



For API partners

Yahoo! JAPAN Ads API Webinar

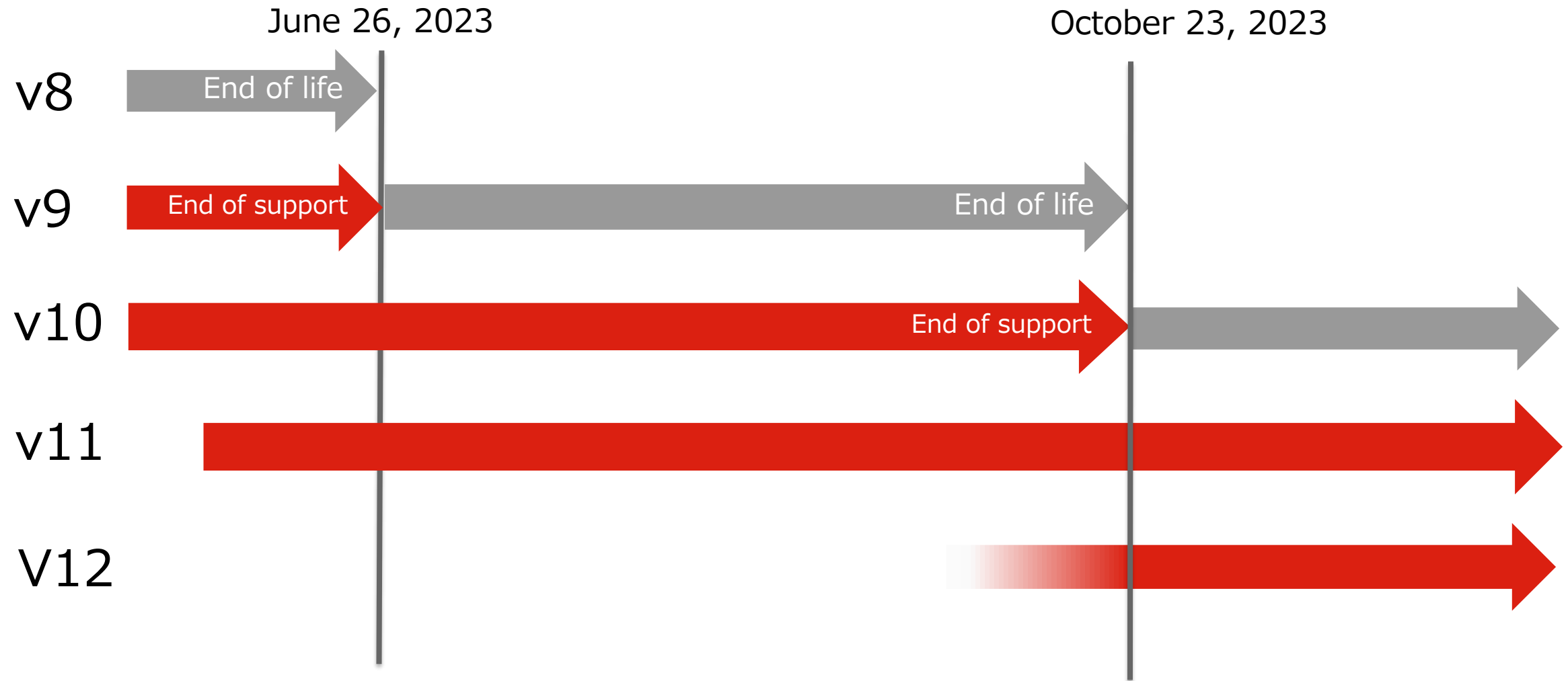
June, 2023

Agenda

1. Road map
2. Updates for v11
3. Other updates
4. Responses to the previous survey
5. Q&A Session

1. Road map

Yahoo! JAPAN Ads API Schedule (EOL, EOS)

