



For API partners

Yahoo! JAPAN Ads API Webinar

September, 2022

Agenda

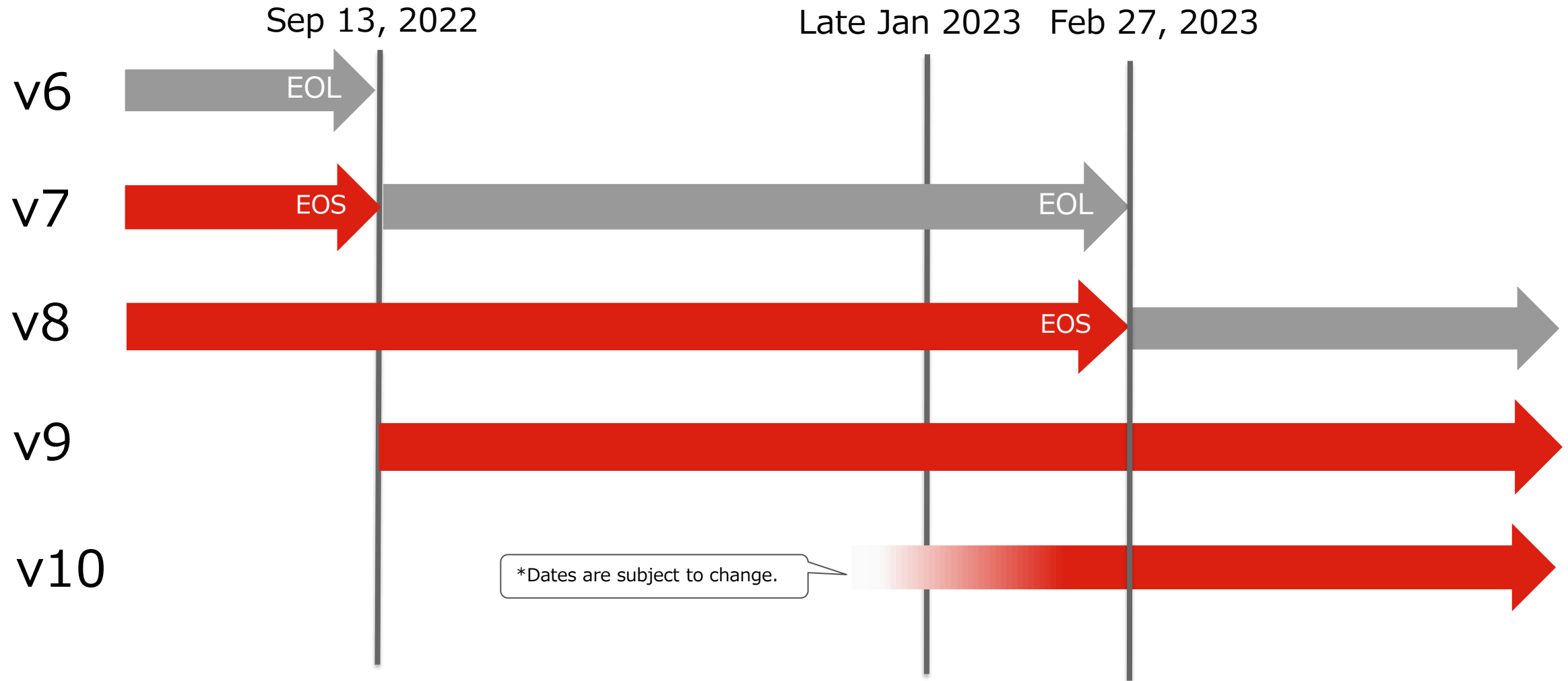
For API partners

1. Roadmap
2. Updates for v9
3. Linking Yahoo! JAPAN Business ID with Yahoo! JAPAN ID
4. Other information
5. Q&A

1. Roadmap

Yahoo! JAPAN Ads API Schedule (EOL, EOS)

For API partners



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

For API partners

Jul - Sep 2022	Oct - Dec 2022	Jan 2023 and after
<ul style="list-style-type: none">Expand opportunities of utilizing maximize clicksVisualize optimization scoreA/B testing feature for campaigns	<ul style="list-style-type: none">Management feature for app user list	<ul style="list-style-type: none">MCC structureShare lists between multiple MCC accountsResponsive Ads for Search Combination reportResponsive Ads for Search Effectiveness of advertisingResponsive Ads for Search Edit Ads

*MCC: My Client Center

 Yahoo! JAPAN Ads Search  Yahoo! JAPAN Ads Display Ads (Auction)

2. Updates for v9

Yahoo! JAPAN Ads Search Ads

Change of item names for campaign and ad group

For API partners

(1) Portfolio bidding ID and Portfolio bidding name

The field names changed.

