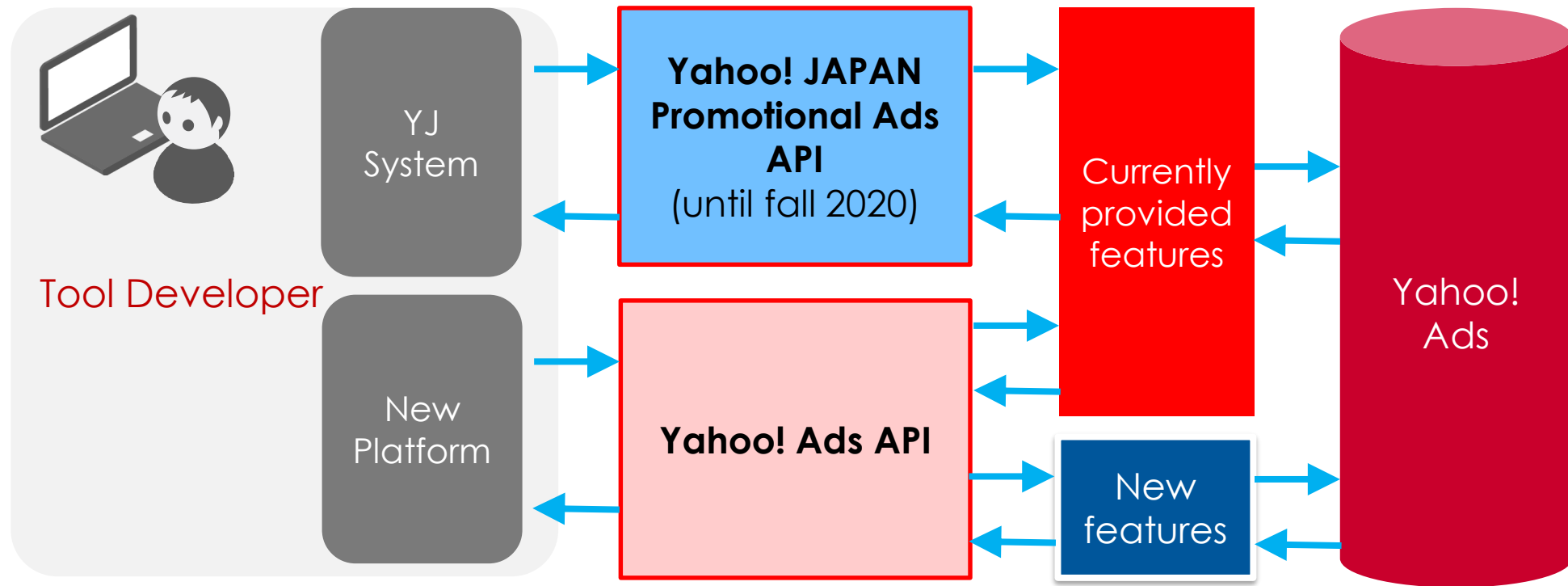