



Yahoo! JAPAN Ads API Webinar

March 2021

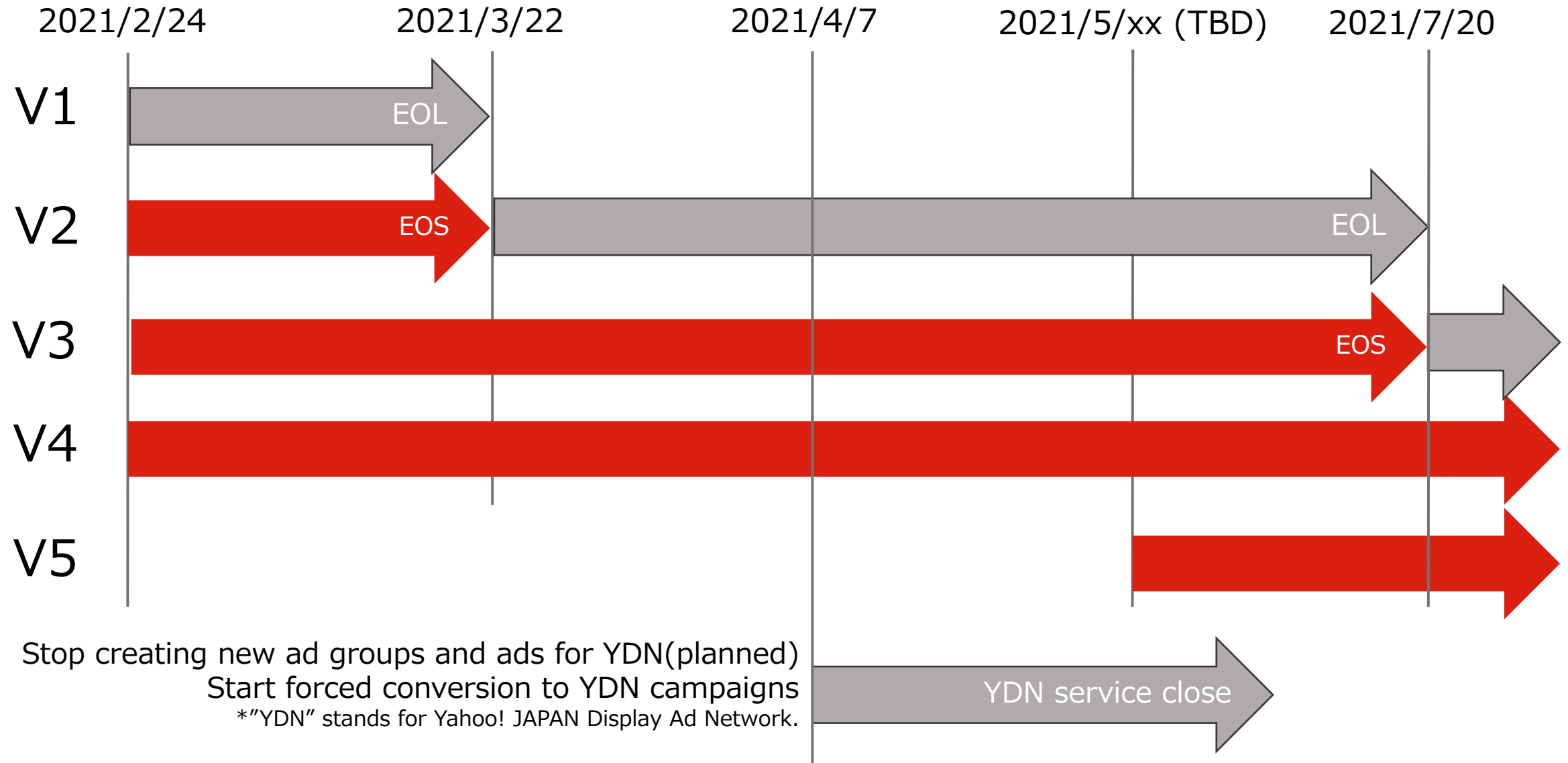
Agenda

For API partners

- API Overall Schedule
- Current usage of reporting
- Yahoo! JAPAN Ads API Update Overview
 - MCC related features
 - Display Ads (Guaranteed), etc.
- Q&A

