



For API Users

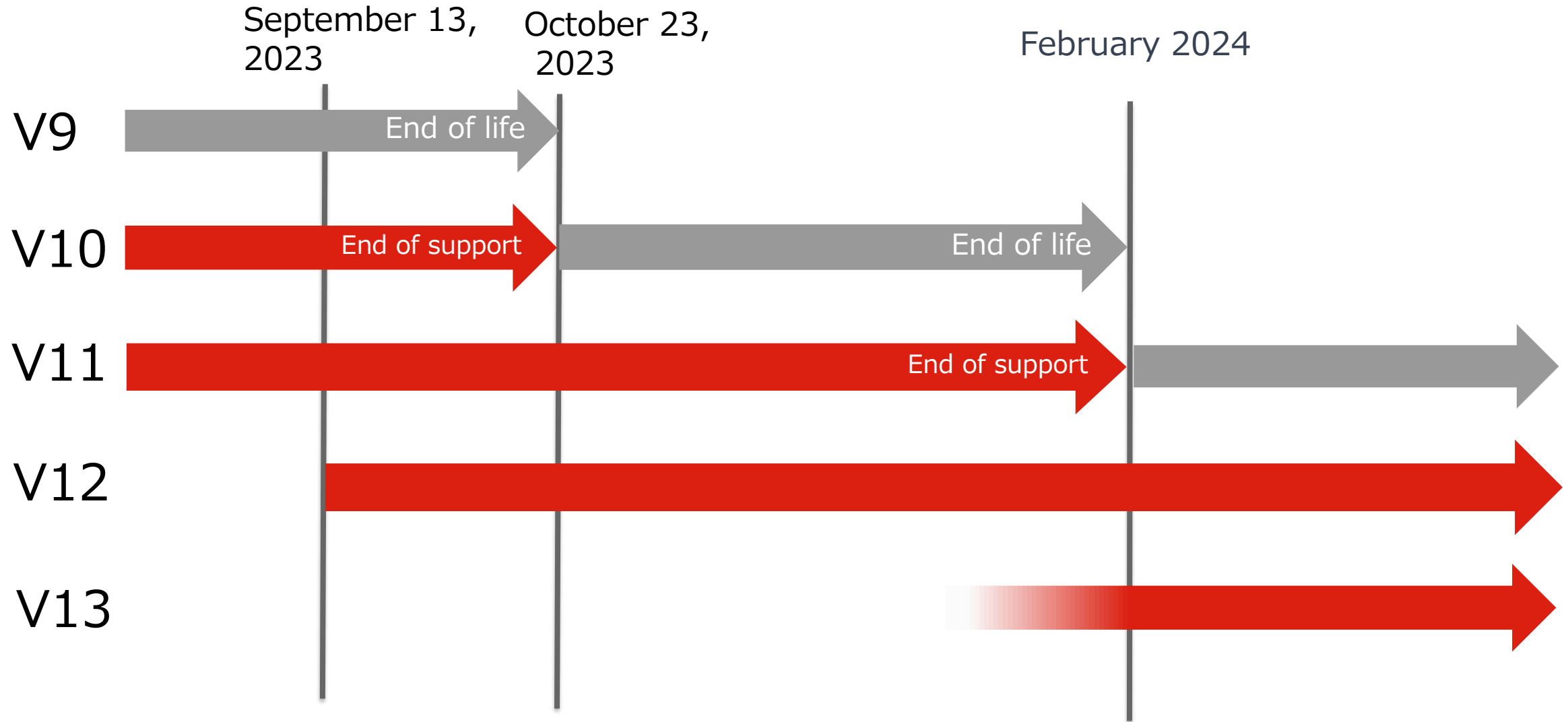
Yahoo! JAPAN Ads API Webinar September, 2023

Agenda

1. Road map
2. Updates for v12
3. Other updates
4. 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

2023年4～6月	2023年7～9月	2023年10月以降
 Enhanced CPC (beta)	 Enhanced CPC  RAD* Report by asset  Seasonality bid adjustment  MCC account settings for multiple levels	 Data source enhancement (customer phone numbers)  Audience targeting revamp (Search keyword)  Shared budgets  Responsive Ads for Search Effectiveness of advertising  Responsive Ads for Search Combination report  More ad display options  A/B test

*Responsive Ads for Display



Yahoo! JAPAN Ads Search Ads



Yahoo! JAPAN Ads Display Ads (Auction)



Common

2. Updates for v12

Yahoo! JAPAN Ads Search Ads

Shared budget

We will offer a feature to share the daily budget between Search Ads campaigns.

*v12 will offer IF only at its release. This feature will be available after the release. (planned in 2023)

[New]

CampaignBudgetService

campaign.budget.campaignBudgetId in CampaignService

reportType "CAMPAIGN_BUDGET" in ReportDefinitionService

entityType "CAMPAIGN_BUDGET" in AuditLogService

Shared budget

Specify the campaignBudgetId in CampaignService after adding the shared budget in CampaignBudgetService.

