



# **Apple Search Ads Campaign Management API 2.0**

## **Apple Ad Platforms**

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## Apple Search Ads Campaign Management API

The Apple Search Ads Campaign Management API 2.0 allows advertisers and agencies to more efficiently manage their larger Search Ads accounts and provide additional functionality beyond the Apple [Search Ads UI](#). With the API, advertisers and agencies can create and manage a large number of [campaigns](#) programmatically, manage [ad groups](#), [creative sets](#), [targeting keywords](#), [negative keywords](#), and run [reports](#) for customer insights and trends.

### Release Notes

Version	Release Date	Release Details
2.10	May, 2020	<ul style="list-style-type: none"><li>Added two required fields to the <a href="#">Campaign object</a> used in <a href="#">Create a Campaign</a> and metadata returned in <a href="#">Get Campaign Level Reports</a>.</li><li>Added <a href="#">bid insights</a> detail to <a href="#">Get Keyword Level Reports</a> and <a href="#">Row object</a>.</li><li>Added support for Russian currency.</li></ul>
2.0.9	November, 2019	Added Creative Sets functionality.
2.0	March, 2019	Broadened international support by allowing advertisers to include multiple countries or regions within a single campaign.
1.0	September, 2016	As of October, 2019, the Apple Search Ads Campaign Management API 1.0 is deprecated. A 301 RESOURCE_MOVED_PERMANENTLY error will result if you use a 1.0 endpoint. API usage requires version 2.x and above.

### API 2.0 Updates

- [Negative keywords](#) and [Ad Groups](#) are decoupled from campaign object.
  - Limit is increased to 5000 [negative keywords](#) per [campaign](#) and per [ad group](#).
- [Negative keywords](#) and [targeting keywords](#) are decoupled from [Ad Group](#).
  - Limit is increased to 5000 targeting keywords per [Ad Group](#)
- The minimum age for [2.0 Ad Group](#) targeting is 18.
- All PUT [campaign](#) requests will require a campaign signature.

```
{
  "campaign": {
    "name": "campaign 1",
    "countriesOrRegions": [
      "US",
      "FR",
      "DE"
    ]
  }
}
```

- See [Summary of 2.0 Endpoints](#).

## Storefronts/Countries or Regions

Storefront terminology has changed. App Store territories in the 2.0 API are now reflected as follows.

API component	1.0 Field	2.0 Field Name
<a href="#">campaign fields</a>	storefront	countriesOrRegions
Reporting <a href="#">campaign metadata</a>	storefront	countriesOrRegions
Reporting <a href="#">groupBy dimension</a>	storefront	countryOrRegion

## Geotargeting

A subset of international support is [available for geotargeting](#).

- Geotargeting is not supported for multi-country/multi-region campaign.
- Geotargeting is not supported for South Korea.

## Operators

Apple Search Ads API 2.0 introduces new operators for use with multi-country and multi-region campaigns.

URI	Field	Operators
/campaigns/find	countriesOrRegions	CONTAINS_ANY CONTAINS_ALL EQUALS (takes a list of countries or regions to compare)
/reports/campaigns	countriesOrRegions (new metadata field)	CONTAINS_ANY EQUALS
/reports	countryOrRegion (new dimension)	EQUALS IN

## Operator Descriptions

Operator	Description
EQUALS	The countriesOrRegions attribute contains exact values
CONTAINS_ANY	<ul style="list-style-type: none"><li>• The countriesOrRegions attribute contains any of the values in the specified list</li><li>• The countriesOrRegions attribute must be a collection type.</li></ul>
CONTAINS_ALL	<ul style="list-style-type: none"><li>• The countriesOrRegions attribute has all of the values in the specified list.</li><li>• The countriesOrRegions attribute must be a collection type.</li></ul>



## Authenticating with the Apple Search Ads API

Generate an API certificate to make requests to the Apple Search Ads API.

To make requests to the Apple Search Ads API, you need to authenticate using an API certificate that is obtained from an Admin account through the [Apple Search Ads UI](#).

1. Click on the upper right-hand carrot and select Settings.
2. Click on API tab, then select Create API Certificate.
3. Select certificate permissions based on roles. For more information, refer to the roleNames field in the [UserAcl object](#).
4. Click Create.
5. To download the API certificate, select Action, then Download.

Certificates expire after 24 months, at which time you can download a new PEM and key.

The certificate you downloaded will enable you to establish two-way SSL authentication. You can use the PEM and key independently, or you have the option to convert the PEM file and private key into a PKCS#12 (.p12) file.

There are several methods to convert the received PEM file and private key file into a PKCS#12 (.p12) file. The following OpenSSL command is one method for which an example is provided below.

```
openssl pkcs12 -export -in <PEM_file>.pem -inkey <PRIVATE_KEY>.key  
-out <FILENAME>.p12
```

You can test your access to the Apple Search Ads Campaign Management API by using an example request. The following example command statement authenticates using the .p12 file and specified password and fetches campaigns within your orgId. In all API calls, the orgId must be included in the header. You can obtain your orgId via your account details through the [Apple Search Ads UI](#) or by calling Get User ACL, which returns roles and orgs your API certificate has access to.

```
curl -X GET \
https://api.searchads.apple.com/api/v2/campaigns \
-H 'Authorization: orgId=<OrgID>' \
-H 'Content-Type: application/json' \
--cert-type p12 \
--cert <FILENAME>.p12 \
--pass <PASSWORD>
```

The example uses cURL. However, any other mechanism to establish SSL authentication should work similarly. All successful calls will trigger a HTTP 200 OK response. Unsuccessful calls will trigger error messages.

## Account Management

The account structure used to manage campaigns allows for limiting user access. In the Apple [Search Ads UI](#), orgId is referred to as a campaign group. If you need to manage Search Ads for multiple clients, or if you need to restrict user access to a subset of your campaigns, you can create additional campaign groups within your account and manage each set of campaigns in a different campaign group. Otherwise, you can create and manage all your campaigns under your default orgId/campaign group.

### Org ID

API calls are used to manage campaigns and create reports within the context of an org. An orgId is the org for which you make API calls. In all API calls, the orgId must be included in the header.

Your orgId is considered a campaign group. If you need to manage Search Ads for multiple clients, or if you need to restrict user access to a subset of your campaigns, you can create additional campaign groups within your account. You can manage each set of campaigns in a different campaign group. Otherwise, you can create and manage all your campaigns under your default orgId/campaign group.

You can obtain your orgId via your account details through the Apple [Search Ads UI](#) or by calling GET /v2/acls which returns roles and orgs the API certificate has access to. The output is in org tree format.

### User ACL

A User Access Control List (ACL) is used to obtain the roles in all organizations that the certificate is a member of. Each certificate may have access to all or a subset of orgs in the account org tree. What the certificate can do within each org is dependent on the role it is assigned. Your orgId is not required if using a User ACL.

GET https://api.searchads.apple.com/api/v2/acls

## Get User ACL Response Example

```
{
  "data": [
    {
      "currency": "USD",
      "orgId": <OrgID>,
      "orgName": "<OrgName1>",
      "paymentModel": "LOC",
      "roleNames": ["Admin"]
    },
    {
      "currency": "USD",
      "orgId": <OrgID>;,
      "orgName": "<OrgName2>",
      "paymentModel": "LOC",
      "roleNames": ["Admin"]
    }
  ],
}
```

### Role Names

Possible `roleNames` for a certificate include the following.

Value	Description
Account Read Only	View campaigns, ad groups, and keywords, pull reporting.
Read Only	View campaigns, ad groups, and keywords, pull reporting.
Campaign Manager	View and edit campaigns, ad groups, and keywords, pull reporting.
Campaign Group Manager	View and edit campaigns, ad groups, and keywords, pull reporting.
Admin	View and edit campaigns, ad groups, and keywords, pull reporting.

### Payment Model

Possible `paymentModel` values include the following.

Value	Description
LOC	Line of credit.
PAYG	Pay as you go.
<empty string>	Payment method hasn't been set.

# Apple Search Ads Campaign Management API Functionality

## Versioning

API method endpoints are versioned. The current version is 2.0, as shown in the following example.

<https://api.searchads.apple.com/api/v2/<ENDPOINT>>

Endpoints provide access to related parameters. Required fields must be included when objects are created. Optional fields may be included during creation. Updatable fields may be modified after the object has been created. Fields that are neither required nor updatable are read only and are obtained after the object has been created.

## Structure and Format

JSON data formats are used exclusively in the API. Responses from the API will include HTTP response codes, response data, and error messages. You can control the returned response using pagination parameters, partial fetch, and selectors. Properties and attributes may be added to the returned JSON objects.

## Request Format

An API method endpoint may be a single name or may include elements of a hierarchy and parameters. The following example returns all campaigns that belong to your org.

```
GET "https://api.searchads.apple.com/api/v2/campaigns"
```

Most sample cURL calls are presented here without the -H (header), -d (document), and client-side certificate related arguments. However, requests formatted using cURL commands require the following.

- -H (header)
- -d (document)
- client-side certificate related arguments

## Partial Updates

Field values can be edited using partial updates. When updating a record, you only need to specify the fields that need to be updated. For example, to update the name and budget of a specific campaign, use the following syntax.

```
PUT "https://api.searchads.apple.com/api/v2/campaigns/<campaignId>/"
{
  "clearGeoTargetingOnCountryOrRegionChange": true,
  "campaign": {
    "name": "CAMPAIGN_155",
    "countriesOrRegions": [
      "US",
      "CA"
    ]
  }
}
```

## Pagination

Parameter	Description
limit	The number of items to return per request. <ul style="list-style-type: none"><li>• Default is 20 for most objects.</li><li>• Max is 1000 for most objects.</li></ul>
offset	Offset pagination can be applied to most method calls to limit the number of records returned. Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.

In the following example, the two optional parameters are used to limit the number of campaigns returned.

```
GET "https://api.searchads.apple.com/api/v2/campaigns?
limit=<LIMIT>&offset=<OFFSET>"
```

## Example Response

```
{
  "data": [
    { },
    ...
  ],
  "pagination": {
    "totalResults": <NUMBER>,
    "startIndex": <NUMBER>,
    "itemsPerPage": <NUMBER>
  },
}
```

## Selector Objects

Selector is a generic structure used to specify data to be returned when fetching resources. Selector objects are used with /find and /report endpoints.

A selector object consists of one or more of the following elements.

Element	Description	Object Elements
conditions	A list of condition objects, which allows users to filter the list of records. This is analogous to the SQL WHERE clause.	<p>Multiple conditions are ANDed together.</p> <p>Each condition object consists of the following elements:</p> <ul style="list-style-type: none"><li>• field: the name of a field.</li><li>• operator<ul style="list-style-type: none"><li>- IN: value is in the given list.</li><li>- EQUALS: value is as specified.</li><li>- GREATER_THAN: value is greater than the given value. May be used with time parameters.</li><li>- LESS_THAN: value is less than the given value. May be used with time parameters.</li><li>- STARTSWITH: Used with the / reporting API only.</li></ul></li><li>• values: a list of matching values.</li></ul>
fields	A list of field names to return within each record. For an example, refer to the <a href="#">Partial Fetch</a> section.	
orderBy	<ul style="list-style-type: none"><li>• Optionally specify the field to use to sort the records</li><li>• Optionally specify the sort order (ASCENDING or DESCENDING)</li></ul>	
pagination	Limits the number of records returned.	

## Example Selector Call

The following is an example of a selector call. Content of the findCampaigns.json file.

```
{
  "orderBy":[{"field":"id","sortOrder":"DESCENDING"}],
  "fields":
["id","name","adamId","budgetAmount","dailyBudgetAmount","status","se
rvingStatus"],
  "conditions":[
    {
      "field":"servingStatus",
      "operator":"IN",
      "values":["NOT_RUNNING"]
    }
  ],
  "pagination":{"offset":0,"limit":10}
}
```

## Partial Fetch

When getting a list of records, users may use the optional fields parameter to limit the fields within each record that are returned. For example, you can choose to only return name, id and associated adGroup.id for each campaign.

```
GET "https://api.searchads.apple.com/api/v2/campaigns?
fields=id,name,adGroups.id,adGroups.name"
```

## Responses

All successful calls will trigger a HTTP 200 OK responses.

## Error Codes

Status Code	Response	Description
301	RESOURCE_MOVED_PERMANENTLY	Error resulting from use of an Apple Search Ads API 2.0 resource with a 1.0 URL.  <b>Note:</b> if 2.0 resources are used in 1.0 CRUD operations of <a href="#">Campaign</a> , <a href="#">Ad Group Negative Keywords</a> , or <a href="#">Targeting Keywords</a> , then the HTTP status code returned is 400 instead of 301, and the response contains the error code RESOURCE_MOVED_PERMANENTLY. See also <a href="#">Backward Compatibility</a> .
400	Bad Request	Invalid query or missing required parameters.
401	Unauthorized	An unauthenticated call failed to get the requested response.
403	Forbidden	Error related to authorization.
404	Not Found	Resource was not found.
405	Method not found	Method is unsupported or input incorrectly.
500	Internal Server Error	Search Ads server is temporarily down or not reachable. The request is probably valid but needs to be retried at a later point.
503	Service Unavailable	Server is unavailable.
504	Gateway Timeout	Server cannot get a response.

