



Apple Ads Platform API Preview Release Notes

Apple Ads

July 2026

Introduction.....	4
Key Dates.....	4
What's New in Apple Ads Platform API v1.....	5
Ads on Apple Maps	5
Client Libraries	5
Structural Changes Overview	6
Authentication.....	6
Base URL Changes	6
Endpoint Structure	6
Request Headers.....	7
API Response Structure	7
Error Handling	9
Query Operations	10
Search Apps.....	14
App Eligibility.....	14
App Details	16
Campaign Management	18
Promoted Object	19
Create a Campaign Example	19
Ad Groups	21
Create an Ad Group Example	22
Keywords	24
Negative Keywords	26
Ads.....	30
Budget Orders	32
Creatives.....	34
Create a Creative Example.....	34
Custom Product Pages	36
Ad Rejection Reasons	38
Assets	39
Reporting	39

Reporting Request	40
Campaign-Level Report.....	44
Ad Group-Level Report	45
Ad-level Report.....	46
Keyword-level Report	47
Search term-level Report.....	48
Impression Share Report	48
Attribution	49
New Features	51
Account Management	51
Ad Account Endpoints.....	51
Product Features.....	52
Delegation Requirements.....	52
Org Endpoint Changes.....	55
Me & ACLS Endpoint Changes	56
Bulk Operations	57
Recommendations	60
Suggestions	67
Target CPA Suggested Bid.....	69
Search Term Popularity Report	70
Change History	72

Introduction

This document provides details to help you prepare for the transition from the Apple Ads Campaign Management API to a new version, available in Summer 2026.

The Apple Ads Platform API v1 is a RESTful API that enables organizations to programmatically manage their advertising campaigns. It is designed to help advertisers scale their integrations as Apple Ads continues to expand its advertising offerings.

The Platform API will support both ads on the App Store and ads on Apple Maps. Additional information about how to use this API to manage ads on Apple Maps will be available in the web documentation at launch.

Key Dates

The Apple Ads Campaign Management API v5 will be sunset on January 26, 2027. Migration to the Platform API is recommended as early as possible to avoid any disruptions and take advantage of enhanced functionality.

If you're still using the Campaign Management API after January 26, 2027, endpoints will return an error. You will not be able to manage or edit campaigns, or view reporting using the Campaign Management API.

What's New in Apple Ads Platform API v1

New features:

- [Ads on Apple Maps](#)
- [Client libraries](#)
- [Account management](#)
- [Bulk operations](#)
- Support for [ad creatives](#)
- [Recommendations and suggestions](#)
- A new report type - [Search term popularity](#)
- expanded [impression share reports](#)
- [Change history](#)

Deprecated features:

- Lifetime Budget
- Ad Group cpaCap is sunset in the Platform API. While available when the Platform API is released, it is strongly advised not to use it in API requests.

Ads on Apple Maps

The Apple Ads Platform API v1 supports both ads on the App Store and ads on Apple Maps.

Apple Maps ads (also called Local Ads or Brands campaigns) surface branded placements when users search for or browse categories near your locations. The API lets you automate creative management, location targeting, and campaign operations at scale.

Client Libraries

Apple Ads will be launching open source Swift, Python, Java, and Node.js client libraries to help you integrate with the Apple Ads Platform API v1 without requiring the construction of raw HTTP requests.

Features:

- Type-safe models, pagination, rate limiting, retries, and built-in authentication with token refresh.
- Quick start examples.
- Straightforward installation for Swift, Python, Java, and Node.js.

These client libraries will be available in Summer 2026. Apple Ads will continue to maintain these client libraries as new features are added to the Platform API.

Structural Changes Overview

Authentication

No changes from the Campaign Management API to the Platform API.

Base URL Changes

In the Apple Ads Platform API v1, the endpoint structure has changed:

Apple Ads Campaign Management API v5

<https://api.searchads.apple.com/api/v5/>

Apple Ads Platform API v1

<https://api.ads.apple.com/v1/>

Endpoint Structure

The Apple Ads Platform API v1 has a flattened hierarchy. Most entities are now top-level resources. For example, to get all keywords in an ad group, the endpoint path in Campaign Management API was:

```
GET /v5/campaigns/{campaignId}/adgroups/{adgroupId}/  
targetingkeywords
```

In Apple Ads Platform API v1, the endpoint path is changed to:

POST /v1/keywords/query where the body of the query includes the adGroupId as follows:

```
POST /v1/keywords/query
```

```
{  
  "filters": [  
    {  
      "field": "adGroupId",  
      "operator": "EQUALS",  
      "value": 542317095  
    }  
  ]  
}
```

Request Headers

In the Platform API, the `adAccountId` field replaces `orgId` used in the Campaign Management API (see [ad accounts](#)). The `adAccountId` field must be included in the header of all requests.

Apple Ads Campaign Management API v5

```
Authorization: Bearer {access_token}
X-AP-Context: orgId={orgId}
```

Apple Ads Platform API v1

```
Authorization: Bearer {access_token}
X-AP-Context: adAccountId={adAccountId}
```

API Response Structure

In API responses, the `result` field has replaced `data` across all responses as the main result object.

Campaign Management API Term	Platform API Term
<code>data</code>	<code>result</code>

Response Object

Field	Type	Description
<code>result</code>	object or array	A container for the successful payload when a request succeeds.
<code>pagination</code>	pagination	Pagination metadata on successful list responses.
<code>error</code>	error	The primary error container.

Pagination Object

Field	Type	Description
<code>offset</code>	integer	The starting position for pagination.
<code>pageSize</code>	integer	The number of items per page.
<code>totalCount</code>	integer	The total number of items in the response.

Error Object

Field	Type	Description
<code>code</code>	string	The reason that the request was rejected.
<code>message</code>	string	A human-readable error summary of what went wrong at the request level.
<code>details</code>	ErrorDetails	An array of one or more error details objects.

Error Details Object

Field	Type	Description
code	string	Granular reason about one part of the error.
message	string	Explicit detail about why this part of the request was rejected.
info	ErrorDetailsInfo	Context that supplements the message. This varies by endpoint.

A Platform API successful response example:

Response — 200 OK

```
{
  "result": [
    {
      "id": 542370549,
      "name": "AwayFinder_Brand"
    },
    {
      "id": 542370539,
      "name": "AwayFinder App Campaign"
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 10,
    "totalCount": 12
  }
}
```

Error Handling

A Campaign Management API error response example:

```
{
  ...,
  "error": {
    "errors": [
      {
        "messageCode": "INVALID_REQUEST",
        "message": "Invalid request",
        "field": "bidAmount"
      }
    ]
  }
}
```

The Platform API provides more detailed error messages:

```
{
  ...,
  "error": {
    "code": "VALIDATION_ERROR",
    "message": "Validation errors found",
    "details": [
      {
        "code": "DUPLICATE_NAME",
        "message": "AdGroup name already exists under this
Campaign.",
        "info": {
          "field": "name"
        }
      }
    ]
  }
}
```

Query Operations

The Platform API uses a common query parameter structure in all /query endpoints (including reporting).

Campaign Management API Term	Platform API Term	Description
Find	Query	/query replaces /find calls using selectors. Define filtering, field selection, sort order, and pagination for the query. Deleted entities are not returned unless the user specifically filters them to be included.
Get All		The GET All operation has been removed. Use the /query endpoint with an empty payload instead to return all records and values for supported endpoints.

A /find request structure example in the Campaign Management API v5:

```
POST /v5/campaigns/find
```

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

The following query request fields have changed from Campaign Management API to Platform API:

Campaign Management API Field	Platform API Field
orderBy	sorting
conditions	filters
ASCENDING	ASC
DESCENDING	DESC

In the Platform API, the /query request structure resembles the following:

```
POST /v1/campaigns/query
```

```
{
  "fields": [
    "id",
    "name"
  ],
  "filters": [
    {
      "field": "status",
      "operator": "EQUALS",
      "value": "ENABLED"
    }
  ],
  "sorting": [
    {
      "field": "name",
      "order": "ASC"
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 10
  }
}
```

Query request entity field descriptions

Fields Object

Field	Type	Description
fields	array<string>	A list of field names to return in the response. If omitted, all fields are returned.
filters	array<Filters>	Filter field conditions. If no filters are in the request, all non-deleted entities within the current ad account scope are returned. Deleted entities are not returned unless specified to be included.
sorting	array<Sorting>	Sort entities in ascending or descending order (ASC/DESC). The default behavior is to sort by ID, ascending.
pagination	pagination	Controls pagination settings for results using offset and size.

