

[Apple Ads](#) / Apple Ads Campaign Management API 4

Article

Apple Ads Campaign Management API 4

Learn about changes to Apple Ads Campaign Management API 4.

Overview

API 4 calls are able to access resources created with [Apple Ads Campaign Management API 5](#).

4.11

Released in April, 2024.

- Added guidance for suggested keyword bid amount to help you increase the likelihood of your ad showing in the App Store. See [KeywordBidRecommendation](#) for a summary of changes to [Get Keyword-Level Reports](#).
- You can now create and update budget orders through the API. Added two endpoints: [Create a Budget Order](#) and [Update a Budget Order](#). See [Budget Orders](#).

4.10

Released in November, 2023.

- Added an endpoint to provide app eligibility according to available supply sources, device classes, age criteria, and countries or regions. See [Find App Eligibility Records](#).
- The [Find Targeting Keywords in a Campaign](#) endpoint now supports filtering and sorting by `modificationTime` and `creationTime`.

4.9

Released in July, 2023.

Updates to SupplySource:

- Campaigns with a Today tab SupplySource no longer serve impressions to iPad.
- Removed minimum asset requirements.

Updates to the ProductPageReason object:

- Updated ad creative rejection reasons.
- Added a ReasonLevel to support the ad approval process.

Important

With the 4.9 release, all previously rejected Today tab ad creatives were PAUSED and resubmitted for re-review. The status was updated to ENABLED after the re-review. For more information about updating an ad status, see Update an Ad.

4.8

Released in April, 2023.

- Added endpoints to support the ad creative approval process for campaigns using the APPSTORE_TODAY_TAB or APPSTORE_SEARCH_RESULTS SupplySource.
- Find Ad Creative Rejection Reasons and Get Ad Creative Rejection Reasons can help you resolve a ProductPageReason for rejected ad creatives based on Custom Product Pages.
- Find App Assets returns your app asset metadata that may need adjusting.

4.7

Released in January, 2023.

- Added Impression Share Reports.

4.6.1

Released in October, 2022.

- Added a new section on Rate Limits.
- Updated the script for Create a Client Secret in the OAuth procedures.

- Added a new [Find Ad Groups \(org-level\)](#) endpoint to find ad groups within your organization.
- Added a new [Find Ads \(org-level\)](#) endpoint to find ads within your organization.

4.6

Released in September, 2022.

Advertisers can book ads using two new ad placements: APPSTORE_TODAY_TAB and APPSTORE_PRODUCT_PAGES_BROWSE. See [SupplySource](#).

- APPSTORE_TODAY_TAB requires an approved ad creative based on eligible [Custom Product Pages](#) (CPPs).
- Your CPP needs to be in the defaultLanguage of your campaign. See [SupplySource](#).
- The default languages of Hong Kong (HK) and Macau (MO) have been updated from yue-Hant to zh-Hant. Use the [Get Supported Countries or Regions](#) endpoint to fetch supported languages and language codes.
- APPSTORE_PRODUCT_PAGES_BROWSE places your ad at the top of the You Might Also Like list when users scroll to the bottom of relevant pages across the App Store.
- An optional app categories targeting dimension is eligible to use with APPSTORE_PRODUCT_PAGES_BROWSE. See [AppCategoryCriteria](#).

4.4

Released in June, 2022.

- Advertisers are able to book campaigns with a cost-per-tap (CPC) pricing model and the APPSTORE_SEARCH_TAB [SupplySource](#).
- The cost-per-thousand-impressions (CPM) [PricingModel](#) has been deprecated. You can't update a CPM campaign to a CPC campaign. You must create new campaigns using CPC.
- A lifetime budget is now optional. New campaigns require either a dailyBudgetAmount or a budgetAmount (lifetime budget), or both. See [Create a Campaign](#) and [Update a Campaign](#) for payload examples.
- Campaign endTime and startTime attributes are now configurable. See the [Campaign](#) object for validations.

4.3

Released in April, 2022.

- Added delete keywords endpoints. See [Delete Targeting Keywords](#) and [Find Targeting Keywords in a Campaign](#).
- Enhancements to the geolocation search service.

4.2

Released in March, 2022.

- Added creationTime field to the [Creative](#), [Ad](#) object, [AdCreate](#), [AdUpdate](#), [Reporting Ad](#), and [ReportingCreativeSet](#).
- Reports now include [Get Keyword-Level within Ad Group Reports](#) and [Get Search Term-Level within Ad Group Reports](#).

4.1

Released in January, 2022.

[Custom Product Pages](#) replaces Creative Sets functionality. The Apple Ads API no longer supports Creative Sets and AdGroupCreativeSets. Creative Sets APIs return 200 OK responses with an invalid state. Your Creative Sets data remains available through [Get Creative Set-Level Reports](#).

Custom Product Pages reports now include [Get Ad-Level Reports](#), available for campaigns using the APPSTORE_SEARCH_RESULTS [SupplySource](#).

4.0

Released in May, 2021. You can use calls from the 4.x API to access all of your resources that you created in Apple Search Ads Campaign Management API 3.

OAuth

Beginning in 2021, the Apple Ads Campaign Management API uses OAuth 2 for API account authentication. Apple Search Ads users no longer use API certificates to manage access to their Search Ads accounts. For more information, see [Implementing OAuth for the Apple Ads API](#).

To make calls to the Apple Search Ads Campaign Management API with OAuth, see [Calling the Apple Ads API](#).

Access Control Lists

Access control lists have the following updates:

- The `parentOrgId` field is a new field in the `UserAcl` object. This distinguishes the account from an `orgId` belonging to a suborganization. See [Calling the Apple Ads API](#) for details.
- The [Get Me Details](#) endpoint has been added with its `MeDetailResponse` object.
- The `certExpirationDate` field is no longer a property of the `UserAcl` object.

Ad Groups

The `defaultCpcBid` field in the `AdGroup` object has been renamed to `defaultBidAmount`.

Reports

`Campaign` objects now include new fields: `SupplySource`, `AdChannelType`, and `BillingEventType`. The `AdGroup` object now includes a new field: `PricingModel`. Note, in the `AdGroup` object, the `defaultCpcBid` field used in API 3 is now the `defaultBidAmount` field in API 4.

- [Get Campaign-Level Reports](#) returns `supplySources`, `AdChannelType`, `BillingEventType`, and `avgCPM` in the metadata.
 - [Get Ad Group-Level Reports](#) returns `PricingModel`, `defaultBidAmount`, and `avgCPM` in the metadata.
 - [Get Keyword-Level Reports](#), [Get Search Term-Level Reports](#), and [Get Creative Set-Level Reports](#) aren't supported with `supplySources` and `AdChannelType` fields.
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See Also

Changelog



Apple Ads Campaign Management API 5

Learn about changes to Apple Ads Campaign Management API 5.



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.