

WOW.LINK API

API: 2.0

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1. Overview of API

API requests are divided into 7 main groups. Those groups of API requests are presented below.

1. Links
 - a. Creating a short link
 - b. Bulk link creation
 - c. Editing existing links
 - d. Deleting links
 - e. Link searches
2. Campaigns
 - a. Creating campaigns
 - b. Adding campaigns to links
 - c. Removing links from campaigns
 - d. Deleting campaigns
 - e. Editing campaigns
 - f. Campaign searches
3. Tags
 - a. Creating tags
 - b. Adding tags to links
 - c. Deleting tags from links
 - d. Deleting tags
 - e. Editing tags
 - f. Tag searches
4. CIPs
 - a. CIP searches
 - b. Editing CIPs
 - c. Transferring CIPs
 - d. Adding CIP to links
 - e. Deleting CIP from links
 - f. Deleting CIPs
5. Domains
 - a. Access all available domains
6. Pixels
 - a. Creating pixels
 - b. Adding pixels to links
 - c. Deleting pixels from links
 - d. Editing pixel parameters
 - e. Deleting pixels
 - f. Access to pixel information
 - g. Access to list of all pixels
7. Statistics
 - a. Aggregated account statistics
 - b. Clicks and transfer statistics

- c. Country statistics
- d. Browser statistics
- e. Platform statistics
- f. Device statistics
- g. Click statistics by day of the week
- h. Click statistics by hour

2. Limits

For each account, basic restrictions are set at 1000 requests per minute, working on all tokens. In addition, there are restrictions on the number of requests for each API method, depending on your subscription plan.

3. Authentication

To interact with the Wow.link API, your application will need authentication through tokens, which you can get in your account page on Wow.link.

Authentication of API requests requires the inclusion of a header with your token in each X-AUTH-TOKEN request.

4. HTTP Request Headers

Example HTTP request header:

```
X-AUTH-TOKEN: iOf4n0dlm49jdJ5sALeI8entP  
Content-Type: application / json
```

5. API Request and Response Formats

All requests are transmitted via https to URLs specified in the API methods.
These requests are transmitted via POST in JSON format.

An example of a request that updates the final URL in a short link and provides access to statistics:

```
curl --request POST --url https://api.wow.link/v1/links/update
--header 'Content-Type: application / json' --header 'X-AUTH-TOKEN: insert_your_token_here'
--data '{"ID": "1", "destination": "https://google.com/", "view-stat": true}'
```

An example of a request that removes a short link:

```
curl --request POST --url https://api.wow.link/v1/links/delete
--header 'Content-Type: application / json' --header 'X-AUTH-TOKEN: insert_your_token_here'
--data '{"ID": "1"}'
```

An example of a request that creates a short link:

```
curl --request POST --url https://api.wow.link/v1/links/add
--header 'Content-Type: application / json' --header 'X-AUTH-TOKEN: insert_your_token_here'
--data '{"destination": "https://google.com/"}'
```

An example of a request that receives all links from an account (page by page). The limit parameter can be omitted, it gets the default value: 1, The page parameter can be omitted, it gets the default value: 1

```
curl --request POST --url https://api.wow.link/v1/links/list
--header 'Content-Type: application / json' --header 'X-AUTH-TOKEN: insert_your_token_here'
--data '{"limit": 20, "page": 2}'
```

If the request was successful, the response body will be transmitted in JSON format.

An example of a response to a data deletion request:

```
{
  "ID": 1
}
```

An example of a response to the request for a short link data:

```
{
  "ID": 1,
  "domain": "wow.link",
  "path": "2caE",
  "destination": "https://google.com/",
  "view-stat": 0,
  "campaign": 0,
```

```
"cip": 0,
"timer-auto": 0,
"timer": 5,
"timer-on": 0,
"forwarding": 0,
"tags": 0,
"pixels": 0,
"smart": 0,
"added": 1589898858,
"favorite": 0,
"name": "MyLinkName"
}
```

If the request was completed with an error, an array of text error codes will be returned:

```
{
"errors": ["destination_empty", "bad_domain"]
}
```

In addition to data, the server sends an HTTP response code.

6. Description of HTTP response codes

Response code	Description
200 (2XX)	The request was successfully processed.
400 (4XX)	There was some problem with the request. For example, a required parameter was not passed, or you do not have rights to perform the requested action, or the requested object does not exist, or you have exceeded your quota by the number of requests per second.
500 (5XX)	The problem is on our server side. This means that we have some kind of problem and we could not fulfill your request at that moment.

[List of standard HTTP status codes](#)

200 OK

Text code	Description
<i>no text code</i>	Successful request. If the client requested any data, then it is in the response body.

