

# **Yahoo! JAPAN Ads API Webinar**

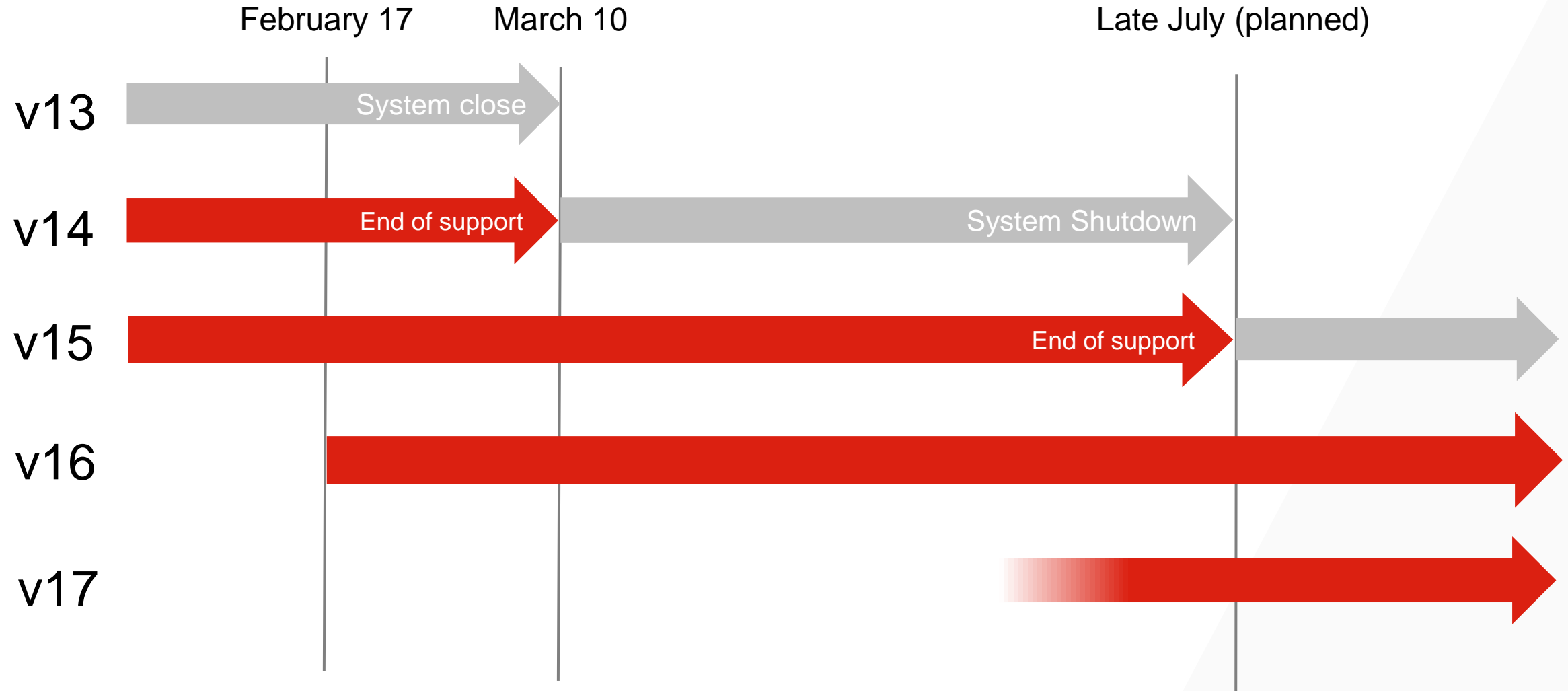
## **March, 2025**

# Agenda

- 01** Roadmap
- 02** v16 update information
- 03** Other information
- 04** Q&A

# 1. Roadmap

# Yahoo! JAPAN Ads API system close and support end schedule



You can also check the system close and support end schedules below.

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

\*Yahoo! JAPAN Ads API: API

## **2. v16 update information**

# **Yahoo! JAPAN Ads Search Ads**

# Favicon assets supported

We have started offering "favicon assets" that display a logo indicating the content of a site in ads.

At the time of the v16 release, only the IF will be made public, and it will be available for actual use after the feature is released.

Scheduled release date: Tuesday, March 18, 2025

## ■ CampaignAssetService

-Added the Enum value "FAVICON" to type

## ■ CampaignExportService

-Added the Enum value "FAVICON\_ASSET" to entityType

\* In versions prior to v15, if you specify ALL or null for entityType, the favicon asset The entity is also returned.

(Reference) [Search Ads] Favicon assets now available

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/25012102.html>

# Favicon assets supported

## ■ Asset Service

- The Enum value "FAVICON" has been introduced to `assetData.type`.
- A new field, "faviconAsset," has been added to `assetData`.

\*Only one Asset object may be specified when adding.

