



Apple Search Ads Campaign Management API 3.0

Apple Search Ads

March 2021

Apple Search Ads Campaign Management API 3.0.....	6
Authenticating.....	6
Account Management	7
API Functionality	9
Partial Updates	9
Pagination	10
Selectors.....	10
Partial Fetch	12
Campaigns	13
Create a Campaign.....	14
Find Campaigns.....	15
Update a Campaign.....	16
CampaignUpdate Object	17
Get Campaigns.....	18
Delete Campaigns	18
Campaign Object.....	19
Budget Orders	23
Get All Budget Orders	23
BudgetOrder Object.....	24
Get a Budget Order	26
BudgetOrderResponse Object	27
LOCInvoiceDetails.....	28
LOCInvoiceDetails Object	28
Money Object.....	29
Ad Groups.....	30
Search Match	30
Create an Ad Group	31

Find Ad Groups	32
Get Ad Groups	34
Update an Ad Group	34
Delete Ad Groups	35
Ad Group Object	35
Targeting Dimensions.....	37
Keywords	42
Keyword Object.....	42
Negative Keywords Object	44
Ad Group Targeting Keywords	46
Create Targeting Keywords.....	46
Find Targeting Keywords	47
Get Targeting Keywords.....	48
Update Targeting Keywords.....	49
Campaign Negative Keywords.....	50
Create Campaign Negative Keywords	50
Find Campaign Negative Keywords.....	51
Get Campaign Negative Keywords	51
Update Campaign Negative Keywords	52
Delete Campaign Negative Keywords.....	52
Ad Group Negative Keywords.....	53
Create Ad Group Negative Keywords.....	53
Find Ad Group Negative Keywords	54
Get Ad Group Negative Keywords	54
Update Ad Group Negative Keywords	55
Delete Ad Group Negative Keywords.....	55
Search.....	56

App Search.....	56
AppInfo Object	58
Search for Geo Locations.....	58
Get a List of Geo Locations	61
Creative Sets	62
Get App Language, Device Sizes, and Assets Details	63
Get App Preview Device Sizes	64
Create an Ad Group Creative Sets Ad Variation	65
Find a Ad Group Creative Sets Ad Variation.....	66
Update an Ad Group Creative Sets Ad Variation	67
Delete an Ad Group Creative Sets Ad Variation	67
Get a Creative Sets Ad Variation	68
Find a Creative Sets Ad Variation.....	68
Assign a Creative Sets Ad Variation to an Ad Group	69
Update a Creative Sets Ad Variation.....	69
Creative Sets and Ad Group Creative Sets Objects	70
CreativeSet Object	70
CreativeSetCreate Object	71
FindCreativeSetRequest Object.....	71
Asset Object	72
CreativeSetAsset	72
CreativeSetAssetsDetail Object	73
CreativeSetLocaleDetail Object.....	73
AdGroupCreativeSet Object	74
AdGroupCreativeSetUpdate Object	75
AssignAdGroupCreativeSetRequest.....	75
MediaAppPreviewOrScreenshotsDetail Object.....	75

MediaAppPreviewOrScreenshots Object	76
MediaCreativeSetRequest Object	76
Reporting	77
Get Campaign Level Reports	78
CampaignAppDetail Object	79
Get Ad Group Level Reports	80
Get Keyword Level Reports	82
Get Search Terms Level Reports	84
Get Creative Set Level Reports	85
ReportingRequest Object	86
groupBy Dimensions	90
ReportingResponse Object	93
SpendRow and ExtendedSpendRow Objects	93
Row Object	95
KeywordInsights Object	95
KeywordBidRecommendation Object	96
Document Revision History	97

Apple Search Ads Campaign Management API 3.0

The Apple Search Ads Campaign Management API 3.0 allows advertisers and agencies to more efficiently manage their larger Apple Search Ads accounts and provide additional functionality beyond the [Apple Search Ads UI](#). With the API, advertisers and agencies can create and manage a large number of [campaigns](#) programmatically, manage [ad groups](#), [Creative Sets](#), [targeting keywords](#), [negative keywords](#), and run [reports](#) for customer insights and trends.

Authenticating

Generate an API certificate to make requests to the Apple Search Ads API.

To make requests to the Apple Search Ads API, you need to authenticate using an API certificate that is obtained from an Admin account through the [Apple Search Ads UI](#).

1. Click the upper right-hand carrot and select Settings.
2. Click the API tab, then select Create API Certificate.
3. Choose certificate permissions based on roles. For more information, refer to the `roleNames` field in the [UserAcl object](#).
4. Click Create.
5. To download the API certificate, select Action, then Download.

Certificates expire after 24 months, at which time you can download a new PEM and key.

The certificate you downloaded will enable you to establish two-way SSL authentication. You can use the PEM and key independently, or you have the option to convert the PEM file and private key into a PKCS#12 (.p12) file.

There are several methods to convert the received PEM file and private key file into a PKCS#12 (.p12) file. The following OpenSSL command is one method for which an example is provided below.

```
openssl pkcs12 -export -in <PEM_file>.pem -inkey <PRIVATE_KEY>.key  
-out <FILENAME>.p12
```

You can test your access to the Apple Search Ads Campaign Management API by using an example request. The following example command statement authenticates using the .p12 file and specified password and fetches campaigns within your `orgId`. In all API calls, the `orgId` must be included in the header. You can obtain your `orgId` via your account details through the [Apple Search Ads UI](#) or by calling Get User ACL, which returns roles and orgs your API certificate has access to.

```
curl -X GET \  
https://api.searchads.apple.com/api/v3/campaigns \  
-H 'Authorization: orgId=<OrgID>' \  
-H 'Content-Type: application/json' \  
--cert-type p12 \  
--cert <FILENAME>.p12 \  
--pass <PASSWORD>
```

The example uses cURL. However, any other mechanism to establish SSL authentication should work similarly. All successful calls will trigger a HTTP 200 OK response. Unsuccessful calls will trigger error responses.

Account Management

The account structure used to manage campaigns allows for limiting user access. In the [Apple Search Ads UI](#), `orgId` is equivalent to a campaign group. If you need to manage Search Ads for multiple clients, or if you need to restrict user access to a subset of your campaigns, you can create additional campaign groups within your account and manage each set of campaigns in a different campaign group. Otherwise, you can create and manage all your campaigns under your default `orgId/campaign` group.

Org ID

API calls are used to manage campaigns and create reports within the context of an org. An `orgId` is the org for which you make API calls. In all API calls, the `orgId` must be included in the header.

Your `orgId` is considered a campaign group. If you need to manage Search Ads for multiple clients, or if you need to restrict user access to a subset of your campaigns, you can create additional campaign groups within your account. You can manage each set of campaigns in a different campaign group. Otherwise, you can create and manage all your campaigns under your default `orgId/campaign` group.

You can obtain your `orgId` via your account details through the [Apple Search Ads UI](#) or by calling `GET /v3/ac1s` which returns roles and orgs the API certificate has access to. The output is in org tree format.

User ACL

A User Access Control List (ACL) is used to obtain the roles in all organizations that the certificate is a member of. Each certificate may have access to all or a subset of orgs in the account org tree. What the certificate can do within each org is dependent on the role it is assigned. Your `orgId` is not required if using a User ACL.

[GET https://api.searchads.apple.com/api/v3/ac1s](https://api.searchads.apple.com/api/v3/ac1s)

Get User ACL Response Example

```
{
  "data": [
    {
      "currency": "USD",
      "orgId": <orgId>,
      "orgName": "<orgName>",
      "paymentModel": "LOC",
      "roleNames": ["Admin"]
    },
    {
      "currency": "USD",
      "orgId": <orgId>;
      "orgName": "<orgName>",
      "paymentModel": "LOC",
      "roleNames": ["Admin"]
    }
  ],
}
```

Role Names

Possible roleNames for an org include the following:

Value	Description
Account Read Only	View campaigns, ad groups, and keywords, pull reporting.
Read Only	View campaigns, ad groups, and keywords, pull reporting.
Campaign Manager	View and edit campaigns, ad groups, and keywords, pull reporting.
Campaign Group Manager	View and edit campaigns, ad groups, and keywords, pull reporting.
Admin	View and edit campaigns, ad groups, and keywords, pull reporting.

Payment Model

Possible paymentModel values include the following.

Value	Description
LOC	Line of credit.
PAYG	Pay as you go.
<empty string>	Payment method hasn't been set.

API Functionality

Versioning

API method endpoints are versioned. This document is exclusively for is 3.0, as shown in the following example.

```
https://api.searchads.apple.com/api/v3/<ENDPOINT>
```

Endpoints provide access to related parameters. Required fields must be included when objects are created. Optional fields may be included during creation. Updatable fields may be modified after the object has been created. Fields that are neither required nor updatable are read only and are obtained after the object has been created.

Structure and Format

JSON data formats are used exclusively in the API. Responses from the API will include HTTP response codes, response data, and error messages. You can control the returned response using pagination parameters, partial fetch, and selectors. Properties and attributes may be added to the returned JSON objects.

Request Format

An API method endpoint may be a single name or may include elements of a hierarchy and parameters. The following example returns all campaigns that belong to your org.

```
GET https://api.searchads.apple.com/api/v3/campaigns
```

Partial Updates

Field values can be edited using partial updates. When updating a record, you only need to specify the fields that need to be updated. For example, to update the name and budget of a specific campaign, use the following format.

```
PUT "https://api.searchads.apple.com/api/v3/campaigns/<campaignId>/  
{  
  "clearGeoTargetingOnCountryOrRegionChange": true,  
  "campaign": {  
    "name": "<renamed campaign>",  
    "countriesOrRegions": [  
      "US",  
      "CA"  
    ]  
  }  
}
```

Pagination

Parameter	Description
limit	The number of items to return per request. <ul style="list-style-type: none">• Default is 20 for most objects.• Max is 1000 for most objects.
offset	Offset pagination can be applied to most method calls to limit the number of records returned. Offsets the start of each page by the number specified. This is the index of the first matching result that should be included in the result set. The default is 0.

In the following example, the two optional parameters are used to limit the number of campaigns returned:

[GET "https://api.searchads.apple.com/api/v3/campaigns?limit=<LIMIT>&offset=<OFFSET>"](https://api.searchads.apple.com/api/v3/campaigns?limit=<LIMIT>&offset=<OFFSET>)

Example Response

```
{
  "data": [
    { },
    ...
  ],
  "pagination": {
    "totalResults": <NUMBER>,
    "startIndex": <NUMBER>,
    "itemsPerPage": <NUMBER>
  },
}
```

Selectors

Selector is a generic structure used to specify data to be returned when fetching resources. Selector objects are used with /find and /report endpoints.

