



ADS API #TECHTALK

AGENDA



Introductions



Setup & Getting Started



Workshop



PARTNER ENGINEERING



@emmolam



@brandonmblack



@hwz



@jaakkosf



TEAM LOCATIONS

Partner Engineering, Ads API



WHAT WE DO

API DESIGN

Implementation review for all API features.

TECHNICAL COMMS

Newsletters and all technical communications.

COMMUNITY & PARTNER SUPPORT

Forums, inquiries and office hours events.

DOCS, CODE SAMPLES AND SDKs

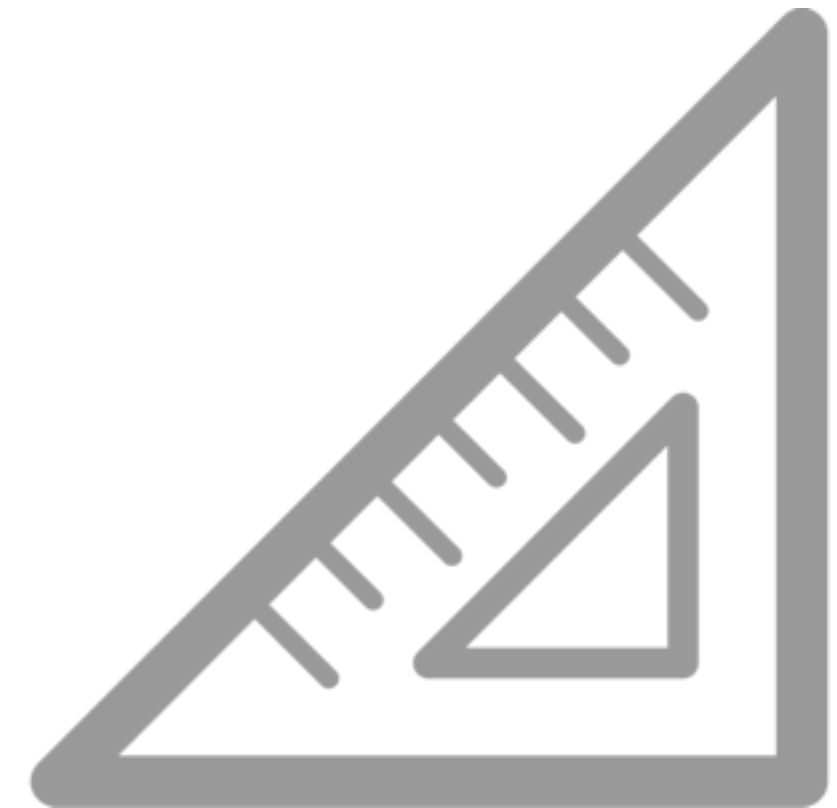
Guides, tutorials, examples.

INTEGRATION

On-boarding and consulting.

PRODUCT FEEDBACK

Internal advocacy and product feedback.



