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Article

Changelog

A log of Ad Services framework updates.



Overview

Release date	Release details
November, 2025	Apple News is unsupported in iOS 26.1 and later.
October, 2025	Introduced attribution support for pre-order app campaigns. Updated the conversionType field with a new preorder value and an attribution window for both clicks and views. If a pre-order was placed within 30 days from the click or 1 day from the view the lookback window for click-throughs is 90 days. The lookback window for view-throughs is 61 days. See attributionToken() . Also updated AAAttribution to indicate when a user changes their App Tracking Transparency (ATT) status, the system will generate a new token to ensure that subsequent requests reflect the user's current privacy preferences.
March, 2025	Introduced view-through attribution on March 27, 2025. A new attribute, impressionDate has been added to detailed payloads for view-through attribution. A new value has been added to the claimType field. See attributionToken() .
November, 2024	The attributionToken() returns a new claimType attribute with a value of Click, specifying that the app download was from a tap on an ad. Note that the tap-through attribution window is 30 days.

Release date	Release details
May, 2024	To reduce the rate of delayed attribution responses resulting in 404 errors, the Ad Services API will hold connections for up to 1 second before responding with a 404 error code. Doing this allows more time for the request to be processed and correct data delivered as a part of the response, increasing the number of successful API requests. The impact on the API caller could result in an increased number of client-side connection timeouts in cases if timeout is configured for less than 1 second.
March, 2023	Updated AdServices workflow and attributionToken() .
October, 2022	Updated adId in Attribution payload descriptions .
January, 2022	Apple Search Ads no longer supports Creative Sets and AdGroupCreative Sets. Creative Sets API calls return 200 OK responses with an invalid state. Your Creative Sets data remains available through the AdServices attribution framework for devices running iOS versions earlier than 15.2 where creativeSetId returns in payloads. For devices running iOS version 15.2 and later, adId returns in campaigns using a supplySource of APPSTORE_TODAY_TAB or APPSTORE_SEARCH_RESULTS.