Campaign Management API for News Advertisers

Advertising on Apple News | June 2025

Version 4.1

Contents

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.

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
GetLinkedOrgDetails	Returns a list of organizations linked to the agency organization.
GetAvailableCampaign-Categories	Returns a complete list of available campaign categories to use in classifying campaigns.
GetTargetingDetails	Returns a detailed list of all line targeting parameters.
GetSegments	Returns a list of available audience segments.
GetAvailableTimeZones	Returns a list of valid time zones.
GetLineInfo	Returns information available about all lines in a campaign.
GetAllChannels	Returns information available about all channels that may be used in a campaign.
GetPublisherChannels	Returns a list of publisher channels used for PublisherChannelExclusions.
GetCities	Returns information about available cities and states.

See also inventory methods for metadata to manage your inventory. Use reporting methods to return metadata that measure the results of your campaigns.

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": "537098ba47435415ddddd406a3f95c90267286d5",
    "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.

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 `InitSession` call.

GetAvailableCampaignCategories Example Request Payload

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

GetAvailableCampaignCategories Output Parameters

Parameter	Type	Max Size	Description
Category	Collection		A collection of 3-tuples, each containing `CategoryId`, `CategoryName`, and `SubCategoryName`.
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.

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": "537098ba47465415ddddb406a3f95c90267286d3",
    "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.

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": "537098ba47465415ddddb406a3f95c90267286d3",
    "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:Connect ionTypes`	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.

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
SessionId	String	Yes	`SessionId` 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
Segments	Collection		A collection of `Id`-value pairs.
SegmentId	String	20 chars	The `Id` of the segment.
SegmentName	String	255 chars	The name of the segment.
SegmentType	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.
SegmentSize	String	100 chars	The estimated segment size or N/A.
DeveloperName	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.

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.

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.

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": "537098ba47465415ddddb406a3f95c90267286d3"
  },
  "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.

GetPublisherChannels

Use `GetPublisherChannels` to retrieve a list of publisher IDs and names. Used in conjunction with Create Line, UpdateLine 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": "537098ba47465415ddddb406a3f95c90267286d3",
    "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.

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.

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`.
AdvertiserName	String	50 chars	Yes	This is free-form text with a 50 character limit. No validations.
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.
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.
`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",
            "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 been activated.

`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 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: Required Takeover: Optional	The `ReserveInventory` parameter defaults to `True`. Only reserved lines will be eligible to run. 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.
				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.
`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: `"AgeRange": ["11","16"],`

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.
				• SensitiveCategoryO ptIn can only be included with categories marked as isSensitive = true from GetCatgeories.
				• 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.
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. ```"Dayparting": {` ` "MONDAY": [` ` {` ` "startHour": 0,` ` "endHour": 15` ` },``` `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.

`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. • Default: none is selected.
`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.

`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:
				
				``
				"KeyWord":
				"KeyName",
				 "Values": [
				    "value",
				    "value"
				``
				
				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: ```"KeyWord": "KeyName", "Values": ["value", "value"``` 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.

Use GetTargetingDetails to retrieve a `NameValueList` of supported iOS/iPadOS versions to include.

```
"NameValueList": {
"iphone_13.x":  "iOS 13
or iPadOS 13 and
later",
"iphone_14.x":  "iOS 14
or iPadOS and later",
```

- 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 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. ```"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",` The following example excludes iOS 14.1, 14.2, 14.4 and respective "dot" update releases. ```"OSVersionsExclusion":` `[` ` "14.1.x",` ` "14.2.x",` ` "14.4.x"` `],```
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.

`CreateLine` with Publisher Bundle only, request payload example:

```
{
    "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"
}
```

`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.
`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.

CreateLine Example Request Payload

```
{
  "method": "CreateLine",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "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_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|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": [
        "l8a|c77",
```

```
        "eklb",
        "l9i"
      ],
      "Exclude": [
        "l9m",
        "l8u",
        "l8o"
      ]
    },
    "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",
```

```json
          "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 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.
`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",
            "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
SessionId	String	100 chars	Yes	`SessionId` obtained from the InitSession call.
LineId	Numeric String	10^12 chars	Yes	The unique `Id` of the line created by CreateLine.
LineData	Collection		Yes	Collection containing all other line parameters.
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	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: 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.
`LineData: ReserveInventory`	Boolean		Standard: Required Takeover: Optional	The `ReserveInventory` parameter defaults to `True`. Only reserved lines will be eligible to run. 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`. 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.
`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: `"AgeRange": ["11","16"],`

`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.

`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`
			No	`Dayparting` allows advertisers to define the day and time the ads will deliver and end.
				
				``json
				"Dayparting": {
				  "MONDAY": [
				    {
				    "startHour": 0,
				    "endHour": 15
				    },
				``
				
				`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 `DesignatedMarketArea s` is updated, `LineCountry` becomes a mandatory field.

`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. • Default: none is selected.
`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.
`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:
				
				``
				"KeyWord": "KeyName",
				 "Values": [
				    "value",
				    "value"
				``
				
				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:
				
				``
				"KeyWord": "KeyName",
				 "Values": [
				    "value",
				    "value"
				``
				
				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.
				
				``
				"NameValueList": {
				"iphone_13.x": "iOS 13 or iPadOS 13 and later",
				"iphone_14.x": "iOS 14 or iPadOS and later",
				``
				
				• 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 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.

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.
				`"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",`
				• 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.
				`"OSVersionsExclusion": [ "14.1.x", "14.2.x", "14.4.x" ],`
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:`
`PublisherChannelExclusio`
`ns`
	List of Strings		No	List of publisher channels to exclude. Use [GetPublisherChannels](#) to retrieve publisher IDs.
				
				• `PublisherExclusionC`
				`hannels` 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.
`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": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "9876541",
    "LineData": {
      "LineName": "line name example",
      "Applications": [
        "NEWS",
        "STOCKS"
      ],
      "ReferenceNumber": "1234557",
      "LineCountry": "US",
      "FrequencyCap": "unlimited",
      "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_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": [
                "l8a|c77",
                "eklb",
                "l9i"
              ],
              "Exclude": [
                "l9m",
                "l8u",
                "l8o"
              ]
            },
            "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 alues 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`.

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.

CategoryId	Numeric String	100 chars	Yes	Use GetAvailableCampaignCategories to retrieve a list of `CategoryIds` 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: `"AgeRange": ["11","16"],`

`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 GetCatgeories. • `PublisherExclusionChannels` 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.
				```"Dayparting": {` ` "MONDAY": [` ` {` ` "startHour": 0,` ` "endHour": 15` ` },```
				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:
				
				``
				"KeyWord":
				"KeyName",
				 "Values": [
				    "value",
				    "value"
				``
				
				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: ```"KeyWord": "KeyName", "Values": ["value", "value"``` 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.
				```\n"NameValueList": {\n"iphone_13.x": "iOS\n13 or iPadOS 13 and\nlater",\n"iphone_14.x": "iOS\n14 or iPadOS and\nlater",\n```
				• 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 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.

Use GetTargetingDetails to retrieve a `NameValueList` of supported iOS/iPadOS versions to exclude.

