



Yahoo! JAPAN Ads API Webinar

Oct, 2020

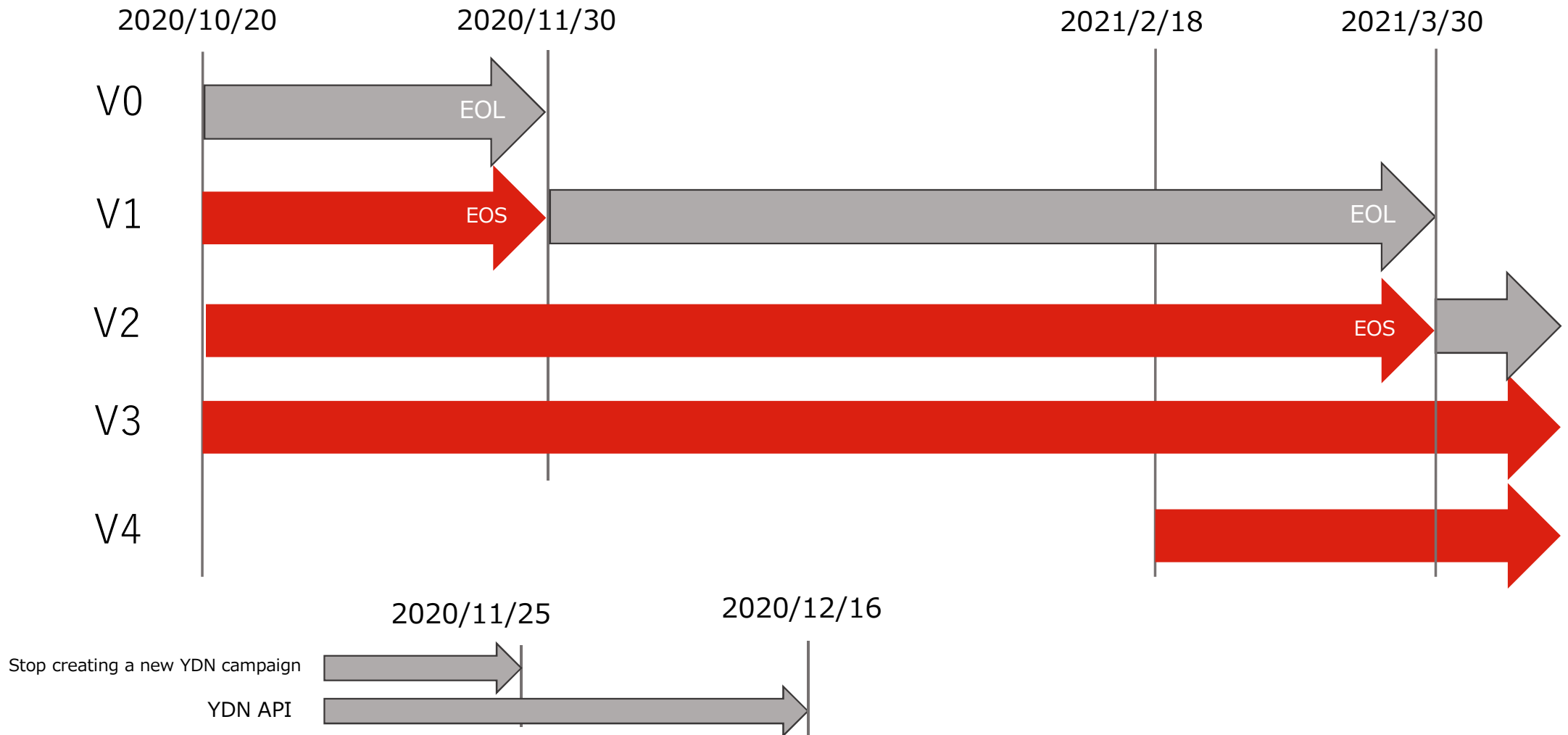
Agenda

For API partners only

- API Overall Schedule
- Yahoo! JAPAN Ads API Update Overview
- Sharing progress on the FAQ in previous webinar session
- Frequently asked questions
- Best practice
- API service ranking
- API use cases
- Q&A

API Overall Schedule

For API partners only



Yahoo! JAPAN Ads API Update Overview

For API partners only

- About updates
- QPS penalty spec change

Filtering by created date on Get

For API partners only

Supported filtering by created date on
“get” of CampaignService,
AdGroupService, AdgroupAdService,
MediaService and VideoService.

Search Ads, Display Ads

Effectuated version : V3

Sample request of CampaignService#get

```
{  
  "accountId": XXXXXXXX,  
  "createdDateRange": {  
    "startDate": "20200901",  
    "endDate": "20200930"  
  }  
}
```

This service can get and update account budget

For API partners only

The service for acquiring and updating the monthly account budget changed.