Additional details are provided in the response body.

```
{
  "errors": [
    {
      "messageCode": "<CODE>",
      "message": "<MESSAGE>",
      "field": "<FIELD>"
    },
    ...
  ]
}
```

Value	Description
messageCode	A system-assigned error code.
message	A non-localized (U.S. English only) user-friendly string that describes the error.
field	Provides detailed information.



## Campaign Management

Use campaigns to promote your apps in the App Store. App Store territories are assigned with the `countriesOrRegions` parameter (formerly `storefronts`). If you plan to advertise in multiple markets, then group similar countries and regions into a single campaign.

### Campaign Endpoints

#### Create Campaigns

Method	Endpoint	Description
POST	/campaigns	Creates a campaign entity. Does not include: <ul style="list-style-type: none"><li>• campaign level negative keywords, ad group.</li><li>• ad group level negative keywords, targeted keywords.</li></ul>

#### Sample Payload : POST /campaigns

```
{
  "orgId": 00000000,
  "adChannelType": "SEARCH",
  "supplySources": ["APPSTORE_SEARCH_RESULTS"],
  "name": "name",
  "budgetAmount": {
    "amount": "2000",
    "currency": "USD"
  },
  "dailyBudgetAmount": {
    "amount": "300",
    "currency": "USD"
  },
  "adamId": 00000000,
  "countriesOrRegions": ["US", "AU"]
}
```

## Find Campaigns

Method	Endpoint	Description
POST	/campaigns/find	Finds campaigns.

### Sample Payload: POST /campaigns/find

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "countriesOrRegions",
      "operator": "CONTAINS_ALL",
      "values": [
        "US", "CA"
      ]
    }
  ]
}
```

Also refer to [usage of operators](#) with /campaigns/find using countriesOrRegions.

## Get Campaigns

Method	Endpoint	Description
GET	/campaigns	Returns all campaigns for an org.
GET	/campaigns/{campaignId}	Returns a campaign according to campaignId.

## Update Campaigns

Method	Endpoint	Description
PUT	/campaigns/{campaignId}	Allows edits to a campaign according to campaignId.
<b>Sample Payload: PUT /campaigns/{campaignId}</b>		
<pre>{   "campaign": {     "countriesOrRegions": [       "US",       "CA",       "GB",       "AU"     ]   } }</pre>		

## Delete Campaigns

Method	Endpoint	Description
DELETE	/campaigns/{campaignId}	Deletes a campaign.

## Campaign Objects

### Campaign Object

Field Name	Type	Properties	Selectors	Description
adChannelType	String	Required	EQUALS	The channel type of ads used in a campaign.
adamId	Number	<ul style="list-style-type: none"> <li>Required</li> <li>Not updatable</li> </ul>	EQUALS, IN	adamId of the promoted app.
budgetAmount	Money object	<ul style="list-style-type: none"> <li>Required</li> <li>Updatable</li> </ul>	EQUALS LESS_THAN GREATER_THAN	The total budget amount available to the campaign.
budgetOrders	List of Number	<ul style="list-style-type: none"> <li>Optional. Must specify either locInvoiceDetails or budgetOrders.</li> <li>Updatable</li> </ul>		Only for campaigns including LOC Invoice Details.
countriesOrRegions	ISO ALPHA-2 country code string list	Updatable	EQUALS, CONTAINS_ANY, CONTAINS_ALL	The app store territory in which you want to promote your app. The default is US.
countryOrRegionServingStateReasons	Map	Read Only		When a campaign is not running, a list of reasons will be returned as strings.
dailyBudgetAmount	Money object	<ul style="list-style-type: none"> <li>Optional</li> <li>Updatable</li> </ul>	EQUALS LESS_THAN GREATER_THAN	When the daily cap is reached, your ads will stop appearing for that day and will restart on the next day, if there is still budget remaining for your campaign.

deleted	Boolean	Read Only	EQUALS, IN	Indicates whether the campaign has been soft deleted or not.
endTime	UTC-timestamp	Read Only	EQUALS LESS_THAN GREATER_THAN	The designated campaign endTime (the ad group with the last endTime associated with your campaign).
id	Number	Read Only	EQUALS, IN	A globally unique identifier.
locInvoiceDetails		<ul style="list-style-type: none"> <li>• Optional</li> <li>• Updatable</li> </ul>		The standard invoice details that can be set and edited using the <a href="#">LOCInvoiceDetails</a> object.
modificationTime	UTC-timestamp	Read Only	EQUALS LESS_THAN GREATER_THAN	When the object was last modified.
name	String	<ul style="list-style-type: none"> <li>• Required</li> <li>• Updatable</li> </ul>	EQUALS, IN, STARTSWITH	Has to be unique within the org.
orgId	Number	Read Only		Set according to authorization. The orgId is the Id associated with your account in the Apple <a href="#">Search Ads UI</a> .
paymentModel	Enum	Read Only	EQUALS, IN	<p>Inherited from the org. May be null if the payment method is not set up.</p> <p>Values: LOC, PAYG</p>

sapinLawResponse	Enum string	Read Only		<p>Identifies the account as agency or non-agency. This parameter is only settable in the Apple <a href="#">Search Ads UI</a>.</p> <p>Possible values: NOT_ANSWERED FRENCH_BUSINESS NOT_FRENCH_BUSINESS</p>
servingStateReasons	List of Strings	Read Only		When a campaign is not running, a list of reasons will be returned as strings.
servingStatus	Enum string	Read Only	EQUALS, IN	<p>Whether the campaign/ad group is actually serving or not.</p> <p>Values are: RUNNING NOT_RUNNING</p>
status	Enum string	<ul style="list-style-type: none"> <li>Optional</li> <li>Updatable</li> </ul>	EQUALS, IN	<p>The condition of an operation.</p> <p>Values are: ENABLED (default) PAUSED</p>
startTime	UTC-timestamp	Read Only	EQUALS LESS_THAN GREATER_THAN	The designated campaign startTime (the adgroup with the soonest startTime associated with your campaign).

supplySources	string	Required	CONTAINS_ANY CONTAINS_ALL	The supply source of ads used in a campaign.  Value: APPSTORE_SEARCH_RESULTS
---------------	--------	----------	------------------------------	---

### Removed Campaign Fields

Field Name	Type	Properties	Description
displayStatus	Enum (String)	Read Only	Values are:  RUNNING ON_HOLD PAUSED DELETED
referenceLabel	String	Read Only	Null

## CampaignUpdate

The list of campaign fields that can be updated.

Field Name	Type	Properties	Description
budgetAmount	<a href="#">Money object</a>	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	The total budget amount available to the campaign.
budgetOrders	int64	<ul style="list-style-type: none"><li>• Optional. Must specify either <code>locInvoiceDetails</code> or <code>budgetOrders</code>.</li><li>• Updatable</li></ul>	Only for campaigns including LOC Invoice Details.
countriesOrRegions	ISO ALPHA-2 country code string list	Updatable	The app store territory in which you want to promote your app. The default is US.
dailyBudgetAmount	<a href="#">Money object</a>	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	When the daily cap is reached, your ads will stop appearing for that day and will restart on the next day, if there is still budget remaining for your campaign.
locInvoiceDetails	<a href="#">locInvoiceDetails object</a>	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	The standard invoice details that can be set and edited using the <a href="#">LOCInvoiceDetails</a> object.
name	string	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	Has to be unique within the org.
status	enum string	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	The condition of an operation.  Values are: ENABLED (default) PAUSED



## UpdateCampaignRequest

The payload properties to clear geo targeting from a campaign.

Field Name	Type	Properties	Description
campaign	string	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	The campaign update properties to be updated.
clearGeoTargetingOnCountryOrRegionChange	boolean	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	<p>The parameter to clear geo targeting from all ad groups of the campaign if countriesOrRegions is also being modified in the request. If you modify countriesOrRegions in a campaign, set the value of clearGeoTargetingOnCountryOrRegionChange to true.</p> <pre>{    "clearGeoTargetingOnCountryOrRegionChange": true,     "campaign": {      "countriesOrRegions": [       "US",       "FR",       "DE"     ]   } }</pre>

## LOC Invoice Details Object

LOC Invoice Details applies only to advertisers who are approved to pay by monthly invoicing. LOC Invoice Details contains billing information to be included on invoices. Campaigns that are not associated with budget orders and have the same client names and order numbers are invoiced together.

Either LOC Invoice Details or a Budget Order may be used, but not both.

```
{
  "billingContactEmail": string,
  "clientName" : string,
  "orderNumber" : string,
  "buyerName" : string,
  "buyerEmail" : string
}
```

Field Name	Type	Properties	Description
billingContactEmail	string	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	A valid email address.
buyerEmail	string	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	A valid email address.
buyerName	string	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	The appropriate name.
clientName	string	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	Required for agency-type accounts. Typically denotes the advertiser or product.
orderNumber	string	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	Required for agency-type accounts. Typically denotes a PO number.

## Removed LOC Invoice Fields

Field Name	Type	Properties	Description
billingContactName	string	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>	A valid contact name.

## Budget Orders

Budget Order is an optional feature for advertisers who are approved to pay by monthly invoicing. Budget Order allows these advertisers to set the maximum amount they would like to spend across associated campaigns over a specific period of time. All campaigns that are associated with the same budget order appear on the same invoice.

### Get Budget Orders

Method	Endpoint	Description
GET	/v2/budgetorders	Retrieves a list of budget orders that have been assigned to the specified orgId and have completed or been cancelled.  Accepts <a href="#">pagination</a> params.

Method	Endpoint	Description
GET	/v2/budgetorders/{BUDGET_ORDER_ID}	<ul style="list-style-type: none"><li>Retrieves a specific budget order if it has been assigned to the specified org and also returns orders that have been completed or cancelled.</li><li>Returns a spendToDate value</li></ul>

### Budget Order Response Example

```
{  "data": [
    {
      "bo": {
        "id": <id>,
        "name": "<name>",
        "startDate": "2019-01-09T00:00:00.000",
        "endDate": "2019-01-09T23:59:59.999",
        "budget": {
          "amount": "1",
          "currency": "USD"
        },
        "orderNumber": "<orderNumber>",
        "clientName": "<clientName>",
        "primaryBuyerName": "<primaryBuyerName>",
        "primaryBuyerEmail": "<primaryBuyerEmail>",
        "billingEmail": "<billingEmail>",
        "status": "COMPLETED",
        "parentOrgId": <parentOrgId>
      }
    }
  ],
  "pagination": {
    "totalResults": 1,
    "startIndex": 0,
    "itemsPerPage": 1
  },
  "error": null
}
```

## Budget Order Object

The response to requests for budget order details.

Field Name	Type	Selectors	Description
billingEmail	string		The billing email.
budget	Money object		Once set, can only be increased.
clientName	string	EQUALS IN STARTSWITH CONTAINS ENDSWITH	Required for agency-type accounts. Typically denotes the advertiser or product.
endDate	date string		The ending date for the budget, in the format MM-DD-YYYY.
id	int64	EQUALS IN	Search Ads-assigned, globally unique identifier.
name	string	EQUALS IN STARTSWITH CONTAINS ENDSWITH	Has to be unique within the org.
numCampaigns			This field is only returned when a budget order ID is supplied.
orderNumber	string	EQUALS IN STARTSWITH CONTAINS ENDSWITH	Required for agency-type accounts. Typically denotes a PO number.
parentOrgId	int64		The org which owns the Budget Order.
primaryBuyerEmail	string		A valid email address.
primaryBuyerName	string		The primary buyer's name.
spendPerDate			This field is only returned when a budget order ID is supplied.

startDate	date string		The starting date for the budget, in the format MM-DD-YYYY.
status	enum string	EQUALS IN	<p>The status field is an enum with the following values:</p> <p>INACTIVE: the budget order has not started.</p> <p>ACTIVE: budget order has started.</p> <p>COMPLETED: budget order has reached its end date.</p> <p>EXHAUSTED: budget order has exhausted its budget, but has not reached its end date.</p> <p>CANCELLED: budget order has been cancelled.</p> <p>Only INACTIVE, ACTIVE, or EXHAUSTED budget orders will be returned.</p>

## BudgetOrderResponse Object

The response to requests for budget order details when a Budget Order ID is supplied.

Field Name	Type	Properties	Description
bo	<a href="#">BudgetOrder object</a>	Read Only	The details of the budget order.
orgIdNameMap	Object Map (Number, String)	Read Only	Map of Campaign Group Id and Name where the Budget Order is being used.
spent	<a href="#">Money object</a>	Read Only	Amount of budget spent to date.  This field is only returned when a budget order ID is supplied.
entireAccount	boolean		Specifies whether the budget order was assigned to all orgs within the org tree.
campaignCount	<a href="#">Money object</a>	Read Only	Number of campaigns the budget order is assigned to. Includes archived campaigns.  <b>Note:</b> This field is only returned when a budget order ID is supplied.

## Money Object

The response to requests for budget amounts in campaigns.

Field Name	Type	Properties	Description
amount	string	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	The monetary value in the specified currency.
currency	string	Required	The currency string should match that of the org currency. Allowed values: AUD, CAD, EUR, GBP, JPY, MXN, NZD, RUB, USD.

## Ad Group Management

Ads Groups can be established per app and associated campaigns you are promoting. Each Ad Group should focus on a common theme or strategy related to your app in anticipation of how users might search for it. You can create lists of targeting keywords and negative keywords, apply targeting dimensions, and utilize Creative Sets for each Ad Group.

Geo targeting is not supported with multiple storefront campaigns.

### Ad Group Endpoints

#### Create Ad Groups

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups	Creates an ad group. Does not include targeted keywords or negative keywords.

#### Sample Payload: POST /campaigns/{campaignId}/adgroups

