Yahoo! JAPAN Promotional Ads API Users Guide

Revision 2.2

Yahoo Japan Corporation
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Table of Contents

Revision History

Revision	Revised date	Contents
1.0	2012/02/28	First edition
1.1	2013/01/29	Added YDN API
1.2	2013/01/29	Modification due to the service name rebranding
1.3	2013/05/28	Modification due to the mailing list rebranding
1.4	2014/08/22	Modification due to change of operation. Modifications of document.
1.5	2015/02/16	Modification due to change in inquiry. Modifications of document.
1.6	2015/09/30	Modification due to change in management. Modifications of document.
1.7	2016/03/09	Modifications of document.
2.0	2017/07/31	Modification due to change of program
2.1	2018/05/23	Modifications of document.
2.2	2019/05/14	Modifications of document.

Regarding this Guide

Yahoo! JAPAN Promotional Ads Users Guide (hereafter "Users Guide") is for companies (hereafter "API User") which are participating in Yahoo! JAPAN Promotional Ads API service (here after "API service"). API service is operated on the basis of this guide. This guide is composed of technical support contents and developer resources, and API Usage Guidelines provided in the API service. Technology information of Ads Display platform specification and API are not subject in this guide. You may refer to other developer resources.

Instruction of Users Guide

All of the contents in this guide are treated as Yahoo! JAPAN confidential information defined in Yahoo! JAPAN Promotional Ads API Terms of Use (hereafter "API Terms of Use"). It is strictly prohibited to copy or disclose to the third party without our permission. Violation of Non-Disclosure Agreement should be claimed for damages. Attention is required in handling confidential information.

Revise of Users Guide

Users Guide is written on the date which is shown on the latest revised date. This should be periodically revised according to necessity for securing and maintaining justification in API service. In case of discrepancy between API Terms of Use and Users Guide, API Terms of Use takes priority over Users Guide.

Description of Users Guide

Screenshots displayed in Users Guide are all samples. It may differ from actual image. Lettering, design and button positions might change without notice.
Time written in this guide is all in Japan Standard Time (JST).

Contact

Please use the Inquiry page for questions or concerns regarding this guide.

Program Overview

About "Promotional Ads API"

Yahoo! JAPAN Promotional Ads API (hereafter "API") is a platform supported by Yahoo! JAPAN to expand business by using Promotional Ads.

Program Benefits

API Users are given following benefits:

- Promotional Ads API usage
- Access to Developer resources
- Technical support
- Exclusive information for API Users

Developer Resources

API Users are accessible to information resources for API use.

Resources	Contents
Promotional Ads API Users Guide	Explains the usage of each services offered from API. We will announce via registered mail for any revise on this guide. You can download the recent Users Guide from Developer Center.
Developer Center	Portal site for API Users and who are interested in using API. Official API related announcement and information contents are available.
GitHub	Portal site for developers. Technical related API reference and Sample programs are available.
API Management Console	Management tool for API. You can set and change the password of API account.

4

Steps to API Development

Here explains the steps to application development. License notification is sent by mail, so follow the steps by confirming the notification.

Regarding the License Notification

License Notification is an information of license and account for API, sent by mail. By the title, "Yahoo! JAPAN Promotional Ads API License Notification", information below will be sent to Email address registered in Yahoo! JAPAN Business ID, when applied for API

[License Information]
- License Key
  - License ID issued under contract. It would be used as an API authentication access.
- Company Name
  - Name of the company when applied for API.
- Main contact
  - Name from registered Yahoo! JAPAN Business ID. Names will be used for the Yahoo! JAPAN Business ID when applied for API.
- Yahoo! JAPAN Business ID
  - ID when applied for API. It will be registered as administrator of API.
- Company type
  - API User's "User Attributes" from Article 1 of API Terms of Use.

[API account]
- API Account ID
  - Account issued per each environment. It would be used as an API authentication access.
- Program Type
  - Type of program offered in API. One of the two types is given.
    - ・Promotional Ads API
    - ・Promotional Ads API Lite

    *"Yahoo! JAPAN Promotional Ads API Lite" is given when applied for API.
- Account Type
  - Type of environment for the API account. You can use one of either.
    - ・Production
    - ・Sandbox

- License Type
  - ➤ Type of API account. Available functions differ for each License type.