Filters Object

Field	Type	Description
field	string	Use the name of the field to filter on (e.g. id, name).
operator	string	Comparison operator. The following filter operators are supported (may vary by endpoint): BETWEEN CONTAINS_ANY CONTAINS_ALL ENDS_WITH EQUALS GREATER_THAN GREATER_THAN_OR_EQUAL_TO IN LESS_THAN LESS_THAN_OR_EQUAL_TO LIKE NOT_EQUALS STARTS_WITH
value	scalar or array	One or more filter conditions applied to the result set.

Sorting Object

Field	Type	Description
field	string	Use the name of the field to sort on (e.g. id, name).
order	string	The sort direction for the specified field: ASC or DESC.

Pagination Object

Field	Type	Description
offset	integer	The starting position for pagination.
pageSize	integer	The number of items per page.

Search Apps

Search for apps to promote in a campaign.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Search	Search for apps available for promotion by name.	GET /v5/search/apps	GET /v1/search/apps

App Eligibility

Before creating a campaign, determine whether an app can be promoted across supply placements, storefronts, and device classes.

Returns a record per combination of supply placement, country or region, and device class. Check each record's state field before applying targeting.

Operation	Description	Campaign Management API	Platform API
Query	Query for app eligibility records	POST /v5/apps/{id}/eligibilities/find	POST /v1/eligibilities/apps/query

Example Request

```
POST /v1/eligibilities/apps/query
```

```
{
  "filters": [
    {
      "field": "adamId",
      "operator": "EQUALS",
      "value": 123456789
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 20
  }
}
```

Example Response

Response — 200 OK

```
{
  "result": [
    {
      "adamId": 123456789,
      "supplyPlacement": "APPSTORE_SEARCH_RESULTS",
      "supplySource": "APPSTORE",
      "state": "ELIGIBLE",
      "countryOrRegion": "US",
      "deviceClass": "IPHONE"
    },
    {
      "adamId": 123456789,
      "supplyPlacement": "APPSTORE_SEARCH_RESULTS",
      "supplySource": "APPSTORE",
      "state": "INELIGIBLE",
      "countryOrRegion": "GB",
      "deviceClass": "IPHONE",
      "reasons": [
        "APP_NOT_ELIGIBLE_IN_STOREFRONT"
      ]
    }
  ],
  "pagination": {
    "totalCount": 2,
    "offset": 0,
    "pageSize": 20
  }
}
```

Note: When state is INELIGIBLE, a reasons array identifies the disqualifying condition.

App Details

Fetch app metadata.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Get a record	Get details for an app by adamId	GET /v5/apps/{id}	GET /v1/apps/{id}
Get all records	Get app locale details by adamId	GET /v5/apps/{id}/locale-details	POST /v1/apps/{id}/locale-details/query

Field Changes

The list of assets returned in the app locale endpoint now only include `assetIds`, not full asset information. To get information about the assets in the app locale (including the URLs), the assets API must be used with the `assetIds` returned in the app locale.

App Details Example

GET <https://api.ads.apple.com/v1/apps/{adamId}>

Response — 200 OK

```
{
  "result": {
    "id": 123456789,
    "appName": "My Productivity App",
    "artistName": "My Developer",
    "primaryLanguage": "en",
    "primaryGenre": "Productivity",
    "secondaryGenre": "Travel",
    "deviceClasses": [
      "IPHONE",
      "IPAD"
    ],
    "iconPictureUrl": "https://is1-ssl.mzstatic.com/image/thumb/Purple/v4/example.jpg",
    "isPreorder": false,
    "availableStorefronts": [
      "US",
      "GB",
      "CA"
    ]
  }
}
```

App Locale Example

Response – 200 OK

```
{
  "result": [
    {
      "adamId": 123456789,
      "language": "en",
      "languageCode": "en-US",
      "isPrimaryLocale": true,
      "appName": "AwayFinder",
      "subTitle": "Find your next adventure",
      "promotionalText": "Now with personalized travel recommendations",
      "shortDescription": "The all-in-one travel discovery app.",
      "deviceClasses": ["IPHONE", "IPAD"],
      "assetsByDevice": {
        "iphone_6_5": {
          "assets": [
            { "assetId": "41a91e19-e021-45bb-ac5a-5faec02f9445" },
            { "assetId": "52b02f2a-f132-56cc-bd6b-6gbfd13g0556" }
          ],
          "appPreviewDeviceFallbackDevices": []
        },
        "iphone_6_7": {
          "assets": [
            { "assetId": "63c13g3b-g243-67dd-ce7c-7hcge24h1667" }
          ],
          "appPreviewDeviceFallbackDevices": ["iphone_6_5"]
        }
      }
    },
    {
      "adamId": 123456789,
      "language": "fr",
      "languageCode": "fr-FR",
      "isPrimaryLocale": false,
      "appName": "AwayFinder",
      "subTitle": "Trouvez votre prochaine aventure",
      "promotionalText": "Avec des recommandations de voyage personnalisées",
      "shortDescription": "L'application de découverte de voyages tout-en-
un.",
      "deviceClasses": ["IPHONE"],
      "assetsByDevice": {
        "iphone_6_5": {
          "assets": [
            { "assetId": "c5c641c8-026a-44fb-a3ce-0f78cab73cad" }
          ],
          "appPreviewDeviceFallbackDevices": []
        }
      }
    }
  ],
  "pagination": {
    "totalCount": 2,
    "offset": 0,
    "pageSize": 20
  }
}
```

Campaign Management

Campaigns promote your app on the App Store or your brand on Apple Maps. Define budget, targeting values, and bid strategy.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Create	Create a campaign	POST /v5/campaigns	POST /v1/campaigns
Get a record	Get a campaign	GET /v5/campaigns/{id}	GET /v1/campaigns/{id}
Get all records	Get all campaigns	GET /v5/campaigns	POST /v1/campaigns/ query
Find/Query	Query for campaigns	POST /v5/campaigns/ find	
Update	Update a campaign	PUT /v5/campaigns/{id}	PUT /v1/campaigns/{id}
Delete	Delete a campaign	DELETE /v5/campaigns/ {id}	DELETE /v1/campaigns/ {id}

Field Changes

Campaign Management API Field	Platform API Field	Description
adamId	promotedObjectId	The reference of promoted object. This is the app's adamId for ads on the App Store.
	promotedObjectType	The type of promoted object. Values: APPSTORE_APP, BUSINESS_BRAND.
biddingStrategy	bidStrategy	biddingStrategy and targetCPA are now within the bidStrategy object.
targetCPA	bid	
supplySource	supplyPlacement	The ad placements for a campaign.
countryOrRegionServingStateReasons	systemStatusLimitingReasons	systemStatusLimitingReasons is an array of strings. If your campaign is not running in a given storefront, a reason will appear in this array. You must use a separate endpoint to understand which storefront(s) your campaign is not running in. This endpoint will be shared later.

Promoted Object

In the Campaign Management API, an `adamId` was used in request payloads as a unique App Store app identifier when promoting an app. In the Platform API, promoted apps are represented as a promoted object, with a type and an ID.

- A `promotedObjectId` is the unique identifier for the promoted object. For App Store apps, this is the app's `adamId`.
- A `promotedObjectType` declares the type of promoted object (`APPSTORE_APP` for an app).

Together these two fields identify what is being advertised. Both are required at campaign creation and are immutable afterward. See [Create a Campaign Example](#).

Create a Campaign Example

Request

POST /v1/campaigns

```
{
  "name": "AwayFinder_Category",
  "adAccountId": 123456789,
  "status": "ENABLED",
  "promotedObjectType": "APPSTORE_APP",
  "promotedObjectId": "999999999",
  "startTime": "2026-01-01T00:00:00.000",
  "endTime": "2026-01-01T00:00:00.000",
  "billingEvent": "TAPS",
  "bidStrategy": {
    "bidStrategyType": "MANUAL_CPT",
    "bidStrategyGoal": "TAP"
  },
  "dailyBudget": {
    "value": {
      "amount": "300.00",
      "currency": "USD"
    }
  },
  "targeting": {
    "supplyPlacement": {
      "include": ["APPSTORE_SEARCH_RESULTS"]
    },
    "countryOrRegion": {
      "include": ["US", "FR"]
    }
  }
}
```

Response

Response — 200 OK

```
{
  "result": {
    "id": 444555666,
    "name": "AwayFinder App Campaign",
    "adAccountId": 123456789,
    "promotedObjectType": "APPSTORE_APP",
    "promotedObjectId": "123456789",
    "status": "ENABLED",
    "billingEvent": "TAPS",
    "startTime": "2025-09-01T00:00:00.000",
    "endTime": "2025-12-31T23:59:59.000",
    "dailyBudget": {
      "value": {
        "amount": "300.00",
        "currency": "USD"
      }
    },
    "targeting": {
      "countryOrRegion": {
        "include": [
          "US"
        ]
      },
      "supplyPlacement": {
        "include": [
          "APPSTORE_SEARCH_RESULTS"
        ]
      }
    },
    "creationTime": "2025-01-10T00:00:00.000",
    "modificationTime": "2025-01-10T08:00:00.000",
    "deleted": false,
    "paymentModel": "PAYG",
    "systemStatus": "RUNNING",
    "systemStatusReasons": [],
    "systemStatusLimitingReasons": []
  }
}
```