For campaigns with shared budgets, you can't get a campaignBudgetId in v11 or earlier. Use v12 or later.

① Adding by CampaignBudgetService

Request example for CampaignBudgetService/add

```
{
  "accountId": 123456,
  "operand": [
    {
      "accountId": 123456,
      "campaignBudgetName": "Shared Budget 1",
      "amount": 1000000
    }
  ]
}
```

v12~

② Specifying campaignBudgetId in CampaignService

Request example for CampaignService/set or add

```
{
  "accountId": 123456,
  "operand": [
    {
      "accountId": 123456,
      "campaignId": 1234567,
      "budget": { //※
        "campaignBudgetId": 11111
      },
      ... //以下略
    }
  ]
}
```

v12~

*Please note that you cannot set both the amount and campaignBudgetId in budget at the same time.

Seasonality bid adjustment

We support the "Seasonality bid adjustment" that adjusts short-term conversion rates for autobidding. We have added the BiddingSeasonalityAdjustmentService.

```
Request example for BiddingSeasonalityAdjustmentService/add
{
  "accountId": 12345,
  "operand": [
    {
      "accountId": 12345,
      "biddingSeasonalityAdjustmentName": "Seasonality 1",
      "description": "Between October 1st and October 7th, the conversion rate
will be reduced by 90%.",
      "devices": [ "MOBILE","TABLET","DESKTOP"],
      "startDateTime": "20231001000000",
      "endDateTime": "20231007235959",
      "conversionRate": 0.1,
      "campaignIds": [1234567, 2345678]
    }
  ]
}
```

v12~

Reference: Search Ads Seasonality bid adjustment
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230802.html>

Yahoo! JAPAN Ads Display Ads

Specification changes to Responsive Display Ads reporting

For API Users

■ Summary

The behavior changed 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 applied to Yahoo! JAPAN Ads API v12 onwards.

This feature is already available in the Campaign Management Tool. **In the Yahoo! JAPAN Ads API, this change has been adopted with v12.**

The action categories of the title and description will be Segment items (split) in this 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

For API Users

Before and after the change

Before: ~v11 |

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

After: v12~ *Same as the Campaign Management Tool

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>

Import conversions

We support importing conversions you receive offline.

By capturing conversions that occur outside of the website, such as in-store purchases or visits, you can optimize your ad delivery and expect improved advertising effectiveness.

In the next slide, we will explain the differences between the existing OfflineConversionService Search Ads, and the [Conversion API for Display Ads](#).

[New]

OfflineConversionService

conversionTrackerType “IMPORT” in ConversionTrackerService

Reference: Display Ads Release of import feature for conversions
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230719.html>

Import conversions

The differences are as follows.

	OfflineConversionService for Display Ads	OfflineConversionService for Search Ads	Conversion API for Display Ads
Platform	Yahoo! Ads API	Yahoo! Ads API	Yahoo!ディベロッパーネットワーク (Available in Japanese)
Importable items	YCLID	YCLID	YCLID, Phone number, Email address
Importable Conversion Type	Only “Import”	Only “Import”	ALL (Web、App、Import)
Source of YCLID	Cookie	URL parameters	Cookie
Available number of conversions per one request	Multiple (file upload)	Multiple (file upload)	One
Downloading registered data	Not available (no download method)	Available (with download method)	-
Reference	https://ads-developers.yahoo.co.jp/reference/ads-search-api/v12/OfflineConversionService/en/	https://ads-developers.yahoo.co.jp/reference/ads-display-api/v12/OfflineConversionService/en/	https://github.com/yahoojp-marketing/ads-data-management-api-documents

Report enhancements

When specifying false, reports don't include removed entities. When specifying true, reports include removed entities as before.

Since the default value is true, the behavior will not change unless explicitly set to false.

Example: When ad B in ad group A of campaign A is deleted.

Campaign Name	Ad group Name	Ad Name	Impression	Conversion	Cost
Campaign A	Ad group A	Ad A	1000	20	3000
Campaign A	Ad group A	Ad B	3000	11	1500
Campaign B	Ad group B	Ad C	2000	5	600

If reportIncludeDeleted is false, this line will not be included in the output.

Yahoo! JAPAN Ads common

Improve the download feature of change history

The item for change history has been unified for Search and Display.
Please note that if you are processing by specifying columns, be aware during version upgrades.
Also, please note that change history added in v11 or earlier cannot be retrieved using "get" in v12.

Example) Search change history in v11

Date	User	Source Type	Account Name	Account ID	Campaign Name	Campaign ID	Ad Group Name	Ad Group ID	Ad Name	Ad ID	...	Entity Type	Event Type	Item	Before	After
------	------	-------------	--------------	------------	---------------	-------------	---------------	-------------	---------	-------	-----	-------------	------------	------	--------	-------

Columns such as account name and account ID have been moved towards the end.