*Please print out and keep it in a safe place.

Required Procedure before using API

1. Password setting of API account

Log-in to API Management Console using Yahoo! JAPAN Business ID from License Notification, and set the password of API Account.

https://yadui.business.yahoo.co.jp/biz/api/

2. Adding authorization to API Management Tools

Add the usage authority of API Management Tools by setting Yahoo! JAPAN Business ID. Please confirm the setting below (Japanese Page only).

https://www.yahoo-help.jp/app/answers/detail/p/519/a_id/40012

3. Setting notification mail for API User

API Registered Email in Yahoo! JAPAN Business ID that was used for application of API is already in the list of Notification mail. If you want other Email to receive the API information, please use the form below.

https://yahoo.jp/qqnMVX

*Requires Yahoo! JAPAN Business ID that has API authority.

Developer Center

Portal site for API users. You can confirm official API related announcement, information, and download contents offered.

Contents

Developer Center provides contents below.

- Release and System Maintenance information
- Startup Guide
- Download (Guidelines, manuals, etc.)

    *Some documents requires a log-in via Yahoo! JAPAN Business ID

- FAQ
- Application to API, Guideline, and Term of Use
- Inquiry Form (Questions regarding technical support and others)

How to Access

Please access to following URL on browser.

https://biz.marketing.yahoo.co.jp/developercenter-en/

GitHub

GitHub provides technical information for the development, such as API technical reference, and Sample program.

Contents

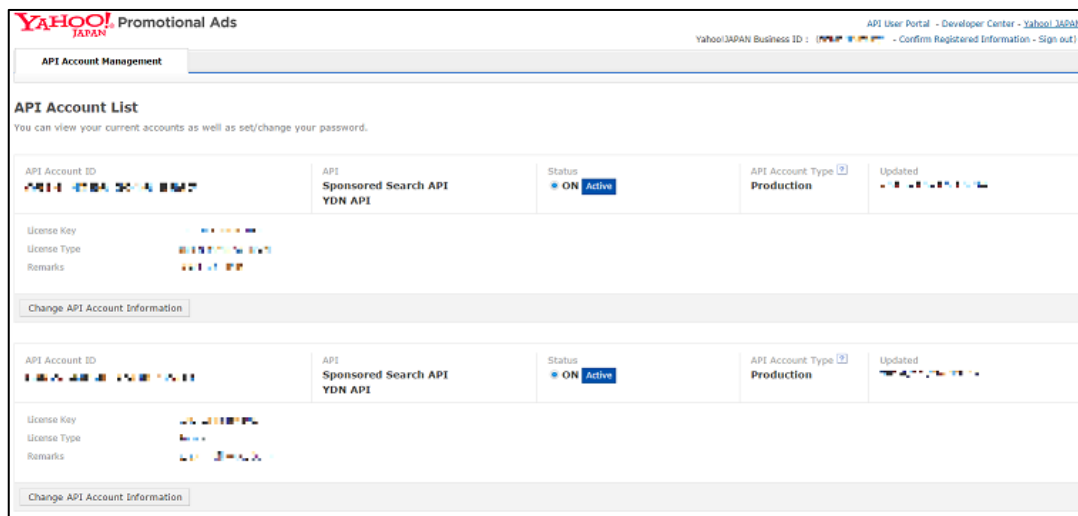GitHub provides the contents below

- API reference
- WSDL
- Sample code

How to Access

Please access to following URL on browser.

https://github.com/yahoojp-marketing

API Management Console

Management Console for API. Can set and change of passwords for API account.

Contents offered

Offer details for API Management Console are below.

- Set password for API Account

  *Initial API account password is not set. Please set the password for API

  account and validate API account to enable you to use API.

