# Yahoo! JAPAN Ads API Webinar
## June, 2021

# Agenda
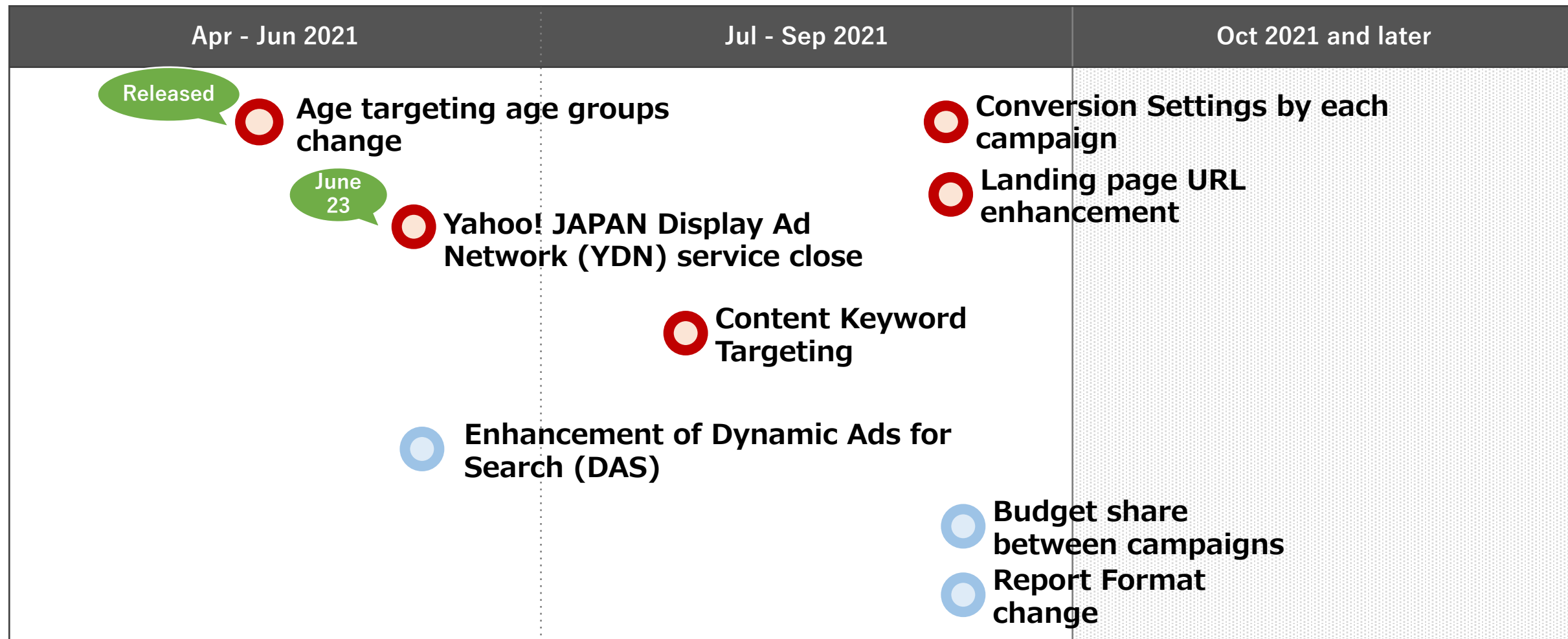
- Yahoo! JAPAN Ads Product Roadmap and API

- Usage of entities and reports

- API Schedule (EOL, EOS)

- Yahoo! JAPAN Ads API Update Overview

- Note for using Operation History

- Q&A

# Yahoo! JAPAN Ads Product Roadmap and API

# API Roadmap

| Apr - Jun 2021 | Jul - Sep 2021 | Oct 2021 and later |
| --- | --- | --- |

**Released**

**Age targeting age groups change**

**June 23**

**Yahoo! JAPAN Display Ad Network (YDN) service close**

**Content Keyword Targeting**

**Enhancement of Dynamic Ads for Search (DAS)**

**Conversion Settings by each campaign**

**Landing page URL enhancement**

**Budget share between campaigns**

**Report Format change**

**Yahoo! JAPAN Ads Search Ads**

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

# Display Ad Network (YDN) service close

Display Ads

■Overview
Old IF (interface) for Yahoo! JAPAN Promotional Ads will end, all information will not return to the old products.

■Closing schedule
June 23, 2021

After June 23, the information related to YDN will be migrated and returned to Display Ads (Auction).

Be aware that the old YDN data does not return.

IF (interface) related to YDN will not be described on V6 and later.
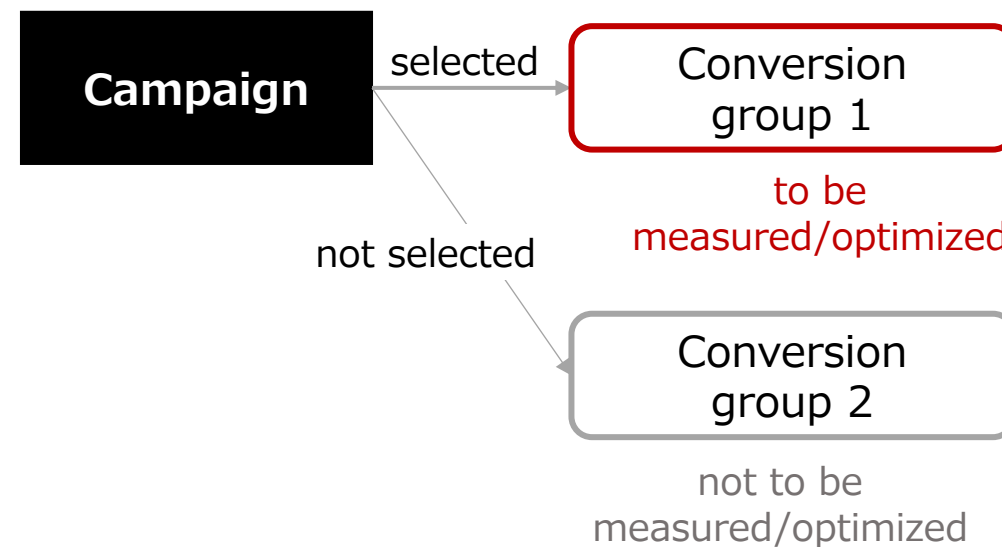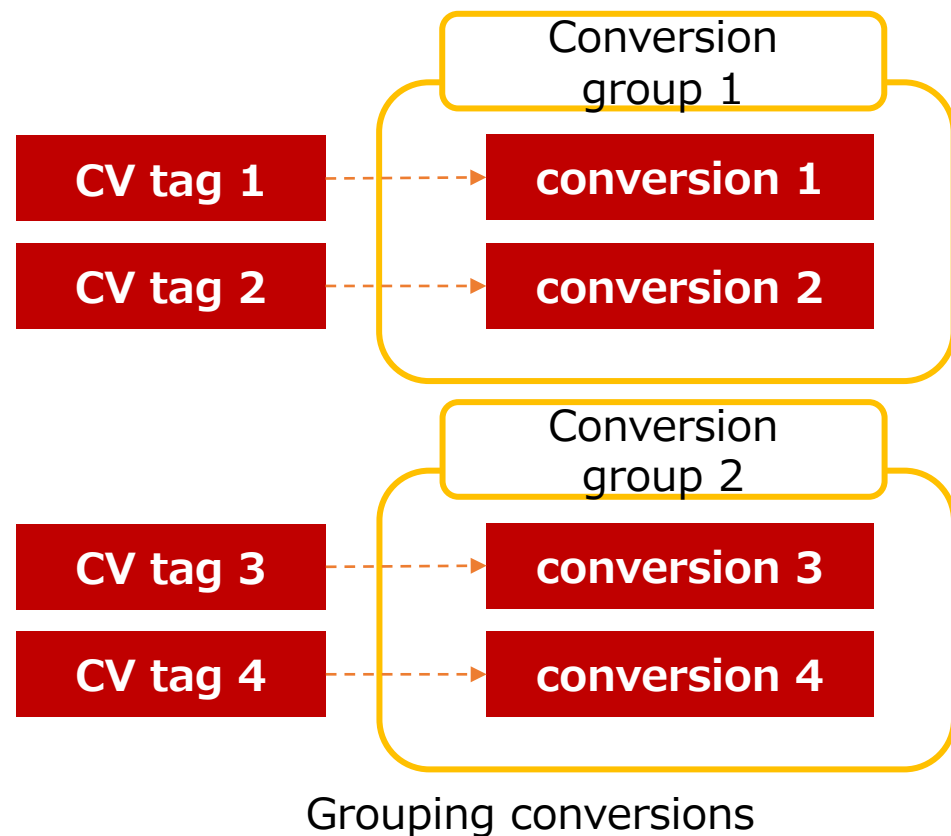
# Conversion Settings by each campaign

