Yahoo! JAPAN Ads API Webinar
July, 2020
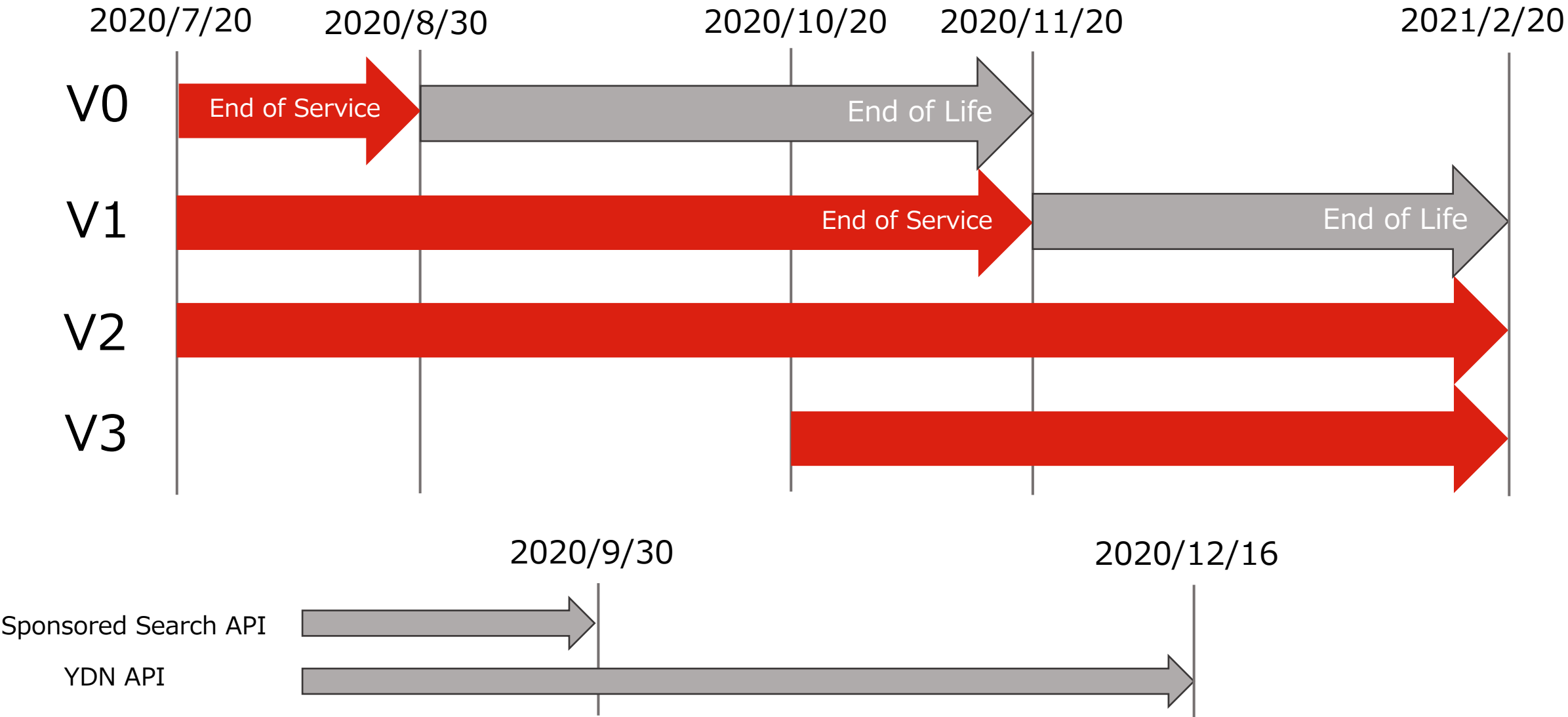
Agenda

- API Overall Schedule

- Yahoo! JAPAN Ads API Update Overview

- Preparation for Yahoo! JAPAN Ads Display Ads (Auction)

- Precautions on Test Account(s)

- Introduction of OpenAPI sample implementation

- Trouble shooting

- QA

Yahoo! JAPAN Ads API Update Overview

- About updates

- Changes on IF specification of reports

Get authorized Yahoo! JAPAN Business ID

Additional item became available.
By AccountService#get, you can get the Yahoo! JAPAN business ID (BizID) that has been authorized.

