# Campaign Management API for News Publishers

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**Version 3.0**

# Contents


Getting Started ....4

Authentication and Access ....4

Convert PEM Certificate ....5

Versioning ....5

Endpoints ....5

InitSession ....6

Formatting Requests ....7

Responses ....7

Limitations ....7

Campaign and Line Metadata ....8

GetAvailableCampaignCategories ....9

GetTargetingDetails ....11

Sensitive Topics Opt-in/Opt-out ....11

Geotargeting ....11

Deprecated v1 attribute ....13

GetSegments ....14

Deprecated Segment ....15

GetAvailableTimeZones ....16

GetLineInfo ....17

GetAllChannels ....18

Campaign and Line Creation and Management ....19

CreateCampaign ....20

CreateLine ....24

UpdateCampaign ....34

UpdateLine ....37

DeleteCampaign ....46

DeleteLine ....47

Inventory ....48

CheckLineInventory....49
CheckInventory....54
ReserveInventory....64
UnreserveInventory....66
Reporting Metadata....67
GetCampaignSummary....68
GetCampaignDetails....73
GetLineDetails....77
Reporting Metrics Methods....82
GetCampaignMetrics....82
GetLineMetrics....86
GetLinePerformance....91
GetLinePerformanceByChannel....93
Appendix A: Line Type, Creative Type, and Ad Position Values....95
Appendix B: Device defaults with creative type and ad position....98
Validations....98
Changelog....100

## Getting Started

The Campaign Management API for News Publishers is available to all Apple News publisher accounts with access to News Publisher tools on Workbench. You can use your tools and programs of choice to manage ad campaigns programmatically. 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.

### Authentication and Access

Authentication is the first step in utilizing the Campaign Management API for News Publishers.

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 Publisher 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
```

## Versioning

The current version of the Campaign Management API for News Ad Publishers is v3. As of January 31st, 2022, v1 is deprecated. Backward compatibility is not supported. Campaigns and lines that are created using v3 cannot be read and updated using v1 endpoints.

## Endpoints

Use the following endpoint URL: https://iadapi.apple.com/publisher/campaigns/v3

## 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.

### Resource URL

POST https://iadapi.apple.com/publisher/campaigns/v3?AccessToken=<accesstoken>

### InitSession Example Payload

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

| Call | Description |
|---|---|
| `InitSession` | Call `InitSession` to initiate access and get a `SessionId`. |

### Input

| Parameter | Type | Required | Description |
|---|---|---|---|
| `accessToken` | String | Yes | The `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` that needs to be used for all other API operations. |

Note, `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.

### Formatting Requests

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

- To make requests, use the `Content-Type` header of `application/json`.
- The request payload contains the method name and the method parameters, which is a single dictionary object.
- Request objects must follow the JSON-RPC 2.0 specification and include the following fields:
  - **jsonrpc:** A string specifying the version of JSON-RPC protocol. The string value must be exactly 2.0.
  - **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`. The output response will be uniquely associated with the call that generated it.
  - **params**: An array of name-value pairs of named parameters and their corresponding values.

### 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:
  - **jsonrpc**: A string specifying the version of JSON-RPC protocol, which is exactly 2.0.
  - **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.

### Limitations

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

## Campaign and Line Metadata

Use metadata to fetch parameters and values to use in when you create an ad campaign and create a line. A line defines when, where, and to whom an ad will be shown. An ad is a creative object such as a banner or a video. See also inventory methods for metadata to manage your inventory and reporting metadata to measure the results of your campaigns.

**Resource URL**

POST https://iadapi.apple.com/publisher/campaigns/v3

| Method Name | Description |
| --- | --- |
| `GetAvailableCampaign-Categories` | Fetches a complete list of available `CategoryIds` and category information. |
| `GetTargetingDetails` | Fetches a detailed list of all line targeting parameters. |
| `GetSegments` | Fetches a list of audience segments. |
| `GetAvailableTimeZones` | Fetches a list of valid time zones. |
| `GetLineInfo` | Fetches information available about all lines in a campaign. |
| `GetAllChannels` | Fetches information available about all channels that may be used in a campaign. |

### GetAvailableCampaignCategories

Use `GetAvailableCampaignCategories` to retrieve an exhaustive list of category and subcategory names that can be used for campaign targeting. The `GetAvailableCampaignCategories` method requires only your `SessionId` as input.

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.

#### Input parameters

| Parameter | Type | Max Size | Required | Description |
|---|---|---|---|---|
| `SessionId` | String | 100 chars | Yes | `SessionId` obtained from `InitSession` call. |

#### Request example

```
{
  "method": "GetAvailableCampaignCategories",
  "id": "Request123",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

#### Response example:

```
   "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"
           },
```

### 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 | The name of the subcategory. |
| `Success` | Boolean (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## GetTargetingDetails

Use `GetTargetingDetails` to retrieve all possible targeting parameters to use when creating a line. Apply targeting dimensions using CreateLine and UpdateLine.

### Sensitive Topics Opt-in/Opt-out

Sensitive Topics Opt-in/Opt-out is currently a Workbench feature at the line level. The ability to opt-in or opt-out of sensitive topics in a campaign is not yet available through the Campaign Management API for News Publishers. Lines edited in Workbench that use sensitive topics cannot be edited through the API. Lines edited in the API cannot use the sensitive topics feature in Workbench.

### Geotargeting

Currently, the API supports country code US geotargeting by `State` and `DesignatedMarketArea`. If you use geotargeting for Canada, Australia, or Great Britain, continue to use Workbench for managing your campaigns. Geotargeting support in Workbench has broader coverage for state and city equivalents in Canada (province), Australia (state and postal), and Great Britain (country/crown dependency). Lines created in Workbench with geotargeting parameters other than country code US are unsupported through the API.

### Input parameters

| Parameter | Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | The `SessionId` is obtained from the `InitSession` call. |
| `CountryCode` | String | Yes | Two-character code of a country. Accepted values are AU, CA, GB, or US. Geotargeting metadata is available for US only. |
| `CampaignId` | Numeric String | Yes | The `Id` of the campaign. To retrieve a `CampaignId`, use GetCampaignSummary. |

### Request example

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

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `TargetingDimensions` | Collection | | Consists of two parts, a country and a list of dimensions, each containing a `DimensionName` and a `NameValueList`. |
| `TargetingDimensions: Country` | String | 100 chars | Two-character code of a country. Accepted values are AU, CA, GB, or US. Geotargeting details are available for US only. |
| `TargetingDimensions: Dimensions` | Collection | | Each element of `Dimensions` contains a `DimensionName` and a `NameValueList`. |
| `Dimensions: DimensionName` | String | 100 chars | Names the contents of the dimension in question. |
| `Dimensions: NameValueList` | List of Name and Value pairs | | Associates code numbers and code names with value strings to define the contents of the dimension. |
| `TargetingDimensions` | Collection | | Consists of two parts, a country and a list of `Dimensions`, each containing a `DimensionName` and a `NameValueList`. |
| `DimensionName: Device` | String | | A `NameValueList` of device types available for use with `Lines: CreativeType`. See Values per Supported IAB Format. |
| `DimensionName: AgeRange` | String | | A `NameValueList` of age ranges. |
| `DimensionName: Gender` | String | | A `NameValueList` of gender choices. |
| `DimensionName: States` | String | | A `NameValueList` of U.S. States |
| `DimensionName: DesignatedMarketArea` | String | | A `NameValueList` of supported U.S. market areas. |
| `DimensionName: Days` | String | | A `NameValueList` of days available. |

| | | | |
|---|---|---|---|
| `DimensionName: Channels` | Collection | | An array of the channels IDs owned by the publisher. 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`. |
| `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. |
| `Channels: Name` | String | 10^3 chars | Channel Name per channel UUID. There is only one channel, feed-`FCSubscribedTopStories`. For this initial channel, there are no sections. |
| `Channels: Sections` | List | | List of name-value pairs per channel UUID. |
| `Success` | Boolean (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

### Deprecated v1 attribute

| Parameter | Type | Description |
|---|---|---|
| `DimensionName: Slots` | String | A `NameValueList` of specific hour slots available. Note: slots are only available with v1 endpoints. <br>`"TargetingDimensions": { "Days": ["MONDAY","TUESDAY","WEDNESDAY","THURSDAY","FRIDAY","SATURDAY","SUNDAY"], "Slots":["FIRST","SECOND"],` |

## GetSegments

Use `GetSegments` to determine your available audience segment types. Apple generates publisher audience segment data based on users who read or follow your content on Apple News. Segment availability is determined by your org, not by campaign or line.

### Input parameters

GetSegments requires only your `SessionId` as input.

