

Yahoo! JAPAN Ads API Webinar

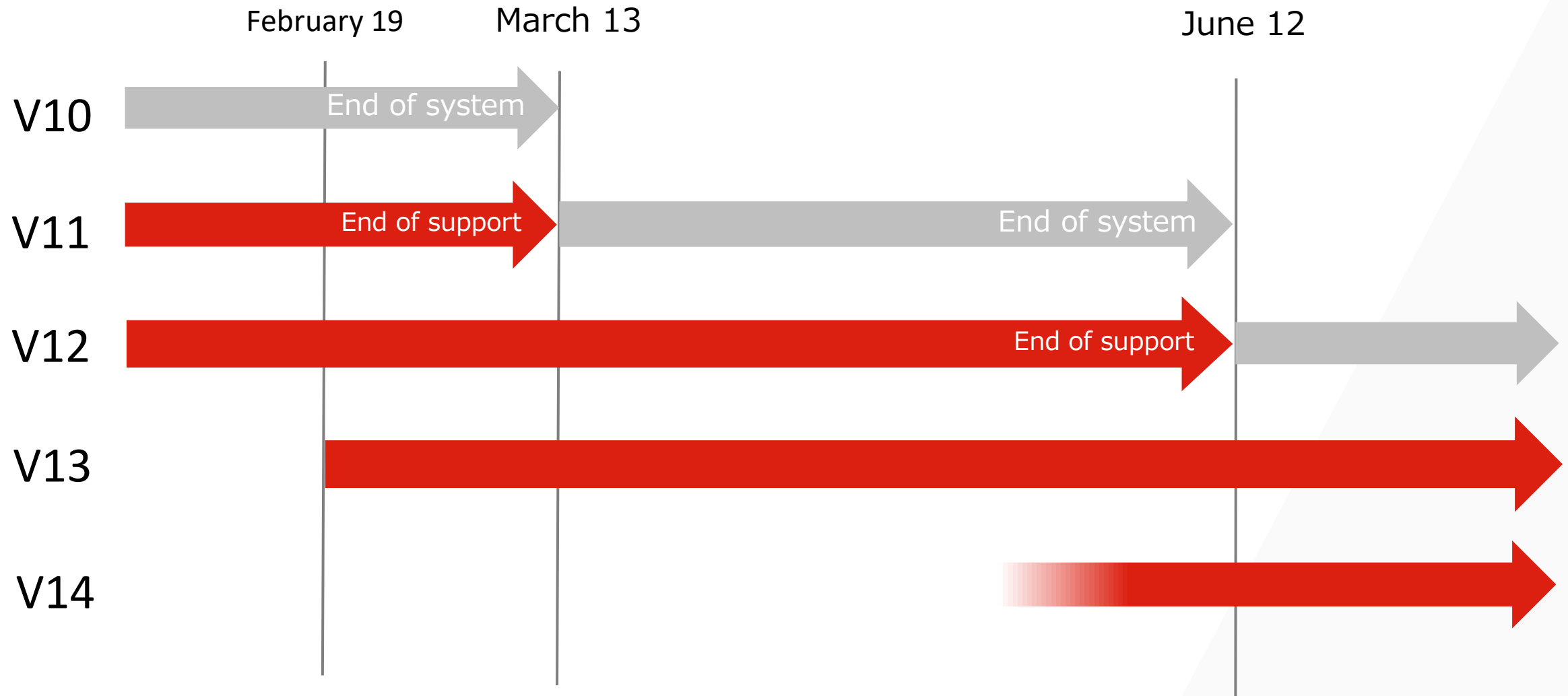
March, 2024

Agenda

- 01** Roadmap
- 02** Updates for v13
- 03** Other updates
- 04** Responses to previous webinar survey
- 05** Q&A Session

1. Roadmap

End of service and support schedules



You can check the schedules at the following link.

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

*Yahoo! JAPAN Ads API is abbreviated as API from now on.

2. Updates for v13

Yahoo! JAPAN Ads Search Ads

Renamed ad display options

*Ad display options will be renamed to "Ad display assets."

Released: March 6, 2024

Versions affected: All versions

Reference: [Search Ads: Name changes from Display ad option to Ad display asset \(https://ads-developers.yahoo.co.jp/en/ads-api/announcement/24021401.html\)](https://ads-developers.yahoo.co.jp/en/ads-api/announcement/24021401.html)

Renamed items: https://s.yimg.jp/images/ads-promo_edit/support/pdf/202402_Ad_display_asset_EN.pdf

Impact review:

The ReportDefinitionService, AuditLogService, and CampaignExportService download files have been renamed.