Example) Search and Display change history in v12

Last updated	Updated by	Source	Entity	Entity's name	Entity ID	Event type	Item name	Before	After	Account name	Account ID	Campaign name	Campaign ID	Ad group name	Ad group ID
--------------	------------	--------	--------	---------------	-----------	------------	-----------	--------	-------	--------------	------------	---------------	-------------	---------------	-------------

Improve the download feature of change history

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Please note that if you are processing by specifying columns, be aware during version upgrades.
Also, please note that change history added in v11 or earlier cannot be retrieved using "get" in v12.

Example) Search change history in v11

Date	User	Source Type	Account Name	Account ID	Campaign Name	Campaign ID	Ad Group Name	Ad Group ID	Ad Name	Ad ID	...	Entity Type	Event Type	Item	Before	After
------	------	-------------	--------------	------------	---------------	-------------	---------------	-------------	---------	-------	-----	-------------	------------	------	--------	-------

Various items such as ad name and ad ID have been integrated as "entity name" and "entity ID".

Example) Search and Display change history in v12

Last updated	Updated by	Source	Entity	Entity's name	Entity ID	Event type	Item name	Before	After	Account name	Account ID	Campaign name	Campaign ID	Ad group name	Ad group ID
--------------	------------	--------	--------	---------------	-----------	------------	-----------	--------	-------	--------------	------------	---------------	-------------	---------------	-------------

Improve the download feature of change history

Changed the date format of `dateRange.startDate` and `dateRange.endDate` from "yyyyMMddHHmmss" to "yyyyMMdd".

* Please note that there is no backward compatibility, so when upgrading versions, please remove the parts corresponding to hours, minutes, and seconds.

~v11

```
Request example for AuditLogService/add
{
  "accountId": 12345,
  "operand": [
    {
      "accountId": 12345,
      "dateRange": {
        "startDate": "20230901000000",
        "endDate": "20230913235959"
      },
      "encoding": "SJIS",
      ...
    }
  ]
}
```

v12~

```
Request example for AuditLogService/add
{
  "accountId": 12345,
  "operand": [
    {
      "accountId": 12345,
      "dateRange": {
        "startDate": "20230901",
        "endDate": "20230913"
      },
      "encoding": "SJIS",
      ...
    }
  ]
}
```

Improve the download feature of change history

Same as the Search Ads' AuditLogService/add, with AuditLogService/add for Display, you can now specify the output format as "output".

This enables output in zip format and tsv format.