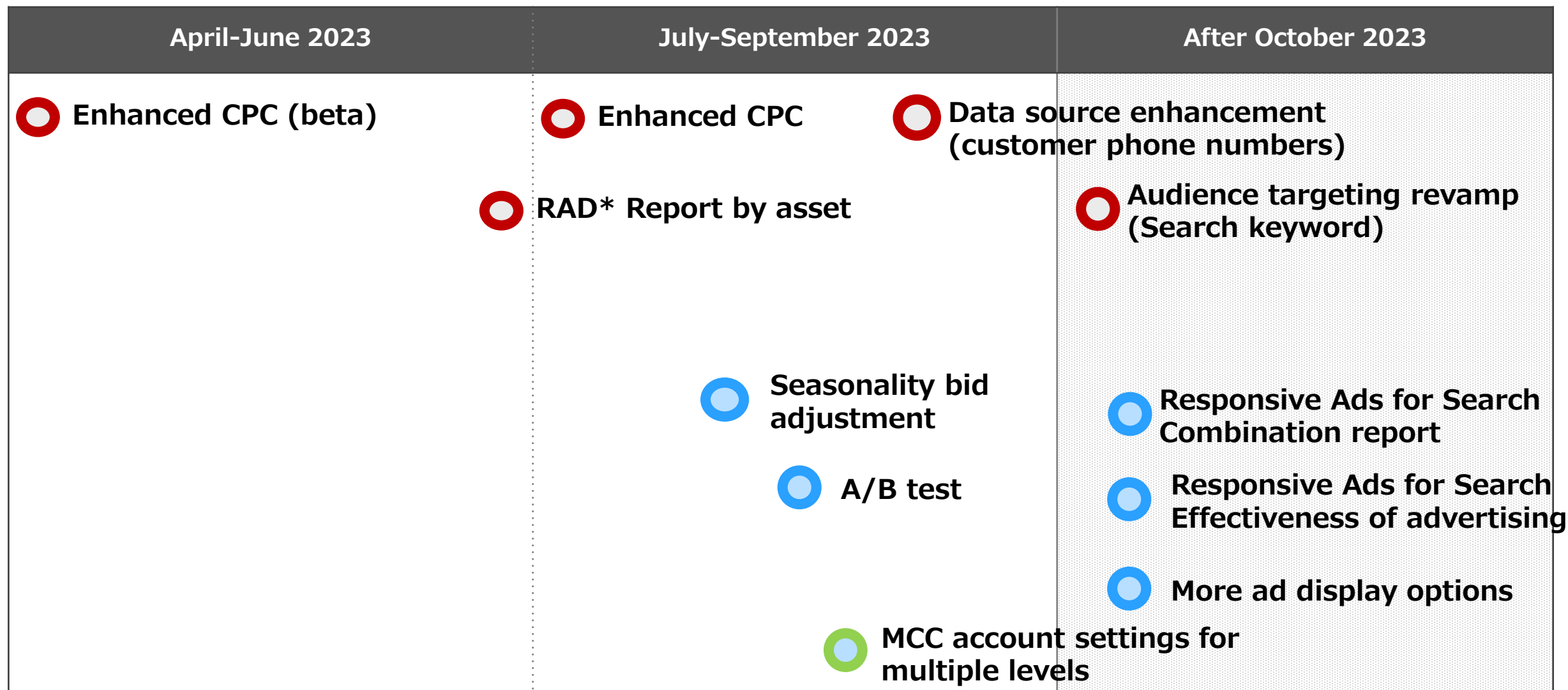


You can view the EOL and EOS schedules on the following page:

<https://ads-developers.yahoo.co.jp/en/ads-api/developers-guide/release-note.html>

*API refers to Yahoo! JAPAN Ads API in this document.

API Road map



*Responsive Ads for Display



Yahoo! JAPAN Ads Search Ads



Yahoo! JAPAN Ads Display Ads (Auction)



Common

2. Updates for v11

Yahoo! JAPAN Ads Search Ads

Removal of EOL services

We will permanently remove services that are closed from the interface.

(Remove entire service)

- FeedService
- CampaignFeedService
- AdGroupFeedService
- PageFeedItemService

(Remove endpoints)

- FeedItemService/add, set, remove, setTrademarkStatus

*The "get" endpoint will continue to be available.

Yahoo! JAPAN Ads Display Ads

Change on reporting item name

We fixed the report columns that weren't consistent between Search Ads and Display Ads. This fix adds new columns without changing column names. Rewrite column names because existing names aren't recommended. Existing column names will eventually be unavailable.

Existing column names (~v10)	New column names (v11~)
IMPRESSION_SHARE_BUDGET_LOSS	BUDGET_LOST_IMPRESSION_SHARE
CLICK	CLICKS
VIEWABLE_CLICK	VIEWABLE_CLICKS
START_DATE	CAMPAIGN_START_DATE
END_DATE	CAMPAIGN_END_DATE
CITY_NAME	CITY
PREF_NAME	PREFECTURE
PREF_ID	PREFECTURE_ID
WARD_NAME	WARD

Mandatory eCPC setting

We added enhancedCpcEnabled to the cpcBiddingScheme object of CampaignService and AdGroupService.