202 Accepted

Text code	Description
<i>no text code</i>	The request was accepted for processing, but it was not completed. (eg report request)

400 bad request

Text code	Description
<i>no text code</i>	API request for invalid URL
module_unknown	API request of unknown module
method_unknown	API request of unknown method
limit_inaccessible	This action is not available on your plan
limit_exceeded	You have exceeded the limit for your plan
destination_empty	Missing short link destination URL
destination_parse_err or	Invalid destination URL passed
maxfollows	Destination URL redirects too many times
destination_incorrect	This destination URL cannot be shortened
blacklist	This destination URL is blacklisted
bad_campaign	Request for nonexistent campaign
bad_ips	Request for nonexistent CIP
blocked_ips	Request for a blocked CIP
bad_domain	The specified domain does not exist or is unavailable
invalidlength	Limited length of 3 to 255 characters
invalidpath	Allowed characters [A-Z0-9- <u> </u>]
invalidpath2	The name cannot start or end with [<u>-</u>]
alias_exists	A similar short link already exists

bad_lifetime	
bad_clicks	
bad_password	
bad_country	
bad_platform	
bad_browser	
bad_language	
bad_device	
bad_smart_type	

401 Unauthorized

Text code	Description
token_empty	You have not transferred an authorization token
token_unknown	Invalid authorization token
token_blocked	Token is blocked
token_weak	This token does not have access to this function.

500 Internal Server Error

Text code	Description
NA	The server could not respond to the request
system	System error, we will try to fix it soon
development	This section is under construction.

403 ForbIDden

Text code	Description
NA	You have exceeded API limits.

7. API Method Description

7.1. Links

7.1.1. Creating a link

URL for request: <https://api.wow.link/v1/links/add>

Description: Generate a new short link with the given parameters and the destination address for redirection.

Request Structure

JSON element	Description	Data type	Required?
destination	Destination URL (long URL)	String	Yes
path	Custom short link name (a.k.a. slug, path, right half)	String	No
domain	Custom short link domain	String	No
name	Your link description	String	No
ips	Custom interstitial page (CIP) and settings for switching from CIP to the destination link	Array	No
smart	Smart redirection conditions	Array	No
campaign	ID of the campaign for which the link is created	Integer	No
tags	Tag ID for new link	Array	No
pixels	Pixel ID for new link	Array	No
forwarding	Transfer GET parameters through the short link to the destination address	"0" or "1"	No
favorite	Add link to favorites	"0" or "1"	No
view-stat	Shared access to statistics	"0" or "1"	No

Custom interstitial page (CIP) and settings for switching from CIP to the destination link

JSON element	Description	Data type	Required?
ID	CIP ID in the system	Integer	Yes
timer-auto	Automatic switch to target page	"0" or "1"	No
timer	The delay time before the transition in seconds	1 - 60	No
timer-on	Enable delay before transition	"0" or "1"	No

Smart redirection conditions

JSON element	Description	Data type	Required?
country	List of countries	Array	No
region	List of regions	Array	No
device	List of devices	Array	No
language	List of languages	Array	No
platform	List of platforms	Array	No
browser	List of browsers	Array	No
click	Limit of clicks on link	Array	No
lifetime	Link lifetime	Array	No
password	Link protection by password	Array	No

Smart redirection conditions - Countries

JSON element	Description	Data type	Required?
data	Two-letter country codes ISO 3166-1	Array	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart Terms - Regions

JSON element	Description	Data type	Required?
data-country	Two-letter country codes ISO 3166-1	String	No

data-region	Region codes of the selected country	Array	No
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - Types of devices

JSON element	Description	Data type	Required?
data	Device type code	Array	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative destination URL	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - browser language

JSON element	Description	Data type	Required?
data	Two-letter language codes ISO 639-1	Array	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - Platform

JSON element	Description	Data type	Required?
data	Platform codes	Array	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - browser

JSON element	Description	Data type	Required?
data	Browser codes	Array	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - Link click limit (unique)

JSON element	Description	Data type	Required?
data	Maximum number of clicks	Integer	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No

decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - Link lifetime (unique)

JSON element	Description	Data type	Required?
data	Date (YYYY-MM-DD) and time (HH: SS)	[date, time]	Yes
decline-url	Disable redirection for selected conditions	"0" or "1"	No
destination	Alternative URL destination	String	No
decline-ips	Disable displaying CIP for selected conditions	"0" or "1"	No
ips	ID of the alternative CIP for the selected conditions	Integer	No

Smart redirection conditions - Password (unique)

