



For API partners

# Yahoo! JAPAN Ads API Webinar February, 2023

# Agenda

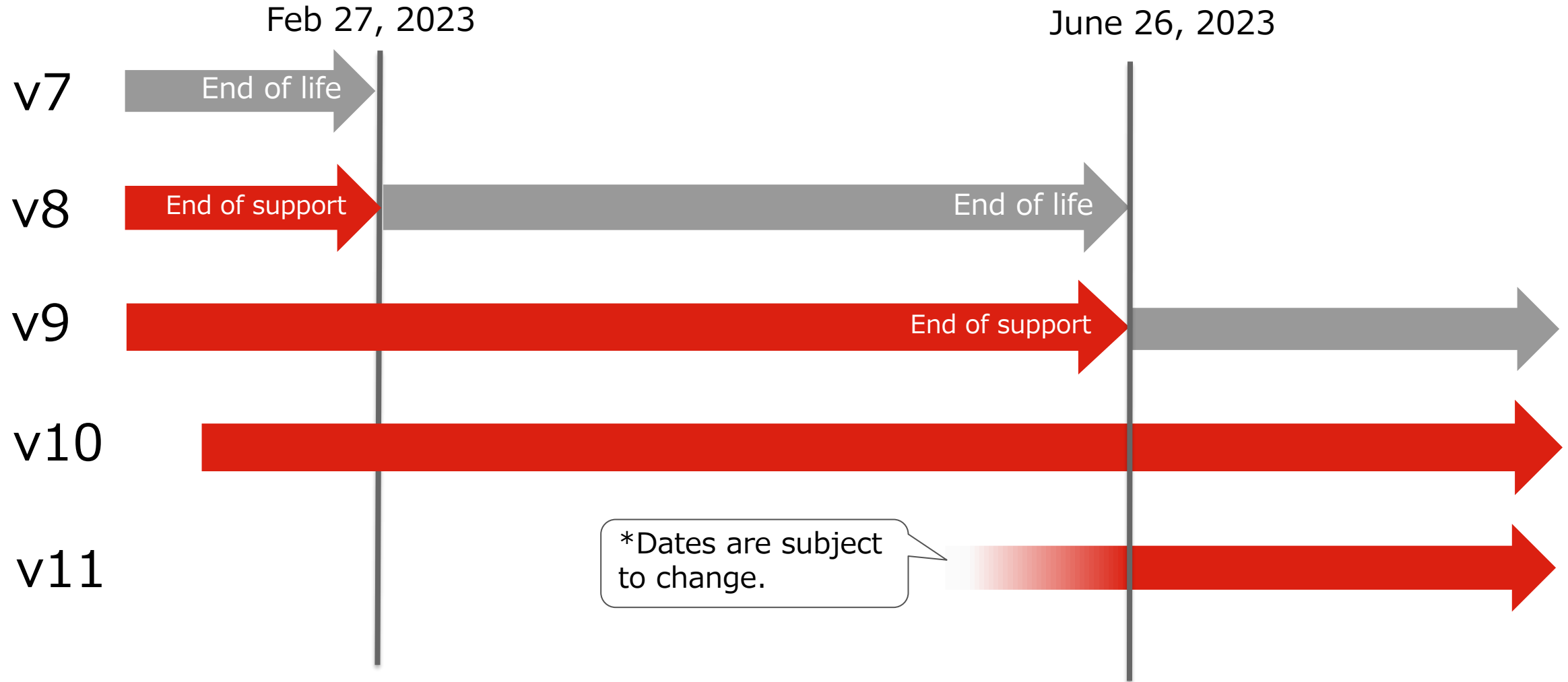
For API partners

1. Roadmap
2. Updates for v10
3. Reports
4. Changes in sign-in to Yahoo! JAPAN Ads API Management Console
5. Other information
6. Responses to the previous questionnaire
7. Q&A