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

### Request example

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

### 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 | The type of segment.<br><br>**`Channel`**<br>Include or exclude users who have shown specific interest in your content on Apple News through reading your content or following your channels.<br><br>**`Publication Subscription`**<br>Selected publishers can include or exclude users who have subscribed to their content via Apple News.<br><br>**`Notifications`**<br>Enables you to target users who have opted-in to receive notifications. You have the option to include and/or exclude Publisher Audience Segments. |
| `SegmentSize` | String | 100 chars | Estimated segment size or N/A. |
| `DeveloperName` | String | 100 chars | Identifies the owner of an app. This parameter is not applicable to News Publisher segment types. |
| `Success` | Boolean<br>(`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

### Deprecated Segment

Custom audience segments is no longer available in the Campaign Management API for News Publishers. Custom audience segments includes first party data (phone, email, IDFA) you own and that has been uploaded through *My Audiences* in Workbench.

### 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.

#### Input parameters

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

#### Request example

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

#### Output parameters

| Parameter | Type | Description |
|---|---|---|
| `SupportedTimeZones` | Array List | An array list of all the time zones supported and applicable country. |
| `Success` | Boolean (`true`/`false`) | Can be `true` or `false` depending on whether the call succeeded or not. |

## GetLineInfo

Use `GetLineInfo` to retrieve information available about line types, creative types, and ad positions.

### Input parameters

| Parameter | Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignId` | String | Yes | The `Id` of the campaign. This determines whether the data returned is for House line types or Direct. To retrieve a `CampaignId`, use GetCampaignSummary. |

### Request example

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

### Output parameters

| Parameter | Type | Description |
|---|---|---|
| `LineTypes` | Array | List of available line types. |
| `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 (`true`/`false`) | Can be `true` or `false` depending on whether the call succeeded or not. |

### GetAllChannels

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

The `GetAllChannels` method requires only your `SessionId` as input.

#### Input parameters

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

#### Request example

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

#### Output Parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `Channels` | Collection | | Array of the channel IDs owned, listed by channel UUID, with the channel Name and channel `Sections`. |
| `Channels: <channelUUID>` | Collection | 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 (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## Campaign and Line Creation and Management

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

**Resource URL**
POST https://iadapi.apple.com/publisher/campaigns/v3

| Method Name | Description |
|---|---|
| `CreateCampaign` | The method to create a campaign. |
| `CreateLine` | The method to create a line. |
| `UpdateCampaign` | The method to update a campaign. |
| `UpdateLine` | The method to update a line. |
| `DeleteCampaign` | The method to delete a campaign. |
| `DeleteLine` | The method to delete a line. |

## CreateCampaign

Use `CreateCampaign` to specify campaign details when creating a campaign.

### Input parameters

| Parameter | Type | Max Size | Required | Description |
|---|---|---|---|---|
| `SessionId` | String | | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignType` | String | 100 chars | Yes | Values:<br>• Direct<br>• House |
| `AdvertiserName` | String | 50 chars | Yes | A free-form text input with a 255 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 Category Ids and category information. |
| `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.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than the line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day). However, if the campaign frequency cap is less that the line frequency cap, the system uses the line frequency cap campaign-level frequency cap per day. This ranges from 1-20 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes. |

| | | | | |
|---|---|---|---|---|
| `FrequencyCapUnit` | String | 100 chars | No | Defines the max number of ads a user can see within a defined timeframe.<br><br>**Note**: `FrequencyCapUnit` is supported in API v3 only.<br><br>Values:<br><br>**`Hour`**<br>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.<br><br>**`Day`**<br>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.<br><br>**`Week`**<br>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. |
| `Timezone` | String | 100 chars | No | The default is UTC. Use the GetAvailable- TimeZones method to retrieve a complete list of supported time zones.<br><br>**Note:** If you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to `False`. |

### Request example

```
{
   "method":"CreateCampaign",
   "id":"Request-012345",
   "params":{
      "SessionId":"537098ba47465415ddddb406a3f95c90267286d3",
      "CampaignData":{
         "CampaignType":"Direct",
         "CampaignName":"DirectCampaign001",
         "CategoryId":"10001391",
         "ReferenceNumber":"3456",
         "FrequencyCap":"1",
         "FrequencyCapUnit": "DAY", //v3 only
         "AdvertiserName":"AdvName3",
         "Timezone":"Australia/ACT"
      }
   },
   "jsonrpc":"2.0"
}
```

### 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 | State of the campaign. In the initial creation of the campaign, the state will be `New`. |
| `CampaignData: CampaignName` | String | 255 chars | Name of the campaign. |
| `Success` | Boolean (`true`/`false`) | | 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. It is recommended to first call GetTargetingDetails to obtain the specific values needed for some parameters used with `CreateLine`.

### Input parameters

| Parameter | Type | Max Size | Required | Description |
|---|---|---|---|---|
| `SessionId` | String | | Yes | `SessionId` obtained from `InitSession` call. |
| `LineData` | Collection | | Yes | `LineData` holds all parameters needed for line creation. |
| `Lines: CampaignId` | Numeric String | 10^12 chars | Yes | The `Id` of the campaign which contains your line. To retrieve a `CampaignId`, use GetCampaignSummary. |
| `Lines: LineName` | String | 255 chars | Yes | The name of the line. Must be unique within the campaign. This field has a 255 character limit. |
| `Lines: ExternalLineReferenceId` | String | 255 chars | No | Available to use to identify the line in external systems. |
| `Lines: LineType` | String | 100 chars | Yes | See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position. |
| `Lines: CreativeType` | String | 100 chars | Yes (at least 1 per line type) | `CreativeType` includes IAB formats must be with at least 1 other banner type.<br>See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position. |

| | | | | |
|---|---|---|---|---|
| `Lines: AdPosition` | List of Strings | 100 chars | Yes (at least 1 per line type) | `AdPosition` values determine exactly where the ad is shown, depending on the `CreativeType`.<br><br>See Line Type, Creative Type, and Ad Position Values and Device defaults with creative type and ad position. |
| `Lines: ImpressionUrls` | List of Strings | | No | URLs for impression counting at the line level. Maximum of two URLs. |
| `Lines: ClickUrls` | List of Strings | 10^3 chars | No | URLs for click counting at the line level. Maximum of two URLs. |
| `Lines: LineCountry` | String | 100 chars | Yes | Two-character code of a country. Values are AU, CA, GB, or US.<br><br>**Note:** `LineCountry` cannot be changed after the line has been activated. |
| `Lines: FrequencyCap` | String | 1-20 chars | No | Line-level frequency cap per day. This ranges from 1-20 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes. |
| `Lines: LinePriority` | Numeric String | 1-100 chars | Yes | The priority of the line, 1-100. |
| `Lines: StartDate` | String | | Yes | The start date and time of the line in the following format: `yyyy-MM-dd HH:mm` (if time is not specified, default to 00:00). |

| | | | | |
|---|---|---|---|---|
| `Lines: EndDate` | String | | Yes | The end date and time of the line in the following format: `yyyy-MM-dd HH:mm` (if time is not specified, default to 23:59). |
| `Lines: ImpressionGoal` | Numeric String | 9.99 x 10^12 chars | Standard: Required<br>House: Required<br>Takeover: Optional | The impression goal for the line. |
| `Lines: ReserveInventory` | Boolean (`true`/ `false`) | | Standard: Required<br>House: Optional<br>Takeover: Optional | If `True`, only reserved lines will be eligible to run. |
| `Lines: Override` | Boolean (`true`/ `false`) | | No | If `False` (no override), and if there is not enough inventory available, your line will be created and `RESERVATION_STATUS` will be `UNRESERVED`.<br>If `True` (override), even if there is not enough inventory available, your line will be created and `RESERVATION_STATUS` will be `RESERVED`. |
| `Lines: TargetingDimensions` | Collection | | Optional in most cases. | Consists of two parts, a country and a list of `Dimensions`, each containing a `DimensionName` and a `NameValueList`. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: AgeRange` | List of Strings | | Optional (based on campaign category) | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br>• Default: none is selected.<br>• Some `AgeRange` values are not allowed depending on the country and `Campaign: Category`.<br>• 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:<br>`"AgeRange": ["11","16"],` |
| `TargetingDimensions: ArticleId` | List of Strings | | No | The Article ID is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.<br>To obtain an Article ID you will need to preview the article in Apple News Publisher. |
| `TargetingDimensions: Gender` | List of Strings | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br>• Default: none is selected. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: States` | List of Strings | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br>• Applies only to U.S.<br>• Default: none is selected. |
| `TargetingDimensions: DesignatedMarketAreas` | List of Numeric Strings | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br>• Applies only to U.S.<br>• Default: none is selected. |
| `TargetingDimensions: Device` | List of Strings | | No | Use GetTargetingDetails to retrieve a `NameValueList` of supported device values:<br>`IPHONE_ONLY`<br>`IPOD_ONLY`<br>`IPAD`<br>Note, MacOS is inherently included when targeting `IPAD`.<br><br>See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: Dayparting` | String | | No | `Dayparting` allows advertisers to define the day and time the ads will deliver and end.<br><br>`"Dayparting": { "MONDAY": [ { "startHour": 0, "endHour": 15 },`<br><br>`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.<br><br>Use the GetTargetingDetails call to retrieve a `NameValueList` of allowed values.<br><br>**Note:** `Dayparting` is used in /v3. `DimensionName: Days` and `DimensionName: Slots` are v1 attributes only. |
| `Segments: Include` | List of Strings | | No, optional.<br><br>Either `INCLUDE` or `EXCLUDE` is allowed, but not both. | Use the GetSegments method to retrieve a list of `SegmentIds`.<br><br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |

