



Campaign Management API for News Advertisers

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Version 4.2

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Getting Started

This document describes version 4 of the Campaign Management API for News Advertisers. With the API, you can do the following.

- Create and manage ad campaigns on Apple News.
- Retrieve performance metrics for ad campaigns.
- Estimate the availability of inventory for ad placements on Apple News.

The API generally follows the functionality and workflow of [Workbench](#). If you are new to the API, start with familiarizing yourself with Workbench functionality to gain context when utilizing the API.

The Campaign Management API for News Advertisers requires credentials, an [access token](#), [certificate](#), and a [SessionId](#) which is used to maintain an interactive API session.

Authentication and Access

An access token provides authorization to all functionality of the API. To access the Apple News Ads API server, request and download the required API keys, tokens, and certificate from [Workbench](#).

1. Click on the dropdown arrow next to your account name near the top right and select **Account** from the dropdown menu.
2. Select the API tab under the page title.
3. Click **Create Key**.
4. Name your key and select Apple Inventory Campaigns.
5. Enter the Captcha text.
6. Confirm and download your key in a ZIP file, containing the following files.
 - `certificate.pem`: a client-side SSL certificate signed by Apple Ad Platforms.
 - `private_key.key`: a client-side SSL private key
 - `token.txt`: an access token

Convert PEM Certificate

The downloaded certificate is a PEM file. The following commands use the publicly available openssl and keytool utilities to convert the PEM certificate to P12 or JKS formats as needed.

1. Convert your PEM-format certificate to a P12-format certificate.

```
openssl pkcs12 -export -in certificate.pem -inkey private_key.key  
-out certificate.p12 -name "<name>"
```

2. Convert the P12-format certificate to a JKS-format certificate.

```
keytool -v -importkeystore -srckeystore certificate.p12 -srcstoretype  
PKCS12 -destkeystore certificate.jks -deststoretype JKS
```

InitSession

InitSession authenticates your account, establishes a secure connection, and provides the SessionId required to make additional API calls. InitSession must be called before every API interaction session to obtain a sessionId that will be used with all subsequent calls during the session. A SessionId expires after one hour of inactivity.

POST <https://iadapi.apple.com/news/campaigns/v4?AccessToken=<accesstoken>>

InitSession Example Request Payload

```
{
  "method": "InitSession",
  "id": "Request-012345",
  "params": {
    "accessToken": "accessToken"
  },
  "jsonrpc": "2.0"
}
```

Call	Description
InitSession	Call InitSession to initiate access and get a SessionId.

Parameter	Type	Required	Description
accessToken	String	Yes	An accessToken is one of the keys given to a user along with client side certificate to initiate a session.

Output

Parameter	Type	Description
SessionId	String	The SessionId needs to be used for all other API operations.

Example response:

```
{
  "method": "InitSession",
  "id": "Request12345",
  "params": {
    "SessionId": "c555370dfad9eb155b4bd05537b29f466eec3286"
  },
  "jsonrpc": "2.0"
}
```

InitSession is the only call in the API that does not return a Success value.

Important: As a security measure, ten successive invalid authentication attempts will lock the API access for a minimum of five hours.

Endpoints

Use the following endpoint URL: <https://iadapi.apple.com/news/campaigns/v4>

Formatting Requests

The API supports JSON-RPC 2.0 payloads over HTTP POST. Communication with the web service must use HTTPS.

- Request objects must follow the JSON-RPC 2.0 specification and must include the following fields:
 - **headers:**
 - Use Content-Type: application/json
 - pass orgId field in the header for each method call
 - **method:** A string containing the name of the method to be invoked.
 - **Id:** A unique identifier established by your client program. It must be a string that is unique for each call. The server will reply back using the same Id.
 - **params:** An array of name-value pairs of named parameters and their corresponding values.
 - **jsonrpc:** A string specifying the version of JSON-RPC protocol. The string value must be 2.0, e.g. "jsonrpc": "2.0"

Request Payload Example

```
curl --location 'https://iadapi.apple.com/news/campaigns/v4?
AccessToken=<accesstoken>' \
--header 'Content-Type: application/json' \
--header 'orgId: 123456' \
--data '{
  "method": "CreateLine",
  "id": "2011dfjldfgjl-383",
  "params": {
    "SessionId": "{{ses_id}}",
    "LineData": {
      "LineName": "API_Line_1",
      "ReferenceNumber": "Line-Ref-0",
      "LineCountry": "US",
      "FrequencyCap": "unlimited",
      "LineType": "StandardBanner",
      "CreativeType": [
        "IAB_300x250",
        "MREC_BANNER",
        "HTML_BANNER",
        "DOUBLE_BANNER",
        "IAB_728x90",
        "IAB_970x250",
        "LARGE_BANNER",
        "IAB_320x50",
        "IAB_320x320",
        "IAB_300x600"
      ],
      "AdPosition": [
        "INARTICLE",
```

```

        "INFEED"
    ],
    "CampaignId": "20809234",
    "TargetingDimensions": {
        "AgeRange": [
            "11",
            "16",
            "12",
            "17",
            "18",
            "14",
            "19",
            "20",
            "-100"
        ],
        "Gender": [
            "MALE"
        ],
        "States": [
            "us|al"
        ],
        "KeyValueInclusions": [
            {
                "KeyWord": "superfeed_key1",
                "Values": [
                    "Football"
                ]
            }
        ],
        "Categories": {
            "Include": [
                "205"
            ],
            "Exclude": [
                "133"
            ],
            "SensitiveCategoryOptIn": [
                "25"
            ]
        },
        "iTunesPref": [
            "itc_6018"
        ],
        "DeviceFamily": [],
        "OSVersions": [],
        "ConnectionTypes": []
    },
    "LinePriority": "100",
    "StartDate": "",
    "EndDate": "2024-05-13 04:14",
    "ImpressionGoal": "2024-05-30 16:44",
    "ReserveInventory": 100,
    "Override": true,
    "AppleCPM": "true"
    }
},
"jsonrpc": "2.0"
}'

```

Responses

- A response is a JSON-RPC 2.0 payload in a HTTP response with the Content-Type header of application/json encoded as UTF-8.
- The response payload contains the result, which will be a single dictionary object.
- Response objects follow the JSON-RPC 2.0 specification and include the following fields:
 - **Id**: This will be provided in every response and is the same as the Id sent in the request object.
 - **result**: a result attribute is a boolean value of true or false indicating success or failure of the API call. If Success is true, then result includes the response to the method request. If Success is false, then result includes an error message and an error code.
 - **jsonrpc**: A string specifying the version of JSON-RPC protocol, which is "jsonrpc": "2.0"

Limitations

There is a limit of 10,000 API calls per day in UTC, per 24 hours, total for the Campaign Management API for News Advertisers.

Note, there is an 8,000 record limit on postal codes returned by the API.

Campaign and Line Metadata

Use metadata to fetch parameters and values to use in when you [create a campaign](#) and [create a line](#).

Resource URL

POST <https://iadapi.apple.com/news/campaigns/v4>

In the request payload, use a method name. For example:

```
{
  "method": "GetLineInfo",
  "id": "Request123",
  "params": {
    "SessionId": "c555370dfad9eb155b4bd05537b29f466eec3286"
  },
  "jsonrpc": "2.0"
}
```

Method	Description
GetAllChannels	Returns information available about all channels that may be used in a campaign.
GetAvailableCampaign-Categories	Returns a complete list of available campaign categories to use in classifying campaigns.
GetAvailableTimeZones	Returns a list of valid time zones.
GetCategories	Returns a list of all categories in a CategoriesList.
GetCities	Returns information about available cities and states.
GetLineInfo	Returns information available about all lines in a campaign.
GetLineKeywords	Returns a list of key names used in a line as part of a key-value pair to target specific content.
GetLinkedOrgDetails	Returns a list of organizations linked to the agency organization.
GetPostalCodes	Returns a list of postal codes that can be used to specify campaign targeting.
GetPublisherChannels	Returns a list of publisher channels used for PublisherChannelExclusions.
GetSegments	Returns a list of available audience segments.
GetTargetingDetails	Returns a detailed list of all line targeting parameters.

See also [inventory methods](#) for metadata to manage your inventory. Use [reporting methods](#) to return metadata that measure the results of your campaigns.

GetAllChannels

Use GetAllChannels to retrieve a list of owned channels that can be used in a campaign. Listed by channel UUID, along with channel Name and channel Sections.

GetAllChannels requires only your SessionId as input.

GetAllChannels Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.

GetAllChannels Example Request Payload

```
{
  "method": "GetAllChannels",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

GetAllChannels Output Parameters

Parameter	Type	Max Size	Description
Channels	Collection		Array of the channel IDs owned by the advertiser, listed by channel UUID, with the channel Name and channel Sections.
Channels: <channelUUID>	String	10^3 chars	UUIDs of channels, as defined.
Sections	Array of Strings		Channel Section IDs per channel UUID.
Name	String	10^3 chars	Channel Name per channel UUID.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetAvailableCampaignCategories

Use `GetAvailableCampaignCategories` to retrieve a list of category and subcategory names that can be used for classifying campaigns.

`GetAvailableCampaignCategories` requires only your `SessionId` as input.

GetAvailableCampaignCategories Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the <code>InitSession</code> call.

GetAvailableCampaignCategories Example Request Payload

```
{
  "method": "GetAvailableCampaignCategories",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

GetAvailableCampaignCategories Output Parameters

Parameter	Type	Max Size	Description
Category	Collection		A collection of 3-tuples, each containing <code>CategoryId</code> , <code>CategoryName</code> , and <code>SubCategoryName</code> .
Category: CategoryId	Numeric String	100 chars	The Id of the category.
Category: CategoryName	String	100 chars	The name of the category.
Category: SubCategoryName	String	100 chars	Name of the subcategory.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

Response snippet

```
"Category":[
  [
    {
      "SubCategoryName":"Autos",
      "CategoryId":"10001390",
      "CategoryName":"Autos"
    }
  ],
  [
    {
      "SubCategoryName":"Business to Business (B2B)",
      "CategoryId":"10001391",
      "CategoryName":"Business to Business (B2B)"
    }
  ],
  [
    {
      "SubCategoryName":"Beauty & Cosmetics",
      "CategoryId":"10001397",
      "CategoryName":"CPG"
    }
  ],
]
```

Apply targeting dimensions using [CreateLine](#) and [UpdateLine](#). Ads in categories are served within specific channel feeds. If no categories are in input, then ads serve in all categories.

GetAvailableTimeZones

Use GetAvailableTimeZones to retrieve a list of time zone names that can be used to specify campaign scheduling.

GetAvailableTimeZones requires only your SessionId as input.

GetAvailableTimeZones Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.

GetAvailableTimeZones Example Request Payload

```
{
  "method": "GetAvailableTimeZones",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

GetAvailableTimeZones Output Parameters

Parameter	Type	Description
SupportedTimeZones	Array List	Array list of all the time zones supported and associated country.
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

GetCategories

GetCategories returns a list of all categories in a CategoriesList.

GetCategories Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
CountryCode	String	Yes	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A UK org is able to only get UK-specific values.
CampaignId	Numeric String	Yes	The Id of the campaign.

GetCategories Example Request Payload

```
{
  "method": "GetCategories",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CountryCode": "US",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

Sensitive Categories are distinguished from regular categories. The following is a snippet of an example response:

```
"CategoriesList": [
  {
    "id": 1,
    "name": "Arts and entertainment",
    "isSensitive": false //regular category
  },
  {
    "id": 34,
    "name": "Military Technology",
    "isSensitive": true //sensitive category
  },
]
```

GetCategories Output Parameters

Parameter	Type	Max Size	Description
SessionId	String	100 chars	SessionId obtained from the InitSession call.
CountryCode	String	100 chars	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A UK org is able to only get UK-specific values.
CampaignId	Long	10 ¹² chars	The Id of the campaign.
CategoriesList: id	String	100 chars	The id of the category.
CategoriesList: name	String	10 ³ chars	The name of the category.
CategoriesList: isSensitive	Boolean		If the category is sensitive or not. Values are true and false.

GetCities

Use `GetCities` to retrieve a list of cities and States that can be used to specify campaign targeting. `GetCities` requires only your `SessionId` as input.

GetCities Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
CountryCode	String	Yes	Two-character code of a country associated with the city. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. A US org is able to only get US-specific values. A UK org is able to only get UK-specific values.
StateCode	String	Yes	The key of the State associated with the city.

GetCities Example Request Payload

```
{
  "method": "GetCities",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CountryCode": "US",
    "StateCode": "us|ca"
  },
  "jsonrpc": "2.0"
}
```

GetCities Output Parameters

Parameter	Type	Description
Cities	Array List	An array list of all supported Cities with associated state and country.
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

GetLineInfo

Procedure to get information available about line types, creative types, and ad positions.

GetLineInfo Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
CampaignId	String	No	The Id of the campaign.

GetLineInfo Example Request Payload

```
{
  "method": "GetLineInfo",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

GetLineInfo Output Parameters

Parameter	Type	Description
LineTypes	Array	A list of available LineTypes.
CreativeTypes	List of Maps	Maps of LineTypes to an array of allowed creative types.
AdPositions	List of Maps	Maps of LineTypes to an array of allowed position types.
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

GetLineKeywords

Use `GetLineKeywords` to retrieve a list of key names used in a line as part of a key-value pair to target specific content. `GetLineKeywords` requires only your `SessionId` as input.

GetLineKeywords Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.

GetLineKeywords Example Request Payload

```
{
  "method": "GetLineKeywords",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

GetLineKeywords Output Parameters

Parameter	Type	Max Size	Description
Id	Numeric String	10^3 chars	The Id of the line.
result	String		The KeyNames used for targeting or excluding specific content with Apple News spotlight and sports superfeeds. Use with TargetingDimensions: KeyValueInclusions and TargetingDimensions: KeyValueExclusions in CreateLine , UpdateLine and CheckInventory .

Example Response Payload

```
{
  "id": "REQUEST-1508299347965-b3e69ca3-050a-4684-b044-9fd0935ef99c",
  "jsonrpc": "2.0",
  "result": {
    "KeyNames": [
      "spotlight_key1",
      "superfeed_key1"
    ],
    "Success": true
  }
}
```

Success	Boolean		Can be true or false depending on whether the call succeeded or not.
---------	---------	--	--

GetLinkedOrgDetails

Use `GetLinkedOrgDetails` to retrieve a list of organizations linked to the agency organization. Ensure that the `orgId` used for invoking this method is for the agency organization only.

GetLinkedOrgDetails Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
OrgId	String	No	The unique identifier for the agency organization.
CountryCode	String	No	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A UK org is able to only get UK-specific values.

GetLinkedOrgDetails Example Request Payload

```
{
  "method": "GetLinkedOrgDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47435415dddd406a3f95c90267286d5",
    "OrgId": "12345",
    "CountryCode": "US"
  },
  "jsonrpc": "2.0"
}
```

GetLinkedOrgDetails Output Parameters

Parameter	Type	Max Size	Description
OrgId	String	100 chars	The unique identifier for the agency organization.
OrgName	String	100 chars	The name of the linked organization.
reportingTimeZone	String	100 chars	The timezone for the organization. This field can be null.
country	String	100 chars	The country to which the organization belongs.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetPostalCodes

Use `GetPostalCodes` to retrieve a list of postal codes that can be used to specify campaign targeting. `GetPostalCodes` requires only your `SessionId` as input.

GetPostalCodes Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
CountryCode	String	Yes	Two-character code of a country associated with the postal code.
StateCode	String	Yes	Key of the State associated with the postal code.

GetPostalCodes Example Request Payload

```
{
  "method": "GetPostalCodes",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CountryCode": "US",
    "StateCode": "us|ca"
  },
  "jsonrpc": "2.0"
}
```

GetPostalCodes Output Parameters

Parameter	Type	Description
PostalCodes	Array List	An array list of all supported postal codes.
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

GetPublisherChannels

Use `GetPublisherChannels` to retrieve a list of publisher IDs and names. Used in conjunction with [Create Line](#), [Update Line](#) to facilitate ad relevancy and minimize brand safety concerns by excluding publisher channels.

