

Ads API v4 Release - Partner Guide

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Endpoints

To access API v4 documentation

Go to your [Pinterest API admin page](#) to see the standalone endpoint docs for v4

New Features / Global Changes

New Bulk API

Bulk APIs are introduced for batch creating, updating and downloading any of advertiser entities (including campaigns, ad groups, ads, keywords and product groups) in a single request. The bulk request is processed asynchronously, and request status fetched using the request id. Once a request completes successfully, a download url is provided in the request status.

Ex: POST /ads/v4/advertisers/<advertiser_id>/bulk_upsert/
(bulk create/update entities endpoint, new feature in v4)

Ex: POST /ads/v4/advertisers/<advertiser_id>/bulk_get/
(bulk get entities endpoint)

Ex: GET /ads/v4/advertisers/<advertiser_id>/bulk/<request_id>
(get bulk request status endpoint)

Pin promotions are now "ads"

As part of a larger consistency and clarity change throughout our products - everywhere we used the term "pin_promotion/pin_promotions" we now use "ad/ads".

Ex: GET /ads/v4/advertisers/<advertiser_id>/ads/<ad_id>/
(get a single ad endpoint)

NOTE during the v4 Alpha launch: some places in our documentation still refer to "promoted pins" or "pin promotions" - we're working on updating all these references to be "ad"/"ads"

Endpoints prefixed with "/advertisers/<advertiser_id>/"

Endpoints that deal with the advertiser object or any child objects (campaigns, tags, etc) will now be prefixed with "/advertisers/<advertiser_id>/" to better clarify this relationship. Requiring that the advertiser ID be passed in the URI will also help minimize confusion when managing multiple advertiser accounts and allow us to assign rate limits differently (see "Rate limit quotas assigned by advertiser ID..." below).

Ex: GET /ads/v4/advertisers/<advertiser_id>/campaigns/<campaign_id>/
(get a single campaign endpoint)

All returned response parameters (and nested object parameters) now use snake_case (previously some were camelCase)

All the object type fields now will have snake case attributions.

Ex: For ad groups, You may get optimization_goal_metadata.conversionTagV3GoalMetadata in v3 but this will be optimization_goal_metadata.conversion_tag_v3_goal_metadata in v4.

Campaign objective type APP_INSTALL has been deprecated. TRAFFIC objective has been renamed to CONSIDERATION.

Please note these changes have not been fully updated in the documentation. We are working on publishing the fix soon.

Rate limit quotas assigned by advertiser ID, not user ID

Rate limiting quotas for Ads API v4 are measured against the relevant advertiser ID in each request, not the user ID associated with the access token used on the request. This should result in an overall increase in rate limiting quotas for your apps/end users.

In v3 - a user might have access to three different advertiser IDs, their quota of 400 write requests would need to be split across all three.

In v4 - the same user would now have three separate quotas of 400 write requests (one for each advertiser ID).

Batch operations for campaigns, ad groups, and ads

You can now use the same URI with different http methods to do batch get, create, and update operations.

Ex:

GET /advertisers/<advertiser_id>/campaigns/ -> Batch get campaigns

POST /advertisers/<advertiser_id>/campaigns/ -> Batch create campaigns

PUT /advertisers/<advertiser_id>/campaigns/ -> Batch update campaigns

For batch get operations - you will be able to optionally filter by a list of arbitrary entity IDs, or parent entity IDs (among other things).

For batch create and update operations - you must use the "content-type": "application/json" header and pass an array of objects.

Ex: POST /advertisers/{advertiser_id}/campaigns/

```
[
  {
    "advertiser_id": 549755885175,
    "name": "ACME Tools Campaign #1",
```

```

    "status": "ACTIVE",
    "lifetime_spend_cap": 1432744744,
    "daily_spend_cap": 1432744744,
    "order_line_id": 549755885175,
    "tracking_urls": {},
    "mobile_measurement_partner": "APPSFLYER",
    "measurement_partner_campaign_id": "549755885175",
    "objective_type": "AWARENESS"
  },
  {
    "advertiser_id": 549755885175,
    "name": "ACME Tools Campaign #2",
    "status": "ACTIVE",
    "lifetime_spend_cap": 1432744744,
    "daily_spend_cap": 1432744744,
    "order_line_id": 549755885175,
    "tracking_urls": {},
    "mobile_measurement_partner": "APPSFLYER",
    "measurement_partner_campaign_id": "549755885175",
    "objective_type": "AWARENESS"
  }
]

```

Rate limit header format changed, only returned if request is limited

We now only return rate limit headers when your request is limited. The format of the rate limit headers has also been updated to align with the [ETF RateLimit headers draft spec](#).