- Change and reset of Password for API account

  *Reset is possible only for Yahoo! JAPAN Business ID that has admin

- Management of other API license Information

How to Access

Please access to following URL on browser, using Yahoo! JAPAN Business ID to log-in.

https://yadui.business.yahoo.co.jp/biz/api/

*For usage details, please download the operation manual from URL below.

https://biz.marketing.yahoo.co.jp/files/API_MgmtConsoleManual_en.pdf

Business Hours and Support

Please use the Inquiry page for technical support on API and/or other questions.

Inquiry page details

Please send the inquiry by accessing to the URL below and filling in the required item.

Inquiry is available 24 hours. (Exception during the maintenance)

http://yahoo.jp/mq2b3a

Operating hours are as follows:

10:00AM - 6:00PM (JST) (Excludes weekends, national holidays, and our designated holidays)

*Official agency support and Yahoo! JAPAN Promotional Ads Customer support center will not answer your inquiry regarding API. Please use the Inquiry page above for any API related questions.

*We also do not receive any inquiries from the personnel who does not have an API account.

Types of Inquires and Required Information

Types of Inquires and required information are summarized below.

Types of Inquires	Details	Required Information
Regarding certain specification	Inquiry about technical questions. To understand your inquiry exactly, please provide us the detailed information. We may ask additional question for the investigation.	- SOAP Request and Response - Version information
Regarding issue	Please tell us any issues happening in API use. To understand the issue exactly, please provide us the detail for us to confirm.	Please refer to "Regarding Issues/Error" below.
Display Trademark via Press Release and/or blog	If you are planning to use Yahoo! JAPAN Promotional Ads API and/or Yahoo! JAPAN registered trademark for any communications like press release and/or blog regarding please notice us beforehand for the review and confirmation.	Details to be released (sentence and/or images) in communications.

Inquiries about Technical Support

- Regarding Specification

  Before questioning, please read the resources we provide. Technical specifications of API are shown on reference in GitHub and FAQ of Developer Center. If there is no information regarding the specification, please use the Inquiry page. We may not be able to answer the question about non-disclosed specifications and it may take time.

- Regarding Issues/Error

  When the error occurs while using API, please confirm the response of SOAP error message and the contents of SOAP Error Code in GitHub. If it cannot solve the issue, please contact from Inquiry page attached with SOAP request and response. If you cannot provide us the information, we may not be able to correspond. In addition, it may take time to answer your questions.

  To make our investigation to go smooth, please send us the following information below.
  - Overview of issue/error
  - Version of Sponsored Search/YDN API
  - Environment (Production/Sandbox)
  - Endpoint/Service used
  - Time occurred (including Time zone) / Frequency
  - SOAP information (Request/Response)
  - CSV file if issues regards report

  *Please make an implement of application and a log of SOAP request and response.
  *Please mask the password to enable when sending information.

- Inquiries caused by your usage environment

  We are not able to support the inquiries caused by your/third party application, server, and network environment. We also cannot provide the support in source code Level.

- Other Technical Questions

  Please send questions from Inquiry page with necessary information.

Regarding Press Release/Blog

API User can state Yahoo! JAPAN registered trademark or trademark on press release/

blog for service or product and on own website with Yahoo! JAPAN's pre-approval. To state Yahoo! JAPAN Promotional Ads API and/or Yahoo! JAPAN registered trademark, please send request from Inquiry page.

*Once we receive the request, our Public Relations will confirm the contents. We may ask for revision, so please request the confirmation in advance.

*We will respond to any joint press release.

Operations
Regarding Maintenance

We may have regular or irregular maintenance to add new function or maintain/improve performance. During the maintenance, some or all services may become unavailable.

Notification of Maintenance

We will inform the maintenance information to your registered main contact (Email address registered in Yahoo! JAPAN Business ID). Maintenance information also can be confirmed from Developer Center.

*We may send the notifications for irregular urgent maintenance after the maintenance starts. However, notifications of maintenance that does not relate to API may not be sent, due to no effect during those maintenance.

Versioning Change

API versioning up may occur for adding new function or changing specifications. Please refer Versioning Change in Developer Center for version operation.

Termination

If you wish to terminate the API service, contract such as suspending API use, please inform from Inquiry page one month before the date wish to be terminated.

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