API Overall Schedule

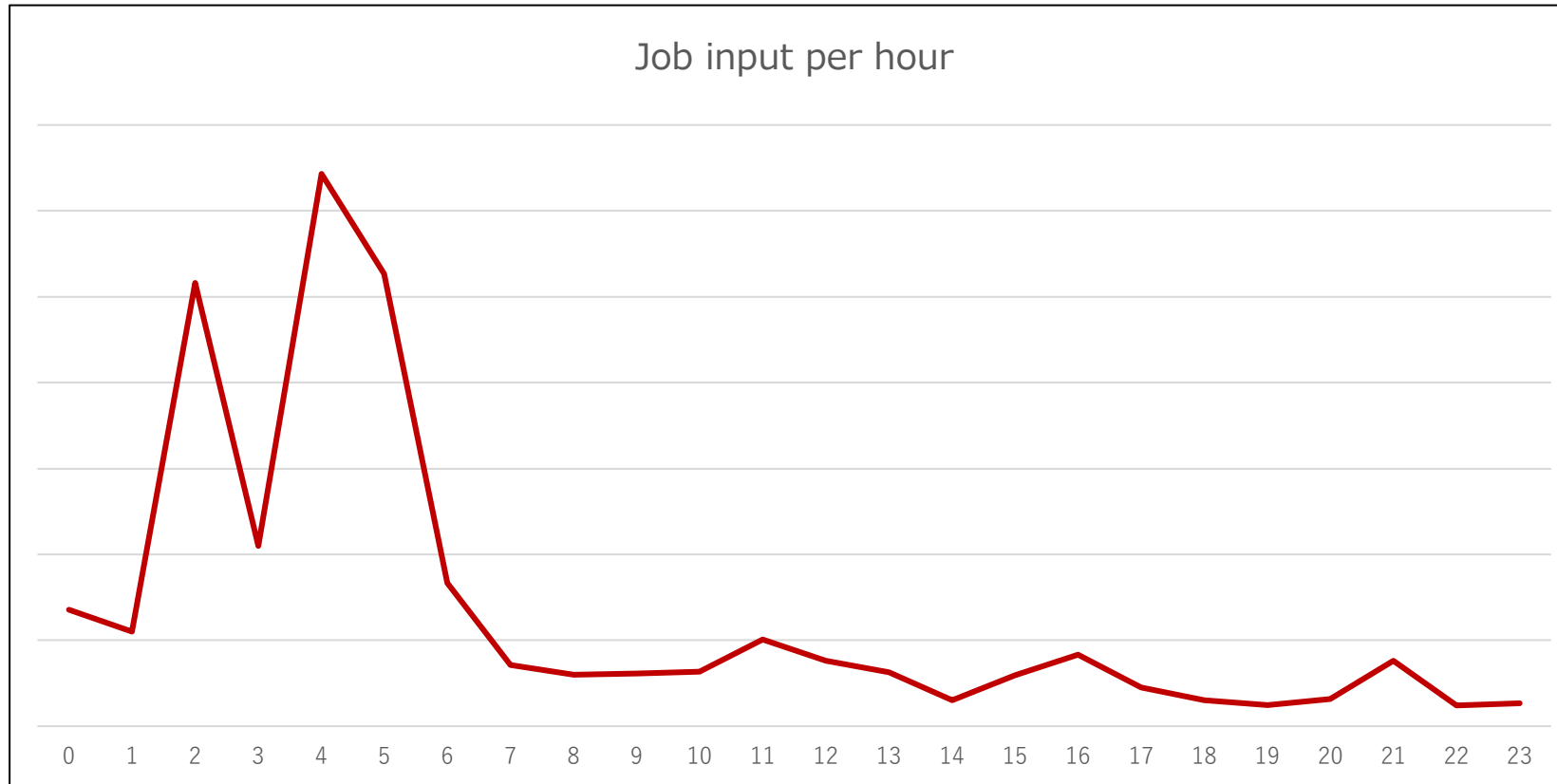
For API partners



Search Ads current usage of reporting

For API partners

As of 2021/2/9



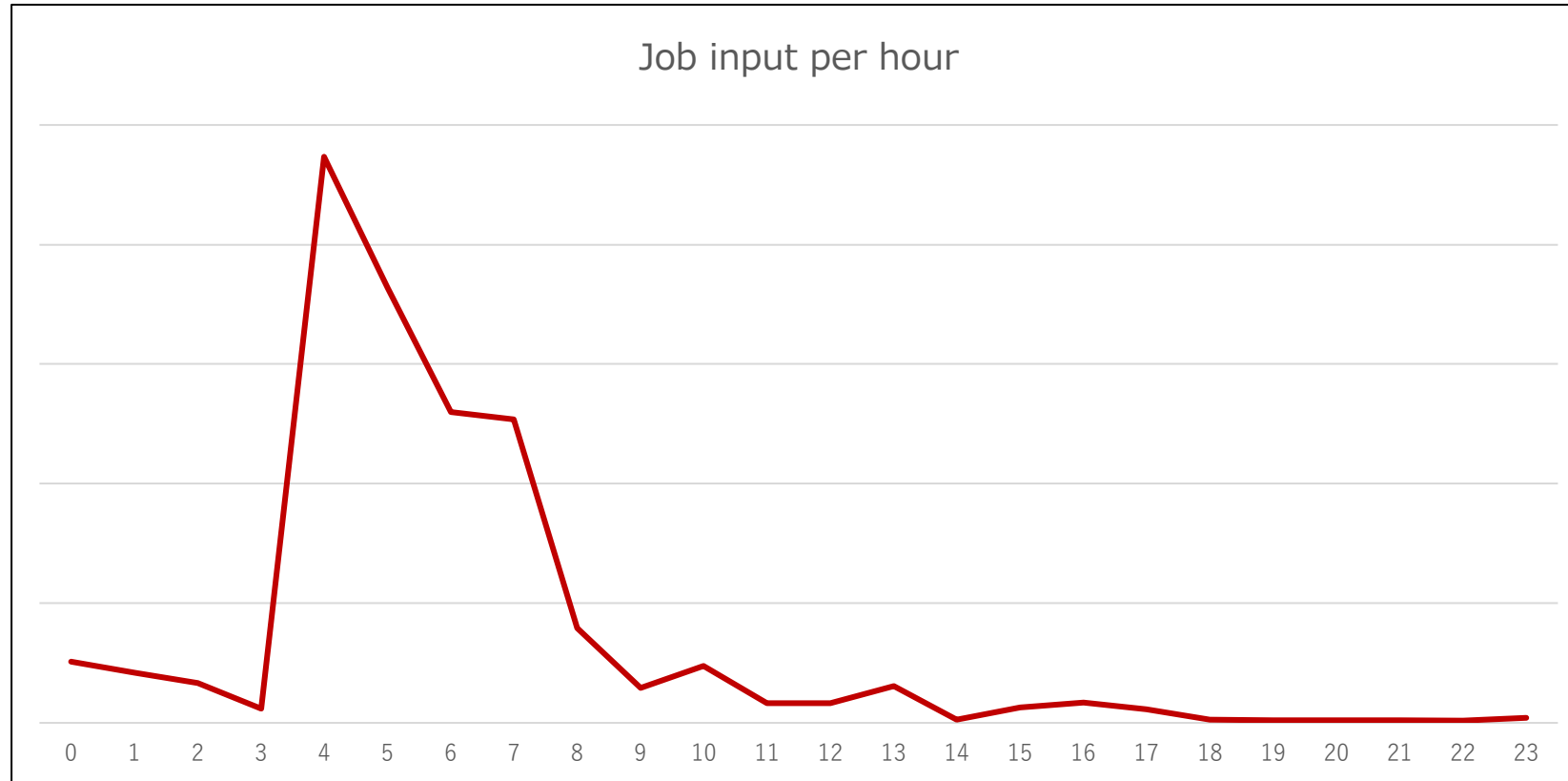
- The longest waiting time is at 4a.m., there is an average waiting time of about 6 minutes.
- If you want to acquire a large amount of data, it is relatively easy after 6 p.m.

* Wait time = the time jobStatus takes to change from WAIT to IN_PROGRESS

Display Ads (Auction) current usage of reporting

For API partners

As of 2021/2/9



- The longest waiting time is at 4a.m. and at 7 a.m., there is an average waiting time of about 5 minutes.
- If you want to acquire a large amount of data, it is relatively easy after 6 p.m.

* Wait time = the time jobStatus takes to change from WAIT to IN_PROGRESS

Yahoo! JAPAN Ads API Update Overview

For API partners

- About updates

Yahoo! JAPAN Ads MCC account

For API partners

We will support MCC accounts sequentially from Yahoo! JAPAN Ads API v4.

Here is an overview of the MCC account.

What is MCC (my client center) account:

“MCC (my client center) account” handles multiple accounts of Search Ads and Display Ads in unit of advertiser's company.

This function will improve business efficiency for agencies and advertisers who operate advertisements and the use is expected to expand in the future.

Merits will be explained from the next page.

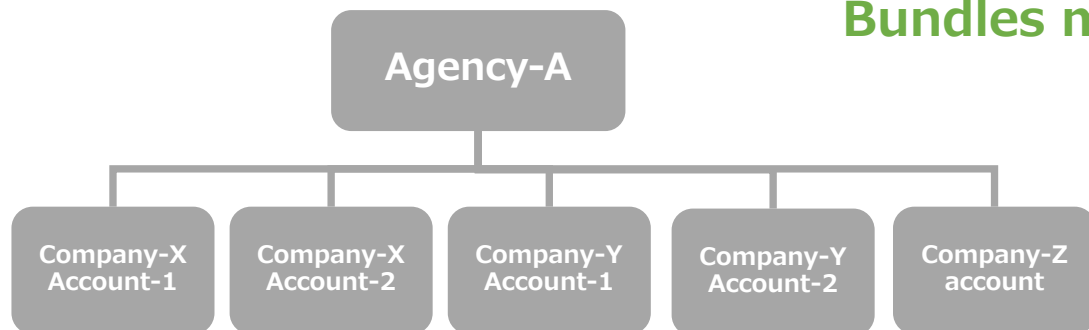
Yahoo! JAPAN Ads MCC account

For API partners

Example: When Agency A creates an MCC account

Before MCC

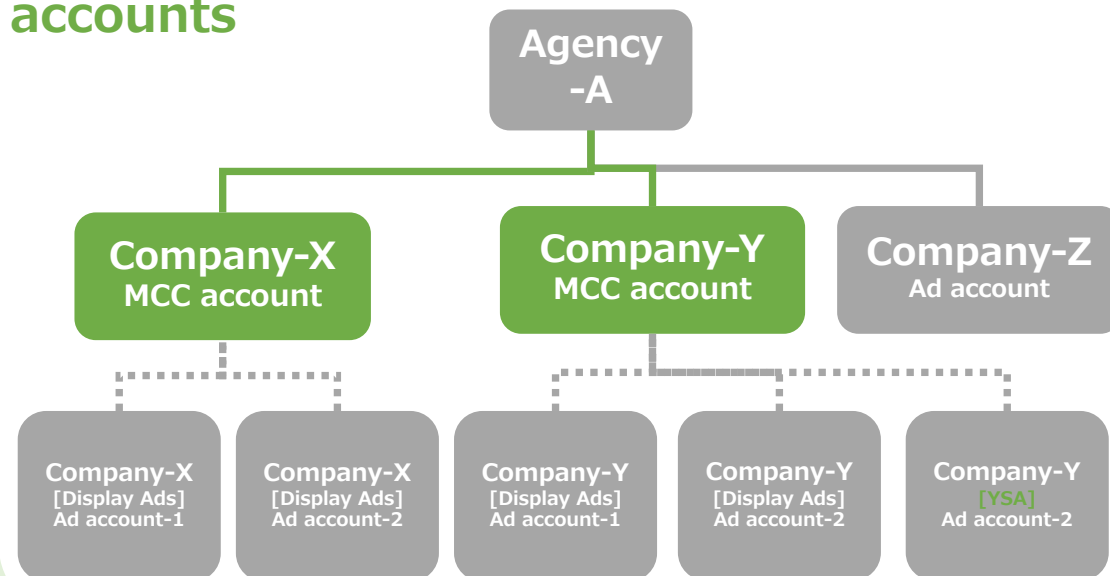
Advertisers often divide their accounts by budget or purpose, and often own multiple accounts.