With this change, AccountService no longer acquires and updates monthly budget.

Search Ads, Display Ads

Effectuated version : V3

Sample request of BudgetOrderService#set

```
{
  "operand": [
    {
      "accountId": xxxxx,
      "amount": 3000
    }
  ]
}
```

Added Cross-campaign Reach report and Conversion Path report

For API partners only

Added Cross-campaign Reach report and Conversion Path report.

With this change, Reach report and Frequency report have some IF changes.

Display Ads

Effected version : V3

Sample Reach report of ReportDefinitionService#add

```
{
  "accountId": xxxxxxxx,
  "reportDateRangeType": "YESTERDAY",
  "fields": [
    "DAY",
    "CAMPAIGN_NAME",
    "REACHES"
  ],
  "frequencyRange": "MONTHLY",
  "reportTypeCondition": {
    "reportType": "REACH",
    "reachReportCondition": {
      "frequencyRange": "MONTHLY"
    }
  }
}
```

Cross-campaign Reach report and Conversion Path report

For API partners only

Sample Cross-campaign report

```
"accountId": xxxxxxxx,
  "reportDateRangeType": "YESTERDAY",
  "fields": [
    "SUMMARY_PATTERN_FOR_CROSS_REACHES",
    "UNIQUE_USERS_WITH_VIEWABLE_IMPRESSIONS",
    "UNIQUE_USERS_WITH_CLICKS_OR_VIDEO_VIEWS",
    "UNIQUE_USERS_WITH_CONVERSIONS"
  ],
  "reportTypeCondition": {
    "reportType": "CROSS_CAMPAIGN_REACHES",
    "crossCampaignReachesReportCondition": {
      "crossCampaignType": "CAMPAIGN_ID",
      "crossCampaignIds": [
        00000001,
        00000002,
        00000003
      ]
    }
  }
}
```

Sample Conversion path report

```
"accountId": 1001341298,
"reportDateRangeType": "YESTERDAY",
"fields": [
  "TOUCHPOINT_1",
  "INTERACTION_AT_TOUCHPOINT_1",
  "TOUCHPOINT_1_INTERACTIONS",
  "TOUCHPOINT_2",
  "INTERACTION_AT_TOUCHPOINT_2",
  "TOUCHPOINT_2_INTERACTIONS",
  "CONVERSIONS_FOR_CONVERSION_PATH",
  "CONV_VALUE_FOR_CONVERSION_PATH"
],
"reportTypeCondition": {
  "reportType": "CONVERSION_PATH",
  "conversionPathReportCondition": {
    "lookbackWindow": 10,
    "includeViewInteraction": "TRUE",
    "conversionPathFilters": [{
      "conversionPathFilterType": "CAMPAIGN_NAME",
      "conversionPathFilterOperator": "START_WITH",
      "values": ["test"]
    }]
  }
}
}
```


Supported new setting method of Dynamic Ads for Search (DAS)

For API partners only

Added “Entire domain” and “Entire domain and page feed” options to specify target webpages for ad delivery on Dynamic Ads for Search.

Search Ads

Effected version : V3

Sample request of CampaignService#add

```
{
  "campaignName": "xxxxxx",
  "type": "DYNAMIC_ADS_FOR_SEARCH",
  "settings": [
    {
      "dynamicAdsForSearchSetting": {
        "feedIds": [
          xxxxxx
        ],
        "domain": "yahoo.co.jp",
        "dasUseUrlsType":
          "DOMAIN_AND_SUPPLIED_URLS"
      },
    }
  ]
}
```

Supported importing customers data feature

For API partners only

API V3 supported the feature of importing customer data of Display Ads released on September 24, 2020.

Added #uploadUserList and #getUploadUserListStatus

Display Ads

Effected version : V3

Sample curl of RetargetingListService/uploadUserList

```
curl -v -i -X POST
-H "Content-Type:application/octet-stream"
-T "/IDFA_USER_LIST.txt"
-H "Authorization:Bearer xxxxxxxxx"
'https:// ads-display.yahooapis.jp
/api/v3/RetargetingListService/uploadUserList?accountId=
xxxxxxx&retargetingTagId=xxxxxxx&targetListId=xxxxxx
xx&uploadType=IDFA&compressType=NONE'
```

Changed the error response of Authorize API

For API partners only

Changed the response to JSON format when an authorization API error occurs.