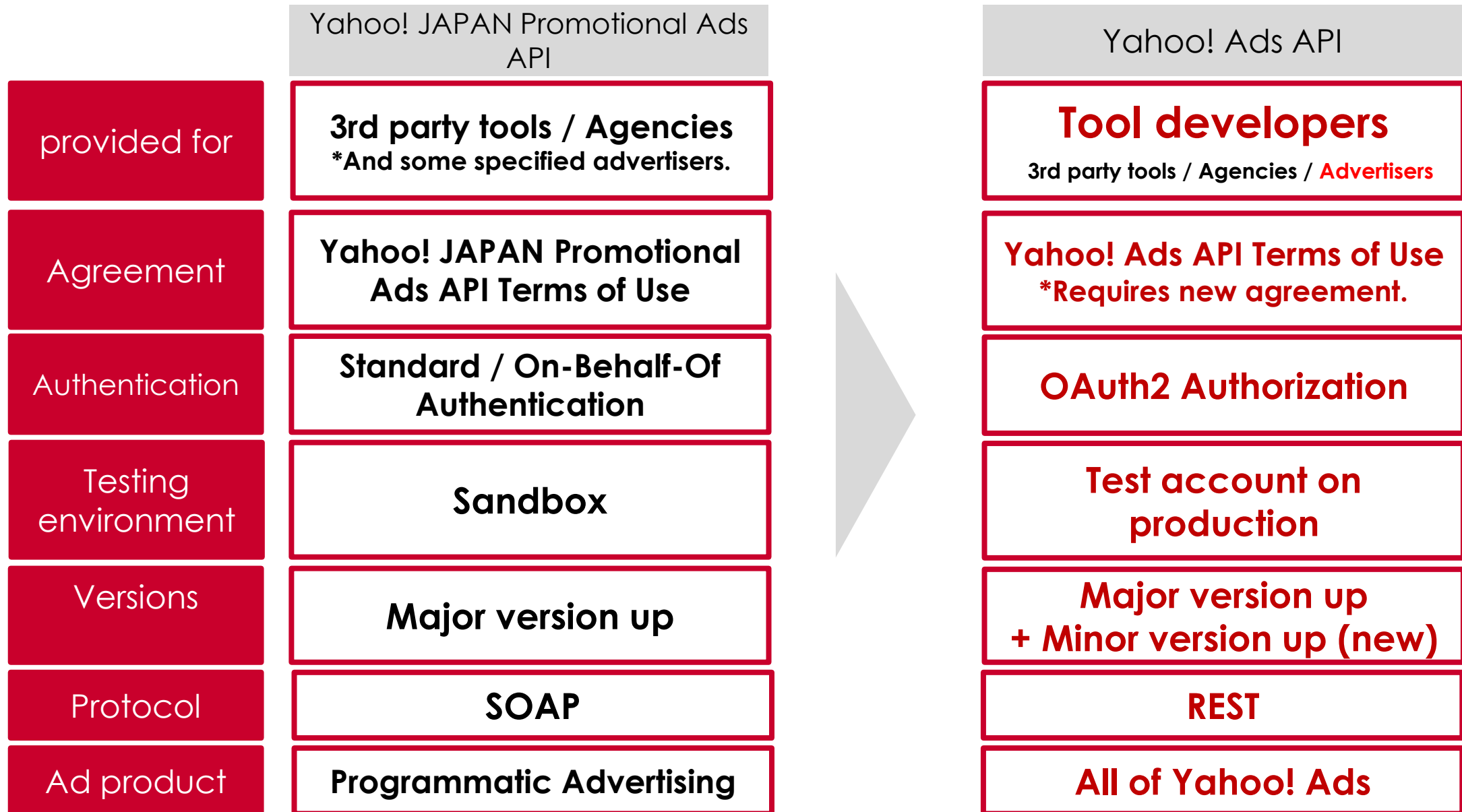# Table of contents