JSON element	Description	Data type	Required?
data	Any character set	String	Yes

Response structure

JSON element	Description	Data type
id	Short link ID	Integer
destination	Destination URL	String
path	Short link path	String
domain	Short link domain	String
name	Your link description	String
ips	Custom Interstitial Page (CIP) ID	Integer
timer-auto	Automatic transfer to destination page	"0" or "1"
timer	The delay time before the transition in seconds	Integer
timer-on	Enable delay before transition	"0" or "1"
smart	The number of smart redirection conditions for the link	Integer
campaign	ID of the Campaign for which the link is created	Integer
tags	Added tag ID	Integer
pixels	Added pixel ID	Integer

forwarding	Redirect GET parameters from short link to destination page	"0" or "1"
favorite	Favorites	"0" or "1"
view-stat	Shared access to statistics	"0" or "1"
added	Timestamp of link creation	Integer

7.1.2. Bulk link creation

URL for request: <https://api.wow.link/v1/links/addbulk>

Description: Generate more than one new link with the given parameters and the destination address for redirection. All links will have identical parameters, destination pages, smart conditions, etc., while their ID will be unique, automatically generated. The maximum number of links that can be generated in one request may depend on your subscription plan, as well as on the individual conditions for the provision of the API service from Wow.link.

Request Structure

JSON element	Description	Data type	Required?
destination	Destination URL	String	Yes
quantity	The number of generated links	Integer	Yes
domain	Branded short link domain	String	No
name	Your link description	String	No
ips	Custom Interstitial Page (CIP) ID	Array	No
smart	Smart redirection conditions	Array	No
campaign	ID of the Campaign for which the link is created	Integer	No
tags	Added tag ID	Array	No
pixels	Added pixel ID	Array	No
forwarding	Redirect GET parameters from short link to destination page	"0" or "1"	No
favorite	Adding links to favorites	"0" or "1"	No
view-stat	Shared access to statistics	"0" or "1"	No

Response structure

JSON element	Description	Data type
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links	Array of links created	Link array
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The structure of each response element

JSON element	Description	Data type
id	Short link ID	Integer
path	Short link path	String
domain	Short link domain	String

7.1.3. Editing existing Links

URL for request: <https://api.wow.link/v1/links/update>

Description: Update the parameters of the selected link: destination address, campaign, tags, smart redirection conditions, CIP, pixels, passing parameters via a short link, the availability of clicks statistics for other users.

Request Structure

JSON element	Description	Data type	Required?
id	Short link ID	Integer	Yes
destination	Destination URL	String	No
path	The number of generated links	String	No
domain	Short link domain	String	No
name	Your link description	String	No
ips	Custom Interstitial Page (CIP) ID	Array	No
smart	Smart redirection conditions	Array	No
campaign	ID of the Campaign for which the link is created	Array	No
tags	Added tag ID	Array	No
pixels	Added pixel ID	Array	No
forwarding	Redirect GET parameters from short link to destination page	"0" or "1"	No
favorite	Adding links to favorites	"0" or "1"	No
view-stat	Shared access to statistics	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Short link ID	Integer
destination	Destination URL	String
path	Short link path	String
domain	Short link domain	String
name	Your link description	String
ips	Custom Interstitial Page (CIP) ID	Integer
timer-auto	Automatic transfer to destination page	"0" or "1"
timer	The delay time before the transition in seconds	Integer
timer-on	Enable delay before transition	"0" or "1"
smart	The number of smart redirection conditions for the link	Integer
campaign	ID of the Campaign for which the link is created	Integer
tags	Number of added tags	Integer

pixels	Number of added pixels	Integer
forwarding	Redirect GET parameters from short link to destination page	"0" or "1"
favorite	Favorites	"0" or "1"
view-stat	Shared access to statistics	"0" or "1"
added	Timestamp of link creation	timestamp
changes	Array of old data that has been updated	Array

7.1.4. Deleting links

URL for requests: <https://api.wow.link/v1/links/delete>

Description: Deleting selected links

Request structure

JSON element	Description	Data type	Required?
id	Array with IDs of the links to be deleted	Array	Yes

Response structure

JSON element	Description	Data type
result	Array of the deleted link IDs	Array

7.1.5. Link search

URL for requests: <https://api.wow.link/v1/links/list>

Description: Get a list of all the links matching search criteria. At least one of the parameters is required; any combination of the parameters is allowed. The combination is processed according to the AND principle (search for the given parameters).

