

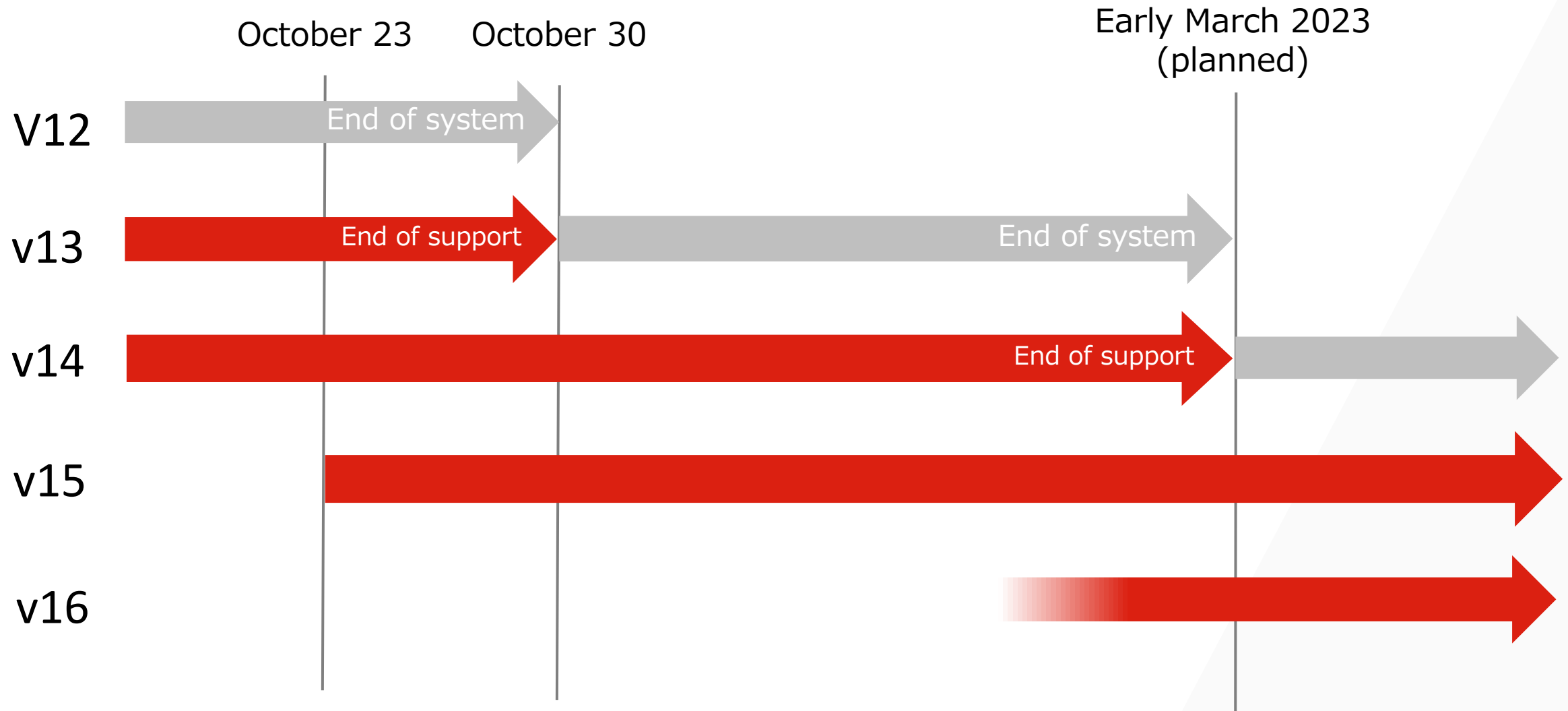
Yahoo! JAPAN Ads API Webinar November, 2024

Agenda

- 01** Roadmap
- 02** Updates for v15
- 03** Follow up with v14 updates
- 04** Other updates
- 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 v15

Display Ads & Search Ads

About search by system update date

We now support filtering campaigns, ad groups, and ads by update date.

Search Ads already support this feature in v14.

- CampaignService/get
- AdGroupService/get
- AdGroupAdService/get

*The update processes subject to filtering include automatic updates by the system within Yahoo! JAPAN Ads.