The content of the error and the status code has changed.
(conforming to RFC6749)

Reference: RFC6749

Error Response of /authorize end point

<https://tools.ietf.org/html/rfc6749#section-4.1.2.1>

Error Response of /token and /revoke end points

<https://tools.ietf.org/html/rfc6749#section-5.2>

Common

Effected version : All

Sample response

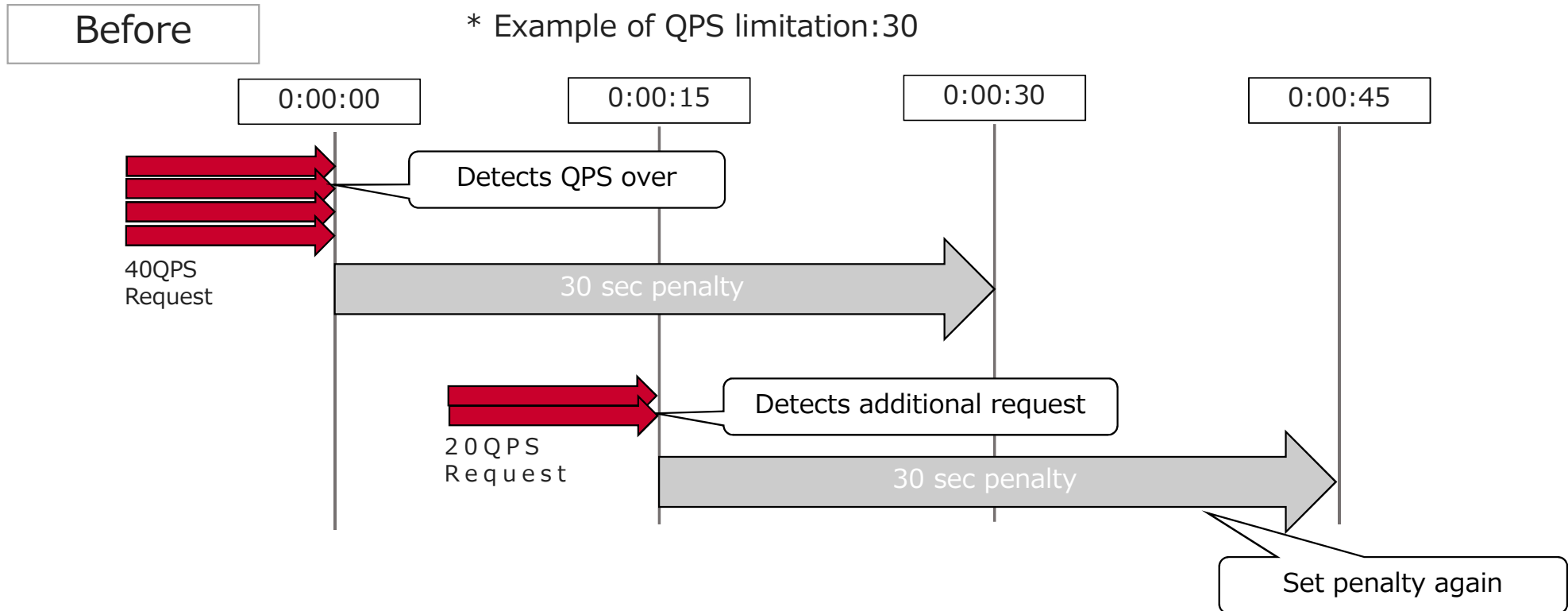
HTTP/1.1 400 Bad Request

Content-Type: application/json;charset=UTF-8

```
{  
  "error": "invalid_request"  
}
```