Bundles multiple accounts

After MCC

Set up an entity called "MCC account" that can bundle multiple accounts



Yahoo! JAPAN Ads MCC account

For API partners

Advantages of using MCC account

You can improve the efficiency of ad account operation and simplify account role management on Yahoo! JAPAN Ads.

1. The main advantages are effective account management and simplification of account role management.
2. Simplify account role management

Yahoo! JAPAN Ads MCC account

For API partners

1. Effectively manage your accounts

The “Account list” of the Campaign Management Tool shows all accounts, and you can't sort them into groups.

You can view only the associated ones in the Campaign Management Tool by using an MCC account. Managing budgets, editing, etc., of multiple accounts in a single location helps you save time on managing your accounts.

Examples are described on the next page.

For API partners

Y! JAPAN 広告 MOC 半信メール確認

レポート 全ての広告アカウント

手帳管理

MOCアカウント設定

MOCアカウント設定

アカウントリスタ申請

広告アカウントを検索

▼ フィルター 配信設定: 全て + 追加

| 配信 | 広告アカウント名 | 契約状況 | インプレッション数 | クリック数 | クリック率 | コスト | 平均CPC |
|----|----------|-------|-----------|-------|-------|-----|-------|
| ● | | サービス中 | - | - | - | - | - |
| ● | | サービス中 | - | - | - | - | - |
| ● | | サービス中 | - | - | - | - | - |

プライバシー・利用規約・広告取扱い基本規定・Yahoo! JAPAN/ビズエス利用規約・免責事項・ヘルプ

Copyright © 2020 Yahoo Japan Corporation. All Rights Reserved.

2. Simplify account role management

The tool users of the MCC account will be able to update the accounts under the MCC account by giving the “Edit” access.

Tool users of the MCC account will be able to make payments by giving the “Admin” access for the account. Giving “Tool admin” access is not necessary.

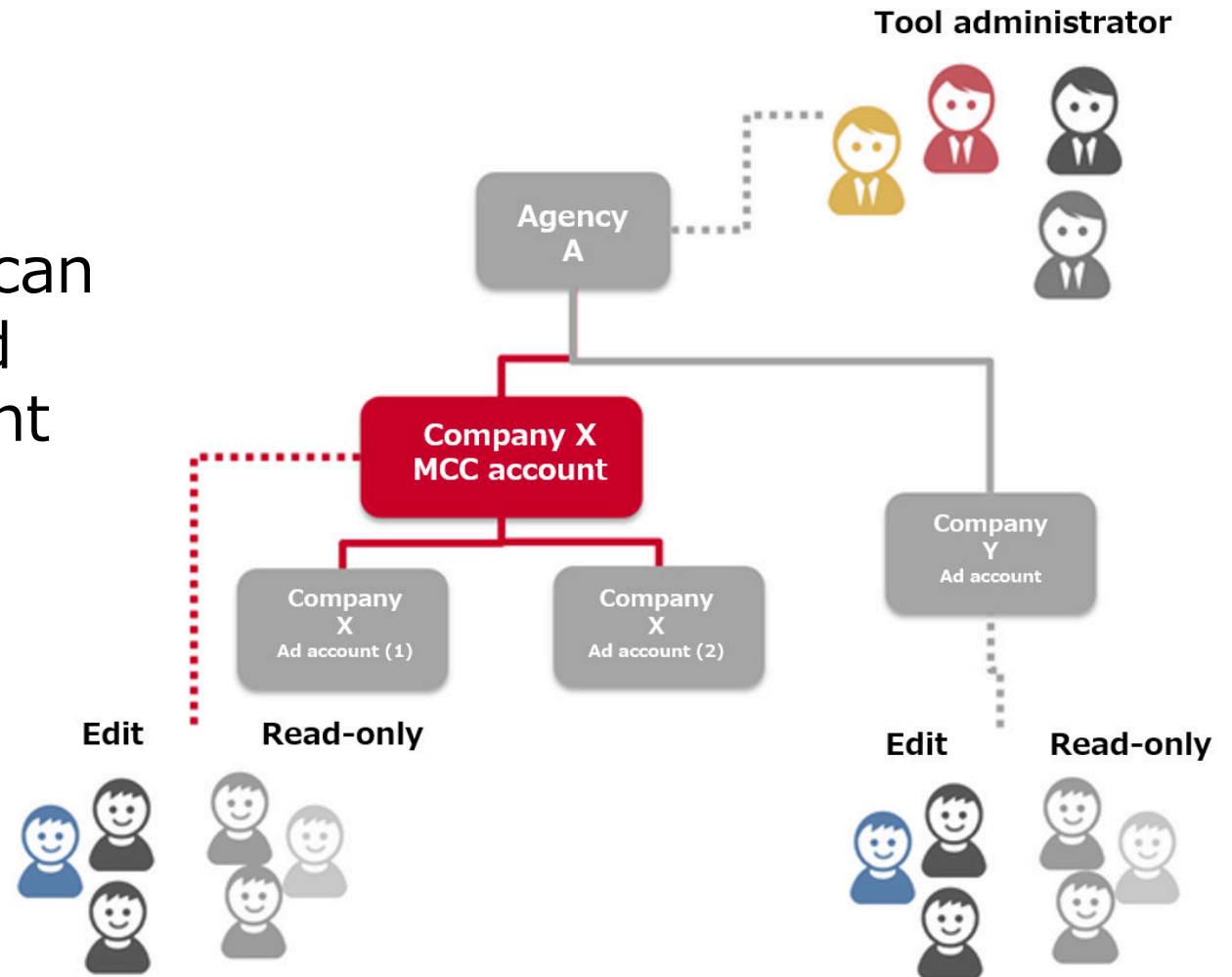
MCC account simplifies the access of advertising managers.

Yahoo! JAPAN Ads MCC account

For API partners

2. Simplify account role management

As shown in the example, you can manage the account roles of ad accounts under the MCC account collectively.



Yahoo! JAPAN Ads MCC account

For API partners

We've provided an overview and key benefits of your MCC account. Especially for operators of Yahoo! JAPAN Ads, it is a function that greatly contributes to improving business efficiency.

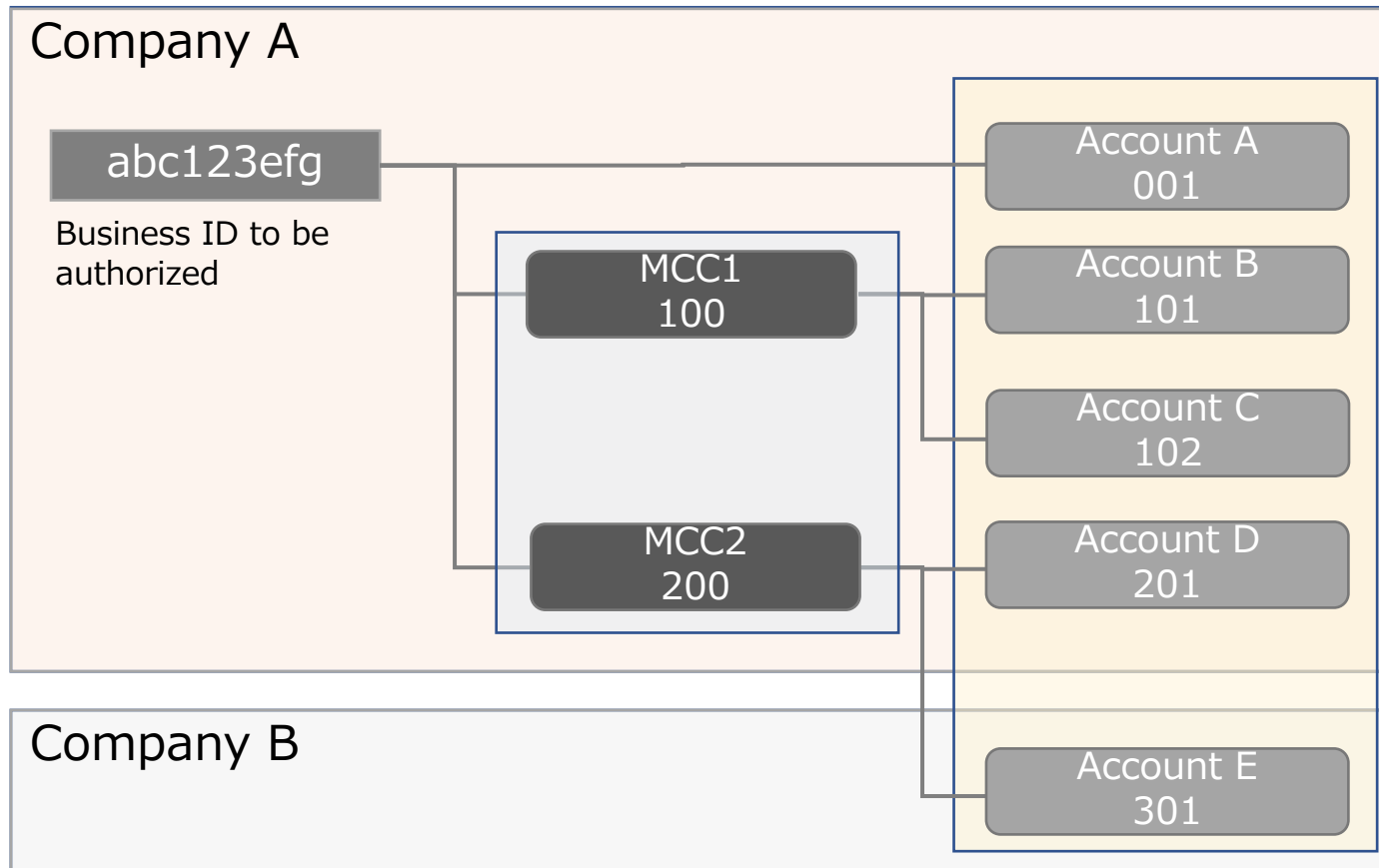
It's not a big advantage for API developers, but we would like to describe an overview because functions will expand in the future and will be used.

