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for API partners

# Yahoo! JAPAN Ads API Webinar

## May, 2022

# Agenda

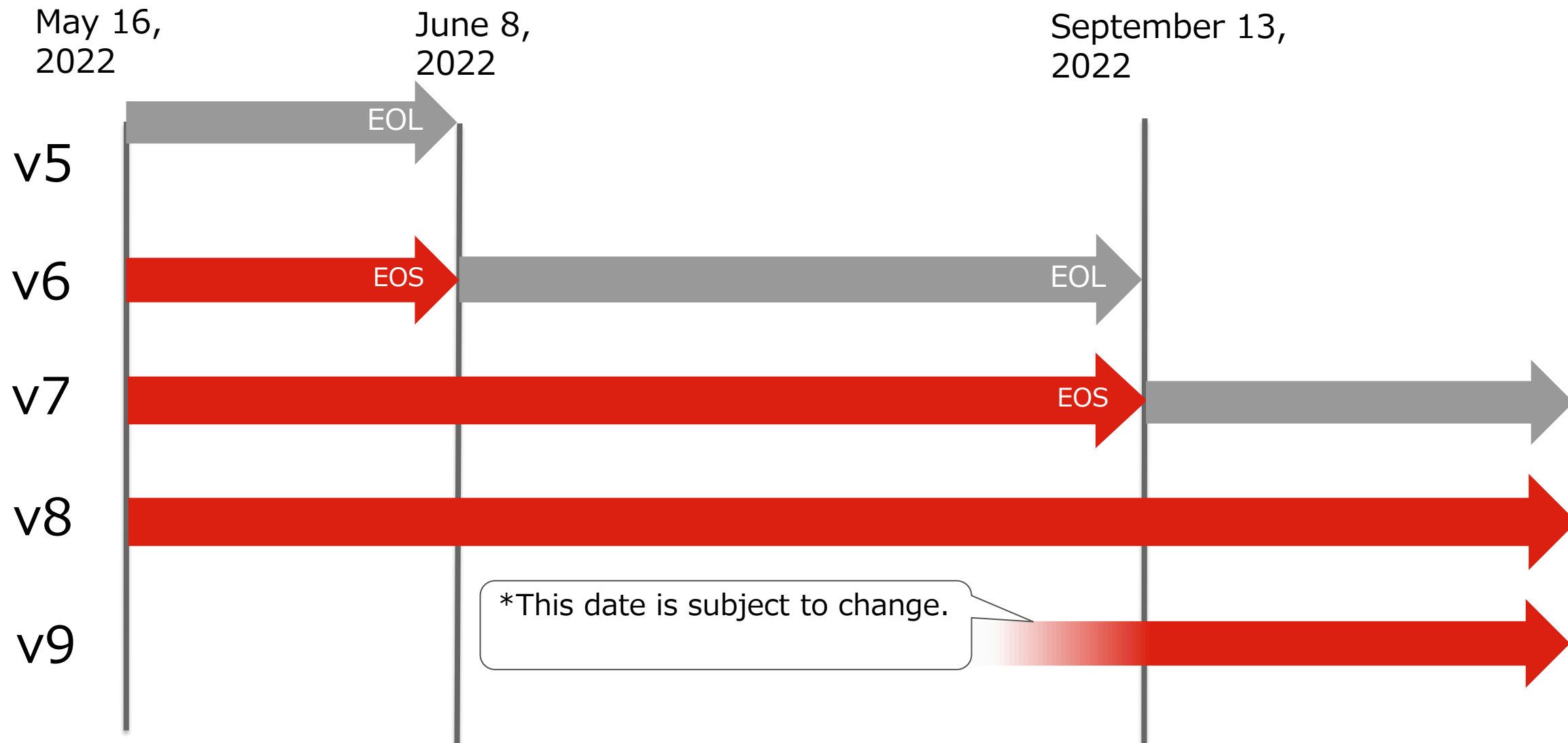
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1. Roadmap
2. Updates for v8
3. ROW\_LIMIT\_ERROR reports (after v6)
4. Job traffic of reporting
5. Client library for JAVA users
6. Q&A

# 1. Roadmap

# Yahoo! JAPAN Ads API Schedule (EOL, EOS)

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

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

\*Yahoo! JAPAN Ads API (API)