Search Ads, Display Ads

Effected version : V2

Sample response of AccountService#get

```
{
  "rid": "xxxxxxx",
  "rval": {
    "authorizationBusinessId": "Authorized BizID",
    "totalNumEntries": 100,
    "values": [
      {
        "account": {
          "accountId": xxxxx,
          "accountName": "xxxxxx",
                              .
                              .
                              .
                              .
```

Changing Account Monthly Budget became available

Changing account monthly budget becomes available with AccountService#set.

Restrictions: more than 3,000 JPY, set in units of 1,000 yen

*Available only for accounts for which monthly budget can be set

Search Ads, Display Ads

Effected version : V2

Sample request of AccountService#set

```
{
  "accountId": XXXX,
  "operand": [
    {
      "budget": {
        "amount": 1000000
    },
                    ·
                    ·
                    ·
                    ·
```

Invalidate Token (revoke)

You can now explicitly disable access tokens and refresh tokens

Curl execution example

curl https://biz-oauth.yahoo.co.jp/oauth/v1/revoke
-H "Content-Type: application/x-www-form-urlencoded"
-d "token=TOKEN"

Effected version : All

Auto Bidding setting in ad group level

The auto bidding that was available only on campaign basis can now be set on an ad group basis.
It becomes available on AdGroupServece#add,set

*The setting on ad group level will be prioritized.

Search Ads

Effected version : V2

Example of AdGroupServece#add

```
{
  "accountId": xxxxx,
  "operand": [
    {
      "adGroupName": "xxxxxxxx",
      "campaignId": xxxxxx,
      "targetRoasOverride": 1000,
      "targetCpaOverride": 2000,
    }
```

Expand the available reporting period

We have expanded the acquisition period for Display Ads StatsService and ReportDefinitionService from 13 months to 25 months.

*If you specify the targetTypes of StatsService, you can only get the numbers after January 29, 2019.

Display Ads

Effected version : All

Example of ReportDefinitionService#add

```
{
  "accountId": 1001866440,
  "operand": [
  {
    "accountId": 1001866440,
    "dateRangeType": "CUSTOM_DATE",
    "dateRange": {
      "startDate": "20180501",
      "endDate": "20200630"
  },
```

Example of StatsService#get

```
{
  "accountId": 1001866440,
  "statsPeriod": "CUSTOM_DATE",
  "periodCustomDate": {
    "statsEndDate": "20200630",
    "statsStartDate": "20180501"
  },
  "type": "CAMPAIGN"
}
```

Standardization of report IF spec 1

Correct the IF name of
ReportDefinitionService in Search Ads
and Display Ads

Display Ads

Effected version : V2

Search Ads V1

```
"reportDefinition": {
      "accountId": 0,
      "fields": ["ACCOUNT_ID"],
      "reportCompressType": "ZIP",
      "reportDateRangeType": "YESTERDAY",
      "reportDownloadEncode": "UTF-8",
      "reportDownloadFormat": "CSV",
      "reportJobErrorDetail": "",
      "reportJobId":
      "reportJobStat
      "reportLangua
      "reportName"
      "reportType":
      "requestTime"
}
```

```
"reportDefinition": {
      "accountId": 0,
      "fields": ["ACCOUNT_ID"],
      "zip": "ON",
      "dateRangeType": "YESTERDAY",
      "downloadEncode": "UTF-8",
      "downloadFormat": "CSV",
      "reportJobErrorDetail": "",
      "reportJobId": 0,
      "jobStatus": "ACCEPTED",
      "lang": "JA",
      "reportName": "name1",
      "requestTime": "1551686141120"
}
```