# 1. Roadmap

# Yahoo! JAPAN Ads API Schedule (EOL, EOS)

For API partners



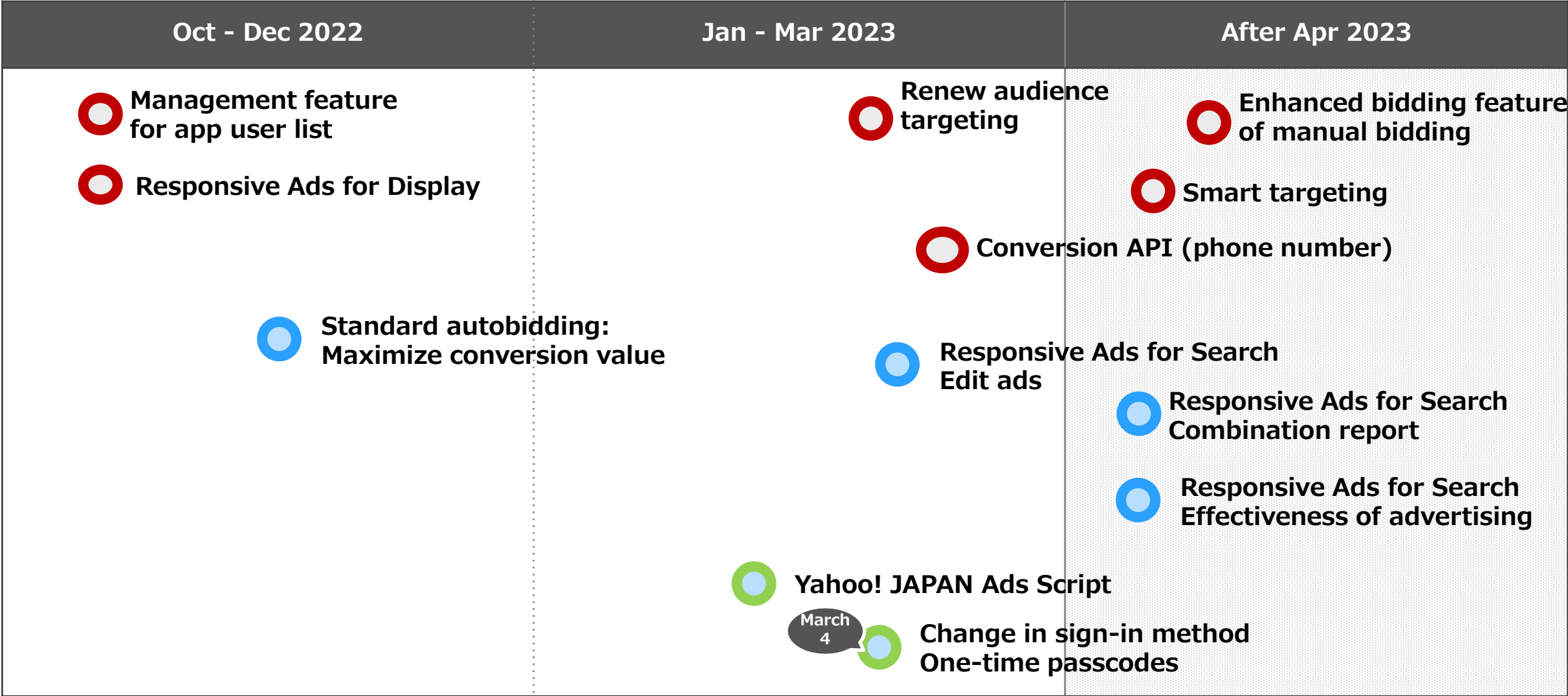
You can view the EOL and EOS schedules on the following page:

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

\*Yahoo! JAPAN Ads API (API)

# API Roadmap

For API partners



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

## **2. Updates for v10**

# **Yahoo! JAPAN Ads Search Ads**

# Responsive Search Ads Edit features

For API partners

You can edit Responsive Search Ads. The reviews will be added to the editable items in the IF.

```
Example: AdGroupAdService ~v9
"ad": {
  "responsiveSearchAd": {
    "headlines": [{ }],
    "descriptions": [{ }],
    "path1": "string",
    "path2": "string",
  },
  "finalUrl": "string",
  "smartphoneFinalUrl": "string",
  "trackingUrl": "string",
  "customParameters": {},
},
```

\*We will make an announcement once IF is available in v10.

```
Example: AdGroupAdService v10
"ad": {
  "responsiveSearchAd": {
    "headlines": [{ }],
    "descriptions": [{ }],
    "reviewHeadlines": [{ }],
    "reviewDescriptions": [{ }],
    "path1": "string",
    "reviewPath1": "string",
    "path2": "string",
    "reviewPath2": "string",
  },
  "finalUrl": "string",
  "reviewFinalUrl": "string",
  "smartphoneFinalUrl": "string",
  "reviewSmartphoneFinalUrl": "string",
  "trackingUrl": "string",
  "reviewTrackingUrl": "string",
  "customParameters": {},
  "reviewCustomParameters": {},
},
```



# Responsive Search Ads Edit features

For API partners

The following is an example of data transition using headline when editing (SET) .

Source data

headlines	
text	pinnedField
A	UNSPECIFIED
B	UNSPECIFIED
C	UNSPECIFIED

SET request

headlines	
text	pinnedField
B	HEADLINE1
C	UNSPECIFIED
D	UNSPECIFIED

Response

headlines	
text	pinnedField
A	UNSPECIFIED
B	UNSPECIFIED
C	UNSPECIFIED
reviewHeadlines	
text	pinnedField
B	HEADLINE1
C	UNSPECIFIED
D	UNSPECIFIED

After approval

headlines	
text	pinnedField
B	HEADLINE1
C	UNSPECIFIED
D	UNSPECIFIED

Same for Response on GET until approved

# Responsive Search Ads Edit features

For API partners

## [Precautions]

There will be the following effects by editing Responsive Ads for Search whose review status becomes “removed” before the release date.

- The ad delivery performance will be unavailable for those before editing (before it is “removed”).
- The ad tracking ID will change (but the ad ID will not change).
- In the ad reports and Responsive Search Ads asset reports, the value is counted only after editing.

\*The total value before and after editing is counted in the ad group and campaign reports.

# **Yahoo! JAPAN Ads Display Ads**

# ENUM change of ad type (AdType)

For API partners

The Ad Type (AdType), representing the type of ad, is categorized into two types: ad type and media type.

See the following mapping details for previous and new formats.

