API
Access an Unlimited Inventory of Offers

TheCactusRoad

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What is The Cactus Road API?

The Cactus Road API allows publishers to dynamically access an unlimited number of offers, always in CPI model.

What type of offers will I find?

Within the API we have grouped our proprietary offers as well as those of our clients. Offers range from direct App Developers to those of our partners. In all cases, you will always have full transparency of the conditions of the offers.

Why is it dynamic?

Our API is dynamic so that you are advised every 15 minutes of the changes that occur in the inventory. As offers are added and paused on a continuous basis throughout the day, we recommend a call to the system every 15 minutes to have the most accurate information including change in price, status of the offer (limited by caps, active, etc.)

What information will I receive?

Each offer contains the following information:

1. Name
2. Id
3. Status
4. PreviewURL
5. DefaultPrice
6. GeoProvisioning
7. PlatformProvisioning
8. ProductURL
9. TermsOfService
10. ProductOffersCategories
11. AndroidPackageName
12. IOSBundleId
13. IconURL
14. Creatives

Are offers duplicated?

No. In the case that the same offer is available through distinct partners, we always publish the offer with the highest payout. But be aware, if this offers has a change (for example, if it arrives at it's installs daily cap) we will publish the version with the next best payout.

Can I send traffic to any offer?

If you see the offer available via your API, you can send traffic. However, always be sure to meet the "Terms of Service".

What do I need to send traffic to the offers in the API?

You need an active and valid account in The Cactus Road platform. If you don't have an account already, please request one here: monetization@thecactusroad.com

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http://thecactusroad.com   monetization@thecactusroad.com