GetPublisherChannels Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
CountryCode	String	Yes	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. A US org is able to only get US-specific values. A UK org is able to only get UK-specific values.

GetPublisherChannels Example Request Payload

```
{
  "method": "GetPublisherChannels",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CountryCode": "US"
  },
  "jsonrpc": "2.0"
}
```

GetPublisherChannels Output Parameters

Parameter	Type	Max Size	Description
PublisherChannels	Collection		An array of the Publisher channels.
PublisherName	String	255 chars	The name of the Publisher.
Channels	String		Channel(s) owned by the Publisher.
Id	String	10^3 chars	The Id of the Channel.
Name	String	10^3 chars	Name of the Channel.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetSegments

Use `GetSegments` to determine your available audience segment types in targeting and retargeting ads. Category interest segments target users who have shown interest in a specific category by following a topic or category or by reading articles related to the specified categories.

Apply targeting dimensions using [CreateLine](#) and [UpdateLine](#).

GetSegments Input Parameters

`GetSegments` requires only your `SessionId` as input.

Parameter	Type	Required	Description
<code>SessionId</code>	String	Yes	<code>SessionId</code> obtained from the InitSession call.

GetSegments Example Request Payload

```
{
  "id": "Request-012345",
  "jsonrpc": "2.0",
  "method": "GetSegments",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3"
  }
}
```

GetSegments Output Parameters

Parameter	Type	Max Size	Description
<code>Segments</code>	Collection		A collection of Id-value pairs.
<code>SegmentId</code>	String	20 chars	The Id of the segment.
<code>SegmentName</code>	String	255 chars	The name of the segment.
<code>SegmentType</code>	String	100 chars	Type of segment. Audience Composition Downloaders: Targets audience segments based on historical data from a grouping of app download behaviors. The grouping must be made up of at least five apps, none of which can represent over 50% of the segment population. App Downloader: Targets audience segments that downloaded an app owned by the advertiser.
<code>SegmentSize</code>	String	100 chars	The estimated segment size or N/A.
<code>DeveloperName</code>	String	100 chars	Identifies the owner of an app. Applicable only to composite downloader and single app downloader segment types.

Success	Boolean		Can be true or false depending on whether the call succeeded or not.
---------	---------	--	--

GetTargetingDetails

GetTargetingDetails allows you to retrieve all possible targeting parameters to use when creating a line. Apply targeting dimensions using [CreateLine](#) and [UpdateLine](#).

GetTargetingDetails Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
CountryCode	String	Yes	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A UK org is able to only get UK-specific values.
CampaignId	Numeric String	Yes	The Id of the campaign.

GetTargetingDetails Example Request Payload

```
{
  "method": "GetTargetingDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CountryCode": "US",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

GetTargetingDetails Output Parameters

Parameter	Type	Max Size	Description
TargetingDimensions	Collection		A list of dimensions containing a DimensionName and a NameValueList.
TargetingDimensions: Dimensions	Collection		Each element of Dimensions contains a DimensionName and a NameValueList.
TargetingDimensions: Country	String	100 chars	Two-character code of a country. Possible values are AU, CA, GB, US.
TargetingDimensions: OSVersionsExclusion	String		A NameValueList of supported OS/iPadOS versions used to exclude.
Dimensions: DimensionName	String	100 chars	Names of the dimension content.
Dimensions: NameValueList	List of name and value pairs		Associates code numbers and code names with value strings to define the contents of the dimension.
DimensionName: AgeRange	String		A NameValueList of age ranges.
DimensionName: Applications	String		A NameValueList of supported applications.
DimensionName: BrandProtection	String		A NameValueList of all brand protection topic UUIDs. Brand protection identifies articles that are considered sensitive. Apply UUIDs in CreateCampaign .
DimensionName: Categories	List of name and value pairs		A NameValueList of all potential categories. - Targeting for AdPosition (INFEED), is restricted to 18 categories or less. For InArticle, there is no restriction. - In GetTargetingDetails, the NameValueList includes sensitive categories grouped with regular categories. Use GetCategories to distinguish regular and sensitive categories in the API output.

DimensionName: Channels	Collection		An array of the channels IDs owned. Each name-and-value pair consists of a name part which is the channel UUID and a value part consisting of a Name parameter and a Sections parameter, where each of the Sections has name-and-value pairs similar to the NameValueList of the other Dimensions.
DimensionName: ConnectionTypes	String		A NameValueList of supported connection types.
DimensionName: Dayparting	String		A NameValueList of Dayparting values.
DimensionName: DesignatedMarketAreas	String		A NameValueList of supported US market areas.
DimensionName: Device	String		A NameValueList of device types available for use with LineData: CreativeType. See Device defaults with creative type and ad position .
DimensionName: DeviceFamily	String		A NameValueList of supported device models.
DimensionName: Gender	String		A NameValueList of gender values.
DimensionName: iTunesPref	String		A NameValueList of all iTunes preferences codes. The codes are grouped by iTunes categories: App, Movie, TV, Book, Music, Audiobook.
DimensionName: OSVersions	String		A NameValueList of supported OS/iPadOS versions.
DimensionName: PublisherBundle	String		A NameValueList of supported, available publisher bundles.
DimensionName: States	String		A NameValueList of States.
Channels: Sections	List		List of name-value pairs per channel UUID.
Channels: Name	String		Channel Name per channel UUID.
Channels: Channel UUID	String	10^3 chars	Channel UUID, identifying the corresponding Name and Sections. Note: there is no parameter name associated with this value.

Success	Boolean		Can be true or false depending on whether the call succeeded or not.
---------	---------	--	--

Campaign and Line Creation

Methods in this section allow you to create campaigns and lines and delete campaigns and lines.

Resource URL

POST <https://iadapi.apple.com/news/campaigns/v4>

The following methods allow you to create and update campaigns and lines.

Method	Description
CreateCampaign	Procedure to create a campaign and get a CampaignId.
CreateLine	Set the details of a campaign line item and get a LineId and other status parameters.
UpdateCampaign	Procedure to update a campaign.
UpdateLine	Procedure to update a line.
DeleteCampaign	Procedure to delete a campaign.
DeleteLine	Procedure to delete a line.

CreateCampaign

Use `CreateCampaign` to specify campaign details when creating a campaign. Obtain values using methods described in [Campaign and Line Metadata](#).

CreateCampaign Input Parameters

Parameter	Type	Max Size	Required	Description
SessionId	String	100 chars	Yes	SessionId obtained from InitSession call.
CampaignType	String	100 chars	No	The default value is Direct.
ReferenceNumber	String	255 chars	No	A campaign-level reference you can free-form text input with a 255 character limit. No validations.
CategoryId	Numeric String	100 chars	Yes	Use GetAvailableCampaignCategories to retrieve a list of CategoryIds and category details.
CampaignName	String	255 chars	Yes	The name of the campaign. Must be a unique name within the org.
country_or_region	String	100 chars	Yes/No	Two-character code of a country. Possible values are AU, CA, GB, US. • One country_or_region value is accepted per campaign. • country_or_region cannot be updated after a campaign has started. • country_or_region is only required when creating a new campaign if the org is enabled to serve ads to more than one country.
MeasurementPartner Id	String	255 chars	No	The unique Id of the measurement partner. Note, this field and MeasurementPartner are linked doublets. If one is added then the other has to be added as well.

MeasurementPartner	String	255 chars	No	The name of the measurement partner. The only accepted value is IAS. Note, this field and MeasurementPartnerId are linked doublets. If one is added then the other has to be added as well.
FrequencyCap	String	1-20 chars	No	Campaign-level frequency cap per day. This ranges from 1-20 or unlimited. • If no frequency cap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap.

FrequencyCapUnit	String	100 chars	No	Defines the max number of ads a user can see within a defined timeframe. Values: Hour Defines the max number of ads a user can see within an hour. For example, if the FrequencyCap of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time. Day Defines the maximum number of ads a user can see within a day in UTC. For example, if the FrequencyCap of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC. Week Define max number of ads a user can see within a week. For example, if the FrequencyCap of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.
BrandProtection	String		No	Brand protection identifies articles that are considered sensitive. Use GetTargetingDetails to retrieve a list of UUIDs of brand protection topics to add when creating campaigns. Note: Brand Protection topics cannot be updated in a campaign.
AdvertiserName	String	50 chars	Yes	This is free-form text with a 50 character limit. No validations.

Timezone	String	100 chars	No	The default is UTC. Use GetAvailable- TimeZones to retrieve a complete list of supported time zones. Note: if you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to false.
----------	--------	--------------	----	---

CreateCampaign Example Request Payload

```
{
  "method": "CreateCampaign",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignData": {
      "CampaignName": "example campaign name",
      "CategoryId": "1234567",
      "MeasurementPartnerId": "x123",
      "MeasurementPartner": "partner name",
      "ReferenceNumber": "765432",
      "FrequencyCap": "1",
      "FrequencyCapUnit": "DAY",
      "BrandProtection": [
        "UUID1",
        "UUID2",
        "UUID3"
      ],
      "AdvertiserName": "advertiser name example",
      "Timezone": "US/Pacific"
    }
  },
  "jsonrpc": "2.0"
}
```

CreateCampaign Output Parameters

Parameter	Type	Max Size	Description
CampaignData: CampaignId	Numeric String	10^12 chars	The Id of the created campaign.
CampaignData: State	String	100 chars	The state of the campaign. In the initial creation of the campaign, the state will be New.
CampaignData: CampaignName	String	255 chars	The name of the campaign.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

CreateLine

Use `CreateLine` to control the targeting and placement of an ad, defining when, where, and to whom an ad will be shown. First, use [GetTargetingInfo](#) to obtain the specific parameter values needed with `CreateLine` and [UpdateLine](#).

In `CreateLine`, when a parameter value is not provided, the API applies all allowed values as the default.

CreateLine Input Parameters

Parameter	Type	Max Size	Required	Description
SessionId	String	100 chars	Yes	SessionId obtained from InitSession call.
LineData	Collection		Yes	LineData holds all parameters needed for line creation.
LineData: CampaignId	Numeric String	10^12 chars	Yes	Id of the campaign which contains this line.
LineData: LineName	String	255 chars	Yes	Name of the line. Must be unique within the campaign.
LineData: Applications	String		No	A NameValueList of supported applications. Allowed values: NEWS STOCKS • Applications is allowed only if the org supports Stocks. • Stocks are only available via backfill.
LineData: ReferenceNumber	String	255 chars	No	A line-level reference you can free-form text input with a 255 character limit. No validations.

LineData: LineType	String	100 chars	Yes	See Line Type , Creative Type , and Ad Position Values and Device defaults with creative type and ad position .
LineData: CreativeType	String	100 chars	Yes	Creative Types including IAB formats must be with at least 1 other banner type. See Line Type , Creative Type , and Ad Position Values and Device defaults with creative type and ad position .
LineData: AdPosition	List of Strings	100 chars	Yes, at least 1 per line type	Ad Position values determine exactly where the ad is shown. See Line Type , Creative Type , and Ad Position Values and Device defaults with creative type and ad position .
LineData: ImpressionUrls	List of Strings		No	URLs for impression counting at the line level. Maximum of two URLs.
LineData: ClickUrls	List of Strings		No	URLs for click counting at the line level. Maximum of two URLs.
LineData: LineCountry	String	100 chars	Yes	Two-character code of a country. Possible values are AU, CA, GB, US. Note: LineCountry cannot be changed after the line has started.

LineData: FrequencyCap	String	1-20 chars	No	Line-level frequency cap per day. This ranges from 1-20 or unlimited. • If no FrequencyCap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap. • FrequencyCap only impacts the line it is applied to, not all lines.
LineData: LinePriority	Numeric String	1-100 chars	Yes	Priority of the line, 1-100
LineData: StartDate	String		Yes	Start date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 00:00).

LineData: EndDate	String		Yes	End date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 23:59).
LineData: ImpressionGoal	Numeric String	9.99 x 10^12 chars	Standard: required Non-guaranteed: optional Takeover: optional	The impression goal for the line. If you are only interested in general supply, then set ImpressionGoal to 0. The output will be simplified with only Total Impressions without any information about total available inventory or competing lines.
LineData: ReserveInventory	Boolean		Standard: optional Non-guaranteed: optional Takeover: optional	The ReserveInventory parameter defaults to True. Only reserved lines will be eligible to run. For non-guaranteed, the only accepted value is FALSE. If you are going to use Apple Advertising inventory predictions, then create your line with ReserveInventory=FALSE. The line will be created but not reserved, and will have a status of UNRESERVED. If you are not concerned with inventory forecasts, use Override=TRUE in your line.

LineData: Override	Boolean (true/ false)		No	The Override parameter defaults to False. When set to False, inventory is not allocated for the line and will not compete with future reservations. If False and if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be UNRESERVED. For takeover lines only, if True (override), even if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be RESERVED.
LineData: AppleCPM	Numeric string		Yes	Cost per thousand impressions for the campaign being booked. The following currency can be used in the AppleCPM field in the request payloads of CreateLine and UpdateLine: USD, MXN, GBP, AUD, NZD, JPY, CAD, and EUR. Note, API responses are based on the currency set up for the org.
LineData: TargetingDimensions	Collection		No, optional in most cases	Consists of a country and a list of dimensions, each containing a DimensionName and a NameValueList.

TargetingDimensions: AgeRange	List of Strings		No, optional based on campaign category	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • An empty value reaches all eligible users based on country and Campaign: Category. • Some AgeRange values are not allowed depending on the country and Campaign: Category. • The names for the ranges are not in numerical order and not all numbers are used. For example, to target users with ages from 18 to 24, provide the following input: <pre>"AgeRange": ["11","16"],</pre> A payload can have AgeRange or AgeRangeExclusions but not both.
TargetingDimensions: AgeRangeExclusions	List of Strings		No	A payload can have AgeRange or AgeRangeExclusions but not both.

TargetingDimensions: Categories	Groups of lists of Name and Value pairs.		No	Use GetCatgeories to retrieve a NameValueList of all potential regular and sensitive categories. • include and exclude are supported. • SensitiveCategoryOptIn can only be included with categories marked as isSensitive = true from GetCatgeories. • PublisherExclusionChannels cannot be used with targeted categories.
---------------------------------	--	--	----	---

Example