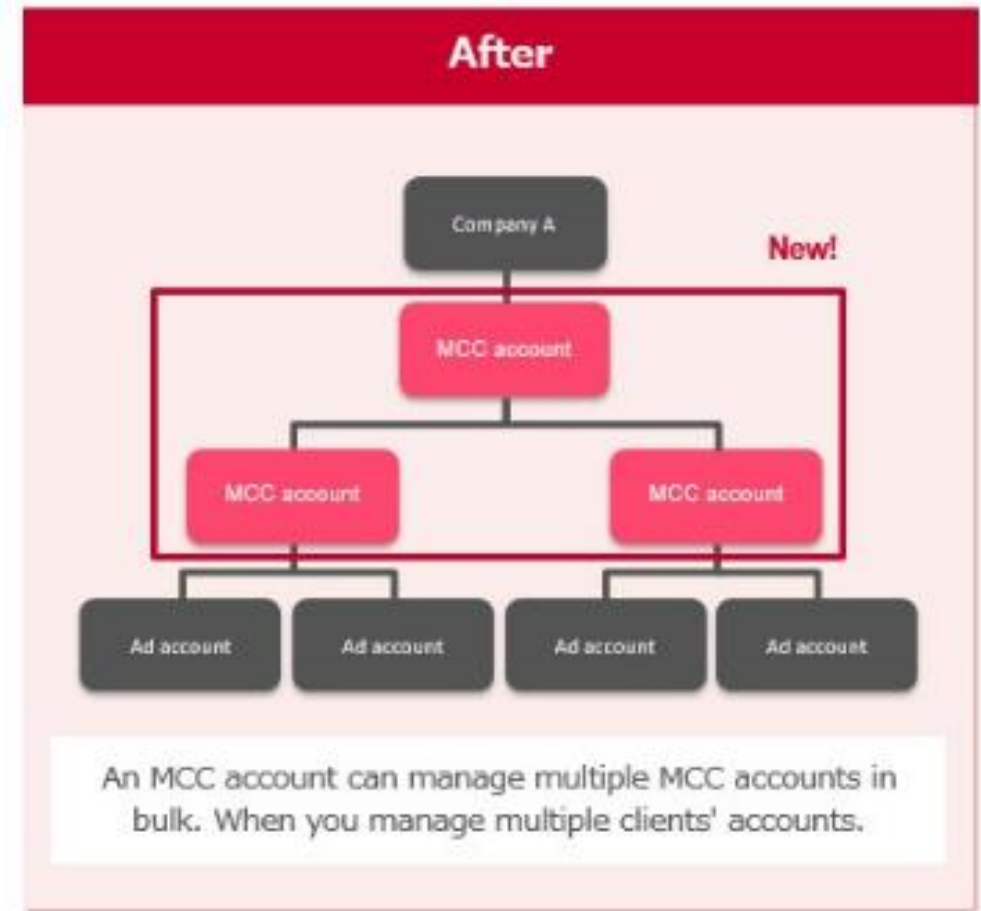
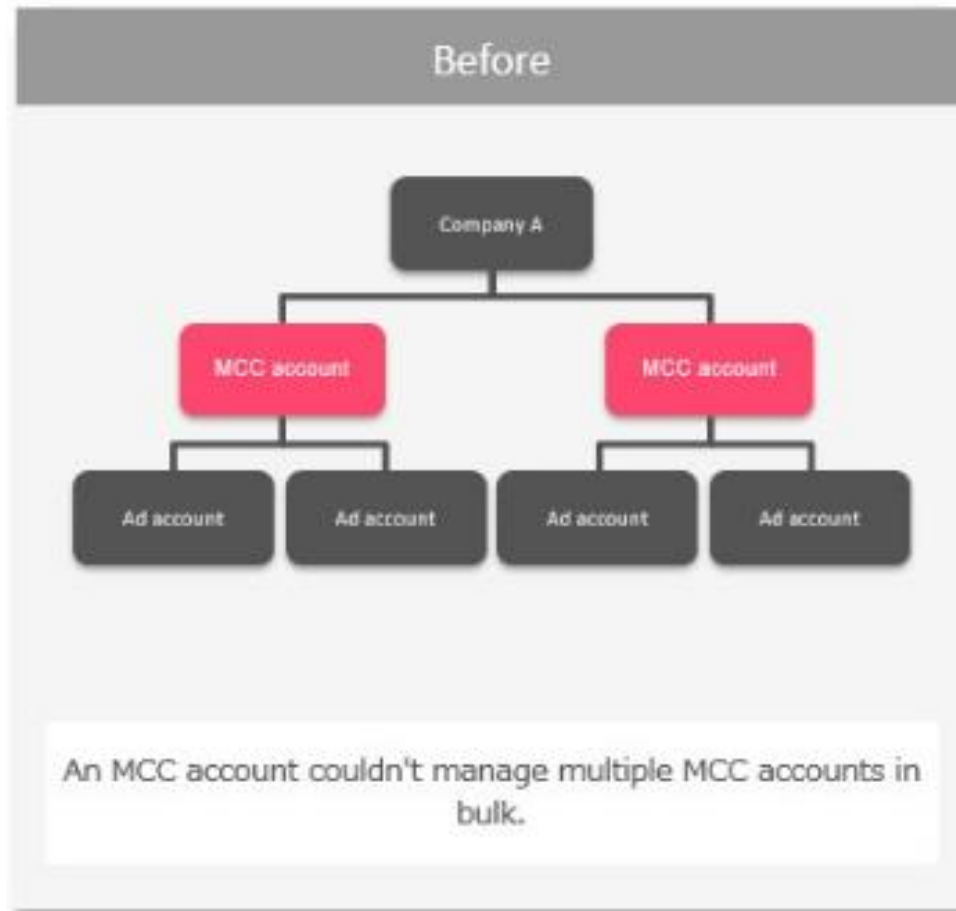
v12~

Request example for AuditLogService/add

```
{
  "accountId": 12345,
  "operand": [
    {
      "accountId": 12345,
      "dateRange": {
        "endDate": "20230901",
        "startDate": "20230913"
      },
      "output": "ZIPPED_CSV",
      ...
    }
  ]
}
```

MCC account multiple-level structure

The MCC account feature for Yahoo! JAPAN Ads supports a multiple-level structure. As a result, there have been changes in how account operations and permissions are handled.



MCC account settings will be available for multiple-level structure
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230608.html>

Changes in making requests

From v12, specifying x-z-base-account-id is required in the request header for all services. You can get an x-z-base-account-id from BaseAccountService that became available.

```
curl -X POST ¥  
https://ads-search.yahooapis.jp/api/v12/AccountService/get ¥  
-H 'Content-Type: application/json' ¥  
-H 'Authorization: Bearer Access_Token' ¥  
-H 'x-z-base-account-id: xxxxxxxx' ¥  
-d '{ ¥  
  accountId: xxxxxxxx ¥  
' ¥
```

*Specifying x-z-base-account-id is not required for BaseAccountService.

