

Bulk Submit S2S Conversions


Last updated: August 12, 2021

Overview

Description

The **bulk-s2s-action** endpoint allows you to bulk submit S2S conversions via a **single POST request**.

This is the equivalent of invoking the **s2s-action** postback URL multiple times.

Guidelines	
	<ol style="list-style-type: none">1. First, create a conversion rule in Taboola Ads.2. Then, for each record in the bulk request, pass the name of the above conversion rule (via the name param).

Endpoint

Method	Path
POST	https://trc.taboola.com/[account-id]/log/3/bulk-s2s-action

	No authentication is passed.
---	------------------------------

Path params

Name	Modifiers	Type	Description
account-id	Required	Long	The numeric Account ID.

Request Body

The **request body** contains a JSON object with a single **actions** property, containing an **array** of objects. Each object in the array contains the following fields:

Fields

Name	Modifiers	Type	Description
click-id	Required	String (Case-sensitive)	The click-id that was generated by Taboola for this event. Example: "GiCsfhikbv60v6YdzFR8_Jb0zmqwMgCSJAVKQI60yZmmC"
timestamp	Required	Long	Milliseconds since Unix Epoch Example: 1620723457405
name	Required	String (Case-sensitive)	The conversion name , as specified in Taboola Ads . Example: "CONVERSION"
revenue	Optional	Float	The revenue for this conversion. Example: 25.6
currency	Optional	String (Case-sensitive)	The currency for the above value field. If omitted, the account default is used. Possible values: "ILS" "GBP" "USD" "BRL" "EUR" "INR" "JPY" "KRW" "CNY" "RUB" "AUD" "CAD" "HKD" "MXN"

			"NZD" "SGD" "THB" "TRY" "ZA"
quantity	<i>Optional</i>	Integer	The item quantity for the order. Example: 3
order-id	<i>Optional</i>	String	The CRM ID assigned to this order. Example: "123546"

Example

Request:

POST https://trc.taboola.com/123456/log/3/bulk-s2s-action
Content-Type: application/json

```
{
  "actions": [
    {
      "timestamp": 1620723457405,
      "click-id": "GiCsfhikbv60v6YdzFR8_JyZp76Rxqey1Lu0AQ",
      "name": "LEAD"
    },
    {
      "timestamp": 1620723457410,
      "click-id": "GiCsfhikbv60v6YdzFR8_JyZp76Rxqey1Lu0AQ",
      "name": "PURCHASE"
    }
  ]
}
```



Content-Type is application/json.

No authentication is passed.

Response:

204 No Content



Each request returns **204** with an empty body.

This indicates only that **Taboola** received the request and is processing it. (It does **not** indicate that valid data was received.)



Processing occurs **asynchronously**, and no further response is sent by the server.

If a given record fails, processing resumes with the next record.

If invalid data was submitted (e.g. badly-formed JSON), no action is taken.