Display Ads

■Overview
Selecting conversions (CV) to be optimized and measured will become available by each campaign.
Grouping multiple conversions and linking the group to campaign will become available.

■Release schedule
Planned for V6 and later



**Conversion group 1**

| CV tag 1 | → | **conversion 1** |
| CV tag 2 | → | **conversion 2** |

**Conversion group 2**

| CV tag 3 | → | **conversion 3** |
| CV tag 4 | → | **conversion 4** |

Grouping conversions

**Campaign** — selected → Conversion group 1
to be measured/optimized

not selected → Conversion group 2
not to be measured/optimized

Selecting conversions to be optimized/measured will become available

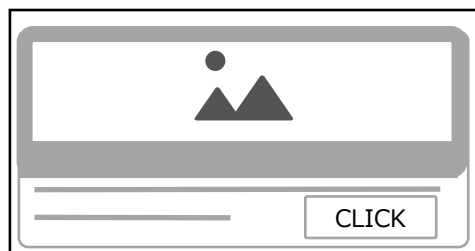© Yahoo Japan

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# Landing page URL enhancement

Display Ads

■Overview
 Existing "Destination URL" will become unavailable, Landing page URL and Tracking information will become available as separated ad elements.
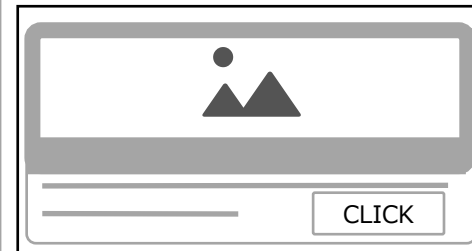
■Release schedule
V6 or later

**Current**

**Destination URL**
Example)
http://track.com/?p=1
LP after redirected
→http://lp.com

**Display URL**
Example) lp.com

**After change**

**Landing page URL**
Example) http://lp.com

⬇ **Auto generation**

**Display URL**
Example) lp.com

**Landing page URL (Smartphone)**

**Tracking URL**
Example)
http://track.com/?p={_p}

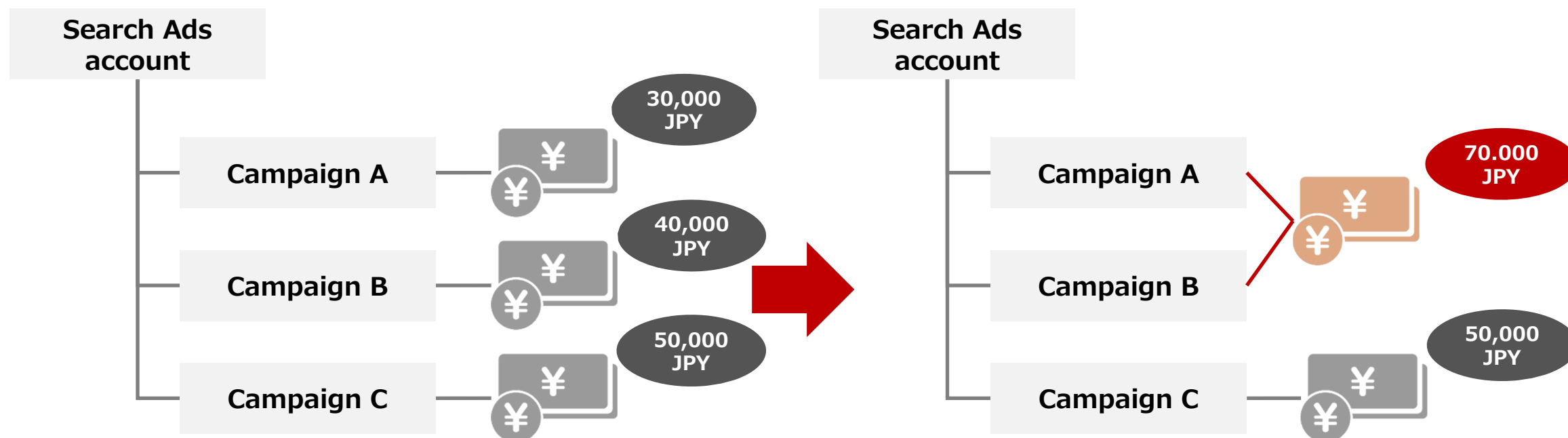**Custom parameters**
Example) _p=1

# Budget share between campaigns

■Overview
Manage budgets across multiple campaigns.
Reduce work load by automatically sharing budgets between campaigns.

■ Release schedule
Planned for V6 and later

# Summary of report format change

Search Ads

■Overview
Major change of report format

■Schedule
Planned for V6 and later

| | Change | Notes |
|---|---|---|
| Report types discontinued | ・TARGET_LIST<br>・AD_CUSTOMIZERS<br>・WEBPAGE_CRITERION<br>These report types discontinue. | We plan to provide an alternative report type, but note that it is not possible to obtain exactly the same data after the change. |
| Output format change<br>(Fields of type DOUBLE or LONG such as COST, CLICK_RATE) | In the case when no value<br><br>-- → 0 | If the value does not exist in the field or its total line, the output will change from "--" to "0". |
| Output format change<br>(Field of type DOUBLE such as CLICK_RATE) | 1.0000 → 1 | Stop using zero padding, 1.0000 →1 |

# Report format change

Search Ads

■Overview
Major change of report format

■Schedule
Planned for V6 and later

We will change the report format dynamically.