Account Types that can be specified for "x-z-base-account-id"

The accounts returned by BaseAccountService/get are categorized into the following four types:

Account types	Available permissions for retrieval	Operational Range
Route MCC	Campaign Management Tool Administrator	All MCC accounts, ad accounts, and test accounts within the company
MCC account	Business ID with granted permissions to the MCC account	All MCC accounts and ad accounts under the MCC account
Ad account	Business ID with granted permissions to the Ad account	The Ad account
Test account	Yahoo! Ads API Application Business ID Application Business ID for Adding Test Accounts	The test account

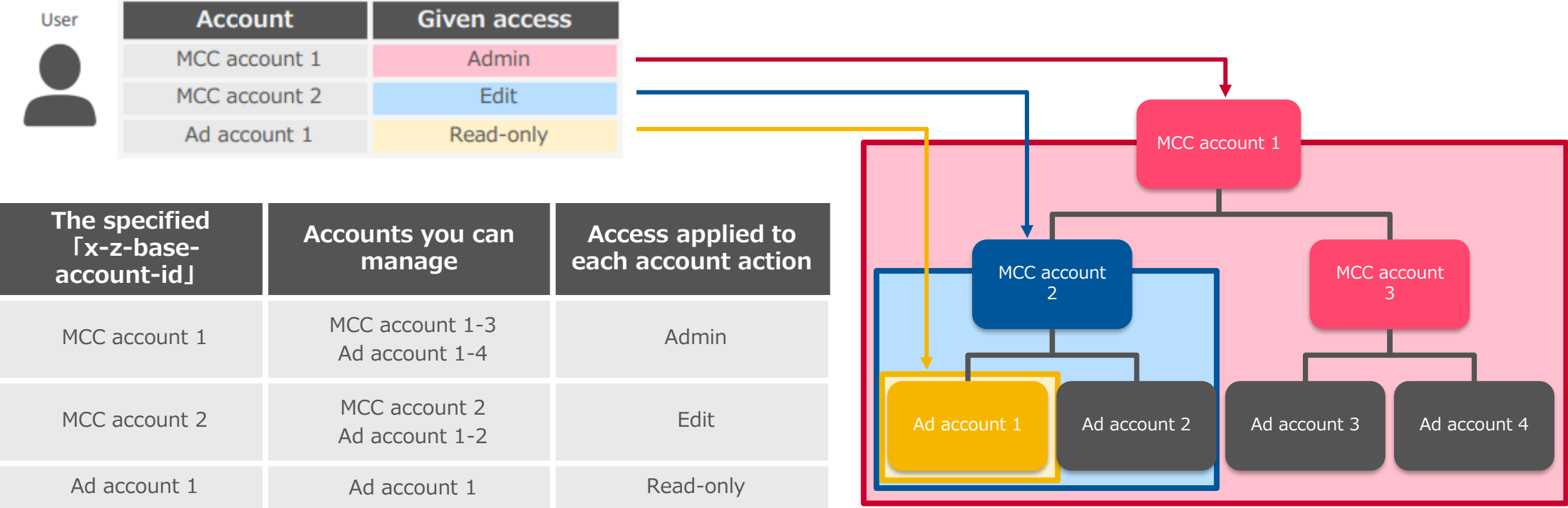
Reference : BaseAccountService/get

Search Ads : <https://ads-developers.yahoo.co.jp/reference/ads-search-api/v12/BaseAccountService/get/en/>

Display Ads : <https://ads-developers.yahoo.co.jp/reference/ads-display-api/v12/BaseAccountService/get/en/>

Access and Permissions for the Account Specified by "x-z-base-account-id"

The specified "x-z-base-account-id" determines available accounts and access. The following is an example of using users with assigned permissions for MCC Account 1, MCC Account 2, and Advertising Account 1, obtained through the BaseAccountService.



Change in Permission Settings to Account-Specific

The permissions that were previously set on an account basis will be changed to be specified on an account basis using "x-z-base-account-id" starting from v12.

Response example for AccountService/get

```
"account": {  
  "accountId": xxxxx,  
  "accountName": "Account A",  
  "accountStatus": "INPROGRESS",  
  "authType": "REFERABLE",  
  "isManagerAccount": "FALSE",  
  . . .  
}
```