Ad Groups

Ad groups control bid amounts, scheduling, and audience targeting within a campaign.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Create	Create an ad group	POST /v5/campaigns/{id}/adgroups	POST /v1/adgroups
Get a record	Get an ad group	GET /v5/campaigns/{id}/adgroups/{id}	GET /v1/adgroups/{id}
Get all records	Get all ad groups	GET /v5/campaigns/{id}/adgroups	POST /v1/adgroups/query
Find/Query	Query for ad groups	POST /v5/campaigns/{campaignId}/adgroups/find	
Find/Query	Query for ad groups (org-level)	POST /v5/adgroups/find	
Update	Update an ad group	PUT /v5/campaigns/{id}/adgroups/{id}	PUT /v1/adgroups/{id}
Delete	Delete an ad group	DELETE /v5/campaigns/{id}/adgroups/{id}	DELETE /v1/adgroups/{id}

Field Changes

- When creating an ad group, the campaignId has moved from URL path to the request body.
- Some targeting values (such as Geolocation targeting) will use integer IDs instead of strings. Details on how to get these IDs will be shared later.
- cpaCap is sunset in the Platform API. It is strongly advised not to utilize it in API requests.

Campaign Management API Field	Platform API Field
defaultBidAmount	bidStrategy.bid
targetingDimensions	targeting

Create an Ad Group Example

Request

POST /v1/adgroups

```
{
  "campaignId": 542370539,
  "name": "AwayFinder - Flights",
  "status": "ENABLED",
  "pricingModel": "CPT",
  "automatedKeywordsOptIn": false,
  "automatedKeywordsRequired": false,
  "startTime": "2026-01-01T00:00:00.000",
  "endTime": "2026-01-01T00:00:00.000",
  "bidStrategy": {
    "bidStrategyType": "MANUAL_CPT",
    "bidStrategyGoal": "TAP",
    "bid": {
      "amount": "2.00",
      "currency": "USD"
    }
  },
  "targeting": {
    "minAge": {
      "include": [
        "25"
      ]
    },
    "maxAge": {
      "include": [
        "30"
      ]
    }
  }
}
```

Response

Response — 200 OK

```
{
  "result": {
    "id": 542317095,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "name": "AwayFinder - Flights",
    "status": "ENABLED",
    "pricingModel": "CPT",
    "automatedKeywordsOptIn": false,
    "automatedKeywordsRequired": false,
    "startTime": "2026-01-01T00:00:00.000",
    "endTime": "2026-01-01T00:00:00.000",
    "bidStrategy": {
      "bidStrategyType": "MANUAL_CPT",
      "bidStrategyGoal": "TAP",
      "bid": {
        "amount": "2.00",
        "currency": "USD"
      }
    },
    "targeting": {
      "minAge": {
        "include": [
          "25"
        ]
      },
      "maxAge": {
        "include": [
          "30"
        ]
      }
    },
    "displayStatus": "RUNNING",
    "systemStatus": "RUNNING",
    "systemStatusReasons": [],
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000",
    "deleted": false
  }
}
```

Keywords

Keywords are words or phrases you bid on to trigger your ad in relevant App Store search results.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Create	Create a keyword		POST /v1/keywords
Get a record	Get a keyword	GET /v5/campaigns/{id}/adgroups/{id}/targetingkeywords/{id}	GET /v1/keywords/{id}
Get all records	Get all keywords	GET /v5/campaigns/{id}/adgroups/{id}/targetingkeywords	POST /v1/keywords/query
Find/Query	Query for keywords	POST /v5/campaigns/{id}/adgroups/targetingkeywords/find	
Update	Update a keyword		PUT /v1/keywords/{id}
Delete	Delete a keyword	DELETE /v5/campaigns/{id}/adgroups/{id}/targetingkeywords/{id}	DELETE /v1/keywords/{id}
Create	Bulk create keywords.	POST /v5/campaigns/{id}/adgroups/{id}/targetingkeywords/bulk	POST /v1/keywords/bulk-create
Update	Bulk update keywords.	PUT /v5/campaigns/{id}/adgroups/{id}/targetingkeywords/bulk	POST /v1/keywords/bulk-update
Delete	Bulk delete keywords.	POST /v5/campaigns/{id}/adgroups/{id}/targetingkeywords/delete/bulk	POST /v1/keywords/bulk-delete

Field Changes

In the Campaign Management API, parent IDs needed to be included in the endpoint path. In Apple Ads Platform API v1, the parent IDs are now required to be in the request body.

Campaign Management API Field	Platform API Field
TargetingKeyword	Keyword
Status	The ACTIVE enum in the Keyword object changed to ENABLED.

Create a Keyword Example

Request

POST /v1/keywords

```
{
  "adGroupId": 542317095,
  "text": "flight booking",
  "status": "ENABLED",
  "matchType": "BROAD",
  "bid": {
    "amount": "1.00",
    "currency": "USD"
  }
}
```

Response

Response — 200 OK

```
{
  "result": {
    "id": 87675432,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "adGroupId": 542317095,
    "text": "flight booking",
    "status": "ENABLED",
    "matchType": "BROAD",
    "bid": {
      "amount": "1.00",
      "currency": "USD"
    },
    "displayStatus": "RUNNING",
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00",
    "deleted": false
  },
  ...
}
```

Negative Keywords

Negative keywords prevent your ad from showing for specific search terms.

Endpoint Changes

Negative keywords for both ad group and campaign-level use the same endpoints.

Operation	Description	Campaign Management API	Platform API
Create	Create a negative keyword (campaign-level)		POST /v1/negative-keywords
Create	Create a negative keyword (ad group-level)		
Get a record	Get a negative keyword (campaign-level)	GET /v5/campaigns/{id}/negativekeywords/{id}	GET /v1/negative-keywords/{id}
Get a record	Get a negative keyword (ad group-level)	GET /v5/campaigns/{id}/adgroups/{id}/negativekeywords/{id}	
Get all records	Get all negative keywords (campaign-level)	GET /v5/campaigns/{id}/negativekeywords	POST /v1/negative-keywords/query
Get all records	Get all negative keywords (ad group-level)	GET /v5/campaigns/{id}/adgroups/{id}/negativekeywords	
Find/Query	Query for negative keywords (campaign-level)	POST /v5/campaigns/{id}/negativekeywords/find	
Find/Query	Query for negative keywords (ad group-level)	POST /v5/campaigns/{id}/adgroups/negativekeywords/find	
Update	Update a negative keyword (campaign-level)		PUT /v1/negative-keywords/{id}
Update	Update a negative keyword (ad group-level)		
Delete	Delete a negative keyword (campaign-level)		DELETE /v1/negative-keywords/{id}
Delete	Delete a negative keyword (ad group-level)		

Create	Bulk create negative keywords (campaign-level)	POST /v5/campaigns/{id}/negativekeywords/bulk	POST /v1/negative-keywords/bulk-create
Create	Bulk create negative keywords (ad group-level)	POST /v5/campaigns/{id}/adgroups/{id}/negativekeywords/bulk	
Update	Bulk update negative keywords (campaign-level)	PUT /v5/campaigns/{id}/negativekeywords/bulk	POST /v1/negative-keywords/bulk-update
Update	Bulk update negative keywords (ad group-level)	PUT /v5/campaigns/{id}/adgroups/{id}/negativekeywords/bulk	
Delete	Bulk delete negative keywords (campaign-level)	POST /v5/campaigns/{id}/negativekeywords/delete/bulk	POST /v1/negative-keywords/bulk-delete
Delete	Bulk delete negative keywords (ad group-level)	POST /v5/campaigns/{id}/adgroups/{id}/negativekeywords/delete/bulk	

Field Changes

Campaign Management API Field	Platform API Field
status	The ACTIVE enum in the NegativeKeyword object changed to ENABLED.