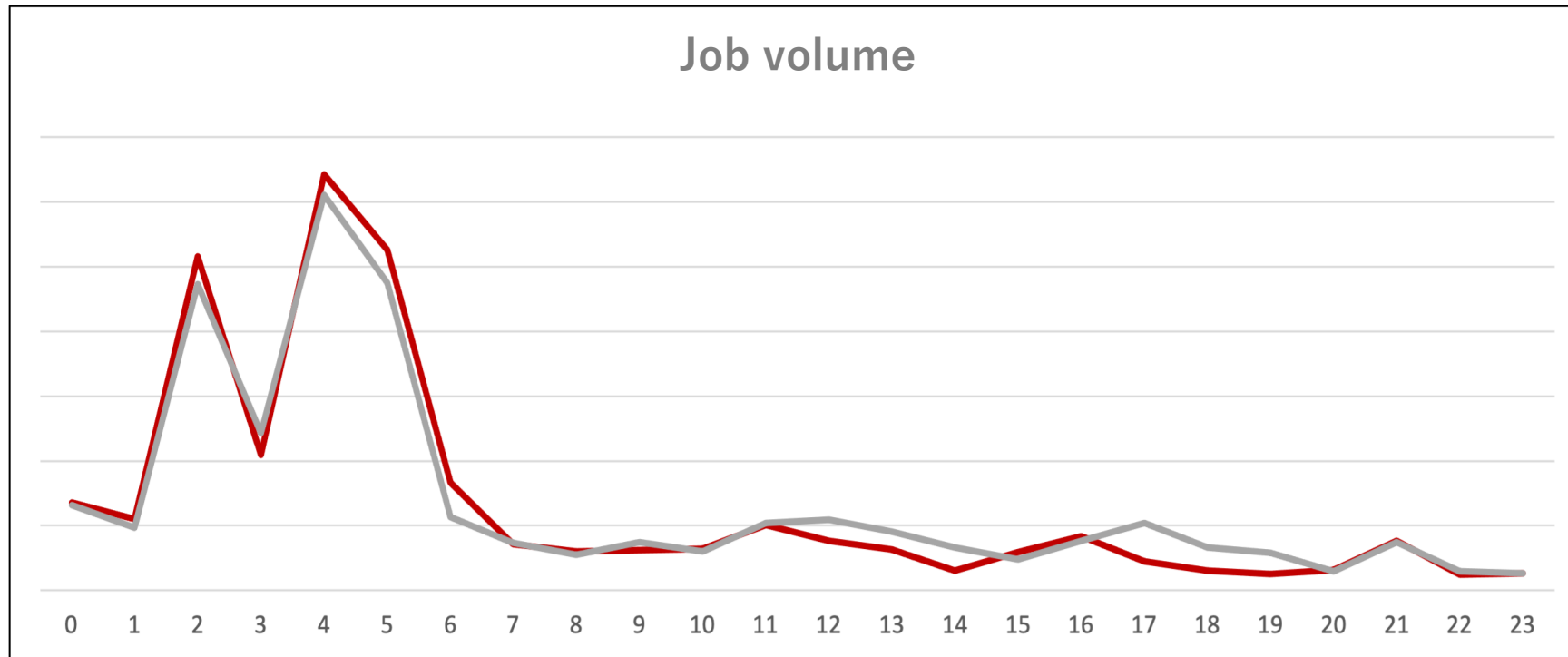The current report format is available on V5 and earlier.

Note that the reporting feature on V5 will discontinue before the EOL of V5. We strongly recommend you migrate your reports to V6 as early as possible.

# Usage of entities and reports

# Search Ads
# Load at Acquisition of Campaigns, Ad groups, and Ads

Daily median, May 2021



Usage volume of get

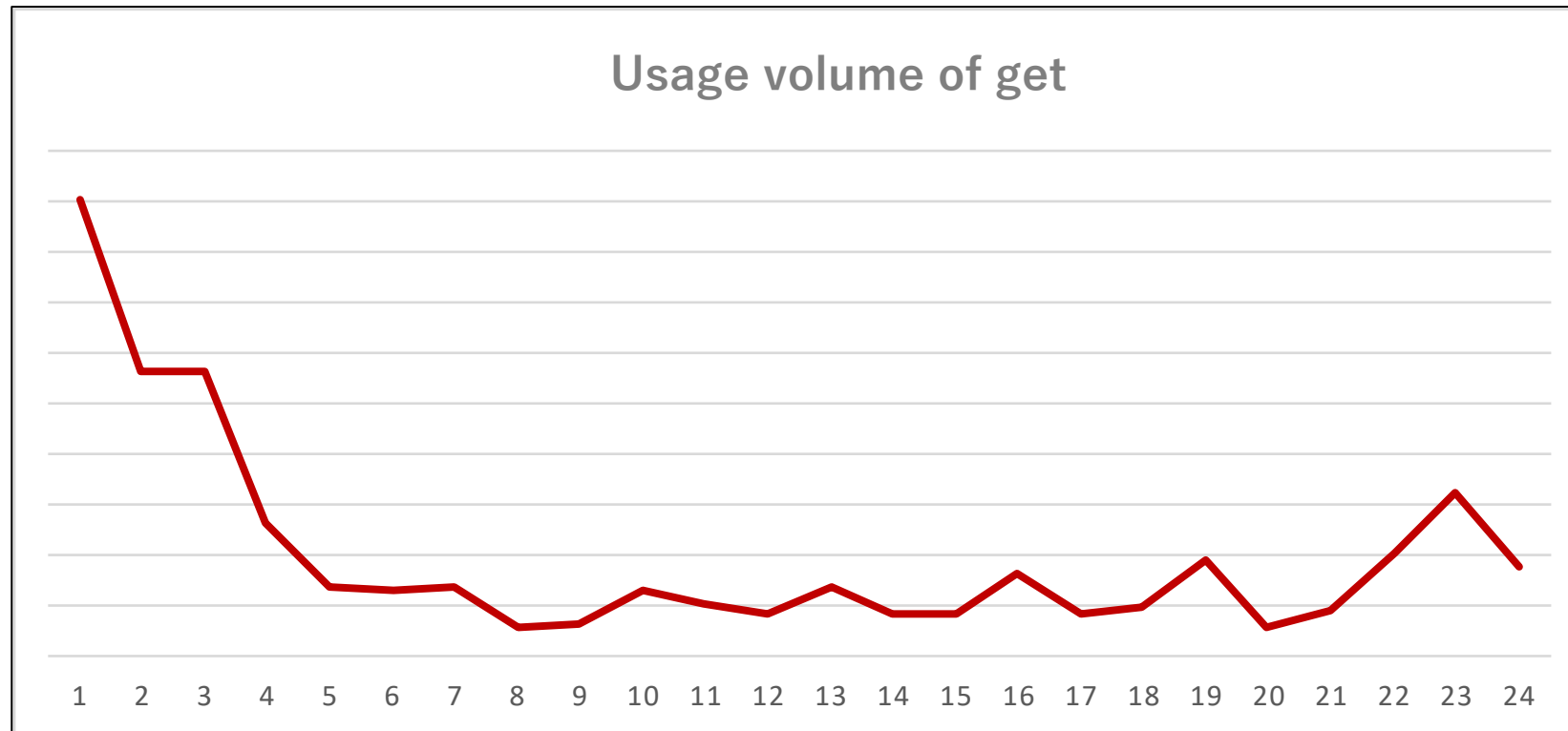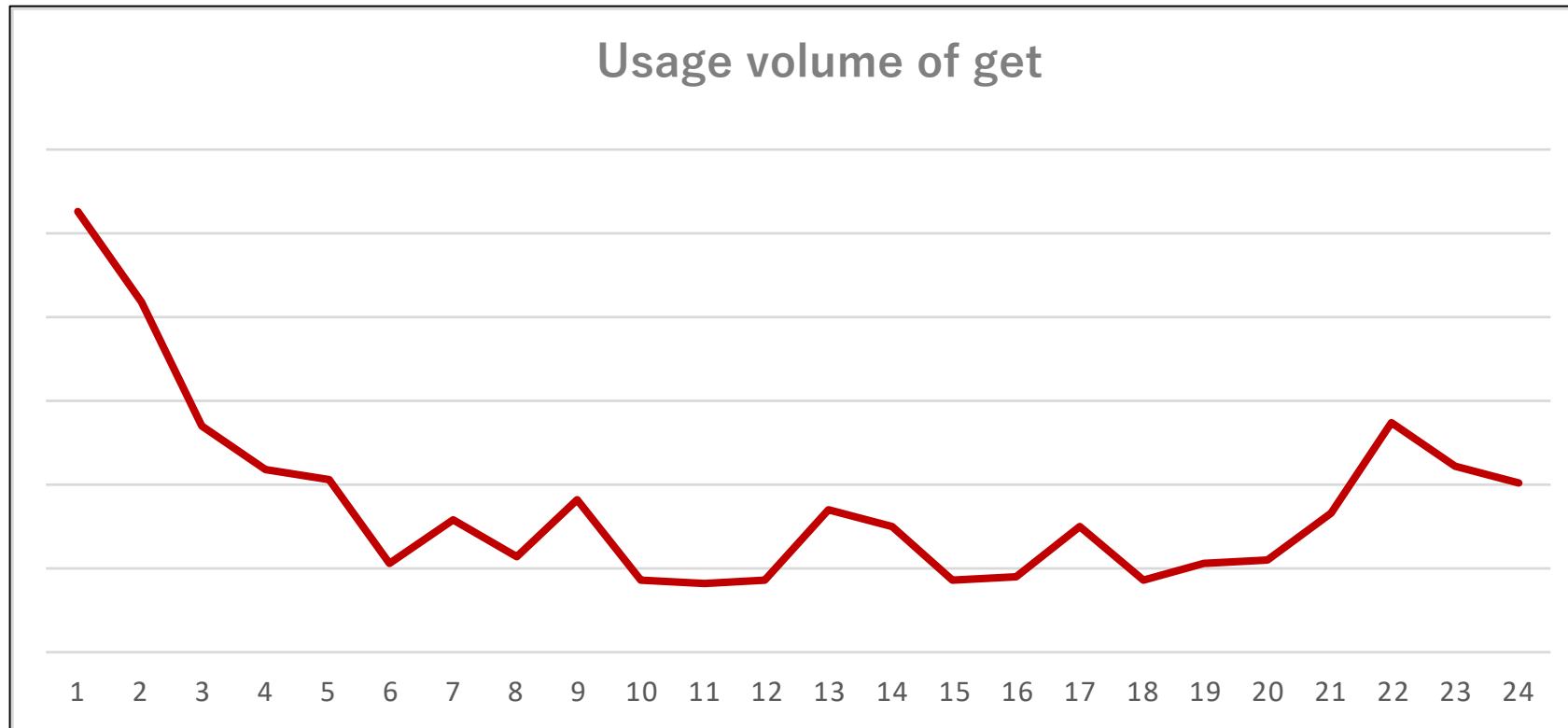Usage of "get" on
CampaignService/AdGroupService/AdGroupAdsService