QPS penalty spec change 1

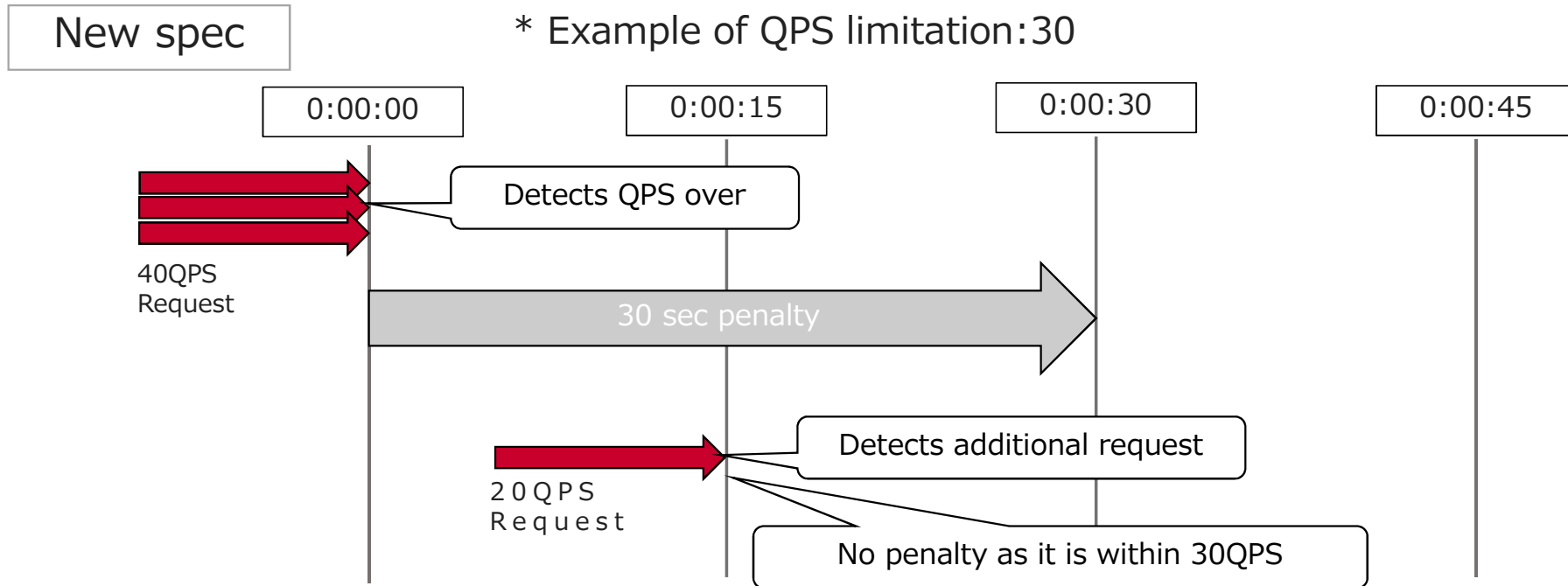
For API partners only



Penalty was extended by accessing a certain number of times during the penalty
Therefore there were cases where the penalty was not resolved.

QPS penalty spec change 2

For API partners only



When it is within the set QPS, no additional penalty
This change has been released early October 2020.

About the progress of QA received at previous Webinar

For API partners only

This is a report on the progress of the questions and requests received at the QA and questionnaire in the previous Webinar on July 20, 2020.

The answers from Yahoo! JAPAN that we will share this time are limited to those that can be decided and reported at present.

We will continue to consider the requests we received.

About the progress of QA received at previous Webinar

For API partners only

QA

Question	Answer & Status
In the past,to access advertising accounts other than your own account, you needed the information (onBehalfOfAccountId / onBehalfOfPassword) required for proxy authentication, and I remember that it was big hurdles. With the current API, is it okay to think that API access is possible as long as the accounts of other companies are authenticated?	<p>As you have pointed out, compared to the previous SOAP version, the authentication authorization using other companies' accounts is mitigated.</p> <p>We also updated the article about OAuth 2.0 in the startup guide.</p> <p>https://ads-developers.yahoo.co.jp/developercenter/en/startup-guide/oauth.html</p>

About the request received at the previous Webinar

For API partners only

Some of the requests received at the previous Webinar

Request	Answer
It will be great if it in multi-lingual or universal language.	We will also support English content one by one. https://github.com/yahoojp-marketing/yahoo-ads-api-developers-workshop
The business ID authentication information linked with all our accounts is not shared with the system. Until now, it was possible to check the API directly with SOAP API etc. (for example, the status of report jobs), but now that authentication is done with OAuth, how can we checked after migration? I would be happy if there is a practice that looks at the operation.	Can you issue a business ID that links the system to the advertisement management tool, and give the tool management authority? If you are a tool administrator, you can view/add/update all accounts of the company. https://business.yahoo.co.jp/ Please check the following contents. https://ads-developers.yahoo.co.jp/developercenter/en/startup-guide/oauth.html
Expansion of API function / Expansion of agency MCC function (account transfer is possible) / Reflection of Brand Panel (SP) in advertisement report / Optimization plan of management screen can be obtained by API, etc.	Our API is scheduled to support MCC account next year.
I want to see the ranking of frequently used services.	We will introduce it in the next section.

New features requested at the previous Webinar

For API partners only

Requests on adding features

Request	Answer
Requests on QPS - I think it is strict overall. - The penalty is severe.	As we informed in the FAQ, we have changed the specifications regarding penalties. You can apply for change using the form below, if the upper limit is strict. https://form-business.yahoo.co.jp/claris/enqueteForm?inquiry_type=yads-api-support-qps-en
Can I request MCC account for agencies and Suggestions feature?	We are scheduled to support acquiring MCC account next year.

Yahoo! JAPAN Ads API FAQ

For API partners only

- How to use ReportDefinitionService and StatsService
- What can I do when we have multiple ad accounts to work with, or when we access the advertising accounts of other companies?
- Can I add the URI of the application?