```
{
  "id": 0,
  "campaignId": 000000,
  "name": "Adgroup_5",
  "cpaGoal": {
    "amount": "100",
    "currency": "USD"
  },
  "startTime": "2019-03-22T10:33:31.650",
  "endTime": "2019-03-31T10:33:31.650",
  "automatedKeywordsOptIn": false,
  "defaultCpcBid": {
    "amount": "100",
    "currency": "USD"
  },
  "targetingDimensions": {
    "age": {
      "included": [{
        "minAge": 20,
        "maxAge": 25
      }]
    },
    "gender": {
      "included": ["M"]
    },
    "deviceClass": {
      "included": ["IPAD", "IPHONE"]
    },
    "daypart": {
      "userTime": {
        "included": [1, 3, 22, 24]
      }
    }
  },
  "orgId": 0000000,
  "deleted": false
}
```

## Find Ad Groups

Fetches ad groups within a campaign. To find ad groups, use the associated campaignId in the URI path. Use the adgroupId field with a [Selector Condition](#) to narrow results to specific ad groups. If no selector conditions are specified, all ad groups of the campaign are returned.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups/find	Find Ad Groups within specified campaign using a selector.

## Get Ad Groups

Fetches a specific ad group by using a campaign and ad group identifier. To return a specific ad group, use the associated campaignId and adgroupId in the URI path. You can also Use [Partial Fetch](#).

Method	Endpoint	Description
GET	GET /campaigns/{campaignId}/adgroups	Returns all ad groups for a specified campaign. Optional pagination specifies how many records to return per page (the default is 20).
GET	/campaigns/{campaignId}/adgroups/{adgroupId}	Returns Ad Groups. Does not include Keywords.

## Update Ad Groups

Updates an ad group by using an ad group identifier. To update ad groups, use the associated campaignId and adgroupId in the URI path. Use [Partial Updates](#) as needed. With an ad group update, if you are updating targeting dimensions then all [TargetingDimensions](#) must be specified. You can set values to null where applicable.

Method	Endpoint	Description
PUT	/campaigns/{campaignId}/adgroups/{adgroupId}	Allows edits to ad groups according to campaignId.  For PUT, on ad group update, if updating targetingDimensions then all dimensions must be specified.



## Delete Ad Groups

Deletes an ad group by using a campaign and ad group identifier. To delete an ad group, include the associated campaignId and adgroupId in the URI path. This is a soft deletion.

Method	Endpoint	Description
DELETE	/campaigns/{campaignId}/adgroups/{adgroupId}	Deletes ad groups for a specified campaign.

## Ad Group Objects

The response to ad group requests.

### AdGroup Object

Field Name	Type	Properties	Description
automatedKeywordsOptIn	boolean	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>	Indicates whether Search Match has been enabled for this adgroup or not.
campaignId	int64	Required	Set by the services based on context. <ul style="list-style-type: none"><li>On createCampaign, the ID is set after the campaign is created.</li><li>On createAdGroup, the ID is set based on the campaignID in the URI.</li></ul>
cpaGoal	Money object	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>	Optionally define your Cost Per Acquisition goal.
defaultCpcBid	Money object	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	You must define your default Cost Per Click bid when creating a campaign.
deleted	boolean	Read Only	Indicates whether the adgroup has been soft-deleted or not.
endTime	UTC-timestamp	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	The time the designated Ad Group ends.
id	int64	Read Only	An assigned, globally unique identifier.
modificationTime	UTC-timestamp	Read Only	When the object was last modified.
name	string	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	Has to be unique within the org.
orgId	int64	Read Only	Set according to authorization. The orgId is the Id associated with your account in the <a href="#">Apple Search Ads UI</a> .

servingStateReasons	list of strings	Read Only	When an Ad Group is not running, a list of reasons will be returned as strings.
servingStatus	enum	Read Only	Whether the campaign/adgroup is actually serving or not.  Values are: RUNNING NOT_RUNNING
startTime	UTC-timestamp	<ul style="list-style-type: none"> <li>• Required</li> <li>• Updatable</li> </ul>	The time the designated ad group starts.
status	enum	<ul style="list-style-type: none"> <li>• Optional</li> <li>• Updatable</li> </ul>	Values are: ENABLED (default) PAUSED
targetingDimensions	<a href="#">TargetingDimensions</a> object	<ul style="list-style-type: none"> <li>• Optional</li> <li>• Updatable</li> </ul>	If not set, defaults to currently supported devices of the promoted app.  See <a href="#">Targeting Dimensions</a> for additional details.

## Removed Ad Group Fields

Field Name	Type	Properties	Description
displayStatus	enum string	Read Only	Values are:  RUNNING ON_HOLD PAUSED DELETED

## AdGroupUpdate Object

The response to ad group update requests.

Field Name	Type	Properties	Description
automatedKeywordsOptIn	boolean	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>	Indicates whether Search Match has been enabled for this adgroup or not.
cpaGoal	<a href="#">Money object</a>	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>	Optionally define your Cost Per Acquisition goal.
defaultCpcBid	<a href="#">Money object</a>	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	You must define your default Cost Per Click bid when creating a campaign.
endTime	UTC-timestamp	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	The time the designated Ad Group ends.
name	string	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	Has to be unique within the org.
startTime	UTC-timestamp	<ul style="list-style-type: none"><li>Required</li><li>Updatable</li></ul>	The time the designated ad group starts.
status	enum	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>	Values are: ENABLED (default) PAUSED
targetingDimensions	<a href="#">TargetingDimensions object</a>	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>	If not set, defaults to currently supported devices of the promoted app.  See <a href="#">Targeting Dimensions</a> for additional details.

## Targeting Dimensions

Targeting dimensions are optional criteria to narrow the viewing audience of your ad.

To [Update an Ad Group](#) with targeting dimensions, include all targeting dimensions except `appDownloaders`. An example payload is as follows.

### Targeting Dimensions Payload Example

```
{
  "targetingDimensions": {
    "age": {
      "included": [
        {
          "minAge": 20,
          "maxAge": 25
        }
      ]
    },
    "gender": {
      "included": [
        "F"
      ]
    },
    "country": {
      "included": [
        "US"
      ]
    },
    "adminArea": {
      "included": [
        "US|CA"
      ]
    },
    "locality": {
      "included": [
        "US|CA|Cupertino"
      ]
    },
    "deviceClass": {
      "included": [
        "IPAD",
        "IPHONE"
      ]
    },
    "daypart": {
      "userTime": {
        "included": [
          1,
          3,
          22
        ]
      }
    }
  }
}
```

## Admin Area and Locality

Field Name	Properties	Description
adminArea	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	AdminAreaCriteria and LocalityCriteria enable targeting users by geographic location. For example, a campaign promoting a U.S. app can target admin areas (states) and localities (cities) within the U.S.  See also <a href="#">Geo Search</a> .
locality	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	

## Age

Field Name	Properties	Description
age	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	Targets by demographic. Limit the age group who you want to show your ad to. Multiple ranges can be input as a list.

### Sample Payload: age

```
"included": [{
  "minAge": 20,
  "maxAge": 25
},
]
```

Parameter	Type	Properties	Values
minAge	int32	Required	The minimum age targeting is 18.
maxAge	int32	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	May be null. There is no limit for maxAge.

## App Downloaders

The App Downloaders dimension is used to limit viewing of your ad to audiences who have or have not downloaded apps that you are trying to promote.

Field Name	Properties	Description
appDownloaders	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	<p>Enables you to target users who have downloaded a specific app, or downloaded multiple apps, or have not downloaded an app.</p> <p>Values are a list of adamIds of your apps. You can also search for the adamId using /v2/search/apps.</p> <p>Values can only include apps that you own (adamId). The included list may only include an adamId that belongs to the ITC that the parent-org is associated with.</p> <p>The excluded list can contain only campaigns adamId of the app that you are trying to promote with your campaign.</p> <p>The included list contains the adamid of the campaign or adamid of other apps dev owns.</p>

### Sample Payload: appDownloaders

```
"appDownloaders": {
  "included": [],
  "excluded": ["adamId"]
}
```

## Country

For country dimension, use a single country code in ISO-ALPHA2-COUNTRYCODE format. Use Search for Geo Locations with entity.

Field Name	Properties	Description
country	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	The parameter used to include targeted users by country. For reports, CountryCriteria must be the same country location as the countryOrRegion specified. See <a href="#">Get Campaign Level Reports</a> .
<b>Sample Payload: country</b>		
<pre>{   "country": {     "included": [       "US"     ]   } }</pre>		

## Daypart

Limit when you want to show your ad.

Field Name	Properties	Description
daypart	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	Targets by a specific time of day. The hours of a week are represented by numbers. Numbers can be in the range 0-167, which represent hours of the week, starting from Sunday 12AM. For example, the hour beginning Monday at 1:00AM is 25.
<b>Sample Payload: daypart</b>		
<pre>"daypart": {   "userTime": {     "included": [1, 3, 22,24]   } }</pre>		



## Device Class

Field Name	Properties	Description
deviceClass	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	Targets or excludes users by device type.  <b>Device Class Values</b> <ul style="list-style-type: none"><li>• IPAD</li><li>• IPHONE (includes iPhone and iPod Touch)</li></ul>
<b>Sample Payload: deviceClass</b>		
<pre>"deviceClass": {   "included": ["IPAD", "IPHONE"] }</pre>		

## Gender

Field Name	Properties	Description
gender	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>	Targets by demographic. Specify the gender you want to show your ad to. To specify both male and female, pass NULL.  <b>Gender Values</b> <ul style="list-style-type: none"><li>• Gender: M, F</li></ul>
<b>Sample Payload: gender</b>		
<pre>"gender": {   "included": ["M"] }</pre>		

## Keyword Management

Ad groups use two keyword object types: targeting and negative. Use targeting keywords with ad groups to show ads based on relevant search terms people would use to find your app. Use negative keywords with both campaigns and ad groups to prevent ads from showing in App Store searches.

See [Enable and Disable Search Match](#) to automatically show ads on search terms relevant to your app. You can use up to 5000 keywords for targeting and negative keywords. Both are case insensitive. As a best practice for performance, you can use up to 1000 keywords per API call.

### Performance Best Practices

- It is recommended to use 1000 keywords per batch.
- Targeted keywords and negative keywords are case insensitive.

### Targeting Keywords Endpoints

#### Create Ad Group Targeting Keywords

Creates targeting keywords to use in ad groups. To create ad group targeting keywords, use the associated `campaignId` and `adgroupId` in the URI. You can use up to 5000 targeting keywords per campaign and per ad group.

Method	Endpoint	Description
POST	<code>/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/bulk</code>	Adds multiple ad group keywords.
<b>Sample Payload: POST <code>/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/bulk</code></b>		
<pre>[   {     "text": "keyword 4",     "matchType": "BROAD",     "bidAmount": {       "amount": "1.50",       "currency": "USD"     }   },   {     "text": "keyword 5",     "matchType": "EXACT",     "bidAmount": {       "amount": "2",       "currency": "USD"     }   } ]</pre>		

## Find Ad Group Targeting Keywords

Fetches keywords used in ad groups. To find ad group targeting keywords, use the associated campaignId in the URI. Find calls use selectors. If no selector conditions are specified, then all keywords across all ad groups of the campaign are returned in the response. Use the adGroupId field with selector conditions to narrow results to specific ad groups. See [Keyword object](#) for details on available [Selector Condition](#) operators.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/find	Finds keywords in ad groups within specified campaign using a <a href="#">selector</a> . If no selector conditions are specified, keywords across all ad groups of the campaign are returned. Add selector adGroupId condition to narrow results to specific ad groups.

**Sample Payload: POST /campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/find**

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "matchType",
      "operator": "EQUALS",
      "values": [
        "BROAD"
      ]
    }
  ]
}
```

## Get Ad Group Targeting Keywords

Fetches a specific targeting keyword used in an ad group. To return a specific ad group targeting keyword, use the associated campaignId, adgroupId, and keywordId in the URI. You can also Use [Partial Fetch](#).