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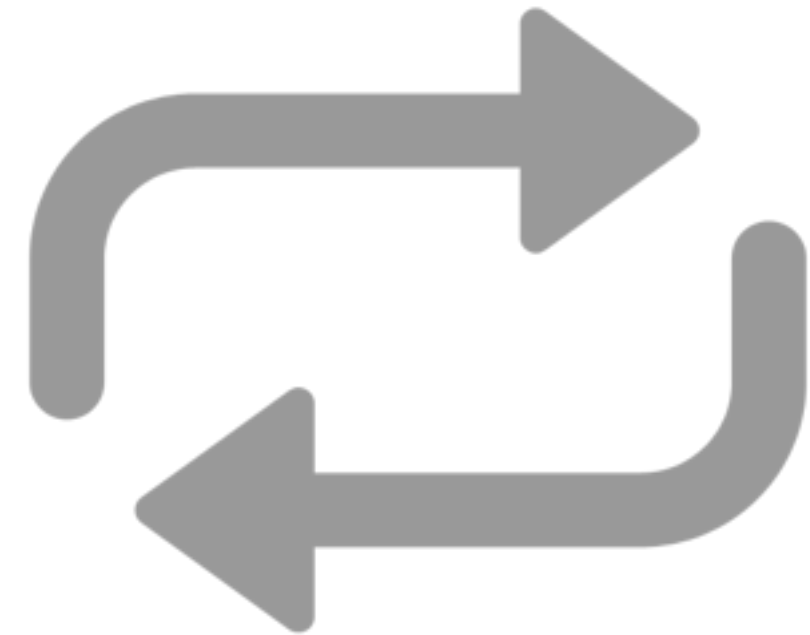
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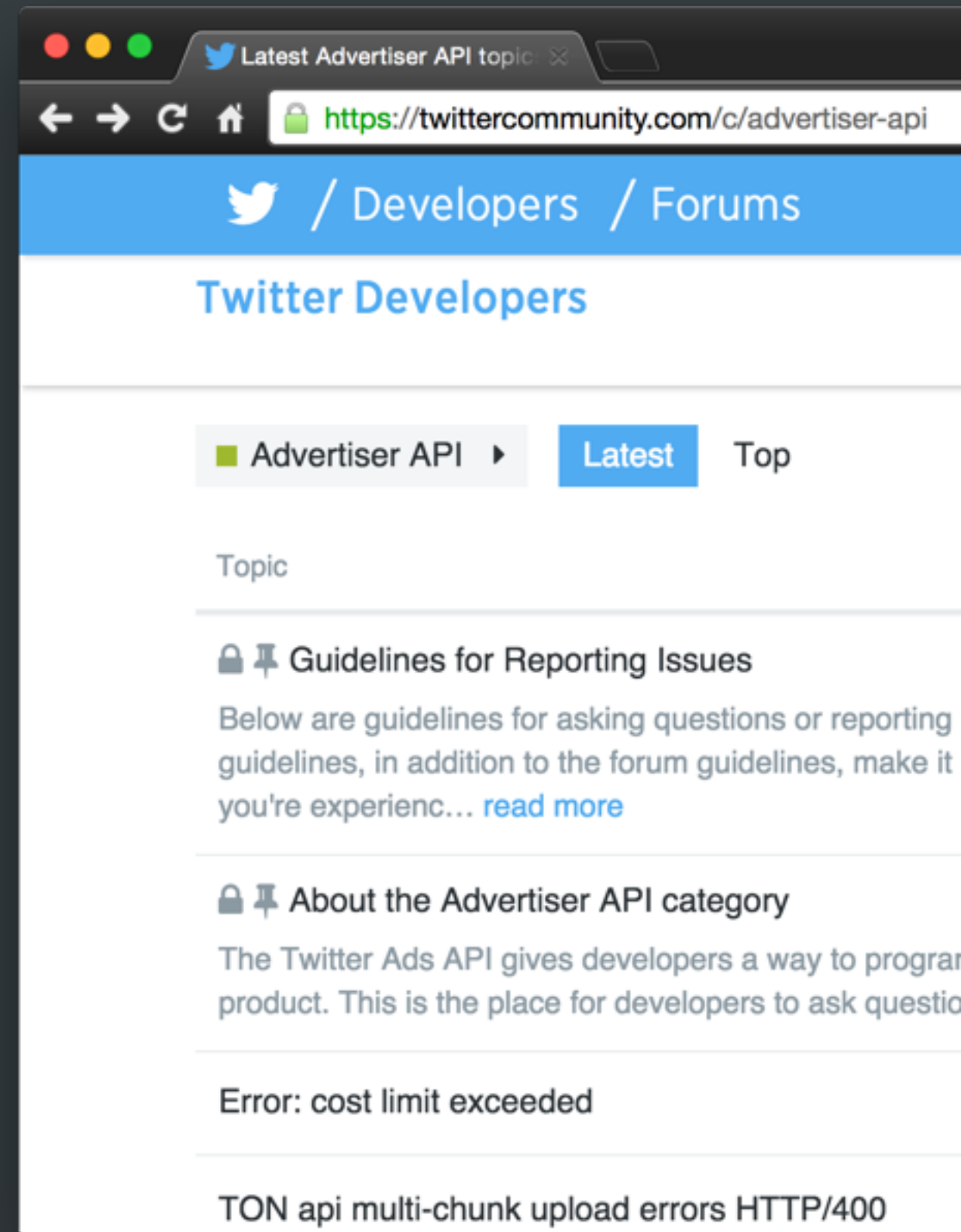
Internal advocacy and product feedback.



