Ad Repository API

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Version 1.0

Contents

Getting Started

Use the Ad Repository API to look up Apple-delivered advertising on the App Store in select European countries and regions as well as information about qualifying advertising restrictions. You can manage API calls programmatically using API tools and programs of your choice.

Versioning

The current version of the API is v1.

Usability

- Communication with the web service must use HTTPS.

- RSQL query patterns are supported in some endpoints.

- The API doesn't accept headers with */*. Disallow `Accept */*` in your cURL commands.

- API responses will have a header `Content-Type: application/json`.

Get a list of app and developer names

GET https://adrepository.apple.com/api/v1/ad-repository-entities

Use this endpoint to return list of app and developer names based on custom query parameter input. A developer name refers to the developer as identified on the App Store, which is the entity on whose behalf the subject advertising was presented. Only apps that have been advertised in countries or regions in the European Union in which Apple-delivered advertising is available on the App Store are searchable.

Request example

```
GET ~/api/v1/ad-repository-entities?name={URL encoded search input text}
    &types==APP
    &offset=0
    &limit=10
```

Request parameters

Parameter	Type	Required	Description
name	string	yes	Custom query for app and developer names with a minimum of 2 characters required.
types	string	no	Values are: APP DEVELOPER APP,DEVELOPER (The default value or blank which returns all types.)
offset	integer	no	The offset pagination that limits the number of returned records. The default is 0.
limit	integer	no	The maximum number of entries to return per page. The default is 50.

Response example

The `AdRepositoryEntity` object is returned:

```json
{
  "data": [
    {
      "id": 1582276305,
      "name": "TripTrek",
      "type": "APP"
    },
    {
      "id": 819221,
      "name": "Trip Trek, Inc.",
      "type": "DEVELOPER"
    }
  ],
  "pagination": {
    "totalResults": 2,
    "startIndex": 0,
    "itemsPerPage": 15
  }
}
```

Response properties

Parameter	Type	Description
id	integer	A unique identifier. If the `type` is APP, the `id` will be an `appId`. If the `type` is DEVELOPER, the `id` is a `developerId`.
name	string	The entity name on whose behalf the advertising was presented.
type	string	Values are `APP`, `DEVELOPER`
pagination	integer	Returned `pagination` results. `totalResults`: The total number of entries that return for the operation. `startIndex`: Specifies the position of the first element in the results. The default is zero. `itemsPerPage`: Specifies how many items is displayed per page.

Get a list of countries or regions

Use this endpoint to get a list of countries or regions in the European Union in which Apple-delivered advertising is available on the App Store. Use the country codes returned in the response in the Get a list of ads call.

Request example

```
GET https://adrepository.apple.com/api/v1/countries-or-regions
```

Response example

```
{
    "data": [
        {
            "name": "Austria",
            "code": "AT"
        },
        {
            "name": "Belgium",
            "code": "BE"
        },
        {
            "name": "Croatia",
            "code": "HR"
        },
        {
            "name": "Czech Republic",
            "code": "CZ"
        },
        {
            "name": "Denmark",
            "code": "DK"
        },
        {
            "name": "Finland",
            "code": "FI"
        },
        {
            "name": "France",
            "code": "FR"
        },
        {
            "name": "Germany",
            "code": "DE"
        },
        {
            "name": "Greece",
            "code": "GR"
        },
        {
            "name": "Hungary",
            "code": "HU"
        },
        {
            "name": "Ireland",
            "code": "IE"
        },
        {
            "name": "Italy",
```

```
                "code": "IT"
        },
        {

            "name": "Netherlands",
            "code": "NL"
        },
        {

            "name": "Poland",
            "code": "PL"
        },
        {

            "name": "Portugal",
            "code": "PT"
        },
        {

            "name": "Romania",
            "code": "RO"
        },
        {

            "name": "Spain",
            "code": "ES"
        },
        {

            "name": "Sweden",
            "code": "SE"
        }
    ]
}
```

Response properties

Parameter	Type	Description
name	string	The name of the country or region in the European Union in which Apple-delivered advertising is available on the App Store. For example: "Sweden".
code	string	The ISO 3166-1 alpha-2 two-letter country code of the country or region in the European Union in which Apple-delivered advertising is available on the App Store. For example: ES, SE, DE.