Display Ads V1

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Standardization of report IF spec 2

Correct the IF name of
ReportDefinitionService in Search Ads
and Display Ads

* Unified with Search Ads API

Display Ads

Effected version : V2

Search Ads V2

```
"reportDefinition": {
        "accountId": 0,
        "fields": ["ACCOUNT_ID"],
        "reportCompressType": "ZIP",
        "reportDateRangeType": "YESTERDAY",
        "reportDownloadEncode": "UTF-8",
        "reportDownloadFormat": "CSV",
        "reportJobErrorDetail": "",
        "reportJobId"
        "reportJobSta
        "reportLangu
        "reportName"
        "reportType":
        "requestTime
    }
```

```
"reportDefinition": {
        "accountId": 0,
        "fields": ["ACCOUNT_ID"],
        "reportCompressType": "ZIP",
        "reportDateRangeType": "YESTERDAY",
        "reportDownloadEncode": "UTF-8",
        "reportDownloadFormat": "CSV",
        "reportJobErrorDetail": "",
        "reportJobId": 0,
        "reportJobStatus": "WAIT",
        "reportLanguage": "JA",
        "reportName": "name1",
        "requestTime": "1551686141120"
    }
```

Display Ads V2

Change age ranges on reports

Following changes are made on age ranges.
Aggregate "Under 6" to "Under 13"

*No changes except on V2

Display Ads

Effected version : V2

Display Ads V1

Age
Age / Under 6
Age / 6-12
Age / 13-14
Age / 15-17
Age / 18-19
Age / 20-21
Age / 22-29
Age / 22-29 (predicted)
Age / 30s
Age / 30s (predicted)
Age / 40s
Age / 40s (predicted)
Age / 50s
Age / 50s (predicted)
Age / 60s
Age / 60s (predicted)
Age / Over 70
Unknown
Total

Display Ads V2

Age
Age / Under 13
Age / 13-14
Age / 15-17
Age / 18-19
Age / 20-21
Age / 22-29
Age / 22-29 (predicted)
Age / 30s
Age / 30s (predicted)
Age / 40s
Age / 40s (predicted)
Age / 50s
Age / 50s (predicted)
Age / 60s
Age / 60s (predicted)
Age / Over 70
Unknown
Total

Topics

- Points to note on converting to Yahoo! JAPAN Ads Display Ads (Auction)

- FAQ about Test accounts

- Trouble shooting

- Sample implementation of OpenAPI
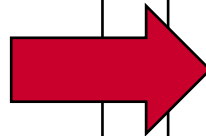
- Sample program and Best practice

Tips on the migration to Display Ads (Auction) 1

Data changes on converting YDN campaigns to Display Ads (Auction)

Sample response of YDN
CampaignService#get

```
{
  "campaign": {
    "accountId": 123456,
    "adProductType": "TARGET_MATCH",
    "campaignId": 234567,
    "campaignName": "Campaign Name",
```

Sample response of CampaignService#get of
Display Ads (Auction)

```
{
  "campaign": {
    "accountId": 123456,
    "adProductType": null,
    "campaignId": 234567,
    "campaignName": "Campaign Name",
    "campaignGoal": "WEBSITE_TRAFFIC",
    "campaignBiddingStrategy": {
        "campaignBiddingStrategyType": "MAX_CPC",
```
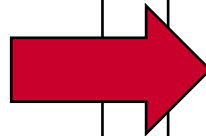
Tips on the migration to Display Ads (Auction) 2

Data changes on converting YDN campaigns to Display Ads (Auction)

Sample response of YDN
AdGroupService#get

```
{
  "adGroup": {
    "adGroupId": 12345,
    "adGroupName": "xxxxx",
    "bid": {
      "manualCPCBid": {
        "maxCpc": 100
  },
```

Sample response of AdGroupService#get
of Display Ads (Auction)

```
{
  "adGroup": {
    "adGroupId": 12345,
    "adGroupName": "xxxxx",
    "adGroupBiddingStrategy": {
      "campaignBiddingStrategyType": "MAX_CPC",
      "maxCpcBidValue": 100,
  },
```