Effected version : v9

*The followings are example of major changes. BiddingStrategyService also changed. See IF difference for details.

~v8

```
Example) CampaignService#add
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      // Omitted
    },
    "biddingStrategyId": 123,
    "biddingStrategyName": "Bid strategy1",
    "biddingStrategySource": "CAMPAIGN"
  },
  "campaignId": 11111,
  "campaignName": "Campaign A"
}
```

v9

```
Example) CampaignService#add
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      // Omitted
    },
    "portfolioBiddingId": 123,
    "portfolioBiddingName": "Bid strategy1",
    "biddingStrategySource": "CAMPAIGN"
  },
  "campaignId": 11111,
  "campaignName": "CampaignA "
}
```


Change of item names for campaign and ad group

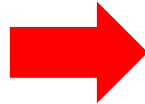
For API partners

(2) How to specify adGroupAdRotationMode (Frequently run better-performing ads)
IF changed as follows.

Effected version : v9

~v8

```
Example) AdGroupService#add
{
  "accountId": 123456,
  "adGroupAdRotationMode": {
    "adRotationMode": "OPTIMIZE"
  },
  "adGroupId": 123,
  "adGroupName": "AdgroupA",
}
```



v9

```
Example) AdGroupService#add
{
  "accountId": 123456,
  "adGroupAdRotationMode": {
    "adRotationMode": "OPTIMIZE"
},
  "frequentlyRunBetterPerformingAdsMode" :
  "APPLY",
  "adGroupId": 123,
  "adGroupName": "AdgroupA",
}
```

When adRotationMode is "ROTATE_FOREVER", frequentlyRunBetterPerformingAdsMode is "DONT_APPLY"

Change of item names for campaign and ad group

For API partners

(3) Performance Reports, Change history files, Files downloaded in bulk

Effected version : **All**

We have changed some items and values output to files in the following services in all versions.

Services:

- AuditLogService
- ReportDefinitionService
- CampaignExportService

More details are described in section 14 of the following documents (Japanese version).

*English translation will be available later.

https://s.yimg.jp/images/ads-promo_edit/support/pdf/2208search_ads_labels.pdf

*The list is also available from "Yahoo! JAPAN Ads API v9 release."

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222276.html>

New items on CampaignExportService

For API partners

Tracking IDs were added to getExportFields of CampaignExportService.

The tracking ID acquired at the time of measurement makes it possible to identify at once which entity the results were generated by.

[New]

campaignTrackId

adGroupTrackId

criterionTrackId

Effected version : **All**

*Because these were added to the last column, the existing columns will not be affected.

Yahoo! JAPAN Ads Display Ads

Change on how to setup bid strategy

For API partners

The following IF regarding bid strategy setup changed. The IF changed for both autobidding and manual bidding. Because of the IF change, v9 will no longer return all past values of bid strategy.

Effected version : v9

Example of CampaignService#add

~v8

```
{
  "accountId": 12345,
  "campaignBiddingStrategy": {
    "campaignBiddingStrategyType": "CPC",
    "cpcBidValue": 10,
    "cpvBidValue": null,
    "vcpmBidValue": null,
    "targetCpaBidValue": null
  },
  "campaignId": 11111,
  "campaignName": "ad group A"
}
```

Example of CampaignService#add

v9

```
{
  "accountId": 12345,
  "campaignBiddingStrategy": {
    "campaignBiddingStrategyType": "CPC",
    "cpcBidValue": null,
    "cpvBidValue": null,
    "vcpmBidValue": null,
    "targetCpaBidValue": null
  },
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "CPC",
      "cpcBiddingScheme": { "Cpc": 10 },
      "cpvBiddingScheme": null,
      "vcpmBiddingScheme": null,
      "maximizeConversionsBiddingScheme": null
    }
  },
  "campaignId": 11111,
  "campaignName": "ad group A"
}
```

Change on how to setup bid strategy

For API partners

In addition to IF, the specifying method of TARGET_CPA (Autobidding: maximize conversions with target value) will change.
TARGET_CPA has discontinued on v9, it was unified to MAXIMIZE_CONVERSIONS

Effected version : v9

Example of CampaignService#add

~v8

```
{
  "accountId": 12345,
  "campaignBiddingStrategy": {
    "campaignBiddingStrategyType": "TARGET_CPA",
    "cpcBidValue": null,
    "cpvBidValue": null,
    "vcpmBidValue": null,
    "targetCpaBidValue": 150
  },
  "campaignId": 11111,
  "campaignName": "ad group A"
}
```

When
maximizeConversionsBiddingScheme is
not specified, it became "Autobidding:
maximize conversions without target
value."

