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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>
```

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```
<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>
```

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<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>
```

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</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>
```

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</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>
```

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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.