Renamed ad display options

How to check for changes

- PDF in the release note

英語	
従来の項目名	新しい項目名
Ad display options	Ad display asset
QuickLinks	Quick link asset
Callout	Callout asset
Category text	Category snippet asset
Call extensions	Call asset
Ad display option ID	Ad display asset ID

Points

Request/Response field name: Not changed

Names appear on reports: Changed

Values appear on reports: Changed

(For output in XML format) XML attributes: Not changed

- CSV with reference

フィールド名	日本語表示名称/Japanese	英語表示名称/English Display Name	XML属性/XML Attribute	日本語表示値/Japanese display values	英語表示値/English display values
EDITORIAL_STATUS	審査状況	Editorial Status	editorialStatus	審査完了,編集内容審査中,審査中,掲載不可,掲載停止,その他	APPROVED,APPROVED_WITH_REVIEW,REVIEW,PRE_DISPLAY
ASSET_ID	広告表示オプションID	Ad display option ID	assetID		
ASSET_OPTION_TYPE	広告表示オプションの種類	Ad display option type	adDisplayOptionType	クイックリンクオプション,テキスト補足オプション,カテゴリ	QuickLinks,Callout,Category text,Call extensions,Other
ASSET_START_DATE	開始日	Start Date	adDisplayOptionStartDate		
ASSET_END_DATE	終了日	End Date	adDisplayOptionEndDate		
TRACKING_URL	トラッキングURL	Tracking URL	trackingURL		
CUSTOM_PARAMETERS	カスタムパラメータ	Custom parameter	customParameters		
FINAL_URL	最終リンク先URL	Final URL	finalURL		
FINAL_URL_SMARTPHONE	スマートフォン向けURL	Smartphone final URL	finalURLSmartphone		
ASSET_CALLOUT_TEXT	補足用テキスト	Callout text	callout		
ASSET_PHONE_NUMBER	電話番号	Phone Number	phoneNumber		

Image assets

We will add image assets to the ad display assets.

For the v13 release, only IF is available. You will actually use it after the feature is released.

Release: April 2024

Image specifications

Aspect ratio 1:1 (size 300x300 pixels or larger)

Aspect ratio 1.91:1 (size 600x314 pixels or larger)

Reference-Search Ads: Image assets will be available

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/240215.html>

Image assets

Image uploads are provided as a feature of AssetService.

You can add images by encoding image data in Base64 in operand at Add time.

***Note that although the operand is in the form of multiple designations, images are uploaded one at a time.**

AssetService/add request example

```
{
  "accountId": 123456,
  "operand": [
    {
      "assetData": {
        "type": " IMAGE",
        "imageAsset": {
          "imageName": " IMAGE_NAME",
          "data": "<Base64 encoded data>",
        }
      }
    },
  ]
}
```

Reference-Search Ads: Image assets will be available
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/240215.html>

Asset combinations report

Reports will be available for each combination of title, description, and ad display asset for Responsive Ads for Search.

For the v13 release, only IF is available. You will actually use it after the feature is released.

Released: March 6, 2024

Report type: ASSET_COMBINATIONS

Available duration: Last 1 year *No error when more than 1 year is specified

Specifying a segment: Not allowed *動作区分の考え方 (Behavior segmentation)-available in Japanese <https://ads-developers.yahoo.co.jp/ja/ads-api/developers-guide/about-report.html>

Title 1	Title 2	Title 3	Description 1	Description 2	...	Impressions
aaa	bbb	ccc	111	222	...	100
aaa	bbb	ccc	111	333	...	200
aaa	ccc	bbb	111	222	...	150

Asset combinations report

Notes

Narrowing the Fields item does not add up the values.

Example 1) Items: Delivered title 1, Delivered title 2, Delivered title 3, Delivered description 1, Delivered description 2

Title 1	Title 2	Title 3	Description 1	Description 2	...	Impressions
aaa	bbb	ccc	111	222	...	100
aaa	bbb	ccc	111	333	...	200
aaa	ccc	bbb	111	222	...	150

Example 2) Items: Delivered title 1, Delivered description 1

Title 1	Description 1	...	Impressions
aaa	111	...	100
aaa	111	...	200
aaa	111	...	150

The values don't add up and it looks like there are duplicate rows.