Get a list of ads

Use this endpoint to return ad metadata and an `adId` to use in the Get Ad Variations call.

GET `https://adrepository.apple.com/api/v1/ad-repository-ads`

Request example

- Use `ql=` URL encoded RSQL filter to allow special characters.

- You can have both `id` or `countryOrRegion` or either in a request. If `id` is used then `type` must also be present.

```
GET ~/api/v1/ad-repository-ads
    ?ql=
        type==APP;
        id==1582276305;
        countryOrRegion=in=(FR,DE);
        datePreset==LAST_90_DAYS;
    &offset=0
    &limit=50
```

Request parameters

Parameter	Type	Required	Description
type	string	yes	Values are APP, DEVELOPER.
id	string	yes	A unique identifier. If the type is APP, the id is an appId. If the type is DEVELOPER, the id is a developerId.
countryOrRegion	string	yes	A country or region in the European Union in which Apple-delivered advertising is available on the App Store, expressed in ISO 3166-1 alpha-2 format. For example: ES, SE, DE.
datePreset	string	no	The date range of the request. Values are LAST_90_DAYS, LAST_180_DAYS, LAST_YEAR. The default is LAST_90_DAYS.
limit	integer	no	The maximum number of entries to return per page. The default is 50.
offset	integer	no	The offset pagination that limits the number of returned records. The default is 0.

Response example

The `AdRepositoryAd` object is returned.

```json
{
  "data": [
    {
      "adId": "76324182",
      "appId": 1582276305,
      "appName": "TripTrek — travel app",
      "developerId": 819221,
      "developerName": "Apple Inc",
      "legalName": "Apple Inc.",
      "placement": "APPSTORE_SEARCH_RESULT",
      "format": "Icon Ad",
      "subFormat": "condensed_1",
      "countryOrRegion": "ES",
      "audienceRefinement": {
        "ageTarget": "false",
        "genderTarget": "false",
        "locationTarget": "true",
        "customerTypeTarget": "false"
      },
      "firstImpressionDate": "2022-08-25",
      "lastImpressionDate": "2023-04-01",
      "defaultLanguageTag": "es-ES",
      "defaultLanguageDisplayName": "Spanish (Spain)",
      "defaultPreviewDevice": "iPhone_6.5",
      "adBanner": {
        "joeColor": "b:ff4c00p:040404s:171c01t:361303q:452501",
        "iconPictureUrl": "",
        "subtitle": "Planifique sus viajes con confianza.",
        "primaryCategory": "viajar",
        "inAppPurchases": "false",
        "promotionalText": "Descripción de la aplicación mostrada en la App
Store.",
        "editorialBadge": "false"
        "shortDescription": "una descripción de la aplicación asociada con el
anuncio."
      },
      "adAssets": [
        {
          "videoUrl": "https://...x.png",
          "pictureUrl": "null",
          "order": 1,
          "height": 1920,
          "width": 1080,
          "orientation": "LANDSCAPE"
        }
      ],
      "appIconVariations": [],
      "adLocaleVariations": []
    }
  ],
  "dataStartDate": "2023-01-01",
  "dataEndDate": "2023-04-01",
  "pagination": {
    "totalResults": 330,
    "startIndex": 0,
    "itemsPerPage": 15
  }
}
```

Response properties

Parameter	Type	Description
`adId`	string	A unique ad identifier. Use `adId` as a resource in the ad variations call.
`appId`	integer	The unique identifier of the app associated with an ad.
`appName`	string	The name of the app associated with an ad.
`developerId`	integer	The unique identifier of the developer identified on the App Store.
`developerName`	string	The developer name refers to the developer as identified on the App Store which is the entity on whose behalf the subject advertising was presented. In some instances, the `developerName` may be different from the `legalName` field for the same entity.
`legalName`	string	The legal name of the person or entity identified under the seller field on the App Store. In some instances, the `legalName` may be different from the `developerName` for the same entity.
`placement`	string	The placement of the ad on the App Store. Values are `APPSTORE_SEARCH_RESULTS`, `APPSTORE_TODAY_TAB`, `APPSTORE_SEARCH_TAB`
`format`	string	The format of the ad. Values are `Icon Ad`, `Icon + Asset Ad`.
`subFormat`	string	The type of ad format followed by a numeric sequence indicating the version of ad variations. This field will only be populated when a new ad format or variation is introduced, otherwise it is `null`. Examples: `medium_1`, `condensed_1`.
`countryOrRegion`	string	A country or region in the European Union in which Apple-delivered advertising is available on the App Store, expressed in ISO 3166-1 alpha-2 format. For example: ES, SE, DE.
`audienceRefinement`	object	Audience refinement criteria used in an ad campaign.
`ageTarget`	boolean	Indicates if age parameters are used in an ad campaign.
`genderTarget`	boolean	Indicates if gender parameters are used in an ad campaign.
`locationTarget`	boolean	Indicates if country or region parameters are used in an ad campaign.

