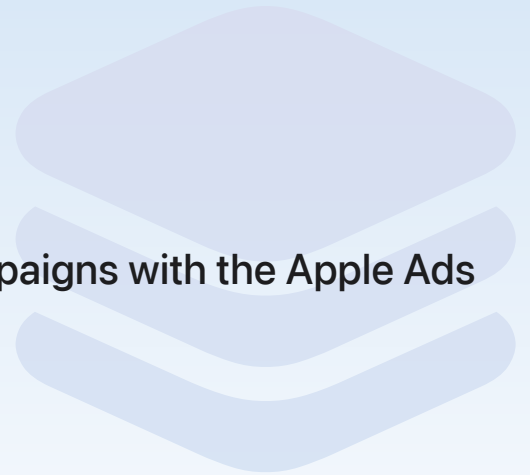


Web Service

Apple Ads

Drive app discovery by creating and managing campaigns with the Apple Ads Campaign Management API.

Apple Ads 2.0+



Overview

Apple Ads is an efficient and easy way to help people discover your app when they search in the App Store. With Apple Ads Campaign Management API 5, you can build [Campaigns](#) with budgets, and create ad groups that include keywords, audience refinement criteria, and scheduling.

You can implement your own keyword-bidding strategy in ad groups or [Build a Campaign Keywords Strategy](#) with the search match feature to automatically match your ad to relevant user searches in the App Store. Promote your campaigns to multiple countries or regions by creating ad variations in your App Store [Custom Product Pages](#). Measure the effectiveness of your campaigns by generating campaign [Reports](#) and [Impression Share Reports](#) with meaningful metrics.

Topics

Essentials

 Implementing OAuth for the Apple Ads API

Manage secure access to Ads accounts.

 Calling the Apple Ads API

Pass your access token in the authorization header of HTTP requests.

 Using Apple Ads API Functionality

Call endpoints using CRUD methods.

Apps

- ⌵ Search Apps
Search for iOS apps to promote in a campaign.
- ⌵ App Eligibility
Check whether your app is eligible to promote in a campaign.
- ⌵ App Details
Fetch app metadata.

Campaigns



- ⌵ Campaigns
Create and manage Apple Ads campaigns.
- ⌵ Budget Orders
Manage your payment model.
- ⌵ Ad Groups
Create and manage ad groups.
- ⌵ Targeting Keywords and Negative Keywords
Apply relevant words or phrases that make your campaigns findable.
- ⌵ Search Geolocations
Search for apps and geocriteria for your campaigns.

Custom Product Page Ads






- ⌵ Ads
Assign an ad creative to an ad group.
- ⌵ Ad Rejection Reasons
Review reasons for an ad rejection.
- ⌵ Creatives
Create and manage ad creatives within your organization.
- ⌵ Custom Product Pages

[View Custom Product Page details.](#)


Reports

-  **Reports**
Generate performance metrics for your campaigns.
-  **Impression Share Reports**
Obtain metrics with impression share insights.

Changelog

-  **Apple Ads Campaign Management API 5**
Learn about changes to Apple Ads Campaign Management API 5.
-  **Apple Ads Campaign Management API 4**
Learn about changes to Apple Ads Campaign Management API 4.
-  **Apple Ads Campaign Management API 3**
Apple no longer supports this API.
-  **Apple Ads Campaign Management API 2**
Apple no longer supports this API.
-  **Apple Ads Campaign Management API 1**
Apple no longer supports this API.

Deprecated Endpoints and Objects

-  **Creative Sets**
Creative Sets is deprecated.