```
"Categories": {
  "Include": [
    "47",
    "52"
  ],
  "Exclude": [
    "76",
    "3"
  ],
  "SensitiveCategoryOptIn": [
    "25",
    "12"
  ]
},
```

TargetingDimensions: Cities	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none is selected. A payload can have Cities or CitiesExclusions.
TargetingDimensions: CitiesExclusions	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none is selected. A payload can have Cities or CitiesExclusions.
TargetingDimensions: ConnectionTypes	Numeric String		No	Use GetTargetingDetails to retrieve a NameValueList of connection types. A payload can have ConnectionTypes or ConnectionTypesExc lusions but not both.
TargetingDimensions: ConnectionTypesExclusi ons	Numeric String		No	Use GetTargetingDetails to retrieve a NameValueList of connection types. A payload can have ConnectionTypes or ConnectionTypesExc lusions but not both.

TargetingDimensions: ContentLanguages	String		No	A NameValueList of supported languages. Supported values: EN, FR (Canada orgs only).
TargetingDimensions: Dayparting	String		No	Dayparting allows advertisers to define the day and time the ads will deliver and end. <pre>"Dayparting": { "MONDAY": [{ "startHour": 0, "endHour": 15 },</pre> Dayparting uses the Days dimension with startHour and endHour values. The time specified will be in 24 hour format in the user's local time. For example, if the campaign is set to show ad between 0-15 hours, then the user will see the ad from 12AM- 3PM. Use the GetTargetingDetails call to retrieve a NameValueList of allowed values. Note: Dayparting is used in v4 only.

TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed designated market area values. • Applies only to US. • Default: none is selected. A payload can have DesignatedMarketAreas or DesignatedMarketAreasExclusions.
TargetingDimensions: DesignatedMarketAreasExclusions	List of Numeric Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed designated market area values. • Applies only to US. • Default: none is selected. A payload can have DesignatedMarketAreas or DesignatedMarketAreasExclusions.

TargetingDimensions: Device	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of supported device values: IPHONE_ONLY IPOD_ONLY IPAD See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. DeviceFamily can have an exclusion in the request payload: A payload can have Device or DeviceExclusions but not both.
TargetingDimensions: DeviceExclusions	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of supported device values: IPHONE_ONLY IPOD_ONLY IPAD See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. A payload can have Device or DeviceExclusions but not both.

TargetingDimensions: DeviceFamily	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported device families. A payload can have DeviceFamily or DeviceFamilyExclusions but not both.
TargetingDimensions: DeviceFamilyExclusions	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported device families. A payload can have DeviceFamily or DeviceFamilyExclusions but not both.
TargetingDimensions: Gender	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • Default: none is selected. A payload can have Gender or GenderExclusions but not both.
TargetingDimensions: GenderExclusions	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • Default: none is selected. A payload can have Gender or GenderExclusions but not both.

TargetingDimensions: iTunesPref	String		No	Use GetTargetingDetails to retrieve a NameValueList of all potential iTunes preferences codes. The codes are grouped by iTunes categories: App, Movie, TV, Book, Music, Audiobook. A payload can have iTunesPref or iTunesPrefExclusions but not both.
TargetingDimensions: iTunesPrefExclusions	String		No	Use GetTargetingDetails to retrieve a NameValueList of all potential iTunes preferences codes. The codes are grouped by iTunes categories: App, Movie, TV, Book, Music, Audiobook. A payload can have iTunesPref or iTunesPrefExclusions but not both.
TargetingDimensions: keyvalueinclusionsOp	String	100 chars	No	Use keyvalueinclusionsOp to define an operator targeting specific content. Allowed values for inclusion: • and (default) • or Exclusions only use the or operator.

TargetingDimensions: KeyValueInclusions	String		No	Use KeyValueInclusions to target specific content by using a key value pair: <pre>"Keyword": "KeyName", "Values": ["value", "value"</pre> Multiple values are separated by a comma. Use GetLineKeywords for available KeyName values.
--	--------	--	----	---

Example

```
"KeyValueInclusions": [
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "olympics"
    ]
  },
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "soccer"
    ]
  },
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "wrestling"
    ]
  }
],
"KeyValueExclusions": [
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "swimming"
    ]
  },
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "basketball"
    ]
  }
]
```

TargetingDimensions: KeyValueExclusions	String		No	Use KeyValueExclusions to exclude specific content by using a key value pair: <pre>"Keyword": "KeyName", "Values": ["value", "value"</pre> Multiple values are separated by a comma. Use GetLineKeywords for available KeyName values.
--	--------	--	----	--

TargetingDimensions: OSVersions	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported iOS/iPadOS versions to include. <pre>"NameValueList": { "iphone_13.x": "iOS 13 or iPadOS 13 and later", "iphone_14.x": "iOS 14 or iPadOS and later",</pre> • Use a value of x.x.x to target a specific iOS release (e.g. 13.7) in addition to its subsequent dot releases, e.g. 13.7.1. • Use a value of iphone_x.x to target a specific iOS release in addition to the subsequent future versions of that release. For example, if you target iphone_12.x, you are targeting iOS 12.x, iOS 13.x or iPadOS 13.x, iOS 14.x or iPadOS 14.x and future iOS versions not yet released.

Examples

In the following example, iOS 12.x and subsequent releases are targeted along with iOS 11.1.x and subsequent iOS 11.1 "dot" update releases.

```
"OSVersions": [
  "iphone_12.x",
  "11.1.x"
],
```

The following example targets iOS 14.1, 14.2, 14.3 and subsequent "dot" update releases but doesn't include future iOS versions such as a 14.4.

```
"OSVersions": [
  "14.1.x",
  "14.2.x",
  "14.3.x"
],
```

The following example will trigger an error. 12.3.x and 13.1.x are already covered in the range of iPhone_12.x which is iOS 12 and later.

```
"OSVersions":[
  "iphone_12.x",
  "12.3.x",
  "13.1.x"
],
```

Notes

- OSVersions and OSVersionsExclusion cannot be used in the same request payload.
- If OSVersions is not specified in the request payload, OSVersions targeting is automatically set at 10.3.x, the earliest supported iOS/iPadOS version.
- Use [GetLineDetails](#) to determine if you have targeting values set.
- To reset a dimension that has OSVersions or OSVersionsExclusion targeting values, use [UpdateLine](#) to set empty values:

```
"OSVersions":[],
"OSVersionsExclusion":
["11.3.x", "12.3.x"]
```

TargetingDimensions: OSVersionsExclusion	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported iOS/iPadOS versions to exclude. <pre>"NameValueList": { "13.7.x": "iOS 13.7 or iPadOS 13.7 and subsequent dot releases", "14.4.x": "iOS 14.4 or iPadOS 14.4 and subsequent dot releases",</pre> The following example excludes iOS 14.1, 14.2, 14.4 and respective "dot" update releases. <pre>"OSVersionsExclusion ["14.1.x", "14.2.x", "14.4.x"],</pre>
TargetingDimensions: PostalCodes				Use GetTargetingDetails to retrieve a NameValueList of supported postal codes. Note, there is an 8,000 record limit on postal codes returned by the API.
TargetingDimensions: PostalCodesExclusions				Use GetTargetingDetails to retrieve a NameValueList of supported postal codes.

TargetingDimensions: PublisherBundle	String		No	Use GetTargetingDetails to return available publisher bundles. A set of top publishers, curated by Apple, grouped by category. Note, this is unique from targeting categories. One value can be used with PublisherBundle. Publisher bundles cannot be used with other targeting dimensions. After creating or updating a line with publisher bundles, you can confirm it in GetLineDetails.
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CreateLine with Publisher Bundle only, request payload example:

<pre>{ "method": "CreateLine", "id": "REQUEST-012345", "params": { "SessionId": "537098ba47465415ddddb406a3f95c90267286d3", "LineData": { "LineName": "pub bundles only", "ReferenceNumber": "12345", "LineCountry": "US", "FrequencyCap": "4", "LineType": "StandardBanner", "CreativeType": ["MREC_BANNER"], "AdPosition": ["INFEED"], "CampaignId": "10276413", "TargetingDimensions": { "PublisherBundle": ["2"] }, "LinePriority": "70", "StartDate": "2022-12-29 11:35", "EndDate": "2023-01-23 11:35", "ImpressionGoal": "10", "ReserveInventory": true, "Override": true, "AppleCPM": "2.50" } }, "jsonrpc": "2.0" }</pre>				
TargetingDimensions: PublisherChannelExclusions	List of Strings		No	A list of publisher channels to exclude. Use GetPublisherChannels to retrieve publisher IDs. • PublisherExclusionChannels cannot be used with targeted Categories. • Up to ten Publisher Channels per Line can be excluded.

TargetingDimensions: Segments	List of Strings		No	- Use GetSegments to retrieve a list of SegmentIds. - Either Include or Exclude is allowed, but not both. Note: there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.
TargetingDimensions: States	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none is selected. A payload can have States or StatesExclusions but not both.
TargetingDimensions: StatesExclusions	List of Strings		No	A payload can have States or StatesExclusions but not both.

TargetingDimensions: SubscriberStatus	String	100 chars	No	SubscriberStatus has three possible values: • subscribers: targets Apple News+ subscribers. • Non-subscribers: targets non-Apple News+ subscribers. • all_news: targets All Apple News Readers.
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CreateLine Standard Payload Example

```
{
  "method": "CreateLine",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "LineId": "16227832",
    "LineData": {
      "LineName": "An example line name",
      "Applications": [
        "NEWS",
        "STOCKS"
      ],
      "ReferenceNumber": "12345",
      "LineCountry": "US",
      "FrequencyCap": "5",
      "LineType": "StandardVideo",
      "CreativeType": [
        "VIDEO"
      ],
      "AdPosition": [
        "VIDEOINFEED",
        "VIDEOINARTICLE"
      ],
      "ImpressionUrls": [
        "https://ad.doubleclick.net/ddm/trackclk/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=?",
        "https://ad.doubleclick.net/ddm/trackclk/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;dc_lat=;dc_rdid=;tag_for_child_directed_treatmenttx=?"
      ],
      "ClickUrls": [
        "https://ad.doubleclick.net/ddm/trackimp/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;ord=[RND];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=?",
        "https://ad.doubleclick.net/ddm/trackimp/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;ord=[RND];dc_lat=;dc_rdid=;tag_for_child_directed_treatmenttx=?"
      ],
      "TargetingDimensions": {
        "AgeRange": [
          "11",
          "16",
          "12",
          "17",
          "18",
          "14",
          "19",
          "20",
          "-100"
        ],
        "DayParting": {
          "MONDAY": [
            {
              "startHour": 0,
              "endHour": 15
            },
            {
              "startHour": 18,
```

```

        "endHour": 23
      }
    ],
    "TUESDAY": [
      {
        "startHour": 0,
        "endHour": 20
      }
    ],
    "WEDNESDAY": [
      {
        "startHour": 1,
        "endHour": 20
      }
    ]
  },
  "Gender": [
    "MALE",
    "FEMALE",
    "UNKNOWN"
  ],
  "States": [
    "us|al",
    "us|ak",
    "us|az"
  ],
  "DesignatedMarketAreas": [
    "501",
    "803",
    "602",
    "504"
  ],
  "Cities": [
    "us|ca|citrus heights",
    "us|ca|sierra madre",
    "us|ca|angels camp",
    "us|ca|alderpoint",
    "us|ca|watsonville",
    "us|ca|saint helena",
    "us|ca|shandon",
    "us|ca|mammoth lakes"
  ],
  "Device": [
    "IPAD",
    "IPOD_ONLY",
    "IPHONE_ONLY"
  ],
  "OSVersions": [
    "iphone_10.3.x"
  ],
  "Channels": [
    "feed-FCSubscribedTopStories",
    "36787f68-9e5a-470a-b990-d03f46313d88",
    "2faa9e12-ac7d-4327-86c3-8c17e581bd2a"
  ],
  "Sections": [
    "65540",
    "54469",
    "62652"
  ],
  "Segments": {

```

```

    "Include": [
      "18a|c77",
      "eklb",
      "19i"
    ],
    "Exclude": [
      "19m",
      "18u",
      "18o"
    ]
  },
  "Categories": {
    "Include": [
      "47",
      "52",
      "53",
      "57",
      "1",
      "61",
      "64",
      "65",
      "66",
      "2",
      "67",
      "68",
      "69",
      "75"
    ],
    "Exclude": [
      "76",
      "3",
      "77",
      "78",
      "79",
      "80",
      "4",
      "81",
      "82",
      "83",
      "84",
      "85",
      "87"
    ]
  },
  "iTunesPref": [
    "itc_6018",
    "itc_6000",
    "itc_6022"
  ],
  "DeviceFamily": [
    "iPhoneSE",
    "iPadAir3",
    "iPadmini",
    "iPhoneXr",
    "iPadMini5",
    "iPhoneX",
    "iPhone8",
    "iPhone7",
    "iPhone6",
    "iPhone5",
    "iPhone4s",

```

```

        "iPadPro",
        "iPhoneXs",
        "iPadAir",
        "iPodTouch",
        "iPad"
    ],
    "PublisherBundle": [
        "Bundle 1"
    ],
    "ConnectionTypes": [
        "4",
        "11",
        "2",
        "3",
        "1"
    ],
    "KeyValueInclusionsOp": "AND",
    "KeyValueInclusions": [
        {
            "KeyWord": "spotlight_key1",
            "Values": [
                "olympics"
            ]
        }
    ],
    "KeyValueExclusions": [
        {
            "KeyWord": "spotlight_key1",
            "Values": [
                "olympics",
                "swimming"
            ],
            "TargetingDimensions": {
                "SubscriberStatus": {
                    "all_news": null
                }
            }
        }
    ]
},
"LinePriority": "100",
"StartDate": "2024-01-01 06:22",
"EndDate": "2024-01-07 21:02",
"ImpressionGoal": "100",
"ReserveInventory": true,
"Override": true,
"AppleCPM": "9.88"
}
},
"jsonrpc": "2.0"
}

```

CreateLine Non-Guaranteed Payload Example

```
{
  "method": "CreateLine",
  "id": "Request-01383",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d4",
    "LineData": {
      "LineName": "API_Line_1",
      "ReferenceNumber": "Line-Ref-0",
      "LineCountry": "US",
      "FrequencyCap": "unlimited",
      "LineType": "NonGuaranteedBanner",
      "CreativeType": [
        "IAB_300x250",
        "MREC_BANNER",
        "HTML_BANNER",
        "DOUBLE_BANNER",
        "IAB_728x90",
        "IAB_970x250",
        "LARGE_BANNER",
        "IAB_320x50",
        "IAB_320x320",
        "IAB_300x600"
      ],
      "AdPosition": [
        "INARTICLE",
        "INFEED"
      ],
      "CampaignId": "20809234",
      "TargetingDimensions": {
        "AgeRange": [
          "16",
          "12",
          "17",
          "18",
          "14",
          "19",
          "20",
          "-100"
        ],
        "AgeRangeExclusions": [
          "11"
        ],
        "Gender": [
          "MALE"
        ],
        "GenderExclusions": [
          "FEMALE"
        ],
        "States": [
          "us|al"
        ],
        "StatesExclusions": [
          "us|ca"
        ],
        "Cities": [],
        "CitiesExclusions": [
          "us|ca"
        ]
      }
    }
  }
}
```

```

    "DMA": [
      "us|al"
    ],
    "DMAExclusions": [
      "us|ca"
    ],
    "PostalCodes": [],
    "PostalCodesExclusions": [],
    "KeyValueInclusions": [
      {
        "KeyWord": "superfeed_key1",
        "Values": [
          "Football"
        ]
      }
    ],
    "KeyValueExclusions": [
      {
        "KeyWord": "superfeed_key1",
        "Values": [
          "mls"
        ]
      }
    ],
    "Categories": {
      "Include": [
        "205"
      ],
      "Exclude": [
        "133"
      ],
      "SensitiveCategoryOptIn": [
        "25"
      ]
    },
    "iTunesPref": [
      "itc_6018"
    ],
    "iTunesPrefExclusions": [
      "itc_6019"
    ],
    "DeviceFamily": [],
    "DeviceFamilyExclusions": [],
    "OSVersions": [],
    "OSVersionsExclusion": [],
    "ConnectionTypes": [],
    "ConnectionTypesExclusion": []
  },
  "LinePriority": "100",
  "StartDate": "",
  "EndDate": "2023-05-13 04:14",
  "ImpressionGoal": "2023-05-30 16:44",
  "ReserveInventory": 100,
  "Override": true,
  "AppleCPM": "true"
}
},
"jsonrpc": "2.0"
}

```

CreateLine Output Parameters

Parameter	Type	Max Size	Description
LineData	Collection or Array		The container of line data.
LineData: LineName	String	255 chars	The name of the line.
LineData: LineStatus	String	100 chars	The status of the line. After creation of the line, the status will be New.
LineData: InventoryStatus	String	100 chars	This identifies whether or not the line was able to successfully reserve. The response can be RESERVED or UNRESERVED.
LineData: LineId	Numeric	10^12 chars	The unique Id of the line created.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

UpdateCampaign

Use UpdateCampaign to change a campaign's specified parameters.

UpdateCampaign Input Parameters

Parameter	Type	Max Size	Required	Description
SessionId	String	100 chars	Yes	The SessionId obtained from InitSession call.
CampaignId	String	10 ^12 chars	Yes	The Id of the campaign to be updated.
CampaignData: CampaignName	String	255 chars	Yes, at least one CampaignName or ReferenceNumber is required.	Name of the campaign. Supply this parameter to add or change this value. Use free-form text input with a 255 character limit.
CampaignData: ReferenceNumber	String	255 chars	Yes, at least one CampaignName or ReferenceNumber is required.	Optional external reference. While the parameter is called "number," it may be any string. Supply this parameter to add or change this value. Use free-form text input with a 255 character limit. No validations.
MeasurementPartnerId	String	255 chars	No	The unique Id of the measurement partner. Note, this field and MeasurementPartner are linked doublets. If one is added then the other has to be added as well.
MeasurementPartner	String	255 chars	No	The name of the measurement partner. The only accepted value is IAS. Note, this field and MeasurementPartnerId are linked doublets. If one is added then the other has to be added as well.

CampaignData: AdvertiserName	String	50 chars	No	The advertiser name allows an agency to keep track of multiple campaigns for a single client. Supply this parameter to add or change this value. Use free-form text input with a 50 character limit.
CampaignData: FrequencyCap	String	1-20 chars	No	Campaign-level frequency cap per day. This ranges from 1-20 or unlimited. • If no frequency cap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap.

FrequencyCapUnit	String	100 chars	No	Defines the max number of ads a user can see within a defined timeframe. Values: Hour Defines the max number of ads a user can see within an hour. For example, if the FrequencyCap of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time. Day Defines the maximum number of ads a user can see within a day in UTC. For example, if the FrequencyCap of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC. Week Define max number of ads a user can see within a week. For example, if the FrequencyCap of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.
SensitiveCategoriesEnabled	Boolean		No	Set to false to use SensitiveCategoriesEnabled for bulk update to remove sensitive categories. Note: After setting SensitiveCategoriesEnabled to false, your available inventory may be different than what was originally forecasted.

CampaignData: Timezone	String	100 chars	No	Use GetAvailable- TimeZones to retrieve a complete list of supported time zones. Note: if you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to False.
---------------------------	--------	-----------	----	---

UpdateCampaign Request Payload Example