Required for both add and set. If true, it is treated as eCPC, and if false, it is treated as CPC. If not specified, you will receive an error because there is no default value.

*When using AdGroupService, specify the same value as the campaign value.

```
CampaignService/set      ~v10
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "CPC",
      "cpcBiddingScheme": {
        "cpc": 100
      },
      ...
    }
  }
}
```

```
CampaignService/set      ~v11
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "CPC",
      "cpcBiddingScheme": {
        "cpc": 100,
        "enhancedCpcEnabled": "TRUE"
      },
      ...
    }
  }
}
```

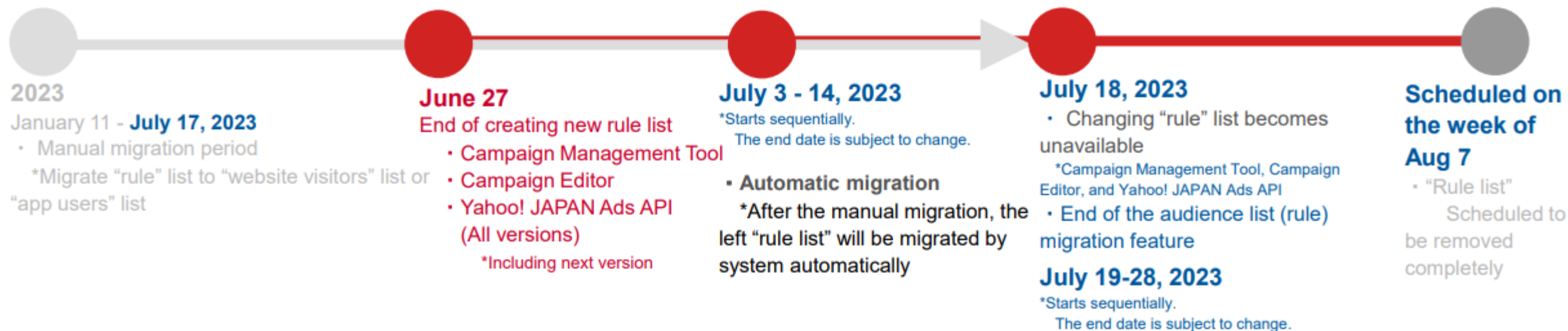
The bid strategy will be returned UNKNOWN if you retrieve past versions of campaigns or ad groups that use the eCPC bid strategy.

End of rule lists for audience list

Creating rule lists for audience list in AudienceListService is no longer available after Tuesday, June 27.

You will receive an error if you add with audienceListType : "RULE" for all versions.

We automatically migrated audience lists (rule) that you didn't migrate.



Reference: Display Ads (Auction) Schedule for end of creating new audience list (rule) and end of offering
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230425.html>

Filter by ad type for AdGroupAdService/get

We added adTypes to requests for AdGroupAdService/get and GuaranteedAdGroupAdService/get .

Note that MainMediaFormat is NONE for TEXT_AD and DYNAMIC_DISPLAY_AD.

AdType	MainMediaFormat
TEXT_AD	NONE
RESPONSIVE_AD	IMAGE
	VIDEO
BANNER_AD	IMAGE
	VIDEO
DYNAMIC_DISPLAY_AD	NONE
CAROUSEL_AD	IMAGE

*Starting with v10, the ad type is determined by combining AdType and MainMediaFormat.

Reference: What's new on v10

https://ads-developers.yahoo.co.jp/en/ads-api/developers-guide/new_on_v10.html

Removal of destination URL

■ AdGroupAdService

- In v8 to v10, "Destination URL (property name: url)" will be changed to return NULL.
- In v11, the "Destination URL (property name: url)" column will be removed.

Sample response of AdGroupAdService/get ~v10

```
{
  "adGroupAd": {
    "accountId": 123456,
    "ad": {
      "bannerAd": {
        "url": null, //same for each ad type
      }
    }
  }
  ...
}
```

Sample response of AdGroupAdService/get ~v11

```
{
  "adGroupAd": {
    "accountId": 123456,
    "ad": {
      "bannerAd": {
"url": null, //same for each ad type
      }
    }
  }
  ...
}
```

■ ReportDefinitionService

We removed the "Destination URL (field name: URL_NAME)" and "Destination URL ID (field name: URL_ID)" columns from reports.

Reference: Display Ads (Auction) Delete of the "Destination URL" item
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/23051001.html>

Yahoo! JAPAN Ads common

About the client library for Java users

Client libraries for Java users will support Spring Framework 6 series.
We will provide a parallel version (with "-spring5") that maintains the same operating environment as before for a certain period of time.

