Ads (advertising) API overview

What is the Ads API?

The Ads API provides Partners the ability to:

- ❏ Create
- ❏ Terminate
- ❏ Edit
- ❏ Pause/resume
- ❏ Make budget adjustments
- ❏ Obtain status updates

Multiple clients Enhanced Profiles, Search Ads campaigns and program features at once, in an automated fashion without manual intervention.

Are you the right candidate?

The Ads API is available to any Partner who:

- ❏ Manages the creation/update of programs on behalf of their clients
- ❏ Has a minimum of $10k in monthly ad spend
- ❏ Has development/programming resources

Technical requirements:

Partners are required to download and install PGP or GPG encryption software to create and export a public key and send that public key to Yelp for generation of user credentials for access, this software can be downloaded here: https://gnupg.org/download/index.html

A Partner will also be granted access to our Program Feature and Partner Support APIs which grant access to set-up program features as well as retrieve business and advertising program information about their businesses.

A full overview of our Ads API technical documentation can be accessed here: https://docs.developer.yelp.com/docs/ads-api

Average integration timeline:

1 month to 1 quarter: dependent of development resources