Yahoo!JAPAN Ads

Audience list "Ad action users"

Display Ads (Auction)

April 2024

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Summary

Release summary

1) Schedule

May 15. 2024

*This date is subject to change.

2) Summary

We will release Audience list "Ad action users" for Display Ads (Auction).

Users who responded (click, conversion, or video view) to a specific ad can be stored as a list and used for ad delivery.
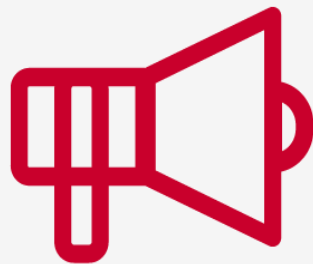
Release summary

3) Background and goal

We have created this list to ensure high performance ad delivery even as third-party data regulations become more stringent.

4) Advantages

- You can target users who responded to a specific ad.
- All advertisers can use data that was previously unavailable for targeting purposes in the Campaign Management Tool.
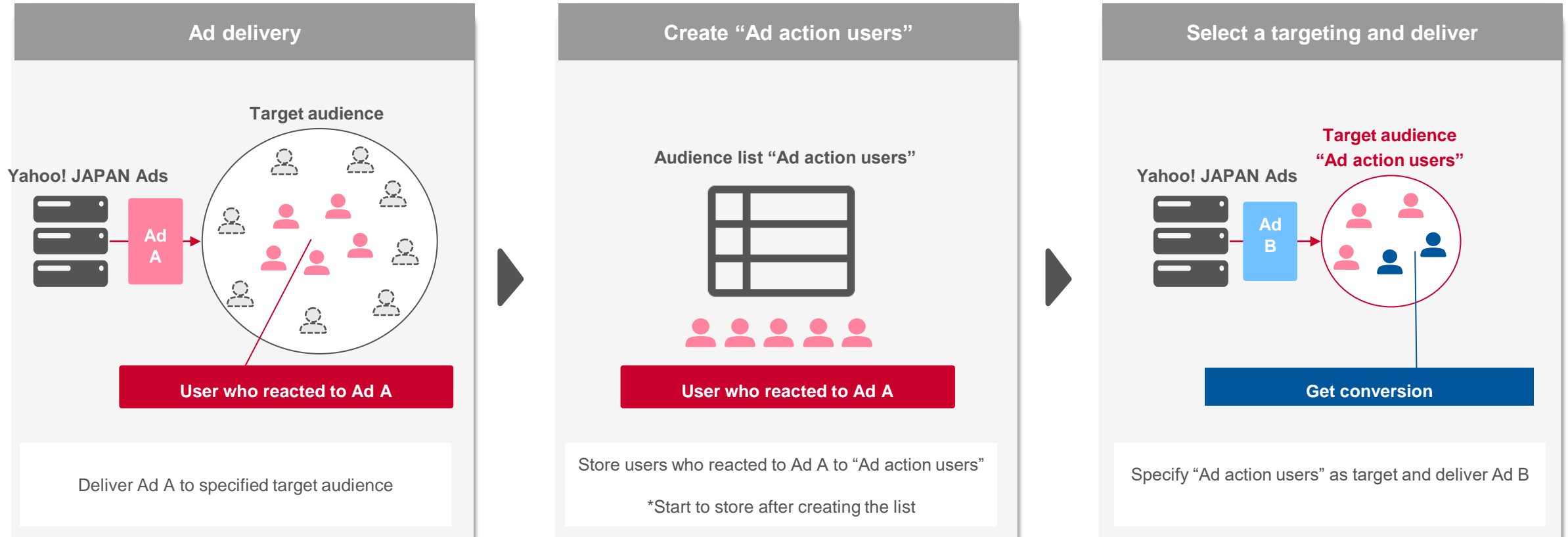
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Release details

Audience list "Ad action users"

