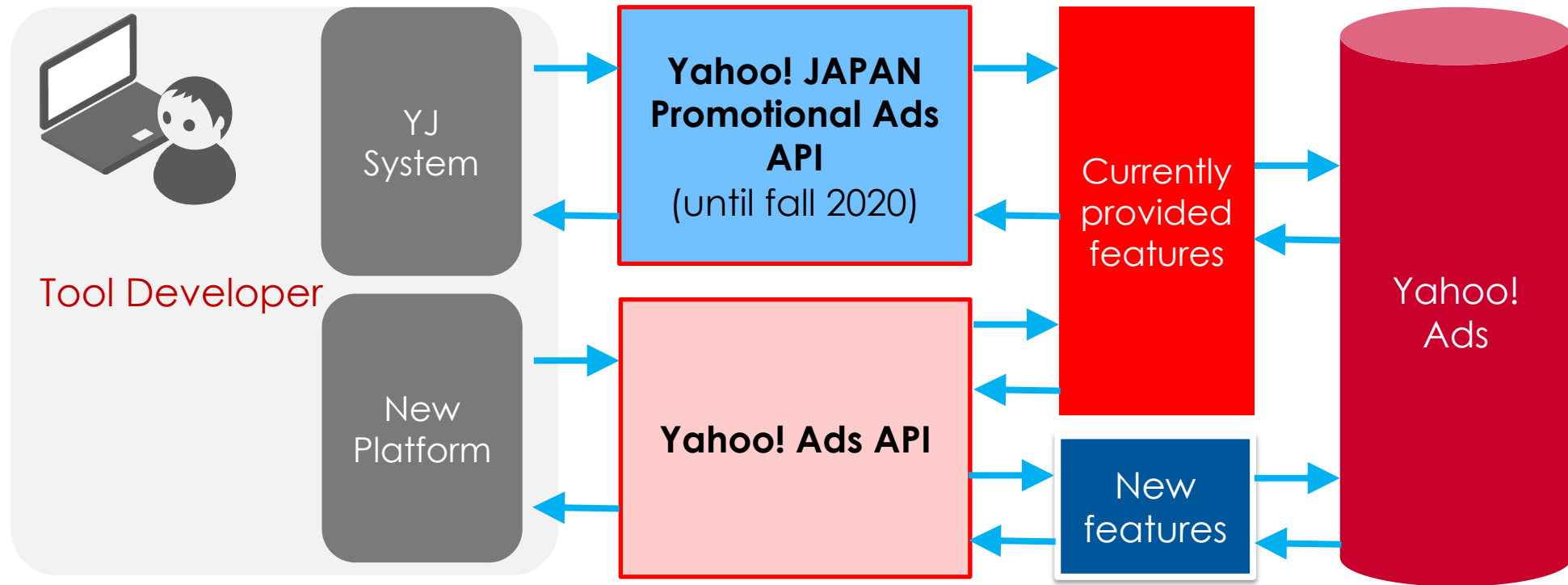


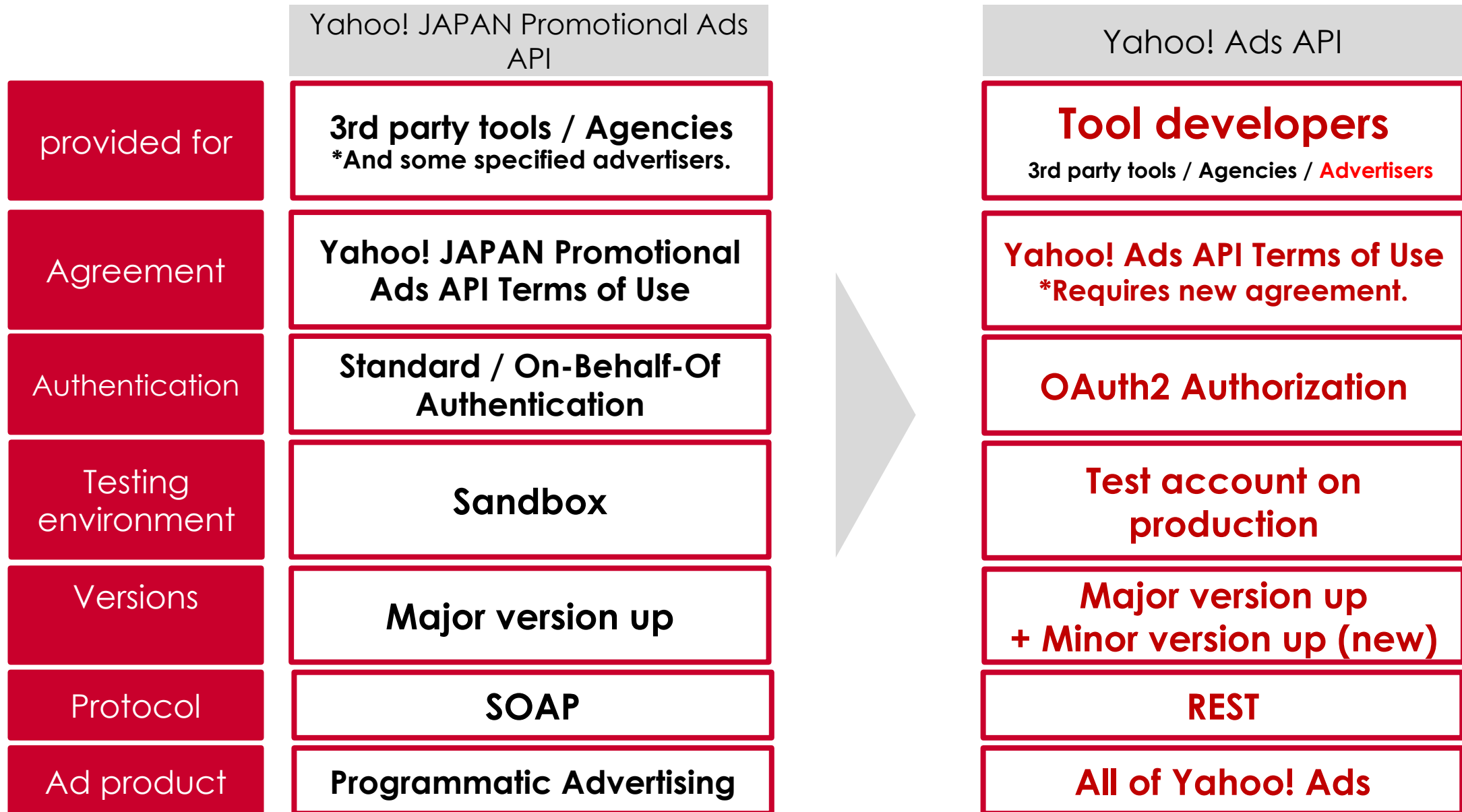
- Introduction
- Yahoo! Ads API Overview
  - Update Overview
  - API Usage Overview