Help?

Join the conversation in the
Twitter Community forums

Follow [@AdsAPI](https://twitter.com/AdsAPI) for platform updates



GETTING STARTED

SETUP

RUBY VERSION

```
$ ruby -v  
ruby 2.0.0p643 (2015-02-25 revision 49749) [x86_64-darwin14.1.0]
```

INSTALLING TOOLS & DEPENDENCIES

```
$ gem install pry jsonpretty twurl
```

Note: Depending on how your Ruby installation is setup, you may need to run the above “gem install” commands with “sudo”.



AUTHORIZATION

```
$ twurl authorize --consumer-key key --consumer-secret secret
```



AUTHORIZATION

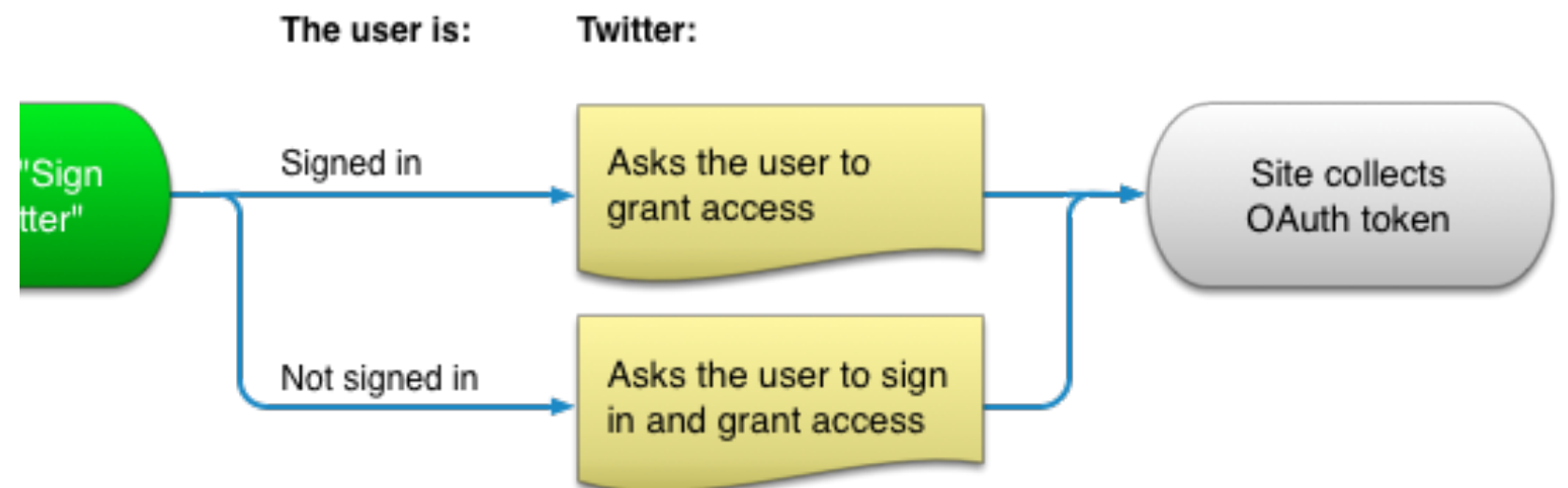


OAUTH 1.0A

The Ads API uses OAuth 1.0a for authorization and implements the 3-legged OAuth flow.