# API Roadmap

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Apr-Jun 2022	Jul-Sep 2022	Oct 2022 and later
<div>Released</div> <div>Change of age groups in age targeting</div> <div>Released</div> <div>Radius targeting</div> <div>Summer</div> <div>Responsive Ads for Search Ad customizer</div> <div>Summer</div> <div>Responsive Ads for Search Asset reports</div>	<div>Visualize optimization score</div> <div>Management feature for app user list</div> <div>Dynamic Ads for Search New page feed released</div>	<div>MCC structure</div> <div>Share lists between multiple MCC accounts</div> <div>Responsive Ads for Search Combination report</div> <div>Share budget between campaigns</div> <div>Seasonal autobidding</div>

\*MCC: My Client Center



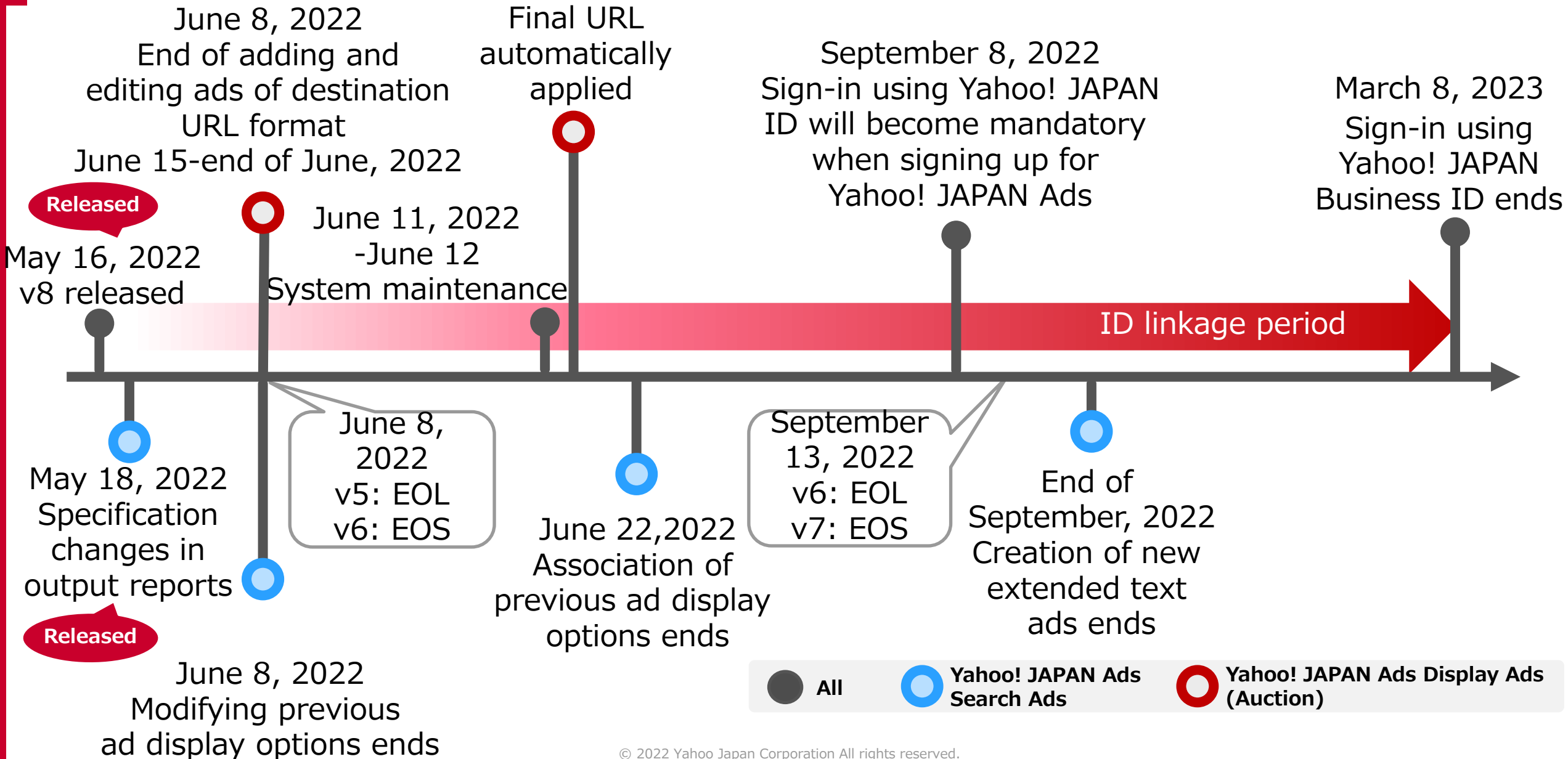
Yahoo! JAPAN Ads  
Search Ads



Yahoo! JAPAN Ads Display Ads  
(Auction)

# Schedule for specification changes

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# [Search Ads] Specification changes in output reports

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## ■ Summary

The specification for no filters (the default setting) was changed when creating reports.