Example of CampaignService#add

v9

```
{
  "accountId": 12345,
  "campaignBiddingStrategy": {
    "campaignBiddingStrategyType": "TARGET_CPA",
    "cpcBidValue": null,
    "cpvBidValue": null,
    "vcpmBidValue": null,
    "targetCpaBidValue": null
  },
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "MAXIMIZE_CONVERSIONS",
      "cpcBiddingScheme": null,
      "cpvBiddingScheme": null,
      "vcpmBiddingScheme": null,
      "maximizeConversionsBiddingScheme": { "targetCpa": 150 }
    }
  },
  "campaignId": 11111,
  "campaignName": "ad group A"
}
```

Closed features of Display Ads (Guaranteed) services

For API partners

The following Display Ads (Guaranteed) services ended.

Effected version : v9

(the entire service ended)

- GuaranteedSimulationService
- GuaranteedInventoryService
- GuaranteedReservationService
- GuaranteedPreviewService

(the endpoint was deleted)

- GuaranteedCampaignService/set
- GuaranteedAdGroupService/add, /set
- GuaranteedAdGroupAdService/add, /set
- DictionaryService/getStationPlacementCategory

*You can continue to use services and endpoints other than the preceding.

Targeting using app list

For API partners

App list will be available in AudienceListService

[New]

AppLinkService

-Get information about app links (similar service exists for Search Ads)

Effected version : v9

AudienceListService、 AdGroupTargetService

-Add "APP_USER (app user data)" to audienceListType

-Add appUserAudienceList

*v9 offered IF only at its release (September 13, 2022).

The feature is scheduled to be available from October 17.

Visualize optimization score

For API partners

CampaignService/get to get the optimization score.

Getting optimization scores for accounts by AccountService is planned to be supported in the future.

Effected version : v9

All campaigns									
Active Account: <input type="radio"/> Off Account balance: <input type="text"/> Payment Estimated remaining days: <input type="text"/>									
<div><div>+ New campaign</div><div>Search</div></div>									
<div>Filter Delivery settings: All + Add</div>									
<input type="checkbox"/>	Delivery settings	Campaign name	Label	Impressions	Clicks	Status	Optimization score	Campaign goal	
Total				-	-		-		
<input type="checkbox"/>	<input checked="" type="radio"/>			-	-	Eligible (Learning) ⓘ	-	Conversions	
<input type="checkbox"/>	<input type="radio"/>			-	-	Paused (campaign-off) ⓘ	-	Conversions	
<input type="checkbox"/>	<input checked="" type="radio"/>		<div><div></div><div>1 more</div></div>	-	-	Eligible (Learning) ⓘ	30.0%	Conversions	
<input type="checkbox"/>	<input checked="" type="radio"/>			-	-	Paused (ended) ⓘ	-	Brand awareness	
<input type="checkbox"/>	<input checked="" type="radio"/>			-	-	Eligible (Learning) ⓘ	46.3%	Conversions	

Response sample of CampaignService#get

```
"campaign": {  
  "accountId": 12345,  
  "optimizationScore": 0.56,  
  "servingStatus": "SERVING",  
  ...  
}
```

Reference: "Display Ads (Auction) Optimization score released"

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222287.html>

Advanced matching in conversions

For API partners

You can measure conversions using phone numbers and email address.

Effected version : v9

[New]

ConversionTrackerService

-advancedMatchingEnabled (Advanced matching)

By setting “advancedMatchingEnabled” to “TRUE”, you can send the following items when tracking conversions with the relevant conversion tag.

- (1) Phone number
- (2) Email address

*v9 offered IF only at its release (September 13, 2022).

The feature will be available in October.

```
Request example of ConversionTrackerService#add
{
  "accountId": 12345,
  "allConversionValue": "100",
  "category": "PURCHASE",
  "conversionTrackerName": "CV tracking:Purchase Sales",
  "conversionTrackerType": "WEB_CONVERSION",
  "countingType": "ONE_PER_CLICK",
  "excludeFromBidding": "TRUE",
  "measurementPeriod": 30,
  "measurementPeriodView": 1,
  "status": "ENABLED",
  "advancedMatchingEnabled": "TRUE"
}
```

(3) Linking Yahoo! JAPAN Business ID with Yahoo! JAPAN ID

Linking Yahoo! JAPAN Business ID with Yahoo! JAPAN ID

For API partners

Yahoo! JAPAN business ID is referred as “Business ID” and Yahoo! JAPAN ID as “YID.”