Method	Endpoint	Description
GET	/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords	Returns all keywords in ad groups.
GET	/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/{keywordId}	Returns keywords in Ad Group by keyword.

## Update Ad Group Targeting Keywords

Updates targeting keywords used in ad groups. To update ad group targeting keywords, use the associated campaignId and adgroupId in the URI. The status and bidAmount fields can be updated in the payload. Use [Partial Updates](#) as needed.

Method	Endpoint	Description
PUT	/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/bulk	Updates multiple ad group keywords.

**Sample Payload: PUT /campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/bulk**

```
[
  {
    "id": 0000000,
    "adGroupId": 0000000,
    "text": "keyword1",
    "status": "PAUSED",
    "matchType": "BROAD",
    "bidAmount": {
      "amount": "2",
      "currency": "USD"
    },
    "deleted": false
  },
  {
    "id": 0000000,
    "adGroupId": 0000000,
    "text": "keyword2",
    "status": "PAUSED",
    "matchType": "EXACT",
    "bidAmount": {
      "amount": "1",
      "currency": "USD"
    },
    "deleted": false
  }
]
```

## Campaign Negative Keywords Endpoints

Negative Keywords are words or phrases for which you want to prevent your ad from being shown when searches are run containing the selected negative keyword.

### Create Campaign Negative Keywords

Creates negative keywords for a campaign. To create campaign negative keywords, use the associated campaignId in the URI.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/negativekeywords/bulk	Adds multiple campaign negative keywords.
<b>Sample Payload: POST /campaigns/{campaignId}/negativekeywords/bulk</b>		
<pre>[   {     "text": "keyword 1",     "matchType": "BROAD"   },   {     "text": "keyword 2",     "matchType": "EXACT"   } ]</pre>		

## Find Campaign Negative Keywords

Fetches negative keywords for campaigns. To find campaign negative keywords, use the associated campaignId in the URI. Find calls use selectors. If no selector conditions are specified, all negative keywords in the campaign are returned in the response. See [NegativeKeyword object](#) for details on [Selector Condition](#) operators per field.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/negativekeywords/find	Finds campaign negative keywords.
<b>Sample Payload: POST /campaigns/{campaignId}/negativekeywords/find</b>		
<pre>{   "pagination": {     "offset": 0,     "limit": 1000   },   "orderBy": [     {       "field": "id",       "sortOrder": "ASCENDING"     }   ],   "conditions": [     {       "field": "matchType",       "operator": "EQUALS",       "values": [         "BROAD"       ]     }   ] }</pre>		

## Get Campaign Negative Keywords

Fetches a specific negative keyword used in a campaign. To return a specific campaign negative keyword, use the associated campaignId and keywordId in the URI. You can also Use [Partial Fetch](#).

Method	Endpoint	Description
GET	/campaigns/{campaignId}/negativekeywords	Gets all campaign negative keywords.
GET	/campaigns/{campaignId}/negativekeywords/{keywordId}	Gets a campaign negative keyword.

## Update Campaign Negative Keywords

Updates negative keywords in a campaign. To update campaign negative keywords, use the associated campaignId in the URI. The status field can be updated with PAUSED or ACTIVE values. Use [Partial Updates](#) as needed.

Method	Endpoint	Description
PUT	/campaigns/{campaignId}/negativekeywords/bulk	Updates multiple campaign negative keywords.  If data is not updated, PUT calls for negative keywords returns a null response.

**Sample Payload: PUT /campaigns/{campaignId}/negativekeywords/bulk**

```
[
  {
    "text": "negative keyword 1",
    "matchType": "EXACT"
  },
  {
    "text": "negative keyword 2",
    "matchType": "BROAD"
  }
]
```

## Delete Campaign Negative Keywords

Deletes negative keywords from a campaign. To delete campaign negative keywords, use the associated campaignId in the URI. Include each keywordId in the payload.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/negativekeywords/delete/bulk	Deletes multiple campaign negative keywords.

**Sample Payload: POST /campaigns/{campaignId}/negativekeywords/delete/bulk**

```
[
  <keywordId>,
  <keywordId>,
  <keywordId>
]
```



## Ad Group Negative Keywords Endpoints

### Create Ad Group Negative Keywords

Creates negative keywords to use in a specific ad group. To create ad group negative keywords, use the associated campaignId and adgroupId in the URI. You can use up to 5000 negative keywords per campaign and per ad group.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups/{adgroupId}/negativekeywords/bulk	Adds multiple ad group negative keywords.
<b>Sample Payload: POST /campaigns/{campaignId}/adgroups/{adgroupId}/negativekeywords/bulk</b>		
<pre>[   {     "id": "000000",     "status": "PAUSED"   },   {     "id": "000000",     "status": "PAUSED"   } ]</pre>		

## Find Ad Group Negative Keywords

Fetches negative keywords used in ad groups. To find ad group negative keywords, use the associated campaignId and adgroupId in the URI. Find calls use selectors. If no [Selector Condition](#) operators are specified, then all negative keywords across all ad groups of the campaign are returned in the response. Use the adGroupId field with selector conditions to narrow results to specific ad groups.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/find	Finds ad group negative keywords.

**Sample Payload: POST /campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/find**

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "matchType",
      "operator": "EQUALS",
      "values": [
        "BROAD"
      ]
    }
  ]
}
```

## Get Ad Group Negative Keywords

Fetches a specific negative keyword used in an ad group. To return a specific ad group negative keyword, use the associated campaignId, adGroupId, and keywordId in the URI. You can also Use [Partial Fetch](#).

Method	Endpoint	Description
GET	/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords	Gets all ad group negative keywords.
GET	/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/{keywordId}	Gets an ad group negative keyword.

## Update Ad Group Negative Keywords

Updates negative keywords in an ad group. To update ad group negative keywords, use the associated campaignId and adGroupId in the URI. The status field can be updated with PAUSED or ACTIVE values. Use [Partial Updates](#) as needed.

Method	Endpoint	Description
PUT	/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/bulk	Updates multiple ad group negative keywords.

## Delete Ad Group Negative Keywords

Deletes negative keywords from an ad group. To delete keywords from an ad group, include the associated campaignId and adGroupId in the endpoint, and each keywordId in the payload. This is a soft deletion.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/delete/bulk	Deletes multiple Ad Group negative keywords.

**Sample Payload: POST /campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/delete/bulk**

```
[  
  <keywordId>,  
  <keywordId>,  
  <keywordId>  
]
```

## Keyword Objects

### Targeting Keywords Object

Targeting keywords parameters used in requests and responses.

Field Name	Type	Properties	Selectors	Description
adGroupId	int64	Read Only	EQUALS IN	Represents the identifier for the ad group.
bidAmount	Money object	<ul style="list-style-type: none"><li>• Required</li><li>• Updatable</li></ul>		<p>The bid amount to display your ad for the matching text value.</p> <p>If not specified then the field remains NULL. The system will use the Ad Group defaultCpcBid to charge the spend.</p>
deleted	boolean	Read Only	EQUALS IN	Indicates whether the keyword has been soft deleted or not. All keywords, which belong to an ad group that had been soft deleted, are also soft deleted.
id	int64	Read Only	EQUALS IN	Assigned, globally unique identifier.
matchType	enum	<ul style="list-style-type: none"><li>• Optional</li></ul>		<p>Controls how ads are matched to user searches.</p> <p>Values are: EXACT BROAD (default)</p>
modificationTime	UTC-timestamp	Read Only		When the object was last modified.
status	enum string	<ul style="list-style-type: none"><li>• Optional</li><li>• Updatable</li></ul>		<p>Values are: ACTIVE (default) PAUSED</p>
text	string	Required		The word or phrase to match in user searches, to show your ad.

## Negative Keywords Object

Negative keyword parameters used in requests and responses.

Field Name	Type	Properties	Selectors	Description
id	int64	Read Only	EQUALS IN	A globally unique identifier.
campaignId	int64	<ul style="list-style-type: none"><li>Required to create</li><li>Required to update</li></ul>	EQUALS IN	Represents the identifier for the Campaign.
adGroupId	int64	<ul style="list-style-type: none"><li>Required to create</li><li>Required to update</li></ul>	EQUALS IN	Represents the identifier for the ad group.  This field is applicable negative keyword of ad groups. For campaigns the field is not applicable.
modificationTime	UTC-timestamp	Read Only		When the object was last modified.
text	string	Required		The word or phrase to match in user searches, to show your ad.
matchType	enum	Required		Controls how ads are matched to user searches.  Values are: EXACT BROAD (default)
Status	enum string	<ul style="list-style-type: none"><li>Optional</li><li>Updatable</li></ul>		Values are: ACTIVE (default) PAUSED

deleted	boolean	Read Only		<ul style="list-style-type: none"> <li>• Indicates whether the negative keyword has been soft deleted or not.</li> <li>• All negative keywords, which belong to a soft deleted campaign or ad group, are also soft deleted.</li> </ul>
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## Creative Sets

Creative Sets are collections of app screenshots and [app previews](#) that have been uploaded to [App Store Connect](#). After setting up your app and assets on [App Store Connect](#), you can create and link Creative Sets to ad groups through the API or through the [Apple Search Ads UI](#).

Creative Sets enable ad variations. With ad variations, you can test different variations of your ad in ad groups and optimize for different devices and display sizes. See [searchads.apple.com](https://searchads.apple.com) for some suggestions on testing ad variations across campaigns.

### Supplying Asset Details to App Store Connect

Using Creative Sets in the Apple Search Ads Campaign Management API requires assets of your app to be uploaded to [App Store Connect](#). There are two important requirements that must be met for the API to return asset data.

- Your app needs a minimum number of assets. See the [Asset object](#), [MediaAppPreviewOrScreenshots](#) and [MediaAppPreviewOrScreenshotsDetail](#) for app asset descriptions.
- The supported language linked to your campaign must be the same as the [App Store Connect](#) territory of your app.

After you have uploaded your app assets to [App Store Connect](#):

1. Use [Get App Language, Device Sizes, and Assets Details](#) to identify supported languages for your app and countries or regions.
2. [Create an Ad Group Creative Set](#).
3. Creative Sets can be reassigned to another ad group using [Assign a Creative Set to an Ad Group](#).
4. You can measure campaign performance based on metrics returned through [Get Creative Set Level Reports](#) and [ReportingCreativeSet](#).

## Creative Sets Endpoints

### Get App Language, Device Sizes, and Assets Details

Fetches assets used with Creative Sets.

Method	Endpoint	Description
POST	/creativeappassets/{adamId}	<p>Use this endpoint to return assets for an app associated with an adamId. Use your adamId in the URI.</p> <p>Your iTunes application identifier is your adamId. Each time you use an adamId in the API it must match the adamId used in your campaign. Use <a href="#">Get Campaigns</a> to obtain your adamId and correlate it to the correct campaign.</p>

**1st step sample Payload: POST /creativeappassets/{adamId}**