## Display Ads (Auction)

v9	v10	
AdType	AdType	MainMediaFormat
TEXT_LONG_AD1	TEXT_AD	NONE
RESPONSIVE_IMAGE_AD	RESPONSIVE_AD	IMAGE
RESPONSIVE_VIDEO_AD		VIDEO
BANNER_IMAGE_AD	BANNER_AD	IMAGE
BANNER_VIDEO_AD		VIDEO
DYNAMIC_AD	DYNAMIC_DISPLAY_AD	NONE
CAROUSEL_AD	CAROUSEL_AD	IMAGE
TEXT_SHORT_AD1	-	-
TEXT_SHORT_AD2	-	-
POS_AD	-	-
STATIC_FRAME_AD	-	-

Reference: Display Ads Changes on ad type names and additional items  
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/23020202.html>

# ENUM change of ad type (AdType)

For API partners

## Display Ads (Guaranteed)

v9	v10	
AdType	AdType	MainMediaFormat
BANNER_IMAGE_AD	BANNER_AD	IMAGE
BANNER_VIDEO_AD		VIDEO
BRANDPANEL_QUINTIE	BRANDPANEL_QUINTIE	IMAGE
BRANDPANEL_QUINTIE_VIDEO		VIDEO
BRANDPANEL_PANORAMA	BRANDPANEL_PANORAMA	IMAGE
BRANDPANEL_PANORAMA_VIDEO		VIDEO
TOP_IMPACT_SQUARE	TOP_IMPACT_SQUARE	IMAGE
TOP_IMPACT_SQUARE_VIDEO		VIDEO
TOP_IMPACT_QUINTIE	TOP_IMPACT_QUINTIE	IMAGE
TOP_IMPACT_QUINTIE_VIDEO		VIDEO
TOP_IMPACT_PANORAMA	TOP_IMPACT_PANORAMA	IMAGE
TOP_IMPACT_PANORAMA_VIDEO		VIDEO
TOP_IMPACT_PANORAMA_SIDE_VISION_VIDEO	TOP_IMPACT_PANORAMA_SIDE_VISION	VIDEO
TOP_IMPACT_PANORAMA_SIDE_SWITCH_VIDEO	TOP_IMPACT_PANORAMA_SIDE_SWITCH	VIDEO
TOP_IMPACT_THEATER_VIDEO	TOP_IMPACT_THEATER	VIDEO
TOP_IMPACT_SQUARE_SPECIAL	TOP_IMPACT_SQUARE	IMAGE
TOP_IMPACT_SQUARE_SPECIAL_VIDEO		VIDEO
TOP_IMPACT_PRIME_DISPLAY_DOUBLE	TOP_IMPACT_PRIME_DISPLAY_DOUBLE	IMAGE
TOP_IMPACT_PRIME_DISPLAY_DOUBLE_VIDEO		VIDEO
INSTREAM_VIDEO_AD	INSTREAM_AD	VIDEO
CAROUSEL_AD	CAROUSEL_AD	IMAGE
BRANDPANEL_PANORAMA_PANEL_SWITCH	BRANDPANEL_PANORAMA_PANEL_SWITCH	IMAGE
TOP_IMPACT_PANORAMA_PANEL_SWITCH	TOP_IMPACT_PANORAMA_PANEL_SWITCH	IMAGE

# ENUM changes in ad type (AdType)Report changes

For API partners

～v9

Field name	Japanese	English	Returned value
AD_TYPE	広告タイプ	Ad Type	Previous format

v10

Field name	Japanese	English	Returned value
AD_TYPE	広告タイプ	Ad Type	New format
AD_TYPE_PREV	広告タイプ(旧)	Ad Type (prev)	Previous format
MAIN_MEDIA_FORMAT	メインメディアの形式	Main media format	- ,Image,Video,et c.
AD_STYLE	掲載フォーマット	Ad Style	

Reference: Display Ads Changes on ad type names and additional items  
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/23020202.html>

# Notes for ENUM change in ad type (AdType)

For API partners

- Handling of the discontinued AdType

The discontinued AdType no longer exists as ad data and was not returned in the previous version.

- Compatibility with lower versions

Previous versions before v9 will be offered in the old format to maintain compatibility.

This applies to AdGroupAdService and reports.

The operation history will continue to be offered in the previous 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>