Tips on the migration to Display Ads (Auction) 3

Service to convert YDN campaigns to Display Ads (Auction)
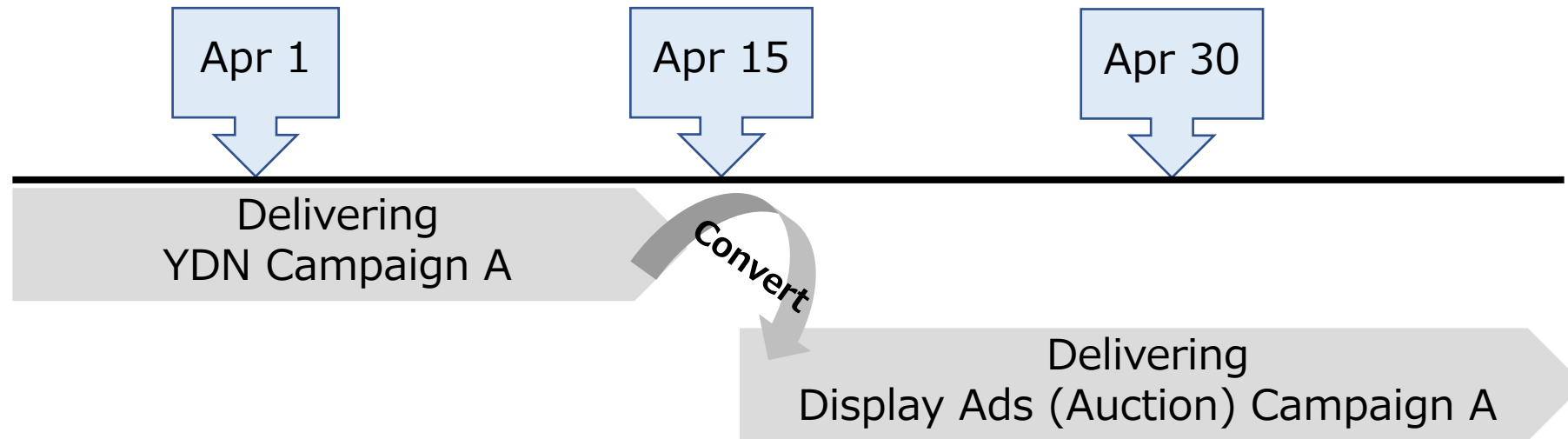
1. CampaignMigrationService/download
　　→Get csv file for converting campaigns

2. Edit csv file and define the details of converting

3. CampaignMigrationService/upload
　　→Upload csv file for converting campaigns

4. CampaignMigrationService/get
　　→Check status of converting campaigns

*See the reference document for CampaignMigrationService.

Tips on the migration to Display Ads (Auction) 4

Data division occurs in reports that specified "Ad distribution" type

| Apr 1 | Apr 15 | Apr 30 |

Delivering
YDN Campaign A

Convert

Delivering
Display Ads (Auction) Campaign A

Campaign name	Ad distribution type	imps
Campaign A	Target	1234
Campaign A	--	5678

Because "Ad distribution" type becomes invalid after converted to Display Ads (Auction)

FAQ about Test accounts

Q1: Can I check the contents of the test account with the campaign management tool?

A1: No you can't.

Q2: Can I check the ad delivery record on reports?

A2: No, since the account does not support ad delivery feature, the actual performance of ad delivery can't be recorded.
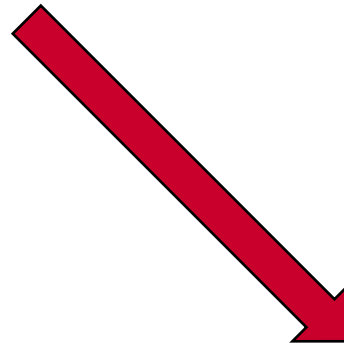For reporting, please use your account that supports ad delivery and track actual performance.