`customerTypeTarget`	boolean	Indicates app downloader type. Values are:
		`ALL_USERS`
		`NEW_USERS`
		`RETURNING_USERS`
		`USERS_OF_MY_OTHER_APPS`

`firstImpressionDate`	string	The first date of the first recorded delivered impression for the subject advertising up to one year prior.
`lastImpressionDate`	string	The last recorded delivered impression for the subject advertising. This date will also correspond to the last impression date for advertising that was restricted but not suspended, stopped, or removed.
`defaultLanguageTag`	string	The locale code and default language used in the advertiser's App Store geoterritory. For example, `es-ES`.
`defaultLanguageDisplayName`	string	The default language used in the advertiser's App Store geoterritory. For example, "Spanish (Spain)".
`defaultPreviewDevice`	string	The default device model used in the advertiser's App Store geoterritory. For example, "iPhone_6.5".
`adBanner`	object	The ad's App Store properties.
`joeColor`	string	An encoded value that defines colors for text and background of the app as it appears on the App Store.
`iconPictureUrl`	string	A resolved URL of the ad icon.
`subtitle`	string	The subtitle of the app that appears on the App Store.
`primaryCategory`	string	The app category on the App Store.
`inAppPurchases`	boolean	Indicates if the app has in-app purchases enabled.
`promotionalText`	string	The app description on the App Store.
`editorialBadge`	boolean	The app's App Store metadata approval shown alongside the app icon.
`shortDescription`	string	If `promotionalText` is not present, a `shortDescription` matching the default product page is displayed.
`adAssets`	object	A array of ad assets.
`videoUrl`	string	The resolved URL for a video asset.
`pictureUrl`	string	The resolved URL for the image asset.
`order`	integer	The order of the ad asset that was uploaded to App Store Connect.

`height`	integer	The height of the ad asset that was uploaded to [App Store Connect]().
`width`	integer	The width of the ad asset that was uploaded to [App Store Connect]().
`orientation`	string	The orientation of the ad asset that was uploaded to [App Store Connect](). Values are `LANDSCAPE`, `PORTRAIT`, `UNKNOWN`.
`appIconVariations`	object	The URL of the app icon on the App Store.
`adLocaleVariations`	object	The language metadata of ad variations on the App Store.
`dataStartDate`	string	Returned data is delayed by 7 days. For example, If your `datePreset` is the `LAST_90_DAYS`, the system will fetch matching ads by factoring today (UTC) as the `dataEndDate` minus 7 days. The `dataStartDate` is reported as the `dataEndDate` minus 90 days.
`dataEndDate`	string	Returned data is delayed by 7 days. For example, If your `datePreset` is the `LAST_90_DAYS`, the system will fetch matching ads by factoring today (UTC) as the `dataEndDate` minus 7 days. The `dataStartDate` is reported as the `dataEndDate` minus 90 days.
`pagination`	integer	Returned `pagination` results. `totalResults`: The total number of entries that return for the operation. `startIndex`: Specifies the position of the first element in the results. The default is zero. `itemsPerPage`: Specifies how many items is displayed per page.

Get ad variations

Use this endpoint to return ad variations by date range. Use the `adId` returned in the Get a list of ads call as a resource identifier in the URI.

```
GET https://adrepository.apple.com/api/v1/ad-repository-ads/{adId}?
datePreset=LAST_90_DAYS
```

Request parameters

Parameter	Type	Required	Description
`adId`	string	yes	A unique resource ad identifier.
`datePreset`	string	no	The date range of the request. Values are `LAST_90_DAYS`, `LAST_180_DAYS`, `LAST_YEAR`. The default is `LAST_90_DAYS`.