# 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.



## Today's Goal

- Authentication
- Testing environment
- Versioning
- SOAP→REST

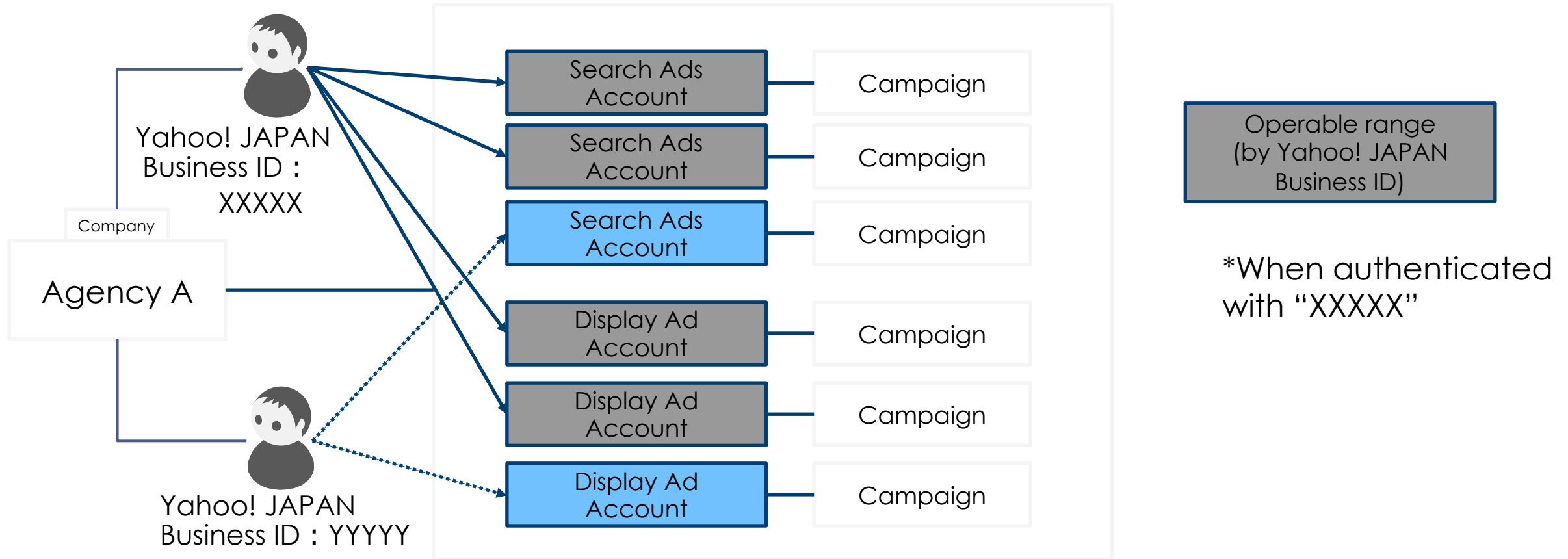
# Authentication / Authorization

- 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	
Method	Standard Authorization	On-Behalf-Of Authorization
Operable range	All Accounts	Account
	All Accounts	Specified Account only



Yahoo! Ads API
OAuth2 Authorization
<b>Account operable by Yahoo! JAPAN Business ID</b>
All accounts that is accessible with Yahoo! JAPAN Business ID can be authorized



\*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  $\beta$  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.

- **Test Account**

As of fall in 2019, test account will support the following features. Please wait coming feature enhancement.

Request limit on test account is fixed as **5 QPS** for all.

Enable	description	note
Operation by API	All services can be operated	
Unable	description	note
Get actual performance	Ads created with Test account is not delivered. Reporting with actual performance is not available.	Reporting format can be acquired.
Operation on the Campaign Management Tool	Test account is not accessible from the Campaign Management Tool.	Test account is not selectable from the Campaign Management Tool.
Payment	Payment for test account is not available.	

\*Created ads on test account is not subject to editorial review.

\* See details of test account on the following page: <https://ads-developers.yahoo.co.jp/developercenter/en/startup-guide/test-account.html>

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

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 released in FY2020 for improving development convenience and enabling needed minor updates on Yahoo! Ads API.

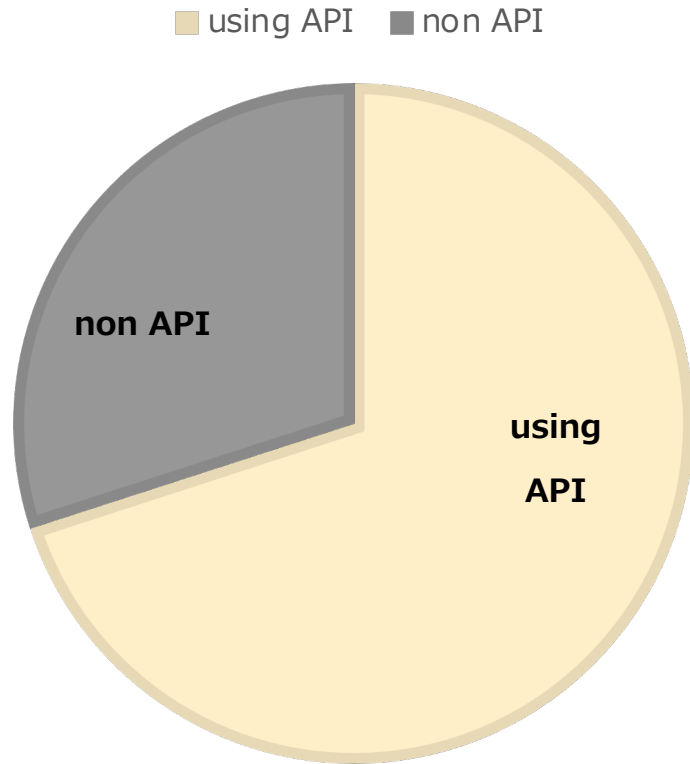
## Versioning

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.