A selector object consists of one or more of the following elements.

Element	Description	Object Elements
conditions	A list of condition objects, which allows users to filter the list of records. This is analogous to the SQL WHERE clause.	<p>Multiple conditions are ANDed together.</p> <p>Each condition object consists of the following elements:</p> <ul style="list-style-type: none"> • field: the name of a field. • operator <ul style="list-style-type: none"> - IN: value is in the given list. - EQUALS: value is as specified. - GREATER_THAN: value is greater than the given value. May be used with time parameters. - LESS_THAN: value is less than the given value. May be used with time parameters. - STARTSWITH: Used with the / reporting API only. • values: a list of matching values.
fields	A list of field names to return within each record. For an example, see Partial Fetch .	
orderBy	<ul style="list-style-type: none"> • Optionally specify the field to use to sort the records • Optionally specify the sort order (ASCENDING or DESCENDING) 	
pagination	Limits the number of records returned.	

Example Selector Usage

The following is an example of a selector call. Content of the findCampaigns.json file.

```
{
  "orderBy":[{"field":"id","sortOrder":"DESCENDING"}],
  "fields":
["id","name","adamId","budgetAmount","dailyBudgetAmount","status","s
ervingStatus"],
  "conditions":[
    {
      "field":"servingStatus",
      "operator":"IN",
      "values":["NOT_RUNNING"]
    }
  ],
  "pagination":{"offset":0,"limit":10}
}
```

Partial Fetch

When getting a list of records, users may use the optional fields parameter to limit the fields within each record that are returned. For example, you can choose to only return name, id and associated adGroup.id for each campaign.

```
GET "https://api.searchads.apple.com/api/v3/campaigns?
fields=id,name,adGroups.id,adGroups.name"
```

Errors and Responses

All successful calls will result in a HTTP 200 OK response.

Status Code	Response	Description
301	RESOURCE_MOVED_PERMANENTLY	Error resulting from use of an Apple Search Ads API 2.0 resource with a 1.0 URL.
400	Bad Request	Invalid query or missing required parameters.
401	Unauthorized	An unauthenticated call failed to get the requested response.
403	Forbidden	Error related to authorization.
404	Not Found	Resource was not found.
405	Method not found	Method is unsupported or input incorrectly.

500	Internal Server Error	The Apple Search Ads server is temporarily down or not reachable. The request is probably valid but needs to be retried at a later point.
503	Service Unavailable	Server is unavailable.
504	Gateway Timeout	Server cannot get a response.

Additional details are provided in the response body.

```
{
  "errors": [
    {
      "messageCode": "<CODE>",
      "message": "<MESSAGE>",
      "field": "<FIELD>"
    },
    ...
  ]
}
```

Value	Description
messageCode	A system-assigned error code.
message	A non-localized (U.S. English only) user-friendly string that describes the error.
field	Provides detailed information.

Campaigns

Essential points for creating campaigns include the following:

- Use [Search for iOS Apps](#) to retrieve your adamId to use in the payload.
- App Store territories are assigned with the `countriesOrRegions` parameter. If you plan to advertise in multiple markets, then group countries and regions into a single campaign using ISO country codes. See the [campaign object](#) for details on using `countriesOrRegions`.
- Set a `budgetAmount` and refine it with a daily spend cap using the `dailyBudgetAmount` attribute in the currency of your org. For currencies supported in the API, see the [Money](#) object.

After creating a campaign, set up [Ad Groups](#).

Create a Campaign

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/campaigns

Example Request Payload:

```
{
  "orgId": <orgId>,
  "adChannelType": "SEARCH"
  "supplySources": ["APPSTORE_SEARCH_RESULTS"],
  "name": "name",
  "budgetAmount": {
    "amount": "2000",
    "currency": "USD"
  },
  "dailyBudgetAmount": {
    "amount": "300",
    "currency": "USD"
  },
  "adamId": <adamId>,
  "countriesOrRegions": ["US", "AU"]
}
```

Find Campaigns

Use selectors to find campaigns. See the [campaign object](#) for property descriptions and [Selector](#) condition operators. If no selector conditions are specified, all campaigns are returned.

Method	Endpoint
POST	POST https://api.searchads.apple.com/api/v3/campaigns/find

Example Request Payload:

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "countriesOrRegions",
      "operator": "CONTAINS_ALL",
      "values": [
        "US", "CA"
      ]
    }
  ]
}
```

Update a Campaign

Update the countries or regions (App Store geo locations) where your app is being promoted. Use the associated `campaignId` in the URI and use [partial updates](#) to edit a subset of object properties without having to include all object properties in the payload.

Method	Endpoint
PUT	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}</code>
Example Request Payload:	
<pre>{ "clearGeoTargetingOnCountryOrRegionChange": true, "campaign": { "name": "<name>", "countriesOrRegions": ["US", "CA", "GB", "AU"] } }</pre>	

CampaignUpdate Object

The list of campaign fields that can be updated.

Field	Type	Description
budgetAmount	Money	The total budget amount available to the campaign. You can add to your campaign but a budgetAmount cannot be reduced once a campaign has started. Once you set a budget, your campaign will run until you exhaust your budget, pause your campaign, or reach the end date you have set.
budgetOrders	int64	The budget orders assigned to the campaign. Applies only to campaigns with a line of credit payment model. See Get a Budget Order .
countriesOrRegions	string	The App Store geo locations in which you want to promote your app. The default value is US.
dailyBudgetAmount	Money	The daily spend cap. If daily spend amount is reached, a campaign will be paused for the remainder of the day.
locInvoiceDetails	locInvoiceDetails	The standard invoice details that can be set and edited using the locInvoiceDetails object.
name	string	The name of the campaign, unique within an org.
status	string	The user-controlled status to enable or pause the campaign. Values: ENABLED PAUSED

Get Campaigns

Use this endpoint to return data on a specific campaign or all of your campaigns. You can also [use partial fetch](#).

Method	Endpoint
GET	<code>https://api.searchads.apple.com/api/v3/campaigns</code>
GET	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}</code>

Delete Campaigns

Deletes a specific campaign by campaign identifier.

Method	Endpoint
DELETE	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}</code>

Campaign Object

Field Name	Type	Properties	Selectors	Description
adamId	int64	<ul style="list-style-type: none"> Required Not updatable 	EQUALS, IN	adamId of the promoted app.
adChannelType	String	<ul style="list-style-type: none"> Required 	EQUALS	<p>The channel type of ads used in a campaign.</p> <p>Value: SEARCH</p>
budgetAmount	Amount Object	<ul style="list-style-type: none"> Required Updatable 	EQUALS LESS_THAN GREATER_THAN	The total budget amount available to the campaign.
budgetOrders	List of Number	<ul style="list-style-type: none"> Optional. Must specify either locInvoiceDetails or budgetOrders. Updatable 		Only for campaigns including LOC Invoice Details.
countriesOrRegions	ISO ALPHA-2 country code string list	Updatable	EQUALS, CONTAINS_ANY, CONTAINS_ALL	The App Store geo location in which you want to promote your app. The default value is US.
countryOrRegionServingStateReasons	Map	Read Only		When a campaign is not running, a list of reasons will be returned as strings.

dailyBudgetAmount	Amount Object	<ul style="list-style-type: none"> • Optional • Updatable 	EQUALS LESS_THAN GREATER_THAN	When the daily cap is reached, your ads will stop appearing for that day and will restart on the next day, if there is still budget remaining for your campaign.
deleted	Boolean	Read Only	EQUALS, IN	Indicates whether the campaign has been soft deleted or not.
displayStatus	Enum (String)	Read Only		Values are: RUNNING ON_HOLD PAUSED DELETED
endTime	UTC-timestamp	Read Only	EQUALS LESS_THAN GREATER_THAN	The designated campaign endTime (the ad group with the last endTime associated with your campaign).
id	Number	Read Only	EQUALS, IN	A globally unique identifier.
locInvoiceDetails				The standard invoice details that can be set and edited using the LOCInvoiceDetails object.

modificationTime	UTC-timestamp	Read Only	EQUALS LESS_THAN GREATER_THAN	When the object was last modified.
name	String	<ul style="list-style-type: none"> • Required • Updatable 	EQUALS, IN, STARTSWITH	Has to be unique within the org.
orgId	Number	Read Only		Set according to authorization. The orgId is the ID associated with your account in the web UI.
paymentModel	Enum	Read Only	EQUALS, IN	Inherited from the org. May be null if the payment method is not set up. Values: LOC, PAYG
servingStateReasons	List of Strings	Read Only		When a campaign is not running, a list of reasons will be returned as strings.
servingStatus	Enum string	Read Only	EQUALS, IN	Whether the campaign is serving or not. Values are: RUNNING NOT_RUNNING

status	Enum string	<ul style="list-style-type: none"> • Optional • Updatable 	EQUALS, IN	<p>The condition of an operation.</p> <p>Values are: ENABLED (default) PAUSED</p>
startTime	UTC-timestamp	Read Only	EQUALS LESS_THAN GREATER_THAN	The designated campaign startTime (the adgroup with the soonest startTime associated with your campaign).
sapinLawResponse	Enum string	Read Only		<p>Identifies the account as agency or non-agency. This parameter is only settable in the web UI.</p> <p>Possible values: NOT_ANSWERED FRENCH_BUSINESS NOT_FRENCH_BUSINESS</p>
supplySources	Enum string	<ul style="list-style-type: none"> • Required • Not updatable 	CONTAINS_ANY CONTAINS_ALL	<p>The supply source of ads used in a campaign.</p> <p>Value: APPSTORE_SEARCH_RESULTS</p>

Budget Orders

A budget order is an optional feature for advertisers who are approved to pay by monthly invoicing. Budget orders allow advertisers to set the maximum amount they would like to spend across associated campaigns over a specific period of time. All campaigns that are associated with the same budget order appear on the same invoice.

Get All Budget Orders

Retrieves a list of budget orders that have been assigned to the specified orgId and have not completed or been cancelled.

Method	Endpoint
GET	https://api.searchads.apple.com/api/v3/budgetorders

Example Response Payload:

