

# Yahoo! Ads API Hands-on Training

- Technical Specifications
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# Technical Specifications

<b>Transport</b>	REST
<b>Encoding</b>	JSON
<b>Authentication</b>	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](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)

Limited  
Disclosure

yaml file

API Reference

```
openapi: 3.0.2
info:
  title: 'Yahoo!広告 ディスプレイ広告 API リファレンス β版 / Yahoo!
    Version'
  version: 'v0'
  description: |
    <div lang="ja">Yahoo!広告 ディスプレイ広告 APIのWebサービスについて
    「Try it out」のご利用には、事前にアプリケーションの登録が必要です。
    https://yahoojp-marketing.github.io/ads-display-api-documents/
    </div>
    <div lang="en">Display Ads API Web Services supported in Yahoo! Ads API.
    When you use "Try it out", you need to register your application in advance.
    As one of redirect URI for application, you need to set "https://yahoojp-marketing.github.io/ads-display-api-documents/"
    </div>
components:
  securitySchemes:
    oauth:
      type: oauth2
```

generate

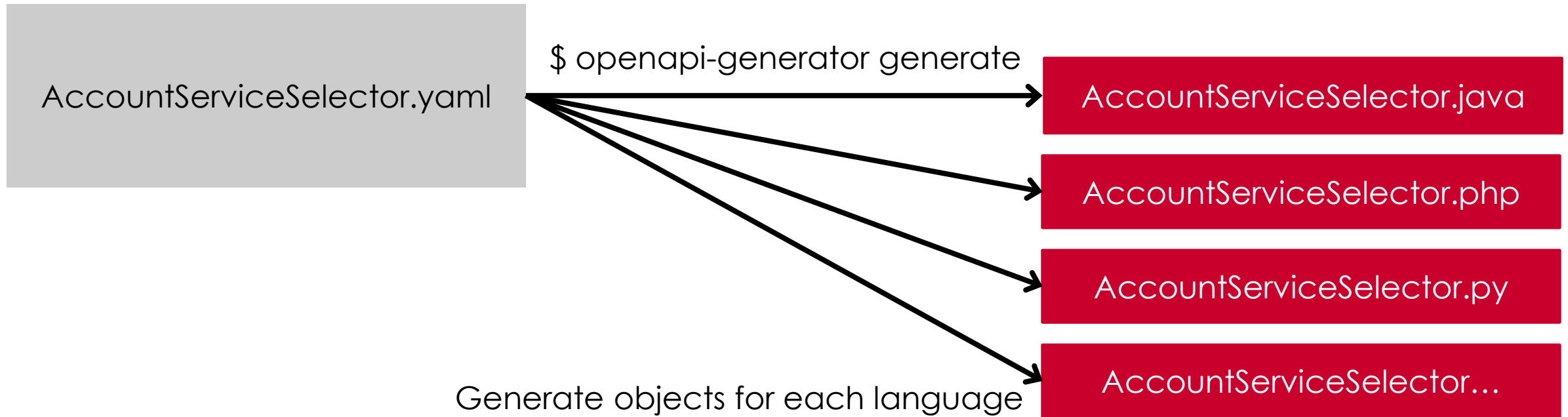
The screenshot shows the Yahoo! Ads API Reference page for the beta version. The page has a dark header with the Yahoo! Ads JAPAN logo and the title 'API Reference β version'. Below the header, there are two tabs: 'Search Ads API Reference v0' and 'Display Ads API Reference v0'. The 'Display Ads API Reference v0' tab is selected. On the left side, there is a list of API services, including AccountAdProductService, AccountService, AdGroupAdLabelService, AdGroupAdService, AdGroupLabelService, AdGroupService, AdGroupTargetService, BalanceService, CampaignLabelService, CampaignService, ConversionTrackerService, DictionaryService, FeedDataService, FeedFtpRequestService, FeedFtpService, FeedItemService, and FeedService. The 'AccountAdProductService' is selected, and its details are shown on the right. The details include the title 'Yahoo! Ads Display Ads API Reference β Version', the path './design/v0/Route.yaml', a description of the service, and a list of servers. The servers list contains the URL 'https://ads-display.yahooapis.jp/api/v0'. Below the servers list, the 'AccountAdProductService' is further detailed, including a red 'account' tag and a description: 'AccountAdProductService provides the list of ad display methods.'

