Yahoo! Ads API Hands-on Training

- Technical Specifications
- OpenAPI
  - Background, How to Use
- Hands-on Training
- Migration
- Trouble Shooting, Tips
- FAQ

Technical Specifications

Technical Specifications

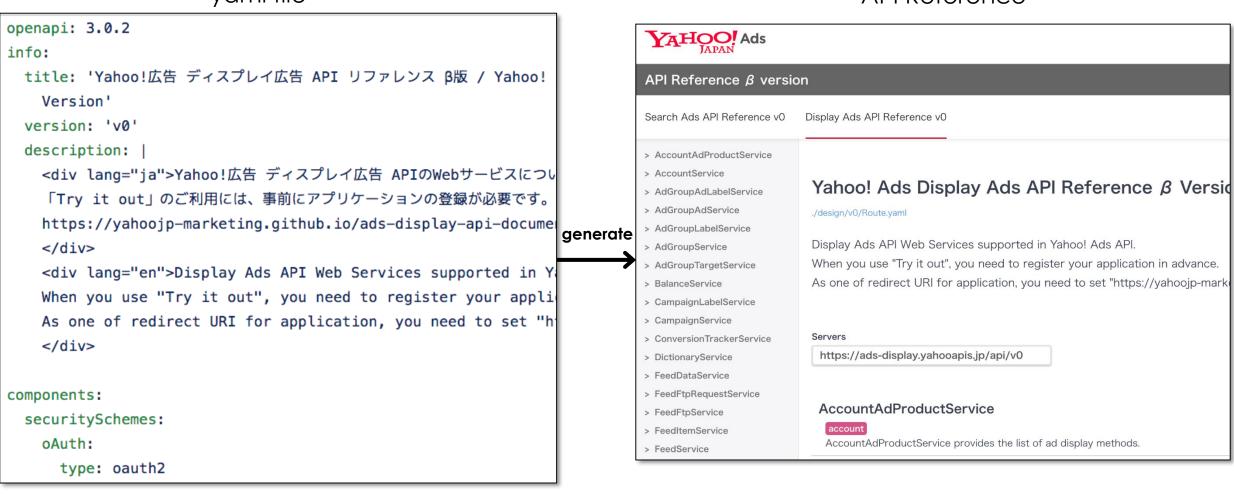| Transport	REST
Encoding	JSON
Authentication	OAuth2

OpenAPI

- Format of REST API and related tools

  - What Is OpenAPI ?
    https://swagger.io/docs/specification/about/

  - OpenAPI (Swagger) Beginner's Guide
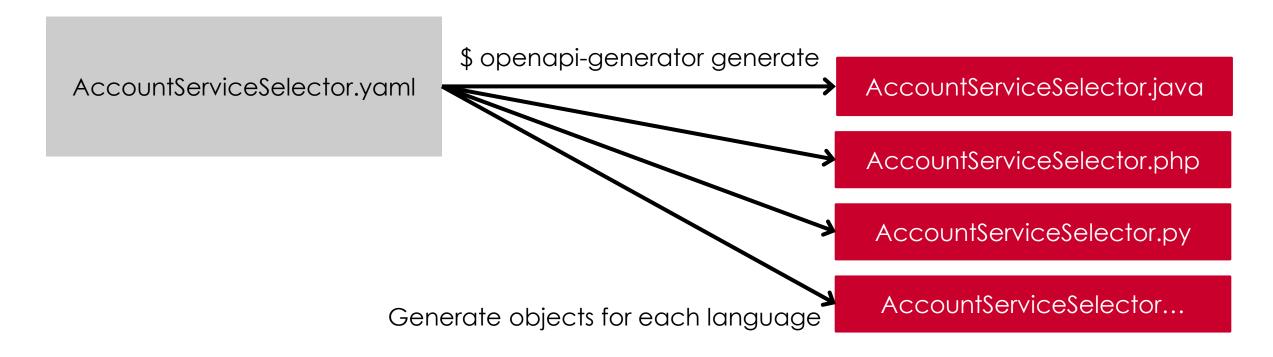   https://qiita.com/teinen_qiita/items/e440ca7b1b52ec918f1b