```
{
  "countriesOrRegions": [
    "US"
  ]
}
```

```
{
  "countriesOrRegions": [
    "US"
  ],
  "assetsGenIds": [
    "<assetGenId>",
    "<assetGenId>"
  ]
}
```

In the first step, use the assetGenIds for each asset returned in the response to get specific assets of apps assigned to a Creative Set. In this case, pass them into the assetGenId attribute in the payload. See [Get App Language, Device Sizes and Assets Details](#) Using assetGenId.



If successful, the HTTP status code is 200 (OK) and the [MediaCreativeSetDetailResponse](#) object is returned.

**Note:** Assets are organized within the app by language and device size. There must be enough assets available under the device size for them to be returned. If you have upload some assets and they are not being returned, make sure the minimum number of assets required for Creative Sets per device, orientation and asset type have been uploaded to [App Store Connect](#).

### Get App Preview Device Sizes

Fetches supported app preview device size mappings.

Method	Endpoint	Description
GET	/creativeappmappings/devices	Use this endpoint to return a complete list of supported app preview device size mappings. If successful, the HTTP status code is 200 (OK) and the AppPreviewDevicesMappingResponse object is returned.
<b>Sample Response: GET /creativeappmappings/devices</b>		
<pre>{   "data": {     "ipadPro": "iPad 12.9",     "iphone6+": "iPhone 5.5",     "iphone_5_8": "iPhone 5.8",     "iphone5": "iPhone 4",     "iphone6": "iPhone 4.7",     "ipadPro_2018": "iPad 11",     "ipad": "iPad 9.7",     "iphone_6_5": "iPhone 6.5",     "ipad_10_5": "iPad 10.5"   } }</pre>		

## Create an Ad Group Creative Set

AdGroupCreativeSet relationships must be created through the Apple [Search Ads UI](#). API users can only Read and Update AdGroupCreativeSet.

Each AdGroupCreativeSet relationship has a unique entry and can be managed independently per adGroup (e.g. Enabled, Paused, Removed). A Creative Set can only serve if the AdGroupCreativeSet status is Enabled and the adGroup Serving Status is Running.

Method	Endpoint	Description
POST	campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets/creativesets	Use this endpoint to create a Creative Set and assign it to an ad group.
<b>Sample Payload: POST campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets/creativesets</b>		
<pre>{   "creativeSet": {     "adamId": &lt;adamId&gt;,     "name": "&lt;name&gt;",     "languageCode": "en-US",     "assetsGenIds": [       "&lt;assetsGenId&gt;",       "&lt;assetsGenId&gt;",       "&lt;assetsGenId&gt;",       "&lt;assetsGenId&gt;"     ]   } }</pre>		

To create an Ad Group Creative Set, pass the adamId and assetGenIds in the request payload. To obtain assetGenIds, link a supported language to your app. See Payload Example: [Get App Language, Device Sizes, and Assets Details](#).

- Use the assetGenIds for each asset returned in the response to get specific assets of apps assigned to a Creative Set. See Payload Example: [Get App Language, Device Sizes and Assets Details](#) Using assetGenId. The assetGenId is assigned to each of your Creative Set assets.
- When you create a Creative Set and assign it to an ad group, the system generates an id and a creativeSetId in the response payload.

To obtain your adamId and correlate it to the correct campaign for use in the payload, use Get Campaigns.

The API returns assets in the response payload organized by language and device size. If you upload assets and they are not returned, make sure the minimum number of assets required for Creative Sets per device, orientation, and asset type are uploaded to [App Store Connect](#).

## Find AdGroupCreativeSets

Fetches all Creative Sets assigned to ad groups.

Method	Endpoint	Description
POST	campaigns/{campaignId}/adgroupcreativesets/find	Use this endpoint to find all Creative Sets assigned to an ad group. Use the corresponding campaignId of the ad group in the URI. Use the id field with its corresponding ad group as a value in the request payload.

**Sample Payload: POST campaigns/{campaignId}/adgroupcreativesets/find**

```
{
  "selector": {
    "conditions": [
      {
        "field": "id",
        "operator": "EQUALS",
        "values": [
          "11111111"
        ]
      }
    ]
  }
}
```

## Update an Ad Group Creative Set

Updates an ad group Creative Set using an identifier.

Method	Endpoint	Description
PUT	campaigns/{campaignId}/adgroup/{adgroupId}/adgroupcreativeset/{adgroupcreativesetId}	To pause or enable a adgroupcreativeset, use the corresponding adgroupId and campaignId in the URI path.

**Sample Payload: PUT campaigns/{campaignId}/adgroup/{adgroupId}/adgroupcreativeset/{adgroupcreativesetId}**

```
{"status": "PAUSED"}
```

## Delete Ad Group Creative Sets

Deletes Creative Sets from a specified ad group.

Method	Endpoint	Description
POST	/campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets/delete/bulk	To delete a Creative Set from an ad group, retrieve your AdGroupCreativeSetIds from Find AdGroupCreativeSets to use in the request payload as an array. The response is the number of adgroupcreativesets deleted.
<b>Sample Payload: POST /campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets/delete/bulk</b>		
<pre>[111111111,22222222,33333333,44444444]</pre>		

## Find Creative Sets

Fetches all Creative Sets assigned to an organization.

Method	Endpoint	Description
POST	creativesets/find	Use this endpoint to find all Creative Sets assigned to an organization. Use the name or id field with its corresponding campaignId as a value in the request payload.
<b>Sample Payload: POST creativesets/find</b>		
<pre>{   "selector": {     "conditions": [       {         "field": "id",         "operator": "EQUALS",         "values": [           "11111111"         ]       }     ]   } }</pre>		

## Get a Creative Set

Fetches asset details of a Creative Set.

Method	Endpoint	Description
GET	creativesets/{creativeSetId}	To return asset details for a specific Creative Set, use the associated creativeSetId in the URI path. You obtain a creativeSetId when you <a href="#">Create an Ad Group Creative Set</a> . Your app needs a minimum number of assets to return asset data.

## Assign a Creative Set to an Ad Group

Creates a Creative Set assignment to an ad group.

Method	Endpoint	Description
POST	campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets	Use this endpoint to reassign a Creative Set to an ad group. In the request payload, use the creativeSetId obtained when you <a href="#">Create an Ad Group Creative Set</a> .
<b>Sample Payload: POST campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets</b>		
<pre>{   "creativeSetId": &lt;creativeSetId&gt; }</pre>		

## Update a Creative Set

Updates a Creative Set name using an identifier.

Method	Endpoint	Description
PUT	creativesets/{creativeSetId}	To update a Creative Set name, use the associated creativeSetId in the URI path. Use Find Creative Sets to obtain a creativeSetId assigned to your org.
Sample Payload: POST creativesets/find		
<pre>{   "name": "&lt;name&gt;" }</pre>		

## Creative Set Objects

### CreativeSet Object

The basic details of a Creative Set.

Field Name	Type	Description
id	int64	The identifier of a Creative Set.
name	string	The name of a Creative Set.
adamId	int64	Your <a href="#">App Store Connect</a> application identifier. The adamId must be the same as the app promoted in your campaign.
creativeSetAssets	<a href="#">CreativeSet Asset object</a>	The assignment relationship between an asset and a Creative Set.
languageCode	string	The language code that comes from the media response; for example, en-US.
orgId	int64	The authorization organization. You can obtain your orgId via your account details through the Apple <a href="#">Search Ads UI</a> or by calling <a href="#">Get User ACL</a> , which returns roles and orgs that the API certificate has access to.
status	string	The user-controlled status to enable or pause the Creative Set.  Values are: ENABLED (default) PAUSED
statusReasons	string	The reason for the Creative Set status. The reason gets returned only if the Creative Set status is invalid.

## CreativeSetCreate Object

The response to creating a new Creative Set.

Field Name	Type	Description
adamId	int64	Your <a href="#">App Store Connect</a> application identifier. The adamId must be the same as the app promoted in your campaign.
name	string	The name of a Creative Set.
languageCode	string	The language code that comes from the media response; for example, en-US.
assetGenId	string	The identifier for app preview or screenshot.

## FindCreativeSetRequest Object

The request to find Creative Sets.

Field Name	Type	Description
selector	<a href="#">Selector</a>	A generic structure used to specify data to be returned when fetching resources. Use selector objects with find and report endpoints.
includeDeletedCreativeSetAssets	boolean	Includes deleted Creative Sets in the response payload. To include deleted Creative Sets, use the includeDeletedCreativeSetAssets query param and set to true as shown the following example. The default is false.  <code>https://api.searchads.apple.com/api/v2/creativesets/&lt;creativeSetId&gt;?includeDeletedCreativeSetAssets=true</code>



## Asset Object

The assets used to create Creative Sets.

Field Name	Type	Description
appPreviewDevice	string	The device for which the asset is available, corresponding to the display size. See <a href="#">Get App Preview Device Sizes</a> for device mapping in the API.
assetGenId	string	The identifier for app preview or screenshot.
deleted	boolean	Indicates whether the ad group has been soft-deleted or not. All keywords, which belong to an ad group that had been soft deleted, are also soft deleted.
orientation	string	The orientation of the asset uploaded to <a href="#">App Store Connect</a> .  Values are: Portrait Landscape Unknown
type	string	The type of asset. App previews are still images of video assets that you have uploaded to <a href="#">App Store Connect</a> . Note, the playable URL is not in the response. A screenshot is a standard image of the app that you have uploaded to <a href="#">App Store Connect</a> .  Values are: APP_PREVIEW SCREENSHOT

## CreativeSetAsset

The assets of a Creative Set.

Field Name	Type	Description
asset	<a href="#">Asset object</a>	The asset used to create the CreativeSet.
id	boolean	A unique identifier for a Creative Set asset assigned to an ad group.

## CreativeSetAssetsDetail Object

The asset details to create a Creative Set.

Field Name	Type	Description
creativeSetDetails		The asset details to create a Creative Set.

## CreativeSetLocaleDetail Object

Field Name	Type	Description
appPreviewDeviceWithAssets	string	The device display name, fallback device display names, and associated assets.
isPrimaryLocale	boolean	The language of the primary locale for the app used in the Creative Set.
languageCode	string	The language code; for example, en-US.
languageDisplayName	string	The language used in the Creative Set detail.

## AdGroupCreativeSetUpdate Object

The response to ad group Creative Set update requests.

Field Name	Type	Description
status	string	The user-controlled status to enable or pause the adgroupcreativeset.  Values: ENABLED PAUSED

## AssignAdGroupCreativeSetRequest

The request to assign a Creative Set to an ad group.

Field Name	Type	Description
creativeSetId	int64	The unique identifier for the Creative Set assigned to an ad group. When you create a Creative Set, the system sets a CreativeSetId.

## AdGroupCreativeSet Object

Field Name	Type	Properties	Selectors	Description
id	int64	Read Only	EQUALS, IN	id represents the identifier for AdGroupCreativeSet
campaignId	int64		EQUALS, IN	Represents the identifier for the Campaign.
adGroupId	int64		EQUALS, IN	Represents the identifier for the ad group.
creativeSetId	int64			Represents the identifier for the Creative Set.
status	string		EQUALS, IN	Values are: ENABLED (default) PAUSED
servingStatus	string	Read Only		Whether the campaign/ ad group is serving or not.  Values: RUNNING NOT_RUNNING
servingStatusReasons	enum string	Read Only		When an ad group is not running, a list of reasons will be returned as strings.
deleted	boolean	Read Only	EQUALS, IN	Indicates whether the ad group has been soft-deleted or not. All keywords, which belong to an ad group that had been soft deleted, are also soft deleted.
modificationTime	UTC Date	Read Only		When the object was last modified.

## MediaAppPreviewOrScreenshotsDetail Object

The app asset details of a device.

Field Name	Type	Description
deviceDisplayName	string	The display name of the device previewing the app. See Get App Preview Device Sizes for how devices are mapped in the API.
fallBackDevicesDisplayNames	Number	The device mappings for all the devices that use assets. Devices that do not have assets uploaded use the fallback device mapping.
screenshots	Number	Standard images of your app used for App Previews.
appPreviews	Number	Still images of video assets used for App Previews.

## MediaAppPreviewOrScreenshots Object

The asset details of the app preview or app screenshots. The fields of this object correspond to the asset details in MediaAppPreviewOrScreenshotsDetail.

[App Store Connect](#) refers to this feature as an app preview poster frame.

Field Name	Type	Description
assetGenId	string	The identifier for app preview or screenshot.
assetType	string	The type of asset. App previews are still images of video assets that you have uploaded to <a href="#">App Store Connect</a> . Note, the playable URL is not in the response. A screenshot is a standard image of the app that you have uploaded to <a href="#">App Store Connect</a> .
assetURL	string	The resolved URL for the screenshot or a screenshot of the video asset.
orientation	string	The orientation of the asset uploaded to <a href="#">App Store Connect</a> .
sortPosition	int64	The position of the asset.
sourceHeight	int32	The height of the asset.
sourceWidth	int32	The width of the asset.

## MediaCreativeSetRequest Object

The request body for getting Creative Set assets.

Field Name	Type	Description
assetsGenIds	string	The relationship between a Creative Set and an asset.
countryOrRegions	string	The App Store territory you are promoting your app. The default is US. See Get App Language, Device Sizes, and Assets Details.  This field is required.

## MediaCreativeSetDetailResponse

The response data to Creative Set asset requests.

Field Name	Type	Description
data		Response data provided by the API.

## Search

Search for app and geo criteria for your campaigns. Search is used to fetch app and geo criteria used for Audience Refinement. Search also returns important data used elsewhere in the API.

### App Search

Searches for iOS apps to promote in a campaign. Use this endpoint to search for iOS apps that you can promote in a campaign. You can Use Query Params to fetch data.

An app search returns your adamId which can be used in [Create a Campaign](#) in addition to the AppDownloaderCriteria targeting dimension. You can apply targeting dimensions to ad groups using [Create an Ad Group](#) or [Update an Ad Group](#).

Method	Endpoint	Description
GET	/v2/search/apps	<p>Enables retrieval of a list of apps based on adamId.</p> <p><b>Using QueryParams</b></p> <p>All search patterns use a prefix-matching algorithm.</p> <ul style="list-style-type: none"><li>• Spaces are allowed in search patterns.</li><li>• The entire pattern needs to be enclosed in internal quotes.</li><li>• QueryParams require a minimum of three characters.</li><li>• If you are sending a quoted search string via cURL, use HTML encoding.</li></ul>

### Query Param

Query Param	Type	Properties	Description
Query	string	Required	<p>The parameter that searches for a list of iOS apps using a matching query prefix.</p> <p>The query search pattern uses a prefix-matching algorithm.</p> <ul style="list-style-type: none"><li>• Spaces are allowed in search patterns.</li><li>• Prefixes require a minimum of three characters.</li><li>• If you are sending a quoted search string (for example via cURL), use HTML encoding.</li></ul>
<b>Example QueryParam: app query</b>			
<code>https://api.searchads.apple.com/api/v2/search/apps?query=Run%20Ke</code>			

## Limit Param

Query Param	Type	Properties	Description
limit	int32	optional	The parameter that specifies the number of items to return per request. The maximum is 1000.
<b>Example QueryParam: limit</b>			
GET https://api.searchads.apple.com/api/v2/search/apps?limit=100			

## returnedOwnApps Param

Query Param	Type	Properties	Description
returnedOwnApps	true/false	optional	Use returnedOwnApps to return the list of apps that are owned by the iTC accounts (if any) linked to the orgId specified in the header.
<b>Example QueryParam: returnedOwnApps</b>			
GET https://api.searchads.apple.com/api/v2/search/apps?query=appexample"&returnOwnedApps=true"			

## Offset Param

Query Param	Type	Properties	Description
Offset	true/false	optional	The parameter used to offset pagination by limiting the number of records returned. The start of each page is offset by the number specified. Offset can be applied to most API calls but is not supported for all GET endpoints.
<b>Example QueryParam: offset</b>			
GET https://api.searchads.apple.com/api/v2/search/apps?limit=<LIMIT>&offset=<OFFSET>			

### Note

- A new app may take up to 24 hours to show up after it is published and live in the App Store.
- Edits to app name or icon may take up to 24 hours to show up.

## AppInfo Object

The response to an app search request.

Field Name	Type	Description
adamId	int64	Your unique <a href="#">App Store Connect</a> application identifier.
appName	string	The name of the app.
countryOrRegionCodes	string	A list of ISO-ALPHA2-COUNTRYCODE strings.
developerName	string	The developer name for the app.



## Geo Search

Search for Geo Locations. Fetches geo locations used for audience refinement. Use this endpoint to obtain geo locations you can use for audience refinement. Criteria from a geo location search is specified in geo targeting dimensions `CountryCriteria`, `AdminAreaCriteria`, and `LocalityCriteria`, and then applied to ad groups using [Create an Ad Group](#) or [Update an Ad Group](#).

Method	Endpoint	Description
GET	/search/geo	<p>Search for a list of targetable user locations (country, admin area, sub-admin area) with a prefix matching the query.</p> <p>The targetable location id that is returned can be used as an input value when setting the applicable targeting location dimensions.</p> <p>Required fields are <code>id</code> and <code>entity</code>. If no parameters are input, all applicable values will be returned.</p> <p><b>Note:</b> the API does not currently support DMA or zip code targeting for U.S. geo search.</p> <p><b>Using QueryParams</b></p> <p>All search patterns use a prefix-matching algorithm.</p> <ul style="list-style-type: none"><li>• Spaces are allowed in search patterns.</li><li>• The entire pattern needs to be enclosed in internal quotes.</li><li>• QueryParams require a minimum of three characters.</li><li>• If you are sending a quoted search string via cURL, use HTML encoding.</li></ul>

## countrycode Param

QueryParam	Type	Properties	Description
countrycode	string	optional	The country in which to serve ads. Note, geo targeting is not supported for campaigns served to multiple countries or regions. The query uses a countrycode value in ISO-ALPHA2-COUNTRYCODE format. Use Search for iOS Apps to retrieve countryOrRegionCodes.
<b>Example QueryParam: countrycode</b>			
GET https://api.searchads.apple.com/api/v2/search/geo?countrycode=SE			
The response payload returns id, entity, and displayName.			
<pre>{   "id": "SE Uppsala",   "entity": "AdminArea",   "displayName": "Uppsala, Sweden" }</pre>			

## Entity Param

QueryParam	Type	Properties	Description
Entity	string	optional	The country, adminArea, or Locality locations available for targeting. A countrycode is a mandatory parameter. AdminArea is the state or the equivalent according to its associated Country. Locality is the city or the equivalent according to its associated AdminArea.  If you do not input a query parameter, all applicable values will be returned in the response payload as a default, which is countrycode=US. The entity query param searches the displayNames for Country, AdminArea, and Locality in all languages.  Search results in the response payload will be in the preferred language according to your org.
<b>Example QueryParam: entity</b>			
GET https://api.searchads.apple.com/api/v2/search/geo?entity=country&countrycode=GB			

## Limit Param

QueryParam	Type	Properties	Description
limit	int32	optional	The limit on the number of geo locations in the response.
Example QueryParam: limit			
GET https://api.searchads.apple.com/api/v2/search/geo?limit=100			

## Offset Param

QueryParam	Type	Properties	Description
offset	int32	optional	The parameter used to offset pagination by limiting the number of records returned. The start of each page is offset by the number specified. Offset can be applied to most API calls but is not supported for all GET endpoints.
Example QueryParam: offset			
POST https://api.searchads.apple.com/api/v2/search/geo? offset=<OFFSET>			

## Query Param

QueryParam	Type	Properties	Description
Query	string	optional	The parameter used as a filter for what you want to search for. The query param search pattern uses a prefix-matching algorithm. Spaces are allowed in search patterns. Prefixes require a minimum of three characters. If you are sending a quoted search string via cURL, use HTML encoding.
Example QueryParam: offset			
GET https://api.searchads.apple.com/api/v2/search/geo? query=%22New%20H%22			

## Get a List of Geo Locations

Gets geo location details based on geo identifier. Use this endpoint to return corresponding display names based on geo id. Use display names to specify a geographic targeting location. First, use the Search for Geo Locations endpoint to fetch a geo id to use in the payload.

Method	Endpoint	Description
POST	/search/geo	Search for a list of geo locations including id and entity type to return displayNames.

### Sample Payload: POST /search/geo