AUTHORIZATION

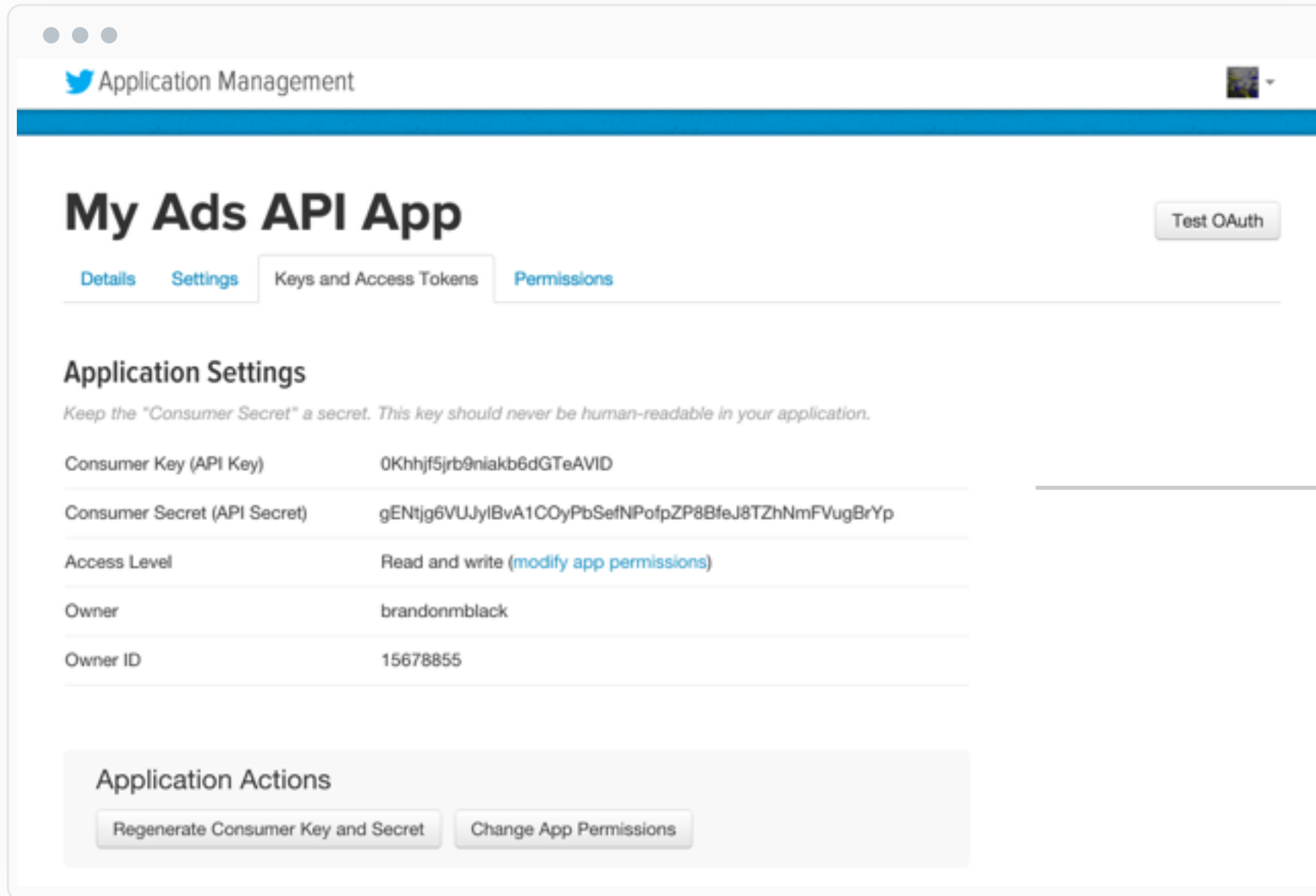


More info at: <https://dev.twitter.com/oauth>



AUTHORIZATION

API key and secret are available under the “Keys and Access Tokens” tab.



The screenshot shows the Twitter Application Management interface for an application named "My Ads API App". The interface has a blue header with the Twitter logo and the text "Application Management". Below the header, there are four tabs: "Details", "Settings", "Keys and Access Tokens" (which is selected), and "Permissions". A "Test OAuth" button is located in the top right corner. The "Keys and Access Tokens" tab displays the "Application Settings" section, which includes a warning: "Keep the 'Consumer Secret' a secret. This key should never be human-readable in your application." Below this warning is a table with the following information:

Consumer Key (API Key)	0Khhjf5jrb9niakb6dGTaAVID
Consumer Secret (API Secret)	gENTjg6VUJyIBvA1COyPbSeIbNPofpZP8BfeJ8TZhNmFVugBrYp
Access Level	Read and write (modify app permissions)
Owner	brandonmblack
Owner ID	15678855

At the bottom of the "Keys and Access Tokens" tab, there is a section titled "Application Actions" with two buttons: "Regenerate Consumer Key and Secret" and "Change App Permissions".

CONSUMER KEY & SECRET

Your consumer key is a publicly visible identifier for your app.

You should never share your consumer secret.