| | | | | |
|---|---|---|---|---|
| `Segments: Exclude` | List of Strings | | No, optional.<br>Either `INCLUDE` or `EXCLUDE` is allowed, but not both. | Use the GetSegments method to retrieve a list of `SegmentIds`.<br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |
| `TargetingDimensions: Categories` | Groups of lists of Name and Value pairs. | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of all potential categories. |
| `TargetingDimensions: KeyValueInclusionsOp` | String | 100 chars | No | Options are (AND, OR). The default is AND. |
| `TargetingDimensions: KeyValueInclusions` | List of Objects | | No | List of `KeyWord` and `Value` pairs. |
| `KeyValueInclusions: KeyWord` | String (no spaces) | | No | The `KeyWord` must be a string without spaces.<br>The keyword-value pairs should already be associated to your content. For example if your article is tagged with "author": "appleseed", set the `KeyWord` to “author” and the value to ["appleseed",] so that only articles with the tag "author": "appleseed" are shown the ad:<br>`"author": "appleseed"` |
| `KeyValueInclusions: Values` | List of Strings | | No | List of values represented by the `KeyWord`. |
| `TargetingDimensions: KeyValueExclusions` | List of Objects | | No | List of `KeyWord` and `Values` pairs. |

| | | | | |
|---|---|---|---|---|
| `KeyValueExclusions: KeyWord` | String | 10^3 chars | No | Same as `KeyValueInclusions`, except that this insures that we exclude articles with the tag `"author": "appleseed"` |
| `KeyValueExclusions: Values` | List of Strings | | No | See `KeyWord` description above. |

### Request example


```
{
    "method": "CreateLine",
    "id": "REQUEST-1500965054599-eefa8b9f-578f-45d9-b20f-de5e83468324",
    "params": {
        "SessionId": "c25fcfc38214bae63ac4c8f31a5095fd02556b4d",
        "LineId": "15524183",
        "LineData": {
            "LineName": "wondertest2",
            "ReferenceNumber": "Line-Ref-222223",
            "LineCountry": "US",
            "FrequencyCap": "17",
            "LineType": "StandardBanner",
            "CreativeType": [
                "DOUBLE_BANNER",
                "LARGE_BANNER",
                "HTML_BANNER",
                "MREC_BANNER",
                "IAB_728x90",
                "IAB_300x600"
            ],
            "AdPosition": [
                "INFEED",
                "INARTICLE"
            ],
            "CampaignId": "15316860",
            "TargetingDimensions": {
                "AgeRange": [],
                "Gender": [],
                "States": [
                    "us|ak",
                    "us|al"
                ],
                "DesignatedMarketAreas": [
                    "743"
                ],
                "Device": [
                "IPHONE_ONLY",
                "IPOD_ONLY",
                "IPAD"
                ],
                "DayParting": {
                    "MONDAY": [
                        {
                            "startHour": 10,
                            "endHour": 15
                        }
                    ],
                    "SATURDAY": [
                        {
                            "startHour": 12,
                            "endHour": 15
                        }
                    ]
                }
            },
            "LinePriority": "70",
            "StartDate": "2021-11-01 11:25",
            "EndDate": "2022-02-28 12:48",
            "ImpressionGoal": "10",
```

```
            "ReserveInventory": true,
            "Override": true
        }
    },
    "jsonrpc": "2.0"
}
```

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `LineData` | Collection or Array | | Container of line data. |
| `LineData: LineName` | String | 255 chars | The name of the line. |
| `LineData: LineStatus` | String | 100 chars | Status of the line created. In the initial 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. Response can be `RESERVED` or `UNRESERVED`, or in the case of House lines, N/A. |
| `LineData: LineId` | Numeric | 10^12 chars | The `Id` of the line created. |
| `Success` | Boolean (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## UpdateCampaign

Use `UpdateCampaign` to change previously specified campaign parameters.

### Input parameters

| Parameter | Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignId` | String | Yes | The `Id` of the campaign to be updated. To retrieve a `CampaignId`, use GetCampaignSummary. |
| `CampaignData: CampaignName` | String | Yes, at least one `CampaignName` or `ReferenceNumber` is required. | The name of the campaign. Supply the parameter to add or change its value. Use free-form text input with a 255 character limit. No validations. |
| `CampaignData: ReferenceNumber` | String | Yes, at least one `CampaignName` or `ReferenceNumber` is required. | An optional external reference. The parameter is called "number" but it can be any string.<br>Supply this parameter to add or change its value. Use free-form text input with a 255 character limit. No validations. |
| `CampaignData: AdvertiserName` | String | No | The advertiser name allows an agency to keep track of multiple campaigns for a single client.<br>Supply this parameter to add or change its value. |
| `CampaignData: FrequencyCap` | String | No | Campaign-level frequency cap per day. This ranges from 1-20 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than the line level frequency cap. For example, if the campaign frequency cap is 1/day and line frequency cap is 2/day). However, if the campaign frequency cap is less that the line frequency cap, the system uses the line frequency cap. |

| | | | |
|---|---|---|---|
| `CampaignData:FrequencyCapUnit` | String | No | Defines the max number of ads a user can see within a defined timeframe.<br><br>**Note:** `FrequencyCapUnit` is supported in /v3 only.<br><br>Values:<br><br>**`Hour`**<br>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.<br><br>**`Day`**<br>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.<br><br>**`Week`**<br>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. |
| `CampaignData:Timezone` | String | No | Use the GetAvailable- TimeZones method to retrieve a complete list of supported time zones.<br><br>**Note:** if you change a campaign time zone value, it can result in newly created lines defaulting to the ReserveInventory parameter set to `false`. |

### Request example

```
{
   "method":"UpdateCampaign",
   "id":"Request-012345",
   "params":{
      "CampaignId":"15598796",
      "SessionId":"537098ba47465415ddddb406a3f95c90267286d3",
      "CampaignData":{
         "CampaignName":"Campaign101",
         "ReferenceNumber":"3456",
         "AdvertiserName":"AdvName3",
         "FrequencyCap":"18",
         "FrequencyCapUnit": "DAY" //v3 only
         "Timezone":"Australia/ACT"
      }
   },
   "jsonrpc":"2.0"
}
```

### Output parameters

| Parameter | Type | Description |
|---|---|---|
| `CampaignData: State` | String | State of the campaign.<br>`New`: Newly created.<br>`Pending`: Ads are pending. Running = running.<br>`Paused`: Ads are paused.<br>`Actualizing`: Campaign is being actualized.<br>`Completed`: Budget is completed or end date is past, which ever comes first.<br>`Ready`: Creatives approved but start date is in future. |
| `CampaignData: CampaignName` | String | Name of the campaign. |
| `Success` | Boolean (`true`/`false`) | Can be `true` or `false` depending on whether the call succeeded or not. |

## UpdateLine

Use `UpdateLine` with your `SessionId`, the `LineId` and the parameter(s) you are changing. When you update an existing line, you do not need to re-specify all of the parameters used in creating the line. If an optional parameter is not provided, the API assumes there is no change from the original values of the line.

When using `CreateLine` and `UpdateLine`, If no values are provided for a parameter in the payload, the API applies all allowed values as the default. The exceptions are detailed within each parameter description.