In v3 - the following headers were returned on every request:

```

x-userendpoint-ratelimit-limit
x-userendpoint-ratelimit-remaining
x-userendpoint-ratelimit-reset-seconds

```

In v4 - the following headers will ONLY be returned when the request has been limited.

RateLimit-Limit - provides information about the limit that has been reached including the quota and time window that apply

RateLimit-Remaining - will be 0, indicating there is no more quota to expend

Retry-After - minimum time (in seconds) before you should attempt to make another request, but not a guarantee that your request will be successful after this time

Example #1 - per user limit

A per user or advertiser limit has been reached (but your app overall can continue to make requests).

RateLimit-Limit: 30, 30;w=60

RateLimit-Remaining: 0

Retry-After: 30

The limit quota here is defined as "30;w=60" or "30 requests per 60 seconds". The reset field indicates there are 30 seconds left in the window that this limit was triggered.

Example #2 - per app (aka "client") limit

A per app limit has been reached (but the specific user you are making requests for is not being limited).

RateLimit-Limit: 1000, 1000;w=60

RateLimit-Remaining: 0

Retry-After: 30

The limit quota here is defined as "1000;w=60" or "1000 requests per 60 seconds". The reset field indicates there are 30 seconds left in the window that this limit was triggered.

Example #3 - Pinterest backend service limit

In the case of downstream capacity/availability issues with our internal systems - we may apply a generic limit that isn't necessarily related to your app's or users' behavior.

RateLimit-Limit: 0, 0

RateLimit-Remaining: 0

Retry-After: 2

Reminder: the `Retry-After` value here is the minimum time your client should wait before making another request, but not a guarantee that your request will be successful.

Hidden "is_managed" campaigns fully visible

Previously, campaigns with the "is_managed" field set to "true" would be hidden and not included in certain endpoint results. The is_managed field was a remnant of a Pinterest Ads Manager functionality that allowed Advertiser and account teams to hide the campaign from being exposed to API partners. We found it was often not used correctly and created too much confusion. In v4 we have removed this field and we no longer hide or filter these campaigns.

Pagination supported on more endpoints

Standard pagination functionality (with a default page size of 25 records) is now supported on more endpoints, including: product groups, reporting, and tag management endpoints. You'll be able to find details of each specific endpoint that now uses pagination below.

Endpoints

The following is a full list of ads/v3 endpoints and their equivalence in the new ads/v4. Note: This is a full list of ads/v3 endpoints, and you will not have access to some of the endpoints.

In v4 we are using brackets {} to indicate path variables (instead of <>).

v3 endpoint	v4 endpoint
AD GROUP	AD GROUP
GET ad_groups/<ad_group>/	GET advertisers/{advertiser_id}/ad_groups/{ad_group_id}/
GET ad_groups/<ad_group>/pin_promotions/	GET advertisers/{advertiser_id}/ad_groups/
GET ad_groups/<ad_group>/keywords/	GET advertisers/{advertiser_id}/keywords/
GET ad_groups/	GET advertisers/{advertiser_id}/ad_groups/
POST ad_groups/	POST advertisers/{advertiser_id}/ad_groups/
PUT ad_groups/	PATCH advertisers/{advertiser_id}/ad_groups/
ADVERTISER	AD GROUP

GET advertisers/<advertiser>/	GET advertisers/{advertiser_id}/
GET advertisers/<advertiser>/campaigns/	GET advertisers/{advertiser_id}/campaigns/
GET advertisers/<advertiser>/campaigns_summary/	deprecated
GET advertisers/me/	GET advertisers/
GET advertisers/<advertiser>/keywords/	GET advertisers/{advertiser_id}/keywords/
GET advertisers/	GET advertisers/
GET advertisers/<advertiser>/entity_ids	POST advertisers/{advertiser_id}/bulk_get/ GET advertisers/{advertiser_id}/bulk/{request_id}/
ANALYTICS	ANALYTICS
GET ad_groups/<ad_group>/delivery_metrics/	GET advertisers/{advertiser_id}/ad_groups/delivery_metrics/
GET ad_groups/<ad_group>/per_targeting_delivery_metrics/	GET advertisers/{advertiser_id}/ad_groups/targeting_delivery_metrics/
GET advertisers/<advertiser>/delivery_metrics/	GET advertisers/{advertiser_id}/delivery_metrics/
GET campaigns/<campaign>/delivery_metrics/	GET advertisers/{advertiser_id}/campaigns/delivery_metrics/
GET campaigns/<campaign>/keyword_delivery_metrics/	deprecated
POST reports/async/<advertiser>/delivery_metrics/	POST advertisers/{advertiser_id}/delivery_metrics/async/
GET reports/async/<advertiser>/delivery_metrics/	GET advertisers/{advertiser_id}/delivery_metrics/async/
GET books_closed/	GET books_closed/
pin_promotions/<pin_promotion>/delivery_metrics/	GET advertisers/{advertiser_id}/ads/delivery_metrics/
pin_promotions/<pin_promotion>/per_targeting_delivery_metrics/	GET advertisers/{advertiser_id}/ads/targeting_delivery_metrics/
APP EVENT TRACKING	APP EVENT TRACKING
GET advertisers/<advertiser>/app_event_tracking_config/	deprecated
PUT advertisers/<advertiser>/app_event_tracking_config/	deprecated