```
{
  "method": "UpdateCampaign",
  "id": "Request-012345",
  "params": {
    "CampaignId": "15598796",
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignData": {
      "CampaignName": "campaign name example",
      "ReferenceNumber": "12345",
      "MeasurementPartnerId": "x123",
      "MeasurementPartner": "partner name",
      "AdvertiserName": "advertiser name example",
      "FrequencyCap": "18",
      "FrequencyCapUnit": "DAY",
      "SensitiveCategoriesEnabled": false,
      "Timezone": "US/Pacific"
    }
  },
  "jsonrpc": "2.0"
}
```

UpdateCampaign Output Parameters

Parameter	Type	Max Size	Description
CampaignData: State	String	100 chars	The state of the campaign: New: Just created. Pending: Ad serving is pending. Running: Ads are running. Paused: Ads are paused. Actualizing: The campaign is being actualized. Completed: The budget is exhausted or the end date is past, whichever comes first. Ready: Creatives are approved but the campaign start date is in future.
CampaignData: CampaignName	String	255 chars	The name of the campaign.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

UpdateLine

Use `UpdateLine` to control the targeting and placement of an ad, defining when, where, and to whom an ad will be shown. First, use [GetTargetingInfo](#) to obtain the specific parameter values used with `CreateLine` and `UpdateLine`.

To update an existing line, use `UpdateLine` with your `SessionId`, the `LineId`, and the parameter(s) you are changing. The exceptions are indicated within each parameter description.

When using `UpdateLine`, if an optional parameter is not provided, the API assumes there is no change from the original value of the line.

UpdateLine Input Parameters

Parameter	Type	Max Size	Required	Description
<code>SessionId</code>	String	100 chars	Yes	<code>SessionId</code> obtained from the InitSession call.
<code>LineId</code>	Numeric String	10^12 chars	Yes	The unique Id of the line created by CreateLine .
<code>LineData</code>	Collection		Yes	Collection containing all other line parameters.
<code>LineData: LineName</code>	String	255 chars	Yes	Name of the line. Must be unique within the campaign.
<code>LineData: Applications</code>	String		No	A <code>NameValueList</code> of supported applications. Allowed values: NEWS STOCKS • <code>Applications</code> is allowed only if the org supports Stocks. • Stocks are only available via backfill.
<code>LineData: ReferenceNumber</code>	String	255 chars	No	Available to use to identify the line in external systems. Use free-form text input with a 255 character limit. No validations.

LineData: LineType	String	100 chars	Yes	- If LineType is updated, all associated ads are disassociated from the line. - LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields. See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position.
LineData: CreativeType	String	100 chars	Yes, at least 1 per line type.	- If CreativeType is updated, all associated ads are disassociated from the line. - LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields. See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position.
LineData: ImpressionUrls	List of Strings		No	URLs for impression counting at the line level. Maximum of two URLs.
LineData: ClickUrls	List of Strings		No	URLs for click counting at the line level. Maximum of two URLs.

LineData: AdPosition	List of Strings	100 chars	Yes, at least 1 per line type.	AdPosition values determine where the ad is shown. This depends on the Creative Type. • LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields. See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position.
LineData: LineCountry	String	100 chars	Yes	Two-character code of a country. Possible values are AU, CA, GB, US. • LineCountry cannot be changed after the line has been activated. • For US, if State or DesignatedMarketAreas is updated, LineCountry becomes a mandatory field. For GB, if State is updated, LineCountry becomes a mandatory field. • If LineCountry is updated, all associated ads are disassociated from the line.

LineData: FrequencyCap	String	1-20 chars	No	Line-level frequency cap per day. This ranges from 1-20 or unlimited. • If no Frequency Cap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap. • FrequencyCap only impacts the line it is applied to, not all lines.
LineData: LinePriority	Numeric String	1-100 chars	Yes	Priority of the line, 1-100
LineData: StartDate	String		Yes	Start date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 00:00).
LineData: EndDate	String		Yes	End date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 23:59).

LineData: ImpressionGoal	Numeric String	9.99 x 10^12 chars	Standard: optional Non- guaranteed : optional Takeover: optional	The impression goal for the line. If you are only interested in general supply, then set ImpressionGoal to 0. The output will be simplified with only total impressions without any information about total available inventory or competing lines.
LineData: ReserveInventory	Boolean		Standard: optional Non- guaranteed : optional Takeover: optional	The ReserveInventory parameter defaults to True. Only reserved lines will be eligible to run. For non-guaranteed, the only accepted value is ReserveInventory=FAL SE. If you are going to use Apple Advertising inventory predictions, then create your line with ReserveInventory=FAL SE. The line will be created but not reserved, and will have a status of UNRESERVED. If you are not concerned with inventory forecasts, use Override=TRUE in your line.

LineData: Override	Boolean (true/false)		No	The Override parameter defaults to False. When set to False, inventory is not allocated for the line and will not compete with future reservations. If False and if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be UNRESERVED. For takeover lines only, if True (override), even if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be RESERVED.
LineData: AppleCPM	Numeric string		Yes	Cost per thousand impressions for the campaign being booked. The following currency can be used in the AppleCPM field in the request payloads of CreateLine and UpdateLine: USD, MXN, GBP, AUD, NZD, JPY, CAD, and EUR. Note, API responses are based on the currency set up for the org.
LineData: TargetingDimensions	Collection		No, optional in most cases	A list of dimensions containing a DimensionName and a NameValueList.

TargetingDimensions: AgeRange	List of Strings		No, optional, based on campaign category.	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • An empty value reaches all eligible users based on country and Campaign: Category. • Some AgeRange values are not allowed depending on the country and Campaign: Category. • The names for the ranges are not in numerical order and not all numbers are used. For example, to target users with ages from 18 to 24, provide the following input: <pre>"AgeRange": ["11", "16"],</pre> A payload can have AgeRange or AgeRangeExclusions but not both.
TargetingDimensions: AgeRangeExclusions	List of Strings		No	A payload can have AgeRange or AgeRangeExclusions but not both.

TargetingDimensions: Categories	Groups of lists of Name and Value pairs.		No	Use GetCategories to retrieve a NameValueList of all potential regular and sensitive categories. • include and exclude are supported. • SensitiveCategoryOptIn can only be included with categories marked as isSensitive = true from GetCategories. • PublisherExclusion Channels cannot be used with targeted categories.
---------------------------------	--	--	----	--

Example

```
"Categories": {
  "Include": [
    "47",
    "52"
  ],
  "Exclude": [
    "76",
    "3"
  ],
  "SensitiveCategoryOptIn": [
    "25",
    "12"
  ]
},
```

TargetingDimensions: Cities	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none is selected. A payload can have Cities or CitiesExclusions.
TargetingDimensions: CitiesExclusions	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none is selected. A payload can have Cities or CitiesExclusions.
TargetingDimensions: ConnectionTypes	Numeric String		No	Use GetTargetingDetails to retrieve a NameValueList of connection types. A payload can have ConnectionTypes or ConnectionTypesExclusions but not both.
TargetingDimensions: ConnectionTypesExclusions	Numeric String		No	Use GetTargetingDetails to retrieve a NameValueList of connection types. A payload can have ConnectionTypes or ConnectionTypesExclusions but not both.
TargetingDimensions: ContentLanguages	String		No	A NameValueList of supported languages. Supported values: EN, FR (Canada orgs only).

TargetingDimensions: Dayparting			No	Dayparting allows advertisers to define the day and time the ads will deliver and end. <pre>"Dayparting": { "MONDAY": [{ "startHour": 0, "endHour": 15 }, </pre> Dayparting uses the Days dimension with startHour and endHour values. The time specified will be in 24 hour format in the user's local time. For example, if the campaign is set to show ad between 0-15 hours, then the user will see the ad from 12AM-3PM. Use GetTargetingDetails to retrieve a NameValueList of allowed values.
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		No	Use GetTargetingDetails to retrieve a NameValueList of US market area values only. • Default: none is selected. • If DesignatedMarketAreas is updated, LineCountry becomes a mandatory field. A payload can have DesignatedMarketAreas or DesignatedMarketAreasExclusions.

TargetingDimensions: DesignatedMarketAreasExclusions	List of Numeric Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed designated market area values. • Applies only to US. • Default: none is selected. A payload can have DesignatedMarketAreas or DesignatedMarketAreasExclusions.
TargetingDimensions: Device	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of supported device values: IPHONE_ONLY IPOD_ONLY IPAD See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. A payload can have Device or DeviceExclusions but not both.

TargetingDimensions: DeviceExclusions	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of supported device values: IPHONE_ONLY IPOD_ONLY IPAD See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. A payload can have Device or DeviceExclusions but not both.
TargetingDimensions: DeviceFamily	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported device families. A payload can have DeviceFamily or DeviceFamilyExclusions but not both.
TargetingDimensions: DeviceFamilyExclusions	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported device families. A payload can have DeviceFamily or DeviceFamilyExclusions but not both.

TargetingDimensions: Gender	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • Default: none is selected. A payload can have Gender or GenderExclusions but not both.
TargetingDimensions: GenderExclusions	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • Default: none is selected. A payload can have Gender or GenderExclusions but not both.
TargetingDimensions: iTunesPref	String		No	Use GetTargetingDetails to retrieve a NameValueList of all potential iTunes preferences codes. The codes are grouped by iTunes categories: App, Movie, TV, Book, Music, Audiobook. iTunesPref can have an exclusion in the request payload as well as inclusion: <pre>"iTunesPrefExclusions": [],</pre>

TargetingDimensions: keyvalueinclusionsOp	String	100 chars	No	Use keyvalueinclusionsOp to define an operator targeting specific content. Allowed values for inclusion: • and (default) • or Exclusions only use the or operator.
TargetingDimensions: KeyValueInclusions	String		No	Use KeyValueInclusions to target specific content by using a key value pair: <pre>"Keyword": "KeyName", "Values": ["value", "value"</pre> Multiple values are separated by a comma. Use GetLineKeywords for available KeyName values.
Example				

```

"KeyValueInclusions": [
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "olympics"
    ]
  },
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "soccer"
    ]
  },
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "wrestling"
    ]
  }
],
"KeyValueExclusions": [
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "swimming"
    ]
  },
  {
    "Keyword": "superfeed_key1",
    "Values": [
      "basketball"
    ]
  }
]

```

TargetingDimensions: KeyValueExclusions	String		No	Use KeyValueExclusions to exclude specific content by using a key value pair: <pre> "Keyword": "KeyName", "Values": ["value", "value" </pre> Multiple values are separated by a comma. Use GetLineKeywords for available KeyName values.
--	--------	--	----	---

TargetingDimensions: OSVersions	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported iOS/iPadOS versions to include. <pre>"NameValueList": { "iphone_13.x": "iOS 13 or iPadOS 13 and later", "iphone_14.x": "iOS 14 or iPadOS and later",</pre> • Use a value of x.x.x to target a specific iOS release (e.g. 13.7) in addition to its subsequent dot releases, e.g. 13.7.1. • Use a value of iphone_x.x to target a specific iOS release in addition to the subsequent future versions of that release. For example, if you target iphone_12.x, you are targeting iOS 12.x, iOS 13.x or iPadOS 13.x, iOS 14.x or iPadOS 14.x and future iOS versions not yet released.
------------------------------------	--------	--	----	---

Examples

In the following example, iOS 12.x and subsequent releases are targeted along with iOS 11.1.x and subsequent iOS 11.1 "dot" update releases.

```
"OSVersions": [
  "iphone_12.x",
  "11.1.x"
],
```

The following example targets iOS 14.1, 14.2, 14.3 and subsequent "dot" update releases but doesn't include future iOS versions such as a 14.4.

```
"OSVersions": [
  "14.1.x",
  "14.2.x",
  "14.3.x"
],
```

The following example will trigger an error. 12.3.x and 13.1.x are already covered in the range of iPhone_12.x which is iOS 12 and later.