# Display Ads
# Load at Acquisition of Campaigns, Ad groups, and Ads

Daily median, May 2021



Usage of "get" on
CampaignService/AdGroupService/AdGroupAdsService

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# Display Ads
# Load at Adding ads of Campaign, Ad groups, and ads

Daily median, May 2021



Usage volume of set / add
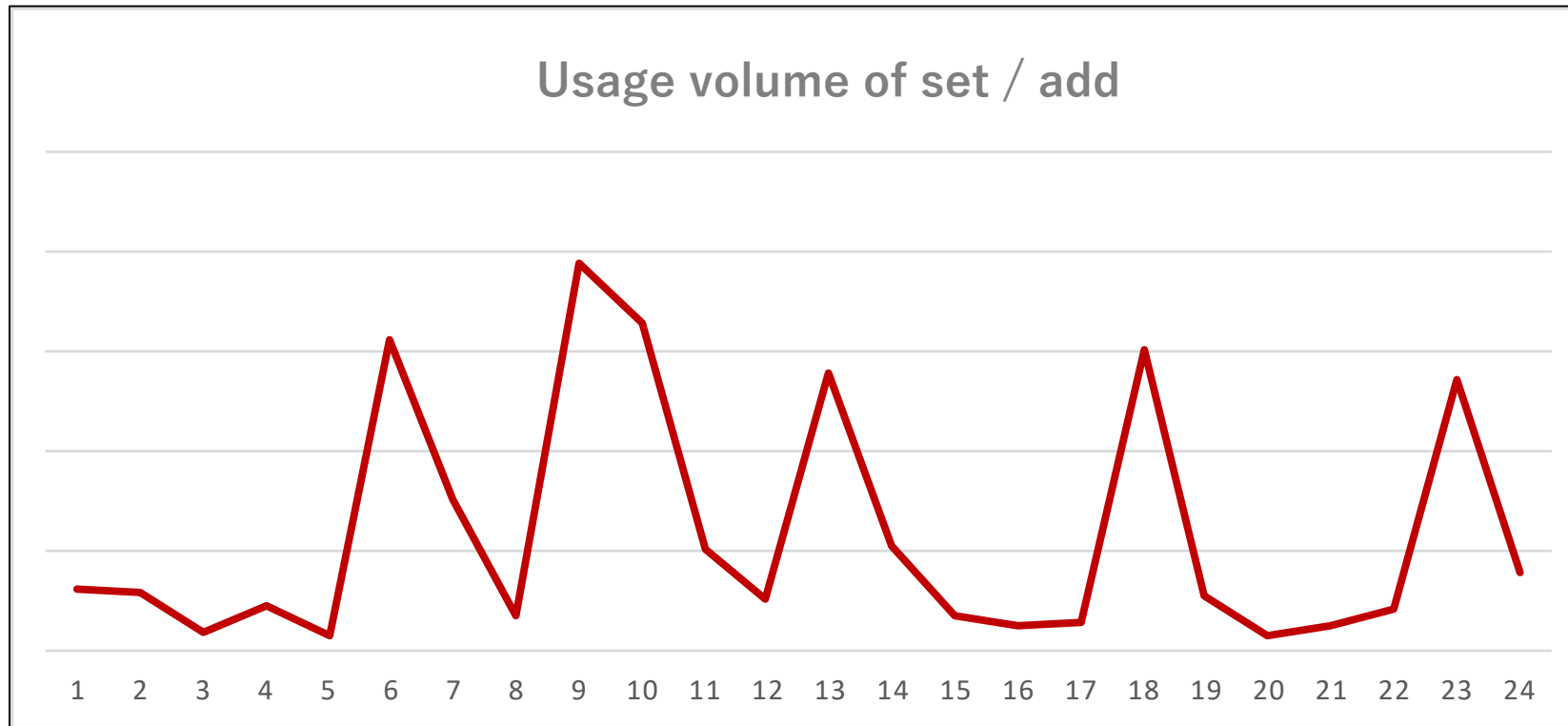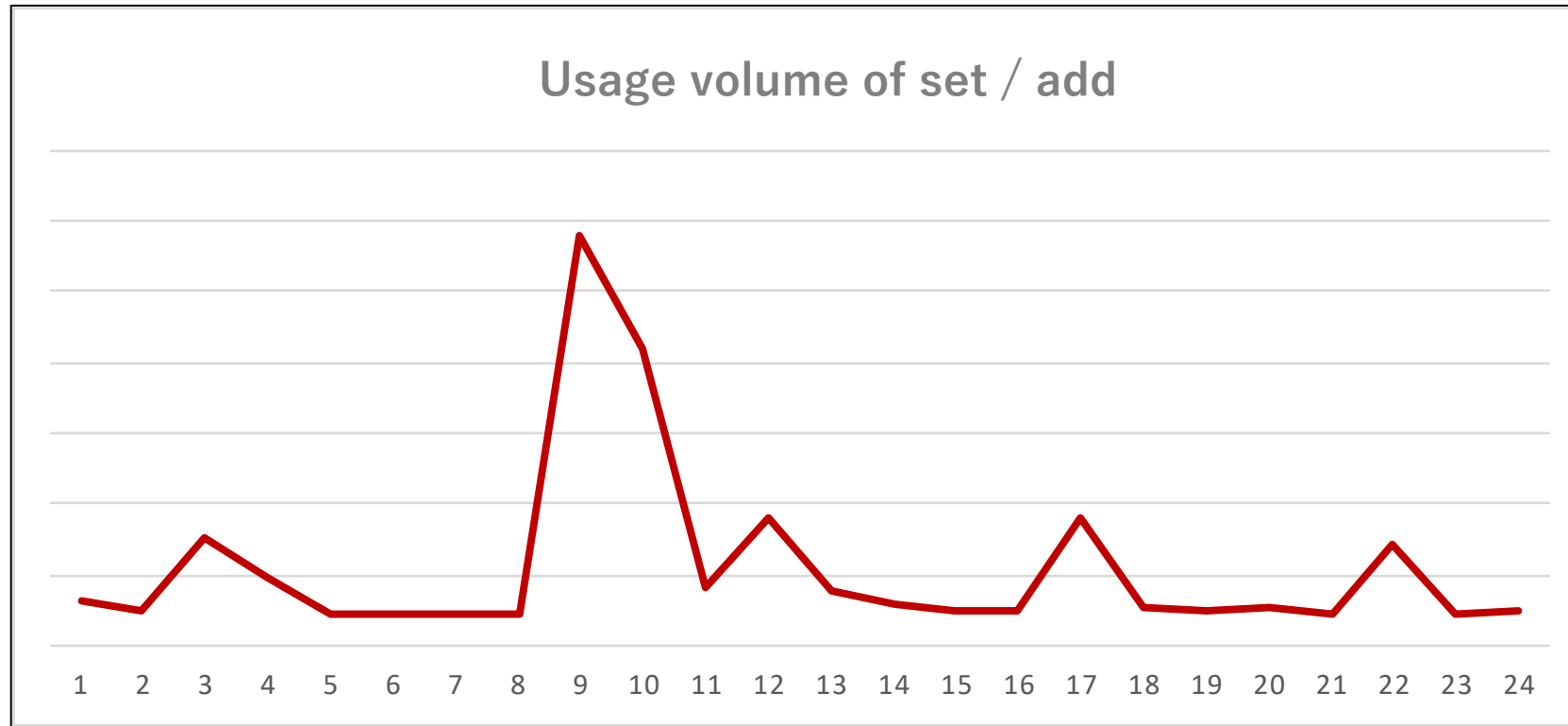
Usage of "add" and "set" on
CampaignService/AdGroupService/AdGroupAdService