*Updates from add and set operations of the relevant service are the only ones subject to filtering.

```
{  
  "accountId": 123456,  
  "updatedDateRange": {  
    "startDate": "20241001",  
    "endDate": "20241031"  
  },  
  //omitted  
}
```

Yahoo! JAPAN Ads Display Ads

About "Gain Friends Ads" that goals adding friends on LINE Official Accounts

We added responsiveGainFriendsAd to AdGroupAdService as Gain Friends Ads.

```
{
  "accountId": 123456,
  "ad": {
    "adType": " RESPONSIVE_GAIN_FRIENDS_AD",
    "responsiveGainFriendsAd": {
      "buttonText": " FOR_MORE_INFO",
      "description": "Description of Gain Friends Ads",
      "headline": "Title of Gain Friends Ads",
      "thumbnailMediaId": 12345
    },
    //omitted
  }
}
```

*You must link your LINE Official Account to your Display Ads account to use Gain Friends Ads. Learn more [Launch of Gain Friends Ads of LINE Official Account](#)

We have introduced a variety of Enums for "Gain Friends Ads," which are designed to attract friends to the LINE Official Account.

Campaign goal (AccountAuthorityService)

- Add GAIN_FRIENDS to accountAuthority

Bid strategy (CampaignService, AdGroupService)

- Add MAXIMIZE_GAINING_FRIENDS to biddingStrategyType (Maximize gaining friends)

Audience list type (AudienceListService, AdGroupTargetService)

- Add LINE_OA_FRIEND (Friends of LINE Official Account) and LINE_OA_BLOCK (Friends who blocked LINE Official Account) to audienceListType

*You must link your LINE Official Account to your Display Ads account to use Gain Friends Ads.

[Launch of Gain Friends Ads of LINE Official Account](#)

About "Gain Friends Ads" that goals adding friends on LINE Official Accounts

Notes:

- You can only link the LINE Official Account with the Display Ads account through the Campaign Management Tool, so you cannot use it with a test account.
- Prepare a LINE Official Account on your end for testing.

*You must link your LINE Official Account to your Display Ads account to use Gain Friends Ads.

[Launch of Gain Friends Ads of LINE Official Account](#)

About changes to displaying performance data

The aggregation period obtained with StatsPeriod in StatsService and ConversionTrackerService will be the date in real time.

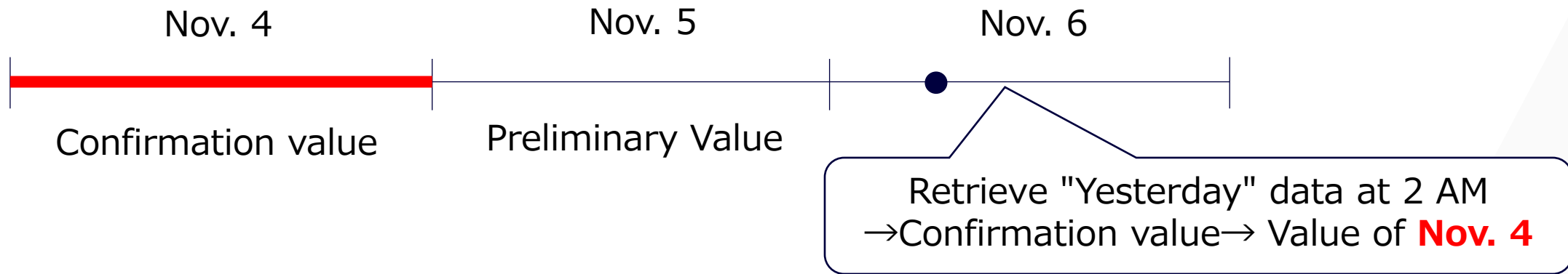
Additionally, we will delete the preliminary and fixed notations for each item.

*Even if data is retrieved in real time, once the data is cached, the same value is returned for a certain period of time while the cache remains.