### Input parameters

| Parameter | Type | Max Size | Required | Description |
|---|---|---|---|---|
| `SessionId` | String | | Yes | The `SessionId` obtained from `InitSession` call. |
| `LineId` | Numeric String | 10^12 chars | Yes | The `Id` of the line created by `CreateLine`. |
| `LineData` | Collection | | Yes | A collection containing all other line parameters. |
| `Lines: LineName` | String | 255 chars | Yes | Name of the line. Must be unique within the campaign. This field has a 255 character limit. |
| `Lines: ExternalLineReferenceId` | String | 255 chars | No | Available to use to identify the line in external systems. |
| `Lines: LineType` | String | 100 chars | Yes | • If `LineType` is updated, all associated ads are disassociated from the line.<br>• `LineType`, `CreativeType`, and `AdPosition` act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.<br><br>See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format. |

| | | | | |
|---|---|---|---|---|
| `Lines: CreativeType` | String | 100 chars | Yes, at least 1 per line type. | • If `CreativeType` is updated, all associated ads are disassociated from the line.<br>• `LineType`, `CreativeType`, and `AdPosition` act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.<br><br>See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format. |
| `Lines: ImpressionUrls` | List of Strings | | No | URLs for impression counting at the line level. Maximum of two URLs. |
| `Lines: ClickUrls` | List of Strings | 10^3 chars | No | URLs for click counting at the line level. Maximum of two URLs. |
| `Lines: AdPosition` | List of Strings | 100 chars | Yes, at least 1 per line type. | `AdPosition` values determine exactly where the ad is shown. This depends on the creative type.<br>• `LineType`, `CreativeType`, and `AdPosition` act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.<br><br>See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format. |

| | | | | |
|---|---|---|---|---|
| `Lines: LineCountry` | String | 100 chars | Yes | Two-character code of a country. Values are AU, CA, GB, or US.<br>• `LineCountry` cannot be changed after the line has been activated.<br>• If `State` or `DesignatedMarketAreas` is updated, `LineCountry` becomes a mandatory field.<br>• If `LineCountry` is updated, all associated ads are disassociated from the line. |
| `Lines: FrequencyCap` | String | 1-20 chars | No | Line-level frequency cap per day. This ranges from 1-20 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes. |
| `Lines: LinePriority` | Numeric String | 1 to 100 chars | Yes | Priority of the line, 1-100 |
| `Lines: StartDate` | String | | Yes | Start date and time of the line in the following format: `yyyy-MM-dd HH:mm` (if time is not specified, default to 00:00). |
| `Lines: EndDate` | String | | Yes | End date and time of the line in the following format: `yyyy-MM-dd HH:mm` (if time is not specified, default to 23:59). |

| | | | | |
|---|---|---|---|---|
| `Lines: ImpressionGoal` | Numeric String | 9.99 x 10^12 chars | Standard: Required<br>House: Required<br>Takeover: Optional | Impression goal for the line. |
| `Lines: ReserveInventory` | Boolean (`true`/ `false`) | | Standard: Required<br>House: Optional<br>Takeover: Optional | If `True`, only reserved lines will be eligible to run. |
| `Lines: Override` | Boolean (`true`/ `false`) | | No | If `False` (no override), and if there is not enough inventory available, your line will be created and `RESERVATION_STATUS` will be `UNRESERVED`.<br>If `True` (override), even if there is not enough inventory available, your line will be created and `RESERVATION_STATUS` will be `RESERVED`. |
| `Lines: TargetingDimensions` | Collection | | No, optional in most cases. | Consists of two parts, 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 the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br>• Default: none is selected.<br>• Some `AgeRange` values are not allowed depending on the country and `Campaign: Category`.<br>• 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: ArticleId` | List of Strings | | No | The `ArticleId` is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.<br><br>To obtain an `ArticleId` you will need to preview the article in Apple News Publisher. |
| `TargetingDimensions: Gender` | List of Strings | | No | Use the GetTargetingDetails call to retrieve a `NameValueList` of allowed values.<br>• Default: none is selected. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: States` | List of Strings | | No | Use the GetTargetingDetails call to retrieve a `NameValueList` of allowed values.<br>• Applies only to U.S.<br>• Default: none is selected.<br>• If `States` is updated, `LineCountry` becomes a mandatory field. |
| `TargetingDimensions: DesignatedMarketAreas` | List of Numeric Strings | | No | Use the GetTargetingDetails call to retrieve a `NameValueList` of allowed values.<br>• Applies only to U.S.<br>• Default: none is selected.<br>• If `DesignatedMarketAreas` is updated, `LineCountry` becomes a mandatory field. |
| `TargetingDimensions: Device` | List of Strings | | No | Use GetTargetingDetails to retrieve a `NameValueList` of supported device values:<br>`IPHONE_ONLY`<br>`IPOD_ONLY`<br>`IPAD`<br>• See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: Dayparting` | String | | No | `Dayparting` allows advertisers to define the day and time the ads will deliver and end.<br><br>`"Dayparting": { "MONDAY": [ { "startHour": 0, "endHour": 15 },`<br><br>`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.<br><br>Use the GetTargetingDetails call to retrieve a `NameValueList` of allowed values.<br><br>**Note:** `Dayparting` is used in /v3. `DimensionName: Days` and `DimensionName: Slots` are v1 attributes only. |
| `Segments: Include` | List of Strings | | No, optional.<br><br>Either `INCLUDE` or `EXCLUDE` is allowed, but not both. | Use the GetSegments call to retrieve a list of Segment IDs.<br><br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |

| | | | | |
|---|---|---|---|---|
| `Segments: Exclude` | List of Strings | | No, optional.<br>Either `INCLUDE` or `EXCLUDE` is allowed, but not both. | Use the GetSegments call to retrieve a list of Segment IDs.<br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |
| `TargetingDimensions: Categories` | Groups of lists of Name and Value pairs. | | No | Use the GetTargetingDetails call to retrieve a `NameValueList` of all available categories. |

### Request example


```
{
  "method": "UpdateLine",
  "id": "REQUEST-1500965054599-eefa8b9f-578f-45d9-b20f-de5e83468324",
  "params": {
    "SessionId": "0b8747a9d1b2bc83b35d91ba6ecd5a44663bc424",
    "LineId": "15529537",
    "LineData": {
      "LineName": "line2221",
      "ReferenceNumber": "Line-Ref-123455875",
      "LineCountry": "US",
      "FrequencyCap": "17",
      "LineType": "StandardBanner",
      "CreativeType": [
        "DOUBLE_BANNER",
        "IAB_300x600"
      ],
      "AdPosition": [
        "INFEED",
        "INARTICLE"
      ],
      "CampaignId": "15316860",
      "TargetingDimensions": {
        "AgeRange": [],
        "Gender": [],
        "States": [
          "us|ak",
          "us|al"
        ],
        "DesignatedMarketAreas": [
          "743"
        ],
        "Device": [
         "IPHONE_ONLY"
       ],
        "DayParting": {
          "MONDAY": [
            {
              "startHour": 10,
              "endHour": 15
            }
          ],
          "SATURDAY": [
            {
              "startHour": 12,
              "endHour": 15
            }
          ]
        }
      },
      "LinePriority": "70",
      "ImpressionGoal": "10",
      "ReserveInventory": true,
      "Override": true
    }
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

| Parameter | Type | Description |
|---|---|---|
| `Success` | Boolean (`true`/`false`) | Can be `true` or `false` depending on whether the call succeeded or not. |

## DeleteCampaign

Use `DeleteCampaign` to remove an entire campaign.

### Input parameters

| Parameter | Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignId` | String | Yes | The `Id` of the campaign to be deleted. To retrieve a `CampaignId`, use GetCampaignSummary. |

### Request example

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

### Output parameters

| Parameter | Type | Description |
|---|---|---|
| `Success` | Boolean (`true`/`false`) | Can be `true` or `false` depending on whether the call succeeded or not. |

## DeleteLine

Use `DeleteLine` to remove a specific line from a campaign. Applicable in API /v3 and later only.

### Input parameters

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

### Request example

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

### Output parameters

| Parameter | Type | Description |
|---|---|---|
| `Success` | Boolean (`true`/`false`) | 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/publisher/campaigns/v3

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

### CheckLineInventory

Use `CheckLineInventory` to retrieve inventory details such as `startDate`, `endDate` and targeting dimensions. The returned values are estimates of future inventory available to your line.

#### Input parameters

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

#### Request example

```
{
  "method": "CheckLineInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "0b8747a9d1b2bc83b35d91ba6ecd5a44663bc424",
    "LineId": "15529537"
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `LineId` | Numeric String | 10^12 chars | The `LineId` of the request. |
| `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 a specific day.<br>Not included if `ImpressionGoal` = `0`. |
| `DailyInfo: Competing` | Array | | Container for data about lines which compete with this proposed inventory booking.<br>Not included if `ImpressionGoal` = `0`. |
| `Competing: LineId` | Numeric String | 10^12 chars | Each line is represented by a unique line `Id`. For privacy and security, this is the only identifying information provided about competing advertisers.<br>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 chars | 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.<br>`Competing: Impressions` is not the same as that competing line's `ImpressionGoal`, which may include targets outside of your parameters.<br>Not included if `ImpressionGoal` = `0`. |
| `TotalImpressions` | Number | (2^63) - 1 chars | The total impressions for the full range of dates requested. This is the sum of all the `DailyInfo: TotalImpressions values`.<br>`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:<br>**`INVENTORY_AVAILABLE`**<br>There is enough inventory available for your impression goal.<br>**`INVENTORY_NOT_AVAILABLE`**<br>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.<br>**`FORECAST_NOT_CONFIDENT`**<br>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.<br>This may occur due to the following scenarios:<br>• There are too few impressions per day or too few days where the publication was live to provide a forecast<br>• The data is too spiky.<br>**`AUDIENCE_SIZE_LOW`**<br>Apple 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 chars | The total of available impressions for the range of dates requested. This is the sum of all the `DailyInfo: AvailableImpressions` values.<br><br>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 (`true`/ `false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

### CheckInventory

Use `CheckInventory` to determine how much total inventory is available as well as how much is available for booking. `CheckInventory` also provides lines which are currently competing with your targeting criteria.