Response example

The `AdRepositoryAd` object is returned.

```
{
  "data": {
    "adId": "397563857",
    "appId": 1582276305,
    "appName": "TripTrek — travel app",
    "developerId": 819221,
    "developerName": "Apple Inc.",
    "legalName": "Apple Inc.",
    "placement": "APPSTORE_SEARCH_RESULTS",
    "format": " Icon Ad",
    "subFormat": "condensed_1",
    "countryOrRegion": "Spain",
    "audienceRefinement": {
      "ageTarget": "true",
      "genderTarget": "false",
      "locationTarget": "true",
      "customerTypeTarget": "false"
    },
    "firstImpressionDate": "2022—08—25",
    "lastImpressionDate": "2023—04—01",
    "defaultLanguageTag": "es—ES",
    "defaultLanguageDisplayName": "Spanish (Spain)",
    "defaultPreviewDevice": "iPhone_6.5",
    "adBanner": {
      "joeColor": "b:ff4c00p:040404s:171c01t:361303q:452501",
      "iconPictureUrl": "https://...x_.png/x.png",
      "subtitle": "Planifique sus viajes con confianza.",
      "primaryCategory": "viajar",
      "inAppPurchases": "false",
      "promotionalText": "Texto promocional que se muestra en la App Store.",
      "editorialBadge": "false"
      "shortDescription": "una descripción de la aplicación asociada con el
anuncio."
    },
    "adAssets": [
      {
        "videoUrl": "https://...x_.png/x.png",
        "pictureUrl": "null",
        "order": "1",
        "height": "1920",
        "width": "1080",
        "orientation": "PORTRAIT"
      }
    ],
    "appIconVariations": [
      "https://..._.png/x.png, https://..._x_.png/x.png"
    ],
    "adLocaleVariations": [
      {
        "languageTag": "en—GB",
        "languageDisplayName": "English (Great Britain)",
        "appName": "TripTrek",
        "subTitle": "Plan your trips with confidence.",
        "primaryCategory": "travel",
        "promotionalText": "App description shown on the App Store.",
        "deviceAssets": [
          {
            "previewDevice": "iphone_6_5",
```

```
            "adAssets": [
              {
                "videoUrl": "https…_.png/x.png",
                "pictureUrl": "null",
                "order": "1",
                "height": "1920",
                "width": "1080",
                "orientation": "PORTRAIT"
              }
            ]
          }
        ]
      }
    ]
  }
}
```

Response properties

Parameter	Type	Description
adId	string	A unique ad identifier. Use `adId` as a resource in the ad variations call.
appId	integer	The unique identifier of the app associated with an ad.
appName	string	The name of the app associated with an ad.
developerId	integer	The unique identifier of the developer as identified on the App Store.
developerName	string	The developer name refers to the developer as identified on the App Store which is the entity on whose behalf the subject advertising was presented. In some instances, the `developerName` may be different from the `legalName` field for the same entity.
legalName	string	The legal name of the person or entity identified under the seller field on the App Store. In some instances, the `legalName` may be different from the `developerName` for the same entity.
placement	string	The placement of the ad on the App Store. Values are `APPSTORE_SEARCH_RESULTS`, `APPSTORE_TODAY_TAB`, `APPSTORE_SEARCH_TAB`
format	string	The format of the ad. Values are `Icon Ad`, `Icon + Asset Ad`.
subFormat	string	The type of ad format followed by a numeric sequence indicating the version of ad variations. This field will only be populated when a new ad format or variation is introduced, otherwise it is `null`. Examples: `medium_1`, `condensed_1`.
countryOrRegion	string	A country or region in the European Union in which Apple-delivered advertising is available on the App Store, expressed in ISO 3166-1 alpha-2 format. Examples: ES, SE, DE.
audienceRefinement	object	Audience refinement criteria used in an ad campaign.
ageTarget	boolean	Indicates if age parameters are used in an ad campaign.
genderTarget	boolean	Indicates if gender parameters are used in an ad campaign.
locationTarget	boolean	Indicates if country or region parameters are used in an ad campaign.