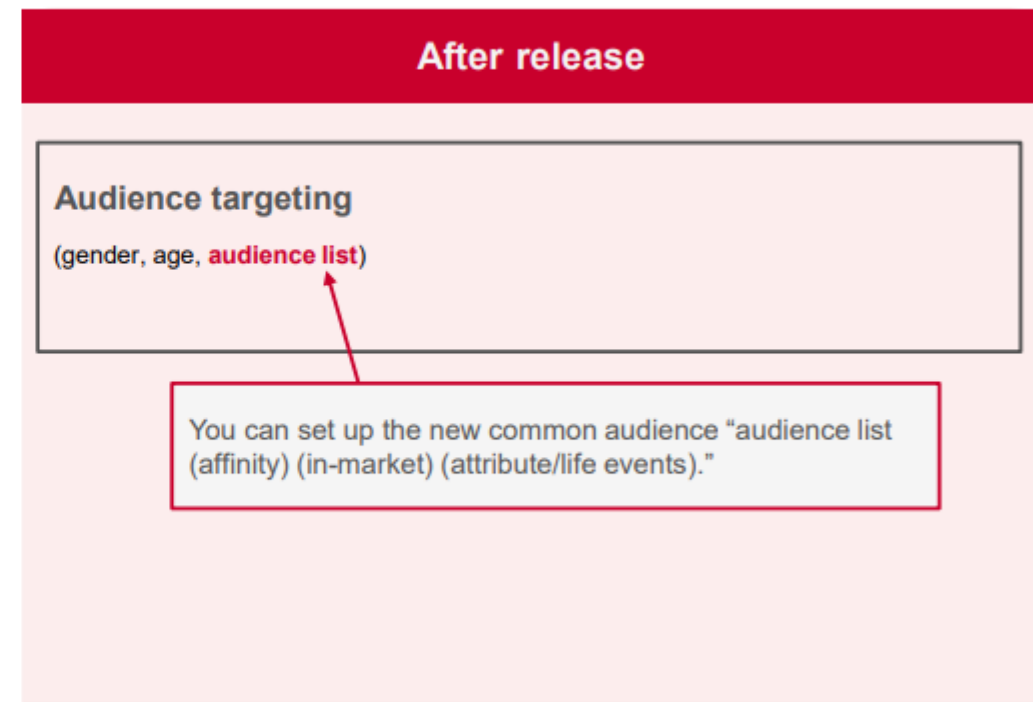
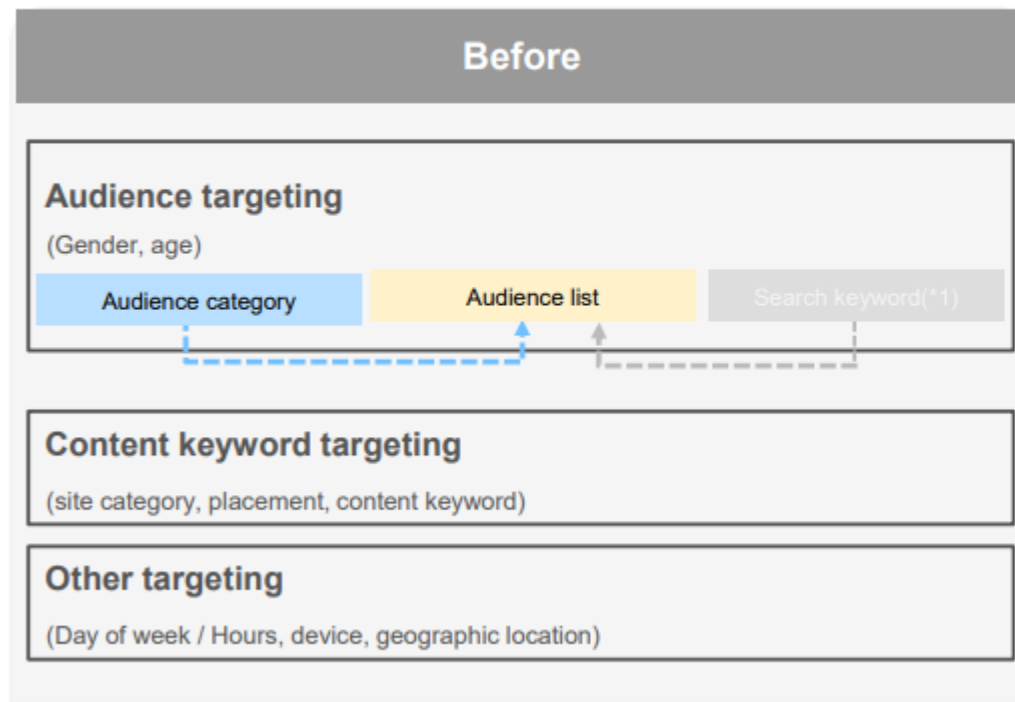
# Renew audience targeting

For API partners

“Audience category targeting” and “search keyword targeting\*1” will be aggregated into “audience list targeting.”

\*1 The scope of this release is only the aggregation of "audience category targeting." A separate announcement will be made regarding the aggregation of "search keyword targeting."

## ■Type of targeting



Reference: Display Ads Renew audience targeting  
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230206.html>



# Renew audience targeting

For API partners

The “common audience list,” which lists audience categories, will be added to the audience list targeting.

How to get the common audience list

- DictionaryService/getSharedAudienceListMaster
  - DictionaryService/getSharedAudienceListMaster
  - The difference in the way of setting AdGroupTargetService/add
- |   |  |
|---|--|
| <p>~v9</p> <p>Set the audience category ID to the audience category</p> | <p>v10</p> <p>Set the common audience list ID to the audience list</p> |
|---|--|

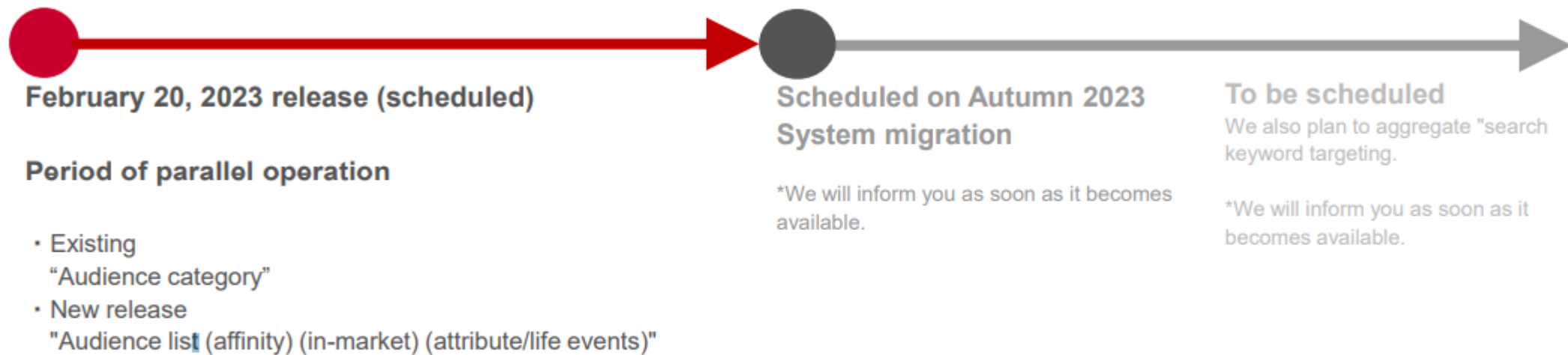
```
"accountId": xxxx,  
"adGroupId": xxxx,  
"campaignId": xxxxx,  
"target": {  
  "targetId": "Audience category ID",  
  "targetType": "AUDIENCE_CATEGORY_TARGET"  
}
```

```
"accountId": xxxx,  
"adGroupId": xxxx,  
"campaignId": xxxxx,  
"target": {  
  "targetId": "Shared audience list ID",  
  "targetType": "AUDIENCE_LIST_TARGET"  
}
```