#### Input parameters

| Parameter | Type | Max Size | Required | Description |
|---|---|---|---|---|
| `SessionId` | String | | Yes | `SessionId` obtained from `InitSession` call. |
| `LineType` | String | 100 chars | Yes | See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format. |
| `ImpressionGoal` | Numeric String | 9.99 x 10^12 chars | Standard: Required<br>House: Required<br>Takeover: Optional | The impression goal for the line.<br>If you are only interested in general supply, then set `ImpressionGoal` to `0`. The output will be simplified with only TotalImpressions 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 Values per Supported IAB Format. |
| `AdPosition` | List of Strings | | Yes (at least 1 per line type) | `AdPosition` values determine exactly where the ad is shown. This depends on the creative type.<br>See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format. |
| `CountryCode` | String | 100 chars | Yes | Two-character code of a country. Accepted values are AU, CA, GB, or US. Geotargeting metadata is available for US only. |

| | | | | |
|---|---|---|---|---|
| `FrequencyCap` | String | 1-20 chars | No | Line and Campaign-level frequency cap per day. This ranges from 1-20 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes. |
| `CategoryId` | Numeric String | 100 chars | Yes | Use the GetAvailableCampaignCategories method to retrieve a list of `CategoryIds` and category information. |
| `Timezone` | String | 100 chars | No | The default is `UTC`. Use the GetAvailable- TimeZones method to retrieve a complete list of supported time zones.<br>**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. | Consists of two parts, 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 the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br>• Default: none is selected.<br>• Some `AgeRange` values are not allowed depending on the country and `Campaign: Category`.<br>• 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: ArticleId` | List of Strings | | No | The `ArticleId` is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.<br><br>To obtain an `ArticleId` you will need to preview the article in Apple News Publisher. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: Dayparting` | String | | No | `Dayparting` allows advertisers to define the day and time the ads will deliver and end.<br><br>`"Dayparting": { "MONDAY": [ { "startHour": 0, "endHour": 15 },`<br><br>`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.<br><br>Use the GetTargetingDetails call to retrieve a `NameValueList` of allowed values. |
| `TargetingDimensions: Gender` | List of Strings | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br><br>• Default: none is selected. |
| `TargetingDimensions: States` | List of Strings | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br><br>• Applies only to U.S.<br>• Default: none is selected. |
| `TargetingDimensions: DesignatedMarketAreas` | List of Numeric Strings | | No | Use the GetTargetingDetails method to retrieve a `NameValueList` of allowed values.<br><br>• Applies only to US.<br>• Default: none is selected. |

| | | | | |
|---|---|---|---|---|
| `TargetingDimensions: Device` | List of Strings | | No | Use GetTargetingDetails to retrieve a `NameValueList` of supported device values:<br>IPHONE_ONLY<br>IPOD_ONLY<br>IPAD<br><br>See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. |
| `Segments: Include` | List of Strings | | Optional<br>Either `INCLUDE` or `EXCLUDE` is allowed, but not both. | Use the GetSegments method to retrieve a list of `SegmentIds`.<br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |
| `Segments: Exclude` | List of Strings | | Optional<br>Either `INCLUDE` or `EXCLUDE` is allowed, but not both. | Use the GetSegments method to retrieve a list of `SegmentIds`.<br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |
| `TargetingDimensions: Categories` | Groups of lists of name and value pairs. | | Optional | Use the GetTargetingDetails method to retrieve a `NameValueList` of all potential categories. |

### Request example

```
{
  "method": "CheckInventory",
  "id": "Request-0123451",
  "params": {
    "SessionId": "0b8747a9d1b2bc83b35d91ba6ecd5a44663bc424",
    "LineId": "15529537",
    "LineType": "StandardBanner",
    "CreativeType": [
      "DOUBLE_BANNER"
    ],
    "AdPosition": [
      "INFEED",
      "INARTICLE"
    ],
    "CountryCode": "US",
    "ImpressionGoal":"100",
    "StartDate": "2021-01-01 18:58",
    "EndDate": "2021-01-07 11:25"
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

| Parameter | Type | Max Size | 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 | (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.<br>Not included if `ImpressionGoal` is `0`. |
| `DailyInfo: Competing` | Array | | Container for data about lines which compete with this proposed inventory booking.<br>Not included if `ImpressionGoal` is `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.<br>Not included if `ImpressionGoal` is `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 chars | 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.<br>Not included if `ImpressionGoal` is `0`. |

| | | | |
|---|---|---|---|
| `TotalImpressions` | Number | (2^63) - 1 chars | 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:<br>**`INVENTORY_AVAILABLE`**<br>There is enough inventory available for your impression goal.<br>**`INVENTORY_NOT_AVAILABLE`**<br>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.<br>**`FORECAST_NOT_CONFIDENT`**<br>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.<br>This may occur due to the following scenarios.<br>• There are too few impressions per day or too few days where the publication was live to provide a forecast.<br>• The data is too spiky.<br>**`AUDIENCE_SIZE_LOW`**<br>Privacy rules on Advertising Platforms 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 chars | 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 (`true`/ `false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

### ReserveInventory

Use `ReserveInventory` to reserve a line regardless of whether inventory is available to serve all the placements requested by the line. Do is if there will be more inventory available for your scheduled dates. Otherwise, you risk under-delivery for one or more of your lines.

In CreateLine and UpdateLine, the `ReserveInventory` parameter defaults to `True` while 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 you use Apple Advertising inventory predictions, then create your line with `ReserveInventory=FALSE`. In this case, the line will be created but not reserved, and will have the status `UNRESERVED`. If you are not concerned with inventory forecasts, use `Override=TRUE` in your line.

#### Input Parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `LineId` | Numeric String | Yes | The `Id` of line. |
| `Override` | Boolean (`true`/`false`) | No | Can be `true` or `false`. |

### Request example

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

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `LineId` | Numeric String | 10^12 chars | The line `Id` of the reserved inventory. |
| `LineName` | String | 255 chars | The line name of the reserved inventory. |
| `ReservationStatus` | String | 100 chars | `RESERVED`, `NOT_RESERVED` |
| `ReservationErrorCode` | String | 100 chars | `OK`, `NOT_ENOUGH_INVENTORY`. |
| `Success` | Boolean (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## UnreserveInventory

Use `UnreserveInventory` to free up previously reserved inventory.

### Input parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `LineId` | Numeric String | Yes | The `Id` of line. |

### Request example

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

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `LineId` | Numeric String | 10^12 chars | The `Id` of the line with inventory being unreserved. |
| `LineName` | String | 255 chars | 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 (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## Reporting Metadata

Retrieves reporting data for your campaigns, lines, and ads. If you created campaigns on Workbench with geotargeting, note the API currently only supports the US country code. If you update your Workbench campaigns with geotargeting through the API, unsupported country codes are not supported and may overwrite the campaign.

Campaign and live-level data from reports is refreshed once in twenty-four hour intervals at 3:30PM GMT.

**Resource URL**
POST https://iadapi.apple.com/publisher/campaigns/v3

| Method Name | Description |
|---|---|
| `GetCampaignSummary` | The procedure to get information for campaigns by `State`, `Network`, `PlacementType`, or a combination. If no options are specified, data entries for all campaigns are returned. |
| `GetCampaignDetails` | Procedure to get campaign details for one or more campaigns. Output includes details for the campaigns, corresponding lines, and ads. |
| `GetLineDetails` | Procedure to get line details for one or more lines. Output includes details for lines and corresponding ads. |
| `GetCampaignMetrics` | Procedure to get campaign metrics for one or more campaigns for a specified time period and time zone. |
| `GetLineMetrics` | Procedure to get 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 details of campaigns. If no options are specified, data entries for all campaigns are returned.

### Input parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `State` | String | No | The state of campaigns to find: `Running`, `Not_Running`, or `Completed`. |
| `StartDate` | Date and Time String | 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 | 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). |

### Request example

