



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



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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_big5_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



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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.