● Introduction

● Yahoo! Ads API Overview

   ● Update Overview

   ● API Usage Overview

Update Overview

Update Overview

- Yahoo! JAPAN Promotional Ads API and Yahoo! Ads API propose a parallel operation period until fall 2020.
- During the period, both APIs are available.

*New features provided on Yahoo! Ads can be used by Yahoo! Ads API only.

Update Overview

	Yahoo! JAPAN Promotional Ads API	Yahoo! Ads API
provided for	**3rd party tools / Agencies** ***And some specified advertisers.**	**Tool developers** **3rd party tools / Agencies / Advertisers**
Agreement	**Yahoo! JAPAN Promotional Ads API Terms of Use**	**Yahoo! Ads API Terms of Use** ***Requires new agreement.**
Authentication	**Standard / On-Behalf-Of Authentication**	**OAuth2 Authorization**
Testing environment	**Sandbox**	**Test account on production**
Versions	**Major version up**	**Major version up + Minor version up (new)**
Protocol	**SOAP**	**REST**
Ad product	**Programmatic Advertising**	**All of Yahoo! Ads**

Today's Goal

- Authentication
- Testing environment
- Versioning
- SOAP→REST

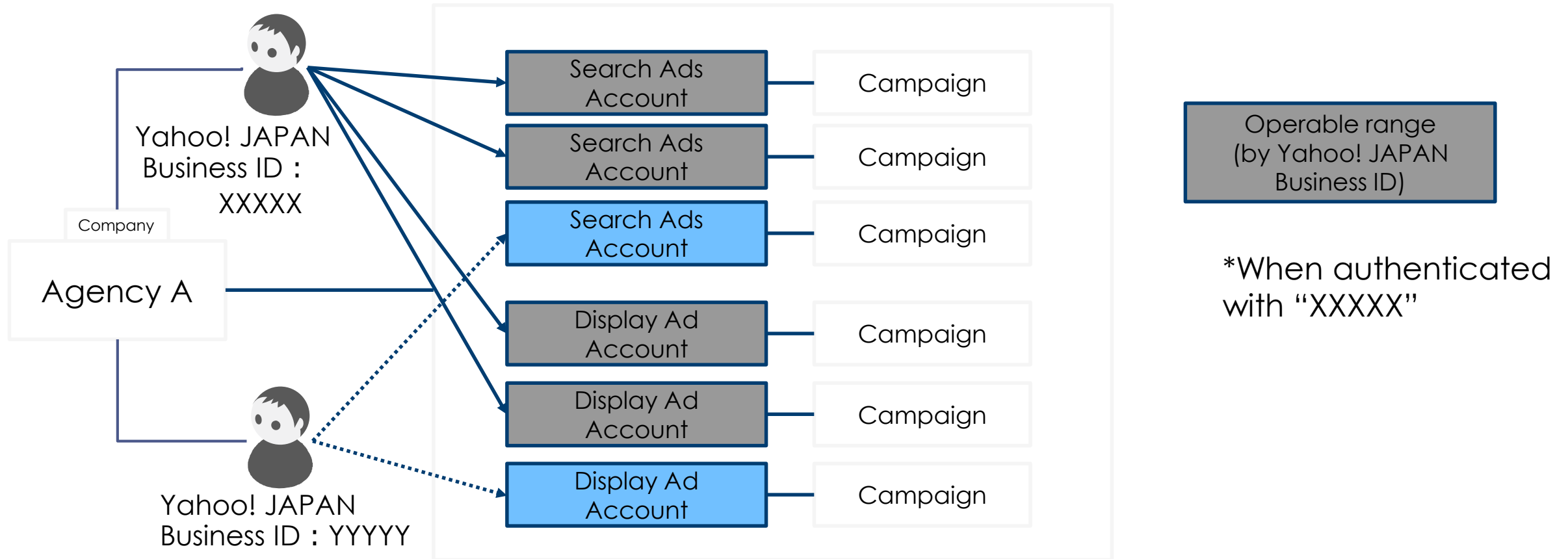# Authentication / Authorization

Authentication / Authorization

- Authentication of Yahoo! JAPAN Promotional Ads API is by ID and password, and authentication of Yahoo! Ads API requires **OAuth2** authorization by every Yahoo! JAPAN Business ID.

- Changing the authorization method, a range capable of being operated (target accounts) will change as follows.

	Yahoo! JAPAN Promotional Ads API		Yahoo! Ads API
Method	Standard Authorization	On-Behalf-Of Authorization	OAuth2 Authorization
Operable range	All Accounts	Account	**Account operable by Yahoo! JAPAN Business ID**
	All Accounts	Specified Account only	All accounts that is accessible with Yahoo! JAPAN Business ID can be authorized

Authentication / Authorization

*When authenticated with "XXXXX"

*Only the account referable with authenticated Yahoo! JAPAN Business ID : XXXXX of Agency A is in operable range, the account referable with YYYYY is out of range.
The account that is editable / referable on the Campaign Management Tool is in operable range.
The roles given for account is same to the roles given on the Campaign Management Tool.

1. On OAuth2.0, former methods "Standard" and "On-Behalf-Of" authentication became unavailable.

2. Authorization by each Yahoo! JAPAN Business ID basis.

3. Ad accounts linked to Yahoo! JAPAN Business ID can be managed.

Testing environment

- **Difference on Testing environment**

Yahoo! JAPAN Promotional Ads API	Yahoo! Ads API
Sandbox	Test account on production

During β version, test account is issued by YJ at the time of application.

