

External Inventory Code Service

External Inventory Code Service

Some sellers use their own codes to break out their inventory more granularly than by Publisher > Site > Placement. The External Inventory Code Service allows you to register such codes with AppNexus so that you can pass them on ad calls and then report on them. Here's how it works:

1. You must make a `POST` call to this service to register an external inventory code with AppNexus prior to steps 2 and 3.
2. You pass the code as `ext_inv_code` in the query string of ad calls (see example below).
3. You report on `external_inv_id` in one of the following reports:
 - [Network Publisher Analytics](#)
 - [Network Analytics Feed](#)
 - [Log-Level Standard Feed](#)

Example Placement Tag with External Inventory Code:

```
<script src="http://ib.adnxs.com/ttj?id=1234&ext_inv_code=ABC" type="text/javascript"></script>
```

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REST API

Add a new external inventory code:

```
POST https://api.appnexus.com/external-inv-code
(external_inv_code JSON)
```

Modify an external inventory code:

```
PUT https://api.appnexus.com/external-inv-code?id=ID
(external_inv_code JSON)
```

View all of your external inventory codes:

```
GET https://api.appnexus.com/external-inv-code
```

View all external inventory codes for a specific publisher:

```
GET https://api.appnexus.com/external-inv-code?publisher_id=PUBLISHER_ID
```

View a specific external inventory code:

```
GET https://api.appnexus.com/external-inv-code?id=ID
GET https://api.appnexus.com/external-inv-code?code=CODE
```

Delete an external inventory code:

```
DELETE https://api.appnexus.com/external-inv-code?id=ID
```

JSON Fields

Each combination of `publisher_id` and `code` must be unique.

Field	Type (Length)	Description	Default	Required On
<code>id</code>	int	The ID for the external inventory code.	Auto-generated number	PUT/DELETE, in query string
<code>publisher_id</code>	int	The ID of the publisher for which the external inventory code is used. If 0, the code is used across multiple publishers.	0	
<code>name</code>	string (100)	The name for the external inventory code. This name can be included in Network Publisher Analytics reporting.		POST
<code>code</code>	string (100)	The value that will be passed as <code>ext_inv_code</code> in the query string of ad calls. For more details, see Placement Tag Parameters (customer login required).		POST

Examples

>> *Adding an external inventory code for a specific publisher*

```
$ cat ext_inv_code.json

{
  "external_inv_code": {
    "publisher_id": 103764,
    "code": "55",
    "name": "Code 55"
  }
}

$ curl -b cookies -c cookies -X POST -d @ext_inv_code.json
'https://api.appnexus.com/external-inv-code'

{
  "response": {
    "status": "OK",
    "count": 1,
    "id": 102,
    "start_element": 0,
    "num_elements": 100,
    "external_inv_code": {
      "member_id": 1066,
      "id": 102,
      "publisher_id": 103764,
      "name": "55",
      "code": "Code 55"
    }
  }
}
```

>> Adding an external inventory code for use across multiple publishers

In this example, we set `publisher_id` to 0 to indicate that the external inventory code will be used across multiple publishers.

```
$ cat ext_inv_code.json

{
  "external_inv_code": {
    "publisher_id": 0,
    "code": "74",
    "name": "Code 74"
  }
}

$ curl -b cookies -c cookies -X POST -d @ext_inv_code.json
'https://api.appnexus.com/external-inv-code'

{
  "response": {
    "status": "OK",
    "count": 1,
    "id": 102,
    "start_element": 0,
    "num_elements": 100,
    "external_inv_code": {
      "member_id": 1066,
      "id": 103,
      "publisher_id": 0,
      "name": "74",
      "code": "Code 74"
    }
  }
}
```

>> Updating an external inventory code

In this example, we update external inventory code 102 with a new name.

```
$ cat ext_inv_code_update

{
  "external_inv_code": {
    "name": "Fresh new name"
  }
}

$ curl -b cookies -c cookies -X PUT -d @ext_inv_code_update.json
'https://api.appnexus.com/external-inv-code?id=102'

{
  "response": {
    "status": "OK",
    "count": 1,
    "id": "102",
    "start_element": 0,
    "num_elements": 100,
    "external_inv_code": {
      "member_id": 1066,
      "id": 102,
      "publisher_id": 103764,
      "name": "Fresh new name",
      "code": "Code 5"
    }
  }
}
```

>> **Deleting an external inventory code**

In this example, we delete external inventory code 102.

```
$ curl -b cookies -c cookies -X DELETE
'https://api.appnexus.com/external-inv-code?id=102'

{
  "response": {
    "status": "OK"
  }
}
```