An "ad action user" is an audience list type that stores users who responded (clicks, conversions, or video views) to a specific ad.
You can target ad groups and deliver ads.
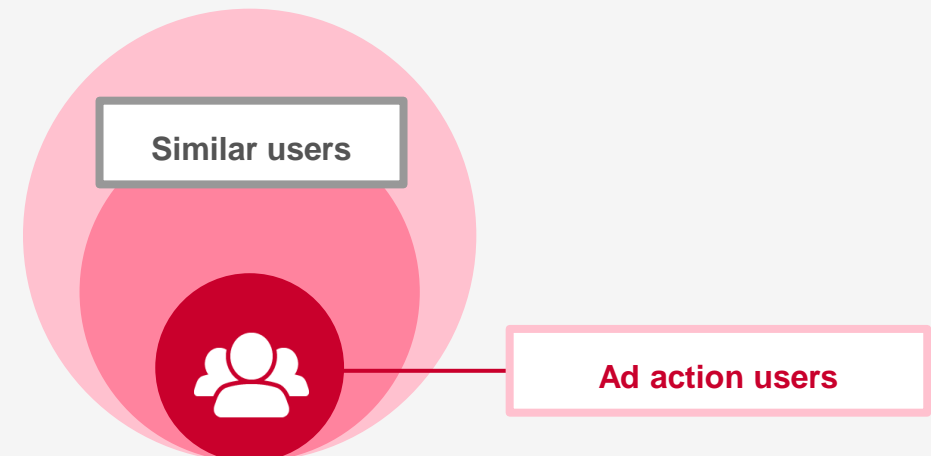
■ Ad delivery image using "Ad action users"

Ad delivery	Create "Ad action users"	Select a targeting and deliver
Target audience	**Audience list "Ad action users"**	**Target audience "Ad action users"**
Yahoo! JAPAN Ads — Ad A		Yahoo! JAPAN Ads — Ad B
User who reacted to Ad A	**User who reacted to Ad A**	**Get conversion**
Deliver Ad A to specified target audience	Store users who reacted to Ad A to "Ad action users" *Start to store after creating the list	Specify "Ad action users" as target and deliver Ad B

Expected use case

Expected use case for "Ad action users" is as follows.

Example 1: Use together with ads of awareness goals

Awareness

Consideration

Purchase

Ad action users

Deliver ads to users who reacted to ads of awareness goals such as Display Ads (Guaranteed)

Example 2: Extend ad delivery of ad viewers

Similar users

Ad action users

By specifying the audience list "similar users" as a base list you can expand ad delivery of users who responded to the ad.

Rules to store users

You can set rules to store users as follows.

Item name	Options	Description	Restrictions
Ad action type	• Video view (*1) • Ad clicks • Conversion (*2)	Specify which actions to store for the ad.	• Not allowed to modify after creating the list (*3)

Ad action
Data source
	• Campaign
	• Ad group
	• Ad
		Stores data of users who took the action specified in "ad action type" for the specified elements (campaign, ad group, or ad).	• Not allowed to modify after creating the list (*3)
			• You can't specify campaigns, ad groups, and ads of "Item list promotion" goals.
			• Following number maximum limits for each element.
			   ✓ Campaign: 1
			   ✓ Ad group: 50
			   ✓ Ad: 50

Data duration	Enter number	Enter the duration (in days) of the data you've stored in your audience list. The default setting is 90 days.	• Up to 90 days

*1: If you select view video, specify the duration and the percentage of playback.

*2: Conversions here refer to conversions via clicks and estimated conversions, which fall under the "Conversions" column of the report. View-through conversions are not eligible.

*3: You cannot modify these items after creating the list. If you want to change, you need to create a new list.

Create view (in the Campaign Management Tool)

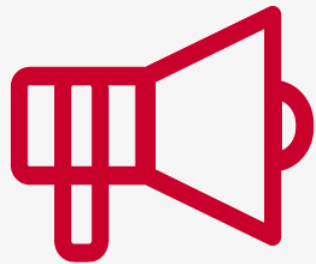Click "Create audience list" in the Audience list view > select "Ad action users"

Precautions

- **Data used for ad action data sources is subject to review.
  The list may be paused as a result of the review. (Details are in the following chapter.)**

- **You can't use lists wit the user size less than 1,000.**

- **It may take some time to reflect the user size after creating the list.
  Wait a few hours and check back later.**

03

Review

Review

The use of ad action users is subject to review to ensure that ads under the element (campaign, ad group, ad) specified as the ad action data source **comply with the Advertising Data Usage Standards.**

