

# What's New in iAd Workbench

Session 510

Paresh Rajwat and Ravi Chittari

iAd Team

Why?



Your App



App Store

Huggable Heroes

App Collections

Racing Games

Get Stuff Done

Top Paid Apps

Apps for Parents

Editors' Choice

Apps for Business

Game Collections

What's Hot

Apps for Kids

Big Name Games

Music Discovery

Top Free Apps

Search

Multiplayer Games

New and Noteworthy

# App Store

Travel

Action Games



**Advertise**

 iAd

 iAd Workbench



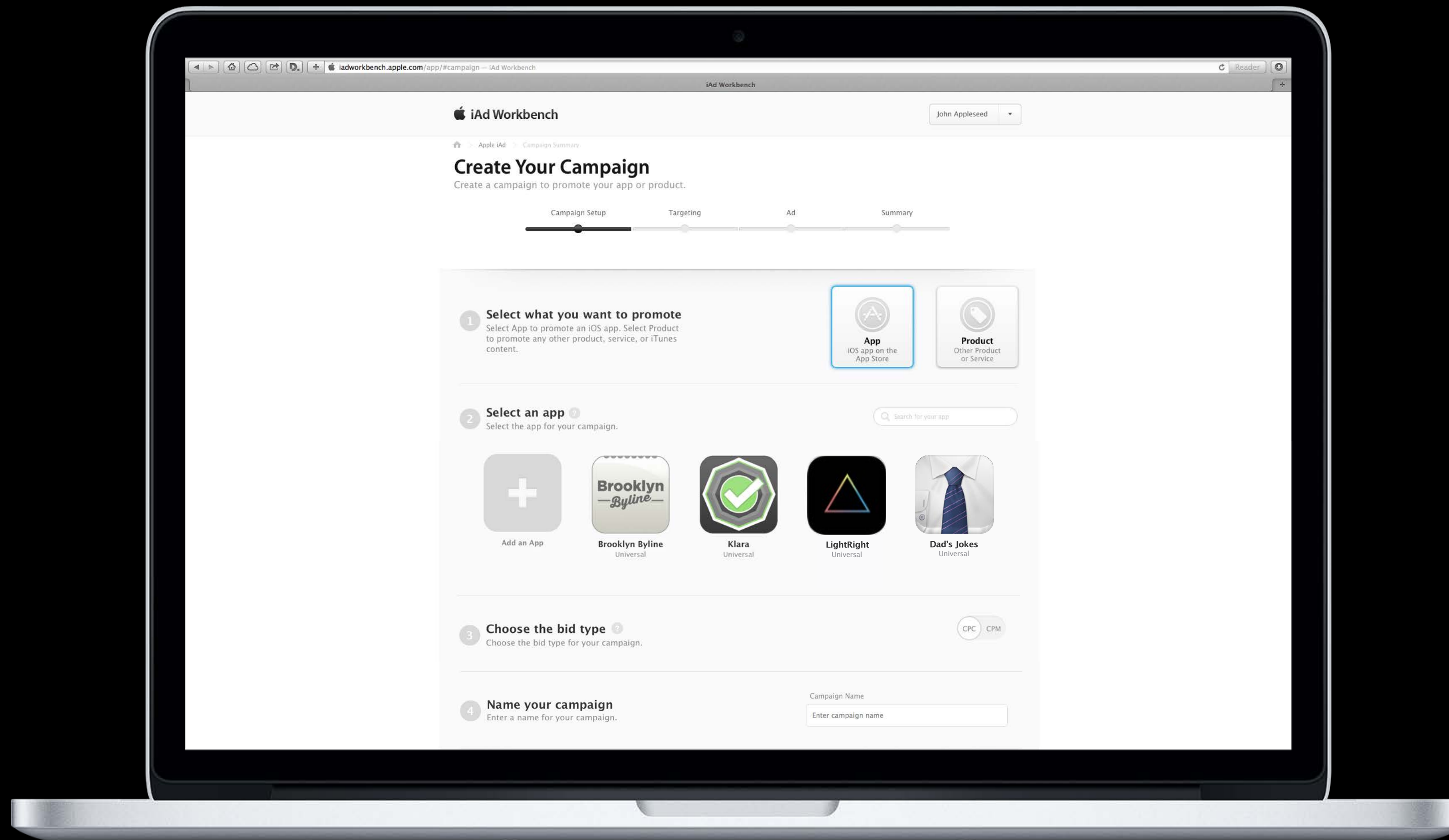


# iAd Workbench

iAd's self-service advertising platform

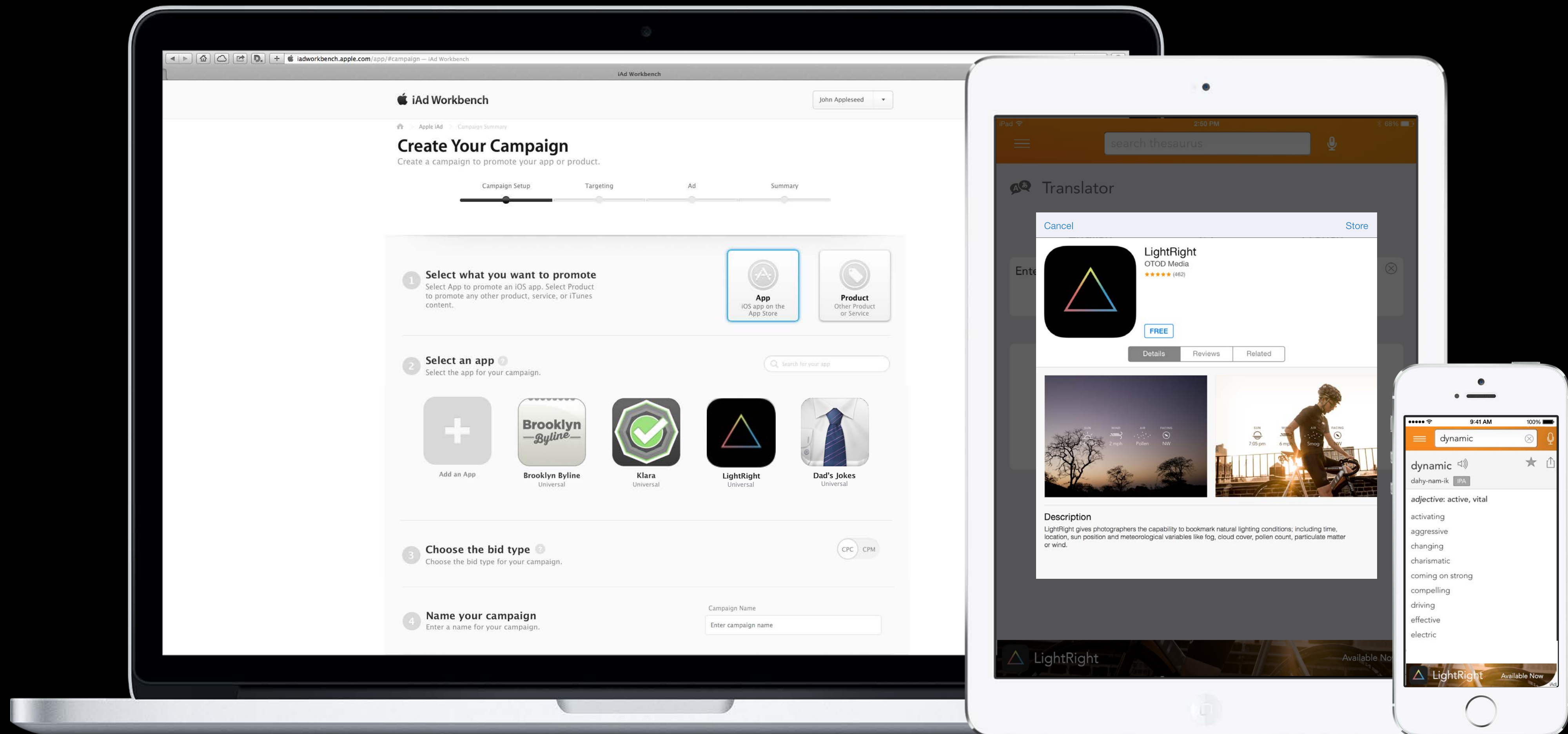