# Renew audience targeting

For API partners

The existing audience categories will continue to be available in all versions, but will need to be migrated to the common audience list going forward.



\* This is a plan as of preparing this document. The plan is subject to change.

Reference: Display Ads Renew audience targeting  
<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230206.html>

# Renew audience targeting

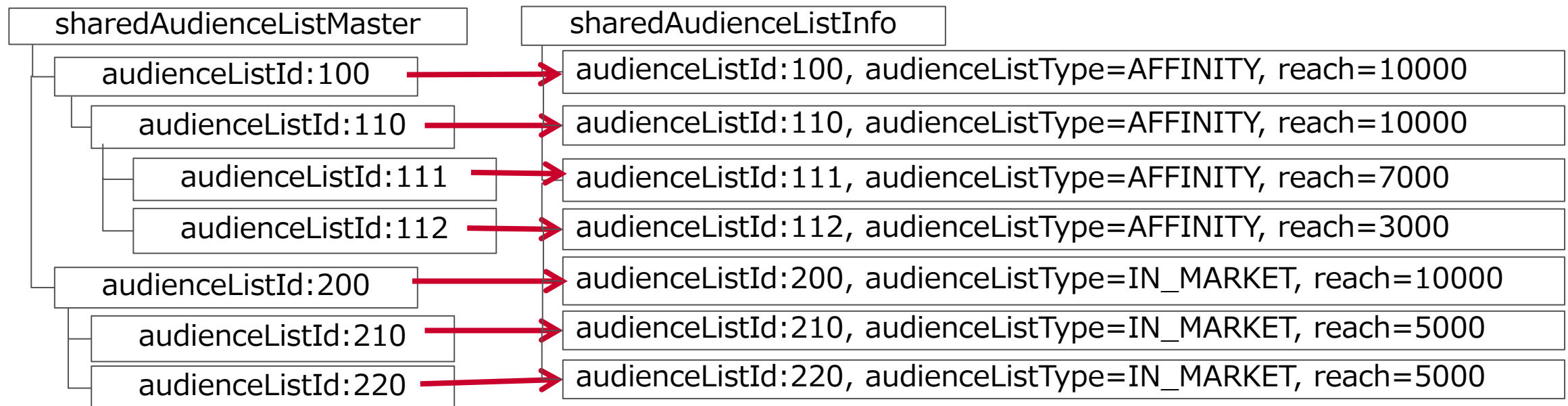
For API partners

There are two ways to get the master of the common audience list.  
The differences are as follows:

(1) Dictionary/getSharedAudienceListMaster  
Hierarchical structure of common audience lists

(2) Dictionary/getSharedAudienceListInfo  
Type and reach of common audience lists

\*Image of the data



# Yahoo! JAPAN Ads

# IF unification around bids

For API partners

The IF around bidding for ad groups in Search Ads is structured the same as for Display Ads.

Search Ads

AdGroupService#add

~v9

```
{  
  "accountId": 12345,  
  "bid": {  
    "bidSource": "ADGROUP",  
    "cpc": 100  
  },  
  "targetCpaOverride": 200,  
  "targetRoasOverride": 300,  
}
```

Search Ads

AdGroupService#add

v10

```
{  
  "accountId": 12345,  
  "biddingStrategyConfiguration": {  
    "biddingScheme": {  
      "campaignBiddingStrategyType": "CPC",  
      "cpcBiddingScheme": {  
        "cpc": 100  
      },  
      "maximizeConversionsBiddingScheme": {  
        "targetCpa": 200  
      },  
      "maximizeConversionValueBiddingScheme": {  
        "targetRoas": 300  
      },  
    },  
    ...  
  },  
}
```

# IF unification around ads

The IF of headline/description in Search Ads is structured the same as for Display Ads.

## Search Ads

AdGroupAdService

```
{
  "ad": {
    "extendedTextAd": {
      "headline2": "string",
      "headline3": "string",
      "description2": "string",
    },
  },
  "headline1": "string",
  "description1": "string",
}
```

~v9

## Search Ads

AdGroupAdService

```
{
  "ad": {
    "extendedTextAd": {
      "headline": "string",
      "headline2": "string",
      "headline3": "string",
      "description": "string",
      "description2": "string",
    },
  },
  "headline1": "string",
  "description1": "string",
}
```

v10

- The IF of headline/description in Search Ads is structured the same as for Display Ads.
- For Responsive Search ads, no headline/description will be added.