Yahoo! JAPAN Ads API FAQ

For API partners only

- How to use ReportDefinitionService and StatsService

Display Ads

Effectuated version : All

Item	ReportDefinitionService	StatsService
Characteristics	Time series data	Statistics for the specified time period (total, average, etc.)
Deleted data	exists	excluded
Acquisition format	Add job After add, wait for the creation complete and then download	Request/response
Items to be acquired	Can be acquired by /ReportDefinitionService/getReportFields	Few items that can be acquired compared to ReportDefinitionService
Comparison of acquired data	no difference	

*Use case:

Get an overview with StatsService, analyze detailed reports with ReportDefinitionService, etc.

Yahoo! JAPAN Ads API FAQ

For API partners only

- How can I access the accounts when I have multiple ad accounts, or when I want to access the ad accounts of other companies?

There are Yahoo! JAPAN Business ID and ad account on Yahoo! JAPAN Ads API.

Authorization is done by “Yahoo! JAPAN Business ID.” It has a two-stage account structure in which the Yahoo! JAPAN Business ID is given browse / update access to "ad account."

We have updated the startup guide that describes OAuth2.0.

If you are unsure about how to access your account, please refer to the following startup guide.

<https://ads-developers.yahoo.co.jp/developercenter/en/startup-guide/oauth.html>

Yahoo! JAPAN Ads API FAQ

For API partners only

- Is it possible to add the URI of the application?

It was available to add up to 10 URIs for one application on Yahoo! JAPAN Ads API.
It has increased to 50 URIs on October 20, 2020.

For URI registration, you can use the "state" parameter that can be used at the time of API call to determine where the authorization request was sent, as described in the following startup guide.

<https://ads-developers.yahoo.co.jp/developercenter/en/startup-guide/api-call.html>

Yahoo! JAPAN Ads API Best practice

For API partners only

This is the best practice we provided before. We are continuing to expand as follows.

Here is the list of practices on Search Ads.

Title	Content
Add Ad Display Options	Ad Display Option (QuickLinks, Call extension) Editorial Status
Create and acquire performance report	How to get reporting items, How to add/get/download
Data Auto insertion feature	How to use Ad Customizer
Conversion tracking feature	Add conversion tracking, How to use tags
Implementation of Dynamic Ads for Search	Adding ads such as add/link page feed
Errors (Search Ads)	HTTP status, Error codes
Operation History	Operation History, such as entity and item

These best practices are available on the following github.

[日本語](#) / [English](#)

Yahoo! JAPAN Ads API Best practice

For API partners only

Here is the list of practices on Display Ads.

Title	Content
Create and acquire performance report	Ad Display Option (QuickLinks, Call extension) Editorial Status
Dynamic Ads for Display feature	How to upload Dynamic Ads for Display, and general specification
Image feature	Describing spec changes on how to upload images (Base64) and downloading
Conversion tracking feature	Add conversion tracking, How to use tags
Errors (Display Ads)	HTTP status, Error codes
Operation History	Operation History, such as entity and item

These best practices are available on the following github.

[日本語](#) / [English](#)

Yahoo! JAPAN Ads API Best practice

For API partners only

That's all for the best practices we have published so far.
We are working on creating questions and things that you definitely want to use.

If you have any requests / desired functions regarding best practices, please post them on today's Slido.

We will continue to support the functions that are often requested and requested, and will publish them on our Github.

API service ranking

API service ranking

For API partners only

Search Ads API

No.	Service
1	ReportDefinitionService
2	CampaignService
3	AdGroupAdService
4	AdGroupService
5	AdGroupCriterionService
6	AccountService
7	CampaignTargetService
8	FeedItemService
9	CampaignCriterionService
10	CampaignExportService
11	AdGroupBidMultiplierService
12	AuditLogService
13	SharedCriterionService
14	CampaignFeedService
15	FeedService
16	OfflineConversionService

Display Ads API

No.	Service
1	ReportDefinitionService
2	CampaignService
3	AccountService
4	AdGroupAdService
5	MediaService
6	AdGroupService
7	DictionaryService
8	AdGroupTargetService
9	RetargetingListService
10	FeedService
11	VideoService
12	PlacementUrlListService
13	StatsService
14	AccountAdProductService
15	AuditLogService
16	ConversionTrackerService

Search Ads API service ranking

For API partners only

No.	Service	Action	User company share rate
1	ReportDefinitionService	add	83%
2	ReportDefinitionService	download	82%
3	ReportDefinitionService	get	68%
4	AccountService	get	53%
5	ReportDefinitionService	getReportFields	43%
6	ReportDefinitionService	remove	42%
7	CampaignService	get	33%
8	AdGroupAdService	get	25%
9	AdGroupService	get	25%
10	CampaignService	set	17%
11	AdGroupCriterionService	add	16%
12	AdGroupCriterionService	get	16%
13	CampaignService	add	15%
14	AdGroupCriterionService	set	15%
15	AdGroupAdService	add	15%