Additionally,

\*In versions earlier than v15, if you retrieve all items using `get`, the favicon asset entity will return as "UNKNOWN."

Example of a V16/AssetService/add request

```
{
  "rval": {
    "values": [
      {
        "asset": {
          "accountId": 123456,
          "assetId": 111111,
          "assetData": {
            "type": "FAVICON",
            "faviconAsset": {
              "faviconName": "favicon",
              "data": "Base64 encoding of the image file",
              "aspectRatio": "string",
            }
          },
        },
      },
    ],
  },
  //...the rest is omitted
}
```

(Reference) [Search Ads] Favicon assets now available

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/25012102.html>



# Support for obtaining reports on Shopping Search Ads (SSA)

Reports on Shopping Search Ads are now available from the Yahoo! JAPAN Ads Search Ads API.

[Add new]

SsaReportDefinitionService/get, add, remove, getReportFields, download

SsaReportDefinitionService is a report-related API, but even if you change the upper limit of the report-related API by changing the QPS, SsaReportDefinitionService will remain at "maximum 5 items per second."

Reference

<https://ads-developers.yahoo.co.jp/reference/ads-search-api/v16/SsaReportDefinitionService/>

# Support for obtaining reports on Shopping Search Ads (SSA)

Please note that SsaReportDefinitionService has a different Enum than ReportDefinitionService.

	SsaReportDefinitionService	ReportDefinitionService
filterOperator	EQUALS, GREATER_THAN_EQUALS, LESS_THAN_EQUALS, CONTAINS, IN	EQUALS, NOT_EQUALS, GREATER_THAN, GREATER_THAN_EQUALS, LESS_THAN, LESS_THAN_EQUALS, CONTAINS, IN
reportCompressType	NONE	NONE, ZIP
reportDownloadEncode	UTF8	UTF8, SJIS, UTF16LE

## Reference

<https://ads-developers.yahoo.co.jp/reference/ads-search-api/v16/SsaReportDefinitionService/en/>

# Supports obtaining a Shopping Search Ads (SSA) account

Search Ads (Shopping) Account and Search Ads (Shopping) Account Information can now be obtained.

[Add new]

SsaAccountService/get

BaseAccountService/get includeSsaAccount

## Reference

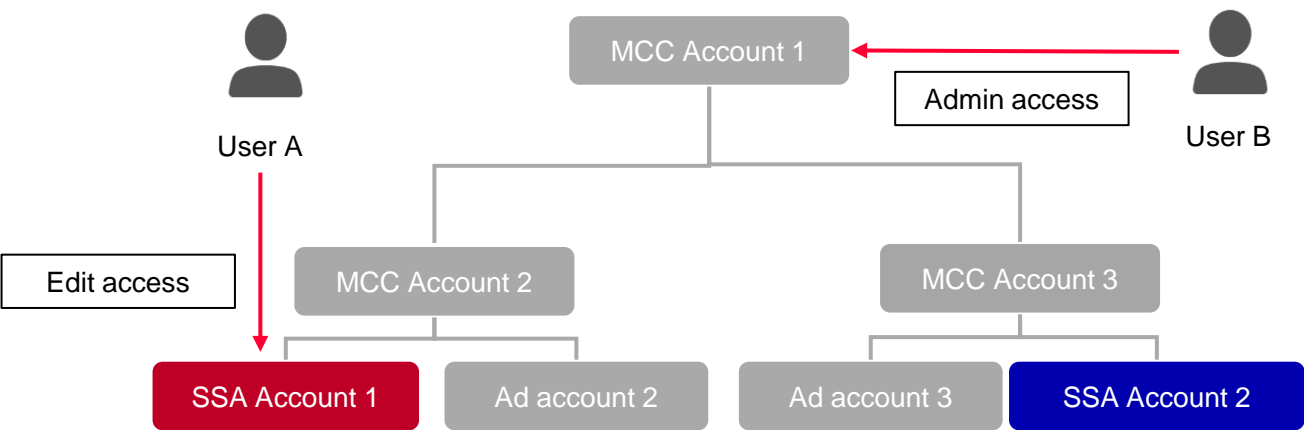
- <https://ads-developers.yahoo.co.jp/reference/ads-search-api/v16/SsaAccountService/en/>
- <https://ads-developers.yahoo.co.jp/reference/ads-search-api/v16/BaseAccountService/en/>

# Supports obtaining a Shopping Search Ads (SSA) account

Even with a Search Ads (Shopping) account (SSA account), the base account is treated the same as a Search Ads account.

If you have direct permissions to an SSA account, obtain the account ID by specifying xz-base-account-id with includeSsaAccount in BaseAccountService/get as ALL (all) or ONLY\_SSA (only SSA accounts).

SSA account information is obtained through SsaAccountService rather than AccountService.