```
{
  "id": number,
  "name": string,
  "startDate": MM-DD-YYYY,
  "endDate": MM-DD-YYYY,
  "budget": {Amount Object},
  "orderNumber": string,
  "clientName": string,
  "primaryBuyerName": string,
  "primaryBuyerEmail": string,
  "billingAddress": {Address Object},
  "billingEmail": string,
  "parentOrgId" : number,
  "status": enum
}
```

BudgetOrder Object

Field Name	Type	Selectors	Description
billingEmail	String		The billing email.
budget	Amount Object		Once set, can only be increased.
clientName	String	EQUALS IN STARTSWITH CONTAINS ENDSWITH	Required for agency-type accounts. Typically denotes the advertiser or product.
endDate	Date string		The ending date for the budget, in the format MM-DD-YYYY.
id	Number	EQUALS IN	Apple Search Ads-assigned, globally unique identifier.
name	String	EQUALS IN STARTSWITH CONTAINS ENDSWITH	Has to be unique within the org.
orderNumber	String	EQUALS IN STARTSWITH CONTAINS ENDSWITH	Required for agency-type accounts. Typically denotes a PO number.
parentOrgId	Number		The org which owns the Budget Order.
primaryBuyerEmail	String		A valid email address.
primaryBuyerName	String		The primary buyer's name.
startDate	Date string		The starting date for the budget, in the format MM-DD-YYYY.

status	Enum	EQUALS IN	<p>The status field is an enum with the following values:</p> <p>INACTIVE: the budget order has not started.</p> <p>ACTIVE: budget order has started.</p> <p>COMPLETED: budget order has reached its end date.</p> <p>EXHAUSTED: budget order has exhausted its budget, but has not reached its end date.</p> <p>CANCELLED: budget order has been cancelled.</p> <p>Only INACTIVE, ACTIVE, or EXHAUSTED budget orders will be returned.</p>
supplySources	String	CONTAINS_ANY CONTAINS_ALL	<p>The supply source of ads used in a campaign.</p> <p>Value: APPSTORE_SEARCH_RESULTS</p>

Get a Budget Order

Retrieves a specific budget order if it has been assigned to the specified org and also returns orders that have been completed or cancelled.

Method	Endpoint
GET	/v3/budgetorders/{BUDGET_ORDER_ID}

Example Response Payload:

```
{  "data": [
    {
      "bo": {
        "id": <id>,
        "name": "<name>",
        "startDate": "2021-04-09T00:00:00.000",
        "endDate": "2021-04-12T23:59:59.999",
        "budget": {
          "amount": "1",
          "currency": "USD"
        },
        "orderNumber": "<orderNumber>",
        "clientName": "<clientName>",
        "primaryBuyerName": "<primaryBuyerName>",
        "primaryBuyerEmail": "<primaryBuyerEmail>",
        "billingEmail": "<billingEmail>",
        "status": "COMPLETED",
        "parentOrgId": <parentOrgId>
        "campaignCount": number,
        "entireAccount": boolean,
        "orgIdNameMap":
        {
          "<Org_Id>": "<name>"
        }
      },
      "spent":
      {
        "amount": "0",
        "currency": "USD"
      }
    }
  ],
  "pagination": {
    "totalResults": 1,
    "startIndex": 0,
    "itemsPerPage": 1
  },
  "error": null
}
```

BudgetOrderResponse Object

The response to requests for budget order details when a Budget Order ID is supplied.

Field Name	Type	Properties	Description
bo	BudgetOrder	Read Only	The details of the budget order.
orgIdNameMap	Object Map (Number, String)	Read Only	Map of Campaign Group Id and name where the budget order is being used.
spent	Amount	Read Only	Amount of budget spent to date. This field is only returned when a budget order ID is supplied.
entireAccount	Boolean		Specifies whether the budget order was assigned to all orgs within the org tree.
campaignCount	Amount	Read Only	Number of campaigns the budget order is assigned to. Includes archived campaigns. Note: This field is only returned when a budget order ID is supplied.

LOCInvoiceDetails

LOC Invoice Details applies only to advertisers who are approved to pay by monthly invoicing. LOC Invoice Details contains billing information to be included on invoices. Campaigns that are not associated with budget orders and have the same client names and order numbers are invoiced together.

Either LOC Invoice Details or a Budget Order may be used, but not both.

Example Request Payload

```
{
  "billingContactEmail": string,
  "clientName" : string,
  "orderNumber" : string,
  "buyerName" : string,
  "buyerEmail" : string
}
```

LOCInvoiceDetails Object

Field	Type	Properties	Description
billingContactEmail	String	<ul style="list-style-type: none">• Required• Updatable	A valid email address.
buyerEmail	String	<ul style="list-style-type: none">• Required• Updatable	A valid email address.
buyerName	String	<ul style="list-style-type: none">• Required• Updatable	The appropriate name.
clientName	String	<ul style="list-style-type: none">• Optional• Updatable	Required for agency-type accounts. Typically denotes the advertiser or product.
orderNumber	String	<ul style="list-style-type: none">• Optional• Updatable	Required for agency-type accounts. Typically denotes a PO number.

Money Object

Amount is used whenever a currency value is needed.

Amount Sample Payload

```
{  
  "amount": string,  
  "currency": string  
}
```

Field Name	Type	Properties	Description
amount	String	<ul style="list-style-type: none">• Required• Updatable	The monetary value in the specified currency.
currency	String	Required	The currency string should match that of the org currency. Values: AUD CAD EUR GPD JPY MXN NZD RUB USD

Ad Groups

An ad group is a collection of criteria used to define who sees your ad in App Store search results. You can add bid amounts, [Targeting Dimensions](#), [Targeting Keywords and Negative Keywords](#), and [Creative Sets](#). Use [Search for Geo Locations](#) to utilize in targeting dimensions.

Search Match

When building a campaign promotion strategy, define keywords relevant to your app. Relevant keywords increase the viability of your app to rank high in user searches.

To use keywords in Apple Search Ads, you need to bid on them. You can either automate your keyword and bid strategy by using the Search Match feature or using your own keywords and bid strategy. The Search Match feature is an algorithm that uses multiple resources to match your ad to relevant searches on the App Store. The resources include metadata from your App Store product page, information about similar apps in the same genre, and other available search data. Search Match is a good option if you don't want to figure out all keyword possibilities and actively bid on them.

To enable Search Match, use [Create an Ad Group](#) or [Update an Ad Group](#).

1. Set `automatedKeywordsOptIn: true`
2. Set required field `defaultCpcBid`.

If you're using your own keywords and bid strategy, disable Search Match.

1. Set `automatedKeywordsOptIn: false`
2. Set required field `defaultCpcBid`.
3. Use the `bidAmount` field in [Create Targeting Keywords](#) and [Update Targeting Keywords](#) to set a threshold price offered for a keyword used in a bidding auction.

Note: If you don't provide a `bidAmount`, the `bidAmount` uses the `defaultCpcBid` of the corresponding ad group.

Create an Ad Group

To create ad groups, use the associated `campaignId` in the URI path. Note, you cannot create or update ad groups with geo targeting for campaigns with multiple `countriesOrRegions`.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups</code>

Example Request Payload:

```
{
  "campaignId": <campaignId>,
  "name": "<name>",
  "cpaGoal": {
    "amount": "100",
    "currency": "USD"
  },
  "startTime": "2021-9-28T10:33:31.650",
  "endTime": "2021-9-31T10:33:31.650",
  "automatedKeywordsOptIn": true,
  "defaultCpcBid": {
    "amount": "100",
    "currency": "USD"
  },
  "targetingDimensions": {
    "age": {
      "included": [
        {
          "minAge": 20,
          "maxAge": 25
        }
      ]
    },
    "gender": {
      "included": [
        "M"
      ]
    },
    "deviceClass": {
      "included": [
        "IPAD",
        "IPHONE"
      ]
    },
    "daypart": {
      "userTime": {
        "included": [
          1,
          3,
          22,
          24
        ]
      }
    }
  },
  "orgId": <orgId>,
  "status": "ENABLED"
}
```

Find Ad Groups

Find Ad Groups within specified campaign using a selector.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/find

Example Request Payload:

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "id",
      "operator": "EQUALS",
      "values": [
        "123"
      ]
    }
  ]
}
```


Example Response Payload:

```
{
  "data": [
    {
      "id": <id>,
      "campaignId": <campaignId>,
      "name": "<name>",
      "cpaGoal": null,
      "startTime": "2021-04-07T07:00:00.000",
      "endTime": null,
      "automatedKeywordsOptIn": true,
      "defaultCPCBid": {
        "amount": "1",
        "currency": "USD"
      },
      "targetingDimensions": {
        "age": null,
        "gender": null,
        "country": null,
        "adminArea": null,
        "locality": null,
        "deviceClass": {
          "included": [
            "IPHONE",
            "IPAD"
          ]
        }
      },
      "daypart": null,
      "appDownloaders": {
        "included": [],
        "excluded": []
      }
    },
    {
      "orgId": <orgId>,
      "modificationTime": "2021-08-07T23:30:17.280",
      "status": "ENABLED",
      "servingStatus": "RUNNING",
      "servingStateReasons": null,
      "displayStatus": "RUNNING",
      "deleted": false
    }
  ],
  "pagination": {
    "totalResults": 17,
    "startIndex": 0,
    "itemsPerPage": 17
  },
  "error": null
}
```

Get Ad Groups

Returns data on a specific ad group or all ad groups for a specified campaign.

Method	Endpoint
GET	/https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}
GET	https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups

Update an Ad Group

To update ad groups, use the associated `campaignId` and `adgroupId` in the URI path. Use [partial updates](#) as needed. With an ad group update, if you are updating targeting dimensions then all `targetingDimensions` must be specified. You can set values to null where applicable.

If updating `targetingDimensions` then all dimensions must be specified.

Method	Endpoint
PUT	https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}

Example Request Payload:

```
{
  "name": "<name>",
  "cpaGoal": {"amount": "100", "currency": "USD"},
  "startTime": "2021-02-20T16:20:31.650",
  "endTime": "2021-02-20T19:33:31.650",
  "automatedKeywordsOptIn": false,
  "defaultBidAmount": {"amount": "100", "currency": "USD"},
  "targetingDimensions": {
    "age": {"included": [{"minAge": 20, "maxAge": 25}]},
    "gender": {"included": ["M"]},
    "country": null,
    "adminArea": null,
    "locality": null,
    "deviceClass": {"included": ["IPAD", "IPHONE"]},
    "daypart": {"userTime": {"included": [1, 3, 22, 24]}},
    "appDownloaders": null
  }
}
```

Delete Ad Groups

Deletes an ad group with a campaign and ad group identifier.