SETUP

AUTHORIZATION

```
$ twurl authorize --consumer-key key --consumer-secret secret
```

VALIDATE SETUP

```
$ cat ~/.twurlrc
```

TRY IT OUT

```
$ twurl -H ads-api-sandbox.twitter.com "/0/accounts" | jsonpretty
```



DEVELOPER RATE LIMITS

READS

25
REQUESTS

PER MINS / ENDPOINT

WRITES

100
REQUESTS

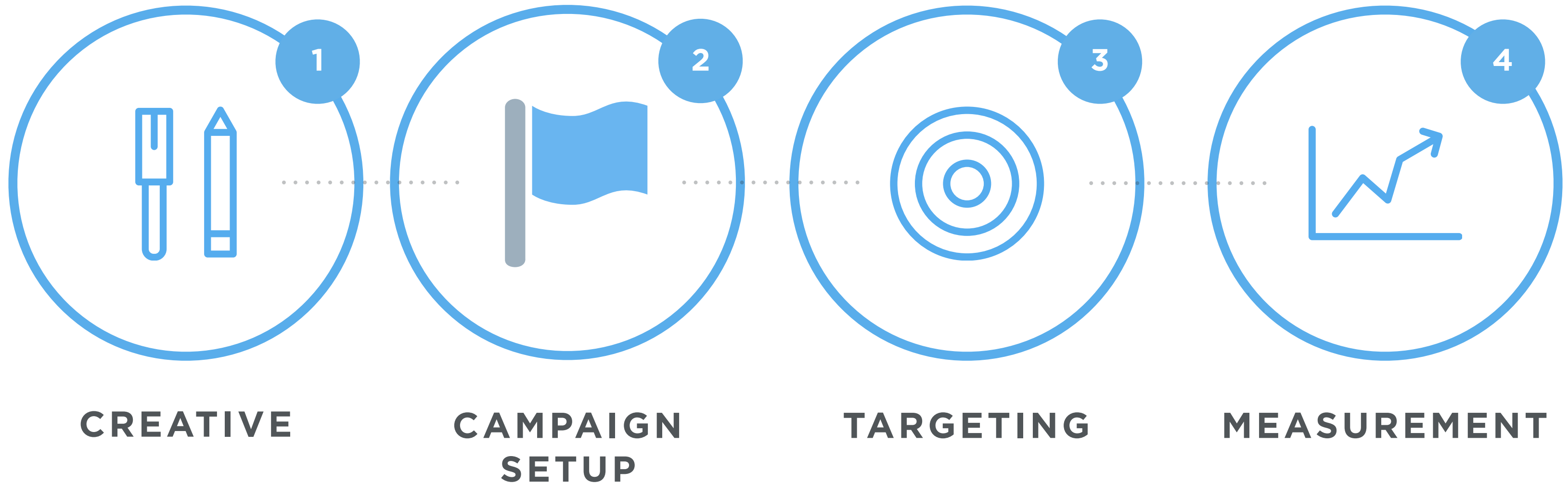
PER MIN / CATEGORY

More info at: <https://dev.twitter.com/ads/basics/rate-limiting>



WORKSHOP

WHAT WE'LL LEARN TODAY



SETUP

INSTALLING THE RUBY SDK

```
$ gem install twitter-ads
```

Note: Depending on how your Ruby installation is setup, you may need to run the above “gem install” commands with “sudo”.

START AN INTERACTIVE SESSION

```
$ twitter-ads  
twitter-ads v0.2.5 >>
```



CLIENT

```
# enable sandbox mode  
CLIENT.options[:sandbox] = true
```

```
# load up the account instance  
account = CLIENT.accounts.first
```

```
# enable request tracing (optional, good for troubleshooting)  
CLIENT.options[:trace] = true
```



CAMPAIGN

```
# create your campaign
campaign = TwitterAds::Campaign.new(account)
campaign.funding_instrument_id = account.funding_instruments.first.id
campaign.daily_budget_amount_local_micro = 1_000_000
campaign.name = 'my first campaign'
campaign.paused = true
campaign.start_time = Time.now.utc
campaign.save
```