"xz-base-account-id"	Target account for operation	authority
SSA Account 1	SSA Account 1	Edit access
MCC Account 1	SSA Account 2	Admin access

Reference

- <https://ads-developers.yahoo.co.jp/reference/ads-search-api/v16/SsaAccountService/en/>
- <https://ads-developers.yahoo.co.jp/reference/ads-search-api/v16/BaseAccountService/en/>

# **Yahoo! JAPAN Ads Display Ads**

# Support audience data connections from LINE Official Account and LINE Ads

We now support ad delivery using audience data from LINE Ads and LINE Official Account .

AudienceListService, AdGroupTargetService

Add BUSINESS\_MANAGER to audienceListTypes

Example response of v16/AudienceListService /get

```
"rval": {
  "values": [
    {
      "audienceList": {
        "accountId": 123456,
        "audienceListContent": {
          "businessManagerAudienceList": {
            "lineAudienceGroupId": 111111,
            "lineAudienceGroupType": "IDFA_AAID_UPLOAD",
            "lineAudienceGroupOwnerType": "LINE_ADS",
            "isZeroOrCurrentlyTotaling": "TRUE"
          },
          "audienceListType": "BUSINESS_MANAGER"
        },
        //...the rest is omitted
      }
    }
  ]
}
```

(Reference) [Display Ads (Auction)] Audience data linkage from LINE Official Account and LINE Ads

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/250107.html>

# Launch of bid strategy "Maximize conversion value" (beta)

We now support "Maximize conversion value" (beta), a bid strategy that automatically adjusts bids to maximize the "Conversion value" in the conversion settings. It also supports Target ROAS settings.

At the time of the v16 release, only IF was available. The feature has now been released and is available for use.

Release date: Wednesday, February 19, 2025

## ■ Campaign Service

- Added the enum value "MAXIMIZE\_CONVERSION\_VALUE" to biddingStrategyType
  - Add object maximizeConversionValueBiddingScheme.targetRoas

## ■ AdGroupService

- Added the enum value "MAXIMIZE\_CONVERSION\_VALUE" to biddingStrategyType
  - Add object maximizeConversionValueBiddingScheme.targetRoas

(Reference) Display Ads (Auction): Bid strategy "Maximize conversion value" (beta version) will be available

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/25020501.html>

# Supports changing the start timing of image and video review

We have changed the timing at which image and video review begins in order to optimize the review process.

At the time of the v16 release, only IF was available. The feature has now been released and is available for use.

Release date: Wednesday, February 26, 2025

## ■ Media Services

- Added the enum value "PENDING\_UNSPECIFIED\_AD" to approvalStatus
  - creationTime has been changed to reviewApplicationDate

## ■ Video Service

- Added the enum value "PENDING\_UNSPECIFIED\_AD" to approvalStatus
  - createdDateTime changed to reviewApplicationDate

(Reference) Display Ads: Change review start timing of images and videos

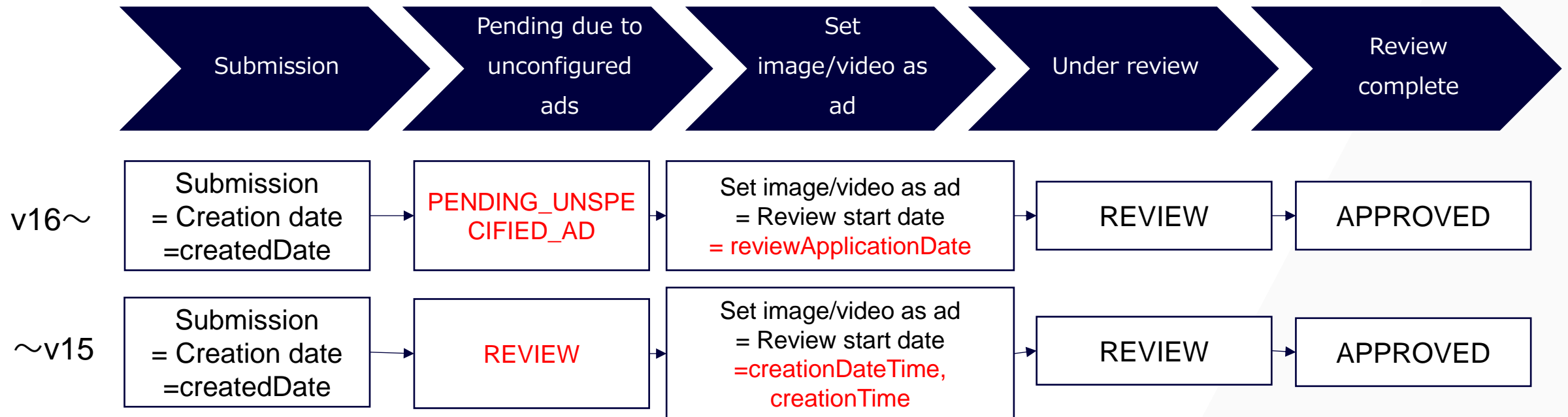
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/241030.html>



# Supports changing the start timing of image and video review

Previously, the review process would begin immediately after the images/videos were submitted, but with the change, the review process will begin when the images/videos are set in the ad.