(1) Overview

- **Link Business ID and YID by March 8, 2023.**

If you haven't linked your Business ID and YID by March 8, you won't be able to sign in to Yahoo! JAPAN Ads tools.

- **Business ID and YID is one to one pair**

There is one YID per person and there is one Business ID linked to it.

If you have multiple Business IDs consider integrating to one.

- **The refresh tokens you are using can be used continuously without reauthorization if it is linked to an authorized Business ID by March 8, 2023.**

If the ID is not linked after March 8, the refresh token will be invalid.

***Agencies and tool vendors must make sure your advertisers and clients that you have authorized to API have their Business ID and YID linked.**

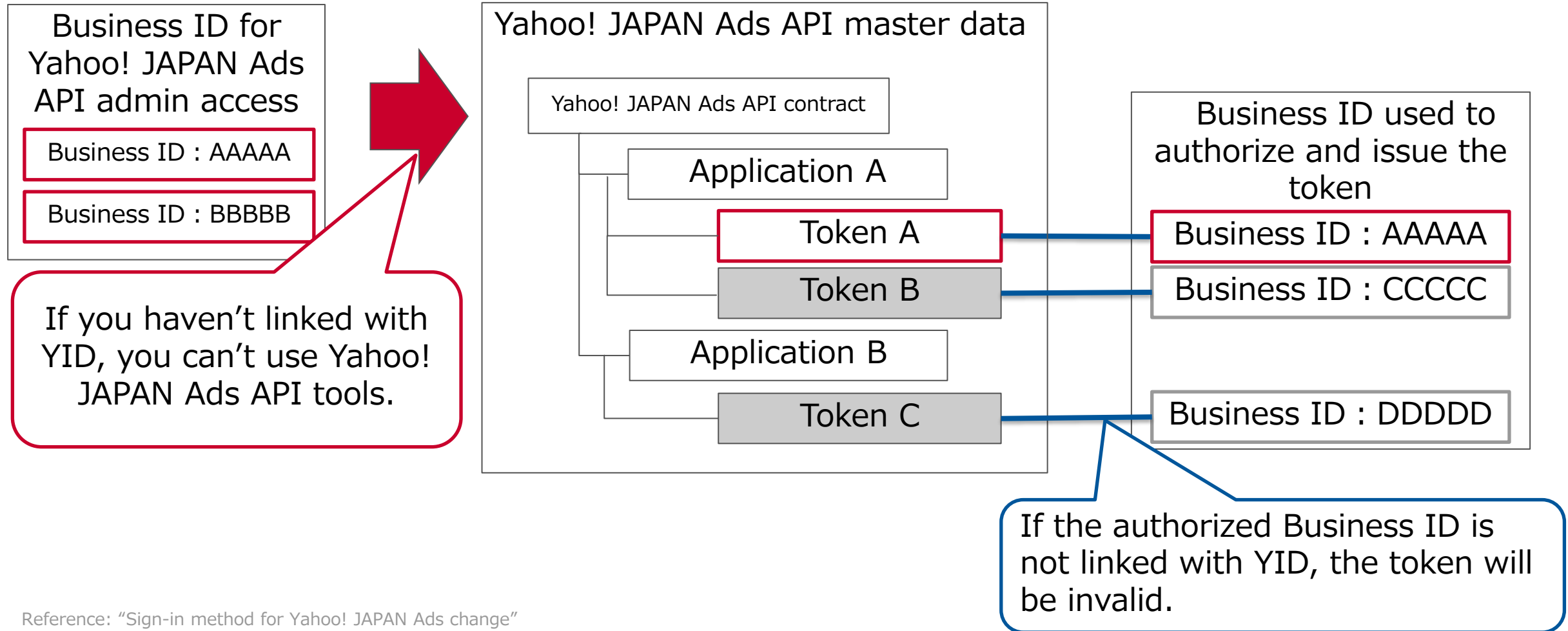
Reference: “Sign-in method for Yahoo! JAPAN Ads change”

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222306.html>

Linking Yahoo! JAPAN Business ID with Yahoo! JAPAN ID

For API partners

(2) Image



Reference: "Sign-in method for Yahoo! JAPAN Ads change"

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222306.html>

Linking Yahoo! JAPAN Business ID with Yahoo! JAPAN ID

For API partners

(3) Precautions

- **For inquiries such as about authorization, you must contact us using the Business ID.**

This is because YID cannot be used for Yahoo! JAPAN Ads inquiries.