Request structure

JSON element	Description	Data type	Required?
ids	Array of Short Link IDs	Array	No
campaigns	Array of campaign IDs used in links	Array	No
ips	Array of CIP IDs used in links	Array	No
tags	Array of tag IDs used in links	Array	No

pixels	Array of pixel IDs used in links	Array	No
path	Part of the link path (or all of it)	String	No
domain	Part of the link domain (or all of it)	String	No
destination	Part of destination link (or all of it)	String	No
name	Part of link description (or all of it)	String	No
favorite	Only selected links	"0" or "1"	No
start	Links created within the period starting from this date (YYYY-MM-DD)	date	No
end	Links created within the period ending on this date (YYYY-MM-DD)	date	No
page	Number of the page of the search results	Integer	No
limit	Number of search results per page	[1-100]	No
order	Order of search results	['ASC', 'DESC']	No
sort	Sorting of search results <ul style="list-style-type: none"> • ID - by link ID; • CIP- by ID of interstitial pages; • viewed - by the date of the last click on the links; • campaign - by campaign ID; • clicks - by the number of clicks; • edited - by the date the links were edited; 	['ID', 'ips', 'viewed', 'campaign', 'clicks', 'edited']	No

Response structure

JSON element	Description	Data type
next	Availability of next page with results	"0" or "1"
links	Array of links found	Array of links

The structure of each response element

JSON element	Description	Data type
id	Short link ID	Integer
destination	Destination URL	String
path	Short Link Name	String
domain	Short Link Domain	String
name	Your link description	String
ips	ID of the Custom Interstitial Page (CIP)	Integer
timer-auto	Auto switch to target	"0" or "1"
timer	The delay time before the transition in seconds	Integer
timer-on	Enable delay before transition	"0" or "1"
smart	The number of smart conditions for the link	Integer
campaign	ID of the campaign for which the link is created.	Integer or NULL
tags	Number of tags for link	Integer
pixels	The number of pixels for the link	Integer
forwarding	Transfer GET parameters through the short link to destination address	"0" or "1"
favorite	Favorite	"0" or "1"
view-stat	Shared access to statistics	"0" or "1"
added	Time of link creation	timestamp
viewed	Time of last click on the link	timestamp

7.3. Campaigns

URL for requests: <https://api.wow.link/v1/campaigns>

7.3.1. Creating Campaigns

URL for requests: <https://api.wow.link/v1/campaigns/add>

Description: Create a new campaign with the ability to add it to your favorites and add links to it.

Request Structure

JSON element	Description	Data type	Required?
name	Campaign name	String	Yes
favorite	Add to favourites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Campaign ID	Integer
name	Campaign name	String
favorite	Favorite	"0" or "1"

7.3.2. Add Campaigns to Links

URL for requests: <https://api.wow.link/v1/campaigns/attach>

Description: Add existing links to an existing campaign.

Request Structure

JSON element	Description	Data type	Required?
ID	Campaign ID	Integer	Yes
links	Link IDs to be added to this campaign	Array	Yes

Response structure

JSON element	Description	Data type
links	ID of links added to the campaign	Array

7.3.3. Remove links from campaign

URL for requests: <https://api.wow.link/v1/campaigns/detach>

Description: Remove the link or links from the campaign.

Request Structure

JSON element	Description	Data type	Required?
id	Campaign ID	Integer	Yes
links	ID of links removed from the campaign	Array	Yes

Response structure

JSON element	Description	Data type
links	ID of links removed from the campaign	Array

7.3.5. Delete Campaign

URL for requests: <https://api.wow.link/v1/campaigns/delete>

Description: Delete selected campaign

Request Structure

JSON elemen	Description	Data type	Required?
id	Campaign ID	Integer	Yes
force	Delete even if there are links in the campaign	"0" or "1"	No

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer
links	The number of links removed from the campaign.	Integer

7.3.6. Edit Campaign

URL for requests: <https://api.wow.link/v1/campaigns/update>

Description: Change the name of the campaign or add the campaign to your favorites.

Request Structure

JSON element	Description	Data type	Required?
id	Campaign ID	Integer	Yes
name	New campaign name	String	No
favorite	Add to favourites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Campaign ID	Integer
name	Campaign name	String
favorite	Favorite	"0" or "1"

7.3.7. Campaign Search

URL for requests: <https://api.wow.link/v1/campaigns/list>

Description: Get campaign data that meets the specified conditions: campaign ID, name, campaigns from the group of favorite campaigns created in the specified time interval.