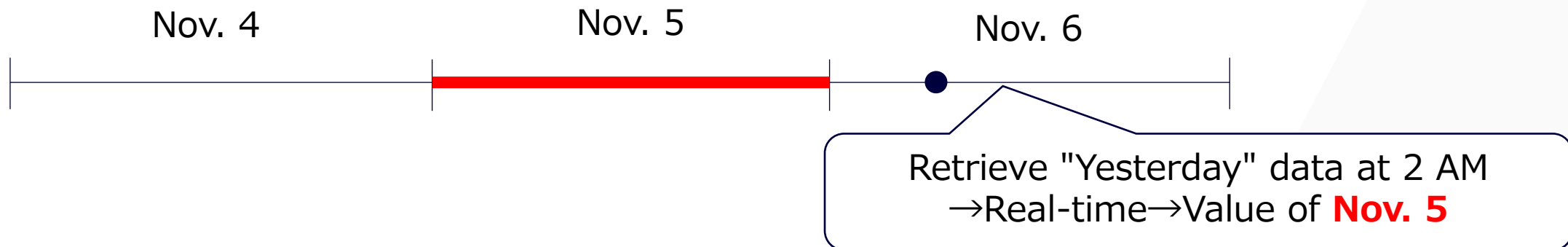
Additionally, by the time the data changes from preliminary to final, the behavior when data containing firm data is acquired will change, as shown in the next slide.

About changes to displaying performance data

Example: If you get "Yesterday" data at 2 AM
Before (with preliminary and confirmed values)



After (preliminary and confirmatory values are removed, became real-time acquisitions)



About AccountAuthorityService/get

We removed accountAuthority with access type of "Bid strategy" from the AccountAuthorityService/get response because the bid strategy is no longer managed by individual access per account and is available for all accounts.

▼ values[]			true	The AccountAuthorityServiceValue object is a container for storing account authority information.																																																
▼ accountAuthority				AccountAuthority objects serve account authority information. Responded values of `authorities` are as follows. <table><tr><th>accountAuthorities</th><th>description</th><th>authority type</th></tr><tr><td>WEBSITE_TRAFFIC</td><td>AUCTION : Website traffic</td><td>Campaign goal</td></tr><tr><td>VIDEO_VIEW</td><td>AUCTION : Video view</td><td>Campaign goal</td></tr><tr><td>APP_PROMOTION</td><td>AUCTION : App promotion</td><td>Campaign goal</td></tr><tr><td>CONVERSION</td><td>AUCTION : Conversion</td><td>Campaign goal</td></tr><tr><td>ITEM_LIST</td><td>AUCTION : Item list promotion</td><td>Campaign goal</td></tr><tr><td>BRAND_AWARENESS</td><td>AUCTION : Brand awareness</td><td>Campaign goal</td></tr><tr><td>STORE_VISIT</td><td>Store Visit</td><td>Campaign goal</td></tr><tr><td>PAYPAY_GIFT</td><td>PayPay Gift</td><td>Campaign goal</td></tr><tr><td>BRAND_AWARENESS_GUARANTEED</td><td>GUARANTEED : Brand awareness</td><td>Campaign goal</td></tr><tr><td>SHOPPING_ADS</td><td>Ecommerce</td><td>Campaign delivery type</td></tr><tr><td>SALES_PROMOTION</td><td>Sales Promotion</td><td>Campaign delivery type</td></tr><tr><td>MAX_CV</td><td>Specify maximum conversion</td><td>Bid strategy</td></tr><tr><td>MAX_CLICK</td><td>Specify maximum click</td><td>Bid strategy</td></tr><tr><td>MAX_VIEW</td><td>Specify maximum video view</td><td>Bid strategy</td></tr><tr><td>MAX_VIMPS</td><td>Specify maximum vimps</td><td>Bid strategy</td></tr></table>	accountAuthorities	description	authority type	WEBSITE_TRAFFIC	AUCTION : Website traffic	Campaign goal	VIDEO_VIEW	AUCTION : Video view	Campaign goal	APP_PROMOTION	AUCTION : App promotion	Campaign goal	CONVERSION	AUCTION : Conversion	Campaign goal	ITEM_LIST	AUCTION : Item list promotion	Campaign goal	BRAND_AWARENESS	AUCTION : Brand awareness	Campaign goal	STORE_VISIT	Store Visit	Campaign goal	PAYPAY_GIFT	PayPay Gift	Campaign goal	BRAND_AWARENESS_GUARANTEED	GUARANTEED : Brand awareness	Campaign goal	SHOPPING_ADS	Ecommerce	Campaign delivery type	SALES_PROMOTION	Sales Promotion	Campaign delivery type	MAX_CV	Specify maximum conversion	Bid strategy	MAX_CLICK	Specify maximum click	Bid strategy	MAX_VIEW	Specify maximum video view	Bid strategy	MAX_VIMPS	Specify maximum vimps	Bid strategy
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Details of these campaign goal are described on 目的別キャンペーン作成について (Japanese context only)																																																				

Removed in
V15

From the v14/AccountAuthorityService/get reference

Added WEEK field to report

We added the WEEK field to reports.