customerTypeTarget	boolean	Indicates app downloader type. Values are:
		`ALL_USERS`
		`NEW_USERS`
		`RETURNING_USERS`
		`USERS_OF_MY_OTHER_APPS`

firstImpressionDate	string	The first date of the first recorded delivered impression for the subject advertising up to one year prior.
lastImpressionDate	string	The last recorded delivered impression for the subject advertising. This date will also correspond to the last impression date for advertising that was restricted but not suspended, stopped, or removed.
defaultLanguageTag	string	The locale code and default language used in the advertiser's App Store geoterritory. For example, `es-ES`.
defaultLanguageDisplayName	string	The default language used in the advertiser's App Store geoterritory. For example, "Spanish (Spain)".
defaultPreviewDevice	string	The default device model used in the advertiser's App Store geoterritory. For example, "iPhone_6.5".
adBanner	object	The ad's App Store metadata properties.
joeColor	string	An encoded value that defines colors for text and background of the app as it appears on the App Store.
iconPictureUrl	string	A resolved URL of the ad icon.
subtitle	string	The subtitle of the app as it appears on the App Store.
primaryCategory	string	The app category on the App Store.
inAppPurchases	boolean	Indicates if the app has in-app purchases enabled.
promotionalText	string	The app description on the App Store.
editorialBadge	boolean	The app's App Store metadata approval shown next to the app icon.
shortDescription	string	If `promotionalText` is not present, a `shortDescription` matching the default product page is displayed.
adAssets	object	A array of ad assets.
videoUrl	string	The resolved URL for a video asset.
pictureUrl	string	The resolved URL for the image asset.

`order`	integer	The order of the ad asset that was uploaded to App Store Connect.
`height`	integer	The height of the ad asset that was uploaded to App Store Connect.
`width`	integer	The width of the ad asset that was uploaded to App Store Connect.
`orientation`	string	The orientation of the ad asset that was uploaded to App Store Connect. Values are LANDSCAPE, PORTRAIT, UNKNOWN.
`appIconVariations`	object	The URL of the app icon on the App Store.
`adLocaleVariations`	object	The language metadata of ad variations on the App Store.
`languageTag`	string	The locale code of the language used in the ad variation on the advertiser's App Store geoterritory. For example, `es-ES`.
`languageDisplayName`	string	The language used in the ad variation on the advertiser's App Store geoterritory. "Spanish (Spain)"
`appName`	string	The name of the app associated with an ad.
`subTitle`	string	The subtitle of the app that appears on the App Store.
`primaryCategory`	string	The app category on the App Store.
`promotionalText`	string	The app description on the App Store.
`deviceAssets`	object	The device properties used in an ad campaign.
`previewDevice`	string	The device displaying the ad.
`adAssets`	string	The resolved URL for an ad assset.
`videoUrl`	string	The resolved URL for a video asset.
`pictureUrl`	string	The resolved URL for the screenshot or a screenshot of the image asset.
`order`	integer	The order of the ad asset that was uploaded to App Store Connect.
`height`	integer	The height of the ad asset that was uploaded to App Store Connect.
`width`	integer	The width of the ad asset that was uploaded to App Store Connect.
`orientation`	string	The orientation of the ad asset that was uploaded to App Store Connect. Values are LANDSCAPE, PORTRAIT, UNKNOWN

Get advertising-restrictions

Use this endpoint to return details of advertising-restrictions applied during a date range. Ads must have at least one advertising impression to be included in the response.

GET `https://adrepository.apple.com/api/v1/restrictions`

Request example

Use `ql=` URL encoded RSQL filter to allow special characters.

```
GET ~/api/v1/restrictions
    ?ql=
        actionTaken==ACTION_ADVERTISING_REMOVED;
        datePreset==LAST_90_DAYS
    &offset=0
    &limit=50
```

Request parameters

Parameter	Type	Required	Description
actionTaken	string	yes	The action taken on the restriction, Values are: `ACTION_ACCOUNT_SUSPENDED` `ACTION_ADVERTISING_REMOVED`
datePreset	string	no	The date range of the request. Values are `LAST_90_DAYS`, `LAST_180_DAYS`, `LAST_YEAR`. The default is `LAST_90_DAYS`.
limit	integer	no	The maximum number of entries to return per page. The default is 50.
offset	integer	no	The offset pagination that limits the number of returned records. The default is 0.