Method	Endpoint
DELETE	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}</code>

Ad Group Object

Field	Type	Properties	Description
<code>automatedKeywordsOptIn</code>	Boolean	<ul style="list-style-type: none">• Optional• Updatable	Indicates whether Search Match has been enabled for the ad group or not.
<code>campaignId</code>	Number	Required	Set by the services based on context. <ul style="list-style-type: none">• On <code>createCampaign</code>, the ID is set after the campaign is created.• On <code>createAdGroup</code>, the ID is set based on the <code>campaignId</code> in the URI.
<code>cpaGoal</code>	Amount Object	<ul style="list-style-type: none">• Optional• Updatable	Optionally define your cost-per-acquisition goal.
<code>defaultCpcBid</code>	Amount Object	<ul style="list-style-type: none">• Required• Updatable	You must define your default cost-per-click bid when creating a campaign.
<code>deleted</code>	Boolean	Read Only	Indicates whether the ad group has been soft-deleted or not.
<code>endTime</code>	UTC-timestamp	<ul style="list-style-type: none">• Required• Updatable	The time the designated ad group ends.
<code>id</code>	Number	Read Only	An assigned, globally unique identifier.
<code>modificationTime</code>	UTC-timestamp	Read Only	When the object was last modified.

name	String	<ul style="list-style-type: none"> • Required • Updatable 	Has to be unique within the org.
orgId	Number	Read Only	Set according to authorization. The orgId is the ID associated with your account in the web UI.
servingStateReasons	List of strings	Read Only	When an Ad Group is not running, a list of reasons will be returned as strings.
servingStatus	Enum	Read Only	Whether the campaign/ ad group is actually serving or not. Values are: RUNNING NOT_RUNNING
startTime	UTC-timestamp	<ul style="list-style-type: none"> • Required • Updatable 	The time the designated ad group starts .
status	Enum	<ul style="list-style-type: none"> • Optional • Updatable 	Values are: ENABLED (default) PAUSED
targetingDimensions	TargetingDimensions Object	<ul style="list-style-type: none"> • Optional • Updatable 	If not set, defaults to currently supported devices of the promoted app. See Targeting Dimensions for additional details.

Targeting Dimensions

Targeting dimensions are optional criteria to narrow the viewing audience of your ad.

Example Request Payload:

```
{
  "targetingDimensions": {
    "age": {
      "included": [
        {
          "minAge": 20,
          "maxAge": 25
        }
      ]
    },
    "gender": {
      "included": [
        "F"
      ]
    },
    "country": {
      "included": [
        "US"
      ]
    },
    "adminArea": {
      "included": [
        "US|CA"
      ]
    },
    "locality": {
      "included": [
        "US|CA|Cupertino"
      ]
    },
    "deviceClass": {
      "included": [
        "IPAD",
        "IPHONE"
      ]
    },
    "daypart": {
      "userTime": {
        "included": [
          1,
          3,
          22
        ]
      }
    }
  }
}
```

Admin Area and Locality

Field	Properties	Description
adminArea	<ul style="list-style-type: none"> Optional Updatable 	AdminAreaCriteria and LocalityCriteria enable targeting users by geographic location. For example, a campaign promoting a U.S. app can target admin areas (states) and localities (cities) within the U.S. See also Geo Search .
locality	<ul style="list-style-type: none"> Optional Updatable 	

Age

Field	Properties	Description
age	<ul style="list-style-type: none"> Optional Updatable 	Targets by demographic. Limit the age group who you want to show your ad to. Multiple ranges can be input as a list.

Example Request Snippet: age

```
"included": [{
  "minAge": 20,
  "maxAge": 25
},
]
```

Parameter	Type	Properties	Values
minAge	Int	Required	The minimum age targeting is 18.
maxAge	Int	<ul style="list-style-type: none"> Optional Updatable 	May be null. There is no limit for maxAge.

App Downloaders

The App Downloaders targeting dimension is used to limit viewing of your ad to audiences who have or have not downloaded apps that you are trying to promote.

Field	Properties	Description
appDownloaders	<ul style="list-style-type: none">• Optional• Updatable	<p>Enables you to target users who have downloaded a specific app, or downloaded multiple apps, or have not downloaded an app.</p> <p>Values are a list of adamIds of your apps. You can also search for the adamId using /v3/search/apps.</p> <p>Values can only include apps that you own. The included list may only include an adamId that belongs to the ITC that the parent-org is associated with.</p> <p>The excluded list can contain only campaigns adamId of the app that you are trying to promote with your campaign.</p> <p>The included list contains the adamid of the campaign or adamid of other apps dev owns.</p>

Example Request Snippet: appDownloaders

```
"appDownloaders": {
  "included": [],
  "excluded": ["adamId"]
}
```

Country

Field	Properties	Description
Country	<ul style="list-style-type: none">• Optional• Updatable	For country dimension, use a single country code in ISO-ALPHA2-COUNTRYCODE format. Use Geo Search with entity. Note, Geo targeting is not supported for campaigns served to multiple countriesOrRegions. Use Update Campaign Request to clear geo targeting from a campaign update.

Example Request Snippet: country

```
{
  "country": {
    "included": [
      "US"
    ]
  }
}
```

Daypart

Limit when you want to show your ad.

Field	Properties	Description
daypart	<ul style="list-style-type: none">• Optional• Updatable	Targets by a specific time of day. The hours of a week are represented by numbers. Numbers can be in the range 0-167, which represent hours of the week, starting from Sunday 12AM. For example, the hour beginning Monday at 1:00AM is 25.

Example Request Snippet: daypart

```
"daypart": {
  "userTime": {
    "included": [1, 3, 22,24]
  }
}
```


Device Class

Field	Properties	Description
deviceClass	<ul style="list-style-type: none">• Optional• Updatable	Targets or excludes users by device type. Device Class Values <ul style="list-style-type: none">• IPAD• IPHONE (includes iPhone and iPod Touch)

Example Request Snippet: deviceClass

```
"deviceClass": {
  "included": ["IPAD", "IPHONE"]
}
```

Gender

Field	Properties	Description
gender	<ul style="list-style-type: none">• Optional• Updatable	Targets by demographic. Specify the gender you want to show your ad to. To specify both male and female, pass NULL. Gender Values <ul style="list-style-type: none">• Gender: M, F

Example Request Snippet: gender

```
"gender": {
  "included": ["M"]
}
```

Keywords

Ad groups use two keyword object types: targeting and negative. Both are case insensitive.

Use Search Match to automatically show ads on search terms relevant to your app. You can use up to 5000 keywords for targeting and negative keywords. As a best practice for performance, you can use up to 1000 keywords per API call.

- [Targeting keywords](#) are relevant words or phrases used when you want to show ads according to keywords when searching for your app. Also, for keywords that you want to bid on. [Targeting keywords](#) supports up to one thousand keywords.
- [Negative keywords](#) can be used with both [campaigns](#) and [ad groups](#) when you want to prevent keywords from showing in App Store searches.

Keyword Object

Field	Type	Properties	Selectors	Description
adGroupId	Number	Read Only	EQUALS IN	Represents the identifier for the ad group.
bidAmount	Amount Object	<ul style="list-style-type: none">• Required• Updatable		The bid amount to display your ad for the matching text value. If not specified then the field remains NULL. The system will use the Ad Group defaultCpcBid to charge the spend.
deleted	Boolean	Read Only	EQUALS IN	Indicates whether the keyword has been soft deleted or not. All keywords, which belong to an ad group that had been soft deleted, are also soft deleted.
id	Number	Read Only	EQUALS IN	Assigned, globally unique identifier.
matchType	Enum	<ul style="list-style-type: none">• Optional		Controls how ads are matched to user searches. Values are: EXACT BROAD (default)

modificationTime	UTC-timestamp	Read Only		When the object was last modified.
status	Enum String	<ul style="list-style-type: none"> • Optional • Updatable 		Values are: ACTIVE (default) PAUSED
text	String	Required		The word or phrase to match in user searches, to show your ad.

Negative Keywords Object

Field Name	Type	Properties	Selectors	Description
id	Number	Read Only	EQUALS IN	A globally unique identifier.
campaignId	Number	<ul style="list-style-type: none"> Required to create Required to update 	EQUALS IN	Represents the identifier for the campaign.
adGroupId	Number	<ul style="list-style-type: none"> Required to create Required to update 	EQUALS IN	<p>Represents the identifier for the ad group.</p> <p>This field is applicable negative keyword of ad groups. For campaigns the field is not applicable.</p>
modificationTime	UTC-timestamp	Read Only		When the object was last modified.
text	String	Required		The word or phrase to match in user searches, to show your ad.
matchType	Enum	Required		<p>Controls how ads are matched to user searches.</p> <p>Values are: EXACT BROAD (default)</p>
Status	Enum String	<ul style="list-style-type: none"> Optional Updatable 		<p>Values are: ACTIVE (default) PAUSED</p>

deleted	Boolean	Read Only		<ul style="list-style-type: none">• Indicates whether the negative keyword has been soft deleted or not.• All negative keywords, which belong to a soft deleted campaign or ad group, are also soft deleted.
---------	---------	-----------	--	---

Ad Group Targeting Keywords

Create Targeting Keywords

Creates targeting keywords in ad groups.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/bulk

Example Request Payload:

```
[ {
  "text": "keyword 4",
  "matchType": "BROAD",
  "bidAmount": {
    "amount": "1.50",
    "currency": "USD"
  }
},
{
  "text": "keyword 5",
  "matchType": "EXACT",
  "bidAmount": {
    "amount": "2",
    "currency": "USD"
  }
}
]
```

Find Targeting Keywords

Find keywords in ad groups within specified campaign using selector conditions. If no selector conditions are specified, keywords across all ad groups of the campaign are returned. Add selector `adGroupId` to narrow results to specific ad groups.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/targetingkeywords/find</code>

Example Request Payload:

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "matchType",
      "operator": "EQUALS",
      "values": [
        "BROAD"
      ]
    }
  ]
}
```

Get Targeting Keywords

Returns all keywords in ad groups. To return all targeting keywords used in a campaign, use the associated `campaignId` and `adgroupId` in the URI. You can also use [partial fetch](#).

Method	Endpoint
GET	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords</code>
GET	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/{keywordId}</code>

Update Targeting Keywords

To update targeting keywords, use the associated campaignId and adgroupId in the URI. The id in the payload must belong to a keyword that exists inside the ad group in the URI. The status and bidAmount fields are modifiable in the payload. Use [Partial Updates](#) to edit a subset of object properties without having to include all object properties in the payload.

Method	Endpoint
PUT	https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/targetingkeywords/bulk

Example Request Payload:

```
[
  {
    "id": <id>,
    "adGroupId": <adGroupId>,
    "text": "keyword1",
    "status": "PAUSED",
    "matchType": "BROAD",
    "bidAmount": {
      "amount": "2",
      "currency": "USD"
    },
    "deleted": false
  },
  {
    "id": <id>,
    "adGroupId": <adGroupId>,
    "text": "keyword2",
    "status": "PAUSED",
    "matchType": "EXACT",
    "bidAmount": {
      "amount": "1",
      "currency": "USD"
    },
    "deleted": false
  }
]
```

Campaign Negative Keywords

Negative keywords are words or phrases for which you want to prevent your ad from being shown when searches are run containing the selected negative keyword.

Create Campaign Negative Keywords

To create campaign negative keywords, use the associated campaignId in the URI.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/negativekeywords/bulk</code>

Example Request Payload:

```
[
  {
    "text": "keyword 1",
    "matchType": "BROAD"
  },
  {
    "text": "keyword 2",
    "matchType": "EXACT"
  }
]
```

Find Campaign Negative Keywords

To find campaign negative keywords, use the associated `campaignId` in the URI. Find calls use selectors. If no selector conditions are specified, all negative keywords in the campaign are returned in the response. See [NegativeKeyword](#) object for details on Selector Condition operators per field.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/negativekeywords/find</code>

Example Request Payload:

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "matchType",
      "operator": "EQUALS",
      "values": [
        "BROAD"
      ]
    }
  ]
}
```

Get Campaign Negative Keywords

To return a specific campaign negative keyword or all campaign negative keywords, use the associated `campaignId` and `keywordId` in the URI. You can also use [partial fetch](#).