Response example for BaseAccountService/get

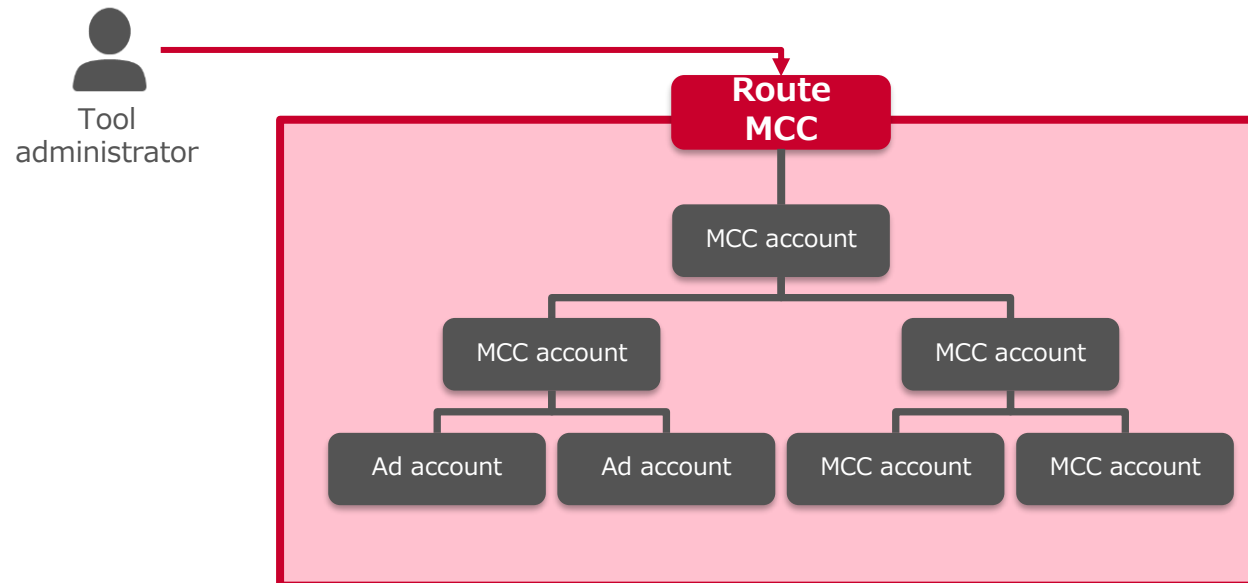
```
"account": {  
  "accountId": xxxxx,  
  "accountName": "Account A",  
  "accountStatus": "INPROGRESS",  
  "authType": "REFERABLE",  
  "isManagerAccount": "FALSE",  
  . . .  
}
```

Root MCC

The root MCC is the top-level MCC account for all MCCs and ad accounts under the company.

The root MCC is created per company, and **only the company's "Tool administrator" has "Admin" access to the root MCC**. By selecting the root MCC from the list of accounts, you can manage all accounts under the company with "Admin" access.

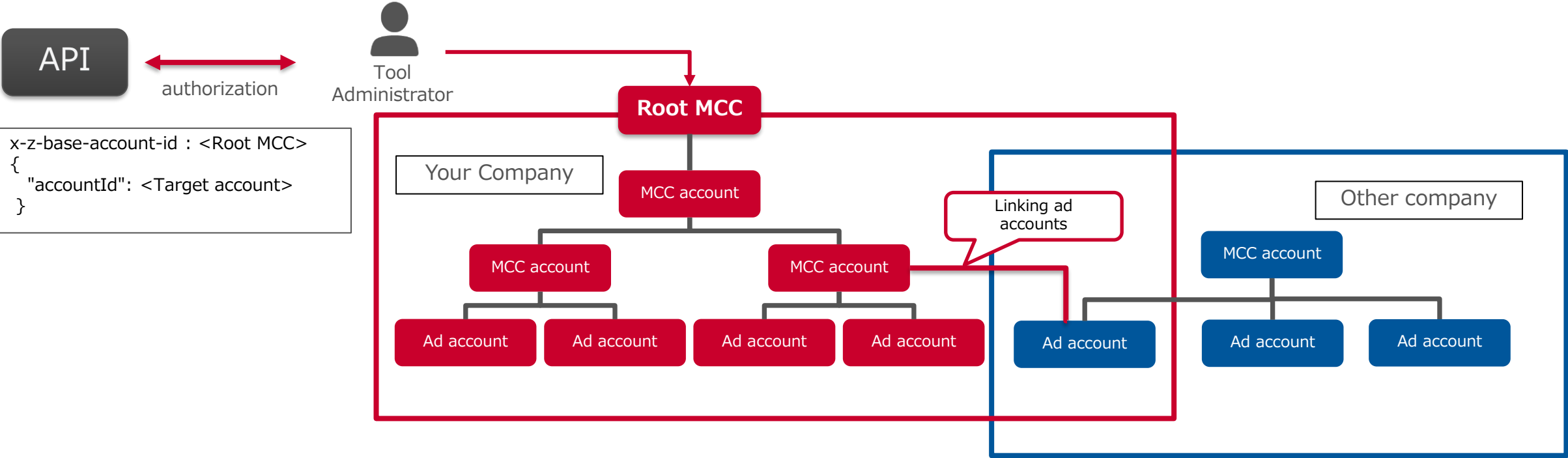
Only when authenticated as a "Tool administrator", you can obtain the root MCC account in BaseAccountService. If you specify the root MCC in "x-z-base-account-id", you will have administrative privileges to operate all accounts. However, please note that accounts belonging to external parties granted through account invitations cannot be obtained through the root MCC account.



