

# XR Campaign API

**Automate Campaign  
Execution with Ease**

Launching a digital video campaign involves a variety of elements – spec sheets, creative assets, media plans, vendor intros, kick-off calls, and more. XR simplifies the process so you can focus on results.

## IMPORTANT BENEFITS

### FLEXIBILITY

Our API is built to integrate with your existing campaign management tools, making it easy to incorporate into your workflow

### SPEED

Real-time updates ensure you can adjust creative assignments, placements, and campaign details instantly, responding faster to changes

### EFFICIENCY

Eliminate redundant data entry, reduce errors and launch campaigns faster

### SCALABILITY

Designed to scale, XR's API seamlessly supports campaigns of any size

### KNOWLEDGE BASE

Our API comes with detailed, easy-to-follow documentation to ensure a smooth and fast implementation

Don't waste valuable time on manual tasks—automate them for better performance with XR.

With XR's API, your campaign management system directly pushes placement and creative details into our platform, no more manual copy/pasting from spreadsheets. Whether your media plans are simple or complex, automated campaign entry saves time and lets you focus on what matters most.

## UNLOCK VALUE FOR

- Self-service media agencies and in-house teams
- Planners/buyers focused on attribution, managing ongoing adjustments
- Campaigns with frequent creative swaps, starts, and stops
- Large media plans requiring upfront creation

## TRUSTED & INDEPENDENT

IAB-compliant, TAG-verified and MRC-accredited insights, including CTV.

XR is MRC-accredited for the following metrics across Desktop, Mobile Web, Mobile App and CTV (Gross and Net of GIVT): Video Impressions (served) and Video Play Events (Completions, Completion % [25, 50, 75] and Completion Rate)