```
"OSVersions": [
  "iphone_12.x",
  "12.3.x",
  "13.1.x"
],
```

Notes

- OSVersions and OSVersionsExclusion cannot be used in the same request payload.
- If OSVersions is not specified in the request payload, OSVersions targeting is automatically set at 10.3.x, the earliest supported iOS/iPadOS version.
- Use [GetLineDetails](#) to determine if you have targeting values set.
- To reset a dimension that has OSVersions or OSVersionsExclusion targeting values, use [UpdateLine](#) to set empty values:

```
"OSVersions": [],
"OSVersionsExclusion":
["11.3.x", "12.3.x"]
```

TargetingDimensions: OSVersionsExclusion	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported iOS/iPadOS versions to exclude. <pre>"NameValueList": { "13.7.x": "iOS 13.7 or iPadOS 13.7 and subsequent dot releases", "14.4.x": "iOS 14.4 or iPadOS 14.4 and subsequent dot releases",</pre> Use a value of x.x.x to exclude a specific iOS release, e.g. 13.7 in addition to its subsequent dot releases, e.g. 13.7.1. The following example excludes iOS 14.1, 14.2, 14.4 and respective "dot" update releases. <pre>"OSVersionsExclusion": ["14.1.x", "14.2.x", "14.4.x"],</pre>
TargetingDimensions: PostalCodes	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported postal codes. Note, there is an 8,000 record limit on postal codes returned by the API.
TargetingDimensions: PostalCodesExclusions	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported postal codes. Note, there is an 8,000 record limit on postal codes returned by the API.

TargetingDimensions: PublisherBundle	String		No	Use GetTargetingDetails to return available publisher bundles. A set of publishers, curated by Apple, grouped by category. Note, this is unique from targeting categories. One value can be used with PublisherBundle. Publisher bundles cannot be used with other targeting dimensions. See CreateLine with Publisher Bundle only for a payload example. After creating or updating a line with publisher bundles, you can confirm it in GetLineDetails.
TargetingDimensions: PublisherChannelExclusions	List of Strings		No	List of publisher channels to exclude. Use GetPublisherChannels to retrieve publisher IDs. • PublisherExclusion Channels cannot be used with targeted Categories. • Up to 10 publisher channels per line can be excluded.

TargetingDimensions: States	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • Default: none is selected. • If States is updated, LineCountry becomes a mandatory field. A payload can have States or StatesExclusions but not both.
TargetingDimensions: StatesExclusions	List of Strings		No	A payload can have States or StatesExclusions but not both.
TargetingDimensions: Segments	List of Strings		No	• Use GetSegments to retrieve a list of segment IDs. • Either Include or Exclude is allowed in the payload but not both. Note: there is a 5k segment limit for both INCLUDE and EXCLUDE segments.
TargetingDimensions: SubscriberStatus	String	100 chars	No	SubscriberStatus has three possible values: • subscribers: targets Apple News+ subscribers. • Non-subscribers: targets non-Apple News+ subscribers. • all_news: targets All Apple News Readers.

UpdateLine Example Request Payload

```
{
  "method": "UpdateLine",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "LineId": "9876541",
    "LineData": {
      "LineName": "line name example",
      "Applications": [
        "NEWS",
        "STOCKS"
      ],
      "ReferenceNumber": "1234557",
      "LineCountry": "US",
      "FrequencyCap": "unlimited",
      "LineType": "StandardVideo",
      "CreativeType": [
        "VIDEO"
      ],
      "AdPosition": [
        "VIDEOINFEEED",
        "VIDEOINARTICLE"
      ],
      "ImpressionUrls": [
        "https://ad.doubleclick.net/ddm/trackclk/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=?",
        "https://ad.doubleclick.net/ddm/trackclk/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;dc_lat=;dc_rdid=;tag_for_child_directed_treatmentx=?"
      ],
      "ClickUrls": [
        "https://ad.doubleclick.net/ddm/trackimp/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;ord=[RND];dc_lat=;dc_rdid=;tag_for_child_directed_treatment=?",
        "https://ad.doubleclick.net/ddm/trackimp/N3753.bloomberg.com/B9396768.127812068;dc_trk_aid=301401176;dc_trk_cid=67745698;ord=[RND];dc_lat=;dc_rdid=;tag_for_child_directed_treatmentx=?"
      ],
      "TargetingDimensions": {
        "AgeRange": [
          "11",
          "16",
          "12",
          "17",
          "18",
          "14",
          "19",
          "20",
          "-100"
        ],
        "DayParting": {
          "MONDAY": [
            {
              "startHour": 0,
              "endHour": 15
            },
            {
              "startHour": 18,
```

```

        "endHour": 23
      }
    ],
    "TUESDAY": [
      {
        "startHour": 0,
        "endHour": 20
      }
    ],
    "WEDNESDAY": [
      {
        "startHour": 1,
        "endHour": 20
      }
    ]
  },
  "Gender": [
    "MALE",
    "FEMALE",
    "UNKNOWN"
  ],
  "States": [
    "us|al",
    "us|ak",
    "us|az"
  ],
  "DesignatedMarketAreas": [
    "501",
    "803",
    "602",
    "504"
  ],
  "Cities": [
    "us|ca|citrus heights",
    "us|ca|sierra madre",
    "us|ca|angels camp",
    "us|ca|alderpoint",
    "us|ca|potter valley"
  ],
  "PublisherBundle": [
    "Bundle 1"
  ],
  // PublisherBundle cannot be used with other targeting dimensions.

  "OSVersions": [
    "iphone_12.x",
    "11.1.x"
  ],
  "Device": [
    "IPAD",
    "IPOD_ONLY",
    "IPHONE_ONLY"
  ],
  "Channels": [
    "feed-FCSubscribedTopStories",
    "36787f68-9e5a-470a-b990-d03f46313d88",
    "2faa9e12-ac7d-4327-86c3-8c17e581bd2a"
  ],
  "Sections": [
    "65540",
    "54469",

```

```

        "62652"
    ],
    "Segments": { //Segments cannot be used with Categories.
        "Include": [
            "18a|c77",
            "ek1b",
            "19i"
        ],
        "Exclude": [
            "19m",
            "18u",
            "18o"
        ]
    },
    "Categories": { //Categories cannot be used with Segments.
        "Include": [
            "47",
            "52"],
        "Exclude": [
            "76",
            "3",
            "90"
        ]
    },
    "iTunesPref": [
        "itc_6018",
        "itc_6000",
        "itc_6022"
    ],
    "DeviceFamily": [
        "iPhoneSE",
        "iPadAir3",
        "iPadmini",
        "iPhoneXr",
        "iPadMini5",
        "iPhoneX",
        "iPhone8",
        "iPhone7",
        "iPhone6",
        "iPhone5",
        "iPhone4s",
        "iPadPro",
        "iPhoneXs",
        "iPadAir",
        "iPodTouch",
        "iPad"
    ],
    "OSVersions": [
        "iphone_10.3.x"
    ],
    "ConnectionTypes": [
        "4",
        "11",
        "2",
        "3",
        "1"
    ],
    "KeyValueInclusionsOp": "AND",
    "KeyValueInclusions": [
        {

```

```

        "Keyword": "spotlight_key1",
        "Values": [
            "olympics"
        ]
    },
    ],
    "KeyValueExclusions": [
        {
            "Keyword": "spotlight_key1",
            "Values": [
                "wrestling",
                "swimming"
            ]
        }
    ]
},
"LinePriority": "100",
"StartDate": "2024-10-19 06:22",
"EndDate": "2024-10-20 21:02",
"ImpressionGoal": "100",
"ReserveInventory": true,
"Override": true,
"AppleCPM": "9.88"
}
},
"jsonrpc": "2.0"
}

```

UpdateLine Output Parameters

Parameter	Type	Description
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

DeleteCampaign

Use DeleteCampaign to remove an entire campaign.

DeleteCampaign Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
CampaignId	String	Yes	The Id of the campaign to be deleted.

DeleteCampaign Example Request Payload

```
{
  "method": "DeleteCampaign",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

DeleteCampaign Output Parameters

Parameter	Type	Description
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

DeleteLine

Use DeleteLine to remove a specific line from a campaign.

DeleteLine Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
LineId	String	Yes	The unique Id of the line item to delete.

DeleteLine Example Request Payload

```
{
  "method": "DeleteLine",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

DeleteLine Output Parameters

Parameter	Type	Description
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

Inventory

Inventory methods allow you to check, reserve, and unreserve ad placement inventory.

Resource URL

POST <https://iadapi.apple.com/news/campaigns/v4>

Method	Description
CheckLineInventory	The procedure to get an estimate of the inventory available to an existing line.
CheckInventory	The procedure to get an estimate of available inventory.
ReserveInventory	The procedure to declare intent to use specific estimated inventory and reserve it.
UnreserveInventory	The procedure to free up previously reserved inventory.

CheckLineInventory

CheckLineInventory uses a LineId to retrieve the inventory details such as start and end dates and targeting dimensions. The returned values are estimates of future inventory available to that line.

CheckLineInventory Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
LineId	Numeric String	Yes	The unique Id of the line that is being checked for inventory.

CheckLineInventory Example Request Payload

```
{
  "method": "CheckLineInventory",
  "id": "Request123",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

CheckLineInventory Output Parameters

Parameter	Type	Max Size	Description
LineId	Numeric String	10 ¹² chars	The unique LineId representing the line with inventory.
Inventory	Collection		The complete returned data structure.
DailyInfo	Collection		The data structure returned for each day in the inquiry.
DailyInfo: InventoryDate	Date String		The date that identifies the data returned for each day in the response data.
DailyInfo: TotalImpressions	Number	(2 ⁶³) - 1 chars	Total estimated daily supply of ad placements that meet your targeting criteria.
DailyInfo: AvailableImpressions	Number	(2 ⁶³) - 1 chars	Estimated open impressions currently available for booking on the specific day. Not included if ImpressionGoal = 0.
DailyInfo: Competing	Array		Container for data about lines which compete with this proposed inventory booking. Not included if ImpressionGoal = 0.

Competing: LineId	Numeric String	10^12 chars	Each line is represented by a unique LineId. For privacy and security, this is the only identifying information provided about competing advertisers. Not included if ImpressionGoal = 0.
Competing: MyOrg	Boolean (true/false)		Can be true or false depending on whether the competing line belongs to your organization.
Competing: Impressions	Number	(2^63) - 1	Provides additional information about how many impressions are competing with your requested inventory. If you already have one or more campaigns which are booked in your inventory, the competing lines data will provide detail how many impressions from these competing lines are intersecting with your proposed inventory. You can use this information to adjust your existing or proposed bookings depending on their relative priority. Competing: Impressions is not the same as that competing line's ImpressionGoal, which may include targets outside of your parameters. Not included if ImpressionGoal = 0.
TotalImpressions	Number	(2^63) - 1	The total impressions for the full range of dates requested. This is the sum of all the DailyInfo: TotalImpressions values. TotalImpressions indicates the total estimated ad placement supply. For example, you may have a total potential supply of 100,000 impressions to serve an interstitial ad for the next two weeks for males, age 18-24, on a specific channel. This total makes no allowances for ads you have already booked to this audience for the time period specified.

InventoryResponse	String	100 chars	Responses include: INVENTORY_AVAILABLE There is enough inventory available for your impression goal. INVENTORY_NOT_AVAILABLE There is not enough inventory for your impression goal or the forecasting module has determined that reserving this line is very risky because it cannot be allocated with complete confidence. For example you have a ten day campaign for 1,000 impressions with the first six days completely sold out. The line may be able to be fit in more impressions over the last four days but the API forecasts not enough inventory. This is because running those 1,000 impressions over the four days will likely under-deliver. FORECAST_NOT_CONFIDENT You will still see numbers. However, the underlying data available to the system is not complete so accuracy is not assured. The data should only be used directionally. This may occur due to the following scenarios: • There are too few impressions per day or too few days where the publication was live to provide a forecast • The data is too spiky. AUDIENCE_SIZE_LOW Privacy rules cannot target groups of users where the unique user count is less than 6,000. If you receive this response, your requested count may be less than what is available. In this case, the line will not be reserved. You should loosen your lines targeting parameters to widen the number of users who can be served your ad.
-------------------	--------	-----------	--

AvailableImpressions	Number	(2^63) - 1	The total of available impressions for the range of dates requested. This is the sum of all the DailyInfo: AvailableImpressions values. If you already have campaigns booked, the total available inventory may be less than the total supply assuming that the lines you have previously booked overlap with the inventory you have requested. For example, if your previously booked lines take up 20,000 impressions of that pool, the available impressions might be returned as 80,000.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

CheckInventory

CheckInventory returns how much total inventory is available as well as how much of that total is available for booking. CheckInventory also gives you a set of lines which are currently competing with your targeting criteria. This detail is broken down daily to give you a detailed perspective.

CheckInventory Input Parameters

Parameter	Type	Max Size	Required	Description
SessionId	String	100 chars	Yes	SessionId obtained from the InitSession call.
LineType	String		Yes	See Line Type, Creative Type, and Ad Position Values .
Applications	String	9.99 x 10 ¹² chars	No	A NameValueList of supported applications. Allowed values: NEWS STOCKS • Applications is allowed only if the org supports Stocks. • Stocks are only available via backfill.
ImpressionGoal	Numeric String		Standard: Required Takeover: Optional	The impression goal for the line. If you are only interested in general supply, then set ImpressionGoal to 0. The output will be simplified with only total impressions without any information about total available inventory or competing lines.
CreativeType	String		Yes, at least 1 per line type.	See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position .

AdPosition	List of Strings	100 chars	Yes, at least 1 per line type.	The AdPosition values determine exactly where the ad is shown. This depends on the Creative Type. See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position.
CountryCode	String	1-20 chars	Yes	Two-character code of a country. possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A UK org is able to only get UK-specific values.
FrequencyCap	String	100 chars	No	

The frequency cap per day. This ranges from 1-20 or unlimited.

Pass the more restrictive value between campaign and line frequency cap.

- If the campaign frequency cap and line frequency cap are at per day level, directly compare and pass the smaller value. For example, if the campaign frequency cap is at 2/day and the line frequency cap at 4/day, pass 2 in `FrequencyCap` and day in `FrequencyCapUnit`.
- If the campaign frequency cap is at hour level and the line frequency cap is at per day level, compare the campaign frequency cap multiplied by 4 with line frequency cap and pass the smaller value. For example, if the campaign frequency cap is at 2/hour and the line frequency cap at 16/day, pass 2 in `FrequencyCap` and hour in `FrequencyCapUnit`.
- If the campaign frequency cap is at week level and the line frequency cap are at per day level, compare campaign frequency cap by dividing it by 1.45 for US, 1.23 for GB, AU and 1.2 for CA and pass the smaller value. For example, if the campaign frequency cap is at 10/week and the line frequency cap is at 7/day for US, pass 10 in `FrequencyCap` and week in `FrequencyCapUnit`.

<code>FrequencyCapUnit</code>	String	100 chars	No	
-------------------------------	--------	-----------	----	--

Defines the max number of ads a user can see within a defined timeframe.

Values:

Hour

Defines the max number of ads a user can see within an hour. For example, if the `FrequencyCap` of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time.

Day

Defines the maximum number of ads a user can see within a day in UTC. For example, if the `FrequencyCap` of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC.

Week

Define max number of ads a user can see within a week. For example, if the `FrequencyCap` of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.

<code>CategoryId</code>	Numeric String	100 chars	Yes	Use GetAvailableCampaignCategories to retrieve a list of <code>CategoryIds</code> and category details.
-------------------------	----------------	-----------	-----	---

Timezone	String		No	Default is UTC. Use GetAvailableTimeZones to retrieve a complete list of supported time zones. Note: if you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to False.
TargetingDimensions	Collection		No, optional in most cases.	A list of dimensions containing a DimensionName and a NameValueList.
TargetingDimensions: AgeRange	List of Strings		No, optional, based on campaign category.	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • An empty value reaches all eligible users based on country and Campaign: Category. • Some AgeRange values are not allowed depending on the country and Campaign: Category. • The names for the ranges are not in numerical order and not all numbers are used. For example, to target users with ages from 18 to 24, provide the following input: <pre>"AgeRange" : ["11", "16"],</pre>

TargetingDimensions: Categories	Groups of lists of Name and Value pairs.		No, using both include and exclude is supported.	Use GetTargetingDetails to retrieve a NameValueList of all all potential categories for topic targeting. - include and exclude are supported. - SensitiveCategoryOptIn can only be included with categories marked as isSensitive = true from GetCategories. - PublisherExclusion Channels cannot be used with targeted categories.
TargetingDimensions: Channels	List of Strings		No	Use GetTargetingDetails to retrieve UUIDs.
TargetingDimensions: Cities	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none selected.
TargetingDimensions: ConnectionTypes	Numeric String		No	Use GetTargetingDetails to retrieve a NameValueList of connection types.
TargetingDimensions: ContentLanguages	String		No	A NameValueList of supported languages. Supported values: EN, FR (Canada orgs only).

TargetingDimensions: Dayparting	String		No	Dayparting allows advertisers to define the day and time the ads will deliver and end. <pre>"Dayparting": { "MONDAY": [{ "startHour": 0, "endHour": 15 }, </pre> Dayparting uses the Days dimension with startHour and endHour values. The time specified will be in 24 hour format in the user's local time. For example, if the campaign is set to show ad between 0-15 hours, then the user will see the ad from 12AM- 3PM. Use the GetTargetingDetails call to retrieve a NameValueList of allowed values.
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		No	Use GetTargetingDetails to retrieve a NameValueList of US. market area values. The default is none is selected.

TargetingDimensions: Device	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of supported device values: IPHONE_ONLY IPOD_ONLY IPAD See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position .
TargetingDimensions: DeviceFamily	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported device families.
TargetingDimensions: Gender	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. The default is none is selected.
TargetingDimensions: SubscriberStatus	String	100 chars	No	SubscriberStatus has three possible values: • subscribers: targets Apple News+ subscribers. • Non-subscribers: targets non-Apple News+ subscribers. • all_news: targets All Apple News Readers.