Create a campaign-level negative keyword example

```
POST /v1/negative-keywords
```

```
{
  "campaignId": 542370539,
  "text": "free",
  "status": "ENABLED",
  "matchType": "BROAD"
}
```

Response – 200 OK

```
{
  "result": {
    "id": 87675433,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "text": "free",
    "status": "ENABLED",
    "matchType": "BROAD",
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00",
    "deleted": false
  }
  ...
}
```

Create an ad group-level negative keyword example

Request

```
POST /v1/negative-keywords

{
  "adGroupId": 542317095,
  "text": "free",
  "status": "ENABLED",
  "matchType": "BROAD"
}
```

Response

Response — 200 OK

```
{
  "result": {
    "id": 87675434,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "adGroupId": 542317095,
    "text": "free",
    "status": "ENABLED",
    "matchType": "BROAD",
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00",
    "deleted": false
  }
  ...
}
```

Ads

An ad links a creative to an ad group. Only one ad can be enabled per ad group.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Create	Create an ad	POST /v5/campaigns/{id}/adgroups/{id}/ads	POST /v1/ads
Get a record	Get an ad	GET /v5/campaigns/{id}/adgroups/{id}/ads/{id}	GET /v1/ads/{id}
Get all records	Get all ads	GET /v5/campaigns/{id}/adgroups/{id}/ads	POST /v1/ads/query
Find/Query	Query for ads	POST /v5/campaigns/{id}/ads/find	
Find/Query	Query for ads (org-level)	POST /v5/ads/find	
Update	Update an ad	PUT /v5/campaigns/{id}/adgroups/{id}/ads/{id}	PUT /v1/ads/{id}
Delete	Delete an ad	DELETE /v5/campaigns/{id}/adgroups/{id}/ads/{id}	DELETE /v1/ads/{id}

Field Changes

`creativeType` has been removed from the ad object. To get the `creativeType` of an ad, use the get creative endpoint with the `creativeId`.

Create an Ad Example

Request

```
POST /v1/ads
```

```
{
  "name": "AwayFinder – Default Product Page",
  "adAccountId": 123456789,
  "campaignId": 444555666,
  "adGroupId": 555666777,
  "creativeId": 666777888,
  "status": "ENABLED"
}
```

Response

Response — 200 OK

```
{
  "result": {
    "id": 542317136,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "adGroupId": 542317095,
    "name": "AwayFinder - Summer Flight Promo",
    "status": "ENABLED",
    "creativeId": 999888777,
    "displayStatus": "RUNNING",
    "systemStatus": "RUNNING",
    "systemStatusReasons": [],
    "systemStatusLimitingReasons": [],
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000",
    "deleted": false
  }
}
```

Budget Orders

Budget Orders are available to [Apple Ads Advanced](#) customers that are on [monthly invoicing](#). Budget orders work in addition to your [daily budget](#) to help you control costs. With a budget order, you can cap your total spend across campaigns in a campaign group set up through Apple Ads Advanced.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Create	Create a budget order	POST /v5/budgetorders	POST /v1/shared-budgets
Get a record	Get a budget order by ID	GET /v5/budgetorders/{id}	GET /v1/shared-budgets/{id}
Get all records	Get all budget orders	GET /v5/budgetorders	POST /v1/shared-budgets/ query
Find/Query	Query for budget orders		
Update	Update a budget order	PUT /v5/budgetorders/{id}	PUT /v1/shared-budgets/{id}
Delete	Delete a budget order		DELETE /v1/shared-budgets/{id}

Create a Budget Order and Assign to a Campaign

POST /v1/shared-budgets

```
{
  "name": "AwayFinder - Q3 2026 Budget",
  "startTime": "2026-01-01T00:00:00.000",
  "endTime": "2026-09-30T23:59:59.000",
  "value": {
    "amount": "20000.00",
    "currency": "USD"
  },
  "adAccountIds": [123456789],
  "invoiceDetail": {
    "primaryBuyerName": "Jane Smith",
    "primaryBuyerEmail": "jane.smith@awayfinder.com",
    "billingEmail": "billing@awayfinder.com"
  }
}
```

Assign a Budget Order to a Campaign

Use the returned id as the budgetId in the sharedBudgets array on the campaign entity.

Note: dailyBudget is required on all campaigns and caps daily spending. When a campaign also has shared budget assignments, both operate independently: dailyBudget enforces a daily cap while each shared budget enforces a flight-period cap defined by its startTime and endTime.

PUT /v1/campaigns/{id}

```
{
  "sharedBudgets": [
    {
      "budgetId": 777890001
    }
  ]
}
```

Creatives

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Create	Create a creative	POST /v5/creatives	POST /v1/creatives
Get a record	Get a creative	GET /v5/creatives/{creativeId}	GET /v1/creatives/{id}
Get all records	Get all creatives	GET /v5/creatives	POST /v1/creatives/ query
Find/Query	Query for creatives	POST /v5/creatives/find	

Key identifiers

An adamId is the App Store Connect numeric identifier for your app. A productPageId is the ID of a specific product page configured in App Store Connect. An adamId is always required when working with App creatives in the Platform API. A productPageId is additionally required for custom product page creatives. The creativeType value determines which fields are needed.

CreativeType	PPID Required	Description
DEFAULT_PRODUCT_PAGE	No	Only adamId is required in the destination parameters.
CUSTOM_PRODUCT_PAGE	Yes	Set creativeType to CUSTOM_PRODUCT_PAGE and include the productPageId and adamId in the destination parameters.

Create a Creative Example

Request

```
POST /v1/creatives

{
  "name": "Summer Flight Promo",
  "creativeType": "CUSTOM_PRODUCT_PAGE",
  "destination": {
    "destinationType": "APP_STORE_PRODUCT_PAGE",
    "parameters": {
      "adamId": "999999999",
      "productPageId": "671..."
    }
  }
}
```

Response

Response — 200 OK

```
{
  "result": {
    "id": 999888777,
    "adAccountId": 123456789,
    "name": "Summer Flight Promo",
    "creativeType": "CUSTOM_PRODUCT_PAGE",
    "destination": {
      "destinationType": "APP_STORE_PRODUCT_PAGE",
      "parameters": {
        "adamId": "999999999",
        "productId": "671..."
      }
    },
    "systemStatus": "PENDING",
    "systemStatusReasons": [],
    "deleted": false,
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000"
  }
}
```

Custom Product Pages

Custom product pages must be configured and published in App Store Connect before they can be managed through the Platform API.

Each product page has a unique `productId`, which can be used as a resource in some endpoints.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Find/Query	Query for custom product pages	GET /v5/apps/{id}/product-pages	POST /v1/product-pages/query
Get a record	Get a custom product page by ID	GET /v5/apps/{id}/product-pages/{id}	GET /v1/product-pages/{productId}
Find/Query	Query for custom product page locale details	GET /v5/apps/{id}/product-pages/{id}/locale-details	POST /v1/product-pages/locale-details/query

Field Changes

The list of assets returned in product page locale endpoints now only include `assetIds`, not full asset information. To get information about the assets in the product page (including the URLs), the `assets` API must be used with the `assetIds` returned in the product page response.

Query for Product Pages Example

Response — 200 OK

```
{
  "result": [
    {
      "id": "671...",
      "adamId": 999999999,
      "name": "Travel Product Page",
      "state": "VISIBLE",
      "deepLink": "https://...",
      "creationTime": "2026-01-01T00:00:00.000",
      "modificationTime": "2026-01-01T00:00:00.000"
    }
  ],
  ...
}
```

Query for Product Page Locales Example

Response — 200 OK

```
{
  "result": [
    {
      "productId": "671...",
      "adamId": 999999999,
      "language": "en",
      "languageCode": "en-US",
      "appName": "AwayFinder",
      "subTitle": "Explore, Plan & Book Travel",
      "promotionalText": "AwayFinder is the travel buddy you've been
looking for.",
      "shortDescription": "...",
      "deviceClasses": [
        "IPHONE"
      ],
      "assetsByDevice": {
        "iphone_6_5": {
          "assets": [
            {
              "assetId": "111..."
            },
            {
              "assetId": "222..."
            },
            {
              "assetId": "333..."
            }
          ]
        },
        "appPreviewDeviceFallbackDevices": []
      }
    }
  ],
  ...
}
```

Ad Rejection Reasons

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Find/Query	Query for ad creative rejection reasons	POST /v5/product-page-reasons/find	POST /v1/rejection-reasons/apps/query
Get a record	Get an ad creative rejection reason by ID	GET /v5/product-page-reasons/{id}	GET /v1/rejection-reasons/apps/{id}

Field Changes

Campaign Management API Field	Platform API Field	Description
supplySource	supplyPlacement	The ad placement for a campaign.
assetGenId	assetId	The id of the rejected asset.

Query for Ad Rejection Reasons Example

Response — 200 OK

```
{
  "result": [
    {
      "id": 1111111,
      "adamId": 999999999,
      "supplyPlacement": "APPSTORE_TODAY_TAB",
      "countryOrRegion": "US",
      "languageCode": "en-US",
      "reasonType": "REJECTION_REASON",
      "reasonCode": "LANGUAGE_LOCALIZATION_REQUIRED",
      "comment": "",
      "reasonLevel": "CUSTOM_PRODUCT_PAGE_LOCALE"
      ...
    }
    ...
  ]
  ...
}
```

Assets

Use the asset API to get asset information for `assetIds` returned in the product page locale APIs or the rejection reasons API.

