</a>	Selli
Targeting Value Service	<a href="https://api.appnexus.com/targeting-value">https://api.appnexus.com/targeting-value</a>	Selli

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- [Authentication Service](#)
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- [User Service](#)
- [Change Log Services](#)
- [Profile Service](#)
- [Buy-Side Services](#)
- [Sell-Side Services](#)
- [Reporting Services](#)
- [Read-Only Services](#)
- [Apps Marketplace Services](#)