

## API - Fair Usage Policy

The Adthena API is available to all customers, subject to Fair Usage Policy. This ensures a fair and consistent service for all Adthena users.

### Usage

The API functionality is reviewed on a quarterly basis, and costs are dependent on global and on-demand cloud server costs. Our goal is to ensure all users have the functionality they require, and the capacity and services will continue to be improved. Currently (as of Jan 2018), there is capacity to provide each user with **50 requests per day** at no additional charge. Each user's calls will be synchronously placed in a queue with calls from other users.

### Servicing figures

Costs: For users who require more than 50 API calls per day, we are introducing the following tiered prices.

### API Pricing

Tier	Daily	Pricing / month
Included	50 calls, 1 thread	Included with product
Professional	100 calls, 1 thread	£315
Enterprise	500 calls, 1 thread	£1575
Enterprise+	1000 calls, 1 thread	£1800

### Note:

- There will be a 10% overage allowance before being charged for an upper tier
- A call to one endpoint, with any combination of filters will represent 1 call
- All calls will be placed into a synchronous queue with all other requests
- Each user will be assigned one thread
- Users who require daily calls in excess Enterprise+, and above the 10% overage allowance, will be charged an overage price of £0.12 per call.



### Example of a single call:

Retrieval of data from the Market Share view in Adthena (a selection of filters which show a specific device, your Whole Market, and totals graph, constitutes 1 call). Users can also export the data from any view in a requested format: XML or JSON or CSV, without triggering an additional API call.



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