No.	Service	Action	User company share rate
16	AdGroupService	add	14%
17	CampaignTargetService	get	14%
18	AdGroupAdService	set	14%
19	AdGroupService	set	13%
20	CampaignService	remove	11%
21	AdGroupAdService	remove	10%
22	CampaignCriterionService	get	10%
23	CampaignTargetService	add	10%
24	AdGroupCriterionService	remove	9%
25	CampaignTargetService	set	9%
26	FeedItemService	get	9%
27	CampaignCriterionService	add	9%
28	AdGroupService	remove	9%
29	CampaignExportService	get	8%
30	CampaignFeedService	get	8%
31	CampaignTargetService	remove	8%

Display Ads API service ranking

For API partners only

No.	Service	Action	User company share rate
1	ReportDefinitionService	add	84%
2	ReportDefinitionService	download	83%
3	ReportDefinitionService	get	63%
4	AccountService	get	51%
5	ReportDefinitionService	remove	42%
6	ReportDefinitionService	getReportFields	33%
7	CampaignService	get	29%
8	AdGroupAdService	get	23%
9	AdGroupService	get	20%
10	MediaService	get	18%
11	MediaService	download	15%
12	StatsService	get	12%
13	AdGroupTargetService	get	12%
14	AccountAdProductService	get	12%
15	CampaignService	set	11%
16	CampaignService	add	10%

No.	Service	Action	User company share rate
17	AdGroupAdService	set	9%
18	BalanceService	get	8%
19	AdGroupService	set	8%
20	AdGroupAdService	add	8%
21	ConversionTrackerService	get	7%
22	RetargetingListService	get	6%
23	MediaService	add	6%
24	FeedService	get	6%
25	AdGroupService	add	6%
26	VideoService	get	6%
27	AdGroupAdService	remove	6%
28	VideoService	download	5%
29	FeedService	add	5%
30	DictionaryService	getInterestCategory	5%
31	DictionaryService	getGeographicLocation	5%
32	CampaignService	remove	5%

API examples

1) Automatically stop delivery for a limited time

For API partners only

■ Feature Overview

Stop delivery of limited-time ads using labels.
Also remind the ad delivery date.

■ Purpose

- Delivering expired ads will result in an accident and lead to credit problems
- Function to prevent the delivery of expired ads
- By notifying the stop delivery in advance, the operator can prepare for the next ads

1) Automatically stop delivery for a limited time

For API partners only

■ Steps

1. Label with a date

LabelService/add labelName:'20200430'

You can label each campaign, ad group, and ad.

2. Get report (AD&LABEL)

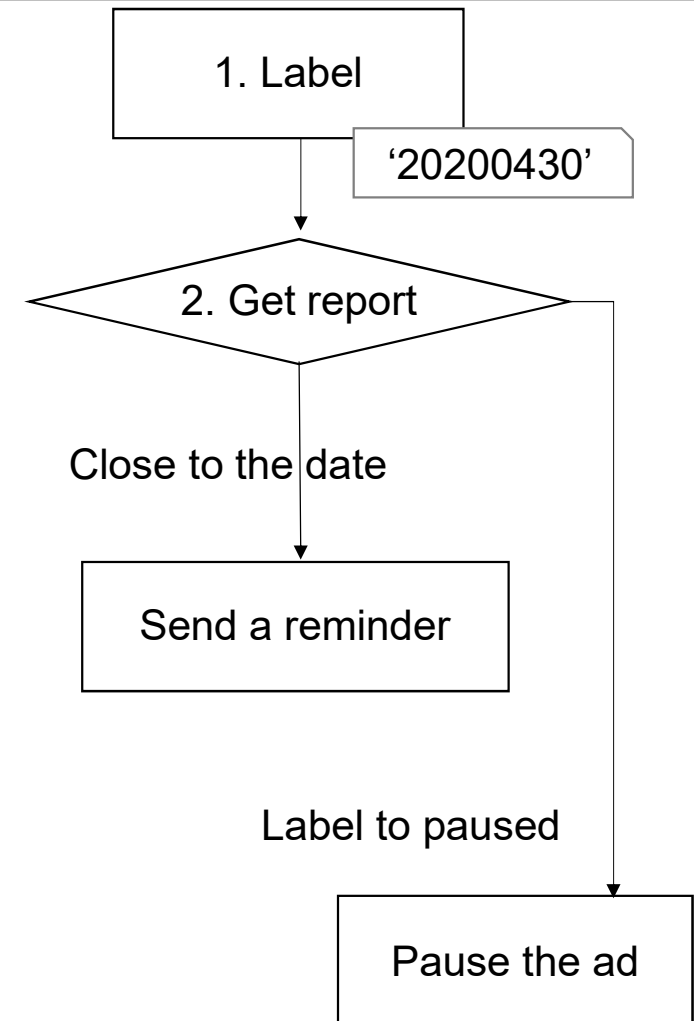
ReportDefinitionService/add fields : [AD_ID, LABELS]