Among the APIs released in v4, the functions related to MCC will be described from the next page.

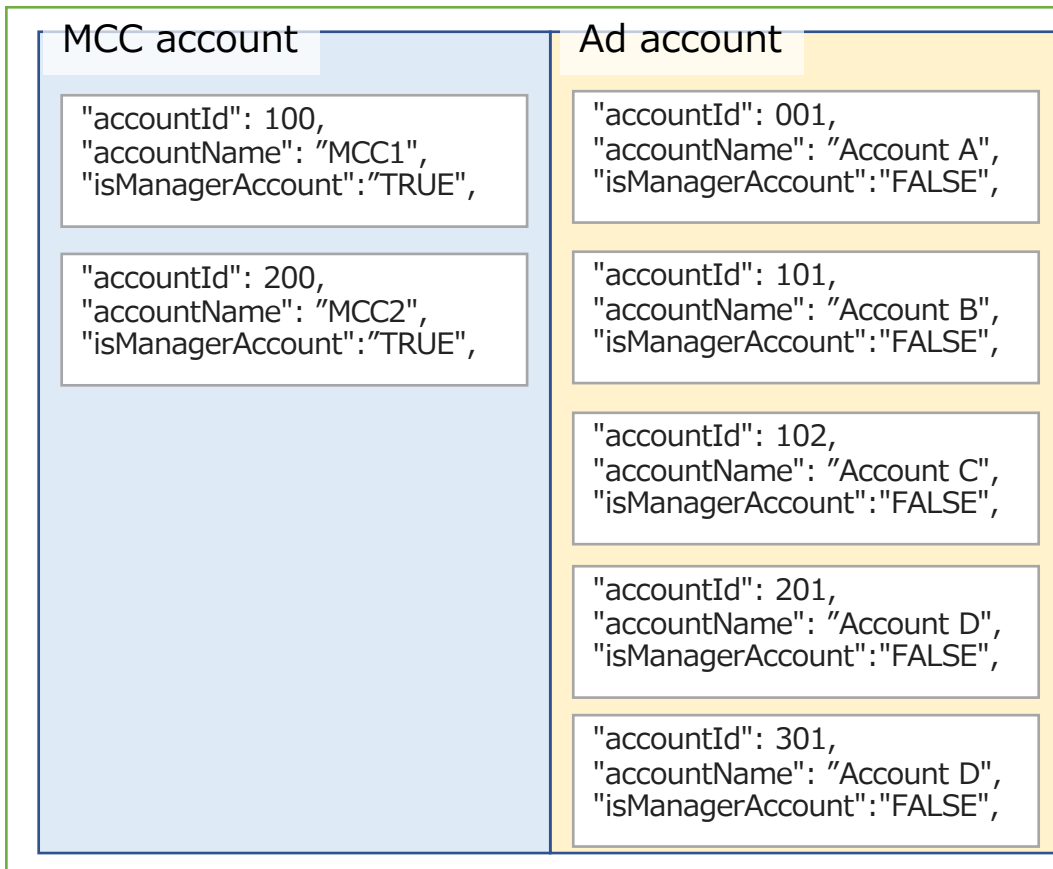
AccountService, supported MCC

For API partners

Sample get image of AccountService#get



Account information that can be obtained from the business ID to be authorized



* IsManagerAccount: FALSE is set in the default request of v4 to maintain compatibility.

AccountService, supported MCC

For API partners

You will be able to get an MCC account on AccountService

The type option that identifies whether the account is an MCC account is added to request and response

Common

Effected version : v4

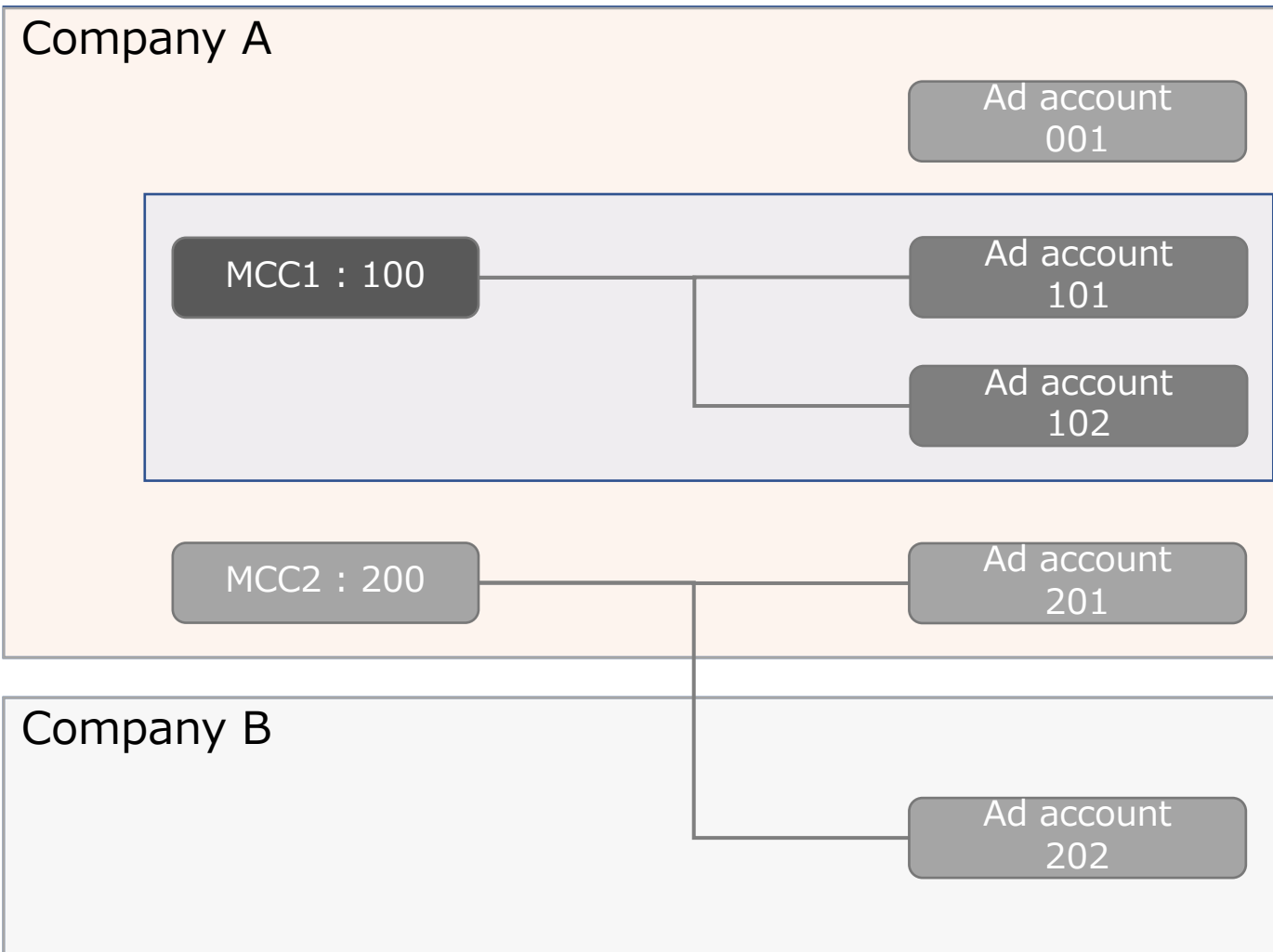
Sample response of AccountService#get

```
"values": [  
  {  
    "account": {  
      "accountId": 12345,  
      "accountName": "Account AAA",  
      "isManagerAccount": "FALSE",  
      . . .  
    },  
  },  
  {  
    "account": {  
      "accountId": 23456,  
      "accountName": "MCC Account ABC",  
      "isManagerAccount": "TRUE",  
      . . .  
    },  
  }  
]
```