Case1: What to specify for "x-z-base-account-id "

Case 1 : Operating Own Ad Accounts in In-House Development

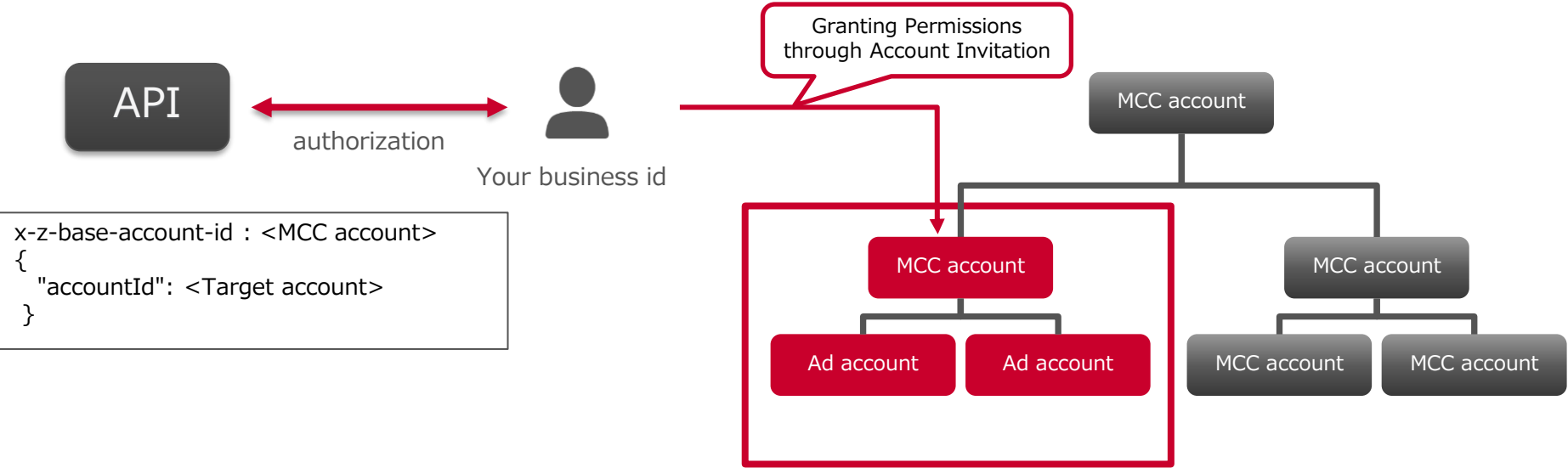
Operating all company accounts by specifying the root MCC. For other company accounts, it is possible to link them under the company's MCC to enable management.



Case2: What to specify for "x-z-base-account-id "

Case 2 : Operating ad accounts held by other companies using an in-house developed system

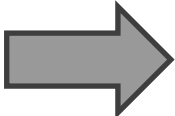
Grant permissions to the desired accounts for operation, specify the authorized account in "x-z-base-account-id". The following example indicates accessing each advertising account by granting permissions to an MCC account.



Case3: What to specify for "x-z-base-account-id "

Case 3 : Used by a Large Number of Users (Such as Third-Party Tools, etc.)

After the authorization screen, users will be prompted to select the specified account for "x-z-base-account-id" at the time of logging into the tool.



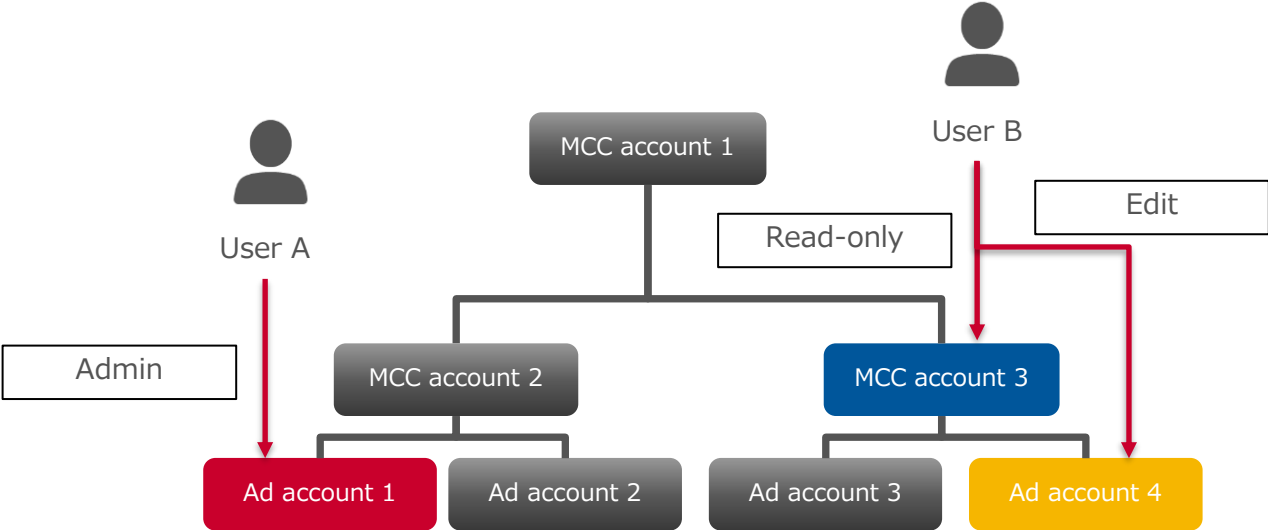
Account Selection
MCC account 1
MCC account 2
Ad account 1

Case4: What to specify for "x-z-base-account-id "

Case 4 : Temporarily maintaining the current state until permission is organized

Please create a mapping table using BaseAccountService and AccountService.

