

**Yahoo! JAPAN Ads**

# Add and change features in audience lists for customer data

**Display Ads**

April 2024

**LINEヤフー**

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**Summary**

# Release summary

## 1) Schedule

April 16, 2024

\*This date is subject to change.

## 2) Summary

We will make the following three changes to the audience list for customer data.

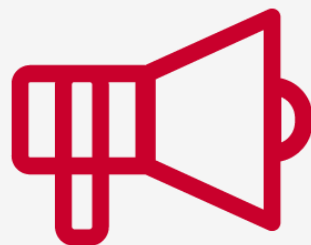
- ✓ You will be able to create audience lists that include phone number data and target your customers using phone numbers.
- ✓ We will change the format (file format, upload method, etc.) for uploading customer data.
- ✓ We will add a duration where you can check your upload status. You will be able to get the upload status up to 30 days in advance.

## 3) Advantages

Improvements of audience list features and the ad delivery performance.

# 02

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**Release details**

The creation of target lists with customer phone number data will be available

You will be able to create audience lists that include phone number data and target your customers using phone numbers.

The phone number data that you can upload are as follows:

Data type	Limit		Instruction	Comment
	Add	File size		
Unhashed phone number data	100,000	Up to 200MB (*)	Enter half-width numbers without symbols such as hyphens	Data uploads to a browser are hashed with the SHA-256 algorithm.
Hashed phone number data	No limit		Enter half-width numbers without symbols such as hyphens Hash data using the SHA-256 algorithm	Column headings don't require hashing.

(\*) This is the maximum limit for uploading files with the Campaign Management Tool. You can upload files up to 1GB using the Yahoo! JAPAN Ads API.

## About phone number and email address combinations

You can create audience lists that combine phone numbers or email addresses.  
You can enter up to three phone numbers and email addresses each.

By combining phone numbers and email addresses, you can expect to improve your targeting.

# Examples of phone number and email address combinations

	Rule (*)	Users included in the audience list
When adding multiple email address data	OR	Matches any of <input type="text" value="Email address A"/> <input type="text" value="Email address B"/> <input type="text" value="Email address C"/>
When adding multiple phone number data	OR	Matches any of <input type="text" value="Phone Number X"/> <input type="text" value="Phone Number Y"/> <input type="text" value="Phone Number Z"/>
When adding one email address data and one phone number data	AND	Matches both of the following <ul style="list-style-type: none"> <li><input type="text" value="Email address"/></li> <li><input type="text" value="Phone number"/></li> </ul>
When adding multiple email address data and one phone number data	Multiple added email addresses: OR Email address and phone number: AND	Matches both of the following <ul style="list-style-type: none"> <li>Any of <input type="text" value="Email address A"/> <input type="text" value="Email address B"/> <input type="text" value="Email address C"/></li> <li><input type="text" value="Phone number"/></li> </ul>
When adding one email address data and multiple phone number data	Multiple added email addresses: OR Email address and phone number: AND	Matches both of the following <ul style="list-style-type: none"> <li><input type="text" value="Email address"/></li> <li>Any of <input type="text" value="Phone Number X"/> <input type="text" value="Phone Number Y"/> <input type="text" value="Phone Number Z"/></li> </ul>
When adding multiple email address data and phone number data	Multiple added email addresses: OR Multiple added email addresses: OR Email address and phone number: AND	Matches both of the following <ul style="list-style-type: none"> <li>Any of <input type="text" value="Email address A"/> <input type="text" value="Email address B"/> <input type="text" value="Email address C"/></li> <li>Any of <input type="text" value="Phone Number X"/> <input type="text" value="Phone Number Y"/> <input type="text" value="Phone Number Z"/></li> </ul>

(\*) "OR" applies if any of the multiple conditions match.  
"AND" applies if all of the multiple conditions match.



## How to upload customer data

See the following help page for details.

[Import data and create audience list for customer data](#)

## Changing the upload file format

We will change the upload file format of the data you import into the audience list as follows:

		Before	After
File format	For unhashed data file	text file (.txt)	<b>CSV file (.csv)</b>
	For hashed data files or identifiers for app ads	text file (.txt) Compress text file (.txt) to ZIP file	<b>CSV file (.csv)</b> Compress the <b>CSV file (.csv)</b> in ZIP format. (*1)
Upload method		<ul style="list-style-type: none"><li>Ad identifier for App (IDFA or AAID)</li><li>Hashed email address (*2)</li><li>Unhashed email addresses (*3)</li></ul>	<ul style="list-style-type: none"><li>Ad identifier for App (IDFA or AAID)</li><li>Hashed email addresses and <b>phone numbers</b> (*2)</li><li>Unhashed email addresses and <b>phone numbers</b> (*3)</li></ul>
Column heading		Not required	<b>Required</b> See the next page for details on the column heading.

(\*) For more information about the upload file format when importing to the audience list, see ["Import data and create audience list for customer data."](#)

(\*1) When adding from the Yahoo! JAPAN Ads API, you can upload in "gzip" format.

(\*2) When hashing data, use the SHA-256 algorithm. We don't support hashing.

(\*3) Unhashed email addresses are hashed on your computer using the SHA256 algorithm before being sent to our server.

# About column headings in uploaded files

Specify the following column headings for each upload file:  
Column headers don't require SHA256 hashing.

	Description of column heading	Comment
Email address	Email	You can add up to three additional columns if you want to specify multiple email addresses.
Phone number	Phone	You can add up to three additional columns if you want to specify multiple phone numbers.
IDFA AAID	Mobile Device ID	You can only add either IDFA or AAID in a single uploaded file.

### About a duration you can check your upload status

We will add a duration where you can check your upload status.

You can view the upload status up to 30 days in advance in the audience list view.

**Note that after the release date, you won't be able to view uploads before 31 days.**

# 03

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**FAQ**

**Q1: Are there any feature restrictions depending on the access given to the Yahoo! JAPAN Business ID?**

A1: Yes. The restriction depends on the access given to your Yahoo! JAPAN Business ID.

See the following help page for details.

[Available settings for each access level](#)

**Q2: Is it required to include phone numbers?**

A2: No. The phone number data is not required, but we recommend entering the phone numbers because it may improve the targeting.

**Q3: Can I combine an IDFA with a phone number (or email address)?**

**Can I combine AAID with a phone number (or email address)?**

A3: No.

You can't combine an IDFA with a phone number (or email address).

You also can't combine your AAID with your phone number (or email address).

## 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.



# LINEヤフー

Yahoo! JAPAN Ads Information

<https://marketing.yahoo.co.jp/service/yahooads/>