AccountLinkService, supported MCC

For API partners

Use AccountLinkService to check the MCC account structure



Request sample

```
{
  "mccAccountId": 100,
}
```

Sample response

```
"values": [{
  "accountLink": {
    "accountId": 101,
    "mccAccountId": 100,
    . . .
  }, {
    "accountLink": {
      "accountId": 102,
      "mccAccountId": 100,
      . . .
    },
  },
}]
```

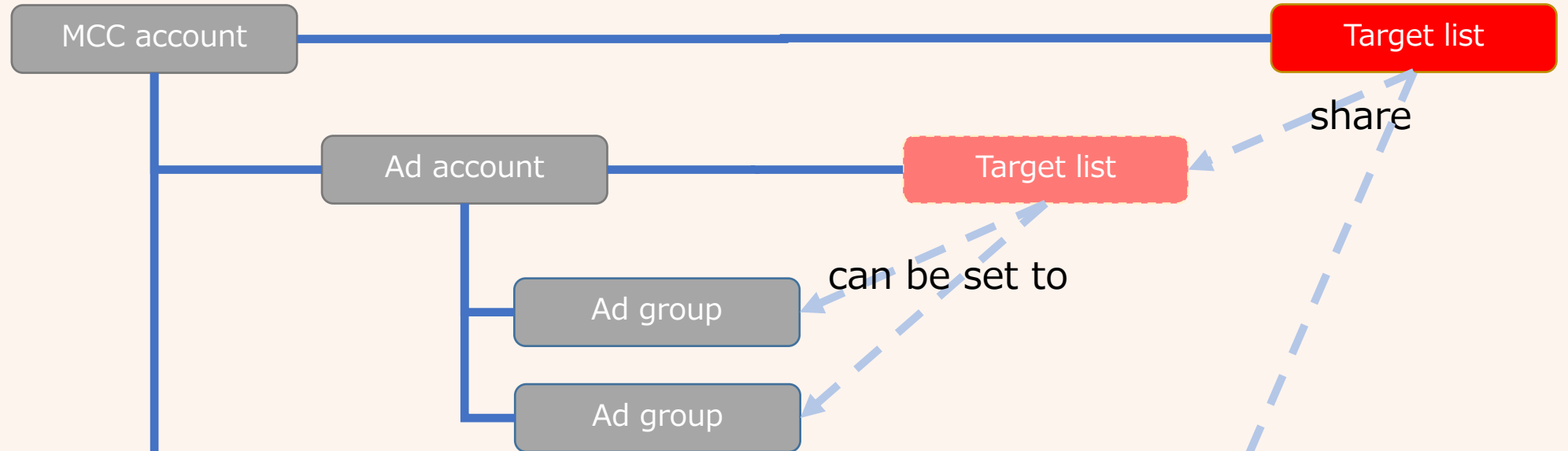
Share target lists

For API partners

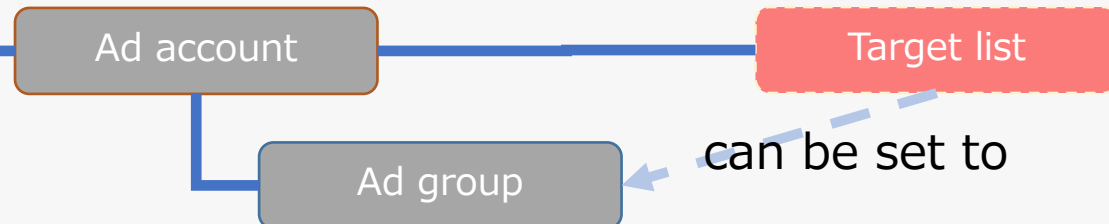
(Sharing Target list of MCC account)

Site retargeting tags and target lists issued by MCC accounts can be shared between ad accounts and between agencies.

Company A



Company B

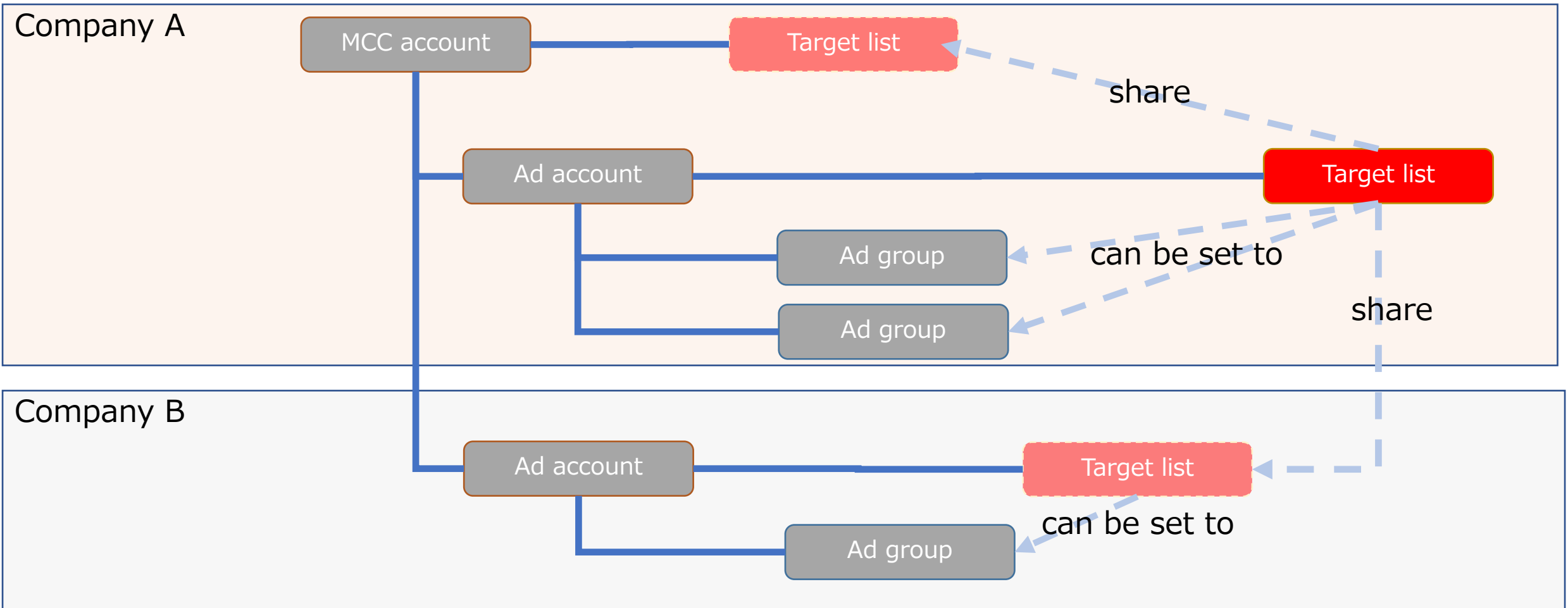


Share target lists

For API partners

(Share target list of ad account)

It is also possible to share the existing target list created by the ad account under the MCC account and use it with other ad accounts linked to the MCC account.