```
[
  {
    "id": "US|NY|New York Mills",
    "entity": "Locality"
  }
]
```

## Limit Param

QueryParam	Type	Properties	Description
limit	int32	optional	The parameter that specifies a limit on the number of locations in the response.

### Example QueryParam: limit

```
GET POST https://api.searchads.apple.com/api/v2/search/geo?
limit=100
```

## Offset Param

QueryParam	Type	Properties	Description
offset	int32	optional	The parameter used to offset pagination by limiting the number of records returned. The start of each page is offset by the number specified. Offset can be applied to most API calls but is not supported for all GET endpoints.

### Example QueryParam: offset

```
POST https://api.searchads.apple.com/api/v2/search/geo?
offset=<OFFSET>
```

## Reporting Management

Generate performance metrics for your campaigns. You can fetch reports for campaigns, ad groups, targeting keywords, search terms, and creative sets. See the [ReportingRequest](#) object for guidance for setting up your report request payloads.

### Reporting Endpoints

#### Get Campaign Level Reports

Fetches reports on campaigns.

Use this endpoint to fetch reports on your campaigns.

- To filter results, use a [Selector Condition](#) with values.
- All fields can be used with the `orderBy` [Selector](#) except `servingStateReasons`, `app`, `app: {appName}`, and `app: {adamId}`. The `orderBy` selector specifies the field to use to sort the records list by `ASCENDING` or `DESCENDING`. All fields can be used with the `orderBy` [Selector](#).
- Refer to the [groupBy](#) parameter description in the [ReportingRequest](#) for supported values per targeting dimension.

See [ReportingCampaign](#) for a Condition to use for fields. See [CampaignAppDetail](#) for returned data for apps in campaign reports.

Method	Endpoint	Description
POST	/reports/campaigns	Get reports on campaigns within a specific org.

#### Sample Payload: POST /reports/campaigns

```
{
  "startTime": "2019-02-20",
  "endTime": "2019-02-28",
  "selector": {
    "orderBy": [
      {
        "field": "countryOrRegion",
        "sortOrder": "ASCENDING"
      }
    ],
    "conditions": [
      {
        "field": "countriesOrRegions",
        "operator": "CONTAINS_ANY",
        "values": [
          "US",
          "GB"
        ]
      },
      {
        "field": "countryOrRegion",
        "operator": "IN",
        "values": [
          "US"
        ]
      }
    ],
    "pagination": {
      "offset": 0,
      "limit": 1000
    }
  },
  "groupBy": [
    "countryOrRegion"
  ],
  "timeZone": "UTC",
  "returnRecordsWithNoMetrics": true,
  "returnRowTotals": true,
  "returnGrandTotals": true
}
```

## Get Ad Group Level Reports

Fetches reports on ad groups within a campaign.

Use this endpoint to fetch reports on your ad groups within a campaign.

- To filter results, use a [Selector Condition](#) with values.
- See [ReportingAdGroup](#) for a Condition to use for fields.
- All fields can be used with the orderBy Selector except adGroupServingStateReasons. The orderBy Selector specifies fields to use to sort the records list by ASCENDING or DESCENDING.
- Refer to the [groupBy](#) parameter description in the [ReportingRequest](#) for supported values per targeting dimension.
- The limit for ad group level reports is 100 impressions.

Method	Endpoint	Description
POST	/reports/campaigns/{campaignId}/adgroups	Get reports on Ad Groups within a specific campaign.

**Sample Payload:** /reports/campaigns/{campaignId}/adgroups

```
{
  "startTime": "2019-02-20",
  "endTime": "2019-02-28",
  "selector": {
    "orderBy": [
      {
        "field": "adGroupId",
        "sortOrder": "ASCENDING"
      }
    ],
    "conditions": [
      {
        "field": "deleted",
        "operator": "EQUALS",
        "values": [
          "false"
        ]
      }
    ]
  },
  "pagination": {
    "offset": 0,
    "limit": 1000
  }
},
"timeZone": "UTC",
"returnRecordsWithNoMetrics": true,
"returnRowTotals": true,
"returnGrandTotals": true
}
```

## Get Keyword Level Reports

Fetches reports on targeting keywords within a campaign.

Use this endpoint to fetch reports on targeting keywords used within your campaigns.

- To filter results, use a [Selector Condition](#) with values.
- See [ReportingKeyword](#) for a Condition to use for fields.
- All fields can be used with the `orderBy` Selector to specify fields to sort the records list by ASCENDING or DESCENDING.
- Refer to the [groupBy](#) parameter description in the [ReportingRequest](#) for supported values per targeting dimension.

Method	Endpoint	Description
POST	/reports/campaigns/{campaignId}/keywords	Get reports on targeting keywords within a specific campaign.

### Sample Payload: POST /reports/{campaignId}/keywords