ReportDefinitionService/getReportFields now returns the following fields.

- Week (Mon-Sun) (WEEK)

*For all versions

About deletion of previous items

Remove character code "EUC" from report

All versions, including v15, will not be able to report on the character code EUC.

*At this time, there is no report data prepared using the character code EUC.

Remove unused fields from report

- Ad distribution type (DELIVER)
- Dynamic image extensions (IMAGE_OPTION)
- Carrier (CARRIER)

Remove PLACEMENT_CATEGORY_DETAIL_TARGET from targetTypes of StatsService.

*These targetTypes are no longer available.

About deletion of previous items

Remove appConversionType field from ConversionTrackerService

We removed it from requests and responses because it always becomes "FIRST_OPEN."

v14

```
{  
  "accountId": 123456,  
  "appConversion": {  
    "appConversionPlatform": " ITUNES",  
    "appConversionType": " FIRST_OPEN",  
    "appId": "123455678"  
  },  
  //omitted
```

v15

```
{  
  "accountId": 123456,  
  "appConversion": {  
    "appConversionPlatform": " ITUNES",  
    "appConversionType": " FIRST_OPEN",  
    "appId": " 123455678 "  
  },  
  //omitted
```

Yahoo! JAPAN Ads Search Ads

About A/B test feature

The Search Ads API supports "A/B tests" that compare ad performance.
For the v15 release, only IF is available. You can use it after the feature release.

<Scheduled release date>

November 6, 2024

[Newly added]

AbTestService/get, set, remove, graduateTest

Add "AB_TEST" to "AuditLogServiceEntityType" in AuditLogService/add.

(Reference) Search Ads: A/B test feature will be available
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/24092402.html>

About deletion of previous items

Remove character code "EUC" from report

All versions, including v15, will not be able to report on the character code EUC.

*At this time, there is no report data prepared using the character code EUC.

Remove KeywordForecastMetricsService

Remove the KeywordForecastMetricsService that is no longer available.

※This service is no longer available.

3. Follow up with v14 updates

About AudienceListService/uploadUserList

Note that from v14, the Content-Type has changed from application/octet-stream to multipart/form-data.

v13

AudienceListService/

uploadUserList

Upload the user list file for audience list (customer data).

Specify the following in the upload request.

The action is unavailable for test account.

* Content-Type: application/octet-stream (text/plain can also be specified for uncompressed format)

* Content-Length: Number of bytes in the file to be uploaded

* Request body: File body of the user list to upload

Uploading with chunked specified for Transfer-encoding is not supported.

The following is the file upload limit.

* UTF8, no BOM, canonicalized form.

* Line break for each user ID

* Line feed code LF

* File size upper limit 1GB(1,073,741,824 byte)

v14

AudienceListService/

uploadUserList

Upload the user list file for audience list (customer data).

Specify the following in the upload request.

The action is unavailable for test account.

* Content-Type: application/octet-stream (text/plain can also be specified for uncompressed format)

The following is the file upload limit.

* UTF8(without BOM), Shift-JIS canonicalized form.

* Line break for each user ID

* Line feed code LF, CRLF

* File size upper limit 1GB(1,073,741,824 byte)

(Reference) Display Ads: Adding features to "Customer data" in the audience list

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/24040202.html>

About AudienceListService/uploadUserList

Note that from v14, the upload file now requires a header.

Additionally, ENUM has also changed due to support for uploading phone numbers.