Request Structure

JSON element	Description	Data type	Required?
ids	Campaign IDs	Array	No
name	Name of the campaign (or part of it)	String	No
favorite	Featured Campaigns	"0" or "1"	No
start	Campaigns created within the period starting from this date (YYYY-MM-DD)	date	No
end	Campaigns created within the period ending on this date (YYYY-MM-DD)	date	No
page	The number of the page with search results	Integer	No
limit	Number of search results per page	[1-100]	No
order	Order of search Results	['ASC', 'DESC']	No
sort	Sort the search results result: <ul style="list-style-type: none"> • ID - by campaign ID; • name - by the name of the campaigns; • edited - by the date of editing campaigns; 	['ID', 'name', 'edited']	No

Response structure

JSON element	Description	Data type
next	Availability of next page with results	"0" or "1"
campaigns	An array of campaigns found	Campaign Array

The structure of each element of the campaign array

JSON element	Description	Data type
id	Campaign ID	Integer
name	Campaign name	String

favorite	Favorite	"0" or "1"
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7.4. Tags

URL for requests: <https://api.wow.link/v1/tags>

7.4.1. Creating tags

URL for requests: <https://api.wow.link/v1/tags/add>

Description: Create a new tag with the ability to add it to your favorites and add it to links.

Request Structure

JSON element	Description	Data type	Required?
name	Tag name	String	Yes
favorite	Add to favourites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Tag ID	Integer
name	Tag name	String
favorite	Favorite	"0" or "1"

7.4.2. Adding tags to links

URL for requests: <https://api.wow.link/v1/tags/attach>

Description: Add tags to existing links.

Request Structure

JSON element	Description	Data type	Required?
id	Tag ID	Integer	Yes
links	ID of links to which the tag is added	Array	Yes

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer

7.4.3. Removing tags from links

URL for requests: <https://api.wow.link/v1/tags/detach>

Description: Remove the tag from the link or link group.

Request Structure

JSON element	Description	Data type	Required?
id	Tag ID	Integer	Yes
links	ID of links from which the tag is to be removed	Array	Yes

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer

7.4.4. Deleting tags

URL for requests: <https://api.wow.link/v1/tags/delete>

Description: Delete selected tag.

Request Structure

JSON element	Description	Data type	Required?
id	Tag ID	Integer	Yes
force	Delete even if there are links with this tag	"0" or "1"	No

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer
links	the number of links from which the tag was disconnected	Integer

7.4.5. Edit tag

URL for requests: <https://api.wow.link/v1/tags/update>

Description: Change the tag name or add the tag to your favorites.

Request Structure

JSON element	Description	Data type	Required?
id	Tag ID	Integer	Yes
name	New tag name	String	No
favorite	Add tag to favorites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Campaign ID	Integer
name	Tag name	String
favorite	Favorite	"0" or "1"

7.4.6. Tag Search

URL for requests: <https://api.wow.link/v1/tags/list>

Description: Get tag data that meets the specified conditions: tag ID, name, tags from the group of favorite tags created in the specified time interval.

Request Structure

JSON element	Description	Data type	Required?
ids	Tag ID	Array	No
name	The name of the tag (or part of it)	String	No
favorite	Favorite Tags	"0" or "1"	No
start	Tags created within the period starting from this date (YYYY-MM-DD)	date	No
end	Tags created within the period ending on this date (YYYY-MM-DD)	date	No
page	The number of the page with search results	Integer	No
limit	Number of results per page	[1-100]	No
order	Sort Results	['ASC', 'DESC']	No
sort	Sort the query result: <ul style="list-style-type: none"> ID - by tag ID; name - by tag name; edited - by the date the tags were edited; 	['ID', 'name', 'edited']	No

Response structure

JSON element	Description	Data type
next	Availability of next page with results	"0" or "1"
tags	Array of tags found	Tag array

The structure of each response element

JSON element	Description	Data type
id	Tag ID	Integer
name	Tag name	String
favorite	Favorite	"0" or "1"

7.5. CIP

URL for requests: <https://api.wow.link/v1/ips>

7.5.1. Searching CIPs

URL for requests: <https://api.wow.link/v1/ips/list>

Description: Search for Custom Interstitial Pages (CIP) that meet the specified criteria. An array of data is returned with basic information on the found CIPs.

Request Structure

JSON element	Description	Data type	Required?
ids	Array with the IDs of the CIPs	Array	No
name	Name of the CIP (or part of it)	String	No
favorite	Search for only favorite CIPs	"0" or "1"	No
start	CIPs created within the period starting from this date (YYYY-MM-DD)	date	No
end	CIPs created within the period ending on this date (YYYY-MM-DD)	date	No
page	The number of the page with search results	Integer	No
limit	Number of search results per page	[1-100]	No
order	Sort Results	['ASC', 'DESC']	No
sort	Sorting column	['ID', 'name']	No

Response structure

JSON element	Description	Data type
next	Availability of next page with results	"0" or "1"
ips	Array of found CIPs	CIParray

The structure of each response element

JSON element	Description	Data type
id	CIP ID	Integer
added	Date Added	timestamp
name	CIP name	String
favorite	Favorite	"0" or "1"
came	Number of transitions to CIP	Integer

gone	The number of transitions from CIP to the destination page	Integer
was	Total time spent by users on the interstitial page before clicking on the destination link (in seconds)	Integer seconds

7.5.2. Editing CIP

URL for requests: <https://api.wow.link/v1/ips/update>

Description: Change CIP name, add or remove CIP from the list of favorite CIPs.