Method	Endpoint
GET	<code>/campaigns/{campaignId}/negativekeywords</code>
GET	<code>/campaigns/{campaignId}/negativekeywords/{keywordId}</code>

Update Campaign Negative Keywords

To update campaign negative keywords, use the associated campaignId in the URI. The id used in the payload must belong to a negative keyword that exists inside the campaign specified in the URI. The status field are modifiable with PAUSED or ACTIVE values. Use [partial updates](#) to edit a subset of object properties without having to include all object properties in the payload.

If data is not updated, PUT calls for negative keywords returns a null response.

Method	Endpoint
PUT	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/negativekeywords/bulk</code>
Example Request Payload:	
<pre>[{ "text": "negative keyword 1", "matchType": "EXACT" }, { "text": "negative keyword 2", "matchType": "BROAD" }]</pre>	

Delete Campaign Negative Keywords

To delete campaign negative keywords, use the associated campaignId in the URI. Include each keywordId in the payload.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/negativekeywords/delete/bulk</code>
Example Request Payload:	
<pre>[<keywordId>, <keywordId>, <keywordId>]</pre>	

Ad Group Negative Keywords

Negative keywords prevent your ad from showing up for App Store searches. Negative keywords can belong to a campaign or an ad group.

Create Ad Group Negative Keywords

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/bulk</code>

Example Request Payload:

```
[
  {
    "id": "000000",
    "status": "PAUSED"
  },
  {
    "id": "000000",
    "status": "PAUSED"
  }
]
```

Find Ad Group Negative Keywords

To find negative keywords, use the associated `campaignId` and `adgroupId` in the URI. Find calls use selectors. If no Selector Condition operators are included in the payload, then the API returns all negative keywords across all ad groups of the campaign. Use the `adGroupId` field with selector conditions to narrow results to specific ad groups.

Method	Endpoint
POST	<code>/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/find</code>

Example Request Payload:

```
{
  "pagination": {
    "offset": 0,
    "limit": 1000
  },
  "orderBy": [
    {
      "field": "id",
      "sortOrder": "ASCENDING"
    }
  ],
  "conditions": [
    {
      "field": "matchType",
      "operator": "EQUALS",
      "values": [
        "BROAD"
      ]
    }
  ]
}
```

Get Ad Group Negative Keywords

Fetches all or a specific negative keyword in an ad group.

Method	Endpoint
GET	<code>/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords</code>
GET	<code>/campaigns/{campaignId}/adgroups/{adGroupId}/negativekeywords/{keywordId}</code>

Update Ad Group Negative Keywords

To update campaign negative keywords, use the associated campaignId in the URI. The id used in the payload must belong to a negative keyword that exists inside the campaign specified in the URI. The status field are modifiable with PAUSED or ACTIVE values. Use [partial updates](#) to edit a subset of object properties without having to include all object properties in the payload.

Method	Endpoint
PUT	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/negativekeywords/bulk</code>

Delete Ad Group Negative Keywords

To delete an ad group, include the associated campaignId and adgroupId in the URI path. This is a soft deletion.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/negativekeywords/delete/bulk</code>

Example Request Payload:

```
[  
  <keywordId>,  
  <keywordId>,  
  <keywordId>  
]
```

Search

Search is used to fetch app and geo criteria used for [audience refinement](#). Search also returns important data used elsewhere in the API.

App Search

Use this endpoint to search for iOS apps that you can promote in a campaign. You can Use Query Params to fetch data.

An app search returns your adamId which can be used in [Create a Campaign](#) in addition to the AppDownloaderCriteria targeting dimension. You can apply targeting dimensions to ad groups using [Create an Ad Group](#) or [Update an Ad Group](#).

Enables retrieval of a list of apps based on adamId.

Using QueryParams

All search patterns use a prefix-matching algorithm.

- Spaces are allowed in search patterns.
- The entire pattern needs to be enclosed in internal quotes.
- QueryParams require a minimum of three characters.
- If you are sending a quoted search string via cURL, use HTML encoding.

Method	Endpoint
GET	https://api.searchads.apple.com/api/v3/search/apps

Query Param	Type	Properties	Description
Query	String	Required	Search for a list of iOS apps based on adamId using a matching query prefix.

Example QueryParam: query for adamId

```
"https://api.searchads.apple.com/api/v3/search/apps?query=Run%20Ke"
```


Query Param	Type	Properties	Description
limit	Number	Optional	A limit on the number of apps in the response.
Example QueryParam: limit			
<code>"https://api.searchads.apple.com/api/v3/search/apps?limit=100"</code>			
returnedOwnApps	True/False	Optional	Use returnedOwnApps to return the list of apps that are owned by the iTC accounts (if any) linked to the orgId specified in the header.
Example QueryParam: returnedOwnApps			
<code>"https://api.searchads.apple.com/api/v3/search/apps?query="appexample"&returnOwnedApps=true"</code>			

Example Request Payload:

```
[
  {
    "adamId": long,
    "appName": "string",
    "developerName": "string"
    "countryCodes": [list of "<ISO_ALPHA2_COUNTRYCODE>"
strings]
  },
  ...
]
```

AppInfo Object

The response to an app search request.

Field Name	Type	Description
adamId	int64	Your unique App Store Connect application identifier.
appName	string	The name of the app.
countryOrRegionCodes	string	A list of ISO-ALPHA2-COUNTRYCODE strings.
developerName	string	The developer name for the app.

Search for Geo Locations

Search for a list of targetable user locations (country, admin area, sub-admin area) with a prefix matching the query.

The targetable location id that is returned can be used as an input value when setting the applicable targeting location dimensions.

Required fields are `id` and `entity`. If no parameters are input, all applicable values will be returned.

Note: The API does not currently support DMA or zip code targeting for U.S. geo search.

Using QueryParams

All search patterns use a prefix-matching algorithm.

- Spaces are allowed in search patterns.
- The entire pattern needs to be enclosed in internal quotes.
- QueryParams require a minimum of three characters.
- If you are sending a quoted search string via cURL, use HTML encoding.

Method	Endpoint
GET	https://api.searchads.apple.com/api/v3/search/geo
Example QueryParam: query	
"https://api.searchads.apple.com/api/v3/search/geo?query=%22New%20H%22"	

Example Request Payload:

```
{
  "data": [
    {
      "id": "US",
      "entity": "Country",
      "displayName": "United States"
    },
    {
      "id": "US|NY",
      "entity": "AdminArea",
      "displayName": "New York, United States"
    },
    {
      "id": "US|NY|New York",
      "entity": "Locality",
      "displayName": "New York, New York, United States"
    }
  ],
}
```

QueryParam	Type	Properties	Description
Entity	String	Optional	<p>The QueryParam searches the displayNames for Locality and AdminArea in all languages. Search results will be in the preferred language according to your org. Based on matching language, the returned preferred language result might be different, even though it represents the same entity correctly.</p> <p>Values: AdminArea Locality</p>

Example QueryParam: limit and entity

```
"https://api.searchads.apple.com/api/v3/search/geo?limit=1000&entity=Locality"
```

QueryParam	Type	Properties	Description
id	String	Optional	<p>Geographic location. Formatted by CountryCode AdminArea Locality.</p> <ul style="list-style-type: none"> CountryCode is a ISO-ALPHA2-COUNTRYCODE string. AdminArea is state. Locality is city.

Example QueryParam: id

```
"https://api.searchads.apple.com/api/v3/search/geo?id==US|NY|York"
```

limit	Number	Optional	A limit on the number of geo locations in the response.
-------	--------	----------	---

Example QueryParam: limit

```
"https://api.searchads.apple.com/api/v3/search/geo?limit=100"
```

Get a List of Geo Locations

Use this endpoint to return corresponding display names based on geo id. Use display names to specify a geographic targeting location. First, use the [Search for Geo Locations](#) endpoint to fetch a geo id to use in the payload.

Search for a list of geo locations including id and entity type to return displayNames.

Method	Endpoint
POST	/search/geo
Example Request Payload:	
<pre>[{ "id": "US NY New York Mills", "entity": "Locality" }]</pre>	

Creative Sets

Creative Sets is a grouping of screenshots and app previews you select from your App Store product page to create more ad variations. With ad variations, you can test different variations of your ad in ad groups and optimize for different devices and display sizes. See searchads.apple.com for some suggestions on testing ad variations across campaigns.

After setting up your app and assets on [App Store Connect](#), you can create and link Creative Sets to ad groups through the API or through the [Apple Search Ads UI](#).

Supplying Asset Details to App Store Connect

Using Creative Sets in the Apple Search Ads Campaign Management API requires assets of your app to be uploaded to [App Store Connect](#). There are two important requirements that must be met for the API to return asset data.

- Your app needs a minimum number of assets. See the [Asset object](#), [MediaAppPreviewOrScreenshots](#) and [MediaAppPreviewOrScreenshotsDetail](#) for app asset descriptions.
- The supported language linked to your campaign must be the same as the [App Store Connect](#) geo location of your app.

After you have uploaded your app assets to [App Store Connect](#):

1. Use [Get App Language, Device Sizes, and Assets Details](#) to identify supported languages for your app and countries or regions.
2. [Create Ad Group Creative Sets](#).
3. Creative Sets can be reassigned to another ad group using [Assign Creative Sets to an Ad Group](#).
4. You can measure campaign performance based on metrics returned through [Get Creative Set Level Reports](#).

Get App Language, Device Sizes, and Assets Details

Fetches assets used with Creative Sets. Use this endpoint to return assets for an app associated with an adamId. Use your adamId in the URI.