The idea is to retrieve a list of permissions associated with the "x-z-base-account-id" of the authenticated business ID used in API authentication. The objective is to use the strongest permission available.



「x-z-base-account-id」	Target account	Permissions
Ad account 1	Ad account 1	Admin
MCC account 3	MCC account 3	Read-only
MCC account 3	Ad account 3	Read-only
Ad account 4	Ad account 4	Edit

How to call a test account

To execute a test account, you can make API calls by specifying the test account itself or the root MCC as "x-z-base-account-id".

Example) The root MCC is 100 and the test account is 200:

1) Operating a test account by specifying the root MCC as "x-z-base-account-id":

```
x-z-base-account-id : 100
{
  "accountId": 200
}
```

2) Operating a test account by specifying the test account as "x-z-base-account-id":

```
x-z-base-account-id : 200
{
  "accountId": 200
}
```

※ Please note that it is only possible to specify the Yahoo! Advertising API application business ID or the test account addition application business ID.

Reference: Test Account

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

Changes to the client generated using OpenAPI

If you are generating a client using OpenAPI, it is necessary to handle the "x-z-base-account-id" parameter. As shown in the diagram below, it needs to be specified as a function argument.

Example) Differences between v11 (red background) and v12 (green background) in the Java function generated for AccountService/get:

```
* @param accountServiceSelector (optional)
* @return AccountServiceGetResponse
* @throws RestClientException if an error occurs while attempting to invoke the API
*/
public AccountServiceGetResponse accountServiceGetPost(AccountServiceSelector accountServiceSelector) throws RestClientException {
    return accountServiceGetPostWithHttpInfo(accountServiceSelector).getBody();
}
public AccountServiceGetResponse accountServiceGetPost(Long xZBaseAccountId, AccountServiceSelector accountServiceSelector) throws RestClientException {
    return accountServiceGetPostWithHttpInfo(xZBaseAccountId, accountServiceSelector).getBody();
}
```

"x-z-base-account-id"

Reference : Yahoo! Ads API's OpenAPI Specification

Search Ads <https://github.com/yahoojp-marketing/ads-search-api-documents/tree/master/design/v12>

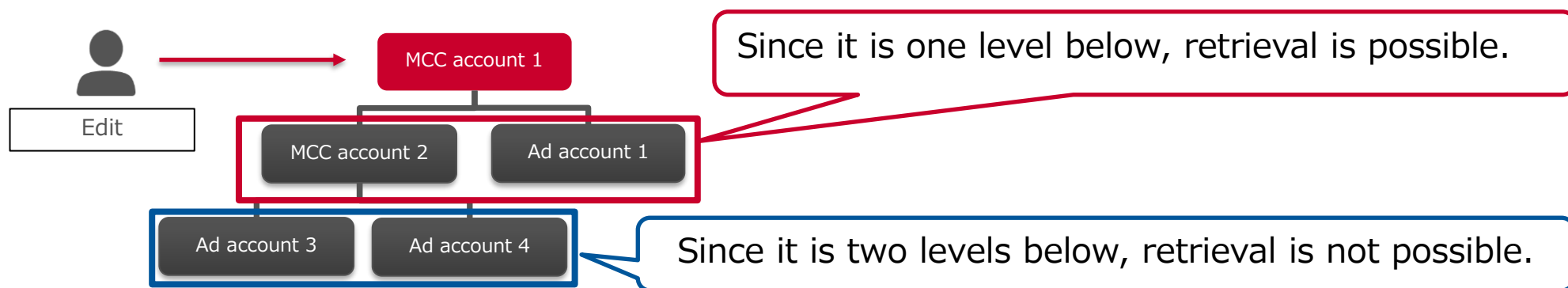
Display Ads : <https://github.com/yahoojp-marketing/ads-display-api-documents/tree/master/design/v12>

The behavior of the previous version

Regarding the previous version, the behavior will remain the same as before even if the "x-z-base-account-id" is not specified.

However, it is not possible to retrieve data from accounts that are two levels below without proper authorization, except for the tool administrator. If there is no authorization for accounts below the second level, please use v12.

Example) If the tool user only has authorization for MCC Account 1



The behavior of the previous version

It is also possible to make calls by specifying the "x-z-base-account-id" in the previous version.

Please use it as a means to verify the behavior before the full-scale development of v12. For retrieving base accounts that are authorized for a specific business ID, please use the BaseAccountService in v12.

3 . Other updates

About the client library for Java users

From previous version(v11), Client libraries for Java users has supported 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
v12	6.0.0-spring5	8+	5.3.x
v12	6.0.0	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>



Yahoo!広告 ウェブサイト

<https://marketing.yahoo.co.jp/service/yahooads/>