# IF unification around ads

The URLs for Display Ads and other ad types are now under ads and aligned with Search Ads.

## Display Ads

```
AdGroupAdService
{
  "ad": {
    "textAd": {
      "headline": "string",
      "description": "string",
      "description2": "string",
      "displayUrl": "string",
      "displayUrlLevel": "DOMAIN",
      "finalUrl": "string",
      "smartphoneFinalUrl": "string",
      "trackingUrl": "string",
    }
  },
}
```

~v9

\*Unique URLs and destination URLs such as carousel ads and Dynamic Display Ads will not be moved under ads.

## Display Ads

```
AdGroupAdService
{
  "ad": {
    "textAd": {
      "headline": "string",
      "description": "string",
      "description2": "string",
      "displayUrl": "string",
      "displayUrlLevel": "DOMAIN",
      "finalUrl": "string",
      "smartphoneFinalUrl": "string",
      "trackingUrl": "string",
    }
  },
  "displayUrl": "string",
  "displayUrlLevel": "DOMAIN",
  "finalUrl": "string",
  "smartphoneFinalUrl": "string",
  "trackingUrl": "string",
}
```

v10

# Change in method of removing target values for bid strategy

For API partners

We unified the methods to remove target values for bid strategies, previously done differently for each product.

## Search Ads

Example of removing targetCPA in CampaignService #set **~v9**

```
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "MAXIMIZE_CONVERSIONS",
      "maximizeConversionsBiddingScheme": {
        "targetCpa": null
      }
    }
  }
}
```

Example of removing targetCPA in CampaignService #set **v10**

```
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "MAXIMIZE_CONVERSIONS",
      "maximizeConversionsBiddingScheme": {
        "isRemoveTargetCpa": "TRUE"
      }
    }
  }
}
```

## Display Ads

Example of removing targetCPA in CampaignService #set **~v9**

```
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "MAXIMIZE_CONVERSIONS",
      "maximizeConversionsBiddingScheme": {
        "targetCpa": 0
      }
    }
  }
}
```

Example of removing targetCPA in CampaignService #set **v10**

```
{
  "accountId": 12345,
  "biddingStrategyConfiguration": {
    "biddingScheme": {
      "biddingStrategyType": "MAXIMIZE_CONVERSIONS",
      "maximizeConversionsBiddingScheme": {
        "isRemoveTargetCpa": "TRUE"
      }
    }
  }
}
```