Endpoint Changes

Operation	Description	Campaign Management API	Platform API
Find/Query	Query for app assets	POST <code>/v5/apps/{adamlId}/assets/find</code>	POST <code>/v1/assets/query</code>

Reporting

Endpoint Changes

- In the Campaign Management API, keyword and search term reports had separate endpoints for ad group-level reporting (`/v5/reports/campaigns/{id}/adgroups/{id}/keywords`). In the Platform API, these are consolidated into a single endpoint for each report type. To scope a report to a specific ad group, use `adGroupId` as a filter.
- All report types except campaign-level require a `campaignId` filter.

Operation	Description	Campaign Management API	Platform API
Query	Get a campaign-level report	POST <code>/v5/reports/campaigns</code>	POST <code>/v1/reports/apps/campaigns/query</code>
Query	Get an ad group-level report	POST <code>/v5/reports/campaigns/{id}/adgroups</code>	POST <code>/v1/reports/apps/adgroups/query</code>
Query	Get an ad-level report	POST <code>/v5/reports/campaigns/{id}/ads</code>	POST <code>/v1/reports/apps/ads/query</code>
Query	Get a keyword-level report	POST <code>/v5/reports/campaigns/{id}/keywords</code>	POST <code>/v1/reports/apps/keywords/query</code>
Query	Get a keyword-level within ad group report	POST <code>/v5/reports/campaigns/{id}/adgroups/{id}/keywords</code>	
Query	Get a search term-level report	POST <code>/v5/reports/campaigns/{id}/searchterms</code>	POST <code>/v1/reports/apps/searchterms/query</code>
Query	Get a search term-level within ad group report	POST <code>/v5/reports/campaigns/{id}/adgroups/{id}/searchterms</code>	

Reporting Request

Request Object

Field	Type	Description
fields	array<string>	A list of field names to return in the response. If omitted, all fields are returned.
filters	array<Filters>	Filter field conditions. If no filters are in the request, all non-deleted entities within the current ad account scope are returned. Deleted entities are not returned unless specified to be included.
sorting	array<Sorting>	Sort entities in ascending or descending order (ASC/DESC). The default behavior is to sort by ID, ascending.
pagination	pagination	Controls pagination settings for results using offset and size.
timeRange	timeRange	The date range, timezone, and granularity for report data. Defines the start and end dates for the reporting period.
groupBy	array<string>	Groups responses by selected dimensions.
options	Options	Options to include additional rows in the report.

Time Range Object

Field	Type	Description
start	datetime	The start date in YYYY-MM-DD format.
end	datetime	The end date in YYYY-MM-DD format.
timeZone	string	The time zone for the report date range. The default is ORTZ (reporting timezone). Both ORTZ and UTC are supported for all reports except search term-level, which only supports ORTZ.
granularity	string	When granularity is specified, the response will include granularMetrics broken down by the specified time period. Values: HOURLY, DAILY, WEEKLY, MONTHLY Note: HOURLY is unsupported in search term and ad reports.

Options Object

Field	Type	Description
includeRows	array	Row inclusion options. IncludeRows enum values: • GRAND_TOTAL - Include grand total rows • EMPTY_METRICS - Include rows with empty metrics. EMPTY_METRICS is equivalent to the returnRowsWithNoMetrics=true in v5. Note, EMPTY_METRICS cannot be specified if groupBy is also specified.

Get a Report Example

Request

POST /v1/reports/apps/campaigns/query

```
{
  "filters": [
    {
      "field": "localSpend",
      "operator": "GREATER_THAN",
      "value": 100
    }
  ],
  "sorting": [
    {
      "field": "localSpend",
      "order": "DESC"
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 100
  },
  "timeRange": {
    "start": "2026-01-01",
    "end": "2026-01-02",
    "timeZone": "ORTZ",
    "granularity": "DAILY"
  },
  "options": {
    "includeRows": [
      "GRAND_TOTAL"
    ]
  }
}
```

Response

Response — 200 OK

```
{
  "result": {
    "rows": [
      {
        "totalMetrics": {
          "localSpend": {
            "amount": 350,
            "currency": "USD"
          },
          "impressions": 7500,
          "taps": 270,
          "ttr": 0.036,
          "cpt": {
            "amount": 1.30,
            "currency": "USD"
          },
          "cpm": {
            "amount": 46.67,
            "currency": "USD"
          },
          "tapInstalls": 55,
          "tapInstallCPI": {
            "amount": 6.36,
            "currency": "USD"
          },
          "totalNewDownloads": 45,
          "totalRedownloads": 18,
          "viewInstalls": 8,
          "totalInstalls": 63,
          "tapNewDownloads": 40,
          "tapRedownloads": 15,
          "viewNewDownloads": 5,
          "viewRedownloads": 3,
          "totalAvgCPI": {
            "amount": 5.56,
            "currency": "USD"
          },
          "totalInstallRate": 0.0084,
          "tapInstallRate": 0.2037,
          "tapPreOrdersPlaced": 0,
          "viewPreOrdersPlaced": 0,
          "totalPreOrdersPlaced": 0
        },
        "granularMetrics": [
          {
            "date": "2026-01-01",
            "localSpend": {
              "amount": 200,
              "currency": "USD"
            },
            "impressions": 4000,
            "taps": 150,
            "ttr": 0.0375,
```

```

        ...
    },
    {
        ...
    }
],
"metadata": {
    ...
}
],
"summary": {
    "grandTotal": {
        "localSpend": {
            "amount": 350,
            "currency": "USD"
        },
        "impressions": 7500,
        "taps": 270,
        "ttr": 0.036,
        ...
    }
}
},
...
}

```

Campaign-Level Report

Metadata

```
{
  ...,
  "metadata": {
    "id": 542370539,
    "adAccountId": 40669820,
    "name": "AwayFinder_Category",
    "status": "ENABLED",
    "promotedObjectType": "APPSTORE_APP",
    "promotedObjectId": "999999999",
    "promotedObject": {
      "name": "AwayFinder"
    },
    "startTime": "2026-01-01T00:00:00",
    "endTime": "2026-12-31T00:00:00",
    "billingEvent": "TAPS",
    "bidStrategy": {
      "bidStrategyType": "MANUAL_CPT"
    },
    "dailyBudget": {
      "value": {
        "amount": "300.00",
        "currency": "USD"
      }
    },
    "targeting": {
      "supplyPlacement": {
        "include": ["APPSTORE_SEARCH_RESULTS"]
      },
      "countryOrRegion": {
        "include": ["US", "FR"]
      }
    },
    "displayStatus": "RUNNING",
    "systemStatus": "RUNNING",
    "systemStatusReasons": [],
    "systemStatusLimitingReasons": [],
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000",
    "deleted": false
  }
}
```

Ad Group-Level Report

Metadata

```
{
  ...,
  "metadata": {
    "id": 542317095,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "name": "AwayFinder - Flights",
    "status": "ENABLED",
    "pricingModel": "CPT",
    "automatedKeywordsOptIn": false,
    "automatedKeywordsRequired": false,
    "startTime": "2026-01-01T00:00:00",
    "endTime": "2026-12-31T00:00:00",
    "bidStrategy": {
      "bidStrategyType": "MANUAL_CPT",
      "bid": {
        "amount": "2.00",
        "currency": "USD"
      }
    },
    "displayStatus": "RUNNING",
    "systemStatus": "RUNNING",
    "systemStatusReasons": [],
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000",
    "deleted": false
  }
}
```

Ad-level Report

- HOURLY granularity is not supported for ad-level reports.
- The ad entity excludes deviceClass, ageRange, gender, countryCode, adminArea, and locality from groupBy.

Metadata

```
{
  ...,
  "metadata": {
    "id": 542317136,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "adGroupId": 542317095,
    "name": "Summer Flight Promo",
    "status": "ENABLED",
    "displayStatus": "RUNNING",
    "systemStatus": "RUNNING",
    "systemStatusReasons": [],
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000",
    "deleted": false,
    "creative": {
      "id": 999888777,
      "creativeType": "CUSTOM_PRODUCT_PAGE",
      "systemStatus": "VALID",
      "destination": {
        "parameters": {
          "productId": "671..."
        }
      }
    }
  }
}
```

Keyword-level Report

Metadata

```
{
  "metadata": {
    "id": 87675432,
    "adAccountId": 40669820,
    "campaignId": 542370539,
    "adGroupId": 542317095,
    "text": "flight booking",
    "status": "ENABLED",
    "matchType": "BROAD",
    "bid": {
      "amount": "1.00",
      "currency": "USD"
    },
    "displayStatus": "RUNNING",
    "creationTime": "2026-01-01T00:00:00.000",
    "modificationTime": "2026-01-01T00:00:00.000",
    "deleted": false,
    "adGroup": {
      "name": "AwayFinder - Flights",
      "deleted": false
    }
  }
}
```

Search term-level Report

- Only ORTZ timezone is supported. UTC is not supported for search term-level reports.
- The SearchTerm entity excludes ageRange, gender, countryCode, adminArea, locality, and storefront from groupBy.
- HOURLY granularity is not supported.