Request Structure

JSON element	Description	Data type	Required?
id	Interstitial Page ID	Integer	Yes
name	New interstitial page name	String	No
favorite	Add CIP to Favorites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	CIP ID	Integer
name	Interstitial Page Name	String
favorite	Favorite	"0" or "1"

7.5.3. Transferring CIP

URL for requests: <https://api.wow.link/v1/ips/transfer>

Description: Generate a link for transferring the selected CIP to another user.

Request Structure

JSON element	Description	Data type	Required?
id	Interstitial Page ID	Integer	Yes
count	Number of allowed transfers	Integer	No

Response structure

JSON element	Description	Data type
id	Interstitial Page ID	Integer
url	URL to transfer CIP	String

7.5.4. Adding CIPs to links

URL for requests: <https://api.wow.link/v1/ips/attach>

Description: Add CIP to existing links.

Request Structure

JSON element	Description	Data type	Required?
id	CIP ID	Integer	Yes
links	ID of links to which CIP is to be added	Array	Yes

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer

7.5.5. Removing CIP from the link

URL for requests: <https://api.wow.link/v1/ips/detach>

Description: Remove the CIP from a link or link group.

Request Structure

JSON element	Description	Data type	Required?
id	CIP ID	Integer	Yes
links	ID of links from which the CIP is to be removed	Array	Yes

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer

7.5.7. Delete CIP

URL for requests: <https://api.wow.link/v1/ips/delete>

Description: Delete the specified CIP

Request Structure

JSON element	Description	Data type	Required?
id	CIP ID	Integer	Yes
force	Delete even if there are links connected to the CIP	"0" or "1"	No

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer
links	The number of links from which the CIP was disconnected	Integer

7.6. Domains

URL for requests: <https://api.wow.link/v1/domains>

7.6.1. Access to all available domains

URL for requests: <https://api.wow.link/v1/domains/list>

Description: Get a list of all domains available for generating short links in your account.

Request Structure

JSON element	Description	Data type	Required?
category	Domain Category	[personal, ftc, general, all]	No

Response structure

JSON element	Description	Data type
domains	Array of domains found	Array of domains

The structure of each response element

JSON element	Description	Data type
id	Domain ID	Integer
domain	Domain	String
category	Domain Category (General, Private, FTC)	String
status	Domain Status (active, no DNS)	String

7.7. Pixels

URL for requests: <https://api.wow.link/v1/pixels>

7.7.1. Creating pixels

URL for requests: <https://api.wow.link/v1/pixels/add>

Description: Create a new Wow.link pixel for conversion tracking.

Request Structure

JSON element	Description	Data type	Required?
name	Your pixel description	String	Yes
favorite	Add pixel to favorites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Unique Pixel ID	Integer
name	Your pixel description	String
code	JavaScript pixel code inserted into the pages of the website for conversion tracking.	String
favorite	Add pixel to Favorite	"0" or "1"

7.7.2. Edit Pixel Settings

URL for requests: <https://api.wow.link/v1/pixels/update>

Description: Modify existing Wow.link conversion tracking pixel settings

Request Structure

JSON element	Description	Data type	Required?
id	Unique Pixel ID	Integer	Yes
name	Your pixel description	String	No
favorite	Add pixel to favorites	"0" or "1"	No

Response structure

JSON element	Description	Data type
id	Unique Pixel ID	Integer
name	Your pixel description	String
code	JavaScript pixel code inserted into the pages of your site.	String
favorite	Favorite	"0" or "1"

7.7.3. Adding pixels to links

URL for requests: <https://api.wow.link/v1/pixels/attach>

Description: Add pixel to existing links.

Request Structure

JSON element	Description	Data type	Required?
id	Pixel ID	Integer	Yes
links	ID of links to which the pixel is added	Array	Yes

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer

7.7.4. Removing pixels from links

URL for requests: <https://api.wow.link/v1/pixels/detach>

Description: Remove the pixel from a link or link group.