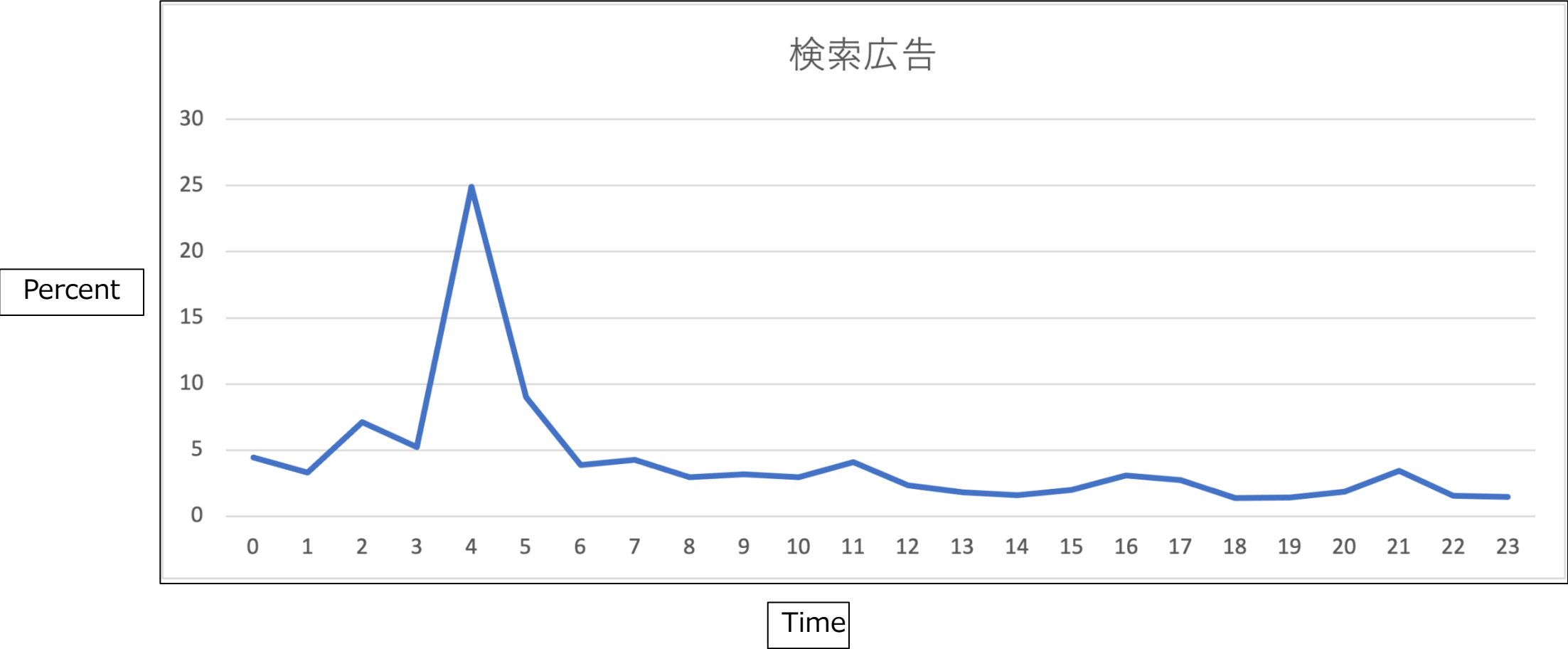


# 3. Reports

# Report Request Status

For API partners

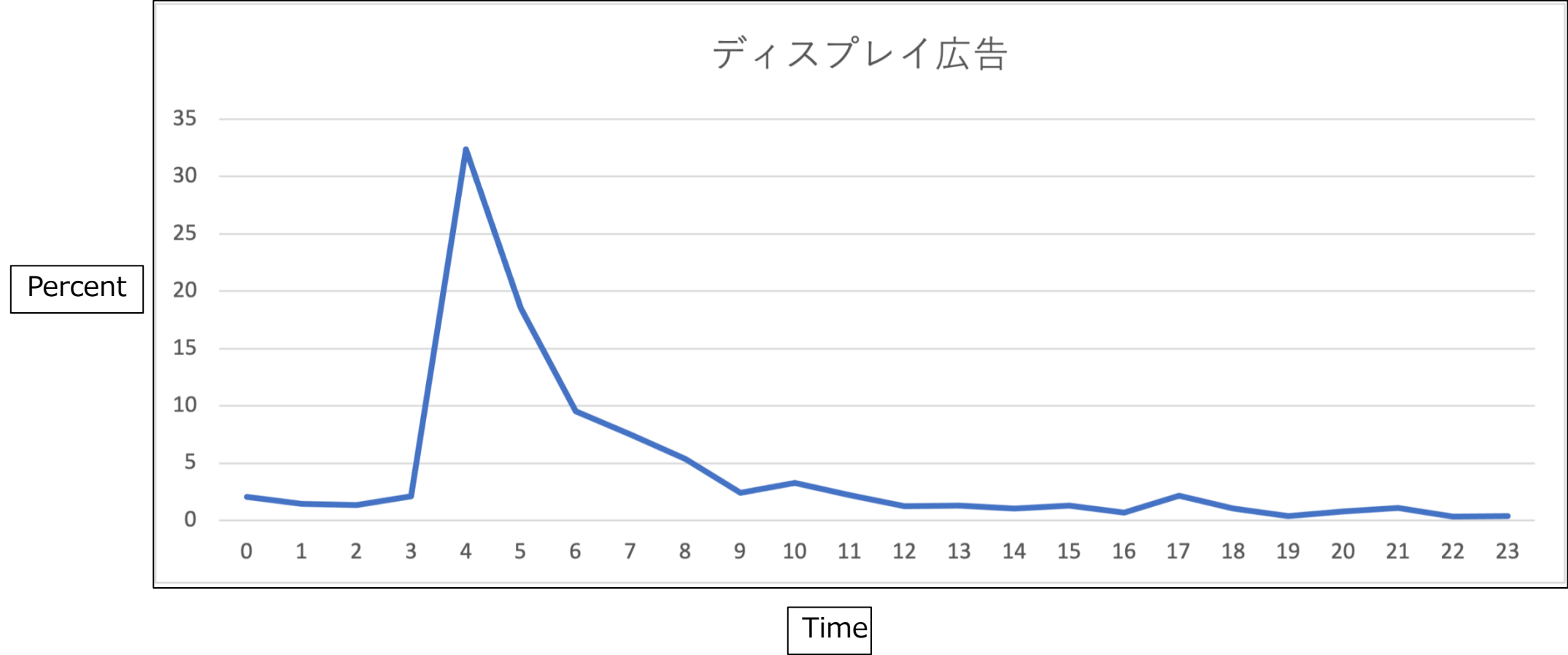
Search AdsPercentage of requests by hour



# Report Request Status

For API partners

Display AdsPercentage of requests by hour



# Tips for getting report

1. Compile multiple ReportDefinitions in a single request.
2. When creating many reports, finish all the Add requests first.
3. When creating a report with many rows of data, set up ZIP compression.
4. Consider using StatsService in parallel (Display Ads only).

## **4. Changes in sign-in to Yahoo! JAPAN Ads API Management Console**

# Linking Yahoo! JAPAN Business ID with Yahoo! JAPAN ID (Contents of previous Webinar)

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.~~

→The sign-in using the Business ID and one-time passcode is now available in FY2023.

\*A one-time password will be sent to the email address registered in your Business ID.