> ■ **Advertising Data Usage Standards**
>
> The Advertising Data Usage Standards specify restrictions on targeted use of "Prohibition on targeting by using personal data requiring careful handling" and "Use of user data that belongs to persons under the age of 13."
>
> **3. Data Use**
> 1. Prohibition on targeting by using personal data requiring careful handling
> 8. Protection for minors

Review timing	• When you create a list • When you add or resubmitted an ad under the specified element • When you modify the submission information of an ad under the specified element *Review will run and ads will pause even while ads are delivered.
Subject to review	All ads placed under the element you designate as the ad action data source
Review standards	Whether the ad action data source you set for targeting adhere to Advertising Data Usage Standards

Impact of review

If a review determines that an ad is in violation of the Advertising Data Usage Standards (hereinafter referred to as "disapproved"), there may be consequences such as the pause of disapproved lists (hereinafter referred to as "Disapproved list") or the pause of the ad group that uses the disapproved list for targeting.

Target	Consequence
Disapproved list	• **New reach storage stops** • **Unavailable for ad delivery** • **Unavailable for audience analysis**
Audience lists created using the disapproved list "Similar users" "Combination" (*Secondary use lists)	• **Unavailable for ad delivery** • **Unavailable for audience analysis (*)**
Disapproved list (including secondary use list)	• **Paused**
Disapproved ads	**Can't use as ad action data source for "ad action users"**
Ad groups and campaigns that holds the disapproved ads	**You can't create the list as long as the disapproved ad is in the element if you selected the ad action data source when creating an "ad action user"**

*You can't use audience list (combination) for audience analysis.

Notice of disapproval

When your "action user" is disapproved, you will receive a notification by email or in the Campaign Management Tool.

Email notifications

Create list
or
Modify ad information   **Review**   **Email**

An email notice will be sent to the ad account access when a disapproved list is created in the last 24 hours.
Emails are sent once a day at 8:00 AM.

Appearance in the Campaign Management Tool

1. **Indications about disapproved list (including secondary use list)**

2. **Indications about paused ad group**

In the Campaign Management Tool, a warning mark will appear on the disapproved list (including secondary use lists) and ad groups that selected the disapproved list for targeting.

Details are on the next page

Indications about disapproved list (including secondary use list)

➢ A warning mark will appear in the audience list name of the audience list.

➢ A warning mark will appear in the audience list column of the ad group create, modify view.

■Audience list

■ Create, modify view of ad group

You can check by clicking the warning mark.

Indications about paused ad group

➢ "Paused (violation of Advertising Data Usage Standards)" will appear in "status" for ad groups and ads.

■**Ad group status**

■**Ad status under the ad group**

⚠ When ad delivery of campaigns and ad groups are off, the "status" will appear as "Paused (campaign/ad group-off)," When you change the ad delivery status to on, the paused reason will be updated as "Paused (violation of Advertising Data Usage Standards)."

(A strict paused reason will appear)

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What to do when disapproved

Take the following actions when "ad action user" is disapproved.

➢ **Recreate the disapproved list**

You need to create a new list because you can't use disapproved lists.
Create new after excluding the disapproved ad from the ad action data source.

➢ **To resume ad delivery of paused ad groups**

If there is an ad group that has a disapproved list selected for targeting, the ad delivery will pause.

The ad delivery will resume by recreating a new list

Details are on the next

Recreate the disapproved list

Follow the steps to recreate lists.

STEP 1	Sign in to the ad account with the disapproved list

STEP 2	Check the disapproved list you are going to recreate

STEP 3	Exclude the disapproved ad from the ad action data source and create new

What to do when disapproved 1-1 (Recreate the disapproved list)

You will find the information about the ad account that holds the disapproved list in the disapproval notice email.

(No information on the disapproved list is included.)

To get started, sign in to the ad account with the disapproved list.

■Check your email

■ Sign in to the relevant ad account in the Campaign Management Tool

*The text of the email is subject to change.

What to do when disapproved 1-2 (Recreate the disapproved list)

STEP 2 **Check the disapproved list you are going to recreate**

Find the list that needs to be recreated from the "ad action user" with the warning mark in the audience list view.

