<u>ن</u> **FAQ: Audiense API**





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The Audiense API allows you to programatically:

- Create reports based on the followers of handles and a list of Twitter User Ids
- Get aggregated insights from reports created in a particular account (including the list of influencers and brands)
- Segmentation type can be chosen when creating a report via API

- Set Twitter User Ids of the different segments
- Delete reports and list reports within the account

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CEO GlobaliD, co-founder Hard Yaka, Apto. MTB, gardener, poker player, father. Ex-Fed, Ripple CRO, First round investor Twitter, Square, Coinbase, Filecoin ..

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What are the differences between the Audiense User Interface vs API?

- Demographics all
- Socioeconomic status all
- Interests all
- Influencers and brands users IDs and affinity %, not enriched (a baseline can be added, which will then provide uniqueness). This is for the influences endpoint, not the insights one
- Media affinity not provided
- Baseline comparison only available within Influencers tab (to gather the uniqueness score, and only if you know the IDs of the segments)
- Content insights not provided
- Personality all
- Buying mindset all
- Online habits all + automation

 (indicates whether the user has
 automated the tweets or not) [note: this
 could be deprecated in future, and we will
 inform you if we make this decision]

Details:

name: Demographic > Name bio_keyword: Demographic > Bio country: Demographic > Country city: Demographic > City language: Demographic > Language gender: Demographic > Gender age: Demographic > Age personality_big5_summary: Personality > Summary personality_big5_openness: Personality > Openness personality_big5_conscientiousness: Personality > Conscientiousness personality_biq5_extraversion: Personality > Extraversion personality_big5_agreeableness: Personality > Agreeableness personality_big5_neuroticism: Personality > Neuroticism personality_needs: Personality > Needs personality_values: Personality > Values platform: Online habits > Platform active days: Online habits > Active days active hours: Online habits > Active hours content type: Online habits > Content type amplification: Online habits > Amplification applause: Online habits > Applause networks_presence: Online habits > Social Media Relevance interest: Interests > Interests purchase_influence_factors: Buying mindset > Purchase influence factors consumer_behaviour: Buying mindset > Consumer behaviour income: Socioeconomics > Household income education status: Socioeconomics > Education level family_status: Socioeconomics > Family status industries: Socioeconomics > Job industry relationship_status: Socioeconomics > Relationship status







What limits does the API have?

Subscription limits

As we do in the Dashboard application, we validate the account's subscription before creating a report. If you do not have available reports, the API returns a permission error. These limits are documented in the public API documentation, as part of the create report endpoint. The amount of reports you can request via the API, per month, or per year, depends on your subscription type. Please verify with your account manager.

Rate limits

Users are limited in how many API requests they can make. In all the endpoints, the limitation is that users cannot perform more than 100 requests per minute. If that number is exceeded, it's necessary to wait before performing new requests, as the API will return a "Too Many Requests" error. This limitation is documented in the public API documentation.

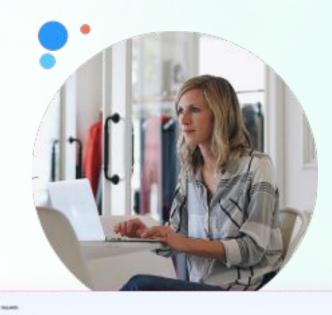
Audience limits

Reports cannot have more than 100 000 audience members when you create a report in the API.

Soft limits

Reports running concurrency

A user cannot have more than 15 reports running at the same time.



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