- Generate API reference from yaml
- Generate request, response object from yaml

Background of OpenAPI introduction on Yahoo! Ads API (Generate API reference from yaml)

yaml file

API Reference

generate

https://github.com/yahoojp-marketing/ads-display-api-documents/blob/master/design/v0/Route.yaml
https://yahoojp-marketing.github.io/ads-display-api-documents/

Background of OpenAPI introduction on Yahoo! Ads API (Generate request, reference object from yaml)

AccountServiceSelector.yaml

$ openapi-generator generate

AccountServiceSelector.java

AccountServiceSelector.php

AccountServiceSelector.py

AccountServiceSelector...

Generate objects for each language

```
# Sample object for java
$ git clone https://github.com/yahoojp-marketing/ads-display-api-documents.git
$ openapi-generator generate -i ./ads-display-api-documents/design/v0/Route.yaml -g java -o
/path/to/obj

# php, python and other languages can specify -g option of openapi-generator
https://github.com/OpenAPITools/openapi-generator
```

- Yahoo! Ads API adopted follows.
    - OpenAPI 3
    - Schema First
      (generating code from yaml file)

Hands-on Training

- ## Yahoo! Ads Display Ads

  - ### Browsing / Updating

  - ### Upload / Download

  * Upload / Download feature on Yahoo! Ads API has been changed from the feature on Yahoo! JAPAN Promotional Ads API

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- git clone or Repository Download
  https://github.com/yahoojp-marketing/yahoo-ads-api-developers-workshop

- Re-issue Access Token (on Markdown also)
  https://biz-oauth.yahoo.co.jp/oauth/v1/token

?grant_type=refresh_token

&client_id=YOUR_CLIENT_ID

&client_secret=YOUR_CLIENT_SECRET

&refresh_token=REFRESH_TOKEN

Migration

Migration (for agencies and tool providers)

*Depending on each case of application development...
Assumption

- Ad data is available both on Yahoo! Ads API and Yahoo! JAPAN Promotional Ads API (excepting created reports)
- QPS is counted separately for Yahoo! Ads API and Yahoo! JAPAN Promotional Ads API

Application

QPS count

Yahoo! JAPAN Promotional Ads API

Yahoo! Ads API

QPS count

Ad Data

Migration (for agencies and tool providers)