Request Structure

JSON element	Description	Data type	Required?
id	Pixel ID	Integer	Yes
links	ID of the links from which the pixel is removed	Array	Yes

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer

7.7.5. Deleting pixel

URL for requests: <https://api.wow.link/v1/pixels/delete>

Description: Delete the selected Wow.link conversion tracking pixel.

Request Structure

JSON element	Description	Data type	Required?
id	Unique Pixel ID	Integer	Yes
force	Delete even if there are links connected to this pixel	"0" or "1"	No

Response structure

JSON element	Description	Data type
result	The number of rows changed	Integer
links	The number of links from which the pixel was deleted	Integer

7.7.6. Pixel Search

URL for requests: <https://api.wow.link/v1/pixels/list>

Description: Get Wow.link conversion tracking pixel data.

Request Structure

JSON element	Description	Data type	Required?
id	Unique Pixel ID	Integer	No
name	Pixel description (part of it or whole)	String	No
favorite	Favorite	"0" or "1"	No
start	Pixels created within the period starting from this date (YYYY-MM-DD)	date	No
end	Pixels created within the period ending on this date (YYYY-MM-DD)	date	No
page	Number of the page with search results	Integer	No
limit	Number of search results per page	[1-100]	No
order	Sort search results	['ASC', 'DESC']	No
sort	Sort result column	['ID', 'name']	No

Response structure

JSON element	Description	Data type
next	Availability of next page with results	"0" or "1"
pixels	An array of pixels found	Array of pixels

The structure of each response element

JSON element	Description	Data type
id	Unique Pixel ID	Integer
name	Your pixel description	String
code	JavaScript pixel code inserted into the pages of the website for conversion tracking.	String
favorite	Favorite	"0" or "1"

7.8. Statistics

URL for requests: <https://api.wow.link/v1/statistics>

7.8.1. Account Summary Statistics

URL for requests: <https://api.wow.link/v1/statistics/summary>

Description: All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59. If not specified, account registration and current dates will be used.

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No

Response structure

JSON element	Description	Data type
campaigns	Number of campaigns	Integer
tags	Number of tags	Integer
links	Number of links	Integer
pixels	Total tracking pixels	Integer
ips	The number of CIPs	Integer
domains	Number of branded domains	Integer
clicks	The number of clicks on all links	Integer
conversion-links	Number of links with conversion tracking (with tracking pixels connected)	Integer
conversion-total	Total conversions	Integer
conversion-amount	Total conversions (in rubles, USD, etc.)	Float
pixels-premium	Number of premium tracking pixels Wow.link	Integer

7.8.2. Click and conversion statistics

URL for requests: <https://api.wow.link/v1/statistics/clicks>

Description: Get transfer and conversion statistics for a given selection of links. All dates are calculated by the time zone of the account. Only one of the arrays per request is allowed [tags, campaigns, pixels, links]

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
tags	Tag IDs for selection	Array	No
campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
clicks	The number of clicks on short links	Integer
success	The number of visitors reached the destination page without an interstitial page	Integer
came	The number of visitors on the interstitial page (if any)	Integer
gone	The number of people who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination link	Integer
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

7.8.4. Country Statistics

URL for requests: <https://api.wow.link/v1/statistics/countries>

Description: Get country and country conversion statistics for a given sample. All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
countries	Two-letter country codes ISO 3166-1	Array	No
tags	Tag IDs for selection	Array	No
campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
countries	List of countries and the number of transitions from these countries	Array of countries

The structure of each element in the response array

JSON element	Description	Data type
name	Two-letter country code ISO 3166-1	String
clicks	Number of clicks	Integer
success	The number of clicks to the destination address without an interstitial page	Integer
came	The number of visitors to the interstitial page (if any)	Integer
gone	The number of people who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination	Integer

was	Total time spent by users on the interstitial page before transferring to the destination link (in seconds)	Integer seconds
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

7.8.5. Browser Type Statistics

URL for requests: <https://api.wow.link/v1/statistics/browsers>

Description: Get clicks and conversion statistics for browser types for given search criteria. All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
browsers	Browser codes	Array	No
tags	Tag IDs for selection	Array	No
campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
browsers	List of visitors' browsers and the number of clicks from these browsers	Array of browsers

The structure of each element in the response array

JSON element	Description	Data type
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name	Browser code	String
clicks	The number of people who clicked on the short link	Integer
success	The number of clicks to the destination without an interstitial page	Integer
came	The number of visitors to the interstitial page (if any)	Integer
gone	The number of people who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination	Integer
was	Total time spent by users on the interstitial page before transferring to the destination link (in seconds)	Integer seconds
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