AUDIENCES	AUDIENCES
POST audiences/	POST advertisers/{advertiser_id}/audiences/
PUT audiences/<audience_id>/	PATCH advertisers/{advertiser_id}/audiences/
PUT audiences/remove/<audience_id>/	PATCH advertisers/{advertiser_id}/audiences/
GET audiences/<audience_id>/	GET advertisers/{advertiser_id}/audiences/{audience_id}/
GET advertisers/<advertiser>/audiences/	GET advertisers/{advertiser_id}/audiences/
AUDIENCE INSIGHTS	AUDIENCE INSIGHTS
GET advertisers/<advertiser>/insights/audiences/	GET advertisers/{advertiser_id}/insights/audiences/
GET advertisers/<advertiser>/insights/audience/<scope>/<type>/ <category>/	GET advertisers/{advertiser_id}/insights/audience/{scope}/{type}/{category_id}/
GET advertisers/<advertiser>/insights/audiences/<scope>/<type>/ /	GET advertisers/{advertiser_id}/insights/audience/{scope}/{type}/
BILLING	BILLING
bill_receipt/<bill>/	Coming soon
billing_data/	Coming soon
partners/advertiser/<advertiser>/marketing_offer/<offer_code>/redeem/	Coming soon
Billing - ORDER LINES	ORDER LINES
GET order_lines/<order_line>/	Coming soon
GET advertisers/<advertiser>/order_lines/	Coming soon
BOARDS	BOARDS

POST advertisers/<advertiser>/boards/	deprecated
DELETE boards/<board_spec:board>/	deprecated
PUT boards/<board_spec:board>/	deprecated
GET advertisers/<advertiser>/boards/	GET /advertisers/{advertiser_id}/boards/
GET boards/<board>/pins/	deprecated
PUT boards/<board_spec:board>/cover/	deprecated
CAMPAIGNS	CAMPAIGNS
GET campaigns/<campaign>/keywords/	GET advertisers/{advertiser_id}/keywords/
GET campaigns/<campaign>/pin_promotions/	GET advertisers/{advertiser_id}/campaigns/
GET campaigns/<campaign>/ad_groups/	GET advertisers/{advertiser_id}/campaigns/
GET campaigns/	GET advertisers/{advertiser_id}/campaigns/
GET campaigns/<campaign>/	GET advertisers/{advertiser_id}/campaigns/{campaign_id}/
POST campaigns/	POST advertisers/{advertiser_id}/campaigns/
POST batch_campaigns/	POST advertisers/{advertiser_id}/campaigns/
PUT campaigns/<campaign>/	PATCH advertisers/{advertiser_id}/campaigns/
PUT batch_campaigns/	PATCH advertisers/{advertiser_id}/campaigns/
GET campaigns/<campaign>/product_filters/	deprecated
PUT campaigns/<campaign>/product_filters/	deprecated
CONVERSION TAGS	CONVERSION TAGS
POST tags/	POST advertisers/{advertiser_id}/conversion_tags/
DELETE tags/<tag>/	PATCH advertisers/{advertiser_id}/conversion_tags/

PUT tags/<tag>/configs/	PATCH advertisers/{advertiser_id}/conversion_tags/
PUT tags/<tag>/	PATCH advertisers/{advertiser_id}/conversion_tags/
GET advertisers/<advertiser>/tags/	GET advertisers/{advertiser_id}/conversion_tags/
GET tags/<tag>/configs/	GET advertisers/{advertiser_id}/conversion_tags/{conversion_tag_id}
GET tags/<tag>/	GET advertisers/{advertiser_id}/conversion_tags/{conversion_tag_id}
GET advertisers/<advertiser>/conversion_tags/	GET advertisers/{advertiser_id}/conversion_tags/
GET advertisers/<advertiser>/ocpm_eligible_conversion_tags/	GET advertisers/{advertiser_id}/conversion_tags/ocpm_eligible/
GET advertisers/<advertiser>/page_visit_conversion_tags/	GET advertisers/{advertiser_id}/conversion_tags/page_visit/
CUSTOMER LISTS	CUSTOMER LISTS
POST customer_lists/	POST advertisers/{advertiser_id}/customer_lists/
PUT customer_lists/add/	PATCH advertisers/{advertiser_id}/customer_lists/
PUT customer_lists/remove/	PATCH advertisers/{advertiser_id}/customer_lists/
GET customer_lists/<customer_list>/	GET advertisers/{advertiser_id}/customer_lists/{customer_list_id}/
GET advertisers/<advertiser>/customer_lists/	GET advertisers/{advertiser_id}/customer_lists/
POST custom_audiences/	POST advertisers/{advertiser_id}/audiences/custom/
Entities	Entities
POST advertisers/<advertiser>/entities/batch/	POST advertisers/{advertiser_id}/bulk_get/
GET advertisers/<advertiser>/entities/batch/<batch_id>/	GET advertisers/{advertiser_id}/bulk/{request_id}/
IMAGES	IMAGES
POST images/	deprecated