v13

uploadType		string	true	<p>title: AudienceListServiceUploadUserListUploadType</p> <p>AudienceListServiceUploadUserListUploadType displays kind of upload method. Hashing process is required when AudienceListServiceUploadUserListUploadType is MAIL_ADDRESS.</p> <p>More details for hashing of email are described on Import data and create custom list. The phone number listed in the Help is included in the MAIL_ADDRESS in the response, but in this version, even if you upload, the user size will not accumulate.</p> <p>IDFA - Ad identifier for iOS devices.</p> <p>AAID - Ad identifier for Android devices.</p> <p>MAIL_ADDRESS - Hashed email address.</p> <p>UNKNOWN - Unknown Value</p>
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v14

uploadType		string	true	<p>title: AudienceListServiceUploadUserListUploadType</p> <p>AudienceListServiceUploadUserListUploadType displays kind of upload method. Hashing process is required when AudienceListServiceUploadUserListUploadType is MAIL_ADDRESS_AND_PHONE_NUMBER.</p> <p>More details for hashing of email and phone number are described on Import data and create custom list.</p> <p>IDFA - Ad identifier for iOS devices.</p> <p>AAID - Ad identifier for Android devices.</p> <p>MAIL_ADDRESS_AND_PHONE_NUMBER - Hashed email address or phone number.</p> <p>UNKNOWN - Unknown Value</p>
------------	--	--------	------	--

(Reference) Display Ads: Adding features to "Customer data" in the audience list
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/24040202.html>

About AudienceListService/uploadUserList

Note that starting with v14, importing a file with less than 100 data will result in a file format error.

Send more than 100 items.

Note

- User size is the approximate number of users available for delivery, not the number of data entries in the upload file.
- It may take several hours for the user size to reflect after the status changes to "Data loaded."
- Files with fewer than 100 entries will not be imported into the audience list and will display "File format error" as the status.
- Downloading imported data is not possible.

(Reference) Import data and create audience list for customer data
https://ads-help.yahoo-net.jp/s/article/H000044507?language=en_US

4. Other updates

Improved reporting for Display Ads

We are improving performance for Display Ads reports using the following details:

1. Elimination of early morning dwell time

Before: Report creation requests were congested from 4:30 to 6:00 AM, causing delays in completion.

After: Congestion nearly resolved.

2. Improvement in report creation speed per request

About linkage between Yahoo! JAPAN Business ID and Yahoo! JAPAN ID

*Yahoo! JAPAN Business ID: Business ID, Yahoo! JAPAN ID: YID

We have observed instances where customers linking Business ID and YID experience API call errors due to the Business ID token being deactivated when the YID is suspended.

Make sure to verify your YID and log in regularly.

(Reference) Suspension of long-inactive Yahoo! JAPAN IDs (request for regular sign-ins)
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/240927.html>

The reference has become more convenient

Added an open/close icon (▼) to the Scheme hierarchy to enable toggling.

Default: Open

Schema Example Value				
Content-Type: application/json				
	Required	Datatype	Nullable	Description
▼ errors[]			true	Error information.
code		string	true	The error code.
message		string	true	A simple string representation of the error and reason.
▼ details[]			true	Detailed information of error.
requestKey		string	true	The file that occurred the error.
requestValue		string	true	The data that caused the error.
rid		string	false	
▼ rval				Entry of the ad.
totalNumEntries		integer(\$int32)	false	
▼ values[]			true	Ad including operation results.
▼ adGroupAd				AdGroupAd object describes information for operations on ads.
accountId		integer(\$int64)	true	Account ID. Although this field will be returned in the response, it will be ignored on input.

After clicking the icon: Closes for clearer hierarchy!

Schema Example Value				
Content-Type: application/json				
	Required	Datatype	Nullable	Description
▼ errors[]			true	Error information.
code		string	true	The error code.
message		string	true	A simple string representation of the error and reason.
▼ details[]			true	Detailed information of error.
requestKey		string	true	The file that occurred the error.
requestValue		string	true	The data that caused the error.
rid		string	false	
▼ rval				Entry of the ad.
totalNumEntries		integer(\$int32)	false	
▼ values[]			true	Ad including operation results.
▶ adGroupAd				AdGroupAd object describes information for operations on ads.
▼ errors[]			true	Error information.
code		string	true	The error code.
message		string	true	A simple string representation of the error and reason.

The reference has become more convenient

Added Copy button to Example Value.

Schema **Example Value**

AdGroupAdServiceSelector object describes the information and filter criteria of the Ads to be operated on.

Content-Type: application/json

```
{
  "accountId": 0,
  "campaignIds": [
    0
  ],
  "adGroupIds": [
    0
  ],
  "adIds": [
    0
  ],
  "adTypes": [
    "TEXT_AD2"
  ],
  "approvalStatuses": [
    "APPROVED"
  ],
  "userStatuses": [
    "ACTIVE"
  ],
}
```

Copy



LINEヤフー