Yahoo! JAPAN Ads Display Ads

Smart targeting

Smart targeting lets ads deliver to potential conversion customers beyond the target scope specified by the advertiser.

For the v13 release, only IF is available. You will actually use it after the feature is released.

Released: February 28, 2024

*The default value is "FALSE," so specify "TRUE" when you use it.

```
{
  "accountId": 123456,
  "operand": [
    {
      "accountId": 123456,
      "campaignId": 111111,
      "adGroupId": 22222222,
      "smartTargetingEnabled": " TRUE",
      "userStatus": " ACTIVE",
      ~Omitted~
    }
  ]
}
```

Reference-Display Ads (Auction): Smart targeting is now available
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/240214.html>

About removing AD_TYPE_PREV field

The AD_TYPE_PREV [Ad type (prev)] field is removed from the ReportDefinitionService.

This item is no longer available and will not affect you, but if you are still using the item, use the new ad type (AD_TYPE, MAIN_MEDIA_FORMAT).

*The ad type is now the ad type and main media format in v10.

Reference-Display Ads: Changes on ad type names and additional items

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/23020202.html>

About the specification change for download files for reports

In V12 and earlier, non-numeric items were enclosed in double quotes ("), but in V13, only non-numeric items that contain commas (,) or double quotes (") in the item value are enclosed in double quotes (").

(Similar action to Search Ads)

~v12

"Ad Name", "Campaign Name", "Ad Group Name", "Impressions", "Clicks", "Click Rate", "Cost"
"test","Campaign""A","Ad Group1",29746,11,0.0370,50

v13~

Ad Name, Campaign Name, Ad Group Name, Impressions, Clicks, Click Rate, Cost
test,"Campaign""A","Ad Group",29746,11,0.0370,50

Reference-Display Ads: Changes in download file specifications for performance reports
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/240123.html>

About adding the get method of yclid for conversion API

URL parameters have been added to the conversion API yclid source.

	OfflineConversionService for Display Ads	OfflineConversionService for Search Ads	Conversion API for Display Ads
Base	Yahoo! JAPAN Ads API	Yahoo! JAPAN Ads API	Yahoo! JAPAN Developer Network
Available items	yclid	yclid	yclid, phone number, and email address
Available CV settings	"Import" only	"Import" only	All (Web page, App, Click to call, Import)
yclid source	cookies, URL parameters	URL parameters	cookies, URL parameters
Number of CVs handled per request	Multiple (File upload)	Multiple (File upload)	1
Download existing data	Not available (No download method)	Available (Download method available)	-
Reference	https://ads-developers.yahoo.co.jp/reference/ads-search-api/v13/OfflineConversionService/en/	https://ads-developers.yahoo.co.jp/reference/ads-display-api/v13/OfflineConversionService/en/	https://github.com/yahoojp-marketing/ads-data-management-api-documents

3 . Other updates

About account QPS

We have received several inquiries that 5QPS is insufficient due to increased requests for account systems due to the addition of the concept of base accounts in v12.

We have changed our policy to accept QPS changes as follows.

Available QPS: 5QPS (default), **10QPS** (can be changed upon request)

You can request it through the following form:

https://form-business.yahoo.co.jp/claris/enqueteForm?inquiry_type=yads-api-support-qps-en&lang=en

Reference: Request Restrictions (QPS)

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

About adding error codes

When our DB load was high, we used to simply return the HTTP code 500 (internal server error). But we have now added an error code. These errors help you identify the cause.

- Error code for Resource busy on server

130000 (The server is busy. Please retry later.)

- Error code when timed out with DB Lock

130001 (The request was not completed. Please reduce concurrent requests or data size.)

4 . Responses to previous webinar survey

Responses to previous requests



Our clients complain about a split line for the same ad ID in the report when modifying a tracking URL. We hope it improves.



We apologize, but we can't fulfill your request due to our internal data structure.



YSA recently changed the name of a field in a report that was not a version upgrade. To provide the best possible service, it's important to maintain stability and consistency with API versions.



We appreciate your opinion. Immediately handling this task is difficult due to our internal structure, but we will try for Search Ads as we have achieved for Display Ads.

Responses to previous requests



I would like you to share the Q&A session as well.



Some information will only be available in real-time, but we will share it in [the release notes on the DeveloperCenter](#).



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