PUT images/	deprecated
GET images/job_status/	deprecated
PUT pincarousel/images/upload/	deprecated
KEYWORDS	KEYWORDS
POST keywords/	POST /advertisers/{advertiser_id}/keywords/
DELETE keywords/	PATCH /advertisers/{advertiser_id}/keywords/
PUT keywords/	PATCH /advertisers/{advertiser_id}/keywords/
GET keywords/metrics/	GET /advertisers/{advertiser_id}/keywords/metrics/
GET keywords/related/	GET /advertisers/{advertiser_id}/keywords/related/
ADVERTISER PINS	ADVERTISER PINS
POST boards/<board_spec:board>/pins/	deprecated
DELETE pins/<pin_spec:pin>/	deprecated
PUT pins/<pin_spec:pin>/	deprecated
GET advertisers/<advertiser>/pins/	GET advertisers/{advertiser_id}/pins/
GET pins/<pin_spec:pin>/	deprecated
GET advertisers/<advertiser>/pins/search/	deprecated
PIN PROMOTIONS	ADS
POST pin_promotions/	POST advertisers/{advertiser_id}/ads/
POST batch_pin_promotions/	POST advertisers/{advertiser_id}/ads/
PUT pin_promotions/<pin_promotion>/	PATCH advertisers/{advertiser_id}/ads/
PUT batch_pin_promotions/	PATCH advertisers/{advertiser_id}/ads/

GET pin_promotions/<pin_promotion>/	GET advertisers/{advertiser_id}/ads/{ad_id}
GET pin_promotions/	GET advertisers/{advertiser_id}/ads/
GET pin_promotions/bid_floor/	GET advertisers/{advertiser_id}/bid_floor/
GET pin_promotions/bid_guidance/	deprecated
PREVIEWS	PREVIEWS
POST ad_previews/	POST advertisers/{advertiser_id}/ad_previews/image/
POST ad_previews/<pin_spec:pin>/	POST advertisers/{advertiser_id}/ad_previews/{pin_id}
POST previews/	deprecated
GET previews/pin/<pin_spec:pin>/	deprecated
GET previews/<key>/	deprecated
PRODUCT GROUPS	PRODUCT GROUPS
GET product_groups/catalogs/	GET advertisers/{advertiser_id}/product_groups/catalogs/
GET product_groups/<product_group>/	GET advertisers/{advertiser_id}/promoted_product_groups/{promoted_catalog_product_group_id}/
GET promoted_product_groups/<product_group>/	GET advertisers/{advertiser_id}/promoted_product_groups/{promoted_catalog_product_group_id}/
GET promoted_product_groups/	Coming soon
PUT product_groups/	deprecated
PUT promoted_product_groups/	Coming soon
GET product_feeds/default/status/	GET advertisers/{advertiser_id}/catalogs/status/
RESOURCES	RESOURCES
GET resources/advertiser_countries/	GET advertisers/countries/

GET resources/delivery_metrics/	GET resources/delivery_metrics
GET resources/interests/	GET interests/
GET resources/targeting/INTEREST/<interest>/	GET targeting/interest/{interest_id}
GET resources/targeting/<targeting_type>/	GET targeting/{targeting_type}
GET resources/targeting/	GET targeting/
SCHEDULED REPORTING	SCHEDULED REPORTING
POST scheduled_reports/	deprecated
PUT scheduled_reports/<scheduled_report>/	deprecated
GET scheduled_reports/completed/<advertiser>/	deprecated
POST scheduled_reports/internal/schedule/	deprecated
TERMS	TERMS
GET terms/related/	GET terms/related/
GET terms/suggested/	GET terms/suggested/
TERMS OF SERVICE	TERMS OF SERVICE
GET advertisers/<advertiser>/terms_of_service/	GET advertisers/{advertiser_id}/terms_of_service/