- ## Gradual migration by each service is recommended

AAAService(Yahoo! JAPAN Promotional Ads API)　　　　　AAAService(Yahoo! JAPAN Promotional Ads API)
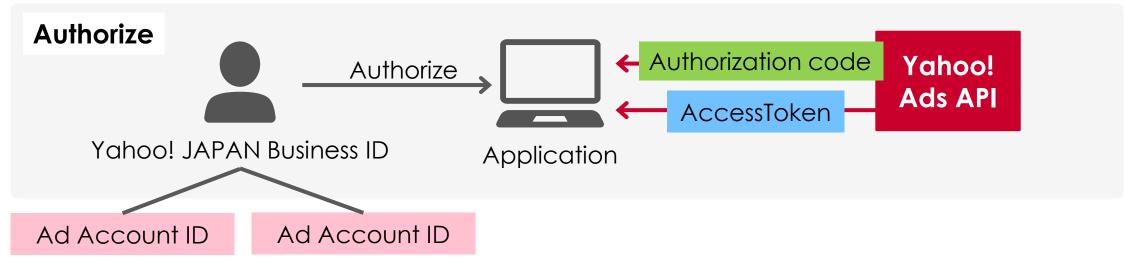BBBService(Yahoo! JAPAN Promotional Ads API)⎯⎯⎯⎯⟶ BBBService(Yahoo! JAPAN Promotional Ads API)
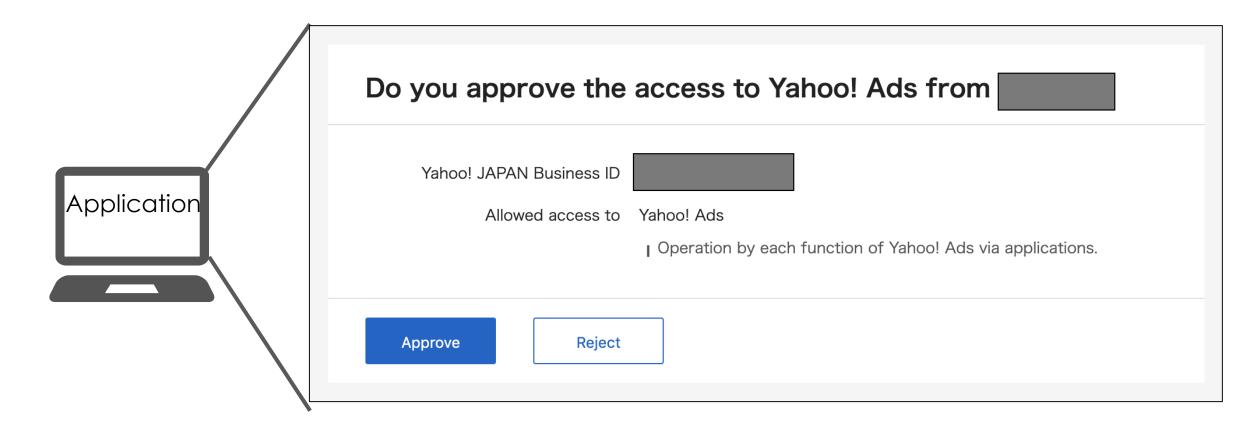CCCService(Yahoo! JAPAN Promotional Ads API)　　　　　 CCCService(Yahoo! Ads API)

- ## Updating a same entity by both old and new APIs is not recommended

  - Example: set a campaign by both of Yahoo! JAPAN Promotional Ads API and Yahoo! Ads API
  - Because it will make a separation upon generating issues is hard

Authorize with Business ID that can operate an ad account operated by Standard Authentication, and issue Authorization code, Refresh token and Access token

Authorize

Yahoo! JAPAN Business ID → Authorize → Application

Authorization code ← Yahoo! Ads API

AccessToken ← Yahoo! Ads API

Ad Account ID   Ad Account ID

*Ad account operated by Standard authentication

- New process supporting OAuth code flow to be authorized with tool user's Business ID

Trouble Shooting, Tips

- Approach on 404 Not Found response

Examples of incorrect case:

/CampaignService/get   #   missing "/api/v0"

/api/CampaignService/get   # missing "/v0"

/api/V0/CampaignService/get   #   using upper case "V"

Example of correct case:

/api/v0/CampaignService/get

• Approach on Bad request 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":[]}]}
```

- Incorrect json on request body, or type-mismatching (such as a single shot value on array field)
  Verifying request body with json parser such as jq

- Verifying json sample of request body with Example Value of API Reference

- Example request body for sending no parameter

```
Example:
curl -H "Authorization: Bearer ${ACCESS_TOKEN}" ¥
-H 'Content-Type: application/json' ¥
https://ads-display.yahooapis.jp/api/v0/AccountService/get -d ¥
'
{}
'
```

- Sending "{}" only
- Note that some actions of some Services do not need request body itself (call without GET method&body)

GET	/DictionaryService/getThirdPartyTrackingDomain
GET	/DictionaryService/getMediaAdFormat

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- Example of Better Inquiry
  - Event
  - Event occurred
  - Request header
  - Request body
  - Response header
  - Response body

  *Include rid(X-Yahoo-Ads-Rid) of response body or response header in the inquiry

FAQ

EOF