# Load at Adding keywords of Search Ads

Daily median, May 2021



**Usage volume of set / add**
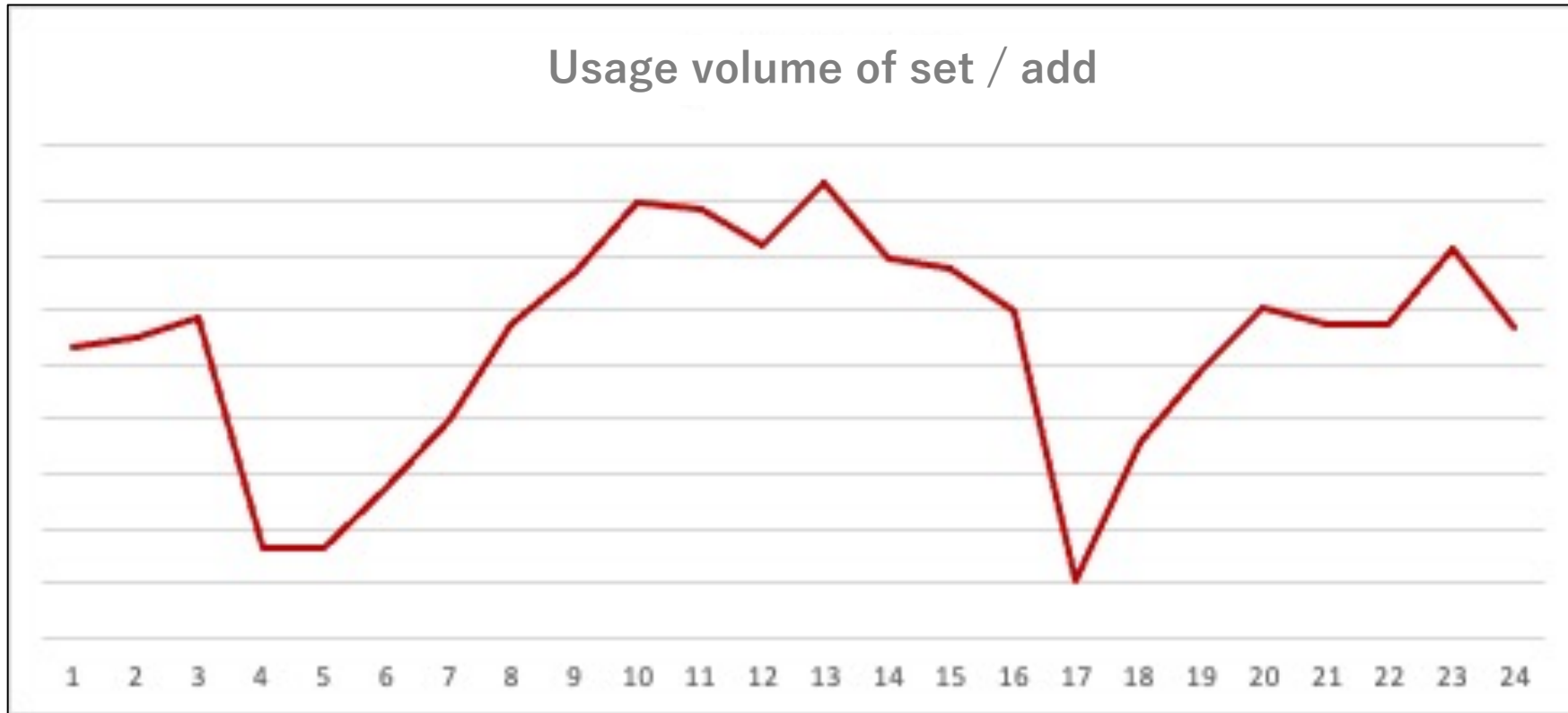
Usage of "add" and "set" on
AdGroupCriterionService/CampaignCriterionService