You can check the Business ID on the dashboard.

- **On the case that the authentication expires**

When the linkage between the Business ID and the YID is removed, all authorization authentication will be removed.

In this case you will need to reauthorize using the Business ID that is linked to the YID.

Reference: "Sign-in method for Yahoo! JAPAN Ads change"

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222306.html>

4. Other information

Other information

For API partners

(1) System Maintenance on October 15, 2022

Schedule: October 15, 2022 (Sat) 7:00 AM - October 16, 2022 (Sun) 7:00 AM, JST

All features of Yahoo! JAPAN Ads API will be unavailable during the system maintenance.

[Remarks]

- When you add a large number of ads or change settings just before the start of maintenance, the system may reflect the changes later than usual. If you want to create ads, check the schedule and proceed with enough time.
- After the system maintenance is complete, it may take up to one hour for the updated data to be reflected.

Reference: "System maintenance notification"

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222316.html>

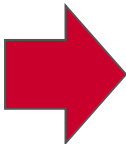
Other information

For API partners

(2) New page of version updates

We will add “New version” to the Release Note page.
Use this page to find IF differences, webinar information, yaml, and other information.
This page is scheduled to be released in late September.

Release Note					
Yahoo! JAPAN Ads API release information will be added on this page when we provide a new version.					
Version control : This page describes the details of version control.					
Deprecation schedule : This page shows dates when support ends and the version becomes no longer available.					
New version: This page shows what you need to know when updating a version.					
API version	Release	Deprecation date	End of Life date	Release Note	New version
v9	2022/9/13	undecided	undecided	Yahoo! JAPAN Ads API Search Ads API v9 Yahoo! JAPAN Ads API Display Ads API v9	What's new on v9



What's new on v9
About this page
This page shows what you need to know when updating to v9.
1. Difference between v8 and v9
2. Notes when updating
3. Webinar information
4. Appendix
1. Difference between v8 and v9
<ul style="list-style-type: none">Search AdsDisplay Ads
View differences per interface.
2. Notes when updating
<ul style="list-style-type: none">The interface related to bid strategy settings will change, both autobidding and manual bidding.*See the Webinar documents for more details.Some services for Display Ads (Guaranteed) will be unavailable.

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

Other information

For API partners

(3) Duplicated rows in the report due to automatic migration of Final URL

The automatic migration of Display Ads final URL that began on June 15, 2022 has ended on August 31, 2022.

For dates that automatic migration ran for the final URL, the date will be duplicated on the report.

The same URL will be output in two lines for the “Final URL” in the report.

This is because the results are divided into two lines, one for before the automatic migration and one for after.

Example: When the automatic migration ran on August 10, 2022

Ad ID	Date	Final URL	IMPS
12345	2022/8/9	https://aaa/aaa.jp	130
12345	2022/8/10	https://aaa/aaa.jp	100
12345	2022/8/10	https://aaa/aaa.jp	15
12345	2022/8/11	https://aaa/aaa.jp	120

The line for 2022/8/10 is duplicated.

Display Ads (Auction) Completed automatic converting of ads for the destination URL format

<https://ads-developers.yahoo.co.jp/developercenter/en/announcement/222299.html>

Other information

For API partners

(4) Specifications change for errors on Responsive Ads for Search

Previously, AdGroupAdService/add would return an overall error (directly below errors[]) if there were more than three Responsive Ads for Search under the ad group with Allow.

This was changed to a partial error (rval{values[errors[]]}) so that you can see which ads under which ad group the error took place.

*Error codes remain the same as before as follows.

```
"code": "210607"  
"message": "There are already 3 responsive ads  
with userStatus ACTIVE."
```

```
{  
  "errors": null,  
  "rid": "xxxxxxxxxxxxxxxxxx",  
  "rval": {  
    "values": [  
      {  
        "errors": [  
          {  
            "code": "210607",  
            "message": "There are already 3  
responsive ads with userStatus ACTIVE.",  
            // Omitted  
          }  
        ]  
      }  
    ]  
  }  
}
```

Reference: Error code

<https://github.com/yahoojp-marketing/ads-search-api-documents/blob/master/bestpractice/en/errorcodes.md>



Yahoo! JAPAN Ads Product Information

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