Metadata

```
{
  "metadata": {
    "searchTermText": "organize tasks",
    "keyword": {
      "id": 888999002,
      "text": "task organizer",
      "matchType": "BROAD"
    },
    "adAccountId": 123456789,
    "campaignId": 444555666,
    "adGroupId": 555666777
  }
}
...
```

Impression Share Report

Impression Share reports track your app's visibility and ranking performance in Apple Ads searches. It shows how often your app appears in search results for specific keywords. Use this report to help optimize keyword bidding and your position in Apple Ads auctions.

In Apple Ads Campaign Management API v5, Impression Share reports used multiple endpoints. In Apple Ads Platform API v1, it is a single synchronous API call and report. In addition, the Platform API impression share reports will support both top slot impression share values as FIRST_SLOT and ALL_SLOTS.

Operation	Description	Campaign Management API	Platform API
Query	Query for app impression share.	POST /v5/custom-reports GET /v5/custom-reports GET /v5/custom-reports/{id}	POST /v1/insights/apps/impression-share/query

Attribution

Apple [AdServices](#) is Apple's attribution API for the App Store. AdServices lets you create an `attributionToken` that can be used with the AdServices API to obtain an attribution payload. The attribution payload contains a `keywordId` and an `adId`.

A `keywordId` identifies the relationship between a specific keyword and the ad group it belongs to.

Note, if your campaign uses Search Match (Apple automatically matches your ad to relevant searches without explicit keywords), a `keywordId` is not returned in a AdServices payload because the match wasn't made against a defined keyword.

An `adId` identifies the relationship between a specific creative ad and the ad group it belongs to.

By matching `keywordId` and/or `adId` with Apple Ads Platform API reporting, you can attribute in-app activity to specific keywords or creatives, providing a view into what drove conversions and what it cost.

Keyword-level report example:

The keywordId from an AdServices payload: 1234567

The number of attribution payloads: 20 installs are attributed to this keyword.

The keywordId used in keyword report: 1234567

The reported spend: \$10

Output: keywords drove 20 installs and cost \$10. Cost per attribution = \$0.50.

Ad-level example:

The adId from an AdServices payload: 89101112

The number of attribution payloads: 50 installs are attributed to this ad.

The adId used in ad-level report: 89101112

The reported spend: \$20

Output: ads drove 50 installs and cost \$20. Cost per install = \$0.40.

New Features

The following features are new to the Platform API and do not have equivalents in the Campaign Management API.

Account Management

In the Campaign Management API, users could not create or modify ad accounts programmatically. Ad account management is a new capability with endpoints that give you control over account creation and configuration.

Previously, a campaign group was identified by an `orgId`. In the Platform API, a campaign group is instead identified by an `adAccountId`. The parent entity of an ad account is now identified by an `orgId` instead of a `parentOrgId`.

Campaign Management API Term	Platform API Term
<code>parentOrgId</code>	<code>orgId</code>
<code>orgId</code>	<code>adAccountId</code>

Ad Account Endpoints

Create, retrieve, and update ad accounts, and fetch the advertiser resources attached to them.

Operation	Description	Campaign Management API	Platform API
POST	Create a new ad account under a specified org.		POST /v1/ad-accounts
GET	Retrieve full details for a specific ad account.		GET /v1/ad-accounts/{adAccountId}
PUT	Update an ad account's name, delegations, or feature settings.		PUT /v1/ad-accounts/{id}
GET	Retrieve the advertiser resources (brands, content providers) eligible to be delegated to an ad account.		GET /v1/advertiser-resources?resourceType=<type>

Product Features

Product Features are the advertising surfaces and capabilities authorized for an ad account.

`productFeatures` on an ad account controls which advertising surfaces are available to campaigns in that account. Apple Ads provisions feature values during account onboarding based on the surface you are authorized to advertise on. The features on an account are surface-specific and the account cannot be repurposed for a different surface after setup.

An account configured for App Store advertising cannot create Apple Maps campaigns. An account configured for Apple Maps advertising cannot create App Store campaigns. If your organization needs campaigns on both surfaces, create a dedicated ad account for each.

The `APPSTORE_APP_MANUAL` feature authorizes an ad account for App Store advertising. Campaigns in an account with this feature promote iOS apps across App Store placements. Every campaign must set `promotedObjectType` to `APPSTORE_APP` and identify the app by its `adamId`. The app must pass an eligibility check before the campaign can serve.

The `BUSINESS_BRAND_MANUAL` feature authorizes an ad account for Apple Maps advertising. Campaigns in an account with this feature promote business brands on Apple Maps. Every campaign must set `promotedObjectType` to `BUSINESS_BRAND`.

In addition to a product features assignment, the ad account also needs a delegation that links it to the appropriate advertiser resource. App Store accounts require a `CONTENT_PROVIDER` delegation. Apple Maps accounts require a `BUSINESS_BRAND` delegation. Both conditions must be met before campaigns can go live.

Delegation Requirements

To promote an app with Apple Ads, you must link to an App Store Connect account. If you have multiple App Store Connect accounts, you can link each one to your Apple Ads account to promote the associated apps.

Get Advertiser Resources

When creating or updating an ad account, you can retrieve advertiser resources available to link to that account. Advertiser resources represent the brands or content providers your organization manages. Fetching them lets you identify which resource to associate with a given ad account before or during setup. For example `resourceId` and `resourceType` for delegation.

ResourceType Values

CONTENT_PROVIDER: (CPID) A content provider resource associated with the ad account.

BUSINESS_BRAND: (Brand ID) A Business Brand resource delegated from an organization.

GET/v1/advertiser-resources?resourceType=CONTENT_PROVIDER

```
{
  "result": [
    {
      "resourceId": "987654321",
      "resourceType": "CONTENT_PROVIDER",
      "resourceName": "AwayFinder"
    }
  ],
  "error": null
}
```

POST /v1/ad-accounts

Use the create ad account endpoint (POST /v1/ad-accounts) and update (PUT /v1/ad-accounts/{id}) with the delegations field to link a CPID.

Creating an Ad Account Example Request

Create a new ad account under a specified organization. The productFeatures field controls which advertising surfaces are available to campaigns in that account. Note: delegations is optional (nullable: true) but when included, each entry requires resourceId and resourceType.

```
POST /v1/ad-accounts

{
  "name": "AwayFinder Ad Account",
  "productFeatures": [
    "APPSTORE_APP_MANUAL"
  ],
  "delegations": [
    {
      "resourceId": "12345678",
      "resourceType": "CONTENT_PROVIDER"
    }
  ]
}
```

Creating an Ad Account Example Response

Response — 200 OK

```
{
  "result": {
    "id": 123456789,
    "name": "AwayFinder Ad Account",
    "orgId": 987654321,
    "timezone": "America/New_York",
    "currency": "USD",
    "paymentModel": "PAYG",
    "systemStatus": "ACTIVE",
    "productFeatures": [
      "APPSTORE_APP_MANUAL"
    ],
    "delegations": [
      {
        "resourceId": "12345678",
        "resourceType": "CONTENT_PROVIDER",
        "resourceName": "AwayFinder Apps"
      }
    ],
    "creationTime": "2025-01-10T08:00:00.000",
    "modificationTime": "2025-01-10T08:00:00.000"
  }
}
```

PUT /v1/ad-accounts/{id}

The delegations array replaces all existing delegations in full.

```
{
  "delegations": [
    {
      "resourceId": "87654321",
      "resourceType": "CONTENT_PROVIDER"
    }
  ]
}
```

Org Endpoint Changes

Get Org by ID

Retrieves the details of a specific organization by its ID:

```
GET /v1/orgs/{id}

{
  "result": {
    "id": 987654321,
    "name": "AwayFinder",
    "currency": "USD",
    "timezone": "America/New_York",
    "paymentModel": "PAYG",
    "systemStatus": "ACTIVE",
    "systemStatusReasons": []
  }
}
```

Me & ACLS Endpoint Changes

Retrieve the authenticated user's identity, organization details, and ad account access list.