Get the active label and ad with the target date

⇒ Close to the end date > send a reminder

⇒ On the end date > Turn Off

AdGroupAdService/set userStatus:PAUSED



2. Auto allocation of campaign budget

For API partners only

■ Overview

Automatically detects the campaign that reached budget limit and automatically distributes the surplus budget

■ Purpose

Allocates budget to ads with good CPA, collects correct CV and click data, and improves the accuracy of autobidding

2. Auto allocation of campaign budget

For API partners only

■ Steps

1. Get a budget by campaign (of the day)
CampaignService/get budget:{amount :2000}
 2. Get report for each campaign
ReportDefinitionService/add fields : [AD_ID, COST_PER_CONV, IMPRESSION_SHARE_BUDGET_LOSS]
Get "Cost Per Conv.", "Lost impression share (budget)" by campaign
 3. Reallocate budget from bad CPA campaigns to good ones
CampaignService/set budget:{amount :3000}
- Remaining budget & High Cost/conv. (CPA)
↓
Low Cost/conv. (CPA) & High Impression share (budget)
- Distribute 50% of budget

2. Auto allocation of campaign budget

For API partners only

(Example) Distribute a budget from campaign ID4 to ID1

Campaign ID	Budget	Cost (spend)	CVs	CPA	Lost impression share (budget)
1	2000	2000	40	50	100%
2	2000	1400	20	70	70%
3	2000	400	2	200	20%
4	2000	200	2	100	10%

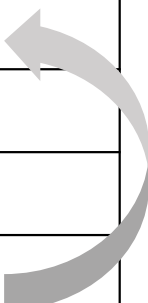
(*Note) If you change your budget in the middle of the day, it may exceed the daily budget limit.

2. Auto allocation of campaign budget

For API partners only

(Example) Distribute a budget from campaign ID4 to ID1

Campaign ID	Budget	Cost (spend)	CVs	CPA	Lost impression share (budget)
1	2000 →3000	2000	40	50	100%
2	2000	1400	20	70	70%
3	2000	400	2	200	20%
4	2000 →1000	200	2	100	10%



Distribute ID:4
budget to ID:1

(*Note) If you change your budget in the middle of the day, it may exceed the daily budget limit.

3. Extract search queries with bad CVR from the Search Query report (Search)

■ Overview

- Extract search queries with bad CVR and add as negative keywords

■ Purpose

- By adding search queries with bad CVR as negative keywords, you can raise CVR and realize efficient ad delivery

3. Extract search queries with bad CVR from the Search Query report (Search)

■ Overview

- Extract search queries with bad CVR and add as negative keywords

■ Purpose

- By adding search queries with bad CVR as negative keywords, you can raise CVR and realize efficient ad delivery

■ Steps

1. Get report (Search Query report)
ReportDefinitionService/add fields : [CONVERSIONS, COST]
(Example) Get Conversions, Cost
2. Extract search queries with 2% or more cost spend of the account, with 0 conversions
3. Select queries to be added as a negative keyword
4. Add as a negative keyword
AdGroupCriterionService/add use: NEGATIVE
Do the same for CampaignCriterionService

4. Account Health Check

For API partners only

■ Overview

- Get account information and rank account status

■ Purpose

- To achieve the high standardization of accounts recommended by Yahoo! JAPAN and to improve advertising effectiveness quickly and surely.
- To ensure that the account does not differ in quality between operators
- To clarify priorities by ranking
- To clarify what the operator will do next based on the indicators

4. Account Health Check

■ Overview

- Get account information and rank account status

■ Purpose

- To achieve the high standardization of accounts recommended by Yahoo! JAPAN and to improve advertising effectiveness quickly and surely.
- To ensure that the account does not differ in quality between operators
- To clarify priorities by ranking
- To clarify what the operator will do next based on the indicators

■ Steps

Get account information and display each item

- Operation History

AuditLogService/add



AuditLogService/download

- Reports

ReportDefinitionService/add



ReportDefinitionService/download

4. Account Health Check

For API partners only

■ Index by Account Health Check (sample)

