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Overview

This guide covers the details into Sponsored Search Advertising APIs capabilities on reporting only access to data related to advertising campaigns and associated measurement and reporting data.

Read vs. Write actions

#	API Functionality	API Endpoint	READ only access via API (Reporting Management)	WRITE access via API (Full Service Campaign Management)	Description of API Endpoint operations
1	Campaigns (Sponsored Products, Sponsored Brands and Sponsored Videos)	POST/api/v1/campaigns	No	Yes	Create a new campaign using this method. Successfully created campaigns will be assigned a unique campaign ID.
2	Campaigns (Sponsored Products, Sponsored Brands and Sponsored Videos)	GET/api/v1/campaigns	Yes	Yes	Retrieve a specific campaign or all the campaigns for a specific advertiser.
3	Campaigns (Sponsored Products, Sponsored Brands)	PUT/api/v1/campaigns	No	Yes	Update an existing campaign using PUT operation.



	and Sponsored Videos)				
4	Campaigns (Sponsored Products, Sponsored Brands and Sponsored Videos)	PUT/api/v1/campaigns/delete	No	Yes	Use this operation to delete an existing campaign and its ad groups if campaign is scheduled but hasn't gone live.
5	Ad Groups	POST/api/v1/adGroups	No	Yes	Create new ad groups within a campaign for an advertiser
6	Ad Groups	GET/api/v1/adGroups	Yes	Yes	Retrieve all the ad group(s) for a specific campaign
7	Ad Groups	PUT/api/v1/adGroups	No	Yes	Make changes in an existing ad group.
8	Ad Items	GET/api/v1/adItems	Yes	Yes	Retrieve the list of all the products added to the campaign catalog.
9	Ad Items	POST/api/v1/adItems	No	Yes	Add new ad item to the ad group in a campaign.
10	Ad Items	PUT/api/v1/adItems	No	Yes	Update an existing ad item in an ad group.
11	Keywords	GET/api/v1/keyword_suggestions	Yes	Yes	Get a list of suggested keywords based on the item added in the ad group.
12	Keywords	GET/api/v1/keywords	Yes	Yes	List all the keywords that are part of a campaign.
13	Keywords	POST/api/v1/keywords	No	Yes	Add more keywords to already existing keyword bid campaign with help of this method. You can add your own keywords as well.
14	Keywords	POST/api/v1/keywordAnalytics	No	Yes	Use this method to allow API users to perform keyword research and analysis for advertisers.
15	Sponsored Brands - Profile	POST/api/v2/sba_profile	No	Yes	Create a new Sponsored Brands profile for a campaign



16	Sponsored Brands - Profile	GET/api/v2/sba_profile	Yes	Yes	Retrieve Sponsored Brands profile for a specific campaign by providing campaign ID and ad group ID - will replace v1
17	Sponsored Brands - Profile	PUT/api/v2/sba_profile	No	Yes	Update an existing Sponsored Brands profile for campaign.
18	Sponsored Brands - Profile	POST/api/v2/sba_profile_image_upload	No	Yes	Upload brand logo image for your brand on the Sponsored Brands profile using this operation
19	Sponsored Videos - Ad Group Media	POST/api/v1/adGroup/media	No	Yes	Add video profile for an ad group using this endpoint. You can add it for a specific campaign and advertiser
20	Sponsored Videos - Ad Group Media	GET/api/v1/adGroup/media	Yes	Yes	Retrieve the video creative uploaded to ad group for a specific campaign
21	Sponsored Videos - Ad Group Media	PUT/api/v1/adGroup/media	No	Yes	Update the video creative uploaded to ad group for a specific campaign
22	Catalog Item Search	POST/api/v1/itemSearch	No	Yes	Search an item by providing search string text or item id. List of items is pulled only from seller/supplier catalog
23	Bid Multipliers	POST/api/v1/multipliers/placement	No	Yes	Create placement bid multipliers for a campaign using this method
24	Bid Multipliers	GET/api/v1/multipliers/placement	Yes	Yes	Retrieve a list of all the placement bid multipliers for a campaign using this method
25	Bid Multipliers	PUT/api/v1/multipliers/placement	No	Yes	Update placement bid multipliers for a campaign using this method
26	Bid Multipliers	POST/api/v1/multipliers/platform	No	Yes	Create platform bid multipliers for a campaign using this method



27	Bid Multipliers	GET/api/v1/multipliers/platform	Yes	Yes	Retrieve a list of all the platform bid multipliers for a campaign using this method
28	Bid Multipliers	PUT/api/v1/multipliers/platform	No	Yes	Update platform bid multipliers for a campaign using this method
29	Top Search Trends	GET/api/v1/insights	Yes	Yes	Download Top Search Trends report using insight download link with help of this API
30	Item and Keyword Recommendations	POST/api/v1/snapshot/recommendations	Yes	Yes	Place a request for item or keyword recommendations by providing advertiser ID, recommendation type and format
31	Item and Keyword Recommendations	GET/api/v1/snapshot	Yes	Yes	Retrieve any given snapshot report by passing Snapshot ID
32	Reporting	POST/api/v2/snapshot/report	Yes	Yes	Request a snapshot file for all performance reporting data available
33	Reporting	GET/api/v2/snapshot/report	Yes	Yes	Retrieve report snapshots by providing snapshot id and advertiser id for an advertiser.
34	Reporting	GET/api/v1/stats	Yes	Yes	Retrieve following metrics at advertiser/campaign level in near real-time for the time elapsed on the day of request: a) Ad Spend, b) Clicks, c) Impressions, d) Daily Remaining Budget, e) Daily Out of Budget Date Time
35	Reporting	GET/api/v1/reports/latestReportDate	Yes	Yes	Provides the latest date for which the performance reports have been processed and can be accessed.
36	Reporting	POST/api/v1/snapshot/entity	Yes	Yes	Create file-based snapshot for all the campaign entities for an advertiser



37	Reporting	POST/api/v1/snapshot/audit	Yes	Yes	Create audit snapshot request for all the campaign entities for an advertiser
38	Usage Analyzer	GET/api/v1/api_usage_analyze	Yes	Yes	Get a count of how many total API operations are recorded in last hour from current timestamp, by use

Rate limits on API operations

There is a rate limit in place on the allowed number of API operations per hour.

Operations per hour are computed as the sum of number of changes requested across all API requests during the hour.

For example, 5 keyword bid changes, creation of an ad group, adding an item, and a snapshot report request in any given hour, would be counted as 8 operations.

You will receive an HTTP 429 status error code and an error message about rule enforced in case of breaking ops limit.

To learn more about current applicable limits specific to your integration, please reach out to the API Partner Enablement team.