Sample implementation of OpenAPI

OpenAPI conceptual diagram

yaml file group
Interface definition

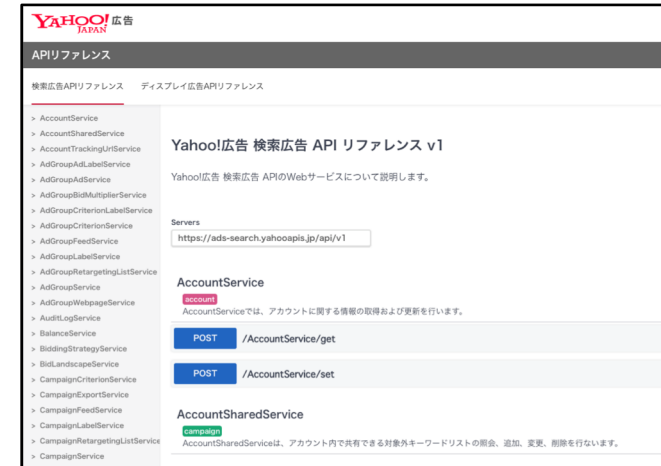* Screen images are for illustration purposes only.

Generate reference

○○○○ServiceStub.php

Generate stub

○○○○ServiceApi.php

Generate client API

Trouble shooting

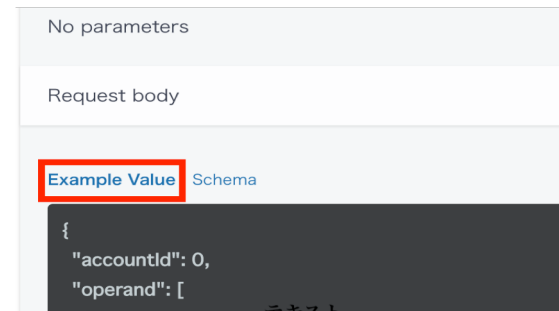- ## Correspondence for Bad request on response

•Example

•< HTTP/1.1 400 Bad Request

•< Content-Type: application/json;charset=utf-8

•< Date: Tue, 24 Dec 2019 03:03:10 GMT

•< X-Vcap-Request-Id: 67f3d5ab-7758-410a-4392-93e68f3fdd90

•< X-Yahoo-Ads-Rid: 676b9f4a983c92fa1faef363812adea8

•< Content-Length: 107

•{"rid":"676b9f4a983c92fa1faef363812adea8","errors":[{"code":"0005","message":"Bad request.","details":[]}]}

- Request body json is incorrect or type mismatch (such as sporadic value entered in array field, etc,)
  Confirm request body with json parser such as jq, etc.
- Check json sample of request body in Example Value of API reference

No parameters

Request body

Example Value   Schema

{
    "accountId": 0,
    "operand": [
    テキスト

Trouble shooting

- How to deal with 401 Unauthorized

   Assumed cases
   - Access token timed out
      →Please get the access token again from the refresh token

   - Authorization has been revoked
      → Please try again from the authorization

   - Advertising accounts with no tokens available
      →Please check whether the ad account can be used with your business ID

Trouble shooting

- ## Sample of good inquiry
  - Issue
  - Issue occurred
  - Request header
  - Request body
  - Response header
  - Response body

  *Please include rid (X-Yahoo-Ads-Rid) of response body or response header in the information when inquiring.