## ■ Schedule

May 18, 2022 (Wed) \*Released

### [Before]

When no Segment is specified, IMPS=0 outputs.

Campaign name	IMPS	CLICKS
AAAAAA	100	10
BBBBBB	0	0

Even when Segment is specified, IMPS=0 outputs.

Campaign name	IMPS	CLICKS	Date
AAAAAA	100	10	May 30, 2022
BBBBBB	0	0	May 31, 2022

### [After]

When no Segment is specified, IMPS=0 outputs.



Campaign name	IMPS	CLICKS
AAAAAA	100	10
BBBBBB	0	0

**When Segment is specified, the actual results are output.**



Campaign name	IMPS	CLICKS	Date
AAAAAA	100	10	May 30, 2022
BBBBBB	0	0	May 31, 2022

# [Display Ads] Final URL automatically applied

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## ■ Summary

You will no longer be able to create or edit ads in the destination URL format for Yahoo! JAPAN Ads Display Ads (Auction).

## ■ Schedule

June 8, 2022 (Wed) \*This date is subject to change.

Applying the new format for destination URLs takes place from June to September 2022.  
**Any ads that fail to apply the new format automatically will stop running starting November 2022. Once ads stop running, you won't be able to modify them through API.**

**After June 8, 2022, you won't be able to create new ads in the destination URL format through the API and modify the previous destination URL and display URL.**

\*You can modify everything except the previous destination URL and display a URL (for example, ad names, delivery settings, etc.).

(Reference) Display Ads (Auction) Automatic converting of ads for the destination URL format end  
<https://global-marketing.yahoo.co.jp/information/202205111000.html>



# [Search Ads] Extended text ads end

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## ■ Summary

Creating new extended text ads for Yahoo! JAPAN Ads Search Ads will end

## ■ Schedule

End of September, 2022

Extended text ads added before the end will continue running.

**We don't plan to migrate them automatically.** After the end, use Responsive Ads for Search that help you with efficient management.

The following features remain available after the end of adding new expanded text ads.

- Output results for performance reports and analytics
- Change ad display settings (on and off)

(Reference) What is Responsive Ads for Search

<https://ads-help.yahoo.co.jp/yahooads/search/articledetail?lan=en&aid=43163>

## 2. Updates for v8

# For Search Ads and Display Ads

# This month (excluding today) was added to the reports.

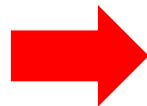
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THIS\_MONTH\_EXCEPT\_TODAY was added to reportDateRangeType of ReportDefinitionService.

## [Search Ads]

v7

THIS\_MONTH: This month  
(including today)



v8

THIS\_MONTH: This month (including today)  
THIS\_MONTH\_EXCEPT\_TODAY: This month (excluding today)

## [Display Ads]

For Display Ads, the behavior of the existing Enum will change in v8 as follows:  
In v7 and previous versions, "This Month (excluding Today)" remains the same.

Before v7

THIS\_MONTH: This month  
(excluding today)



v8

THIS\_MONTH: This month (including today)  
THIS\_MONTH\_EXCEPT\_TODAY: This month (excluding today)

# Search Ads

# Ad customizer for Responsive Ads for Search

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1. Along with the release of ad customizer, we will update the following features:

**v8 offers IF, and you will be able to use it around the summer of 2022.**

\*Ad customizer and extended text ads differ in usage, etc. We don't plan to migrate them automatically.