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```



LINE ITEM

```
# create a line item for the campaign
line_item = TwitterAds::LineItem.new(account)
line_item.campaign_id      = campaign.id
line_item.name              = 'my first ad'
line_item.product_type     = TwitterAds::Product::PROMOTED_TWEETS
line_item.placements       = [TwitterAds::Placement::ALL_ON_TWITTER]
line_item.objective         = TwitterAds::Objective::TWEET_ENGAGEMENTS
line_item.bid_amount_local_micro = 10_000
line_item.paused           = true
line_item.save
```



LINE ITEM

```
# create a line item for the campaign
line_item = TwitterAds::LineItem.new(account)
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line_item.product_type     = TwitterAds::Product::PROMOTED_TWEETS
line_item.placements       = [TwitterAds::Placement::ALL_ON_TWITTER]
line_item.objective        = TwitterAds::Objective::TWEET_ENGAGEMENTS
line_item.bid_amount_local_micro = 10_000
line_item.paused           = true
line_item.save
```



LINE ITEM

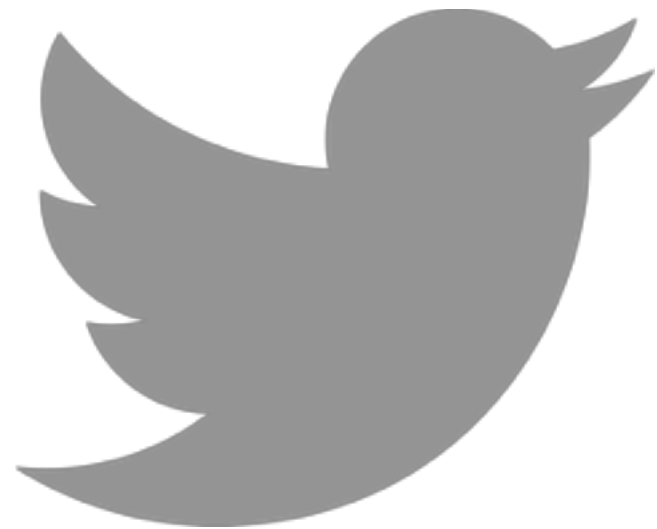
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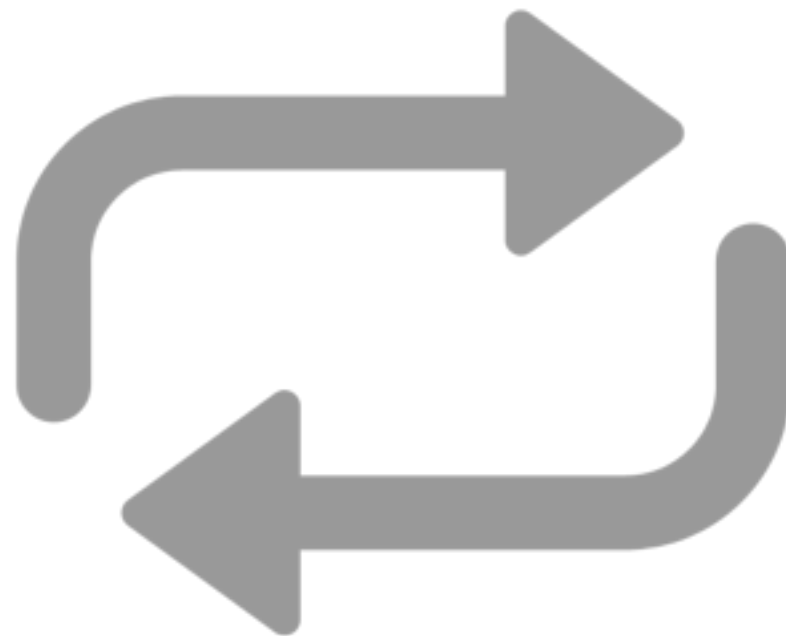
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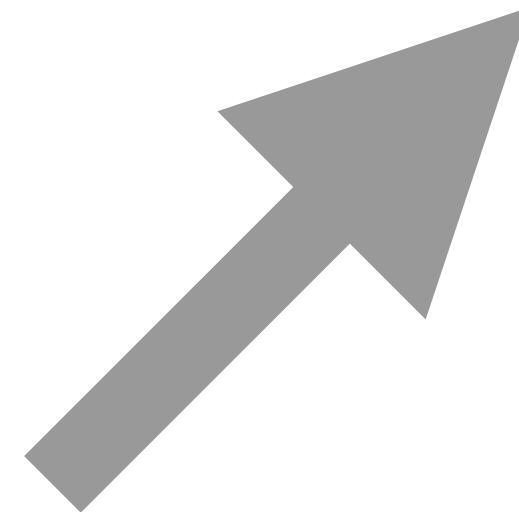