```
"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",
```

- 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.

```
"OSVersionsExclusion":
[
    "14.1.x",
    "14.2.x",
    "14.4.x"
],
```

`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:`
`PublisherChannelExclusio`
`ns`
	List of Strings		No, optional, but cannot be used with if `Categorie`
			`s` is in the request payload.
				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:` `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":"537098ba47465415ddddb406a3f95c90267286d3",
        "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",
                        "eklb",
                        "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-d6fcedd06829"
            ]
                "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 `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	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	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 `ImpressionGoal`, which may include targets outside of your parameters. Not included if `ImpressionGoal = 0`.
`TotalImpressions`	Number	The total impressions for the full range of dates in the inquiry. This is the sum of all the `DailyInfo: TotalImpressions` 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": "537098ba47465415ddddb406a3f95c90267286d3",
    "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":"537098ba47465415ddddb406a3f95c90267286d3",
      "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: ExternalLineReferenceId	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-f1fefd62ef3f",
      "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-f1fefd62ef3f",
    "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

Direct Sold

StandardBanner
IAB_300x250
IAB_320x50
IAB_320x320
IAB_300x600
IAB_728x90
IAB_970x250
HTML_BANNER
MREC_BANNER
DOUBLE_BANNER
LARGE_BANNER

StandardCarousel
CAROUSEL

StandardInterstitial
INTERSTITIAL_BANNER

StandardLBADT (App Download Template)
APP_TEMPLATE

StandardNativeBanner
NATIVE_BANNER

StandardOutstreamVideo
OUTSTREAM_VIDEO

StandardTrueNative
NEWS_NATIVE

StandardVideo
VIDEO

TakeoverBanner
HTML_BANNER
MREC_BANNER
DOUBLE_BANNER
LARGE_BANNER

TakeoverCarousel
CAROUSEL

TakeoverLBADT (App Download Template)
APP_TEMPLATE

TakeoverNativeBanner
NATIVE_BANNER

TakeoverTrueNative
NEWS_NATIVE

Ad Positions

Direct Sold

StandardBanner
INFEED
INARTICLE

StandardCarousel
INFEED
INARTICLE

StandardInterstitial
BETWEENARTICLES

StandardLBADT (App Download Template)
INFEED
INARTICLE

StandardNativeBanner
INFEED
INARTICLE

StandardOutstreamVideo
INFEED
INARTICLE

StandardTrueNative
NATIVEINFEED

StandardVideo
VIDEOINFEED
VIDEOINARTICLE

TakeoverBanner
INFEED
INARTICLE

TakeoverCarousel
INFEED
INARTICLE

TakeoverOutstreamVideo
INFEED
INARTICLE

TakeoverVideo
VIDEOINTODAY

TakeoverInterstitial
BETWEENARTICLES

TakeoverLBADT (App Download Template)
INFEED
INARTICLE

TakeoverNativeBanner
INFEED
INARTICLE

TakeoverSponsorship
INFEED

TakeoverTrueNative
NATIVEINFEED

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
June , 2025	• Added `TargetingDimensions`: `ContentLanguages` as a new attribute in `CheckInventory`, `CreateLine`, and `UpdateLine`. • Added `FrequencyCapUnit` parameter to `CheckInventory` and updated `FrequencyCap` description.
February, 2025	• Added `GetLinkedOrgDetails` method. • Added `TargetingDimensions`: `SubscriberStatus` as a new attribute in `CheckInventory`, `CreateLine`, and `UpdateLine`. `SubscriberStatus` has three possible values: • `subscribers`: targets Apple News+ subscribers. • `Non-subscribers`: targets non-Apple News+ subscribers. • `all_news`: targets All Apple News Readers.

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.

Date	Notes
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.

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`.
	
	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.

Date	Notes
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.
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.