

# Table of Contents

<b>Panama EWS For Mobile.....</b>	<b>1</b>
Mobile EWS Phase II - Launched on March 25, 2010.....	1
Mobile EWS Phase I Launched in Q3-2009.....	1
EWS Mobile API Overview.....	1
EWS 2.4 PRD.....	1
EWS Mobile design options.....	1
Panama Mobile Home Page.....	1
Panama EWS home page - contains Roadmap, PRD, backlogs.....	1
Attachments.....	2
Attachments.....	2

# Panama EWS For Mobile

## Mobile EWS Phase II - Launched on March 25, 2010

Goal: Allowing customers to scale their campaign management activities. The DoCoMo deal is expected to increase traffic by 30 to 40% on Mobile, so YJ wants to provide advertisers/demand side to also scale to reach this supply. In doing so YJ expects to get Bigger/more budgets coming into the mobile space once this segment of customers is able to scale their campaign management activities like they do in the web world. The target customer segment includes tool providers, market makers like Amazon and agencies. \*

- EWS v7 Overview
- EWS Mobile API Phase II Demo
- EWS v7 Release Notes
- EWS Mobile API phase II overview presentation
- Reference EWS usages in JP
- YJ EWS Monthly Performance-Report

## Mobile EWS Phase I Launched in Q3-2009

Mobile EWS (5.2) Goal: Enable Cross Selling to Web advertisers. During the 1st phase we provided a set of research APIs that would primarily help Account Managers Cross Sell by generating proposal. Also once the campaigns were added by via UI to cross-sold accounts, large companies had the option to check performance via APIs.. Only following mobile requirements will be part of EWS v5.2: \*

- Account Management Service: P1
- Basic Report Service: P1
- Proposal Tool Services: P1 (Bid information service, Keyword service and keyword research service, Forecasting)

## EWS Mobile API Overview

- EWS Mobile API overview slides:  
[http://twiki.corp.yahoo.com/pub/AdApps/EWSMobile/EWS\\_Mobile\\_Overview.ppt](http://twiki.corp.yahoo.com/pub/AdApps/EWSMobile/EWS_Mobile_Overview.ppt)

## EWS 2.4 PRD

- EWS Mobile PRD
- EWS Mobile MRD slides
- Summary of YJ EWS Mobile asks

## EWS Mobile design options

- <http://twiki.corp.yahoo.com/view/Panama/MobileEWS>

## Panama Mobile Home Page

- <http://twiki.corp.yahoo.com/view/Panama/MobileEWS>

## Panama EWS home page - contains Roadmap, PRD, backlogs

- <http://twiki.corp.yahoo.com/view/APAG/EnterpriseWebServices>

## Contact Information

- Product Manager: Preeti Jain
- Dev Owner: Hemant Minocha
- QE Owner: Saravanan Balakrishna
- Documentation Lead: TBD

## Attachments

## Attachments

Topic attachments

I	Attachment	Action	Size	Date	Who	Comment
 ppt	EWS_YJ_Ask_Summary.ppt	manage	170.5 K	09 Mar 2009 - 11:45 UTC	PreetijYahoo	YJ Asks For EWS Mobile
 doc	EWS_for_Mobile_PRD.doc	manage	395.0 K	31 Aug 2009 - 04:40 UTC	PreetijYahoo	EWS Mobile P
 ppt	EWS_Mobile_Overview.ppt	manage	786.5 K	02 Sep 2009 - 05:30 UTC	PreetijYahoo	EWS Mobile A Overview Slide
 xls	Reference_EWS_usage_JP.xls	manage	35.5 K	08 Oct 2009 - 05:20 UTC	VivekjpYahoo	Reference EWS usages in JP
 xls	EWS-Monthly-Performance-Report_Jun2009_JP.xls	manage	59.5 K	08 Oct 2009 - 05:23 UTC	VivekjpYahoo	YJ EWS Monthl Performance-R
 ppt	EWS_Mobile_Phase2_Overview.ppt	manage	197.0 K	15 Oct 2009 - 11:31 UTC	PreetijYahoo	Mobile API Ph Overview
 ppt	EWS_Mobile_Phase2_Overview_YJ.ppt	manage	199.5 K	20 Nov 2009 - 06:12 UTC	PreetijYahoo	
 doc	EWS_for_Mobile_Phase2_PRD.doc	manage	662.5 K	28 Jan 2010 - 09:20 UTC	PreetijYahoo	EWS Mobile P II PRD
 ppt	EWSv70_Overview.ppt	manage	10571.0 K	26 Mar 2010 - 09:43 UTC	PreetijYahoo	EWS v7 Overv
 doc	EwsMobile_70Demo.doc	manage	307.0 K	26 Mar 2010 - 10:11	PreetijYahoo	EWS Mobile v Demo Script

			UTC	
--	--	--	-----	--

---

This topic: AdApps > EWSMobile

Topic revision: r31 - 26 Mar 2010 - 10:25:42 - PreetijYahoo

Yahoo! wiki 1.1.3\_36

Copyright © 2010 Yahoo! Inc. All rights reserved. | Internal Use Only

[Report a bug](#) | [Feedback](#)