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# API Schedule (EOL, EOS)
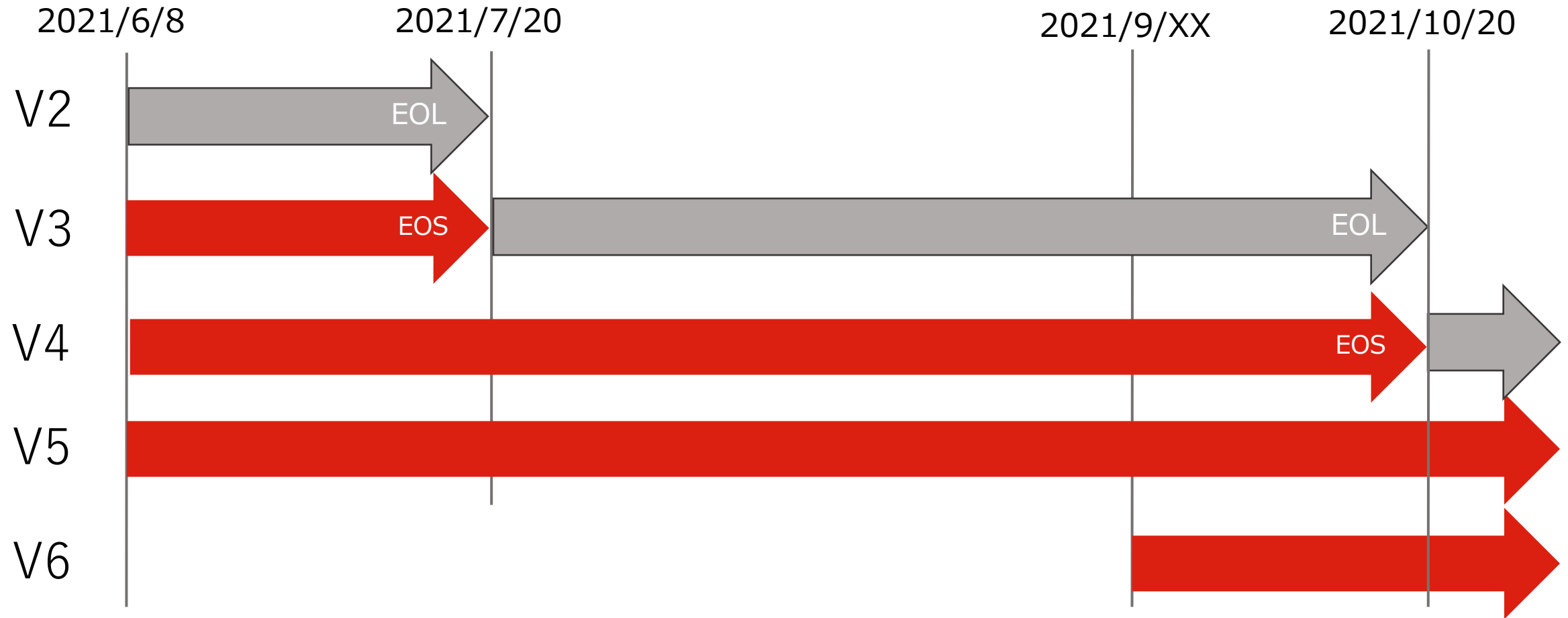
The schedule of EOL and EOS can be checked on the following page.
https://ads-developers.yahoo.co.jp/developercenter/en/developers-guide/release-note.html

# Yahoo! JAPAN Ads API Update Overview

- About updates

# Narrowing down the budget and the bid

Supported filtering by budget and/or
bid on
CampaignService,
AdGroupService,
AdgroupCriterionService

Search Ads

Effected version : V5

Sample request of CampaignService#get
```
{
  "accountId": 12345,
  "budgetAmountRange": {
    "min": 1000,
    "max": 3000
  }
}
```

# Supports SKAdNetwork measurement

Ad measurement tool that has already been set and can be used by campaigns will be displayed.

Only getting the information is available currently, but changing the setting will be supported.

```
Sample response of CampaignService#get
 "values": [
        {
          "campaign": {
            "campaignId": 12345,
            "campaignName": "xxxxx",
            ・・・
            "vendorName": "vendor name"

          }
        }
    ]
```

Display Ads

Effected version : V5

# Dynamic Ads of Search Enhancement

We will make the following changes on Dynamic Ads for Search.

- Description 2 will be added
- The length of description 1 and description 2 will change from "full-width 40, half-width 80 characters" to "full-width 45, half-width 90 characters."

will be released on June 30

Release on IF first

Search Ads

Effected version : V5

Request sample of AdGroupAdService#add
```
{
  "accountId": 12345,
  "operand": [
    {
      "ad": {
        "adType": "DYNAMIC_SEARCH_LINKED_AD",
        "description1": "XXXXXX",
        "dynamicSearchLinkedAd": {
          "description2": "XXXXXXX"
        },
      },
      . . .
    }
  ]
}
```

# Duplicated biddingStrategyType deletion

Improved so that you do not have to specify the biddingStrategyType of CampaignService and BiddingStrategyService twice.

Sample request of CampaignService#get

```
"accountId": 123456,
"biddingStrategyConfiguration": {
  "biddingScheme": {
    "biddingStrategyType": "MANUAL_CPC",
    "manualCpcBiddingScheme": {
      "enhancedCpcEnabled": "TRUE"
    }
  }
  "biddingStrategyType": "MANUAL_CPC"
```

Search Ads

Effected version : V5

# Gets reject reasons and violation

When your ad is rejected by the editorial review (the review status is "declined" or "removed"), you can obtain the reason for the rejection and the location of the violation.

Sample response of AdGroupAdService/get

```
"values": [{
"adGroupAd":{
   "accountId": 12345,
   "adId": 12345,
   "adName": "aaaaaaa",
   "approvalStatus": "PRE_DISAPPROVED",
   "disapprovalReasonCodes": ["XXXXXXXX"],
   "disapprovalReasonDescription": "aaaaaaaaaaa",
   ・・・
}
```

Display Ads

Effected version : V5

# Change items on Reach report

| | Item name | field name | |
|---|---|---|---|
| **Current** | Reaches | REACHES | Not recommended as it will be abolished in the future |
| | Average frequency | AVG_FREQUENCY | Not recommended as it will be abolished in the future |
| **New** | Reaches (Viewable impressions) | VIEWABLE_IMPRESSION_REACHES | Same value as the existing reaches |
| | Reaches (Measured impressions) | MEASURED_IMPRESSION_REACHES | |
| | Average frequency (Viewable impressions) | VIEWABLE_IMPRESSION_AVG_FREQUENCY | Same value as the existing Average frequency |
| | Average frequency (Measured impressions) | MEASURED_IMPRESSION_AVG_FREQUENCY | |

Display Ads

Effected version : V5

Will be released
at the end of June 2021

# Added reported items of Status

| Item name | field name | Returned value |
|---|---|---|
| Campaign status | CAMPAIGN_USER_STATUS | On/Off |
| Ad group status | ADGROUP_USER_STATUS | On/Off |
| Ad status | AD_USER_STATUS | On/Off |

Released on June 9, 2021

Display Ads

Effected version：All

# Content Keyword Targeting

Provides a targeting (including exclusion) function for keywords included in the ad placement such as Yahoo! JAPAN News

Steps
1. Search the target keywords by using ContentsKeywordIdeaService
2. Create the list by using ContentsKeywordListService
3. Link the list by using AdGroupTargetService

Release on IF first

Display Ads

Effected version : V5

Release scheduled in Jul-Sep 2021

# Match type Change 1

"Modified Broad Match" of the match type on Search Ads will become out of service, and its behavior will be integrated to "Phrase Match."