[New]

CustomizerAttributeService  
AccountCustomizerService  
CampaignCustomizerService  
AdGroupCustomizerService  
AdGroupCriterionCustomizerService

For v8

2. AuditLogService outputs change history for Responsive Ads for Search's ad customizer

# Ad customizer for Responsive Ads for Search

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## Difference between extended text ads and ad customizer

Item	Responsive Ads for Search	Extended text ads
How to insert ads	{CUSTOMIZER.attribute:default text}	{=list name.item name:default text}
Switch ad texts by device	Use campaign's device targeting	Use "devicePreference" of FeedItemService
Switch ad description by area	Use campaign's area targeting	Use "location" of FeedItemService
Switch ad description by day of the week	Use campaign's day of the week targeting	Use "scheduling" of FeedItemService
Start and end date	Use campaign's schedule setting	Use "scheduling" of FeedItemService

(Reference) Ad Customizer for Responsive Ads for Search

[https://s.yimg.jp/images/ads-promo\\_edit/support/pdf/202204\\_YSA\\_RASadcustomizer\\_EN.pdf](https://s.yimg.jp/images/ads-promo_edit/support/pdf/202204_YSA_RASadcustomizer_EN.pdf)

(Reference) Available embedded functions for ads

<https://ads-help.yahoo.co.jp/yahooads/search/article/detail?lan=en&aid=43196>

# Asset report for Responsive Ads for Search

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We will make the following changes at the launch of the asset report.

- RESPONSIVE\_ADS\_FOR\_SEARCH\_ASSET will be added to reportType of ReportDefinitionService

This report is important for ad managers.

Asset	▼Review status	▼Asset type	▼Position pinning	▼Impressions	▼Performance rating
Title1	Approved	Title	1st	10,000	Best
Title2	Approved	Title	Don't pin	5,000	Good
Title3	Approved	Title	Don't pin	500	Low
Description 1	Approved	Description	Don't pin	100	Low

v8 offers IF, and you will be able to use it around the summer of 2022.

(Reference) Responsive Ads for Search  
Asset reports

[https://s.yimg.jp/images/ads-promo\\_edit/support/pdf/202204\\_YSA\\_RASasset\\_EN.pdf](https://s.yimg.jp/images/ads-promo_edit/support/pdf/202204_YSA_RASasset_EN.pdf)

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# New conversion tracking purposes

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categories for ConversionTrackerService will change as follows:

[Add]

QUALIFIED\_LEAD

CONVERTED\_LEAD

For v8

[Discontinued]

IMPORTED\_LEAD

\*v8 offered IF at its release (May 16, 2022).

They are available from May 18, 2022 (Wed).

\*The automatic migration is done between May 19 and 31, 2022.

\*IMPORTED\_LEAD remains on v7 but is no longer available.

# New conversion tracking purposes

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The new conversion tracking purposes added for v7 became available on May 18, 2022.

\*The report shows new conversion tracking purposes ahead of time. This release makes the new purposes for conversions and reports match.

(Reference) New conversion tracking purpose

[https://s.yimg.jp/images/ads-promo\\_edit/support/pdf/2204\\_YSA\\_CONV\\_EN.pdf](https://s.yimg.jp/images/ads-promo_edit/support/pdf/2204_YSA_CONV_EN.pdf)

# Display Ads

# About radius targeting (Auction)

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As we launch the radius targeting, area targeting using coordinates and radius is now available.

We added the following items to geoTarget of AdGroupTargetService and StatsService.

- areaSearchType: Area type  
"RADIUS" or "GEO"  
\*Default is "GEO"
- latitudeInMicroDegrees: Latitude\*
- longitudeInMicroDegrees: Longitude\*
- radius: Radius (km)  
Up to 80km
- description: Description of the specified area

\*For micro-descriptions, specify 1000000 if you want to specify 1 degree.

```
Sample request of AdGroupTargetService#add,set,replace
{
  "accountId" : 12345,
  "operand" : [
    {
      "campaignId" : 1,
      "target": {
        "geoTarget" : {
          "areaSearchType " : "RADIUS",
          "latitudeInMicroDegrees" : 35404651,
          "longitudeInMicroDegrees" :139441385 ,
          "radius" : 10,
          "description" : "東京ガーデンテラス紀尾井町付近"
        }
      }
    }
  ]
}
```

# Age of adulthood lowered for age targeting (Auction/Guaranteed)

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Along with lowering the age of adulthood, we make the following changes to age targeting.

[Add]

GT\_RANGE18\_19

[Discontinued]

GT\_RANGE15\_19

GT\_RANGE15\_19 in v7 and previous versions now target the ages 18-19 group after April 4, 2022.