The followings are assured for Test account by YJ.

  - Ads created with Test account is not delivered to users.

Restriction on Test account is referable on the next page.

4

1. Test account on production will be provided instead of Sandbox

2. The test account is linked to the Yahoo! JAPAN Business ID that has been used on application of use

3. Created and posted ads on test account are not delivered

4. Request restriction is 5 requests per second

Version up

Version up

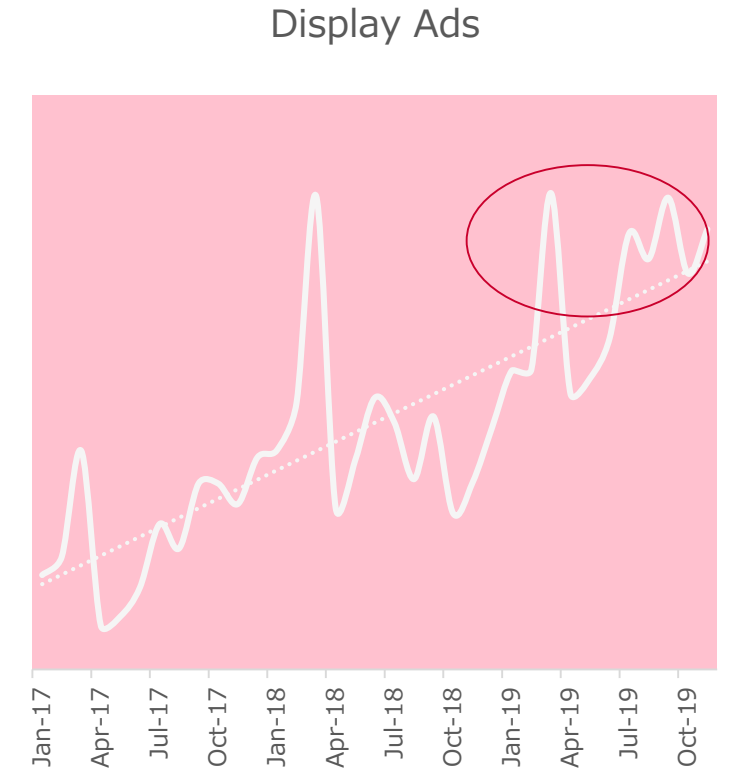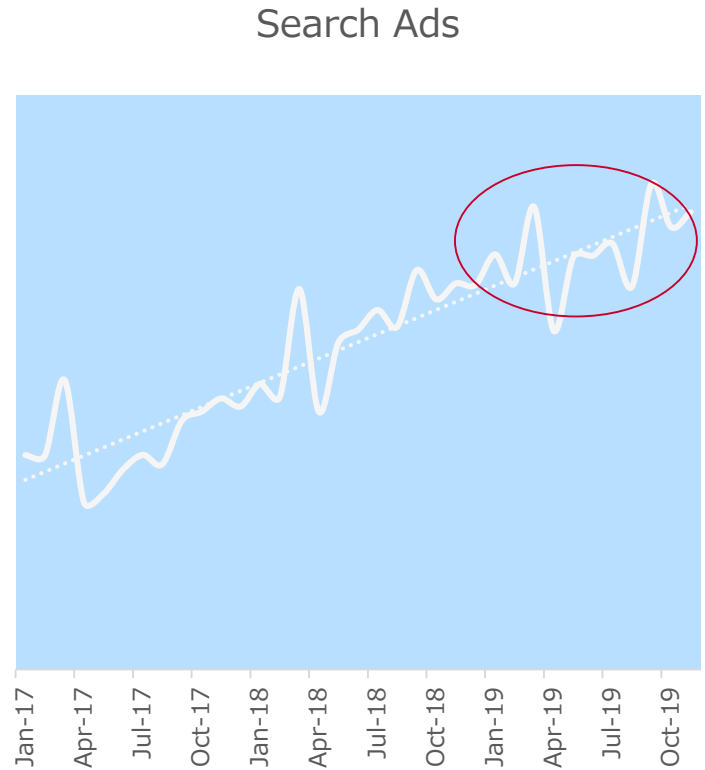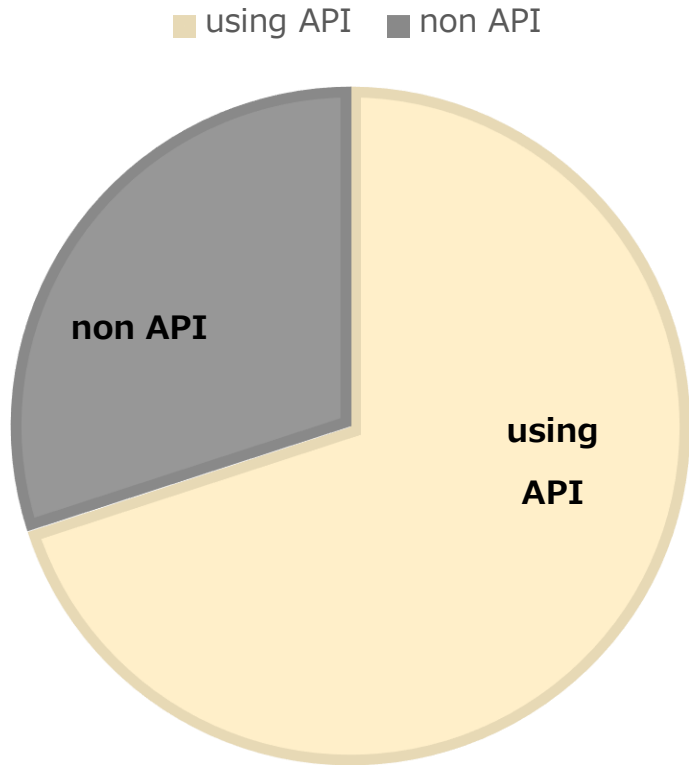| Type of API	Version up
Yahoo! JAPAN Promotional Ads API	3 to 4 major version up
Yahoo! Ads API	3 to 4 major version up * Client library will be released in FY2020.