■Audience list view

What to do when disapproved 1-3 (Recreate the disapproved list)

STEP 3   **Exclude the disapproved ad from the ad action data source and create new**

When creating a new "ad action user," you can't save if the element you select as ad action data source has a disapproved ad. Exclude the disapproved ad and create.

■"Ad action user" create view

As long as the disapproved ad is included in the ad action data source the error message will appear.

*There is no indication of disapproved ads in the Campaign Management Tool.

To resume ad delivery of paused ad groups

Ad delivery will pause as long as the ad group has the disapproved list selected for targeting. Follow the steps to change your targeting to resume ad delivery.

STEP 1	Exclude the disapproved list from targeting

STEP 2	Associate the recreated "ad action user" to targeting

What to do when disapproved 2-1 (Resume ad delivery of paused ad groups)

STEP 1   **Exclude the disapproved list from targeting**

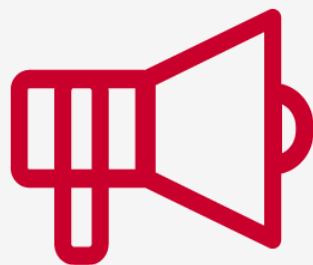Ad delivery will resume after you exclude the disapproved list from targeting

An error message will appear while the disapproved list is selected for targeting in the ad group.

STEP 2   **Associate the recreated list to targeting**

Associate the recreated list to the ad group as needed.

04

**Related releases
(Name change)**

The following item names will change with this release.

There is no change in the definition.

■ **Name change**

Before	After
Store visit history	**Store data**
Duration of visit history	**Data duration**
Data retention period	

■ **Example of change: Audience list screen after release**

*Learn more in the help page.

05

?

FAQ

Q1: Are "ad action users" available in Display Ads (Guaranteed) campaigns?

A1: No, it is not. Display Ads (Auction) campaigns are available for ad delivery.
    You can specify Display Ads (Guaranteed) campaigns to ad action data source.

Q2: Can I specify the element (campaign, ad group, ad) as ad action data source when they are turned off?

A2: Yes, you can.

FAQ

Q3: Can I create a list when the element I want to specify as ad action data source includes a disapproved ad?

A3: Yes, you can. However, the disapproved ad won't be delivered and no data is stored to "ad action user" because no action is counted.

Q4: When an ad is determined to violate the Ad Data Standards, will it be re-reviewed after the ad information is revised?

A4: If you modify the information of a disapproved ad while the ad is associated to the ad action data source, it will be re-reviewed.When the review determines that the ad does not violate the Ad Data Standards, the ad can be associated to the ad action data source.

Q5: Can I exclude the "ad action user" in the ad group?

A5: Yes, you can.

Q6: When is the data for video view, ad click, and conversions aggregated?
Is is updated in real time?

A6: Aggregate updates are hourly and daily depending on the data, but we do not disclose the details.

Q7: For the ad action type "conversion," is data using the import conversion feature and advanced matching also included in the aggregation?

A7: Yes, they are.

Q8: If I create an audience list "combination" in the audience list others, using "ad action user" with a user size of less than 1000, will it not be delivered even if it is an OR condition?

A8: Even if the ad action user size is less than 1000 users, it will be delivered to users included in the ad action user when using "combinations."

Q9: If I create an audience list "combination" "with the "ad action user' and other audience lists, and the "ad action user" is disapproved, will it not be delivered even if it is an OR condition?

A9: No, it won't be delivered. "Combinations" using disapproved "ad action user" will be paused. To resume ad delivery remove the disapproved "ad action user" from the data source.

Q10: What happens to the ad delivery if the user size of "ad action users" becomes less than 1000 during delivery?Will I be notified?

A10: The ad delivery will pause. There will be no notifications. There will be a display in the Campaign Management Tool stating that ad delivery is unavailable due to small user size.

Q11: If I change the ad information under the element specified in the ad action data source and the ad is disapproved, will the list be disapproved (in conflict with the ad data standards)?

A11: The list won't be disapproved. However, disapproved ad will no longer be delivered. No action will be counted and no users will be stored.
The list will be unavailable when disapproved and is determined to violate the ad data standards.

About this document

- ✓ This document is current as of April 2024.

- ✓ The images used in this document are for illustrative purposes only.

- ✓ The specifications in this document are subject to change.

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