TargetingDimensions: iTunesPref	String	100 chars	No	Use GetTargetingDetails to retrieve a NameValueList of all potential iTunes preferences codes. The codes are grouped by iTunes categories: App, Movie, TV, Book, Music, Audiobook.
TargetingDimensions: keyvalueinclusionsOp	String		No	Use keyvalueinclusionsOp to define an operator targeting specific content. Allowed values for inclusion: • and (default) • or Exclusions only use the or operator.
TargetingDimensions: KeyValueInclusions	String		No	Use KeyValueInclusions to target specific content by using a key value pair: <pre>"KeyWord": "KeyName", "Values": ["value", "value"</pre> Multiple values are separated by a comma. Use GetLineKeywords for available KeyName values.

Example

```
"KeyValueInclusions": [
  {
    "KeyWord": "superfeed_key1",
    "Values": [
      "olympics"
    ]
  },
  {
    "KeyWord": "superfeed_key1",
    "Values": [
      "soccer"
    ]
  },
  {
    "KeyWord": "superfeed_key1",
    "Values": [
      "wrestling"
    ]
  }
],
"KeyValueExclusions": [
  {
    "KeyWord": "superfeed_key1",
    "Values": [
      "swimming"
    ]
  },
  {
    "KeyWord": "superfeed_key1",
    "Values": [
      "basketball"
    ]
  }
]
```

TargetingDimensions: KeyValueExclusions	String		No	Use KeyValueExclusions to exclude specific content by using a key value pair: <pre>"Keyword": "KeyName", "Values": ["value", "value"</pre> Multiple values are separated by a comma. Use GetLineKeywords for available KeyName values.
--	--------	--	----	--

TargetingDimensions: OSVersions	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported iOS/iPadOS versions to include. <pre>"NameValueList": { "iphone_13.x": "iOS 13 or iPadOS 13 and later", "iphone_14.x": "iOS 14 or iPadOS and later",</pre> • Use a value of x.x.x to target a specific iOS release (e.g. 13.7) in addition to its subsequent dot releases, e.g. 13.7.1. • Use a value of iphone_x.x to target a specific iOS release in addition to the subsequent future versions of that release. For example, if you target iphone_12.x, you are targeting iOS 12.x, iOS 13.x or iPadOS 13.x, iOS 14.x or iPadOS 14.x and future iOS versions not yet released.
Examples				

In the following example, iOS 12.x and subsequent releases are targeted along with iOS 11.1.x and subsequent iOS 11.1 "dot" update releases.

```
"OSVersions": [
  "iphone_12.x",
  "11.1.x"
],
```

The following example targets iOS 14.1, 14.2, 14.3 and subsequent "dot" update releases but doesn't include future iOS versions such as a 14.4.

```
"OSVersions": [
  "14.1.x",
  "14.2.x",
  "14.3.x"
],
```

The following example will trigger an error. 12.3.x and 13.1.x are already covered in the range of iPhone_12.x which is iOS 12 and later.

```
"OSVersions": [
  "iphone_12.x",
  "12.3.x",
  "13.1.x"
],
```

Notes

- OSVersions and OSVersionsExclusion cannot be used in the same request payload.
- If OSVersions is not specified in the request payload, OSVersions targeting is automatically set at 10.3.x, the earliest supported iOS/iPadOS version.
- Use [GetLineDetails](#) to determine if you have targeting values set.
- To reset a dimension that has OSVersions or OSVersionsExclusion targeting values, use [UpdateLine](#) to set empty values:

```
"OSVersions": [],
"OSVersionsExclusion":
["11.3.x", "12.3.x"]
```

TargetingDimensions: OSVersionsExclusion	String		No	Use GetTargetingDetails to retrieve a NameValueList of supported iOS/iPadOS versions to exclude. <pre>"NameValueList": { "13.7.x": "iOS 13.7 or iPadOS 13.7 and subsequent dot releases", "14.4.x": "iOS 14.4 or iPadOS 14.4 and subsequent dot releases", }</pre> • Use a value of x.x.x to exclude a specific iOS release, e.g. 13.7 in addition to its subsequent dot releases, e.g. 13.7.1. The following example excludes iOS 14.1, 14.2, 14.4 and respective "dot" update releases. <pre>"OSVersionsExclusion": ["14.1.x", "14.2.x", "14.4.x"],</pre>
---	--------	--	----	---

TargetingDimensions: PublisherBundle	String		No	Use GetTargetingDetails to return available publisher bundles. A set of publishers, curated by Apple, grouped by category. Note, this is unique from targeting categories. One value can be used with PublisherBundle. Publisher bundles cannot be used with other targeting dimensions. See CreateLine with Publisher Bundle only for a payload example. After creating or updating a line with publisher bundles, you can confirm it in GetLineDetails.
TargetingDimensions: PublisherChannelExclusions	List of Strings		No, optional, but cannot be used with if Categories is in the request payload.	List of publisher channels to exclude. Use GetPublisherChannels to retrieve publisher IDs. • PublisherExclusionChannels cannot be used with targeted Categories. • Up to 10 Publisher Channels per Line can be excluded.
TargetingDimensions: Sections	List of Numeric Strings		No	• If no sections are input, all sections are targeted for the channel. • If sections are provided, they must belong to at least one channel.

TargetingDimensions: Segments	Collection		No, either INCLUDE or EXCLUDE is allowed, but not both.	There are two types of segments: • Custom Segments • Category Interest Segments Use GetSegments to retrieve a list of Segment IDs. Note: there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.
TargetingDimensions: States	List of Strings		No	Use GetTargetingDetails to retrieve a NameValueList of allowed values. • Default: none is selected.

CheckInventory Example Request Payload

```
{
  "method": "CheckInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "LineType": "StandardBanner",
    "Applications": ["NEWS", "STOCKS"], -----> Applications is allowed only if
the advertiser org supports stocks.
    "ImpressionGoal": "1000",
    "CreativeType": [
      "DOUBLE_BANNER",
      "LARGE_BANNER",
      "HTML_BANNER",
      "MREC_BANNER",
      "IAB_728x90",
      "IAB_300x250"
    ],
    "AdPosition": [
      "INFEED",
      "INARTICLE"
    ],
    "CountryCode": "US",
    "FrequencyCap": "17",
    "CategoryId": "10001390",
    "Timezone": "US/Pacific",
    "TargetingDimensions": {
      "AgeRange": [
        "11",
        "16",
        "12",
        "-100"
      ],
      "Gender": [
        "MALE",
        "FEMALE",
        "UNKNOWN"
      ],
      "States": [
        "us|al",
        "us|ak",
        "us|az"
      ],
      "DesignatedMarketAreas": [
        "501",
        "803",
        "602",
        "504"
      ],
      "Device": [
        "IPAD",
        "IPOD_ONLY",
        "IPHONE_ONLY"
      ],
      "OSVersions": [
        "iphone_12.x",
        "11.1.x"
      ],
      "Cities": [
        "us|ca|citrus heights",
        "us|ca|sierra madre",
        "us|ca|angels camp",
        "us|ca|alderpoint",
      ],
      "Channels": [
        "feed-FCSubscribedTopStories",

```

```

        "36787f68-9e5a-470a-b990-d03f46313d88",
        "2faa9e12-ac7d-4327-86c3-8c17e581bd2a"
    ],
    "Sections": [
        "54468",
        "54469",
        "62652"
    ],
    "Segments": {
        "Include": [
            "l8a|c77",
            "ek1b",
            "l9i"
        ],
        "Exclude": [
            "l9m",
            "l8u",
            "l8o"
        ]
    },
    "PublisherBundle": [
        "Bundle 1"
    ], // PublisherBundle cannot be used with categories or segments
    "PublisherChannelExclusions": [-----> PublisherChannelExclusions
should not be passed if Categories are passed in the payload.
        "dff36d78-4902-475f-93bc-723c3721b8ba",
        "0238d5f4-ca00-44f9-a8a6-a65186304247",
        "53983bcb-6df8-47a5-8947-77f07a7bf5cd",
        "fd9f5586-1c5f-4ae0-b0ed-4a23148e4de4",
        "d7abf76d-6c11-4a9d-84ac-d6fcdd06829"
    ],
    "Categories": -----> Categories should not be
passed if above PublisherExclusionChannels are passed in the payload
        "Include": [
            "47",
            "52",
            "53",
            "75"],
        "Exclude": [
            "76",
            "90"]
    ],
    "iTunesPref": [
        "itc_6018",
        "itc_6000",
        "itc_6022"
    ],
    "DeviceFamily": [
        "iPhoneSE",
        "iPadAir3",
        "iPadmini",
        "iPhoneXr",
        "iPadMini5",
        "iPhoneX",
        "iPhone8",
        "iPhone7",
        "iPhone6",
        "iPhone5",
        "iPhone4s",
        "iPadPro",
        "iPhoneXs",
        "iPadAir",
        "iPodTouch",
        "iPad"
    ],
    "OSVersions": ["iphone_10.3.x"],

```

```

        "ConnectionTypes":["4", "11", "2", "3", "1"],
        "KeyValueInclusionsOp":"AND",
        "KeyValueInclusions": [
            {
                "KeyWord": "spotlight_key1",
                "Values": [
                    "olympics"
                ]
            }
        ],
        "KeyValueExclusions": [
            {
                "KeyWord": "spotlight_key1",
                "Values": [
                    "wrestling",
                    "swimming"
                ]
            }
        ]
    },
    "StartDate":"2024-01-01 14:49",
    "EndDate":"2024-01-07 14:49",
    "jsonrpc":"2.0"
}

```

CheckInventory Output Parameters

Parameter	Type	Description
Inventory	Collection	The complete returned data structure.
InventoryStartDate	Date and Time String	The starting date and time of the inventory inquiry.
InventoryEndDate	Date and Time String	The ending date and time of the inventory inquiry.
DailyInfo	Collection	The data structure returned for each day in the inquiry.
DailyInfo: InventoryDate	Date String	The date that identifies the data returned for each day in the response data.
DailyInfo: TotalImpressions	Number	Total estimated daily supply of ad placements that meet your targeting criteria.
DailyInfo: AvailableImpressions	Number	Estimated open impressions currently available for booking on the specific day. Not included if <code>ImpressionGoal = 0</code> .
DailyInfo: Competing	Array	Container for data about lines which compete with this proposed inventory booking. Not included if <code>ImpressionGoal = 0</code> .
Competing: LineId	Numeric String	Each line is represented by a unique <code>LineId</code> . For privacy and security, this is the only identifying information provided about competing advertisers. Not included if <code>ImpressionGoal = 0</code> .
Competing: MyOrg	Boolean	Can be true or false depending on whether the competing line belongs to your organization.
Competing: Impressions	Number	How many impressions are specifically competing with your requested inventory. This is not the same as that competing line's <code>ImpressionGoal</code> , which may include targets outside of your parameters. Not included if <code>ImpressionGoal = 0</code> .
TotalImpressions	Number	The total impressions for the full range of dates in the inquiry. This is the sum of all the <code>DailyInfo: TotalImpressions</code> values.

InventoryResponse	String	Responses include: INVENTORY_AVAILABLE There is enough inventory available for your impression goal. INVENTORY_NOT_AVAILABLE There is not enough inventory for your impression goal or the forecasting module has determined that reserving this line is very risky because it cannot be allocated with complete confidence. For example you have a ten day campaign for 1,000 impressions with the first six days completely sold out. The line may be able to be fit in more impressions over the last four days but the platform forecasts not enough inventory. This is because running those 1,000 impressions over the four days will likely under-deliver. FORECAST_NOT_CONFIDENT You will still see numbers. However, the underlying data available to the system is not complete so accuracy is not assured. The data should only be used directionally. This may occur due to the following scenarios: • There are too few impressions per day or too few days where the publication was live to provide a forecast • The data is too spiky. AUDIENCE_SIZE_LOW Privacy rules cannot target groups of users where the unique user count is less than 6,000. If you receive this response, your requested count may be less than what is available. In this case, the line will not be reserved. You should loosen your lines targeting parameters to widen the number of users who can be served your ad.
AvailableImpressions	Number	The total of available impressions for the full range of dates in the inquiry. This is the sum of all the DailyInfo: AvailableImpressions values.
Success	Boolean	Can be true or false depending on whether the call succeeded or not.

ReserveInventory

Use `ReserveInventory` to enable a line to be reserved regardless of whether inventory is available. You can reserve impressions even if a forecast shows there is not enough inventory to serve all the placements requested by the line. Do this if you have information to suggest that there will be more inventory available for your scheduled dates. Otherwise, you risk under-delivery for one or more of your lines.

ReserveInventory Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
LineId	Numeric String	Yes	The unique LineId representing the line with inventory being reserved.
Override	Boolean	No	Can be true or false.

ReserveInventory Sample Payload

```
{
  "method": "ReserveInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

ReserveInventory Output Parameters

Parameter	Type	Max Size	Description
LineId	Numeric String		The unique LineId of the reserved inventory.
LineName	String		The line name of the reserved inventory.
ReservationStatus	String	100 chars	RESERVED or NOT_RESERVED.
ReservationErrorCode	String	100 chars	OK or NOT_ENOUGH_INVENTORY.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

UnreserveInventory

Use `UnreserveInventory` to unreserve previously reserved inventory.

UnreserveInventory Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
LineId	Numeric String	Yes	The unique LineId of the unreserved inventory.

UnreserveInventory Example Request Payload

```
{
  "method": "UnreserveInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

UnreserveInventory Output Parameters

Parameter	Type	Max Size	Description
LineId	Numeric String		The unique LineId representing the line with inventory being unreserved.
LineName	String		The line name of the line with inventory being unreserved.
ReservationStatus	String	100 chars	Values are UNRESERVED or LINE_ALREADY_RUNNING. If the line is already UNRESERVED, it stays UNRESERVED.
ReservationErrorCode	String	100 chars	Values are OK or LINE_ALREADY_RUNNING.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

Reporting Metadata

Retrieves reporting data for your campaigns, lines, and ads that were created using [Workbench](#).

Campaign and live-level data from reports is refreshed once in twenty-four hour intervals at 8AM GMT.

Resource URL

POST <https://iadapi.apple.com/news/campaigns/v4>

Method	Description
GetCampaignSummary	Returns information for campaigns by State, Network, PlacementType, or a combination. If no options are specified, data entries for all campaigns are returned.
GetCampaignDetails	Returns campaign details for one or more campaigns. Output includes details for the campaigns, corresponding lines, and ads.
GetLineDetails	Returns line details for one or more lines. Output includes details for lines and corresponding ads.
GetCampaignMetrics	Returns campaign metrics for one or more campaigns for a specified time period and time zone.
GetLineMetrics	Returns line metrics for one or more lines for specified time period.
GetLinePerformance	Returns line item delivery by day for a specified period and time zone regardless of the campaign. Output contains campaign and line item details.
GetLinePerformance-ByChannel	Returns delivery information by line by channel for a particular date range. It will give you information about all lines that overlap with this date and time zone range, regardless of campaign.

GetCampaignSummary

Use GetCampaignSummary to request information for campaigns by State, Network, PlacementType, or a combination. If no options are specified, data entries for all campaigns are returned.

GetCampaignSummary Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
State	String	No	The state of campaigns. Values are running, not_running, or completed.
StartDate	Date and Time String	No, optional. If StartDate is provided and EndDate is not, EndDate will be today's date.	Start date and time of the request, in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 00:00).
EndDate	Date and Time String	No, optional. If EndDate is provided, then StartDate is mandatory.	End date and time of the request, in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 23:59).