* Client library will be releaed in FY2020 for improving development convenience and enabling needed minor updates on Yahoo! Ads API.

Versioning

Each of services provided on Yahoo! Ads API may have some changes on interfaces by feature enhancements, and those changes will be collected and versioned on by each API level.

3 to 4 major releases per year described on the previous page will have incompatible changes basically, so the version number (MAJOR) will change.

API Usage

API Usage

using API   non API

non API

using
API

Search Ads

Display Ads

Jan-17 Apr-17 Jul-17 Oct-17 Jan-18 Apr-18 Jul-18 Oct-18 Jan-19 Apr-19 Jul-19 Oct-19

Jan-17 Apr-17 Jul-17 Oct-17 Jan-18 Apr-18 Jul-18 Oct-18 Jan-19 Apr-19 Jul-19 Oct-19

These graphs indicate the API users' share in whole YJ sales and its growth rate.
We can recognize that customers using API for campaign management are increasing
year by year.
Thank you for your continuous support.

List of URLs

List of URLs

■Yahoo! Ads API console : https://connect-business.yahoo.co.jp/client/list

■Yahoo! Ads Campaign management tool : https://promotionalads.business.yahoo.co.jp/biz/dashboard/#/

■Developer Center Beta bersion : https://ads-developers.yahoo.co.jp/developercenter/en/yahoo-ads-api/index.html

■GitHub : https://github.com/yahoojp-marketing

■Sample programs
Search Ads : https://github.com/yahoojp-marketing/ads-search-api-java-samples
Display Ads : https://github.com/yahoojp-marketing/ads-display-api-java-samples

■API Reference
Search Ads : https://yahoojp-marketing.github.io/ads-search-api-documents/
Display Ads : https://yahoojp-marketing.github.io/ads-display-api-documents/

■End Points
API for Authentication : https://biz-oauth.yahoo.co.jp/oauth
Search Ads API : https://ads-search.yahooapis.jp/api
Display Ads API : https://ads-display.yahooapis.jp/api

EOP