Your iTunes application identifier is your adamId. Each time you use an adamId in the API it must match the adamId used in your campaign. Use [Get Campaigns](#) to obtain your adamId and correlate it to the correct campaign.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/creativeappassets/{adamId}</code>
1st step Request Payload:	
<pre>{ "countriesOrRegions": ["US"] }</pre>	
2nd step Request Payload:	
<pre>{ "countriesOrRegions": ["US"], "assetsGenIds": ["<assetGenId>", "<assetGenId>"] }</pre>	

In the first step, use the `assetGenIds` for each asset returned in the response to get specific assets of apps assigned to Creative Sets ad variations. In this case, pass each `assetGenId` attribute in the payload for step 2.

If successful, the HTTP status code is 200 (OK) and the [MediaCreativeSetDetailResponse](#) object is returned.

Note: Assets are organized within the app by language and device size. There must be enough assets available under the device size for them to be returned. If you have upload some assets and they are not being returned, make sure the minimum number of assets required for Creative Sets per device, orientation and asset type have been uploaded to [App Store Connect](#).

Get App Preview Device Sizes

Fetches supported app preview device size mappings. Use this endpoint to return a complete list of supported app preview device size mappings. If successful, the HTTP status code is 200 (OK) and the `AppPreviewDevicesMappingResponse` object is returned.

Method	Endpoint
GET	https://api.searchads.apple.com/api/v3/creativeappmappings/devices
Example Response Payload:	
<pre>{ "data": { "ipadPro": "iPad 12.9", "iphone6+": "iPhone 5.5", "iphone_5_8": "iPhone 5.8", "iphone5": "iPhone 4", "iphone6": "iPhone 4.7", "ipadPro_2018": "iPad 11", "ipad": "iPad 9.7", "iphone_6_5": "iPhone 6.5", "ipad_10_5": "iPad 10.5" } }</pre>	

Create an Ad Group Creative Sets Ad Variation

Use this endpoint to create a Creative Sets ad variation and assign it to an ad group. AdGroupCreativeSet relationships must be created through the [Apple Search Ads UI](#). API users can only Read and Update AdGroupCreativeSet.

Each AdGroupCreativeSet relationship has a unique entry and can be managed independently per adGroup (e.g. Enabled, Paused, Removed). A Creative Sets ad variation can only serve if the AdGroupCreativeSet status is Enabled and the ad group serving status is Running.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets/creativesets</code>

Example Request Payload:

```
{
  "creativeSet": {
    "adamId": <adamId>,
    "name": "<name>",
    "languageCode": "en-US",
    "assetsGenIds": [
      "<assetsGenId>",
      "<assetsGenId>",
      "<assetsGenId>",
      "<assetsGenId>"
    ]
  }
}
```

To create an Ad Group Creative Sets ad variation, pass the adamId and a assetGenIds in the request payload. To obtain assetGenIds, link a supported language to your app. See Payload Example: [Get App Language, Device Sizes, and Assets Details](#).

- Use the assetGenIds for each asset returned in the response to get specific assets of apps assigned to a Creative Sets ad variation. See Payload Example: [Get App Language, Device Sizes and Assets Details](#) Using assetGenId. The assetGenId is assigned to each of your Creative Sets assets.
- When you create a Creative Sets ad variation and assign it to an ad group, the system generates an id and a creativeSetId in the response payload.

To obtain your adamId and correlate it to the correct campaign for use in the payload, use [Get Campaigns](#).

The API returns assets in the response payload organized by language and device size. If you upload assets and they are not returned, make sure the minimum number of assets required for Creative Sets per device, orientation, and asset type are uploaded to [App Store Connect](#).

Find a Ad Group Creative Sets Ad Variation

Use this endpoint to fetch all Creative Sets assigned to ad groups. Use this endpoint to find all Creative Sets ad variations assigned to an ad group. Use the corresponding campaignId of the ad group in the URI. Use the id field with its corresponding ad group as a value in the request payload.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroupcreativesets/find</code>

Example Request Payload:

```
{
  "selector": {
    "conditions": [
      {
        "field": "id",
        "operator": "EQUALS",
        "values": [
          "11111111"
        ]
      }
    ]
  }
}
```

Update an Ad Group Creative Sets Ad Variation

Use this endpoint to updates ad group Creative Sets using an identifier. To pause or enable a `adgroupcreativeset`, use the corresponding `adgroupId` and `campaignId` in the URI path and use values: `PAUSED` or `ENABLED`.

Method	Endpoint
PUT	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroup/{adgroupId}/adgroupcreativeset/{adgroupcreativesetId}</code>
Example Request Payload:	
<pre>{"status":"PAUSED"}</pre>	

Delete an Ad Group Creative Sets Ad Variation

Use this endpoint to deletes Creative Sets from a specified ad group. To delete a Creative Sets ad variation from an ad group, retrieve your `AdGroupCreativeSetIds` from `Find AdGroupCreativeSets` to use in the request payload as an array. The response is the number of `adgroupcreativesets` deleted.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets/delete/bulk</code>
Example Request Payload:	
<pre>[11111111,22222222,33333333,44444444]</pre>	

Get a Creative Sets Ad Variation

Use this endpoint to fetch asset details of a Creative Sets ad variation. To return asset details for specific Creative Sets, use the associated `creativeSetId` in the URI path. You obtain a `creativeSetId` when you [Create an Ad Group Creative Set](#). Your app needs a minimum number of assets to return asset data.

Method	Endpoint
GET	<code>https://api.searchads.apple.com/api/v3/creativesets/{creativeSetId}</code>

Find a Creative Sets Ad Variation

Use this endpoint to fetch all Creative Sets assigned to an organization. Use this endpoint to find all Creative Sets assigned to an organization. Use the `name` or `id` field with its corresponding `campaignId` as a value in the request payload.

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/creativesets/find</code>

Example Request Payload:

```
{
  "selector": {
    "conditions": [
      {
        "field": "id",
        "operator": "EQUALS",
        "values": [
          "11111111"
        ]
      }
    ]
  }
}
```

Assign a Creative Sets Ad Variation to an Ad Group

Use this endpoint to create a Creative Sets assignment or reassignment to an ad group. In the request payload, use the `creativeSetId` obtained when you [create an ad group Creative Sets ad variation](#).

Method	Endpoint
POST	<code>https://api.searchads.apple.com/api/v3/campaigns/{campaignId}/adgroups/{adgroupId}/adgroupcreativesets</code>
Example Request Payload:	
<pre>{ "creativeSetId": <creativeSetId> }</pre>	

Update a Creative Sets Ad Variation

Use this endpoint to reassign to update a Creative Sets name using an identifier. To update a Creative Sets name, use the associated `creativeSetId` in the URI path. Use [Find Creative Sets](#) to obtain a `creativeSetId` assigned to your org.

Method	Endpoint
PUT	<code>https://api.searchads.apple.com/api/v3/creativesets/{creativeSetId}</code>
Example Request Payload:	
<pre>{ "name": "<name>" }</pre>	

Creative Sets and Ad Group Creative Sets Objects

CreativeSet Object

The basic details of a Creative Sets ad variation.

Field Name	Type	Description
id	int64	The identifier of a Creative Sets ad variation.
name	string	The name of a Creative Sets ad variation.
adamId	int64	Your App Store Connect application identifier. The adamId must be the same as the app promoted in your campaign.
creativeSetAssets	CreativeSet Asset object	The assignment relationship between an asset and a Creative Sets ad variation.
languageCode	string	The language code that comes from the media response; for example, en-US.
orgId	int64	The authorization organization. You can obtain your orgId via your account details through the Apple Search Ads UI or by calling Get User ACL , which returns roles and orgs that the API certificate has access to.
status	string	The user-controlled status to enable or pause the Creative Sets ad variation. Values are: ENABLED (default) PAUSED
statusReasons	string	The reason for the Creative Sets ad variation status. The reason gets returned only if the Creative Sets status is invalid.

CreativeSetCreate Object

The response to creating a new Creative Sets ad variation.

Field Name	Type	Description
adamId	int64	Your App Store Connect application identifier. The adamId must be the same as the app promoted in your campaign.
name	string	The name of a Creative Sets ad variation.
languageCode	string	The language code that comes from the media response; for example, en-US.
assetGenId	string	The identifier for app preview or screenshot.

FindCreativeSetRequest Object

The request to find Creative Sets.

Field Name	Type	Description
selector	Selector	A generic structure used to specify data to be returned when fetching resources. Use selector objects with find and report endpoints.
includeDeletedCreativeSetAssets	boolean	Includes deleted Creative Sets in the response payload. To include deleted Creative Sets, use the includeDeletedCreativeSetAssets query param and set to true as shown the following example. The default is false. <pre>https://api.searchads.apple.com/api/v3/creativesets/<creativeSetId>?includeDeletedCreativeSetAssets=true</pre>

Asset Object

The assets used to create Creative Sets.

Field Name	Type	Description
appPreviewDevice	string	The device for which the asset is available, corresponding to the display size. See Get App Preview Device Sizes for device mapping in the API.
assetGenId	string	The identifier for app preview or screenshot.
deleted	boolean	Indicates whether the ad group has been soft-deleted or not. All keywords, which belong to an ad group that had been soft deleted, are also soft deleted.
orientation	string	The orientation of the asset uploaded to App Store Connect . Values are: Portrait Landscape Unknown
type	string	The type of asset. App previews are still images of video assets that you have uploaded to App Store Connect . Note, the playable URL is not in the response. A screenshot is a standard image of the app that you have uploaded to App Store Connect . Values are: APP_PREVIEW SCREENSHOT

CreativeSetAsset

The assets of a Creative Sets ad variation.

Field Name	Type	Description
asset	Asset object	The asset used to create the Creative Sets ad variation.
id	boolean	A unique identifier for a Creative Sets ad variation asset assigned to an ad group.

CreativeSetAssetsDetail Object

The asset details to create a Creative Sets ad variation.

Field Name	Type	Description
creativeSetDetails		The asset details to create a Creative Sets ad variation.

CreativeSetLocaleDetail Object

Field Name	Type	Description
appPreviewDeviceWithAssets	string	The device display name, fallback device display names, and associated assets.
isPrimaryLocale	boolean	The language of the primary locale for the app used in the Creative Sets ad variation.
languageCode	string	The language code; for example, en-US.
languageDisplayName	string	The language used in the Creative Sets detail.

