Article

Apple Ads Campaign Management API 2

Apple no longer supports this API.

Overview

> **Note**
>
> As of February 2021, Apple no longer supports the Apple Ads Campaign Management API 2. A 301 RESOURCE_MOVED_PERMANENTLY error occurs if you use an API 2 endpoint. API usage requires version 3 or later.

The Apple Ads API 2 broadens international support by allowing advertisers to include multiple countries or regions within a single campaign.

API 2 campaigns aren't compatible with API 3 resources, however, API 2 reports are forward-compatible. Negative keywords and ad groups were decoupled from the campaign object. Negative keywords and targeting keywords were decoupled from ad groups.

The API now represents App Store territories as follows:

countriesOrRegions
    For use in the Campaign object.

countriesOrRegions
    For use in the ReportingCampaign object.

CountryOrRegion
    For use as a groupBy dimension in the ReportingRequest object.

Report field changes are as follows:

API 2 report field	API 1 report field
installs	conversions
latOnInstalls	conversionsLATOn
latOffInstalls	conversionsLATOff
newDownloads	conversionsNewDownloads
redownloads	conversionsRedownloads

See ExtendedSpendRow and SpendRow for field descriptions.

API 2 includes the following new features for Creative Sets:

- Creating new Creative Sets and linking to an ad group.

- Reassigning Creative Sets to an ad group.

- Retrieving associated app assets for Creative Sets in campaigns.

- Deleting associated Creative Sets for ad groups.

The following Apple Ads Campaign Management API 1 fields are no longer in the corresponding API object and don't apply to API 2 and later:

```
referenceLabel
    Campaign object

locInvoiceDetails.billingContactName
    Campaign object

ageCriteria.excluded
    TargetingDimensions object

genderCriteria.excluded
    TargetingDimensions object

adminAreaCriteria.excluded
    TargetingDimensions object

localityCriteria.excluded
    TargetingDimensions object

deviceClassCriteria.excluded
    TargetingDimensions object

daypartCriteria.userTime.excluded
```

See Also

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 1

Apple no longer supports this API.