```
{
  "method": "GetCampaignSummary",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "State": "Not_Running",
    "StartDate":"2021-01-01",
    "EndDate":"2021-01-07"
  },
  "jsonrpc": "2.0"
}
```

**Output parameters**

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `CampaignSummary` | Collection | | Contains data on all campaigns returned. |
| `CampaignSummary: AdvertiserName` | String | 50 chars | Used for your external reference. This can be any alphanumeric string. |
| `CampaignSummary:CampaignCategoryId` | String | 100 chars | `CategoryId` as created. Use the GetAvailableCampaignCategories to retrieve `CategoryId` and category information. |
| `CampaignSummary: CampaignId` | Numeric String | 10^12 chars | The `CampaignId` linked to campaign data returned. |
| `CampaignSummary: CampaignName` | String | 255 chars | The name of the campaign linked to campaign data returned. |
| `CampaignSummary: PlacementType` | String | 100 chars | For Direct Sales, `Direct Sold`; otherwise, `House`. |
| `CampaignSummary: TimeZone` | String | 100 chars | The default is UTC. Use the GetAvailable- TimeZones method to retrieve a complete list of supported time zones.<br>**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: FrequencyCap` | String | 1-20 chars | Campaign-level frequency cap per day. This ranges from 1-20 or unlimited Campaign-level frequency cap per day. This ranges from 1-20 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• 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 the line frequency cap is 2/day). However, if the campaign frequency cap is less that the line frequency cap, the system uses the line frequency cap..<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes. |

| | | | |
|---|---|---|---|
| `CampaignSummary: FrequencyCapUnit` | String | 100 chars | Defines the max number of ads a user can see within a defined timeframe.<br><br>**Note:** `FrequencyCapUnit` is supported in /v3 only.<br><br>Values:<br><br>**`Hour`**<br>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.<br><br>**`Day`**<br>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.<br><br>**`Week`**<br>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. |
| `CampaignSummary: StartDate` | Date and Time String | | The start date and time of campaign, formatted as `yyyy-mm-dd hh:mm:ss`. |
| `CampaignSummary: EndDate` | Date and Time String | | The 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: ReferenceNumber` | String | 255 chars | A campaign-level reference you can free-form text input with a 255 character limit. No validations. |

| | | | |
|---|---|---|---|
| `CampaignSummary: CampaignStatus` | String | 100 chars | Status of campaign: `New`, `Paused`, `Running`, `Not_Running`, or `Completed`. |
| `Success` | Boolean (`true`/ `false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

### GetCampaignSummary Deprecated Fields

```
CampaignSummary: AdvertiserRefId
CampaignSummary: ExternalCampaignReference
```

## 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.

### Input parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignIds` | List of Numeric Strings | Yes | A list of campaign `Ids`. |

### Request example

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

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `Campaigns` | Collection | | Contains 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 linked to the report. |
| `Campaign: CampaignName` | String | 255 chars | The name of the campaign. |
| `Campaign: PlacementType` | String | 100 chars | For Direct Sales: Direct or House. |
| `Campaign:AdvertiserName` | String | 50 chars | Used for your external reference. This can be any alphanumeric string. |
| `Campaign:StartDate` | Date and Time String | | The start date and time of campaign, formatted as `yyyy-mm-dd hh:mm:ss`. |

| | | | |
|---|---|---|---|
| `Campaign:EndDate` | Date and Time String | | The 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. |
| `Campaign: CampaignStatus` | String | 100 chars | The status of the campaign. Values: `New`, `Paused`, `Running`, `Not_Running`, or `Completed`. |
| `Campaign: TimeZone` | String | 100 chars | The default is UTC. Use the GetAvailable- TimeZones method to retrieve a complete list of supported time zones.<br>**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 to 20 chars | The campaign-level frequency cap per day. This ranges from 1-90 or unlimited.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• 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 the line frequency cap is 2/day). However, if the campaign frequency cap is less that the line frequency cap, the system uses the line frequency cap. |

| | | | |
|---|---|---|---|
| `Campaign: FrequencyCapUnit` | String | 100 chars | Defines the max number of ads a user can see within a defined timeframe.<br><br>**Note:** `FrequencyCapUnit` is supported in /v3 only.<br><br>Values:<br><br>**`Hour`**<br>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.<br><br>**`Day`**<br>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.<br><br>**`Week`**<br>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. |
| `Campaign: CampaignCategoryId` | String | 100 chars | The `CategoryId` as created. Use the GetAvailableCampaignCategories method to retrieve `CategoryIDs` and category information. |
| `Campaign: ReferenceNumber` | String | 255 chars | A campaign-level reference you can free-form text input with a 255 character limit. No validations. |
| `Lines` | Collection | | Contains all lines returned for a campaign. |
| `Lines: LineId` | Numeric String | 10^12 chars | The `LineId` created. |
| `Lines: LineName` | String | 255 chars | The name of the line. |
| `Lines: PlacementType` | String | 100 chars | For Direct Sales: Direct or House. |

| | | | |
|---|---|---|---|
| `Lines: ExternalLineReferenceId` | String | 255 chars | Available to use to identify the line in external systems. |
| `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 | | The end date of a 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. Accepted values are AU, CA, GB, or US. Geotargeting metadata is available for US only. |
| `Lines: LineStatus` | String | 100 chars | The status of the campaign line: `New`, `Paused`, `Running`, `Not_Running`, or `Completed`. |
| `Lines: LineType` | String | 100 chars | The line type of campaign line item. See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format. |
| `Ads` | Collection | | Contains all ads returned for a campaign. |
| `Ads:AdId` | String | (2^63) - 1 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 ad. |
| `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 (`true`/ `false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## GetLineDetails

Use `GetLineDetails` to retrieve 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.

### Input Parameters

| Parameter | Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `LineIds` | List of Numeric Strings | Yes | A list of `LineIds`. |

### Request example

```
{
   "method":"GetLineDetails",
   "id":"Request-012345",
   "params":{
      "SessionId":"537098ba47465415ddddb406a3f95c90267286d3",
      "LineIds":[
         "15409484",
         "15476213"
      ]
   },
   "jsonrpc":"2.0"
}
```

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `Lines` | Collection | | An array of lines. |
| `Lines: CampaignId` | Numeric String | 10^12 chars | The `CampaignId` of the campaign the line is linked to. |
| `Lines: LineId` | Numeric String | 10^12 chars | The `LineId` created. |
| `Lines: LineName` | String | 255 chars | The name of the line. |
| `Lines: LineType` | String | 100 chars | The line type. |
| `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. Accepted values are AU, CA, GB, or US. Geotargeting metadata is available for US only. |
| `Lines: LineStatus` | String | 100 chars | Status of campaign line: `New`, `Paused`, `Running`, `Not_Running`, or `Completed`. |
| `Lines: LinePriority` | Numeric String | 1-100 chars | The priority of the line, 1-100. |
| `Lines: Override` | Boolean (`true`/`false`) | | If `false` (no override), and if there is not enough inventory available, your line will be created and `RESERVATION_STATUS` will be `UNRESERVED`.<br>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`, or in the case of house lines, N/A. |
| `Lines: ImpressionUrls` | List of Strings | | URLs for impression counting at the line level. |
| `Lines: ClickUrls` | List of Strings | 10^3 chars | 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 | `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.<br>• If no frequency cap is passed in, the default is set to unlimited.<br>• The campaign-level frequency cap overrides the line-level cap for inventory purposes. |
| `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 | 255 chars | The name of the ad. |
| `Ads: AdType` | String | 100 chars | The type of ad. |
| `Ads: DeviceType` | String | 100 chars | Type of device, e.g. iPhone. |
| `Lines: TargetingDimensions` | Collection | | Collection containing all the specified targeting values. |
| `TargetingDimensions: AgeRange` | List of Strings | 10^3 chars | The strings returned are the numeric names of the various age range groups. See GetTargetingDetails for more details. |
| `TargetingDimensions: Gender` | List of Strings | 10^3 chars | Possible values:<br>`Male`<br>`Female`<br>• Default: none is selected.<br>• See GetTargetingDetails for more details. |
| `TargetingDimensions: States` | List of Strings | 10^3 chars | • Applies only to U.S.<br>• See GetTargetingDetails for more details. |
| `TargetingDimensions: DesignatedMarketAreas` | List of Numeric Strings | 10^3 chars | • Applies only to U.S.<br>• See GetTargetingDetails for more details. |

| | | | |
|---|---|---|---|
| `TargetingDimensions: Devices` | List of Strings | 10^3 chars | Use GetTargetingDetails to retrieve a `NameValueList` of supported device values:<br>`IPHONE_ONLY`<br>`IPOD_ONLY`<br>`IPAD`<br>See Appendix A: Line Type, Creative Type, and Ad Position Values and Appendix B: Device defaults with creative type and ad position. |
| `TargetingDimensions: Dayparting` | String | | Use GetTargetingDetails to retrieve a `NameValueList` of `Dayparting` values. |
| `TargetingDimensions: KeyValueExclusions` | List of Objects | | List of `KeyWord` and value pairs. |
| `KeyValueExclusions: KeyWord` | String | 100 chars | Same as `KeyValueInclusions`, except that this insures that we exclude articles with the tag `"author": "appleseed."` |
| `KeyValueExclusions: Values` | List of Strings | 10^3 chars | See `KeyWord` description above. |
| `Segments: Include` | List of Strings | | Use the GetSegments method to retrieve a list of `SegmentIds`.<br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |
| `Segments: Exclude` | List of Strings | | Use the GetSegments method to retrieve a list of `SegmentIds`.<br>**Note:** there is a 5k segment limit for both `INCLUDE` and `EXCLUDE` Segments. |

| | | | |
|---|---|---|---|
| `TargetingDimensions: ChannelSectionMaplist` | 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.<br><br>The channel UUID is the value returned from GetTargetingDetails.<br><br>• If no sections are in input, all sections are targeted for the channel.<br><br>• If sections are provided, they must belong to at least one channel. |
| `TargetingDimensions: ArticleId` | List of Strings | 10^3 chars | The `ArticleId` is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.<br><br>To obtain an `ArticleId` you will need to preview the article in Apple News Publisher. |
| `TargetingDimensions: KeyValueInclusionsOp` | String | 100 chars | Possible values are (AND, OR). The default is AND. |
| `TargetingDimensions: KeyValueInclusions` | List of Objects | | Possible values are (AND, OR). The default is AND. |
| `Success` | Boolean<br><br>(`true`/ `false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

## Reporting Metrics Methods

### GetCampaignMetrics

Use `GetCampaignMetrics` to retrieve metrics on the performance of a campaign. Returned data will be aggregated depending on the values of `StartTime` and `EndTime`. If the dates are the same or if they specify a span up to 31 days, daily data will be returned. Weekly data will be returned if more than 31 days but less than 28 weeks. Monthly data will be returned if more than 28 weeks.

#### Input Parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignIds` | List of Numeric Strings | 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 | No | The time zone as created. This field is case sensitive.<br>• `UTC` is the default `TimeZone`<br>• `ATZ` is the account `TimeZone` set during org creation. |

### Request example