\*Please note that for past versions, even if the status is "PENDING\_UNSPECIFIED\_AD (pending because ads are not yet set)", the Note will be displayed as "REVIEW (under review)".



(Reference) Display Ads: Change review start timing of images and videos  
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/241030.html>

# Recommendations to maximize the number of viewable impressions

Maximize viewable impressions now supports optimization score.

At the time of the v16 release, only the IF will be made public, and it will be available for actual use after the feature is released.

Planned release date: Spring 2025

## ■ Recommendation Service

- Added the Enum value "MAXIMIZE\_VIEWABLE\_IMPRESSIONS" to entityType
  - Add object maximizeViewableImpressions

Reference

<https://ads-developers.yahoo.co.jp/reference/ads-display-api/v16/RecommendationService/en/>

# Shared budgets

We will offer a "Shared Budgets" feature that allows you to manage budgets across campaigns. This is a feature already available in Search Ads.

At the time of the v16 release, only the IF will be made public, and it will be available for actual use after the feature is released.

Planned release date: Spring 2025

[Add new]

CampaignBudgetService/add, set, get, remove

# Shared budgets

After adding it in CampaignBudgetService, specify the campaignBudgetId in your CampaignService.

For campaigns with Shared budgets set, campaignBudgetId cannot be obtained in older versions (v15 or earlier), so please use v16 or later.

## ① Add with CampaignBudgetService

Example of a CampaignBudgetService/add request

```
{
  "accountId": 123456,
  "operand": [
    {
      "accountId": 123456,
      "campaignBudgetName": "Shared budgets1",
      "amount": 1000000
    }
  ]
}
```

v16~

## ② Specify campaignBudgetId in CampaignService

CampaignService/set or add request example

```
{
  "accountId": 123456,
  "operand": [
    {
      "accountId": 123456,
      "campaignId": 1234567,
      "budget": {///✕
"campaignBudgetId": 11111
      },
      ... // the rest is omitted
    }
  ]
}
```

v16~

\*Please Note that you cannot set both amount and campaignBudgetId at the same time.

# Changes to the feed download limit

The download limit for the following two services has been changed from 100,000 to 10,000.

- FeedDataService/downloadErrorFile
- FeedService/downloadDisApprovalReasonList

# Regarding the change of AdGroupTargetService Enum

Change the Enum value of AdGroupTargetService's placementUrlListType as follows:

- WHITE\_LIST → STANDARD\_LIST
- BLACK\_LIST → EXCLUSIONS\_ONLY\_LIST

# Unification of character codes available for various files

We have unified the character codes that can be used for various files (Upload/Download).

At the time of the v16 release, only the IF will be made public, and it will be available for actual use after the feature is released.

Planned release date: Spring 2025

~ v15

Service	Available character encoding
ReportDefinitionService	UTF8, SJIS, UTF16LE
AuditLogService	UTF8, SJIS
FeedDataService	Not specifiable (SJIS)

v16

Service	Available character encoding
ReportDefinitionService	UTF8, SJIS, UTF16LE, UTF8 (with BOM)
AuditLogService	UTF8, SJIS, UTF16LE, UTF8 (with BOM)
FeedDataService	UTF8, SJIS, UTF16LE, UTF8 (with BOM)

# **3. Other information**



# Adding a test application

For applications that can be registered, you can now apply for additional test applications under the following conditions.

1. Add [Dev] to the beginning of the application name to indicate that it is for testing purposes.

Example: [Dev] For testing

2. QPS remains at the default setting and cannot be changed

3. Do not use Ad account that are generating continuous sales.

To apply for additional test applications, please use the contact form.

(Reference) Need help?

<https://ads-developers.yahoo.co.jp/en/ads-api/faq/>

# Adding a test account

Regarding test accounts, it is possible to issue a new test account in addition to the one provided at the time of application.

Example: If you want to use a test account with a business ID other than the Yahoo! JAPAN Business ID (hereinafter referred to as the Business ID) you used when applying.

(Reference) Test Account

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

# Changes to the maximum period for obtaining Search Ads reports

The maximum period for which performance data and statistics can be obtained in the Performance Report and on each screen has been changed as follows:

Date: Wednesday, February 19, 2025

(Before change) The entire period from the time the account is opened

(After change) From the data extraction date to the same date 11 years ago

If you require data from the period that will be unavailable due to this change, please consider saving or backing up the data in advance.

Reference: Search Ads: Change in the maximum retrieval duration for performance reports and performance data  
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/250116.html>



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