API version	Release tag	Java version	Spring Framework
v11	5.1.0-spring5	8+	5.3.x
v11	5.1.0	17+	6.x.x

As the Spring Framework 5.3 series will reach EOL on December 31, 2024, the released versions with "-spring5" will be unavailable after a certain time.

If you are using client libraries, migrate to the Spring Framework 6 series client libraries without "-spring5" soon.

Reference: Yahoo! JAPAN Ads Display Ads API Client Library for Java
<https://github.com/yahoojp-marketing/ads-display-api-java-lib>
<https://github.com/yahoojp-marketing/ads-search-api-java-lib>

3. Other updates

Specification changes to Responsive Display Ads reporting

■ Summary

The behavior will change when you specify the media ID, title, and description in the Responsive Display Ads report.

Before: Reports output based on media ID, regardless of whether media ID, title, or description was specified.

After: Reports output based on media ID, title, and description.

■ Schedule

June 28 *Campaign Management Tool only. This change will apply to Yahoo! JAPAN Ads API v12 onwards.

This change will apply to the Campaign Management Tool on June 28. Yahoo! JAPAN Ads API won't adopt this change until v12.

The action categories of the title and description will be Segment items (split) in the next version. See the table on the following page.

Reference: Display Ads (Auction) Responsive Ads for Display reports available for title and description

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230613.html>

Specification changes to Responsive Display Ads reporting

Before and after the change

Before: ~v11 *Until June 28 in the Campaign Management Tool

Ad name	Media ID	Title	Description	IMPS
Ad 1	111	--	--	10
Ad 1	222	--	--	20

After: v12~ *planned

Ad name	Media ID	Title	Description	IMPS
Ad 1	111	Title1	Description1	5
Ad 1	111	Title1	Description2	1
Ad 1	111	Title2	Description1	3
Ad 1	111	Title2	Description2	1
Ad 1	222	Title1	Description1	12
...				

Reference: Display Ads (Auction) Responsive Ads for Display reports available for title and description
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230613.html>

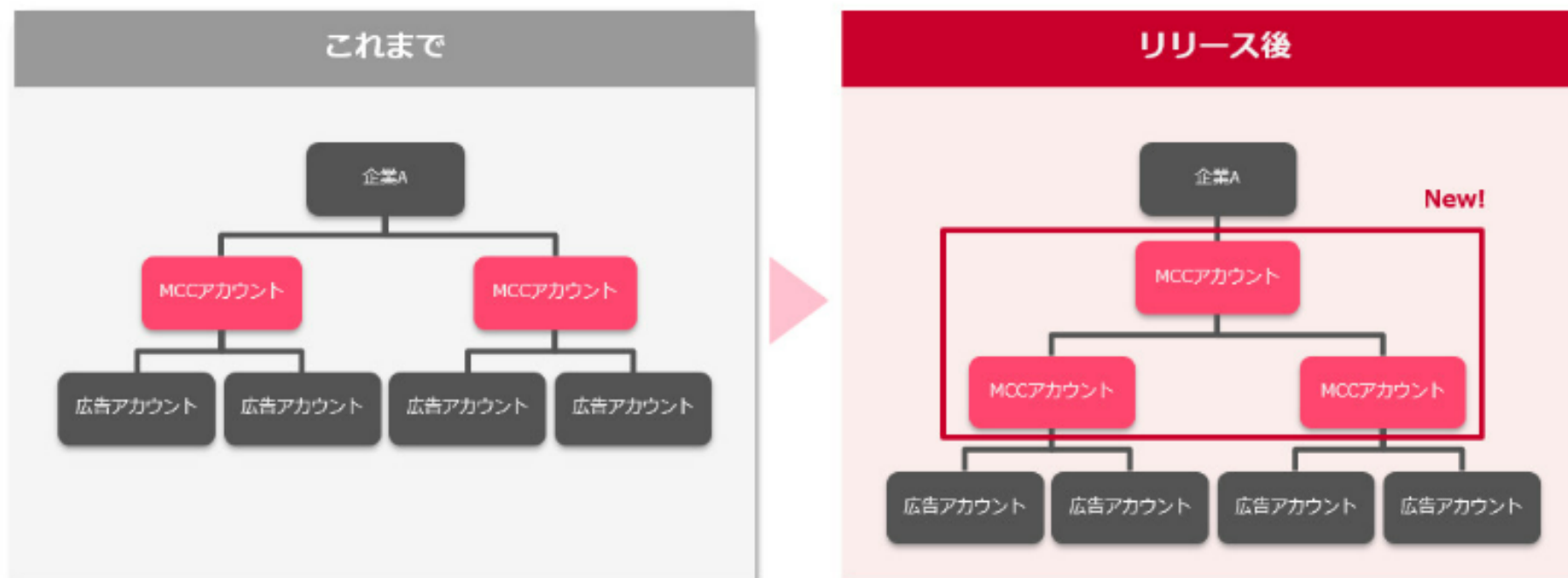
About MCC account settings for multiple levels