```
{
  "startTime": "2020-05-13",
  "endTime": "2020-05-14",
  "granularity": "DAILY",
  "selector": {
    "orderBy": [
      {
        "field": "adGroupId",
        "sortOrder": "DESCENDING"
      }
    ],
    "conditions": [
    ],
    "pagination": {
      "offset": 0,
      "limit": 1000
    }
  },
  "groupBy": [
    "countryOrRegion", "deviceClass"
  ],
  "timeZone": "ORTZ",
  "returnRecordsWithNoMetrics": false,
  "returnRowTotals": false,
  "returnGrandTotals": false
}
```



## Get Search Terms Level Reports

Fetches reports on search terms used in a campaign.

Use this endpoint to fetch reports on search terms used within your campaigns.

- To filter results, use a [Selector Condition](#) with values.
- See [ReportingSearchTerm](#) for a Condition to use for fields.
- All fields can be used with the `orderBy` Selector to specify fields to sort the records list by ASCENDING or DESCENDING.
- Refer to the [groupBy](#) parameter description in the [ReportingRequest](#) for supported values per targeting dimension.
- The limit for search terms level reports is 10 impressions.

Method	Endpoint	Description
POST	/reports/campaigns/{campaignId}/searchterms	Get reports on targeting search terms within a specific campaign.

## Get Creative Set Level Reports

Fetches reports on Creative Sets used within a campaign.

Use this endpoint to fetch reports on Creative Sets used within your campaigns.

- To filter results, use a [Selector Condition](#) with values.
- See [ReportingCreativeSet](#) for a Condition to use for fields.
- All fields can be used with the `orderBy` Selector to specify fields to sort the records list by ASCENDING or DESCENDING.
- Refer to the [groupBy](#) parameter description in the [ReportingRequest](#) for supported values per targeting dimension.

Method	Endpoint	Description
POST	<code>/reports/campaigns/{campaignId}/creativesets</code>	<p>Returns requested metrics, by the requested dimensions for all the creative sets of a campaign. You can filter the returned list by specifying an expression in terms of the dimensions and creative set IDs. For example, 'filter : creativeSetId = 1' would restrict the results to just one creative set.</p> <p>Used to determine: <code>creativeSetId</code>, <code>creativeSetName</code>, <code>adGroupCreativeSetId</code></p>

## Reporting Request and Response Objects

### Reporting Request Object

Field	Type	Properties	Values/Description
startTime	string	Required	yyyy-mm-dd
endTime	string	Required	yyyy-mm-dd
timeZone	enum	Optional	ORTZ is the default timezone. The default timezone is set during account creation. Values can be ORTZ, UTC.
groupBy	list of strings	Optional	<p>Field to groupBy is maximum one in the list.</p> <p>Currently supported field options for <a href="#">campaign</a> and <a href="#">adGroup endpoints</a> are as follows.</p> <p>adminArea ageRange countryCode countryOrRegion deviceClass gender locality</p>
selector	<a href="#">selector</a>	Required	<p>Selector consists of the following:</p> <p>conditions: additional types of filters (optional, used to further filter the data).</p> <p>orderBy: required, specify how the response should be sorted.</p> <ul style="list-style-type: none"> <li>• Can sort on most <a href="#">metadata</a></li> <li>• Can sort on all <a href="#">groupBy dimensions</a></li> <li>• Can sort on all metrics (other than conversion rate)</li> <li>• Only one field is allowed.</li> </ul> <p>pagination: optional, specify how many records to return per page (the default is 20).</p>

granularity	enum	Optional	<p>Granularity is report data organized by hour, day, week, and month. Expressed in the response as ExtendedSpendRow.</p> <p>Time granularity: HOURLY, DAILY, WEEKLY, MONTHLY</p> <p>If granularity is specified, then returnRowTotals must be false. If granularity is specified and meets the following criteria, additional metrics are returned in the granularity object.</p> <p><b>HOURLY</b> The hour, 00 to 23, is appended to the date string.</p> <p>startTime and endTime &lt;= 7 days apart and startTime &lt;= 30 days in the past. HOURLY cannot be used with keywords or search or with groupBy dimensions.</p> <p><b>DAILY</b> — startTime and endTime &lt;= 90 days apart and startTime &lt;= 24 months in the past.</p> <p><b>WEEKLY</b> — startTime and endTime &gt; 14 days and &lt;= 365 days apart and startTime &lt;= 24 months in the past.</p> <ul style="list-style-type: none"> <li>• The date value for a response with Week granularity is the Monday of the designated week.</li> </ul> <p><b>MONTHLY</b> — startTime and endTime &gt; 3 months apart and startTime &lt;= 24 months in the past.</p> <ul style="list-style-type: none"> <li>• The date value for a response with Month granularity is the first of the designated month.</li> </ul> <p><b>Note:</b> some combinations of startTime and endTime can be used with more than one granularity.</p>
-------------	------	----------	--

returnRowTotals	boolean	Optional	<p>Specify whether to return the total of each row. Default is false.</p> <p><b>Note:</b> returnRowTotals can be used to get the sum of the metrics but cannot be used in conjunction with granularity.</p> <p>If granularity is specified then returnRowTotals must be false.</p>
returnGrandTotals	boolean	Optional	<ul style="list-style-type: none"> <li>• Used to return total for all the rows in the result set.</li> <li>• This can only be used if returnRowTotals is also true.</li> </ul> <p><b>Note:</b> returnGrandTotals can be used to get the sum of the metrics but cannot be used in conjunction with Granularity.</p>
returnRecordsWithNoMetrics	boolean	Optional	<p>Specifies whether records with no stats should also be returned. Default is false.</p>

## Group By Dimensions

If a groupBy dimension is specified, then metadata will return groupBy dimension fields. All fields can be used with the orderBy selector.

Grouping by fields such as `locality`, `adminArea`, `countryCode`, `ageRange`, and `gender` are not supported for [keywords](#) and [search](#) endpoints. Grouping or filtering by age, gender, or geo, records with fewer than 100 impressions will be grouped into an "other" bucket.

Dimension	Format	Conditions: Operator
countryCode	ISO Alpha-2 UNKNOWN	EQUALS, IN
locality	String UNKNOWN	EQUALS, IN
countryOrRegion	String (ISO-ALPHA2 country code)	EQUALS, IN
adminArea	String UNKNOWN	EQUALS, IN
deviceClass	Enum: IPHONE, IPAD, UNKNOWN	EQUALS
ageRange	Enum: 18-24, 25-34, 35-44, 45-54, 55-64, 65+, UNKNOWN	EQUALS, IN
gender	Enum: M, F, UNKNOWN	EQUALS

## **Reporting Response Object**

The ReportingResponse body is a container for returned data.

## **SpendRow and ExtendedSpendRow Objects**

Provides tap, conversion, and monetary totals.

Expressed as SpendRow in the response, which is the same as ExtendedSpendRow except with the date attribute. See [Reporting Response fields](#).

Field	Type	Properties	Values/Description
avgCPA	Money object	Read Only	Average cost-per-acquisition (CPA) is total spend divided by the number of installs received within a period.
avgCPT	Money object	Read Only	CPT (Cost-Per-Tap) is treated as the same metric as CPC (Cost-Per-Click). Ratio is spend over taps.
conversionRate	Double	Read Only	The total number of conversions received within a period divided by total number of taps within the same period.
date	string	Read Only	Date range of the report. Format is MM-DD-YYYY HH. In ExtendedSpendRow only.
impressions	int64	Read Only	The number of times your ad appeared in App Store search results within the reporting time period.
installs	int64	Read Only	The total number of downloads or redownloads resulting from an ad within the reporting period. Search Ads installs are attributed within a 30-day tap-through window.
latOnInstalls	int64	Read Only	Installs from users who have enabled Limit Ad Tracking (LAT) on their device.
latOffInstalls	int64	Read Only	Installs from users who have not enabled Limit Ad Tracking (LAT) on their device.
localSpend	Money object	Read Only	The calculated sum of cost associated with each impression served. Spend is measured in the currency used in the campaign.
newDownloads	int64	Read Only	App downloads from new users who have never before installed your app.
redownloads	int64	Read Only	Occurs when a user downloads your app, deletes it, and downloads the same app again following a tap on an ad on the App Store, or downloads the same app to an additional device.
taps	int64	Read Only	The number of times your ad was tapped by users within the reporting time period.
ttr	Double	Read Only	The tap-through rate (TTR) is the number of times your ad was tapped by customers divided by the total impressions your ad received.



**Row Object**

The report metrics organized by time granularity.

Field	Type	Properties	Values/Description
granularity	enum	Optional	<p>Granularity is report data organized by hour, day, week, and month. Expressed in the response as ExtendedSpendRow.</p> <p>Time granularity: HOURLY, DAILY, WEEKLY, MONTHLY</p> <p>If <code>granularity</code> is specified, then <code>returnRowTotals</code> must be false. If <code>granularity</code> is specified and meets the following criteria, additional metrics are returned in the <code>granularity</code> object.</p> <p><b>HOURLY</b> The hour, 00 to 23, is appended to the date string.</p> <p><code>startTime</code> and <code>endTime</code> <math>\leq</math> 7 days apart and <code>startTime</code> <math>\leq</math> 30 days in the past. HOURLY cannot be used with keywords or search or with <code>groupBy</code> dimensions.</p> <p><b>DAILY</b> — <code>startTime</code> and <code>endTime</code> <math>\leq</math> 90 days apart and <code>startTime</code> <math>\leq</math> 24 months in the past.</p> <p><b>WEEKLY</b> — <code>startTime</code> and <code>endTime</code> <math>&gt;</math> 14 days and <math>\leq</math> 365 days apart and <code>startTime</code> <math>\leq</math> 24 months in the past.</p> <ul style="list-style-type: none"> <li>The date value for a response with Week granularity is the Monday of the designated week.</li> </ul> <p><b>MONTHLY</b> — <code>startTime</code> and <code>endTime</code> <math>&gt;</math> 3 months apart and <code>startTime</code> <math>\leq</math> 24 months in the past.</p> <ul style="list-style-type: none"> <li>The date value for a response with Month granularity is the first of the designated month.</li> </ul> <p><b>Note:</b> some combinations of <code>startTime</code> and <code>endTime</code> can be used with more than one granularity.</p>

metadata	<a href="#">MetaData Object</a>	Optional	The data returned with requests for reports.
other	Boolean	Optional	Corresponds to targeting dimensions criteria that fall below a threshold of less than 100 demographic dimensions and less than 10 for search terms returned in reports. If set to true, the corresponding dimensions are null.
total	<a href="#">SpendRow Object</a>	Optional	The tap, conversion, and monetary totals. Expressed as SpendRow in the response, which is the same as ExtendedSpendRow except including the date attribute.
insights	<a href="#">InsightsObject</a>	Optional	The bid recommendations, including range and amount according to currency type. See <a href="#">KeywordInsights</a> and <a href="#">Get Keyword Level Reports</a> .

## KeywordInsights

KeywordInsights help you apply your bid strategy to exact match keywords and similar keywords used in broad match. Use KeywordInsights to optimize campaign performance through your Search Match discovery campaigns.

Field	Type	Description
bidRecommendation	KeywordBidRecommendation Object	The bid recommendation for a keyword.

## KeywordBidRecommendation

A KeywordBidRecommendation is an indicator that varies over time to help you incrementally increase the likelihood of your ad showing in searches on App Store Connect. A KeywordBidRecommendation changes once per day and should not be considered a representation of a bid floor or ceiling. If there is an existing bid on a keyword, the bid recommendation is always greater.

Field	Type	Description
bidMax	<a href="#">Money Object</a>	The maximum bid amount indicator according to currency type.
bidMin	<a href="#">Money Object</a>	The minimum bid amount indicator according to currency type.

## Insights Object

A parent object for bid recommendations.

## Metadata Objects

### Reporting Campaign

The response to a request to fetch campaign level reports. All fields can be used with the `orderBy` selector except `app`, `app:{appName}`, `app:{adamId}` and `servingStateReasons`.

Field	Format	Conditions: Operator	Description
<code>adChannelType</code>	string	EQUALS	The channel type of ads used in a campaign.  Allowed Value: SEARCH
<code>app</code>	<a href="#">CampaignAppDetail</a> object		
<code>app:{appName}</code>	string	EQUALS, IN, STARTSWITH	The iTunes application name. Displayed as <code>app:{appName}</code> .
<code>app:{adamId}</code>	int64	EQUALS	The iTunes application identifier. Displayed as <code>app:{appName}</code> .
<code>campaignId</code>	int64	EQUALS, IN, STARTSWITH	The identifier for the campaign.
<code>campaignName</code>	string	EQUALS	The unique name of the campaign.
<code>campaignStatus</code>	enum: ENABLED, PAUSED	EQUALS	The status of the campaign.
<code>countriesOrRegions</code>	List of strings	EQUALS, CONTAINS_ANY	The App Store territory you are promoting your app and have impressions served. The default is US.

countryOrRegionServingStateReasons	string		The map of reasons returned when a campaign is not running.
dailyBudget	<a href="#">Money object</a>		The daily budget amount available to the campaign.
deleted	boolean (true, false)	EQUALS, IN	An indicator of whether the campaign has been soft deleted or not.
displayStatus	string		The status of the campaign. This status is resolved based on servingStatus and additional criteria.