  For reports, please provide jobid for faster investigation
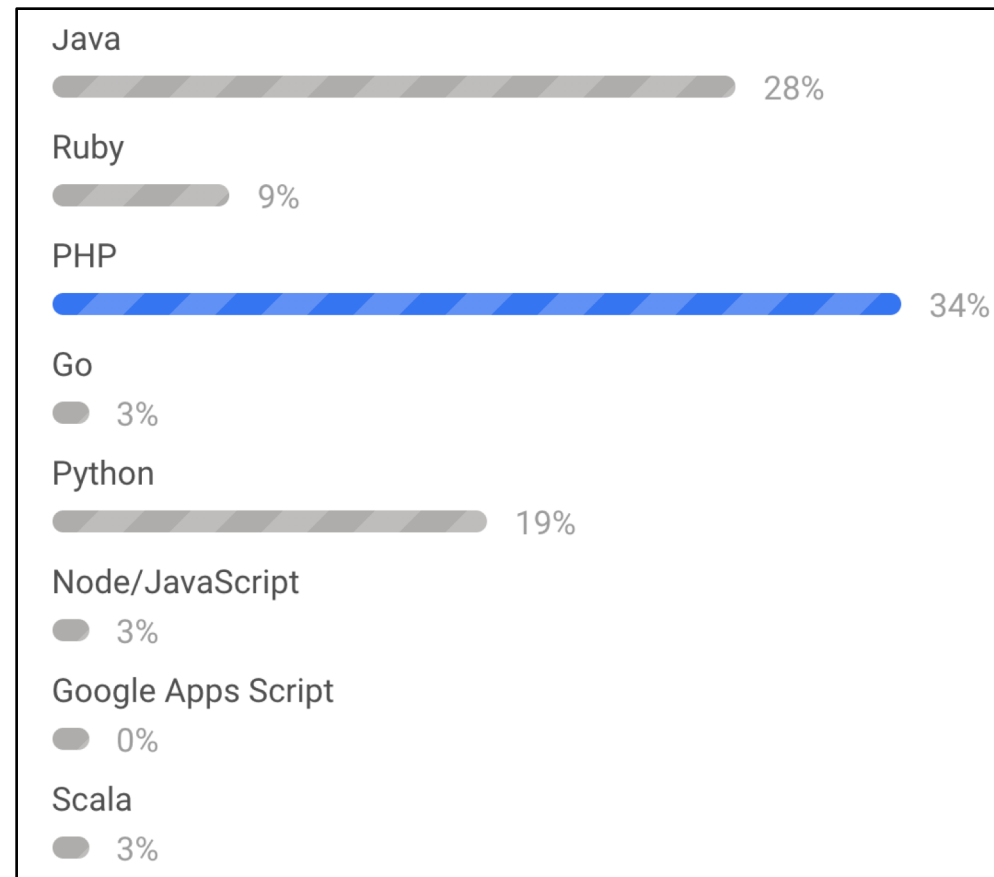
Introduction of sample program

Java

https://github.com/yahoojp-marketing/ads-search-api-java-samples

https://github.com/yahoojp-marketing/ads-display-api-java-samples

PHP

https://github.com/yahoojp-marketing/ads-search-api-php-samples

https://github.com/yahoojp-marketing/ads-display-api-php-samples

Python

https://github.com/yahoojp-marketing/ads-search-api-python-samples

https://github.com/yahoojp-marketing/ads-display-api-python-samples

Ruby

https://github.com/yahoojp-marketing/ads-search-api-ruby-samples

https://github.com/yahoojp-marketing/ads-display-api-ruby-samples

Workshop results of January 2020
"The desired language for sample program"

Language	%
Java	28%
Ruby	9%
PHP	34%
Go	3%
Python	19%
Node/JavaScript	3%
Google Apps Script	0%
Scala	3%

Best practice

- Create and acquire performance report

https://github.com/yahoojp-marketing/ads-search-api-documents/blob/master/bestpractice/en/search_ads_report.md
https://github.com/yahoojp-marketing/ads-display-api-documents/blob/master/bestpractice/en/display_ads_report.md

- Ad Display Option

https://github.com/yahoojp-marketing/ads-search-api-documents/blob/master/bestpractice/en/addisplayoption.md

- Upper limit of value

https://github.com/yahoojp-marketing/ads-search-api-documents/blob/master/bestpractice/en/constraints.md

- Error system

https://github.com/yahoojp-marketing/ads-search-api-documents/blob/master/bestpractice/en/errorcodes.md