[Before v7]

GT\_RANGE15\_19: 18-19 years old

GT\_RANGE20\_24: 20-24 years old

GT\_RANGE25\_29: 25-29 years old

...

GT\_RANGE70\_UL2: over 70 years old

[v8]

**GT\_RANGE18\_19: 18-19 years old**

GT\_RANGE20\_24: 20-24 years old

GT\_RANGE25\_29: 25-29 years old

...

GT\_RANGE70\_UL2: over 70 years old

# Longer duration for viewing performance data (Auction/Guaranteed)

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statsPeriod of ConversionTrackerService and StatsService will change as follows:

[New]

REALTIME\_LAST25MONTH (Last 25 months, including today)

[Discontinued]

DEFINITE\_VALUE\_LAST25MONTH (Last 25 months)

## 3. ROW\_LIMIT\_ERROR reports

# [Search Ads] ROW\_LIMIT\_ERROR reports

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Due to the close of the reportIncludeZeroImpressions field in v6, the output now includes rows that have no results if no filter is specified. If your data is 1,000,000 rows or more and contains no results, an error will occur.

Filter setting	1,000,000 rows or more	1,000,000 rows or less
IMPS>0	Available	Available
IMPS=0	ROW_LIMIT_ERROR	Available but not all
None	ROW_LIMIT_ERROR	Available but not all

Select one or more filters related to results (ALL\_CONV, etc.) in versions after v6.

(Reference) ReportDefinitionService v6 Migration Guide

<https://github.com/yahoojp-marketing/ads-search-api-documents/tree/master/migration/en/v6/ReportDefinitionService>



# ROW\_LIMIT\_ERROR reports

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## [FAQ]

Q1. If IMPS=0 is specified, is it possible to retrieve less than 1 million rows of data with no provenance?

A1. ROW\_LIMIT\_ERROR does not occur, but since not all unproven data is returned, we recommend that you use the method in Q2 to get the data.

# ROW\_LIMIT\_ERROR reports

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Q2. How can I get IMPS=0 data?

A2. Get the master and report together as follows.

(Example) For keywords

①Get master by AdGroupCriterionService/get.

②Compare the IMPS>0 data in the report to the master ① and get IMPS=0 data.