Search Ads

Effected version : All

June
**Starts merging**

July
**End of new creation with Modified Broad Match**

Modified Broad Match
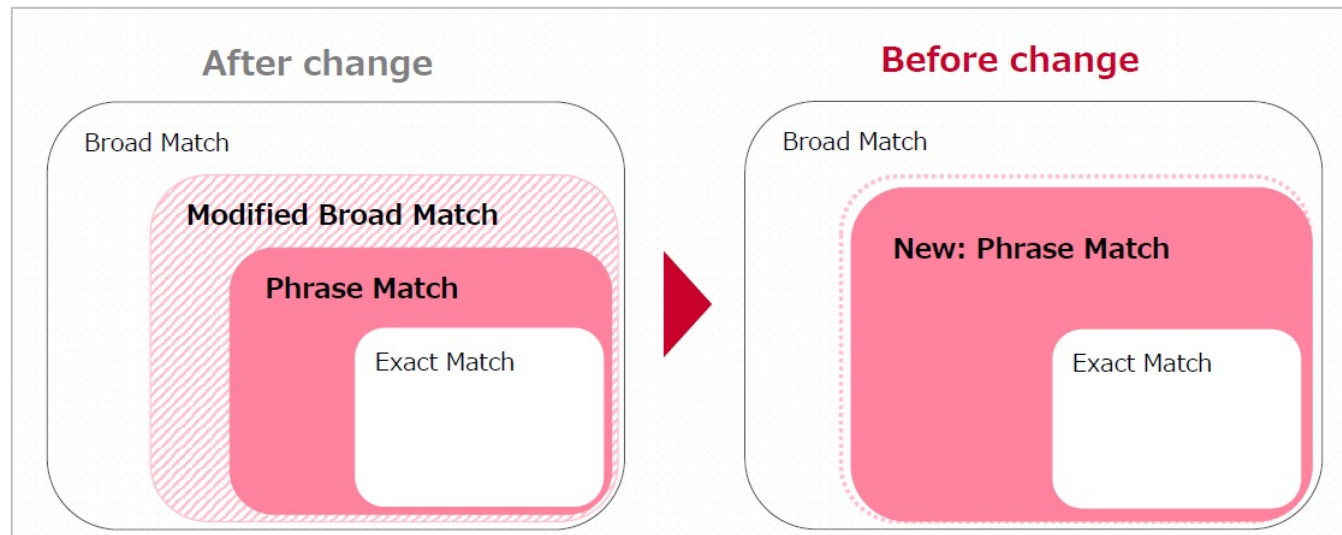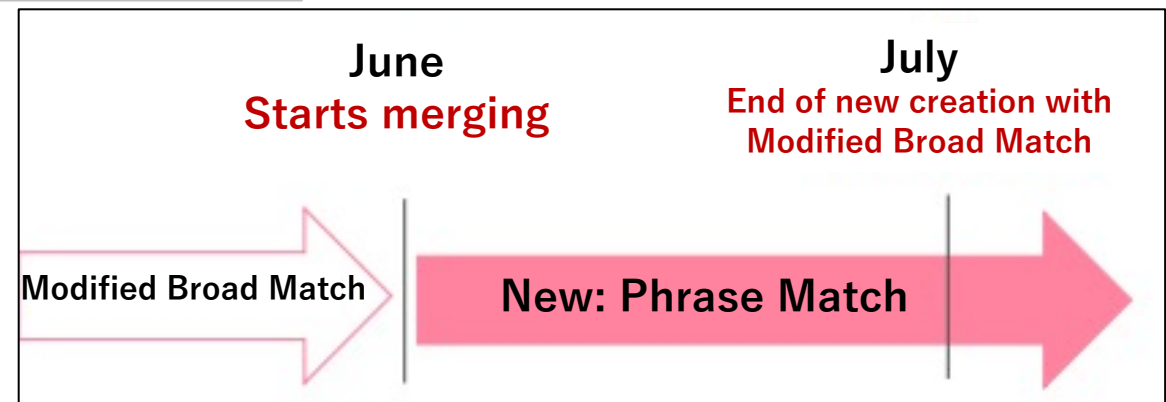
**New: Phrase Match**

*Excerpts from the delivered document.

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# Match type Change 2

・For new keywords :

→ Convert the match type to "Broad Match" or "Phrase Match" before the end of creating ads in July

・For existing keywords:

→ Ads will be delivered with keywords as a new Phrase Match but the match type will stay as "Broad Match" with "+" symbol.
No change action required on using API

Search Ads

Effected version : All

# Age targeting age groups change (from last webinar)

Report output example * Assuming that the age is set across multiple ad groups

**Current**

Ad group setting

[Current]
60-69
70-
Unknown

v1〜v4

Ages, Impressions
60-69, 100
70-, 200
Unknown, 300

**After official release**

Ad group setting

[Current]
60-69
70-
Unknown
[New]
60-64
65-69
70-
Unknown

v2,v3

Ages, Impressions
60-69, 100
70-, 200
Unknown, 300
60-64 (new), 400
65-69 (New), 500
70- (New), 600
Unknown (New), 700

v4〜

Ages, Impressions
60-69 (previous), 100
70- (previous), 200
Unknown (previous), 300
60-64, 400
65-69, 500
70-, 600
Unknown, 700
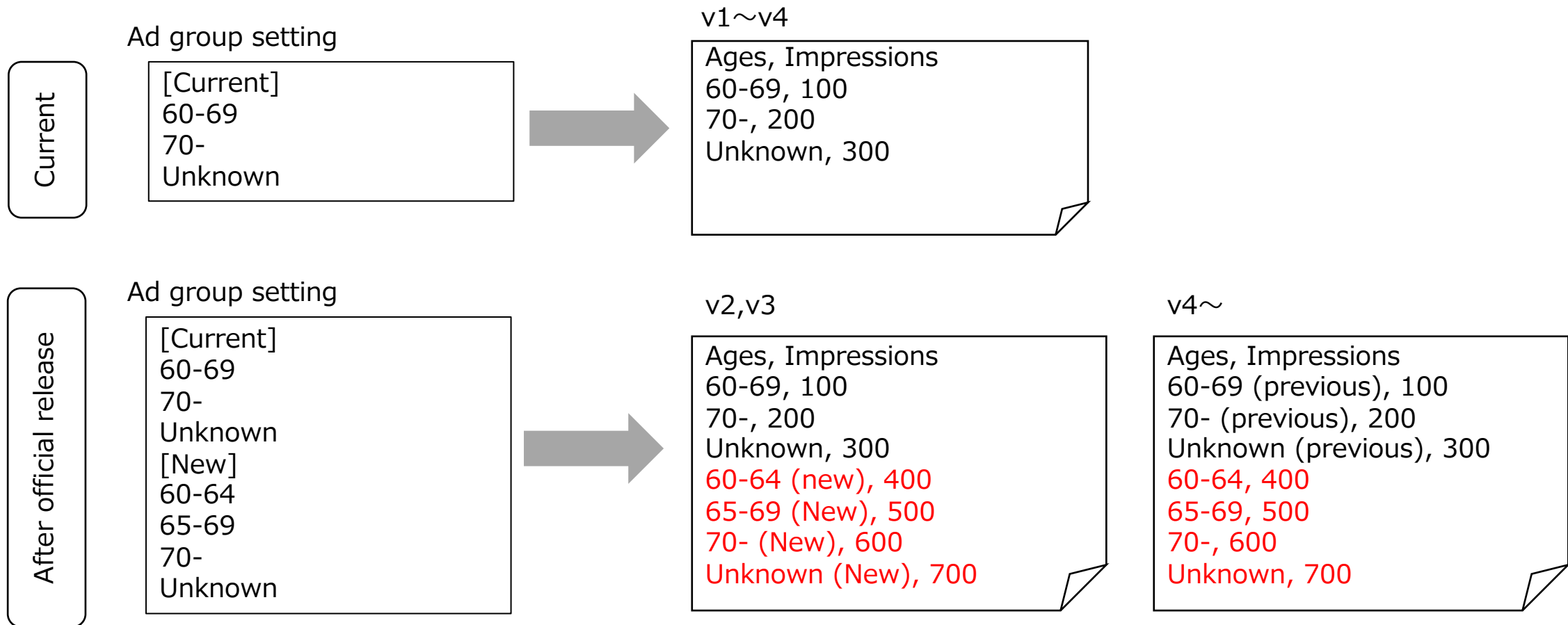
Points
・ Do not duplicate statistics such as impressions and clicks
・ Statistics delivered in the current range will not be recounted in the new range