Share target lists ADD

Display Ads target list sharing is now available to all customers

You can create a target list for sharing by creating a target list for MCC account.

* Creating a target list that can be shared under the account is not supported by API

Display Ads

Effected version : v4

***Scheduled on March 2021**

For API partners

```
Request sample of RetargetingListService#add
{
  "accountId": 12345, ← MCC account ID can be
  specified
  "operand": [
    {
      "targetList": {
        "ruleTargetList": {
          . . .
        },
        "targetListType": "RULE"
      },
      "targetListName": "Share list A",
    }
  ]
}
```

Share target lists GET

Getting the target list shared by RetargetingListService#get became available. The account of the target list owner and sharing status has been added to the response.

The list is returned even on get of v3 and older, but it cannot be identified because there is no status

Display Ads

Effected version : v4

***Scheduled on March 2021**

For API partners

```
Request sample of RetargetingListService#get
"values": [
  {
    "retargetingList ": {
      "targetListId": 12345,
      "targetListName": "Target list A",
      "sourceAccountId": 456,
      "sourceAccountName": "Account name of list
owner",
      "isShared": "TRUE",
      . . .
    },
  },
]
```

Cross-campaign reach report across account

For API partners

Cross-campaign reach report will become available across accounts

You can select up to 3 accounts of Display Ads and Search Ads that belong to the same MCC account.

Up to 30 days for aggregation when crossing accounts

*To be scheduled

Display Ads

Effectuated version : v4

```
Request sample of ReportDefinitionService#add
"accountId": 98765, ← MCC account ID
"operand": [
  "reportTypeCondition": {
    "crossCampaignReachesReportCondition": {
      "crossCampaignType": "CAMPAIGN_ID",
      "crossCampaignIds": [{
        "account": {
          "accountId": 12345,
          "productType": "YDA"
        },
        "campaignId": 67890
      }, {
        "account": {
          "accountId": 23456,
          "productType": "YSA"
        },
        "campaignId": 78901
      }
    ],
    "reportType": "CROSS_CAMPAIGN_REACHES"
  }
]
```

Conversion path report across account

For API partners

Conversion path report will become available across accounts

You can select up to 3 accounts of Display Ads and Search Ads that belong to the same MCC account.

Up to 30 days for aggregation when crossing accounts

*To be scheduled

Display Ads

Effected version : v4

```
Request sample of ReportDefinitionService#add
"accountId": 98765, ← MCC account ID
"operand": [
  "reportTypeCondition": {
    "conversionPathReportCondition": {
      "lookbackWindow": 90,
      "includeViewInteraction": "TRUE",
      "conversionPathAccountSetting": {
        "baseAccount": {
          "accountId": 12345,
          "productType": "YDA"
        },
        "subAccounts": [
          {
            "accountId": 67890,
            "productType": "YSA"
          }
        ]
      }
    }
  },
  },
],
```


Report enhancements

For API partners

Following enhancements were made.

- With or without file header

reportSkipColumnHeader:TRUE/FALSE

- With or without file summary line

reportSkipReportSummary :TRUE/FALSE

- Change the display of decimal point

reportDecimalPartDisplayType:
SIMPLE_DISPLAY/FULL_DISPLAY

Display Ads

Effected version : v4

Example of ReportDefinitionService#add

```
{  
  "accountId": xxxxxxxx,  
  "reportDateRangeType": "TODAY",  
  "fields": ["IMPS"],  
  "reportSkipColumnHeader": "TRUE",  
  "reportSkipReportSummary": "TRUE",  
  "reportDecimalPartDisplayType": "FULL_DISPLAY",  
}
```

Report enhancements

For API partners

- When both the header and total line settings are set to TRUE * The default is FALSE

| |
|------------------------------------|
| Campaign name, Impressions, Clicks |
| AAAA,100,10 |
| BBBB,200,20 |
| Total,300,30 |



| |
|-------------|
| AAAA,100,10 |
| BBBB,200,20 |

- Difference in decimal point setting

SIMPLE_DISPLAY . . . default setting as same as the spec of v3 and older

FULL_DISPLAY . . . displays up to 16 digits after the decimal point

Do not process the number of digits

(rounding, etc.)

(example)

0.6666666666666666

Change age targeting ranges

For API partners

The age range will be changed
to the range in units of 5 years

Will be released in spring 2021

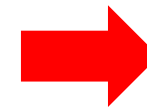
Release on IF first

Display Ads

Effected version : v4

Current

- 13~14
- 15~17
- 18~19
- 20~21
- 22~29
- 30~39
- 40~49
- 50~59
- 60~69
- 70~
- Unknown



New

- 15~19
- 20~24
- 25~29
- 30~34
- 35~39
- 40~44
- 45~49
- 50~54
- 55~59
- 60~64
- 65~69
- 70~
- Unknown

Change age targeting ranges

For API partners

Correspondence table of AdGroupTargetService

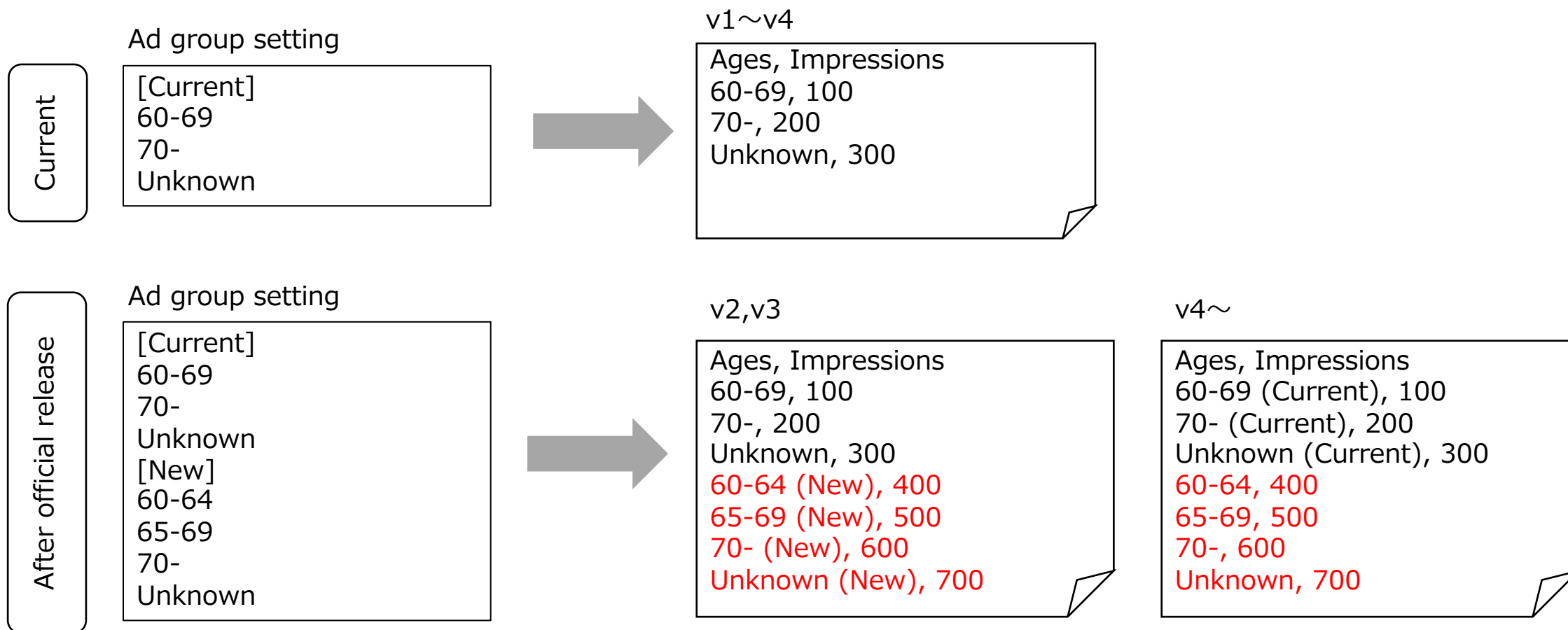
| version | action | As of March 3, 2021 | | Official release scheduled in spring 2021 | | Current age range will sunset in autumn 2021 | |
|----------|----------------------|---------------------|-----|---|-----|--|-----|
| | | Current | New | Current | New | Current | New |
| v1,v2,v3 | add set remove | ✓ | n/a | ✓ | n/a | n/a | n/a |
| | get | ✓ | n/a | ✓ | △ | n/a | △ |
| v4~ | add set remove | ✓ | n/a | ✓ | ✓ | n/a | ✓ |
| | get | ✓ | n/a | ✓ | ✓ | n/a | ✓ |