<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)

Limited  
Disclosure



# 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

- 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

\*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



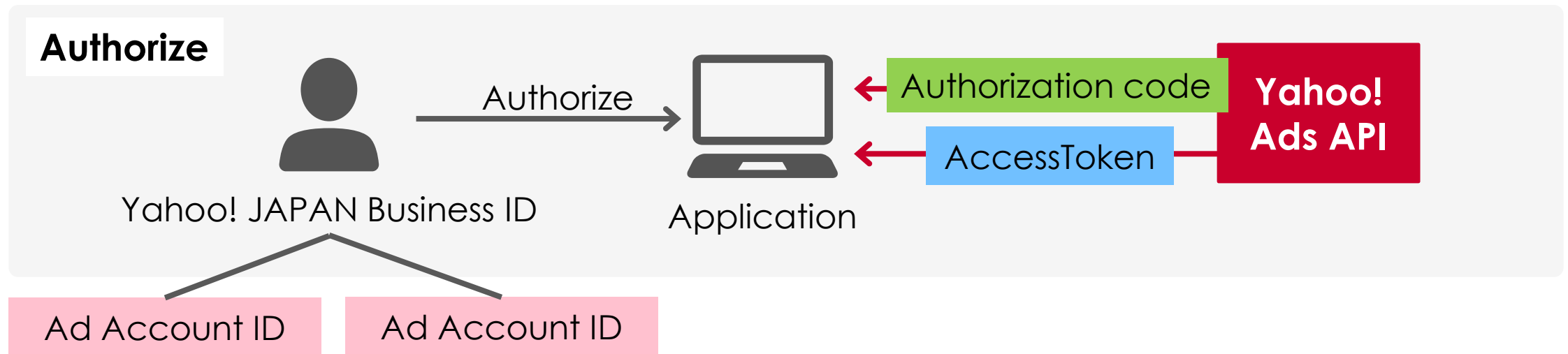
- Gradual migration by each service is recommended

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

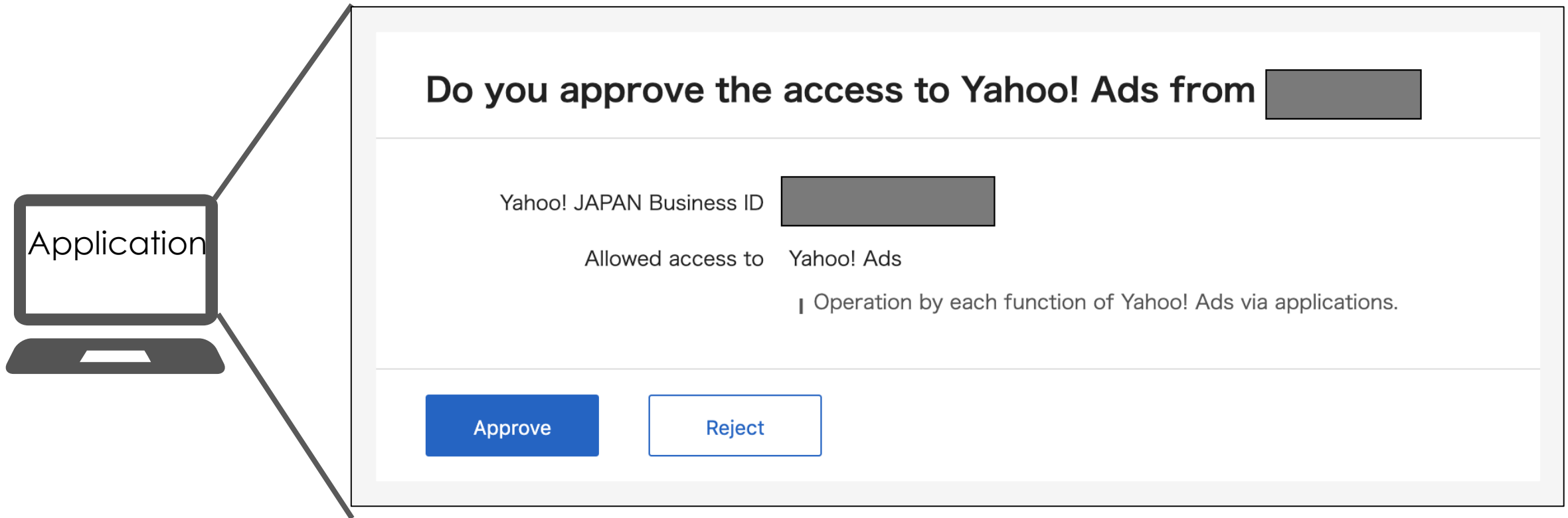


Authorize with Business ID that can operate an ad account operated by Standard Authentication, and issue Authorization code, Refresh token and Access token



\*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

- 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