# Change age targeting ranges

Report output example * Assuming that the age is set across multiple ad groups

**Current**

Ad group setting

[Current]
60-69
70-
Unknown

v1～v4

Ages, Impressions
60-69, 100
70-, 200
Unknown, 300

**After official release**

Ad group setting

[Current]
60-69
70-
Unknown
[New]
60-64
65-69
70-
Unknown

v2,v3,v4

Ages, Impressions
60-69, 100
70-, 200
Unknown, 300
60-64 (new), 400
65-69 (new), 500
70- (new), 600
Unknown (new), 700

v5～

Ages, Impressions
60-69 (previous), 100
70- (previous), 200
Unknown (previous), 300
60-64, 400
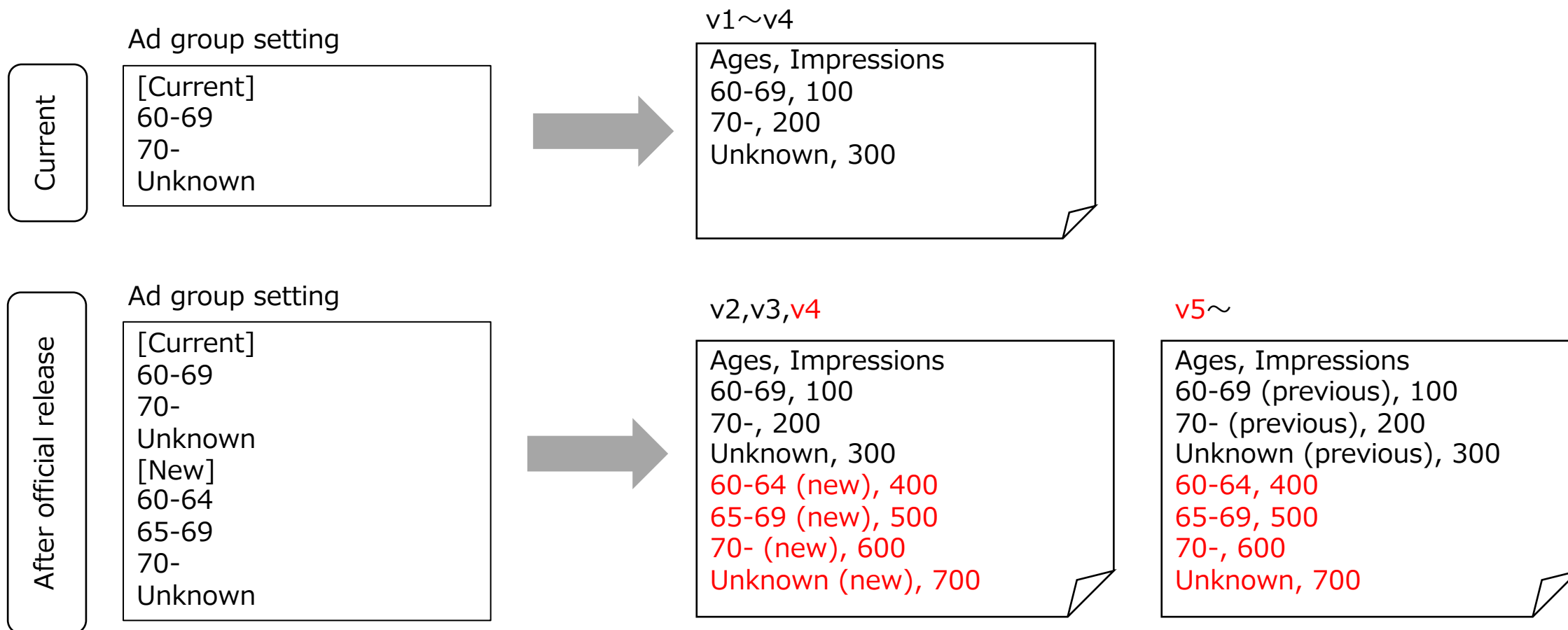65-69, 500
70-, 600
Unknown, 700

Points
・ Do not duplicate statistics such as impressions and clicks
・ Statistics delivered in the current range will not be recounted in the new range

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# Remarks on using Change History (Operation History)

After we introduced the account health check feature with "AuditLogService" in our API webinar in October 2020, users of the feature are increasing rapidly.

## 4. Account Health Check

For API partners only

■ Overview
・Get account information and rank account status

■ Purpose
・To achieve the high standardization of accounts recommended by Yahoo! JAPAN and to improve advertising effectiveness quickly and surely.
・To ensure that the account does not differ in quality between operators
・To clarify priorities by ranking
・To clarify what the operator will do next based on the indicators
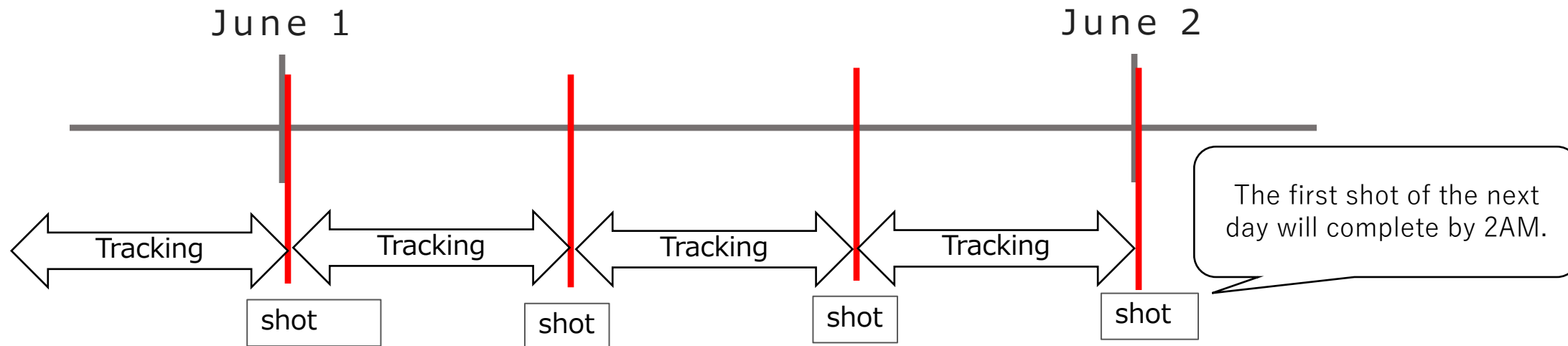
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*Excerpt from our API webinar in October 2021

# Data update cycle of Change history (Operation history)

There are several aggregation points in a day, and the operations up to the point are aggregated and can be acquired by AuditLogService.

*Performance time and aggregation frequency are not disclosed.

June 1                                                                June 2

Tracking    Tracking    Tracking    Tracking

The first shot of the next day will complete by 2AM.

shot    shot    shot    shot

・There is a variation in the time that can be traced back depending on the timing of the shot.
・ Once the aggregation is completed, the previous operation history will not change.

# Difference in acquired data

There is a difference whether the operation history (change history) of Search Ads and Display Ads includes the history of the automated rule.

| product | ～v5 | Future release |
|---------|------|----------------|
| Search Ads | not include | include |
| Display Ads | include | include |

In the future release, it will become available to specify whether or not to include the automated rule.

# Recommended implementation

・ When acquiring the data of the previous day, it is recommended to acquire it from 2:00 am to 3:00 am
   *Please avoid the busy hours from 4:00 am to 7:00 am.

・ Since the confirmed data does not change later, accumulate the data once acquired and reuse it.

# EOP