AdGroupCreativeSet Object

Field Name	Type	Properties	Selectors	Description
id	int64	Read Only	EQUALS, IN	Represents the identifier for the AdGroupCreativeSet
campaignId	int64		EQUALS, IN	Represents the identifier for the campaign.
adGroupId	int64		EQUALS, IN	Represents the identifier for the ad group.
creativeSetId	int64			Represents the identifier for the Creative Sets ad variation.
status	string		EQUALS, IN	Values are: ENABLED (default) PAUSED
servingStatus	string	Read Only		Whether the campaign/ ad group is serving or not. Values: RUNNING NOT_RUNNING
servingStatusReasons	enum string	Read Only		When an ad group is not running, a list of reasons will be returned as strings.
deleted	boolean	Read Only	EQUALS, IN	Indicates whether the ad group has been soft- deleted or not.
modificationTime	UTC Date	Read Only		When the object was last modified.

AdGroupCreativeSetUpdate Object

The response to ad group Creative Sets update requests.

Field Name	Type	Description
status	string	The user-controlled status to enable or pause the adgroupcreativeset. Values: ENABLED PAUSED

AssignAdGroupCreativeSetRequest

The request to assign Creative Sets to an ad group.

Field Name	Type	Description
creativeSetId	int64	The unique identifier for the Creative Sets assigned to an ad group. When you create a Creative Sets ad variation, the system sets a CreativeSetId.

MediaAppPreviewOrScreenshotsDetail Object

The app asset details of a device.

Field Name	Type	Description
deviceDisplayName	string	The display name of the device previewing the app. See Get App Preview Device Sizes for how devices are mapped in the API.
fallBackDevicesDisplayNames	Number	The device mappings for all the devices that use assets. Devices that do not have assets uploaded use the fallback device mapping.
screenshots	Number	Standard images of your app used for App Previews.
appPreviews	Number	Still images of video assets used for App Previews.

MediaAppPreviewOrScreenshots Object

The asset details of the app preview or app screenshots. The fields of this object correspond to the asset details in `MediaAppPreviewOrScreenshotsDetail`. [App Store Connect](#) refers to this feature as an app preview poster frame.

Field Name	Type	Description
<code>assetGenId</code>	string	The identifier for app preview or screenshot.
<code>assetType</code>	string	The type of asset. App previews are still images of video assets that you have uploaded to App Store Connect . Note, the playable URL is not in the response. A screenshot is a standard image of the app that you have uploaded to App Store Connect .
<code>assetURL</code>	string	The resolved URL for the screenshot or a screenshot of the video asset.
<code>orientation</code>	string	The orientation of the asset uploaded to App Store Connect .
<code>sortPosition</code>	int64	The position of the asset.
<code>sourceHeight</code>	int32	The height of the asset.
<code>sourceWidth</code>	int32	The width of the asset.

MediaCreativeSetRequest Object

The request body for getting Creative Sets ad variation assets.

Field Name	Type	Description
<code>assetsGenIds</code>	string	The relationship between a Creative Sets ad variation and an asset.
<code>countryOrRegions</code>	string	The App Store country or region you are promoting your app. The default value is US. See Get App Language, Device Sizes, and Assets Details . This field is required.

Reporting

You can fetch reports for campaigns, ad groups, targeting keywords, search terms, and creative sets. See the [ReportingRequest](#) object for guidance for setting up your reporting request payloads.

Use endpoints to fetch reports on Creative Sets used within your campaigns.

- You can use a Selector Condition with values to filter results.
- All fields are available to use with the `orderBy` selector to specify fields to sort the records list by ASCENDING or DESCENDING.

Get Campaign Level Reports

Fetches reports on campaigns.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/reports/campaigns

Example Request Payload:

```
{
  "startTime": "2019-02-20",
  "endTime": "2019-02-28",
  "selector": {
    "orderBy": [
      {
        "field": "countryOrRegion",
        "sortOrder": "ASCENDING"
      }
    ],
    "conditions": [
      {
        "field": "countriesOrRegions",
        "operator": "CONTAINS_ANY",
        "values": [
          "US",
          "GB"
        ]
      },
      {
        "field": "countryOrRegion",
        "operator": "IN",
        "values": [
          "US"
        ]
      }
    ],
    "pagination": {
      "offset": 0,
      "limit": 1000
    }
  },
  "groupBy": [
    "countryOrRegion"
  ],
  "timeZone": "UTC",
  "returnRecordsWithNoMetrics": true,
  "returnRowTotals": true,
  "returnGrandTotals": true
}
```

The following fields and metadata are returned as a ReportingCampaign object. All fields may be used with the orderBy selector except app, appName, adamId and servingStateReasons.

Field	Type	Conditions: Operator
adChannelType	String	EQUALS
app	CampaignAppDetail	
campaignId	Long	EQUALS, IN, STARTSWITH
campaignName	String	EQUALS
campaignStatus	Enum	EQUALS
countriesOrRegions	List of strings	
countryOrRegionServingStateReasons	String	
dailyBudget	Amount object	
deleted	Boolean (True, False)	EQUALS, IN
modificationTime	Timestamp	
orgId	Int64	
servingStateReasons	List of strings	
servingStatus	Enum	EQUALS
supplySources	String	CONTAINS_ANY, CONTAINS_ALL
totalBudget	Amount object	

CampaignAppDetail Object

Field	Type	Conditions: Operator
appName	String	EQUALS, IN, STARTSWITH
adamId	Long	EQUALS

Get Ad Group Level Reports

Fetches reports on ad groups within a campaign.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/reports/campaigns/{campaignId}/adgroups

Example Request Payload:

```
{
  "startTime": "2019-02-20",
  "endTime": "2019-02-28",
  "selector": {
    "orderBy": [
      {
        "field": "adGroupId",
        "sortOrder": "ASCENDING"
      }
    ],
    "conditions": [
      {
        "field": "deleted",
        "operator": "EQUALS",
        "values": [
          "false"
        ]
      }
    ]
  },
  "pagination": {
    "offset": 0,
    "limit": 1000
  }
},
"timeZone": "UTC",
"returnRecordsWithNoMetrics": true,
"returnRowTotals": true,
"returnGrandTotals": true
}
```


The following fields and metadata are returned as the ReportingAdGroup object. All fields may be used with the orderBy selector except adGroupServingStateReasons.

Field	Format	Conditions: Operator
adGroupDisplayStatus	Enum: RUNNING, ON_HOLD, PAUSED	
adGroupId	Long	EQUALS, IN, STARTSWITH
adGroupName	String	EQUALS, IN, STARTSWITH
adGroupServingStateReasons	List of strings	
adGroupServingStatus	Enum: RUNNING, NOT_RUNNING	EQUALS
adGroupStatus	Enum: ENABLED, PAUSED	EQUALS
automatedKeywordsOptIn	Boolean	EQUALS
campaignId	Int64	EQUALS, IN, STARTSWITH
cpaGoal	Amount object	
defaultCpcBid	Amount object	
deleted	Boolean (True, False)	EQUALS, IN
endTime	Timestamp	
modificationTime	Timestamp	
orgId	Int64	
startTime	Timestamp	

Get Keyword Level Reports

Fetches reports on targeting keywords within a campaign.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/reports/campaigns/{campaignId}/keywords

Example Request Payload:

```
{
  "returnRowTotals": true,
  "granularity": "DAILY",
  "timeZone": "UTC",
  "returnGrandTotals": true,
  "startTime": "2020-07-01",
  "selector": {
    "orderBy": [
      {
        "field": "localSpend",
        "sortOrder": "ASCENDING"
      }
    ],
    "conditions": [
      {
        "field": "deleted",
        "operator": "IN",
        "values": [
          "false",
          "true"
        ]
      }
    ],
    "pagination": {
      "offset": 0,
      "limit": 1000
    }
  },
  "endTime": "2020-07-02",
  "returnRecordsWithNoMetrics": true
}
```

The following fields and metadata are returned as the ReportingKeyword object. All fields may be used with the orderBy selector.

Field	Format	Conditions: Operator
adGroupDeleted	Boolean (True, False)	EQUALS, IN
adGroupId	Long	EQUALS, IN, STARTSWITH
adGroupName	String	
bidAmount	Amount object	
deleted	Boolean (True, False)	EQUALS, IN
keyword	String	EQUALS, IN, STARTSWITH
keywordDisplayStatus	Enum:	EQUALS
keywordId	Long	EQUALS, IN, STARTSWITH
keywordStatus	Enum:	
matchType	Enum: EXACT, BROAD	EQUALS
modificationTime	Timestamp	

Get Search Terms Level Reports

Fetches reports on search terms used in a campaign.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/reports/campaigns/{campaignId}/searchterms

The following fields and metadata are returned as ReportingSearchTerm object. All fields may be used with the orderBy selector.

Field	Format	Conditions: Operator
adGroupDeleted	Boolean (True, False)	EQUALS, IN
adGroupId	Long	EQUALS, IN, STARTSWITH
adGroupName	String	
bidAmount	Amount object	
deleted	Boolean (True, False)	EQUALS, IN
keyword	String	EQUALS, IN, STARTSWITH
keywordDisplayStatus	Enum: ACTIVE, PAUSED	EQUALS, IN
keywordId	Long	EQUALS, IN, STARTSWITH
keywordStatus	String	EQUALS
matchType	Enum: BROAD, EXACT	
searchTermSource	Enum: AUTO, TARGETED	EQUALS, IN
searchTermText	String	EQUALS, IN, STARTSWITH

- If searchTermSource is AUTO, then keywordMatchType will be AUTO.
- If searchTermSource is TARGETED, then keywordMatchType will be either BROAD or EXACT.

Get Creative Set Level Reports

Fetches reports on Creative Sets used within a campaign.

Method	Endpoint
POST	https://api.searchads.apple.com/api/v3/reports/campaigns/{campaignId}/creativesets

The following metadata is returned as the ReportingCreativeSet object.