Operation	Description	Campaign Management API	Platform API
Get a record	Get current user details.	GET /v5/me	GET /v1/me
Get all records	Get the user access control list.	GET /v5/acls	GET /v1/acls

Response Examples

GET /v1/me

Fetch the details of the API caller:

```
GET /v1/me

{
  "result": {
    "userId": 3962840,
    "orgId": 27154130
  }
}
```

GET /v1/acls

Fetches roles and ad accounts that the API caller has access to:

```
GET /v1/acls

{
  "result": {
    "acls": [
      {
        "adAccount": {
          "id": 123456789,
          "name": "AwayFinder",
          "orgId": 40669820
        },
        "roles": [
          "Admin"
        ]
      }
    ]
  }
}
```

Bulk Operations

Bulk operations let you create, update, or delete multiple resources of the same type in a single API call. The Platform API supports bulk operations for keywords and negative keywords. Bulk operations support both atomic and partial success modes. To allow partial success, set `allowPartialSuccess` to `true` in the request.

Operation	Description	Endpoint
Bulk Create	Bulk create keywords	POST /v1/keywords/bulk-create
Bulk Update	Bulk update keywords	POST /v1/keywords/bulk-update
Bulk Delete	Bulk delete keywords	POST /v1/keywords/bulk-delete
Bulk Create	Bulk create Negative Keywords	POST /v1/negative-keywords/bulk-create
Bulk Update	Bulk update Negative Keywords	POST /v1/negative-keywords/bulk-update
Bulk Delete	Bulk delete Negative Keywords	POST /v1/negative-keywords/bulk-delete

Bulk Create Keywords Request Example

POST /v1/keywords/bulk-create

```
{
  "items": [
    {
      "correlationId": 0,
      "data": {
        "adGroupId": 555666777,
        "text": "photo editor",
        "matchType": "EXACT",
        "bid": {
          "amount": "2.50",
          "currency": "USD"
        }
      }
    },
    {
      "correlationId": 1,
      "data": {
        "adGroupId": 555666777,
        "text": "photo editing app",
        "matchType": "BROAD",
        "bid": {
          "amount": "1.75",
          "currency": "USD"
        }
      }
    },
    {
      "correlationId": 2,
      "data": {
        "adGroupId": 555666777,
        "text": "best photo editor",
        "matchType": "EXACT",
        "bid": {
          "amount": "3.00",
          "currency": "USD"
        }
      }
    }
  ]
}
```

Bulk Create Keywords Response Example

Response – 200 OK

```
{
  "result": [
    {
      "correlationId": 0,
      "operation": "CREATE",
      "success": true,
      "result": {
        "id": 888999000,
        "adAccountId": 123456789,
        "campaignId": 444555666,
        "adGroupId": 555666777,
        "text": "photo editor",
        "matchType": "EXACT",
        "bid": { "amount": "2.50", "currency": "USD" },
        "status": "ENABLED",
        "deleted": false,
        "creationTime": "2025-06-01T10:00:00.000",
        "modificationTime": "2025-06-01T10:00:00.000"
      }
    },
    {
      "correlationId": 1,
      "operation": "CREATE",
      "success": true,
      "result": {
        "id": 888999001,
        "adAccountId": 123456789,
        "campaignId": 444555666,
        "adGroupId": 555666777,
        "text": "photo editing app",
        "matchType": "BROAD",
        "bid": { "amount": "1.75", "currency": "USD" },
        "status": "ENABLED",
        "deleted": false,
        "creationTime": "2025-06-01T10:00:00.000",
        "modificationTime": "2025-06-01T10:00:00.000"
      }
    },
    {
      "correlationId": 2,
      "operation": "CREATE",
      "success": true,
      "result": {
        "id": 888999002,
        "adAccountId": 123456789,
        "campaignId": 444555666,
        "adGroupId": 555666777,
        "text": "best photo editor",
        "matchType": "EXACT",
        "bid": { "amount": "3.00", "currency": "USD" },
        "status": "ENABLED",
        "deleted": false,
        "creationTime": "2025-06-01T10:00:00.000",
        "modificationTime": "2025-06-01T10:00:00.000"
      }
    }
  ]
}
```

Recommendations

The Platform API introduces endpoints for recommendations and suggestions.

Recommendations are designed to help improve the performance of your existing campaigns. You can query for available recommendations, apply a recommendation, or dismiss it.

The following recommendation types will be available at launch:

Keyword Recommendations

Operation	Description	Platform API Endpoint
Query	Recommends new keywords to add to an ad group based on search volume, popularity, and predicted installs.	POST /v1/recommendations/keywords/query
POST	Adds recommended keywords to the specified ad group.	POST /v1/recommendations/keywords/apply
POST	Dismiss one or more keyword recommendations without making any changes to the ad group.	POST /v1/recommendations/keywords/dismiss

Keyword Recommendation Request Example

POST /v1/recommendations/keywords/query

```
{
  "pagination": {
    "offset": 0,
    "pageSize": 20
  },
  "filters": [
    {
      "field": "promotedObjectId",
      "operator": "EQUALS",
      "value": [
        "123456"
      ]
    },
    {
      "field": "promotedObjectType",
      "operator": "EQUALS",
      "value": [
        "APPSTORE_APP"
      ]
    },
    {
      "field": "state",
      "operator": "EQUALS",
      "value": [
        "AVAILABLE"
      ]
    },
    {
      "field": "popularity",
      "operator": "EQUALS",
      "value": [
        "50"
      ]
    }
  ],
  "sorting": [
    {
      "field": "popularity",
      "order": "DESC"
    }
  ]
}
```

Keyword Recommendation Response Example

Response — 200 OK

```
{
  "result": [
    {
      "id": "rec-kw-001",
      "recommendationType": "KEYWORD",
      "promotedObjectId": "123456",
      "promotedObjectType": "APPSTORE_APP",
      "campaignId": 789012,
      "adGroupId": 345678,
      "keyword": "task management app",
      "matchType": "BROAD",
      "state": "AVAILABLE",
      "status": "ENABLED",
      "campaignName": "Q1 Productivity Campaign",
      "adGroupName": "Core Keywords",
      "storefront": "US",
      "popularity": 85,
      "expectedInstalls": 300,
      "expectedImpressions": 8000,
      "expectedTaps": 400,
      "expectedSpend": {
        "amount": "480.00",
        "currency": "USD"
      },
      "expectedCpa": {
        "amount": "1.60",
        "currency": "USD"
      },
      "creationTime": "2026-02-20T10:30:00Z",
      "modificationTime": "2026-02-20T10:30:00Z"
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 20,
    "totalCount": 1
  }
}
```

TargetCPA Recommendations

Operation	Description	Platform API Endpoint
Query	Recommends an adjusted target cost-per-acquisition for campaigns using CPA-based bidding.	POST /v1/recommendations/target-cpas/query
POST	Applying a target CPA recommendation sets the campaign's targetCPA bid strategy parameter to the recommendedTargetCPA from the recommendation.	POST /v1/recommendations/target-cpas/apply
POST	Dismissing a CPA recommendation signals that the campaign's target CPA remains unchanged.	POST /v1/recommendations/target-cpas/dismiss

Apply TargetCPA Recommendations Request Example

```
POST /v1/recommendations/target-cpas/apply
```

```
[
  {
    "id": "rec-tcpa-001",
    "appliedTargetCPA": {
      "amount": "5.00",
      "currency": "USD"
    },
    "promotedObjectId": "123456",
    "promotedObjectType": "APPSTORE_APP"
  }
]
```

Apply TargetCPA Recommendations Response Example

Response — 200 OK

```
{
  "result": [
    {
      "recommendationId": "rec-tcpa-001",
      "recommendationType": "TCPA",
      "promotedObjectId": "123456",
      "promotedObjectType": "APPSTORE_APP",
      "campaignId": 789012,
      "state": "APPLIED",
      "appliedTargetCPA": {
        "amount": "5.00",
        "currency": "USD"
      },
      "appliedTime": "2026-02-23T14:30:00Z"
    }
  ],
  "pagination": {
    "totalCount": 1,
    "offset": 0,
    "pageSize": 20
  }
}
```

Budget Recommendations

Operation	Description	Platform API Endpoint
Query	Recommends an increased daily budget cap for campaigns frequently hitting their current ceiling.	POST /v1/recommendations/daily-budgets/query
POST	Updates the campaign's daily budget cap.	POST /v1/recommendations/daily-budgets/apply
POST	Dismiss one or more daily budget recommendations without changing the campaign's budget.	POST /v1/recommendations/daily-budgets/dismiss

Dismiss Budget Recommendations Request Example

```
POST /v1/recommendations/daily-budgets/dismiss
```

```
[
  {
    "id": "rec-budget-001",
    "promotedObjectId": "123456",
    "promotedObjectType": "APPSTORE_APP"
  }
]
```

Dismiss Budget Recommendation Response Example

Response — 200 OK

```
{
  "result": [
    {
      "recommendationId": "rec-kw-001",
      "recommendationType": "KEYWORD",
      "promotedObjectId": "123456",
      "promotedObjectType": "APPSTORE_APP",
      "campaignId": 789012,
      "adGroupId": 345678,
      "state": "DISMISSED",
      "appliedTime": "2026-02-23T14:30:00Z"
    }
  ],
  "pagination": {
    "totalCount": 1,
    "offset": 0,
    "pageSize": 20
  }
}
```

Suggestions

Suggestions are advisory inputs for campaign and ad group setup, keyword expansion, and bid configuration. Suggestions do not require apply or dismiss action.