△ = get as "UNKNOWN"

Change age targeting ranges

For API partners

Report output example * Assuming that the age is set across multiple ad groups



Points

- Do not duplicate statistics such as impressions and clicks
- Statistics delivered in the current range will not be recounted in the new range

Spec change on each list targeting : Add Ads

For API partners

Specifications will change regarding the association of target list, search keyword list, and placement list with ad groups

- Lists that can be associated: 1 → 10
- Bid adjustment rate can be set to each list

Display Ads

Effected version : All

Request sample of AdGroupTargetService#add

```
"operand": [  
  {  
    "campaignId": 123,  
    "adGroupId": 234,  
    "bidMultiplier": "1.0",  
    "target": {  
      "targetId": "12345",  
      "targetType": "SITE_RETARGETING"  
    }  
  }, {  
    "campaignId": 123,  
    "adGroupId": 234,  
    "bidMultiplier": "1.2",  
    "target": {  
      "targetId": "67890",  
      "targetType": "SITE_RETARGETING"  
    }  
  }  
]
```

Spec change on each list targeting : Reports

For API partners

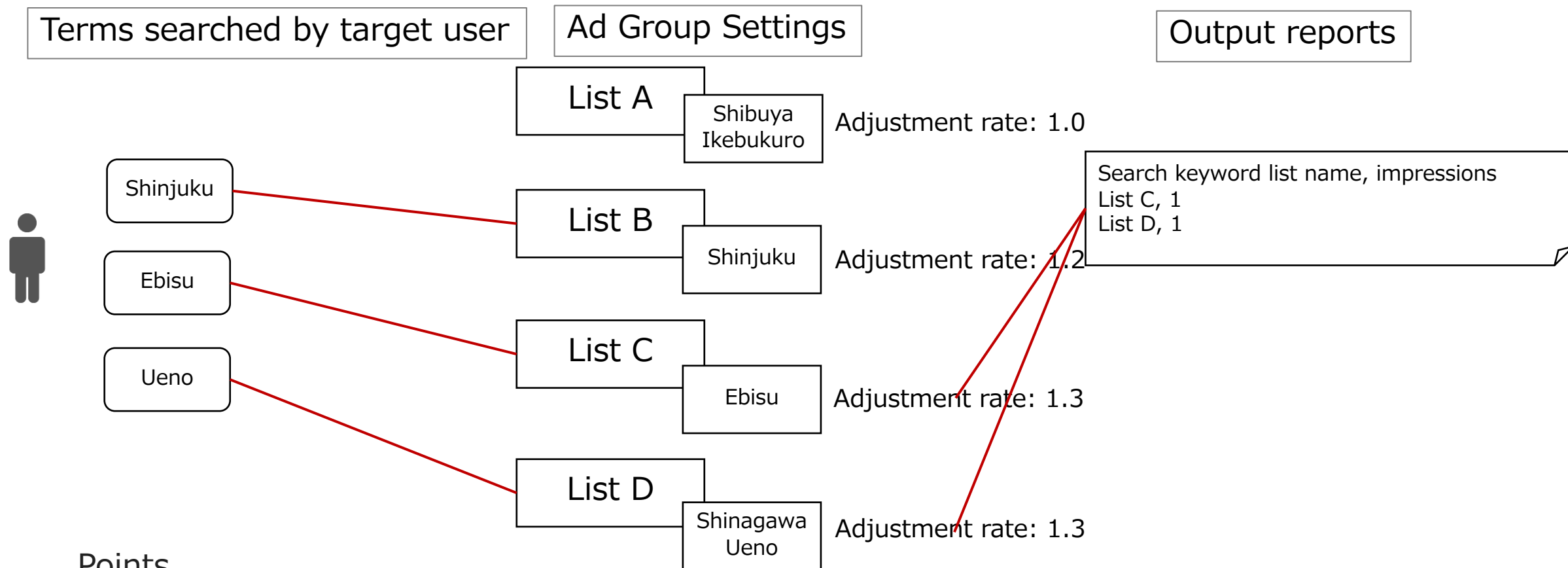
Each list item will be added to the report and reports by list will become available.

- SEARCH_KEYWORD_LIST_ID
- SEARCH_KEYWORD_LIST_NAME
- SITE_RETARGETING_LIST_ID
- SITE_RETARGETING_LIST_NAME
- PLACEMENT_LIST_ID
- PLACEMENT_LIST_NAME

Spec change on each list targeting : Reports

For API partners

When creating reports when each list is specified * Example of search keyword list



Points

- If the list matches multiple ad deliveries, the list with the highest adjustment rate will be the actual result.
- If the adjustment rates are same, the actual result will be duplicated on the report.

Responsive ads : Specification

For API partners

It will support Search Ads new ad format.

Up to 15 titles, 4 descriptions will become available.

Ad Customizer and IF function are not available.

To be scheduled

Release on IF first

Search Ads

Effectuated version : v4

Request sample of AdGroupAdService#add

```
"ad": {  
  "adType": "RESPONSIVE_SEARCH_AD",  
  "headline1":, ←Do not use  
  "description1":, ←Do not use  
  "responsiveSearchAd": {  
    "headlines": [  
      { "text": "Title1" },  
      { "text": "Title2" },  
      { "text": "Title3" },  
    ],  
    "descriptions": [  
      { "text": "Description1" },  
      { "text": "Description2" },  
    ]  
  },  
}
```

Responsive ads : Report specification

For API partners

Responsive ad title / description report field names are different from the current field names.

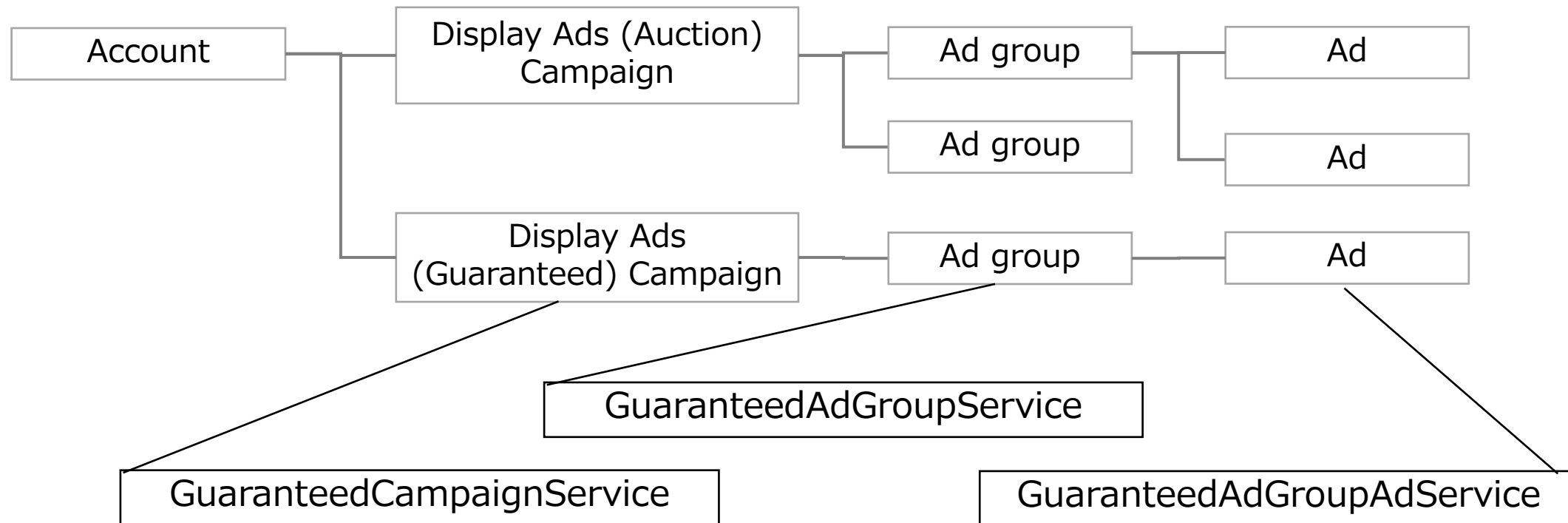
| format | element | field name | display name |
|----------------|-------------|--|--|
| Current | Title | TITLE1 - TITLE3 | Title1 - Title3 |
| | Description | DESCRIPTION1, DESCRIPTION2 | Description1, Description2 |
| Responsive ads | Title | ASSET_TITLE1 - ASSET_TITLE15 | Title1 (asset) - Title15 (asset) |
| | Description | ASSET_DESCRIPTION1 - ASSET_DESCRIPTION4 | Description1 (asset) - Description4 (asset) |

Please get the current title and description of Extended text ads, App download ads, Dynamic ads for search, etc. from each TITLE and DESCRIPTION field as same as usual.