- **~~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.~~

\*Agency  
you have

→This process has been postponed and will be implemented in FY2023.

ments that

Reference: “New sign-in methods and one-time passcodes” <https://ads-developers.yahoo.co.jp/en/ads-api/announcement/222402.html>

# How to link with Yahoo! JAPAN Business ID

For API partners

Sign in to Yahoo! Japan Business Center and click the "Link with Yahoo! JAPAN ID" (Yahoo! JAPAN IDと連携する) checkbox. (Only available in Japanese)

Yahoo! JAPAN Business Center:  
<https://business.yahoo.co.jp/>



Reference: Link with Yahoo! JAPAN ID (sign in with Yahoo! JAPAN ID)  
[https://ads-help.yahoo-net.jp/s/article/H000044256?language=en\\_US](https://ads-help.yahoo-net.jp/s/article/H000044256?language=en_US)

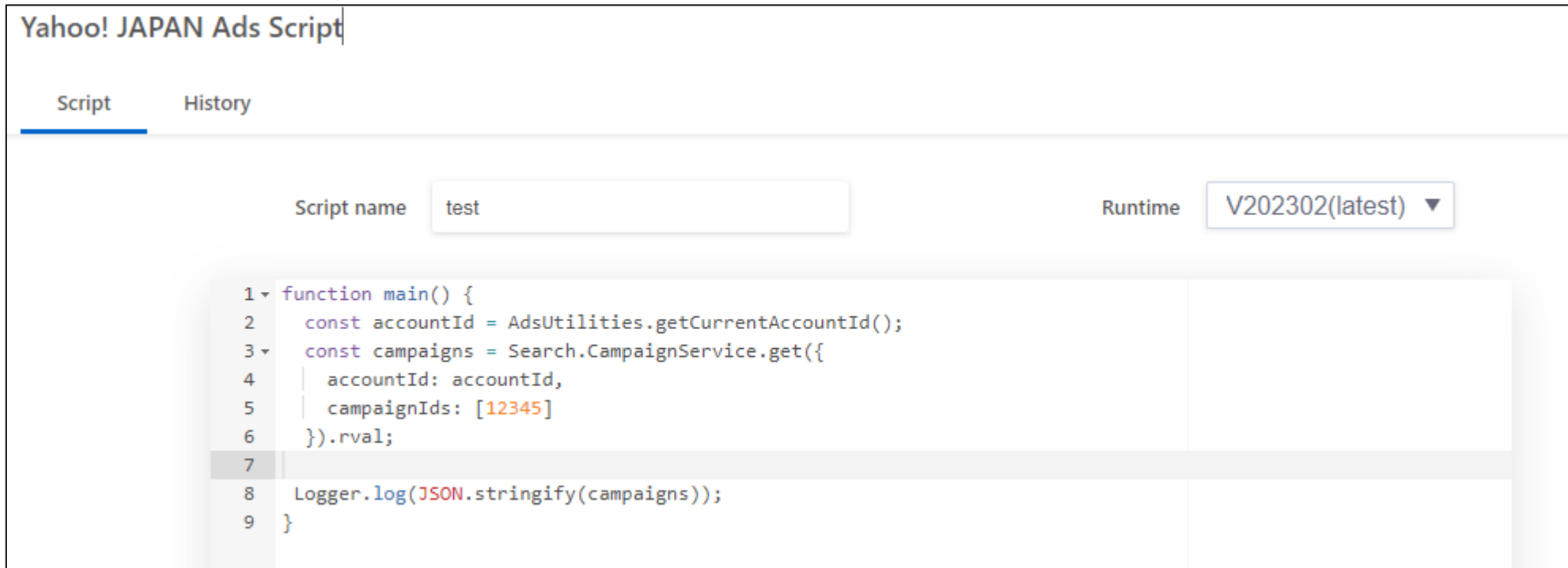
## 5. Other information



# Release of Yahoo! JAPAN Ads Script

By writing JavaScript-based scripts on Yahoo! JAPAN Management Console, you can manage Yahoo! JAPAN Ads, and connect to Google Sheets and Google Drive.

The management of the ads uses the IF of Yahoo! JAPAN Ads API.



# Release of Yahoo! JAPAN Ads Script

## How to use Yahoo! JAPAN Ads API

- Ad hoc case handling that is only performed by specific accounts
- Simple operation verification using the Yahoo! JAPAN Ads API
- Destination to migrate reports and other simple systems.

Reference: Launch of Yahoo! JAPAN Ads Script

<https://ads-developers.yahoo.co.jp/en/ads-api/announcement/230201.html>

## **6. Responses to previous questionnaire**

# Responses to previous questions

For API partners

? If you have any information on merging with LINE ads, let us know as much as you can disclose.

... There is nothing more we can tell you than the information already available to the public. If there is anything we can tell you, we will let you know.

? I am using openapitools/openapi-generator-cli 5.x series to output PHP API classes, but an error occurs in the AuditLogService in Search Ads API.

... The error occurs when using openapitools/openapi-generator-cli 5.x series  
\*The error doesn't occur in the 6.x series.

There was a problem with the code spit out by openapi-generator, so we changed the definition side (yaml) in this version.

# Responses to previous questions

For API partners

? Let us know if there are any best practices on how to request a report for a lot of accounts.


... We explained this in the agenda "Reports" earlier.

? I understand the need for the YID-Business ID linkage, but what exactly do I need to do?

... We explained this in the agenda "Changes in sign-in to Yahoo! JAPAN Ads API Management Console " earlier.

# Responses to previous questions


For API partners

 The best practices have not been updated for some time, so I want to see them added to the most recent case studies.

 We will. If you can tell us specifically the feature you want us to prioritize, we will be able to give it a higher priority.

 I am concerned about the duplication of the destination URL ([slide 25 of the previous document](#)).

Because it involves the key structure of the table, etc. In the report, the combination of the attribute item and segment item of "Behavior Type" is unique.

 The destination URL for Display Ads is a segment item, so the data is split for each field.  
For this reason, design the table based on the condition that the segment items be divided.



Yahoo! JAPAN Ads Product Information

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