Suggestions

The following suggestion types will be available at launch:

Query	Description	Platform API Endpoint
Query	Query keyword suggestions based on search terms and storefronts using structured filters.	POST /v1/suggestions/keywords/query
Query	Query phrase suggestions using either a discovery or search route based on the query type.	POST /v1/suggestions/phrases/query
Query	Query App Store category suggestions using either a discovery or search route based on the query type.	POST /v1/suggestions/categories/query
Query	Returns the suggested Target CPA bid for a Max Conversions campaign.	POST /v1/suggestions/target-cpas/query

Keyword Suggestions Request Example

```
POST /v1/suggestions/keywords/query
```

```
{
  "filters": [
    {
      "field": "promotedObjectId",
      "operator": "EQUALS",
      "value": ["123456"]
    },
    {
      "field": "promotedObjectType",
      "operator": "EQUALS",
      "value": ["APPSTORE_APP"]
    },
    {
      "field": "terms",
      "operator": "IN",
      "value": ["productivity", "task management"]
    },
    {
      "field": "countriesOrRegions",
      "operator": "IN",
      "value": ["US", "GB"]
    }
  ]
}
```

Keyword Suggestions Response Example

Response — 200 OK

```
{
  "result": [
    {
      "text": "productivity app",
      "popularity": 85
    },
    {
      "text": "task manager",
      "popularity": 72
    },
    {
      "text": "to do list",
      "popularity": 68
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 20,
    "totalCount": 3
  }
}
```

Target CPA Suggested Bid

- Returns the suggested Target CPA bid for a Max Conversions campaign.
- The suggestion is the maximum tap-install CPI observed across the specified app's eligible markets over the last 28 days.
- Only countries or regions with at least 10 installs in that window qualify.
- Identifies the app by promotedObjectId and promotedObjectType

Request Example

POST /v1/suggestions/target-cpas/query

```
{
  "filters": [
    {
      "field": "promotedObjectId",
      "operator": "EQUALS",
      "value": [
        "987654321"
      ]
    },
    {
      "field": "promotedObjectType",
      "operator": "EQUALS",
      "value": [
        "APPSTORE_APP"
      ]
    }
  ]
}
```

Response Example

```
{
  "result": {
    "promotedObjectId": "987654321",
    "suggestedTargetCPA": {
      "amount": "1.20",
      "currency": "USD"
    },
    "countryOrRegion": [
      "US"
    ],
    "appCategory": "Games"
  },
  "pagination": null,
  "error": null
}
```

Search Term Popularity Report

The search term popularity report provides monthly and weekly search term popularity metrics. Use it to identify trending search terms and inform your keyword strategy.

Endpoint Details

Operation	Description	Platform API
Query	Query for the most popular search terms for a given App Store genre and country, showing top search terms by search volume.	POST /v1/insights/apps/search-term-popularity/query

Search Term Popularity Request Example

Granularity values are WEEKLY_SUN_SAT and MONTHLY.

```
POST /v1/insights/apps/search-term-popularity/query
```

```
{
  "filters": [
    {
      "field": "countryOrRegion",
      "operator": "EQUALS",
      "value": "US"
    },
    {
      "field": "genre",
      "operator": "EQUALS",
      "value": "PRODUCTIVITY"
    }
  ],
  "timeRange": {
    "start": "2025-01-05",
    "end": "2025-01-11",
    "granularity": "WEEKLY_SUN_SAT"
  },
  "sorting": [
    {
      "field": "rankInGenre",
      "order": "ASC"
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 20
  }
}
```

Search Term Popularity Response Example

Response — 200 OK

```
{
  "result": {
    "rows": [
      {
        "week": "2025-01-12",
        "countryOrRegion": "US",
        "genre": "PRODUCTIVITY",
        "searchTerm": "task manager",
        "rankInGenre": 1,
        "searchPopularityInGenre": 95,
        "searchPopularity1to100": 88,
        "searchPopularity1to5": 5
      },
      {
        "week": "2025-01-12",
        "countryOrRegion": "US",
        "genre": "PRODUCTIVITY",
        "searchTerm": "to do list app",
        "rankInGenre": 2,
        "searchPopularityInGenre": 89,
        "searchPopularity1to100": 84,
        "searchPopularity1to5": 5
      },
      {
        "week": "2025-01-12",
        "countryOrRegion": "US",
        "genre": "PRODUCTIVITY",
        "searchTerm": "calendar planner",
        "rankInGenre": 3,
        "searchPopularityInGenre": 76,
        "searchPopularity1to100": 72,
        "searchPopularity1to5": 4
      }
    ]
  },
  "pagination": {
    "offset": 0,
    "pageSize": 20,
    "totalCount": 3
  },
  "error": null
}
```

Change History

The change history API provides a record of changes made to your campaign entities. It can be used to understand what changed, what user made the change, and at the time the change was made. Results can be filtered by entity type or activity type. Use it with the reporting API to understand how changes affect campaign performance over time.

Endpoint Details

Operation	Description	Endpoint
Query	Query audit summaries grouped by transaction.	POST /v1/change-history/query
Get a record	Retrieve field-level before and after values for a single entity change.	GET /v1/change-history/{detailId}

Change History Query Request Example

Filter by entity type.

```
POST /v1/change-history/query
```

```
{
  "filters": [
    {
      "field": "eventTime",
      "operator": "BETWEEN",
      "value": ["2025-03-01", "2025-03-15"]
    },
    {
      "field": "entityType",
      "operator": "IN",
      "value": ["Campaign"]
    }
  ],
  "sorting": [
    {
      "field": "eventTime",
      "order": "DESC"
    }
  ],
  "pagination": {
    "offset": 0,
    "pageSize": 50
  },
  "options": {
    "needTotals": "true"
  }
}
```

Change History Query Response Example

Response — 200 OK

```
{
  "dataType": "AuditSummary",
  "pagination": {
    "offset": 0,
    "pageSize": 50,
    "totalCount": 3
  },
  "result": [
    {
      "transactionId": "txn_abc123def456",
      "eventType": "UPDATE",
      "eventTime": "2025-03-15T14:30:00.000Z",
      "entityType": "Campaign",
      "count": 2,
      "metas": {
        "campaignName": "AwayFinder — Summer App Promo",
        "campaignId": "444555666"
      },
      "userType": "CUSTOMER_API",
      "modifiedBy": "98765432"
    },
    {
      "transactionId": "txn_def789ghi012",
      "eventType": "CREATE",
      "eventTime": "2025-03-10T09:15:00.000Z",
      "entityType": "Campaign",
      "count": 1,
      "metas": {
        "campaignName": "AwayFinder — Spring Keyword Drive",
        "campaignId": "444555777"
      },
      "userType": "CUSTOMER",
      "modifiedBy": "12345678"
    },
    {
      "transactionId": "txn_jkl345mno678",
      "eventType": "DELETE",
      "eventTime": "2025-03-05T11:00:00.000Z",
      "entityType": "Campaign",
      "count": 1,
      "metas": {
        "campaignName": "AwayFinder — Q1 Brand Push",
        "campaignId": "444555888"
      },
      "userType": "CUSTOMER",
      "modifiedBy": "11223344"
    }
  ]
}
```

Get Change History Detail Request Example

Returns the complete field-level change record for a single entity within a transaction.

```
GET /v1/change-history/{detailId}

{
  "dataType": "ChangeDetail",
  "pagination": {
    "offset": 0,
    "pageSize": 1,
    "totalCount": 1
  },
  "result": [
    {
      "transactionId": "txn_abc123def456",
      "detailId": "Campaign.444555666.txn_abc123def456",
      "eventType": "UPDATE",
      "entityType": "Campaign",
      "entityId": "444555666",
      "eventTime": "2025-03-15T14:30:00.000Z",
      "userType": "CUSTOMER_API",
      "modifiedBy": "98765432",
      "entityMetaData": {
        "name": "AwayFinder - Summer App Promo"
      },
      "details": [
        {
          "transactionId": "txn_abc123def456",
          "changes": [
            {
              "field": "status",
              "oldValues": ["PAUSED"],
              "newValues": ["ENABLED"]
            },
            {
              "field": "dailyBudget",
              "oldValues": ["50.00"],
              "newValues": ["100.00"]
            }
          ]
        }
      ]
    }
  ]
}
```



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One Apple Park Way
Cupertino, CA 95014, USA

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