7.8.6. Platform Statistics

URL for requests: <https://api.wow.link/v1/statistics/platforms>

Description: Get clicks and conversion statistics for the types of platforms for a given selection. All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
platforms	Platform codes	Array	No
tags	Tag IDs for selection	Array	No

campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
platforms	List of visitor platforms and the number of clicks from these platforms	Array of platforms

The structure of each element in the response array

JSON element	Description	Data type
name	Platform code	String
clicks	The number of people who clicked on the short link	Integer
success	The number of clicks to the destination without an interstitial page	Integer
came	The number of visitors to the interstitial page (if any)	Integer
gone	The number of people who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination	Integer
was	Total time spent by users on the interstitial page before transferring to the destination link (in seconds)	Integer
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

7.8.7. Device Type Statistics

URL for requests: <https://api.wow.link/v1/statistics/devices>

Description: Get transfer and conversion statistics by device type for given criteria. All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
devices	Device codes	Array	No
tags	Tag IDs for selection	Array	No
campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
devices	List of visitors' devices and the number of clicks from these devices	Device array

The structure of each element in the response array

JSON element	Description	Data type
name	Device code	String
clicks	The number of people who clicked on the short link	Integer
success	The number of clicks to the destination without an interstitial page	Integer
came	The number of visitors to the interstitial page (if any)	Integer
gone	The number of people who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination	Integer

was	Total time spent by users on the interstitial page before transferring to the destination link (in seconds)	Integer
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

7.8.8. Conversion statistics by day of the week

URL for requests: <https://api.wow.link/v1/statistics/daysofweek>

Description: Get transfer and conversion statistics by day of the week for given criteria. All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
days	Days of the week [1-7], 1 = Monday	Array	No
tags	Tag IDs for selection	Array	No
campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
days	Days of the week	Array of days

The structure of each element in the response array

JSON element	Description	Data type
name	day of the week [1-7], 1 = monday	Integer
clicks	The number of people who clicked on the short link	Integer
success	The number of clicks to the destination without an interstitial page	Integer
came	The number of visitors to the interstitial page (if any)	Integer
gone	The number of visitors who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination	Integer
was	Total time spent by users on the interstitial page before transferring to the destination link (in seconds)	Number
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

7.8.9. Clock conversion statistics

URL for requests: <https://api.wow.link/v1/statistics/hoursofday>

Description: Get transfer and conversion statistics by hour (time of day) for given criteria. All dates are calculated by the time zone of the account. The start field is counted as 00:00:00, the end field is 23:59:59

Request Structure

JSON element	Description	Data type	Required?
start	Start of Period (YYYY-MM-DD)	date	No
end	End of Period (YYYY-MM-DD)	date	No
hours	Hours [00 - 23]	Array	No

tags	Tag IDs for selection	Array	No
campaigns	Campaign IDs for selection	Array	No
pixels	Pixel ID for selection	Array	No
links	ID of links for selection	Array	No
nobots	Exclude bots from the selection	"0" or "1"	No

Response structure

JSON element	Description	Data type
hours	Hourly Statistics [00 - 23]	Watch array

The structure of each element in the response array

JSON element	Description	Data type
name	Hour [00 - 23]	Integer
clicks	The number of people who clicked on the short link	Integer
success	The number of clicks to the destination without an interstitial page	Integer
came	The number of visitors to the interstitial page (if any)	Integer
gone	The number of people who left the interstitial page (if any) to the destination link	Integer
pass	The total number of transitions to the destination	Integer
was	Total time spent by users on the interstitial page before transferring to the destination link (in seconds)	Integer
conversions	Number of conversions	Integer
conversion rate	Conversion Percentage: (number of conversions) / (number of clicks)	Float
conversion-average	Average conversion check size for a given selection	Float
conversion-amount	Total conversions for a given sample (in rubles, USD, etc.)	Float

Revisions

Rev. 2

- Removed

In statistics, the “percent” field. Too much. Easier to consider on the client side.

In statistics there is a section of statistics on languages. Missing in the system.

- Added

IN click and conversion statistics extended fields in response to “came, gone, pass”

In the “robots” statistics, filtering the selection without bots

In the statistics for days “days” filtering the sample for specific days

In the statistics for hours “hours” filtering data for specific hours

- Replaced

In queries, dates of the timestamp type are replaced by dates of the Date type (for unification)

Smart conditions, smart types converted to a single number (countries -> country, etc.)

“Find Links” to “Search Links”

Description and values of the “page, limit” items in the search for links, IPs, tags, campaigns, pixels

Rev. 3

- 7.1.4 - request data type updated
- Number of minor changes in the description of the request parameters