modificationTime	timestamp		The date and time of the last modification of the object.
orgId	int64		The Id associated with your account in the Apple <a href="#">Search Ads UI</a> .
servingStateReasons	List of strings		A map of reasons returned when a campaign cannot run
servingStatus	Enum: RUNNING, NOT_RUNNING	EQUALS	The status of the campaign.
supplySources	string	CONTAINS_ANY CONTAINS_ALL	The supply source of ads used in a campaign.  Allowed Value: APPSTORE_SEARCH_RESULTS
totalBudget	<a href="#">Money object</a>		The total campaign budget amount.
totalRemainingBudget	<a href="#">Money object</a>		The total campaign budget amount remaining.

## CampaignAppDetail

The app data fetched from campaign level reports.

Field	Format	Description
adamId	int64	The iTunes application identifier. Displayed as app:{adamId} in <a href="#">ReportingCampaign</a> .
appName	string	The iTunes application name. Displayed as app:{appName} in <a href="#">ReportingCampaign</a> .

## Reporting AdGroup

The response to a request to fetch ad group level reports. All fields can be used with the orderBy selector except adGroupServingStateReasons.

Field	Format	Conditions: Operator	Description
adGroupDisplayStatus	enum: RUNNING, ON_HOLD, PAUSED		The state of the operation.
adGroupId	int64	EQUALS, IN, STARTSWITH	The identifier for the ad group.
adGroupName	string	EQUALS, IN, STARTSWITH	The name of the ad group. This is unique within the campaign.
adGroupServingStateReasons	list of strings		The list of reasons returned when an ad group is not running.
adGroupServingStatus	enum: RUNNING, NOT_RUNNING	EQUALS	The status whether the ad group is serving or not.
adGroupStatus	enum: ENABLED, PAUSED	EQUALS	The status of the ad group.
automatedKeywordsOptIn	boolean	EQUALS	The parameter used to enable or disable Search Match. If set to true, the system will automatically add optimized keywords, in addition to those explicitly added to the ad group.
campaignId	int64	EQUALS, IN, STARTSWITH	The identifier for the campaign.
cpaGoal	<a href="#">Money object</a>		The Cost Per Acquisition goal that can be defined

defaultCpcBid	<a href="#">Money object</a>		The parameter used to define your default Cost Per Click bid when creating an ad group.
deleted	boolean (true, false)	EQUALS, IN	An indicator of whether the campaign has been soft deleted or not.
endTime	timestamp		The date and time the campaign is scheduled to end.
modificationTime	timestamp		
orgId	int64		The Id associated with your account in the Apple <a href="#">Search Ads UI</a> .
startTime	timestamp		The date and time the campaign is scheduled to start.



## ReportingKeyword

The response to a request to fetch keyword level reports. All fields can be used with the `orderBy` selector.

Field	Format	Conditions: Operator	Description
adGroupDeleted	boolean (true, false)	EQUALS, IN	An indicator of whether the ad group has been soft deleted or not.
adGroupId	int64	EQUALS, IN, STARTSWITH	The identifier for the ad group.
adGroupName	string	EQUALS, IN, STARTSWITH	The name of the ad group. This is unique within the campaign. Deleted ad groups are not included.
bidAmount	Money object		The price offered for the keyword used in the bidding auction. If not specified, the ad group default CPC bid amount will be used.
deleted	boolean (true, false)	EQUALS, IN	An indicator of whether the keyword has been soft deleted or not.
keyword	string	EQUALS, IN, STARTSWITH	The name of the keyword used in an ad group.
keywordDisplayStatus	enum	EQUALS	The state of the keyword display operation.
keywordId	int64	EQUALS, IN, STARTSWITH	The identifier for a keyword belonging to an ad group. When creating a keyword, the Id is set based on the campaignId and adgroupId in the URI.
keywordStatus	enum		The status of the keyword.

matchType	enum: AUTO, EXACT, BROAD	EQUALS	The parameter used to set an automated keyword and bidding strategy.
modificationTime	timestamp		The date and time of the last modification of the object.

## ReportingSearchTerm

The response to a request to fetch search term level reports. All fields may be used with the orderBy selector.

Field	Format	Conditions: Operator	Description
adGroupDeleted	boolean (true, false)	EQUALS, IN	An indicator of whether the ad group has been soft deleted or not.
adGroupId	int64	EQUALS, IN, STARTSWITH	The unique identifier for the ad group the search term belongs to.
adGroupName	string	EQUALS, IN, STARTSWITH	The name of the ad group. This is unique within the campaign. Deleted ad groups are not included.
bidAmount	Money object		The price offered for the keyword used in the bidding auction. If not specified, the ad group default CPC bid amount will be used.
deleted	boolean (true, false)	EQUALS, IN	An indicator of whether the keyword has been soft deleted or not.
keyword	string	EQUALS, IN, STARTSWITH	The name of the keyword used in an ad group.
keywordDisplayStatus	enum: ACTIVE, PAUSED	EQUALS, IN	The state of the keyword display operation.

keywordId	int64	EQUALS, IN, STARTSWITH	The identifier for a keyword belonging to an ad group. When creating a keyword, the Id is set based on the campaignId and adgroupId in the URI.
keywordStatus	string	EQUALS	The status of the keyword.
matchType	enum: BROAD, EXACT	EQUALS	The parameter used to set an automated keyword and bidding strategy.
modificationTime	timestamp		The date and time of the last modification of the object.
searchTermSource	enum: AUTO, TARGETED	EQUALS, IN	<p>The source of the keyword used as search terms.</p> <p>If searchTermSource is AUTO, then MatchType will be AUTO.</p> <p>If searchTermSource is TARGETED, then MatchType will be either BROAD or EXACT.</p>
searchTermText	string	EQUALS, IN, STARTSWITH	

## ReportingCreativeSet

The response to a request to fetch creative set level reports.

Field	Format	Conditions: Operator	Description
adGroupCreativeSetId	int64		The unique identifier for the ad group Creative Set.
adGroupId	int64	EQUALS, IN	The unique identifier for the ad group.
campaignId	int64		The unique identifier for the campaign.
creationTime	timestamp		The date and time the creative set was created.
creativeSetId	int64	EQUALS, IN, STARTSWITH	The unique identifier for the Creative Set that is assigned to an ad group.
creativeSetLanguage			The language of the Creative Set.
creativeSetLanguageDisplayName	string		The language displayed for the Creative Set.
creativeSetName	string	EQUALS, IN, STARTSWITH, CONTAINS, ENDSWITH	The name of the Creative Set.
deleted	boolean (true, false)	EQUALS, IN	An indicator of whether the creative set has been soft deleted or not.
displayStatus	string	EQUALS, IN	An indicator of the status of the campaign. The status is resolved based on servingStatus and additional criteria.  This field has been deprecated.

modificationTime	timestamp		The date and time of the last modification of the object.
orgId	int64		The Id associated with your account in the Apple <a href="#">Search Ads UI</a> .
status	string		The state of the operation.

## Appendix A: Summary of 2.0 Endpoints

Method	Endpoint	Service	Description
POST	/campaigns	Campaign	Create a campaign
GET	/campaigns	Campaign	Get all campaigns for Org
GET	/campaigns/{campaignId}	Campaign	Get Single campaign
POST	/campaigns/find	Campaign	Find campaigns
PUT	/campaigns/{campaignId}	Campaign	Update campaign
POST	/campaigns/{campaignId}/adgroups	Ad Group	Create an ad group
GET	/campaigns/{campaignId}/adgroups/{adGroupId}	Ad Group	Get single ad group
GET	/campaigns/{campaignId}/adgroups	Ad Group	Get all ad groups for specified campaign
POST	/campaigns/{campaignId}/adgroups/find	Ad Group	Find ad groups
PUT	/campaigns/{campaignId}/adgroups/{adgroupId}	Ad Group	Update ad group
POST	/campaigns/{campaignId}/adgroupcreativesets/find	Ad Group Creative Sets	Find ad group creative sets
GET	/campaigns/{campaignId}/negativekeywords	Campaign Negative Keywords	Gets all campaign negative keywords
GET	/campaigns/{campaignId}/negativekeywords/{keywordId}	Campaign Negative Keywords	Get a campaign negative keyword

POST	/campaigns/ {campaignId}/ negativekeywords/ bulk	Campaign Negative Keywords	Add multiple campaign negative keywords
PUT	/campaigns/ {campaignId}/ negativekeywords/ bulk	Campaign Negative Keywords	Update multiple campaign negative keywords
POST	/campaigns/ {campaignId}/ negativekeywords/ find	Campaign Negative Keywords	Find campaign negative keywords
POST	/campaigns/ {campaignId}/ negativekeywords/ delete/bulk	Campaign Negative Keywords	Delete multiple campaign negative keywords
GET	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ targetingkeywords	Targeted Keywords	Get all ad group keywords
GET	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ targetingkeywords/ {keywordId}	Targeted Keywords	Get an ad group keyword
POST	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ targetingkeywords/ bulk	Targeted Keywords	Add multiple ad group keywords
PUT	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ targetingkeywords/ bulk	Targeted Keywords	Update multiple ad group keywords
POST	/campaigns/ {campaignId}/ adgroups/ targetingkeywords/ find	Targeted Keywords	Find ad group keywords



GET	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ negativekeywords	Ad Group Negative Keywords	Gets all ad group negative keywords
GET	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ negativekeywords/ {keywordId}	Ad Group Negative Keywords	Get a ad group negative keyword
POST	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ negativekeywords/ bulk	Ad Group Negative Keywords	Add multiple ad group negative keywords
PUT	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ negativekeywords/ bulk	Ad Group Negative Keywords	Update multiple ad group negative keywords
POST	/campaigns/ {campaignId}/ adgroups/ negativekeywords/ find	Ad Group Negative Keywords	Find ad group negative keywords
POST	/campaigns/ {campaignId}/ adgroups/ {adGroupId}/ negativekeywords/ delete/bulk	Ad Group Negative Keywords	Delete multiple ad group negative keywords
POST	/creativeappassets/ {adId}	Creative Sets	Fetches App Language, Device Sizes, and Assets Details used with Creative Sets.
GET	/creativeappmapping s/devices	Creative Sets	Fetches supported app preview device size mappings.

POST	/campaigns/ {campaignId}/ adgroups/ {adgroupId}/ adgroupcreativesets/ creativesets	Creative Sets	Creates a Creative Set and assigns it to an ad group.
POST	/campaigns/ {campaignId}/ adgroupcreativesets/ find	Creative Sets	Fetches all Creative Sets assigned to ad groups.
PUT	/campaigns/ {campaignId}/ adgroup/ {adgroupId}/ adgroupcreativeset/ {adgroupcreativesetId}	Creative Sets	Updates an ad group Creative Set using an identifier.
POST	/campaigns/ {campaignId}/ adgroups/ {adgroupId}/ adgroupcreativesets/ delete/bulk	Creative Sets	Deletes Creative Sets from a specified ad group.
GET	/creativesets/ {creativeSetId}	Creative Sets	Fetches asset details of a Creative Set.
POST	/creativesets/find	Creative Sets	Fetches all Creative Sets assigned to an organization.
POST	/campaigns/ {campaignId}/ adgroups/ {adgroupId}/ adgroupcreativesets	Creative Sets	Creates a Creative Set assignment to an ad group.
PUT	/creativesets/ {creativeSetId}	Creative Sets	Updates a Creative Set name using an identifier.
GET	/search/apps	Search	Search for apps
POST	reports/campaigns/	Reporting	Campaign level metrics
POST	reports/campaigns/ {campaignId}/ adgroups	Reporting	Ad group level metrics

POST	reports/campaigns/{campaignId}/keywords	Reporting	Keyword level metrics
POST	reports/campaigns/{campaignId}/searchterms	Reporting	Search term level metrics
POST	/reports/campaigns/{campaignId}/creativesets	Reporting	Creative Set level metrics

## Appendix B: API 1.0 Notes

### Forward Compatibility

1.0 reporting endpoints will have limited support for 2.0 campaigns.

- Metrics for 2.0 campaigns will be returned for following 1.0 endpoints.
  - `v1/reports/campaigns`
  - `v1/reports/campaigns/{campaignId}/adgroups`
  - `v1/reports/campaigns/{campaignId}/keywords`
  - `v1/reports/campaigns/{campaignId}/searchterms`
  - `v1/reports/campaigns/{campaignId}/creativesets`
- Metrics for 2.0 campaigns with multiple countries or regions will be returned with a 1.0 campaign endpoint. However, the storefront field will be NULL.
- Conditions and groupBy behavior is inconsistent when using storefront field in 1.0 reporting endpoints on 2.0 campaigns.

### Backward Compatibility

As of October, 2019, version 1.0 of the Search Ads Campaign Management API is deprecated.

If upgrading from 1.0 to 2.0 campaigns, use the `clearGeoTargetingOnCountryOrRegionChange` flag in the request payload to clear geo targeting of 1.0 ad groups. If you change `countriesOrRegions` in a [campaign](#), set value to true. See [Update Campaigns](#).

### Removed Fields

The following 1.0 fields have been removed in 2.0.

1.0 Field	API Component
<code>referenceLabel</code>	<a href="#">Campaigns</a>
<code>locInvoiceDetails.billingContactName</code>	<a href="#">Campaigns</a>
<code>ageCriteria.excluded</code>	<a href="#">Targeting Dimensions</a>
<code>genderCriteria.excluded</code>	<a href="#">Targeting Dimensions</a>
<code>adminAreaCriteria.excluded</code>	<a href="#">Targeting Dimensions</a>
<code>localityCriteria.excluded</code>	<a href="#">Targeting Dimensions</a>
<code>deviceClassCriteria.excluded</code>	<a href="#">Targeting Dimensions</a>
<code>daypartCriteria.userTime.excluded</code>	<a href="#">Targeting Dimensions</a>

## Reporting Field Changes

1.0 Field Name	2.0 Field Name
conversions	installs
conversionsLATOn	latOnInstalls
conversionsLATOff	latOffInstalls
conversionsNewDownloads	newDownloads
conversionsRedownloads	redownloads

See [Reporting Response](#).



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