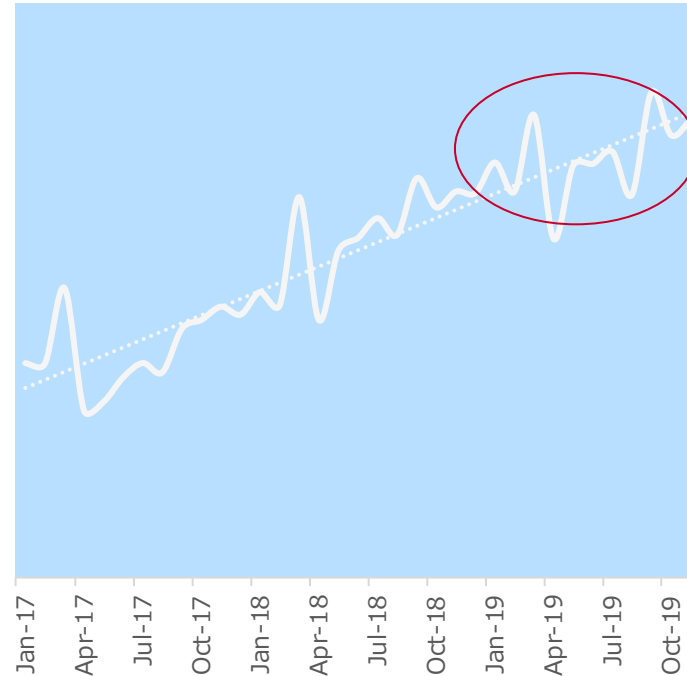
3 to 4 major releases per year described on the previous page will have incompatible changes basically, so the version number (MAJOR) will change.



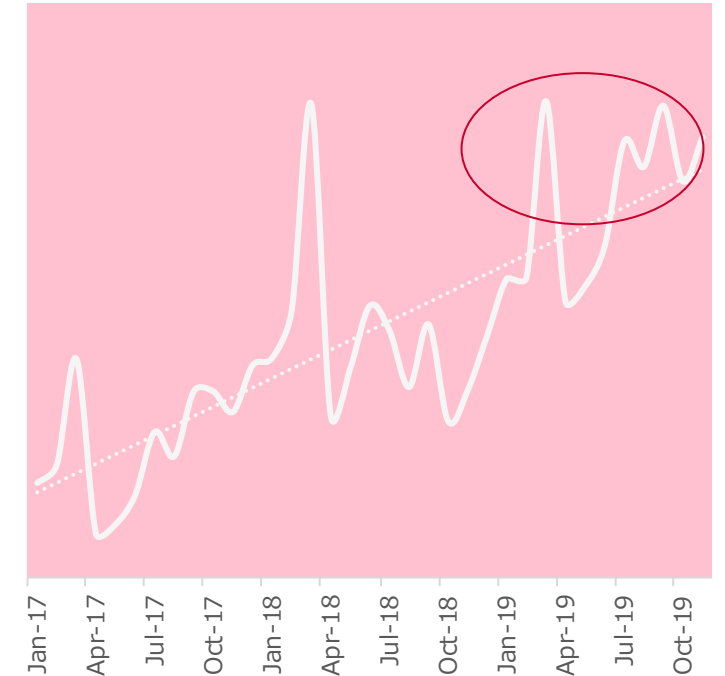
# API Usage



Search Ads



Display Ads



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

- 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 version : <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 : <http://ads-developers.yahoo.co.jp/reference/ads-display-api/>
  - Display Ads : <http://ads-developers.yahoo.co.jp/reference/ads-search-api/>
- 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