Overview of Display Ads (Guaranteed)

For API partners

Entities of Display Ads (Guaranteed)



Use designated services to operate entities of Display Ads (Guaranteed)

Overview of Display Ads (Guaranteed)

For API partners

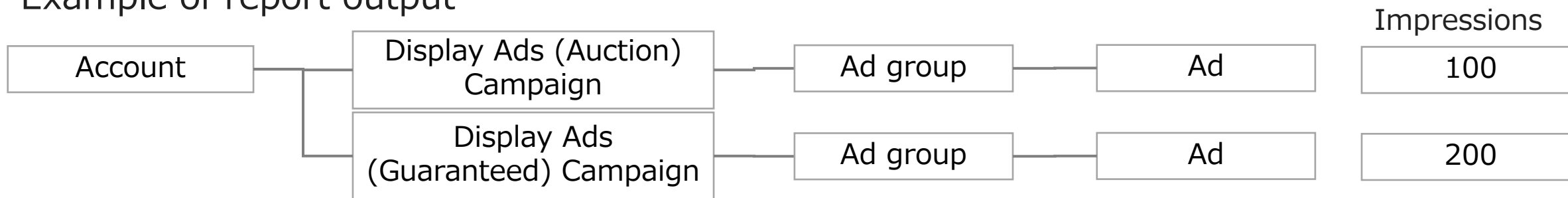
Features of Display Ads (Guaranteed)

| | feature | overview | service to be used | role |
|---|--|---|---|------------------------|
| 1 | Get package | Get a package of Display Ads (Guaranteed) | GuaranteedSimulationService/getPackage | available for everyone |
| 2 | Simulation | Run simulation to see if ad delivery is possible by specifying the package, duration, and delivery target | GuaranteedSimulationService/add | limited |
| 3 | Confirm the reservation | Confirmation of reservation based on simulation results | GuaranteedReservationService/add | limited |
| 4 | Update campaigns Add/update ad groups and ads | Edit campaigns Add/edit ad groups and ads | GuaranteedCampaignService/set GuaranteedAdGroupService/add,set GuaranteedAdGroupAdService/add,set | available for everyone |
| 5 | References | Reference | GuaranteedCampaignService/get GuaranteedAdGroupService/get GuaranteedAdGroupAdService/get GuaranteedPreviewService/get | available for everyone |

Overview of Display Ads (Guaranteed)

For API partners

Example of report output



- When set ACCOUNT_ID, IMPS on fields

Account ID, impressions
1234, 300

Values of Display Ads (Auction and Guaranteed) are summarized

- When set CAMPAIGN_BUYING_TYPE, IMPS on fields

Campaign buying type, impressions
Display Ads (Auction), 100
Display Ads (Guaranteed), 200

Use campaign buying type to distinct specifically

Updates that could not be introduced in the webinar due to time constraints.

Search keyword suspended

For API partners

Some search keywords will be suspended

A suspend date is set for the search keyword. After the date, any keywords cannot be added. If the search keywords are set already, your ads are not delivered for the suspended keywords.

The number of reaches for suspended search keywords will be null

Note that it is not possible to confirm whether the keyword is suspended or not before v4.

Display Ads

Effected version : v4

```
Request sample of RetargetingListService#get
"values": [
  {
    "searchKeywordIdea": {
      "searchKeywordId": 12345,
      "searchKeyword": "sample",
      "desktopSearchVolume": null,
      "smartPhoneSearchVolume": null,
      "tabletSearchVolume": null,
      "closeDate": "2020224",
      "availabilityStatus": "UNAVAILABLE",
      . . .
    },
  },
]
```

Change some Enum value for character code

For API partners

AuditLogServiceEncoding

UTF_8 → UTF8

UTF_16LE → UTF16LE

Search Ads

CampaignExportServiceEncoding

UTF-8 → UTF8

Search Ads

PageFeedItemServiceBulkEncoding

UTF-8 → UTF8

UTF-16LE → UTF16LE

Search Ads

ReportDefinitionServiceReportDownloadEncode

UTF-8 → UTF8

Common

Effected version : v4

Expansion of symbols that can be used on Search Ads

For API partners

Following symbols became available on Search Ads.

| Apply to | Symbols | Brackets |
|---|---------|----------|
| Title, Description | ✓ | ✓ |
| Ad Display Option | - | - |
| Ad Customizer (Data Auto Insertion List) | ✓ | - |

■ Symbols

| No. | Name | Symbol | Unicode | Half/Full width |
|-----|-------------------------------|--------|---------|-----------------|
| 1 | Single quotation (start, end) | ' | U+0027 | Half-width |
| 2 | Double quotation (start) | " | U+201C | Full-width |
| 3 | Double quotation (end) | " | U+201D | Full-width |
| 4 | kara, wave-dash | ～ | U+301C | Full-width |
| 5 | Tilde | ～ | U+FF5E | Full-width |
| 6 | Hyphen | - | U+002D | Half-width |
| 7 | Dollar | \$ | U+0024 | Half-width |

Effected version : All

■ Brackets

| No. | Name | Brackets | Unicode | Half/Full width |
|-----|-------------------------------------|----------|------------------|-----------------|
| 1 | Left and right white corner bracket | 『 』 | U+300E U+300F | Full-width |
| 2 | Left and right corner bracket | 「 」 | U+300C U+300D | Full-width |
| 3 | Square brackets | [] | U+005B U+005D | Half-width |
| | | [] | U+FF3B U+FF3D | Full-width |
| 4 | Angle brackets | < > | U+FF1C U+FF1E | Half-width |
| 5 | Double angle brackets | 《 》 | U+300A U+300B | Half-width |
| | | « » | U+226A U+226B | Full-width |

Expansion of symbols that can be used on Search Ads

For API partners

- Handling of “~” (U+301C) symbol

When “SJIS” is selected for encoding of following services, it will be automatically replaced with “U+FF5E” not to be garbled
We recommend “UTF8”, and not use “SJIS”.

Services applied to
AuditLogService
CampaignExportService
ReportDefinitionService

- IF change of ReportDefinitionService

For API partners

There is a small update on Filter of ReportDefinitionService

Search Ads

Effected version : v4

```
"filters": [  
  {  
    "field": "IMPS",  
    "reportOperator": "IN",  
    "value": [ "AAA"]  
  }  
],
```

~v3

```
"filters": [  
  {  
    "field": "AD_NAME",  
    "filterOperator": "IN",  
    "values": [ "AAA"]  
  }  
]
```

v4

Renewal of Search Ads suggestion feature

For API partners

There are some changes on suggestion feature as follows:

| Service name | Status on v4 | Migrated to |
|-------------------------------|--------------|-------------------------------|
| TargetingIdeaService | EOL | KeywordPlanIdeaService |
| KeywordEstimatorService | Deprecated | KeywordForecastMetricsService |
| KeywordPlanIdeaService | New | - |
| KeywordForecastMetricsService | New | - |

* QPS changes to “up to 1 per sec” on v4 and later

Search Ads

Effected version : v4

Reference of IF differences

<https://github.com/yahoojp-marketing/ads-search-api-documents/tree/master/migration>

EOP