TWEET



RETWEET



PROMOTED TWEET



PROMOTED TWEET

```
# create request for a simple null-casted tweet
resource = "/0/accounts/#{account.id}/tweet"
tweet_params = { status: 'Hello @AdsAPI!' }
request = TwitterAds::Request.new(CLIENT, :post, resource, params: tweet_params)
tweet = request.perform
```



<http://bit.ly/ads-api-promoted-tweet>

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tweet = request.perform
```

```
# promote the tweet using our line item
promoted_tweet = TwitterAds::Creative::PromotedTweet.new(account)
promoted_tweet.line_item_id = line_item.id
promoted_tweet.tweet_id     = tweet.body[:data][:id]
promoted_tweet.save
```



<http://bit.ly/ads-api-promoted-tweet>

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promoted_tweet = TwitterAds::Creative::PromotedTweet.new(account)
promoted_tweet.line_item_id = line_item.id
promoted_tweet.tweet_id = tweet.body[:data][:id]
promoted_tweet.save
```



PROMOTED TWEET (CARD)

```
# create a simple app download card
app_card = TwitterAds::Creative::AppDownloadCard.new(account)
app_card.name = 'my first card'
app_card.app_country_code = 'US'
app_card.iphone_app_id = 333903271
app_card.app_cta = 'INSTALL_OPEN'
app_card.save

# create request for a null-casted tweet with an app download card
resource = "/0/accounts/#{account.id}/tweet"
tweet_params = { status: "Hello @AdsAPI #{app_card.preview_url}" }
request = TwitterAds::Request.new(CLIENT, :post, resource, params: tweet_params)
tweet2 = request.perform
```



PROMOTED TWEET (CARD)

```
# create a simple app download card
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app_card.name = 'my first card'
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tweet2 = request.perform
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PROMOTED TWEET (CARD)

```
# promote tweet with app download card
promoted_tweet2 = TwitterAds::Creative::PromotedTweet.new(account)
promoted_tweet2.line_item_id = line_item.id
promoted_tweet2.tweet_id     = tweet2.body[:data][:id]
promoted_tweet2.save
```



PROMOTED TWEET (CARD)

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promoted_tweet2.line_item_id = line_item.id
promoted_tweet2.tweet_id     = tweet2.body[:data][:id]
promoted_tweet2.save
```



<http://bit.ly/ads-api-promoted-card>

TARGETING

```
# fetching targeting criteria values
resource = '/0/targeting_criteria/locations'
params   = { location_type: 'COUNTRY', q: 'u' }
request  = TwitterAds::Request.new(CLIENT, :get, resource, params: params)
cursor   = TwitterAds::Cursor.new(nil, request)
```



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cursor   = TwitterAds::Cursor.new(nil, request)
```

```
# add targeting criteria
targeting_criteria = TwitterAds::TargetingCriteria.new(account)
targeting_criteria.line_item_id = line_item.id
targeting_criteria.targeting_type = 'LOCATION'
targeting_criteria.targeting_value = '00a8b25e420adc94'
targeting_criteria.save
```



TARGETING

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resource = '/0/targeting_criteria/locations'
params   = { location_type: 'COUNTRY', q: 'u' }
request  = TwitterAds::Request.new(CLIENT, :get, resource, params: params)
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targeting_criteria.targeting_type = 'LOCATION'
targeting_criteria.targeting_value = '00a8b25e420adc94'
targeting_criteria.save
```



ANALYTICS

```
# limit request count and grab the first 10 line items from TwitterAds::Cursor
line_items = account.line_items(nil, count: 10)[0..9]

# the list of metrics we want to fetch
metrics = [:billed_engagements, :billed_follows]

# fetching stats on the instance
line_items.first.stats(metrics)

# fetching stats for multiple line items
ids = line_items.map { |line_item| line_item.id }
TwitterAds::LineItem.stats(account, ids, metrics)
```



Q&A



#THANKYOU