Account rank : B

Major item	Item	Actual value / specified value	Rank
Account structure	Campaigns	6 / 10	B
	Ad Groups	50/72	B
	Ads	100/503	C
Reach targeting	Allocations for retargeting	30% / 45%	A
	Allocation for search retargeting	3% / 3.5%	A
	Lost impression share	10% / 25%	B
Ad creative	Number of ads that decreased CTR from the previous week	equals or less than 5/10	A
	Last update on ad	A week ago / a month ago	A

Ranking : Set a specified value for each partner and rank them

5. Offline Conversion data Import (Search)

For API partners only

■ Overview

Effect of Offline Conversion and Automatic import of offline information

■ Purpose

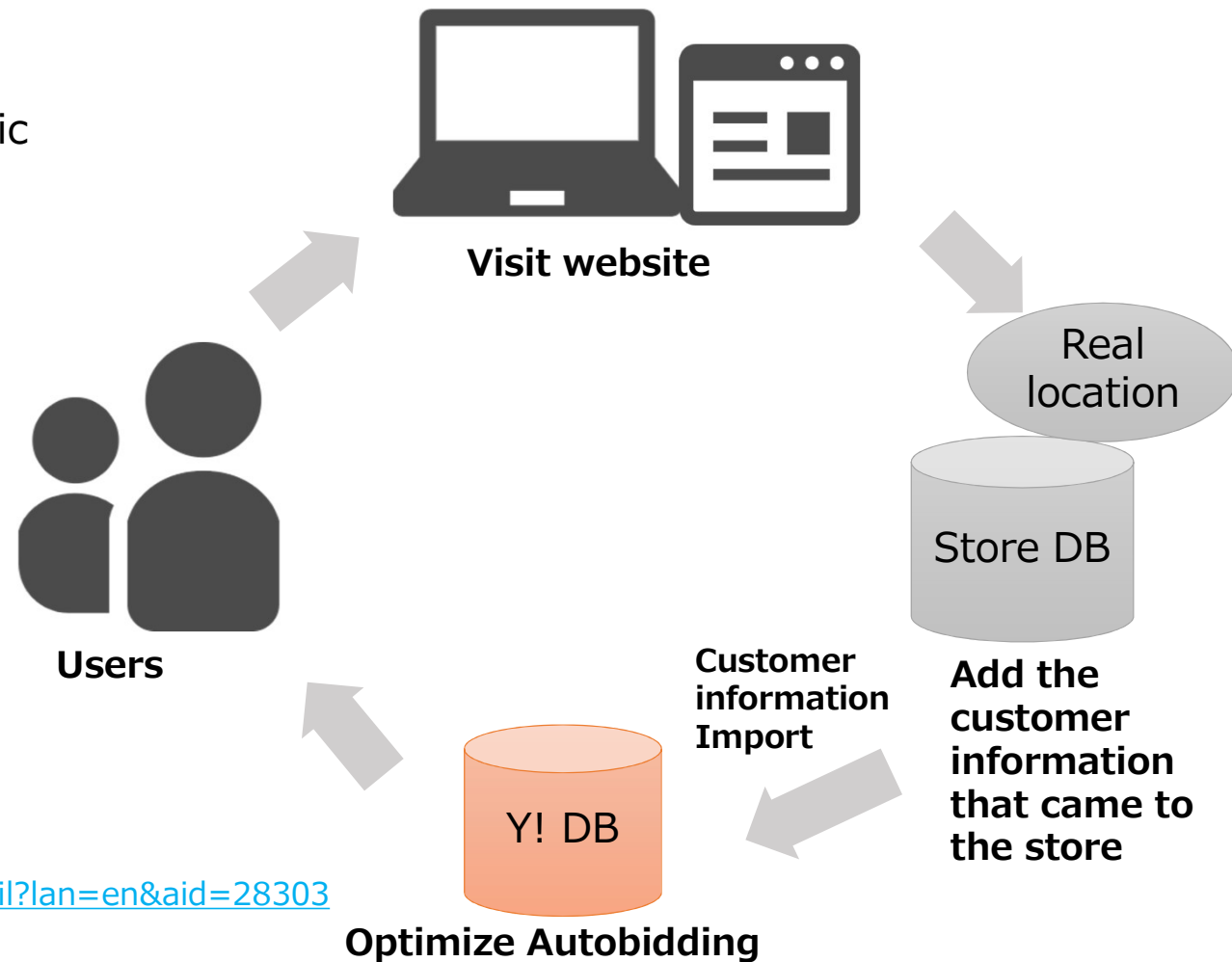
Use offline conversion to collect offline conversion data and optimize automatic bidding

■ Steps

- Offline conversions
OfflineConversionService/upload

Help

<https://ads-help.yahoo.co.jp/yahooads/ss/articledetail?lan=en&aid=28303>



For API partners only

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