## 4. Job traffic of reporting

# Search Ads report load status

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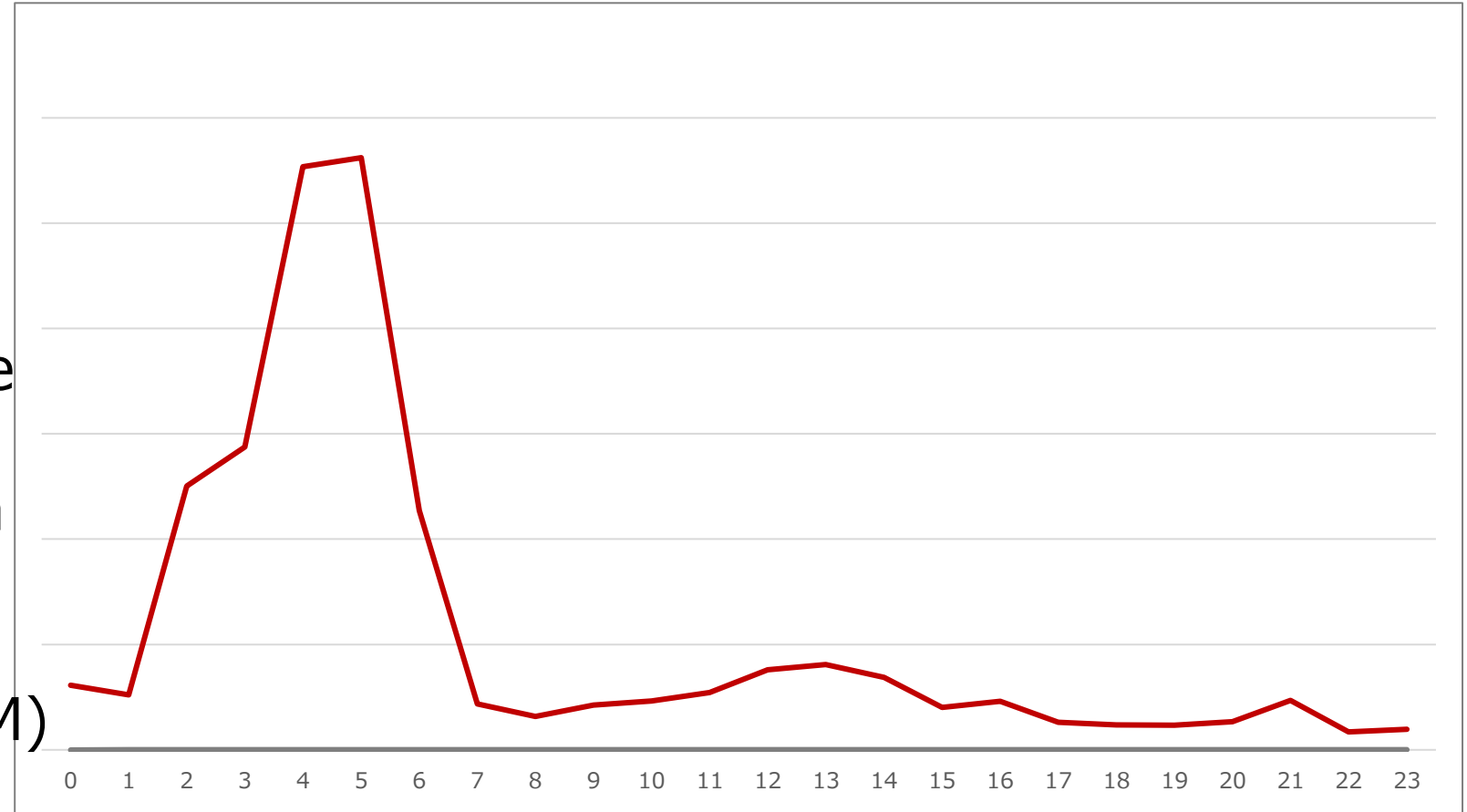
## Comment

As of May 18, 2022

- Maximum input:  
Between 5-6 AM
- Minimum input:  
Between 10-11 PM

## Difference from last time

- The previous survey was the largest between 4-5 AM, but this time it is between 5-6 am.
- The peak time (2-3 AM) appeared the last time doesn't show.