Field	Format	Conditions: Operator
adGroupCreativeSetId	Long	
adGroupId	Long	EQUALS, IN
campaignId	Long	
creationTime	Timestamp	
creativeSetId	Long	EQUALS, IN, STARTSWITH
creativeSetLanguage	String	
creativeSetLanguageDisplay	String	
creativeSetName	String	EQUALS, IN, STARTSWITH, CONTAINS, ENDSWITH
deleted	Boolean (True, False)	EQUALS, IN
displayStatus	String	EQUALS, IN
modificationTime	Timestamp	
orgId	Int64	
status	String	

ReportingRequest Object

Field	Type	Properties	Values/Description
startTime	String	Required	yyyy-mm-dd
endTime	String	Required	yyyy-mm-dd
timeZone	Enum	Optional	ORTZ is the default time zone. The default timezone is set during account creation. Values can be ORTZ, UTC.
groupBy	List of strings	Optional	<p>Use the groupBy field to group responses by selected dimensions. If groupBy specifies age, gender, and geo dimensions, then returnRowTotals and returnGrandTotals must be false.</p> <p>Note: ageRange, countryCode, gender, adminArea, and locality records with fewer than 100 impressions are grouped in the API response as "other".</p> <p>The following groupBy descriptions include supported values per dimension. Field to groupBy is maximum one in the list.</p> <p>Currently supported field options for campaigns and adGroups are:</p> <ul style="list-style-type: none"> adminArea ageRange countryCode countryOrRegion deviceClass gender locality <p>See GroupBy Dimensions for selector conditions.</p>

selector	Selector	Required	<p>Selector consists of the following:</p> <p>conditions: additional types of filters (optional, used to further filter the data).</p> <p>orderBy: required, specify how the response should be sorted.</p> <ul style="list-style-type: none"> • Can sort on most metadata. • Can sort on all groupBy dimensions. • Can sort on all metrics (other than conversion rate) • Only one field is allowed. <p>pagination: optional, specify how many records to return per page (the default is 20).</p>
----------	----------	----------	---

granularity	String	Optional	<p>The report data organized by hour, day, week, and month.</p> <p>Note: if granularity is specified in the payload, then <code>returnRowTotals</code> and <code>returnGrandTotals</code> must be false. See the payload example with granularity in Get Campaign Level Reports.</p> <p>Allowed values: Hourly Daily Weekly Monthly</p> <p>HOURLY — <code>startTime</code> and <code>endTime</code> \leq 7 days apart and <code>startTime</code> \leq 30 days in the past.</p> <p>Use: <pre>"granularity": "HOURLY",</pre></p> <p>DAILY — <code>startTime</code> and <code>endTime</code> \leq 90 days apart and <code>startTime</code> \leq 24 months in the past.</p> <p>Use: <pre>"granularity": "DAILY",</pre></p> <p>WEEKLY — <code>startTime</code> and <code>endTime</code> $>$ 14 days and \leq 365 days apart and <code>startTime</code> \leq 24 months in the past.</p> <p>Use: <pre>"granularity": "DAILY",</pre></p> <p>MONTHLY — <code>startTime</code> and <code>endTime</code> $>$ 3 months apart and <code>startTime</code> \leq 24 months in the past.</p>
-------------	--------	----------	---

<code>returnRowTotals</code>	Boolean	Optional	<p>Specify whether to return the total of each row. Default is <code>false</code>.</p> <p>Note: <code>returnRowTotals</code> can be used to get the sum of the metrics but cannot be used in conjunction with <code>granularity</code>.</p> <p>If <code>granularity</code> is specified then <code>returnRowTotals</code> must be <code>false</code>.</p>
<code>returnGrandTotals</code>	Boolean	Optional	<ul style="list-style-type: none"> • Used to return total for all the rows in the result set. • This can only be used if <code>returnRowTotals</code> is also <code>true</code>. <p>Note: <code>returnGrandTotals</code> can be used to get the sum of the metrics but cannot be used in conjunction with <code>granularity</code>.</p>
<code>returnRecordsWithNoMetrics</code>	Boolean	Optional	<p>Specifies whether records with no stats should also be returned. Default is <code>false</code>.</p>

groupBy Dimensions

If a `groupBy` dimension is specified, then metadata will return `groupBy` dimension fields. Grouping or filtering by age, gender, or geo, records with fewer than 100 impressions will be grouped into an "other" bucket.

Note: `groupBy` is not supported with keywords level reports, Creative Set level reports, and search term level reports..

Dimension	Format	Conditions: Operator	Description
<code>adminArea</code>	String UNKNOWN	EQUALS, IN	The <code>adminArea</code> dimension is a group of States or the equivalent according to its associated Country. See Search for Geo Locations to retrieve geo locations. In Get Ad Group Level Reports , you must use the <code>adminArea</code> dimension with <code>countryCode</code> . The <code>locality</code> dimension is optional.
<code>ageRange</code>	Enum: 18-24, 25-34, 35-44, 45-54, 55-64, 65\+, UNKNOWN	EQUALS, IN	The <code>ageRange</code> dimension is a group of the user demographic age ranges. In Get Ad Group Level Reports , the <code>ageRange</code> dimension is available to use with <code>deviceClass</code> .

countryCode	ISO Alpha-2 UNKNOWN	EQUALS, IN	<p>The countryCode dimension is a group of country codes that indicate where the campaign ads are served on the App Store.</p> <p>In Get Ad Group Level Reports, the countryCode dimension is available to use with deviceClass, adminArea, and locality.</p>
countryOrRegion	String (ISO-ALPHA2 country code)	EQUALS, IN	<p>The countryOrRegion dimension is a group of country and regions.</p> <p>In Get Campaign Level Reports, Get Ad Group Level Reports, Get Keyword Level Reports, and Get Search Terms Level Reports the countryOrRegion dimension is available to use with deviceClass.</p> <p>The countryOrRegion dimension is available to use in Get Creative Set Level Reports without the deviceClass dimension.</p>
deviceClass	Enum: IPHONE, IPAD, UNKNOWN	EQUALS	<p>The deviceClass dimension is a group of device classes that the promoted application supports.</p> <p>In Get Ad Group Level Reports, the deviceClass dimension is available to use with any other dimension.</p>

gender	Enum: M, F, UNKNOWN	EQUALS	<p>The gender dimension is a group of user-demographic genders.</p> <p>In Get Ad Group Level Reports, the gender dimension is available to use with deviceClass.</p>
locality	String UNKNOWN	EQUALS, IN	<p>The locality dimension is the city or the equivalent according to its associated adminArea. See Search for Geo Locations to retrieve geo locations.</p> <p>In Get Ad Group Level Reports, the locality dimension with higher dimensions is available to use with countryCode and adminArea.</p>

ReportingResponse Object

The ReportingResponse Body is a container for returned data. The ReportingResponse Body also includes pagination details that refer to the rows in the ReportingResponse object.

SpendRow and ExtendedSpendRow Objects

Provides tap, conversion, and monetary totals.

Expressed as SpendRow in the response, which is the same as ExtendedSpendRow except with the date attribute. See [Reporting Response](#).

Field	Type	Properties	Description
avgCPA	Amount object	Read Only	Average cost-per-acquisition (CPA) is total spend divided by the number of installs received within a period.
avgCPT	Amount object	Read Only	CPT (cost-per-tap) is treated as the same metric as CPC (cost-per-click). Ratio is spend over taps.
conversionRate	Double	Read Only	The total number of conversions received within a period divided by total number of taps within the same period.
date	String	Read Only	Date range of the report. Format is MM-DD-YYYY HH. Note: this attribute is in ExtendedSpendRow only.
impressions	Double	Read Only	The number of times your ad appeared in App Store search results within the reporting time period.
installs	Enum	Read Only	The total number of downloads or redownloads resulting from an ad within the reporting period. Apple Search Ads installs are attributed within a 30-day tap-through window.
latOnInstalls	Double	Read Only	Installs from users who have enabled Limit Ad Tracking (LAT) on their device.
latOffInstalls	Double	Read Only	Installs from users who have not enabled Limit Ad Tracking (LAT) on their device.

localSpend	Double	Read Only	The calculated sum of cost associated with each impression served. Spend is measured in the currency used in the campaign.
newDownloads	Double	Read Only	App downloads from new users who have never before installed your app.
redownloads	Double	Read Only	Occurs when a user downloads your app, deletes it, and downloads the same app again following a tap on an ad on the App Store, or downloads the same app to an additional device.
taps	Number	Read Only	The number of times your ad was tapped by users within the reporting time period.
ttr	Double	Read Only	The tap-through rate (TTR) is the number of times your ad was tapped by customers divided by the total impressions your ad received.

Row Object

The report metrics organized by time granularity.

Field	Type	Description
granularity	ExtendedSpendRow object	See ReportingRequest Object for details.
metadata	MetaDataObject	Reporting request data.
other	boolean	Corresponds to targeting dimensions criteria that fall below a threshold of fewer than 100 demographic dimensions and fewer than 10 for search terms returned in reports. If true, the corresponding dimensions are null.
total	SpendRow	The tap, conversion, and monetary totals. Expressed as SpendRow, which is the same as ExtendedSpendRow except it also includes the date attribute.
insights	InsightsObject	The bid recommendations according to currency type. Includes range and amount. See KeywordInsights and Get Keyword Level Reports

KeywordInsights Object

KeywordInsights help you apply your bid strategy to exact match keywords and similar keywords used in broad match. Use KeywordInsights to optimize campaign performance through your Search Match discovery campaigns.

Field	Type	Description
bidRecommendation	KeywordBidRecommendation Object	The bid recommendation for a keyword.

KeywordBidRecommendation Object

A `KeywordBidRecommendation` is an indicator that varies over time to help you incrementally increase the likelihood of your ad showing in searches on App Store Connect. A `KeywordBidRecommendation` changes once per day and should not be considered a representation of a bid floor or ceiling. If there is an existing bid on a keyword, the bid recommendation is always greater.

Field	Type	Description
<code>bidMax</code>	Money Object	The maximum bid amount indicator according to currency type.
<code>bidMin</code>	Money Object	The minimum bid amount indicator according to currency type.

Document Revision History

Date	Notes
March 2021	Initial version.



Apple Inc.
Copyright © 2021 Apple Inc.
All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, mechanical, electronic, photocopying, recording, or otherwise, without prior written permission of Apple Inc., with the following exceptions: Any person is hereby authorized to store documentation on a single computer or device for personal use only and to print copies of documentation for personal use provided that the documentation contains Apple's copyright notice. No licenses, express or implied, are granted with respect to any of the technology described in this document. Apple retains all intellectual property rights associated with the technology described in this document. This document is intended to assist application developers to develop applications only for Apple-branded products.

Apple Inc.
Ad Platforms
One Apple Park Way
Cupertino, CA 95014, USA

APPLE MAKES NO WARRANTY OR REPRESENTATION, EITHER EXPRESS OR IMPLIED, WITH RESPECT TO THIS DOCUMENT, ITS QUALITY, ACCURACY, MERCHANTABILITY, OR FITNESS FOR A PARTICULAR PURPOSE. AS A RESULT, THIS DOCUMENT IS PROVIDED "AS IS," AND YOU, THE READER, ARE ASSUMING THE ENTIRE RISK AS TO ITS QUALITY AND ACCURACY. IN NO EVENT WILL APPLE BE LIABLE FOR DIRECT, INDIRECT, SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES RESULTING FROM ANY DEFECT, ERROR OR INACCURACY IN THIS DOCUMENT, even if advised of the possibility of such damages. Some jurisdictions do not allow the exclusion of implied warranties or liability, so the above exclusion may not apply to you.