

□ Documentation

[Apple Ads](#) / Creatives

API Collection

Creatives

Create and manage ad creatives within your organization.

Overview

You assign [Creative](#) objects to your [Custom Product Pages](#). You can assign one [Creative](#) per custom product page per organization. After assigning your creative, the next step is to [Create an Ad](#) object to assign to an ad group.

Topics

Creative Endpoints

Create a Creative

Creates a creative object within an organization.

Find Creatives

Finds creatives within an organization.

Get a Creative

Fetches a creative by identifier.

Get All Creatives

Fetches all creatives within an organization.

Creative Request and Response Objects

```
object AppPreviewDevicesMappingResponse
```

The app preview device mapping response to display name and size mapping requests.

```
object Creative
```

The creative object.

```
object CreativeLocalization
```

The localized creative metadata.

```
object CreativeLocalizationWithAssets
```

The localized creative metadata with app preview.

```
object CustomProductPageCreative
```

The creative details of a product page.

```
object CreativeResponse
```

The response details of a creative request.

```
object CreativeListResponse
```

A container for response details of a creative request.

```
object DefaultProductPageCreative
```

The default product page object.

```
object MediaAppAsset
```

The asset details of app preview or app screenshots.

```
object MediaAppAssetsDetail
```

The app asset details of a device.

Data Types

```
type CreativeType
```

The type of creative.

```
type CreativeState
```

The system state of the creative.

```
type CreativeStateReason
```

Reasons the system provides when an ad isn't running.

See Also

Custom Product Page Ads

☰ Ads

Assign an ad creative to an ad group.

☰ Ad Rejection Reasons

Review reasons for an ad rejection.

☰ Custom Product Pages

View Custom Product Page details.