MCC account settings for multiple levels will be available in fall 2023.

AccountLinkService in v11 can't retrieve multiple-level accounts.

To use the MCC account settings for multiple levels, wait for v12 to be released.

Join us at our next v12 Webinar for more details.



Reference: MCC account settings will be available for multiple-level structure

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230608.html>

4. Responses to the previous survey

Responses to the previous survey

View our responses to the questions we received after the most recent webinar.

- The required level of numerical accuracy and actions is increasing, and we need to verify the integrity of the downloaded files.
For example, can you consider adding a checksum for files in the header?



Check for the EOF at the end of the file.

Responses to the previous survey

? The references are difficult to read, and I have organized the items by nesting. There are many items that make tracking the nesting position difficult. Can you hide some of them?



We will consider it.

Currently, you can check the nesting in JSON format for an "Example Value" next to "Schema" in the initial view of each reference. Paste this into your editor to check.

Request body

Schema

Example Value

CampaignServiceSelectorオブジェクトは、操作の対象とするキャンペーンの情報およびフィルタ条件を表します。

Content-Type: application/json

```
{
  "accountId": 0,
  "portfolioBiddingIds": [
    0
  ],
  "campaignIds": [
    0
  ],
  "containsLabel": true,
  "labelIds": [
    0
  ],
  "numberResults": 0,
  "startIndex": 0,
  "userStatuses": [
    "ACTIVE"
  ],
  "createdDateRange": {
```

Responses to the previous survey



The HTTP response status is 200, but I get errors and can't handle them using the status code. Can you fix this?



An HTTP request is successful. You receive these errors as part errors.
We return this error because there are cases where not all of the multiple operands are errors.

(Example) There is one error out of 100 operands.

Use `operationSucceeded` to determine if the request is an error or not.

Responses to the previous survey



It is difficult to understand the behaviors, including action categories and unavailable field combinations in Display Ads and ad reports. I need to make API requests to determine if they work correctly. Can you do something about this?



You can check for unavailable field combinations in column F, "Not Combinable Fields" in the report definition.

If a field name in column A is specified when creating reports, you can't specify the field name specified in the combination field.

Handle the "Not Compatible Fields" in column F of the report definition as an input error, etc.

Learn about action categories.(Available in Japanese)

<https://ads-developers.yahoo.co.jp/ja/ads-api/developers-guide/about-report.html>

Responses to the previous survey



I want an API that returns the maximum bid strategy values for ad groups, etc. in the campaign.



We will consider it.

For CPC, you can use the property "biddingKeywordCpcRange" in AdGroupService/get to filter the CPC by the bid of the ad group.

(Example request) AdGroupService/get

```
{  
  "accountId": 123456,  
  "numberResults": 10000,  
  "startIndex": 1,  
  "biddingKeywordCpcRange": {  
    "min": 100  
  }  
}
```

Ad groups with bid of 100 JPY or more
*You don't need to specify the max, but if you don't specify the min together, the result will always be null.

Responses to the previous survey

? Add usage of ReportDefinitionService and StatsService as best practices.

... We will consider it. See the current differences in this table.

	ReportDefinitionService	StatsService
Summary	Available for Search Ads and Display Ads. You can get reports equivalent to the ones generated in the Campaign Management Tool.	Available for Display Ads. You can get the same data as shown in the Campaign Management Tool. It is available for segment items in the view.
Features	You need three steps: Instruct report creation with "add"→Check the creation status with "get"→Retrieve the report with "download"	You can instruct report creation with a "get" request and retrieve results from the response.
Recommended usage	<ul style="list-style-type: none">• Acquisition of large amounts of data• Data that combines multiple items (device x location, etc.)	<ul style="list-style-type: none">• Acquisition of same-day data• Simple statistics (conversions per campaign, costs only, etc.)



Yahoo! JAPAN Ads Product Information

<https://global-marketing.yahoo.co.jp/products/>