

[Apple Ads](#) / Apple Ads Campaign Management API 5

Article

Apple Ads Campaign Management API 5

Learn about changes to Apple Ads Campaign Management API 5.

Overview

API 5 is the current version.

5.3

Released in August, 2025.

- The [Create a Budget Order](#) endpoint no longer supports a single placement type. All responses to API requests you make to create new budget orders contain all possible values for [SupplySource](#).

5.2.1

Released in May, 2025.

- The [Create a Campaign](#) endpoint supports an optional budgetAmount to manage the total budget of a campaign. You can only add a budgetAmount at the time of campaign creation. You can't update a campaign to use budgetAmount. For more information, see [Campaign](#).

5.2

Released in March, 2025.

- Added endpoints to retrieve app details and localized app details. See [Get App Details](#) and [Get Localized App Details](#).

- APPSTORE_SEARCH_TAB campaigns require that you [Create a Creative](#) using either a default product page or a custom product page as the tap destination. As of API version 5.2, you need to create a default product page ad to use with APPSTORE_SEARCH_TAB campaigns. At the release of API version 5.2 Apple automatically creates a default product page ad for all existing, running APPSTORE_SEARCH_TAB campaigns. See also [CreativeType](#).
- The [Find App Assets](#) endpoint now supports default product page ads. The [Find Ad Creative Rejection Reasons](#) endpoint now supports rejection reasons related to default product pages and product page optimization.
- Added support to use custom product pages as an ad's tap destination. APPSTORE_SEARCH_TAB ad-level metrics are reported through [Get Ad-Level Reports](#). Historical ad-level metrics (before API version 5.2 release) are reported against adId=-1. For ad-level metrics after API version 5.2 release, all default product page ads are reported against a new, real adID in reporting payloads.
- APPSTORE_SEARCH_TAB campaigns can optionally include a deep link. See [ProductPage Detail](#).

5.1

Released in October, 2024.

- A read-only `deepLink` field has been added to the [ProductPageDetail](#) response. Advertisers can add deep links to custom product pages through [App Store Connect](#). Retrieve your product page metadata with [Get Product Pages](#) and [Get Product Pages by Identifier](#) endpoints. Deep links are available on iOS 18 and later for Today tab and search results ads, and iPadOS 18 and later for search results ads.
- A correction has been made to the [Find Ad Groups](#) endpoint. The selector `Condition` operator accepts only EQUALS in requests.

5.0

Released in May, 2024.

- View-through reporting metrics provide details on Apple Search Ads campaign performance. Installs, new downloads, and redownloads are available as a standalone total, tap-through, and view-through. All reports reflect the new metrics. See [SpendRow](#) and [ExtendedSpendRow](#).
- Get Keyword-Level Reports and Get Keyword-Level within Ad Group Reports reflect a new `suggestedBidAmount` field, replacing deprecated `bidMin` and `bidMax` fields. See [KeywordBidRecommendation](#).

- Get [Search Term-Level Reports](#) and [Get Search Term-Level within Ad Group Reports](#) require the timezone to be ORTZ.

Other new features include:

- Prior to API 5, new campaigns required a `dailyBudgetAmount` or a `budgetAmount`, or both. A `dailyBudgetAmount` is now a required field for all new campaigns. See [Create a campaign](#).
- Multiple default languages are supported for [countries or regions](#).

Deprecations:

All [Creative Sets](#) endpoints are deprecated and unavailable in API 5.

See Also

Changelog

-  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.