```
{
   "method":"GetCampaignMetrics",
   "id":"Request-012345",
   "params":{
      "SessionId":"537098ba47465415ddddb406a3f95c90267286d3",
      "CampaignIds":[
         "15598796",
         "15576511"
      ],
      "StartTime":"2021-01-01",
      "EndTime":"2021-01-07",
      "Timezone":"UTC"
   },
   "jsonrpc":"2.0"
}
```

### 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 campaign that contains your lines. |
| `Data: CampaignName` | String | 255 chars | The name of the campaign. |
| `Data: LineId` | String | 10^12 chars | The `LineId` created. |
| `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 | The tap-through rate, the ratio of taps to impressions (e.g., 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: 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 (`true`/ `false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |

### GetLineMetrics

Use `GetLineMetrics` to retrieve metrics of the performance of a line. Returned data will be aggregated depending on the values of `StartTime` and `EndTime`. 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.

#### Input parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `InitSession` call. |
| `CampaignId` | Numeric String | Yes | The `Id` of campaign that contains your lines. |
| `LineIds` | List of Numeric Strings | Yes | A list of campaign line `Ids`. |
| `StartTime` | String (date) | Yes | The start date of line, formatted as `yyyy-mm-dd`. |
| `EndTime` | String (date) | Yes | The end date of line, formatted as `yyyy-mm-dd`. |
| `Timezone` | String | No | The time zone as created. This field is case sensitive.<br>• `UTC` is the default `TimeZone`<br>• `ATZ` is the account `TimeZone` set during org creation. |

### Request example

```
{
  "method": "GetLineMetrics",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignId": "15598796",
    "LineIds": [
      "15462723"
    ],
    "StartTime": "2021-01-07",
    "EndTime": "2021-01-07",
    "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: TappableVideoCompletes` | String | (2^63) - 1 chars | Completes is the number of times a video ad is played through to the end. |
| `Data: TappableVideoCompletions` | String | (2^63) - 1 chars | Quartiles indicate the number of times a specified portion (0-25%, >25-50%, >50-75%, or >75-100%) of a video ad is played before the user leaves the ad.<br><br>`TappableVideoCompletions25`<br>`TappableVideoCompletions50`<br>`TappableVideoCompletions75`<br>`TappableVideoCompletions100` |
| `Data: NonTappableVideoCompletes` | String | (2^63) - 1 chars | Completes is the number of times a video ad is played through to the end.<br><br>Metrics will only be available if more than 10 impressions are confirmed. |

| | | | |
|---|---|---|---|
| `Data: NonTappableVideoCompletions` | String | (2^63) - 1 chars | Quartiles indicates the number of times a specified portion (0-25%, >25-50%, >50-75%, or >75-100%) of a video ad is played before the user leaves the ad.<br><br>`NonTappableVideoCompletions25`<br>`NonTappableVideoCompletions50`<br>`NonTappableVideoCompletions75`<br>`NonTappableVideoCompletions100`<br><br>Metrics will only be available if more than 10 impressions are confirmed. |
| `Data: TappableVideoImpressions` | String | (2^63) - 1 chars | The number of delivered ad impressions for a video ad with a tappable state.<br><br>Metrics will only be available if more than 10 impressions are confirmed. |
| `Data: NonTappableVideoImpressions` | String | (2^63) - 1 chars | The number of delivered ad impressions for a video ad with a non-tappable state.<br><br>Metrics will only be available if more than 10 impressions are confirmed. |
| `Data: CampaignId` | String | 10^12 chars | The `Id` of campaign that contains your lines. |
| `Data: CampaignName` | String | 255 chars | Name of the campaign. |
| `Data: LineId` | String | 10^12 chars | The `LineId` created. |
| `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 the 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 (e.g., 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: 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 (`true`/ `false`) | | 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 regardless of the campaign. The data range may not be more than five days.

#### Input parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `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. This field is case sensitive.<br>• `UTC` is the default `TimeZone`<br>• `ATZ` is the account `TimeZone` set during org creation. |

#### Request example

```
{
   "method":"GetLinePerformance",
   "id":"Request-012345",
   "params":{
      "SessionId":"537098ba47465415ddddb406a3f95c90267286d3",
      "StartDate":"2021-01-01",
      "EndDate":"2021-01-07",
      "Timezone":"UTC"
   },
   "jsonrpc":"2.0"
}
```

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `Success` | Boolean (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |
| `TimeZone` | String | 100 chars | The time zone as created.<br>• `UTC` is the default `TimeZone`<br>• `ATZ` is the account `TimeZone` set during org creation. |
| `Lines: LineId` | Numeric String | 10^12 chars | The `Id` of line. |
| `Lines: LineName` | String | 255 chars | The name of line. |
| `Lines: CampaignId` | Numeric String | 10^12 chars | The `Id` of campaign this line is linked to. |
| `Lines: CampaignName` | String | 255 chars | The name of campaign this line is linked to. |
| `Lines: AdvertiserName` | String | 50 chars | External reference, as created; may be any alphanumeric string. |
| `Lines: LineStartDate` | Date and Time String | | Line start time, formatted as `yyyy-mm-dd hh:mm:ss`. |
| `Lines: LineEndDate` | Date and Time String | | 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 | (2^63) - 1 chars | The report date, formatted as `yyyy-mm-dd`. |

### GetLinePerformanceByChannel

Use `GetLinePerformanceByChannel` to return line item delivery by date, including channel, for all active campaigns for specified date range regardless of the campaign. The data range may not be more than five days.

#### Input parameters

| Parameter | Data Type | Required | Description |
|---|---|---|---|
| `SessionId` | String | Yes | `SessionId` obtained from `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. This field is case sensitive.<br>• `UTC` is the default `TimeZone`<br>• `ATZ` is the account `TimeZone` set during org creation. |

#### Request example

```
{
   "method":"GetLinePerformanceByChannel",
   "id":"Request-012345",
   "params":{
      "SessionId":"537098ba47465415ddddb406a3f95c90267286d3",
      "StartDate":"2021-01-01",
      "EndDate":"2021-01-07",
      "Timezone":"UTC"
   },
   "jsonrpc":"2.0"
}
```

### Output parameters

| Parameter | Type | Max Size | Description |
|---|---|---|---|
| `Success` | Boolean (`true`/`false`) | | Can be `true` or `false` depending on whether the call succeeded or not. |
| `TimeZone` | String | 100 chars | The time zone as created. This field is case sensitive.<br>• `UTC` is the default `TimeZone`<br>• `ATZ` is the account `TimeZone` set during org creation. |
| `Lines: LineId` | Numeric String | 10^12 chars | The `Id` of line. |
| `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 | Number of taps. |
| `Data: Conversions` | Numeric String | (2^63) - 1 chars | Number of conversions. |
| `Data: Date` | Date and Time String | (2^63) - 1 chars | Report date, formatted as `yyyy-mm-dd`. |
| `Data: Channel` | String | 10^3 chars | The channel UUID. Note, there is no parameter name associated with this value. |