GetCampaignSummary Example Payload

```
{
  "method": "GetCampaignSummary",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "State": "Not_Running",
    "StartDate": "2024-01-01",
    "EndDate": "2024-01-07"
  },
  "jsonrpc": "2.0"
}
```

GetCampaignSummary Output Parameters

Parameter	Type	Max Size	Description
CampaignSummary	Collection		Contains all campaigns returned.
CampaignSummary: CampaignId	Numeric String	10^12 chars	The CampaignId of campaign data returned.
CampaignSummary: CampaignName	String	255 chars	Name of campaign of campaign data returned.
CampaignSummary: PlacementType	String	100 chars	For Direct Sales, Direct Sold.
CampaignSummary: Timezone	String	100 chars	The default is UTC. Use GetAvailableTimeZones to retrieve a complete list of supported time zones. Note: if you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to False.
CampaignSummary: CampaignCategoryId	String	100 chars	The CategoryId as created. Use the GetAvailableCampaignCategories to retrieve CategoryId and category information.
CampaignSummary: FrequencyCap	String	1-20 chars	Campaign-level frequency cap per day. This ranges from 1-20 or unlimited. • If no frequency cap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap.

CampaignSummary:StartDate	Date and Time String		Start date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
CampaignSummary:EndDate	Date and Time String		End date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
CampaignSummary:ImpressionsGoal	Numeric String	9.99 x 10 ¹² chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
CampaignSummary:CampaignStatus	String	100 chars	Status of campaign: New, Paused, Running, Not_Running, or Completed.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetCampaignDetails

Use `GetCampaignDetails` to retrieve campaign details for a period for one or more campaigns. Output includes details and metrics for the period for campaigns, corresponding lines, and ads.

GetCampaignDetails Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
CampaignIds	List of Numeric Strings	Yes	A list of CampaignIds.

GetCampaignDetails Example Request Payload

```
{
  "method": "GetCampaignDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignIds": [
      "15598796",
      "15587612"
    ]
  },
  "jsonrpc": "2.0"
}
```

GetCampaignDetails Output Parameters

Parameter	Type	Max Size	Description
Campaigns	Collection		All campaigns returned. Each returned campaign is a 3-tuple containing Campaign, Lines, and Ads.
Campaign: CampaignId	Numeric String	10^12 chars	The Id of the campaign reported on.
Campaign: CampaignName	String	255 chars	The name of campaign.
Campaign: PlacementType	String	100 chars	For Direct Sales: Direct.
Campaign: ExternalCampaignReferenceId	String	255 chars	External reference may be any alphanumeric string.
Campaign: AdvertiserName	String	50 chars	External reference may be any alphanumeric string.
Campaign: AdvertiserRefId	String	255 chars	External reference may be any alphanumeric string.
Campaign: StartDate	Date and Time String		Start date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
Campaign: EndDate	Date and Time String		End date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
Campaign: ImpressionsGoal	Numeric String	9.99 x 10^12 chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Campaigns	Collection		Contains all campaigns returned. Each returned campaign is a 3-tuple containing Campaign, Lines, and Ads.
Campaign: CampaignStatus	String	100 chars	Status of campaign: New, Paused, Running, Not_Running, or Completed.

Campaign: Timezone	String	100 chars	Default is UTC. Use GetAvailableTimeZones to retrieve a complete list of supported time zones. Note: if you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to False.
Campaign: FrequencyCap	Numeric String	1-20 chars	Campaign-level frequency cap per day. This ranges from 1-20 or unlimited. • If no frequency cap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap.
Campaign: CampaignCategoryId	String	10^12 chars	The CategoryId as created. Use GetAvailableCampaignCategories to retrieve CategoryIds and category information.
Lines	Collection		Contains all lines returned for a campaign.
Lines: LineId	Numeric String	10^12 chars	The unique Id of the line.
Lines: LineName	String	255 chars	The name of the line.
Lines: ExternalLineReferenceId	String	255 chars	External reference; may be any alphanumeric string.
Lines: StartDate	Date and Time String		Start date of campaign line, formatted as yyyy-mm-dd hh:mm:ss.

Lines: EndDate	Date and Time String		End date of campaign line, formatted as yyyy-mm-dd hh:mm:ss.
Lines: ImpressionsGoal	Numeric String	9.99 x 10 ¹² chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Lines: CountryCode	String	100 chars	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A GB org is able to only get GB-specific values.
Lines: LineStatus	String	100 chars	Status of campaign line: New, Paused, Running, Not_Running, or Completed.
Ads	Collection		Contains all ads returned for a campaign.
Ads: AdId	String	10 ¹² chars	A unique ad Id that defines a creative. AdId is created when a campaign is booked through Workbench .
Ads: AdName	String	255 chars	The name of the ad.
Ads: AdType	String	100 chars	The type of advertisement, e.g. Standard Banner.
Ads: DeviceType	String	100 chars	The type of device, e.g. iPhone.
Ads: Language	String	100 chars	The language used in the advertisement.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetLineDetails

GetLineDetails retrieves line details for one or more lines. Output includes details and metrics for the specified period for lines and corresponding ads. If no ads are associated with the line, no ad details are returned.

GetLineDetails Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
LineIds	List of Numeric Strings	Yes	A list of unique LineIds.

GetLineDetails Example Request Payload

```
{
  "method": "GetLineDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "LineIds": [
      "15409484",
      "15487623"
    ]
  },
  "jsonrpc": "2.0"
}
```

GetLineDetails Output Parameters

Parameter	Type	Max Size	Description
Lines	Collection		An array of lines.
Lines: CampaignId	Numeric String	10^12 chars	The unique Id of the campaign this line is part of.
Lines: LineId	Numeric String	10^12 chars	The unique Id of the campaign line item.
Lines: LineName	String	255 chars	Name of the campaign line item.
Lines: LineType	String	100 chars	The line type of the campaign line item. See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position.
Lines: ExternalLineReference Id	String	255 chars	Line-level external reference as created; any alphanumeric string.

Lines: ReferenceNumber	String	255 chars	A line-level reference you can free-form text input with a 255 character limit. No validations.
Lines: StartDate	Date and Time String		The start date and time of campaign line as created, formatted as mm/dd/yyyy hh:mm.
Lines: EndDate	Date and Time String		The end date and time of campaign line as created, formatted as mm/dd/yyyy hh:mm.
Lines: ImpressionsGoal	Numeric String	9.99 x 10^12 chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Lines: CountryCode	String	100 chars	Two-character code of a country. Possible values are AU, CA, GB, US. API responses are based on the country of the organization making API calls. For example, a US org is able to only get US-specific values. A GB org is able to only get GB-specific values.
Lines: LineStatus	String	100 chars	The status of campaign line: New, Paused, Running, Not_Running, or Completed.
Lines: LinePriority	Numeric String (1-100)	1-100 chars	The priority of the line, 1-100
Lines: Override	Boolean		Can be true or false: If False (no override), and if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be UNRESERVED. If True (override), even if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be RESERVED.
Lines: InventoryStatus	String	100 chars	The response can be RESERVED or UNRESERVED.

Lines: ImpressionUrls	List of Strings		URLs for impression counting at the line level.
Lines: ClickUrls	List of Strings		URLs for click counting at the line level.
Lines: CreativeType	String	100 chars	Returns identifying type as created.
Lines: AdPosition	List of Strings	100 chars	The AdPosition value, identifying where the ad is shown, as created.
Lines: FrequencyCap	Numeric String	1-20 chars	Line-level frequency cap per day. This ranges from 1-20 or unlimited. • If no frequency cap is passed in, the default is set to unlimited. • The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day. However, if the line frequency cap is less than the campaign frequency cap, the system uses the line frequency cap.
Lines: Ads	Collection		An array of ads within the line.
Ads: AdId	String	10^12 chars	A unique ad Id that defines a creative. AdId is created when a campaign is booked through Workbench .
Ads: AdName	String	100 chars	The name of the ad.
Ads: AdType	String	100 chars	The type of ad.
Ads: DeviceType	String	100 chars	The type of device, e.g. iPhone.
Lines: TargetingDimensions	Collection		Collection containing all the specified targeting values.
TargetingDimensions: AgeRange	List of Strings		The strings returned are the numeric names of the various age range groups. See GetTargetingDetails for more details.
TargetingDimensions: Categories	List of numeric strings		The list of categories inclusions and exclusions set for the line.

TargetingDimensions: ChannelSectionMap	List of mappings		The ChannelSectionMapList correlates channels and sections in a parent-child relationship. Each channel UUID is mapped to a list of one or more section IDs. The channel UUID is the value returned from GetTargetingDetails. • If no sections are input, all sections are targeted for the channel. • If sections are provided, they must belong to at least one channel.
TargetingDimensions: Cities	List of Strings		A NameValueList of city values.
TargetingDimensions: Dayparting	String		A NameValueList of Dayparting values.
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		A NameValueList of US market area values. Applies only to US.
TargetingDimensions: Devices	List of Strings		Values: IPHONE_ONLY IPOD_ONLY IPAD See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position.
DimensionName: DeviceFamily	String		A NameValueList of supported device models.
TargetingDimensions: Gender	List of Strings		A NameValueList of gender values. The default is none is selected.
TargetingDimensions: iTunesPref	String		A NameValueList of iTunes preferences code values grouped by iTunes categories: App, Movie, TV, Book, Music, Audiobook.
TargetingDimensions: OSVersions	String		A NameValueList of OS/iPadOS versions.
TargetingDimensions: OSVersionsExclusion	String		A NameValueList of excluded OS/iPadOS versions.

TargetingDimensions: States	List of strings		A NameValueList of state values.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

Reporting Metrics

Resource URL

POST <https://iadapi.apple.com/news/campaigns/v4>

GetCampaignMetrics

Returned data will be aggregated depending on the values of `StartTime` and `EndTime` date strings. If the dates are the same or if they specify a span up to 31 days, daily data will be returned. More than 31 days but less than 28 weeks, weekly data will be returned. More than 28 weeks, monthly data will be returned.

GetCampaignMetrics Input Parameters

Parameter	Type	Max Size	Required	Description
SessionId	String	100 chars	Yes	SessionId obtained from the InitSession call.
CampaignIds	List of Numeric Strings	10^12 chars	Yes	A list of CampaignIds.
StartTime	String (date)		Yes	The start date of campaign report period, formatted as yyyy-mm-dd.
EndTime	String (date)		Yes	The end date of campaign report period, formatted as yyyy-mm-dd.
Timezone	String	100 chars	Optional	The time zone as created. This field is case sensitive. • UTC is the default TimeZone • ATZ is the account TimeZone set during org creation.

GetCampaignMetrics Example Request Payload

```
{
  "method": "GetCampaignMetrics",
  "id": "Request-012345",
  "params": {
    "SessionId": "ae35edf7-1777-41c0-9e17-f1fef62ef3f",
    "CampaignIds": [
      "15598796",
      "15527181"
    ],
    "StartTime": "2024-01-01",
    "EndTime": "2024-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

GetCampaignMetrics Output Parameters

Parameter	Type	Max Size	Description
StartDate	Date and Time String		Line start time, formatted as yyyy-mm-dd hh:mm:ss.
EndDate	Date and Time String		Line end time, formatted as yyyy-mm-dd hh:mm:ss.
MetricIntervalType	String	100 chars	The metric interval reported. This is dependent on the period length and will be Hourly, Daily, Weekly, or Monthly.
Data	Collection		Data collection of all ads.
Data: CampaignId	String	10^12 chars	The unique Id of the campaign that contains your lines.
Data: CampaignName	String	255 chars	Name of the campaign.
Data: LineId	String	10^12 chars	The unique LineId.
Data: LineName	String	255 chars	The name of the line.
Data: LineCountry	String	100 chars	The country of the line.
Data: LineStartDate	Date and Time String		Line start time, formatted as yyyy-mm-dd hh:mm:ss.

Data: LineEndDate	Date and Time String		Line end time, formatted as yyyy-mm-dd hh:mm:ss.
Data: AdId	String	10^12 chars	A unique ad Id that defines a creative. AdId is created when a campaign is booked through Workbench .
Data: AdName	String	255 chars	The name of the ad.
Data: Impressions	String	(2^63) - 1 chars	The number of times users are exposed to an ad, whether or not they tap to ad banner.
Data: Taps	String	(2^63) - 1 chars	The number of taps.
Data: Conversions	String	(2^63) - 1 chars	The number of conversions.
Data: ConversionRate	Numeric String	(2^63) - 1 chars	The conversion rate percentage.
Data: TTR	String	(2^63) - 1 chars	Tap-through rate, the ratio of taps to impressions. For example, if 100 users are exposed to an ad banner, and the banner is tapped five times, the TTR is 5%, presented as a value between 0.00 and 100.00.
Data: Visits	Numeric String	(2^63) - 1 chars	The number of visits.
Data: ContentViews	Numeric String	(2^63) - 1 chars	The number of content views.
Data: VideoImpressions	Numeric String	(2^63) - 1 chars	The number of video impressions.
Data: VideoCompletions25	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 0-25%.
Data: VideoCompletions50	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 25-50%.
Data: VideoCompletions75	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 50-75%.

Data: VideoCompletions100	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 75-100%.
Data: VideoCompletes	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is 100%.
Data: ExpandedVideoImpressions	Numeric String	(2^63) - 1 chars	The number of expanded video impressions.
Data: ExpandedVideoCompletions25	Numeric String	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 0-25%.
Data: ExpandedVideoCompletions50	Numeric String	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 25-50%.
Data: ExpandedVideoCompletions75	Numeric String	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 50-75%.
Data: ExpandedVideoCompletions100	Numeric String	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 75-100%.
Data: ExpandedVideoCompletes	Numeric String	(2^63) - 1 chars	The number of expanded video views where amount of video watched is 100%.
Data: PeriodStartDate	Date and Time String		The report period start time, formatted as yyyy-mm-dd hh:mm:ss.
Data: PeriodEndDate	Date and Time String		The report period end time, formatted as yyyy-mm-dd hh:mm:ss.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetLineMetrics

Use `GetLineMetrics` to return data aggregated on the values of `StartTime` and `EndTime` date strings. If the dates specify between 2 and 31 days, daily data will be returned. For 1 day, hourly data; more than 31 days but less than 28 weeks, weekly data; more than 28 weeks, monthly data will be returned.

GetLineMetrics Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
CampaignId	Numeric String	Yes	The unique CampaignId which contains your lines.
LineIds	List of Numeric Strings	Yes	A list of unique LineIds.
StartTime	String (date)	Yes	Start date of line, formatted as yyyy-mm-dd.
EndTime	String (date)	Yes	End date of line, formatted as yyyy-mm-dd.
Timezone	String	No	The time zone as created. This field is case sensitive. • UTC is the default TimeZone • ATZ is the account TimeZone set during org creation.

GetLineMetrics Example Request Payload

```
{
  "method": "GetLineMetrics",
  "id": "Request-012345",
  "params": {
    "SessionId": "ae35edf7-1777-41c0-9e17-f1fef62ef3f",
    "CampaignId": "15598796",
    "LineIds": [
      "15462723"
    ],
    "StartTime": "2024-01-01",
    "EndTime": "2024-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

GetLineMetrics Output Parameters

Parameter	Type	Max Size	Description
StartDate	Date and time string		The line start time, formatted as yyyy-mm-dd hh:mm:ss.
EndDate	Date and time string		The line end time, formatted as yyyy-mm-dd hh:mm:ss.
MetricIntervalType	String	100 chars	The metric interval reported. This is dependent on the period length and will be Hourly, Daily, Weekly, or Monthly.
Data	Collection		Data collection of all ads.
Data: CampaignId	String	10^12 chars	The Id of the campaign that contains your lines.
Data: CampaignName	String	255 chars	The name of the campaign.
Data: LineId	String	10^12 chars	The Id of the line.
Data: LineName	String	255 chars	The name of the line.
Data: LineCountry	String	100 chars	The country of the line.
Data: LineStartDate	Date and time string		The line start time, formatted as yyyy-mm-dd hh:mm:ss.
Data: LineEndDate	Date and time string		The line end time, formatted as yyyy-mm-dd hh:mm:ss.
Data: Impressions	String	(2^63) - 1 chars	The number of times users are exposed to an ad, whether or not they tap to ad banner.
Data: Taps	String	(2^63) - 1 chars	The number of taps.
Data: Conversions	String	(2^63) - 1 chars	The number of conversions.
Data: ConversionRate	Numeric string	(2^63) - 1 chars	The conversion rate percentage.