Response example

The `restriction` object is returned.

```json
{
    "data": [
      {
        "actionDate": "2022-08-26",
        "actionTaken": "ACTION_ADVERTISING_REMOVED",
        "reason": "REASON_TOS_INCOMPATABILITY",
        "basis": "Government order.",
        "details": "Incompatible with Terms and Conditions.",
        "firstImpressionDate": "2022-08-25",
        "affectedPlacements": [
          {
            "placement": "APPSTORE_TODAY_TAB",
            "countriesOrRegions": [
                "BE",
                "FR"
            ]
          }
        ],
        "audienceRefinement": {
            "ageTarget": true,
            "genderTarget": false,
            "locationTarget": true,
            "customerTypeTarget": false
        }
      }
    ],
    "dataStartDate": "2022-01-01",
    "dataEndDate": "2022-09-01",
    "pagination": {
        "totalResults": 2,
        "startIndex": 0,
        "itemsPerPage": 50
    }
}
```

Response properties

Parameter	Type	Description
actionDate	string	The date the restriction was enforced.
actionTaken	string	The action taken on the restriction, Values are: `ACTION_ACCOUNT_SUSPENDED` `ACTION_ADVERTISING_REMOVED`
reason	string	The reason on the basis of which the advertising restriction was imposed. For example: `REASON_GOVERNMENT_ORDER` `REASON_THIRD_PARTY_REPORT` `REASON_POLICY_RESTRICTION_AGE` `REASON_POLICY_RESTRICTION` `REASON_TOS_INCOMPATABILITY`
basis	string	The basis of the restriction. For example, `"Incompatible with Terms and Conditions"`.
details	string	Details of the restriction. For example, `"Removed due to governmental order"`.
firstImpressionDate	string	The first date of the first recorded delivered impression for the subject advertising up to one year prior.
affectedPlacements	object	Metadata of the ad restriction's App Store placement.
placement	string	The placement of the ad on the App Store. Values are `APPSTORE_SEARCH_RESULTS`, `APPSTORE_TODAY_TAB`, `APPSTORE_SEARCH_TAB`.
countriesOrRegions	string	Countries or regions in the European Union in which Apple-delivered advertising is available on the App Store, expressed in ISO 3166-1 alpha-2 format. Examples: ES, SE, DE.
audienceRefinement	object array	Audience refinement criteria used in an ad campaign.
ageTarget	boolean	Indicates if age parameters are used in the ad campaign.
genderTarget	boolean	Indicates if gender parameters are used in the ad campaign.
locationTarget	boolean	Indicates if country or region parameters are used in the ad campaign.
customerTypeTarget	boolean	Indicates app downloader type. Values are: `ALL_USERS` `NEW_USERS` `RETURNING_USERS` `USERS_OF_MY_OTHER_APPS`
dataStartDate	string	Returned data is delayed by 7 days. For example, if your `datePreset` is the `LAST_90_DAYS`, the system will fetch matching ads by factoring today (UTC) as the `dataEndDate` minus 7 days. The `dataStartDate` is reported as the `dataEndDate` minus 90 days.

`dataEndDate`	string	Returned data is delayed by 7 days. For example, If your `datePreset` is the `LAST_90_DAYS`, the system will fetch matching ads by factoring today (UTC) as the `dataEndDate` minus 7 days. The `dataStartDate` is reported as the `dataEndDate` minus 90 days.
`pagination`	integer	Returned `pagination` results. `totalResults`: The total number of entries that return for the operation. `startIndex`: Specifies the position of the first element in the results. The default is zero. `itemsPerPage`: Specifies how many items is displayed per page.

Changelog

Date	Notes
October, 2024	Added `subFormat` field to Get a list of ads response and Get ad variations response.
March, 2024	Updated description of `firstImpressionDate` parameter.
January, 2024	Added `joecolor` to Get a list of ads response, Get ad variations response and Get advertising-restrictions response.
November, 2023	Added short description field. See Get a list of ads Response properties and Get ad variations Response properties.
August, 2023	Initial version.