## 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** | |
|---|---|
| **House** | **Direct Sold** |
| HouseBanner<br>HouseCarousel<br>HouseInterstitial<br>HouseNativeBanner<br>HouseOutstreamVideo<br>HouseTrueNative<br>HouseVideo | StandardBanner<br>StandardCarousel<br>StandardInterstitial<br>StandardNativeBanner<br>StandardOutstreamVideo<br>StandardTrueNative<br>StandardVideo<br>TakeoverBanner<br>TakeoverCarousel<br>TakeoverNativeBanner<br>TakeoverTrueNative<br>TakeoverInterstitial<br>TakeoverVideo<br>TakeoverOutstreamVideo |

| Creative Types | |
|---|---|
| **House** | **Direct Sold** |
| HouseBanner<br>IAB_320x50<br>IAB_300x250<br>IAB_320x320<br>IAB_300x600<br>IAB_728x90<br>IAB_970x250<br>HTML_BANNER<br>MREC_BANNER<br>DOUBLE_BANNER<br>LARGE_BANNER<br><br>HouseCarousel<br>CAROUSEL<br><br>HouseNativeBanner<br>NATIVE_BANNER<br><br>HouseInterstitial<br>INTERSTITIAL_BANNER<br><br>HouseOutstreamVideo<br>OUTSTREAM_VIDEO<br><br>HouseTrueNative<br>NEWS_NATIVE<br><br>HouseVideo<br>VIDEO | StandardBanner<br>IAB_320x50<br>IAB_300x250<br>IAB_320x320<br>IAB_300x600<br>IAB_728x90<br>IAB_970x250<br>HTML_BANNER<br>MREC_BANNER<br>DOUBLE_BANNER<br>LARGE_BANNER<br><br>StandardCarousel<br>CAROUSEL<br><br>StandardInterstitial<br>INTERSTITIAL_BANNER<br><br>StandardNativeBanner<br>NATIVE_BANNER<br><br>StandardTrueNative<br>NEWS_NATIVE<br><br>StandardVideo<br>VIDEO<br><br>StandardOutstreamVideo<br>OUTSTREAM_VIDEO<br><br>TakeoverBanner<br>IAB_300x250<br>IAB_728x90<br>HTML_BANNER<br>MREC_BANNER<br>DOUBLE_BANNER<br>LARGE_BANNER<br><br>TakeoverCarousel<br>CAROUSEL<br><br>TakeoverInterstitial<br>INTERSTITIAL_BANNER<br><br>TakeoverNativeBanner<br>NATIVE_BANNER<br><br>TakeoverOutstreamVideo<br>OUTSTREAM_VIDEO<br><br>TakeoverTrueNative<br>NEWS_NATIVE<br><br>TakeoverVideo<br>VIDEO |
| | |

| Ad Positions | |
|---|---|
| **House** | **Direct Sold** |
| HouseBanner<br>INFEED<br>INARTICLE<br><br>HouseCarousel<br>INFEED<br>INARTICLE<br><br>HouseInterstitial<br>BETWEENARTICLES<br><br>HouseNativeBanner<br>INFEED<br>INARTICLE<br><br>HouseOutstreamVideo<br>INFEED<br>INARTICLE<br><br>HouseTrueNative<br>NATIVEINFEED<br>NATIVEINARTICLE<br><br>HouseVideo<br>VIDEOINFEED<br>VIDEOINARTICLE | StandardBanner<br>INFEED<br>INARTICLE<br><br>StandardCarousel<br>INFEED<br>INARTICLE<br><br>StandardInterstitial<br>BETWEENARTICLES<br><br>StandardNativeBanner<br>INFEED<br>INARTICLE<br><br>StandardOutstreamVideo<br>INFEED<br>INARTICLE<br><br>StandardTrueNative<br>NATIVEINFEED<br>NATIVEINARTICLE<br><br>StandardVideo<br>VIDEOINFEED<br>VIDEOINARTICLE<br><br>TakeoverBanner<br>INFEED<br>INARTICLE<br><br>TakeoverCarousel<br>INFEED<br>INARTICLE<br><br>TakeoverInterstitial<br>BETWEENARTICLES<br><br>TakeoverNativeBanner<br>INFEED<br>INARTICLE<br><br>TakeoverOutstreamVideo<br>OUTSTREAM_VIDEO<br><br>TakeoverTrueNative<br>NATIVEINFEED<br>NATIVEINARTICLE<br><br>TakeoverVideo<br>VIDEOINFEED<br>VIDEOINARTICLE |

## 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<br>IPOD_ONLY | INFEED<br>INARTICLE |
| IAB_300x600 | See Line Type, Creative Type, and Ad Position Values. | IPHONE_ONLY<br>IPOD_ONLY | INARTICLE |
| IAB_320x50 | See Line Type, Creative Type, and Ad Position Values. | IPHONE_ONLY<br>IPOD_ONLY | INARTICLE |
| IAB_320x320 | See Line Type, Creative Type, and Ad Position Values. | IPHONE_ONLY<br>IPOD_ONLY | INARTICLE |
| IAB_728x90 | See Line Type, Creative Type, and Ad Position Values. | IPAD | INFEED<br>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<br>IPOD_ONLY<br>IPAD | INFEED<br>INARTICLE |
| NEWS_NATIVE * | `StandardTrueNative`<br>`TakeoverTrueNative` | IPHONE_ONLY<br>IPOD_ONLY<br>IPAD (MacOS is inherently included) | NATIVEINFEED |

* See the following `CreateLine` request payload example:

```
  {
   "method": "CreateLine",
   "id": "REQUEST-1569218591540",
   "params": {
       "SessionId": "012345",
       "LineData": {
           "LineName": "NATIVE_AD_Example",
           "ReferenceNumber": "Line-Ref-f75f4f06-b57f-4c7f-807a-aa00351c7554",
           "LineCountry": "US",
           "FrequencyCap": "unlimited",
           "LineType": "TakeoverTrueNative",
           "CreativeType": [
               "NEWS_NATIVE"
           ],
           "AdPosition": [
               "NATIVEINFEED"
           ],
           "CampaignId": "20932740",
           "TargetingDimensions": {
               "AgeRange": [
                   "11",
                   "16",
                   "12",
                   "17",
                   "18",
                   "14",
                   "19",
                   "20",
                   "-100"
               ],
               "Gender": [
                   "UNKNOWN",
                   "MALE",
                   "FEMALE"
               ]
           },
           "LinePriority": "50",
           "StartDate": "2023-07-06 09:00",
           "EndDate": "2023-08-06 09:00",
           "ImpressionGoal": "10",
           "ReserveInventory": false,
           "Override": false,
           "AppleCPM": "2.50"
       }
   },
   "jsonrpc": "2.0"
}
```

## Changelog

| Date | Notes |
|---|---|
| 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. |
| November, 2022 | Updated max parameter sizes across methods. |
| January, 2022 | As of January 31, 2022, v1 of the API is deprecated. See versioning. |
| November, 2021 | • Added carousel ad type format to Line Type, Creative Type, and Ad Position Values. Use GetLineInfo to return values.<br>• Added Sensitive Topics Opt-in/Opt-out feature support notice. |
| September, 2021 | • v3 is the current version of the API. If you have been using the v1 endpoint, note changes when migrating to v3. Impacts are to: GetTargetingDetails, CreateLine, UpdateLine, CheckInventory, and GetLineDetails.<br>  • v3 uses the `Dayparting` targeting dimension.<br>  • v1 supported the `Slots` dimension. See deprecated v1 attribute.<br><br>• If you modify campaigns in the API that were created through Workbench, note changes to the following:<br>  • API geotargeting coverage is limited to country code `US`. If you update a line that was created in Workbench, make sure your geotargeting parameters only use a US country code or your line will not run due to unsupported geo parameters. See GetTargetingDetails.<br>  • OS device targeting to MacOS can be selected in Workbench but not in the API. Modifying the `TargetingDimensions: Device` parameter has impacts in CreateLine, UpdateLine, CheckInventory, GetLineDetails to the `TargetingDimensions: Devices and TargetingDimensions: Device` parameters.<br>  • The Order Number field used in Workbench is not available in the API. If you modify a campaign in the API that was created through Workbench, the Order Number field will be overwritten and not appear in UpdateLine, and GetCampaignDetails outputs.<br><br>• Custom audience segments has been deprecated. See Deprecated Segment. |
| November, 2020 | This version of the API introduces v3.<br>• Updated details to the `FrequencyCap` attribute.<br>• Added `FrequencyCapUnit` parameter to CreateCampaign and UpdateCampaign. |
| December, 2019 | Updates to Line Type, Creative Type, and Ad Position values descriptions in CreateLine, UpdateLine, and CheckInventory. See also Appendix A.<br><br>Added supported IAB formats and targeting criteria. See Appendix B. |
| June, 2019 | Updates to GetLineMetrics and GetCampaignMetrics. |
| March, 2019 | `SegmentType` name changed to Publication Subscription. See GetSegments Output Parameters. |

| | |
|---|---|
| February, 2019 | See GetCampaignSummary Deprecated Fields. |

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