Data: TTR	String	(2^63) - 1 chars	The tap-through rate, the ratio of taps to impressions. For example, if 100 users are exposed to an ad banner, and the banner is tapped five times, the TTR is 5%, presented as a value between 0.00 and 100.00.
Data: Visits	Numeric string	(2^63) - 1 chars	The number of visits.
Data: Views	Numeric string	(2^63) - 1 chars	The number of content views.
Data: ExpandedVideoImpressions	Numeric string	(2^63) - 1 chars	The number of expanded video impressions.
Data: ExpandedVideoCompletions 25	Numeric string	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 0-25%.
Data: ExpandedVideoCompletions 50	Numeric string	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 25-50%.
Data: ExpandedVideoCompletions 75	Numeric string	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 50-75%.
Data: ExpandedVideoCompletions 100	Numeric string	(2^63) - 1 chars	The number of expanded video views where amount of video watched is between 75-100%.
Data: ExpandedVideoCompletes	Numeric string	(2^63) - 1 chars	The number of expanded video views where amount of video watched is 100%.
Data: PeriodStartDate	Date and time string		The report period start time, formatted as yyyy-mm-dd hh:mm:ss.
Data: PeriodEndDate	Date and time string		The report period end time, formatted as yyyy-mm-dd hh:mm:ss.
Success	Boolean		Can be true or false depending on whether the call succeeded or not.

GetLinePerformance

Use `GetLinePerformance` to return line item delivery by day for all active campaigns for specified date range. Data range cannot be more than five days. Output contains campaign and line item details.

GetLinePerformance Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from the InitSession call.
Lines: StartDate	Date and time string	Yes	The line start time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: EndDate	Date and time string	Yes	The line end time, formatted as yyyy-mm-dd hh:mm:ss.
Timezone	String	Yes	The time zone as created, ATZ or UTC. The default is UTC.

GetLinePerformance Example Request Payload

```
{
  "method": "GetLinePerformance",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "StartDate": "2024-01-01",
    "EndDate": "2024-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

GetLinePerformance Output Parameters

Parameter	Type	Max Size	Description
Success	Boolean		Can be true or false depending on whether the call succeeded or not.
Timezone	String	100 chars	The time zone as created.
Lines: LineId	Numeric string	10^12 chars	The unique LineId representing a line.
Lines: LineName	String	255 chars	The name of the line.
Lines: CampaignId	Numeric string	10^12 chars	The Id of the campaign this line is linked to.
Lines: CampaignName	String	255 chars	The name of the campaign the line is linked to.
Lines: AdvertiserName	String	10^12 chars	Used as an external reference, can be any alphanumeric string.
Lines: LineStartDate	Date and time string		The line start time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: LineEndDate	Date and time string		The line end time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: ImpressionsGoal	Numeric string	9.99 x 10^12 chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Data: Impressions	Numeric string	(2^63) - 1 chars	The number of times users have been exposed to an ad, whether or not they tap on it.
Data: Taps	Numeric string	(2^63) - 1 chars	The number of taps.
Data: Conversions	Numeric string	(2^63) - 1 chars	The number of conversions.
Data: PaidImpressions	Numeric string	(2^63) - 1 chars	The number of paid impressions.
Data: Date	Date and time string		The report date, formatted as yyyy-mm-dd.

Appendix A: Line Type, Creative Type, and Ad Position Values

LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.

Line Types
Direct Sold
StandardBanner
StandardCarousel
StandardInterstitial
StandardLBADT (App Download Template)
StandardNativeBanner
StandardOutstreamVideo
StandardTrueNative
StandardVideo
TakeoverBanner
TakeoverCarousel
TakeoverInterstitial
TakeoverLBADT (App Download Template)
TakeoverNativeBanner
TakeoverSponsorship
TakeoverTrueNative

Creative Types	Ad Positions
Direct Sold	Direct Sold
<u>StandardBanner</u> IAB_300x250 IAB_320x50 IAB_320x320 IAB_300x600 IAB_728x90 IAB_970x250 HTML_BANNER MREC_BANNER DOUBLE_BANNER LARGE_BANNER <u>StandardCarousel</u> CAROUSEL <u>StandardInterstitial</u> INTERSTITIAL_BANNER <u>StandardLBADT (App Download Template)</u> APP_TEMPLATE <u>StandardNativeBanner</u> NATIVE_BANNER <u>StandardOutstreamVideo</u> OUTSTREAM_VIDEO <u>StandardTrueNative</u> NEWS_NATIVE <u>StandardVideo</u> VIDEO <u>TakeoverBanner</u> HTML_BANNER MREC_BANNER DOUBLE_BANNER LARGE_BANNER <u>TakeoverCarousel</u> CAROUSEL <u>TakeoverLBADT (App Download Template)</u> APP_TEMPLATE <u>TakeoverNativeBanner</u> NATIVE_BANNER <u>TakeoverTrueNative</u> NEWS_NATIVE	<u>StandardBanner</u> INFEED INARTICLE <u>StandardCarousel</u> INFEED INARTICLE <u>StandardInterstitial</u> BETWEENARTICLES <u>StandardLBADT (App Download Template)</u> INFEED INARTICLE <u>StandardNativeBanner</u> INFEED INARTICLE <u>StandardOutstreamVideo</u> INFEED INARTICLE <u>StandardTrueNative</u> NATIVEINFEED <u>StandardVideo</u> VIDEOINFEED VIDEOINARTICLE <u>TakeoverBanner</u> INFEED INARTICLE <u>TakeoverCarousel</u> INFEED INARTICLE <u>TakeoverOutstreamVideo</u> INFEED INARTICLE <u>TakeoverVideo</u> VIDEOINTODAY <u>TakeoverInterstitial</u> BETWEENARTICLES <u>TakeoverLBADT (App Download Template)</u> INFEED INARTICLE <u>TakeoverNativeBanner</u> INFEED INARTICLE <u>TakeoverSponsorship</u> INFEED <u>TakeoverTrueNative</u> NATIVEINFEED

Line Types	Ad Positions
Non-Guaranteed	Non-Guaranteed
<u>NonGuaranteedBanner</u> IAB_300x250 IAB_320x50 IAB_320x320 IAB_300x600 IAB_728x90 IAB_970x250 HTML_BANNER MREC_BANNER DOUBLE_BANNER LARGE_BANNER	<u>NonGuaranteedBanner</u> INFEED INARTICLE <u>NonGuaranteedCarousel</u> INFEED INARTICLE <u>NonGuaranteedInterstitial</u> BETWEENARTICLES <u>NonGuaranteedLBADT (App Download Template)</u> INFEED INARTICLE <u>NonGuaranteedNativeBanner</u> INFEED INARTICLE <u>NonGuaranteedOutstreamVideo</u> INFEED INARTICLE <u>NonGuaranteedTrueNative</u> NATIVEINFEED <u>NonGuaranteedVideo</u> VIDEOINFEED VIDEOINARTICLE
<u>NonGuaranteedCarousel</u> CAROUSEL	
<u>NonGuaranteedInterstitial</u> INTERSTITIAL_BANNER	
<u>NonGuaranteedLBADT (App Download Template)</u> APP_TEMPLATE	
<u>NonGuaranteedNativeBanner</u> NATIVE_BANNER	
<u>NonGuaranteedOutstreamVideo</u> OUTSTREAM_VIDEO	
<u>NonGuaranteedTrueNative</u> NEWS_NATIVE	
<u>NonGuaranteedVideo</u> VIDEO	

Appendix B: Device defaults with creative type and ad position

The `TargetingDimensions: Device` dimension used in [CreateLine](#), [UpdateLine](#) and [CheckInventory](#) applies a default parameter based on `Lines: CreativeType` used in the request.

Validations

- ❖ IAB creative types must include at least one other banner type.
- ❖ If a line has an unsupported combination of device parameter and creative type, all ads which are not eligible for the line will be disassociated and the campaign will not serve.

A matrix of supported device defaults:

Creative Type	LineType	Device	Ad Position
IAB_300x250	See Line Type, Creative Type, and Ad Position Values .	IPHONE_ONLY IPOD_ONLY	INFEED INARTICLE
IAB_300x600	See Line Type, Creative Type, and Ad Position Values .	IPHONE_ONLY IPOD_ONLY	INARTICLE
IAB_320x50	See Line Type, Creative Type, and Ad Position Values .	IPHONE_ONLY IPOD_ONLY	INARTICLE
IAB_320x320	See Line Type, Creative Type, and Ad Position Values .	IPHONE_ONLY IPOD_ONLY	INARTICLE
IAB_728x90	See Line Type, Creative Type, and Ad Position Values .	IPAD	INFEED INARTICLE
IAB_970x250	See Line Type, Creative Type, and Ad Position Values .	IPAD	INARTICLE
StandardBanner	See Line Type, Creative Type, and Ad Position Values .	IPHONE_ONLY IPOD_ONLY IPAD	INFEED INARTICLE
NEWS_NATIVE *	StandardTrueNative TakeoverTrueNative	IPHONE_ONLY IPOD_ONLY IPAD (MacOS is inherently included)	NATIVEINFEED

Changelog

Date	Notes
October, 2025	- Added a new <code>country_or_region</code> field in CreateCampaign to support AU, CA, GB, US country code values. One value is supported per campaign and cannot be updated after a campaign starts. - An expanded list of currency can be used in the <code>AppleCPM</code> field in the request payloads of CreateLine and UpdateLine: USD, MXN, GBP, AUD, NZD, JPY, CAD, and EUR. Note, API responses are based on the currency set up for the org.
August, 2025	- Added CreateLine non-guaranteed payload example. - Added new creative types for non-guaranteed line type to Appendix A. - Updated <code>LineData: ImpressionGoal</code> and <code>LineData: ReserveInventory</code> in CreateLine, UpdateLine. - Added two new fields: <code>measurementPartnerId</code> and <code>measurementPartner</code> to CreateCampaign and UpdateCampaign. - Added exclusions option for <code>TargetingDimensions</code> in CreateLine, UpdateLine: <code>AgeRangeExclusions</code> <code>CitiesExclusions</code> <code>ConnectionTypesExclusions</code> <code>DesignatedMarketAreasExclusions</code> <code>DeviceFamilyExclusions</code> <code>iTunesPrefExclusions</code> <code>GenderExclusions</code> <code>PostalCodesExclusions</code> – updated to include an 8,000 record limit on postal codes returned by the API. <code>StatesExclusions</code>
July, 2025	Restored API support for postal code targeting. See GetPostalCodes .
June, 2025	- Added <code>TargetingDimensions: ContentLanguages</code> as a new attribute in CheckInventory, CreateLine, and UpdateLine. - Added <code>FrequencyCapUnit</code> parameter to CheckInventory and updated <code>FrequencyCap</code> description.
February, 2025	- Added GetLinkedOrgDetails method. - Added <code>TargetingDimensions: SubscriberStatus</code> as a new attribute in CheckInventory, CreateLine, and UpdateLine. <code>SubscriberStatus</code> has three possible values: <code>subscribers</code>: targets Apple News+ subscribers. <code>Non-subscribers</code>: targets non-Apple News+ subscribers. <code>all_news</code>: targets All Apple News Readers.

Date	Notes
October, 2024	The current version of the Campaign Management API for News Advertisers is v4. Backward compatibility is not supported. Campaigns and lines that are created using v3 cannot be read and updated using v4 endpoints. - Added requirement to pass orgId in the header of each method call. See Request Payload Example. - Sensitive categories has been added as an optional targeting dimension in CreateLine and UpdateLine. - The API does not support postal code targeting. - The API supports AU, CA, GB, US CountryCodes. See the following methods: CheckInventory CreateLine UpdateLine GetCategories GetTargetingDetails GetCities
Previous API versions	
August, 2023	Line Types StandardTrueNative and TakeoverTrueNative now support MacOS when creating or updating a line targeting iPad. See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position.
March, 2023	- Added capability for advertisers to target keywords in the Apple News sports superfeed. Updated KeyValueInclusions, TargetingDimensions: KeyValueExclusions in CreateLine, UpdateLine and CheckInventory and GetLineKeywords. - Carrier Targeting has been deprecated. TargetingDimensions: Carriers has been removed from GetTargetingDetails. Methods CreateLine and CheckInventory will not accept Carriers in the request payload. Existing lines will stop serving and any UpdateLine call with Carriers will return an error. If an UpdateLine call is made without Carriers in the payload, carrier targeting will be removed from the line in the backend and the line will be saved.
January, 2023	- Added object parameter maximum sizes across the API. - Added a PublisherBundle targeting dimension to target publisher inventory on Apple News. - Updated Createline, Updateline and CheckInventory with publisher bundle targeting dimension and GetTargetingDetails output.

Date	Notes
July, 2022	Added UK as a reseller. API responses are based on the country of the organization making API calls. A US org is able to only get US-specific values. A UK org is able to only get UK-specific values. GB currency is only applicable to a UK org: - The GB value can be used in LineData: LineCountry in the request payloads for CreateLine and UpdateLine. - GB currency can be used in the AppleCPM field in the request payloads for CreateLine and UpdateLine. - The GB value can be used in CountryCode in the request payloads for CheckInventory, GetCategories, GetTargetingDetails, GetPublisherChannels, GetCities and in country_or_region field in CreateCampaign. API responses will be unique to the UK in the CreateLine, UpdateLine, and CheckInventory methods for the following parameters: TargetingDimensions: AgeRange TargetingDimensions: PublisherChannelExclusions TargetingDimensions: Carriers TargetingDimensions: States TargetingDimensions: Cities TargetingDimensions: Segments The following parameters are unsupported in the UK: TargetingDimensions: DesignatedMarketAreas
January, 2022	As of January 31, 2022, v1 and v2 of the API are deprecated. See versioning .
November 2021	- Added carousel ad type format to Line Type, Creative Type, and Ad Position Values. Use GetLineInfo to return values. - Introduced Dayparting targeting dimension. - Custom audience segments, including first party data (phone, email, IDFA) you own, has been deprecated.
March, 2021	- Updated TargetingDimensions: OSVersions - Added a new dimension TargetingDimensions: OSVersionsExclusion See CreateLine, UpdateLine, and CheckInventory.
September, 2020	Added In-article placement of Sponsored Content (Native).
May, 2020	- Sensitive categories are available for category targeting. - In CreateLine and UpdateLine, include and exclude is supported. Sensitive categories can only be included. - Added GetCategories which returns a list of all categories. - In GetTargetingDetails, the NameValueList includes sensitive categories. - In GetLineDetails, the IncludeList includes sensitive categories grouped with regular categories. - SensitiveCategoriesEnabled is a new field added to UpdateCampaign for bulk removal of excluded sensitive categories.

Date	Notes
April, 2020	- API version updated to v3.. - Added Dayparting targeting dimension to CreateLine and UpdateLine. - Updated details to the FrequencyCap attribute. - Added FrequencyCapUnit parameter to CreateCampaign and UpdateCampaign.
March, 2020	- Added App Download Template to Appendix A: Line Type, Creative Type, and Ad Position Values. - Updated API call limitations.
February, 2020	- API versioning changed from v1 to v2. - Added topic targeting functionality to CreateLine, UpdateLine, CheckInventory, and GetLineDetails.
January, 2020	- Added brand protection functionality and details to CreateCampaign and GetTargetingDetails. - Added functionality for targeting of specific content to CreateLine, UpdateLine, CheckInventory, and GetLineKeywords.
December, 2019	Updated IAB formats and targeting criteria to Line Type, Creative Type, and Ad Position values descriptions for CreateLine , UpdateLine , and CheckInventory . See Appendix A and Appendix B .
October, 2019	Updated supported line types, ad positions and creative types in CreateLine , UpdateLine , and CheckInventory .
June, 2019	- Fixed Timezone parameter for GetLineMetrics and GetCampaignMetrics. - Updated frequency cap definition, targeting dimensions.



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