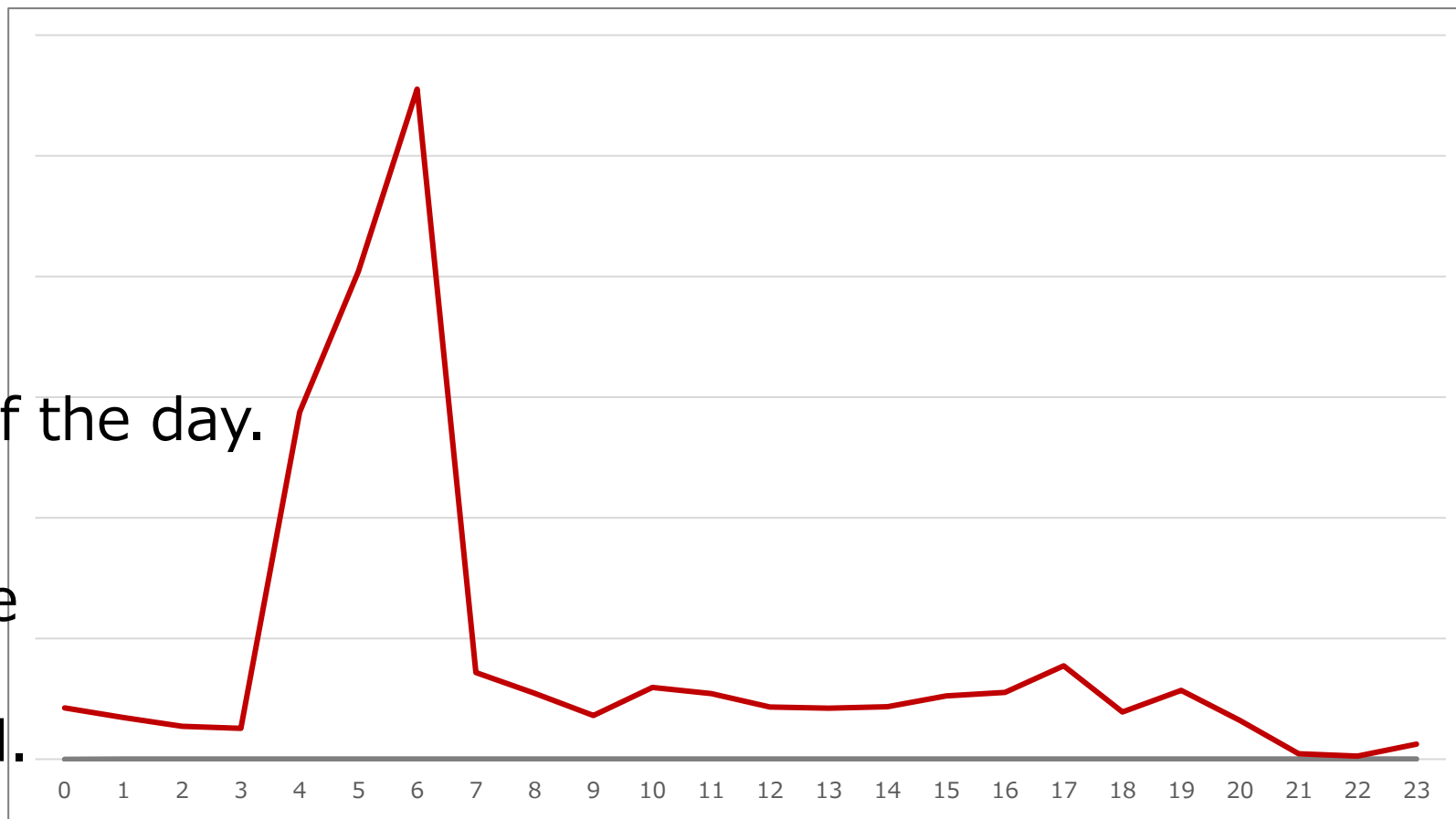
# Display Ads report load status

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## Comment

- Maximum input:  
Between 6-7 AM
- Minimum input:  
Between 10-11 PM
- The amount of input  
from 9 to 11 PM is much  
lower than other times of the day.

As of May 18, 2022



## Difference from last time

- Inputs between 4-5 AM are less than 5-6 AM.

(Previously, about the same)

## **5. Library for Java users**

# Library for Java users

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We now provide all implementations required to call Yahoo! JAPAN Ads API, such as Entity, Service, and API client (including OAuth token updates).

Users can now call the API simply by calling the provided classes in order.

```
String clientId = "INSERT_CLIENT_ID_HERE";
String clientSecret = "INSERT_CLIENT_SECRET_HERE";
String refreshToken = "INSERT_REFRESH_TOKEN_HERE";
YahooJapanAdsApiClient yahooJapanAdsApiClient = new YahooJapanAdsApiClient(clientId, clientSecret, refreshToken);

// Get the AccountService.
AccountServiceApi accountService = new AccountServiceApi(yahooJapanAdsApiClient);
// Create the AccountServiceSelector.
AccountServiceSelector accountServiceSelector = new AccountServiceSelector();
// Get the account.
AccountServiceGetResponse accountServiceGetResponse = accountService.accountServiceGetPost(accountServiceSelector);
```

Process such as "retries" for acquiring tokens are designed to be specified from the outside.

```
// アクセストークン更新時のコール単位でリトライの設定をデフォルトから変更するにはシステムプロパティを使用します。
System.setProperty("jp.co.yahoo.adsdisplayapi.oauth2.retry.max_attempts", "3");
System.setProperty("jp.co.yahoo.adsdisplayapi.oauth2.retry.initial_interval", "1000");
System.setProperty("jp.co.yahoo.adsdisplayapi.oauth2.retry.multiplier", "2");
System.setProperty("jp.co.yahoo.adsdisplayapi.oauth2.retry.max_interval", "2000");
```

# Library for Java users

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Available on mvnrepository.com

- <https://mvnrepository.com/artifact/jp.co.yahoo.api-ads/ads-search-api-lib>
- <https://mvnrepository.com/artifact/jp.co.yahoo.api-ads/ads-display-api-lib>

(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>

(Reference) Sample program

- <https://github.com/yahoojp-marketing/ads-display-api-java-samples>
- <https://github.com/yahoojp-marketing/ads-search-api-java-samples>



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