# Simplest Way to Promote Your Product

To millions of people on their Apple devices



# Simplest Way to Promote Your Product

To millions of people on their Apple devices



# Promote Anything

Apps, music, movies, and more



## **App**

iOS app on the  
App Store



## **Product**

Other Product  
or Service

# iAd Workbench Availability

14 countries and growing



# iAd Workbench Availability

14 countries and growing



US

# iAd Workbench Availability

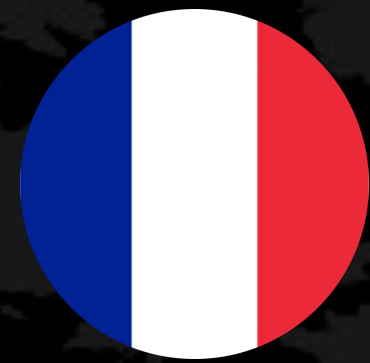
14 countries and growing



US



UK



FR



DE



IT



MX



HK



ES



JP



CA



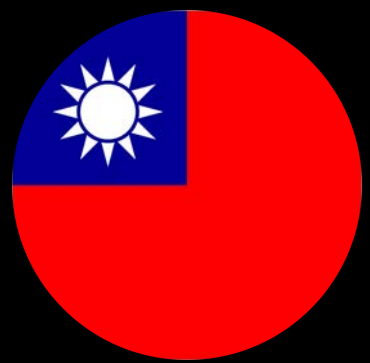
AU



NZ



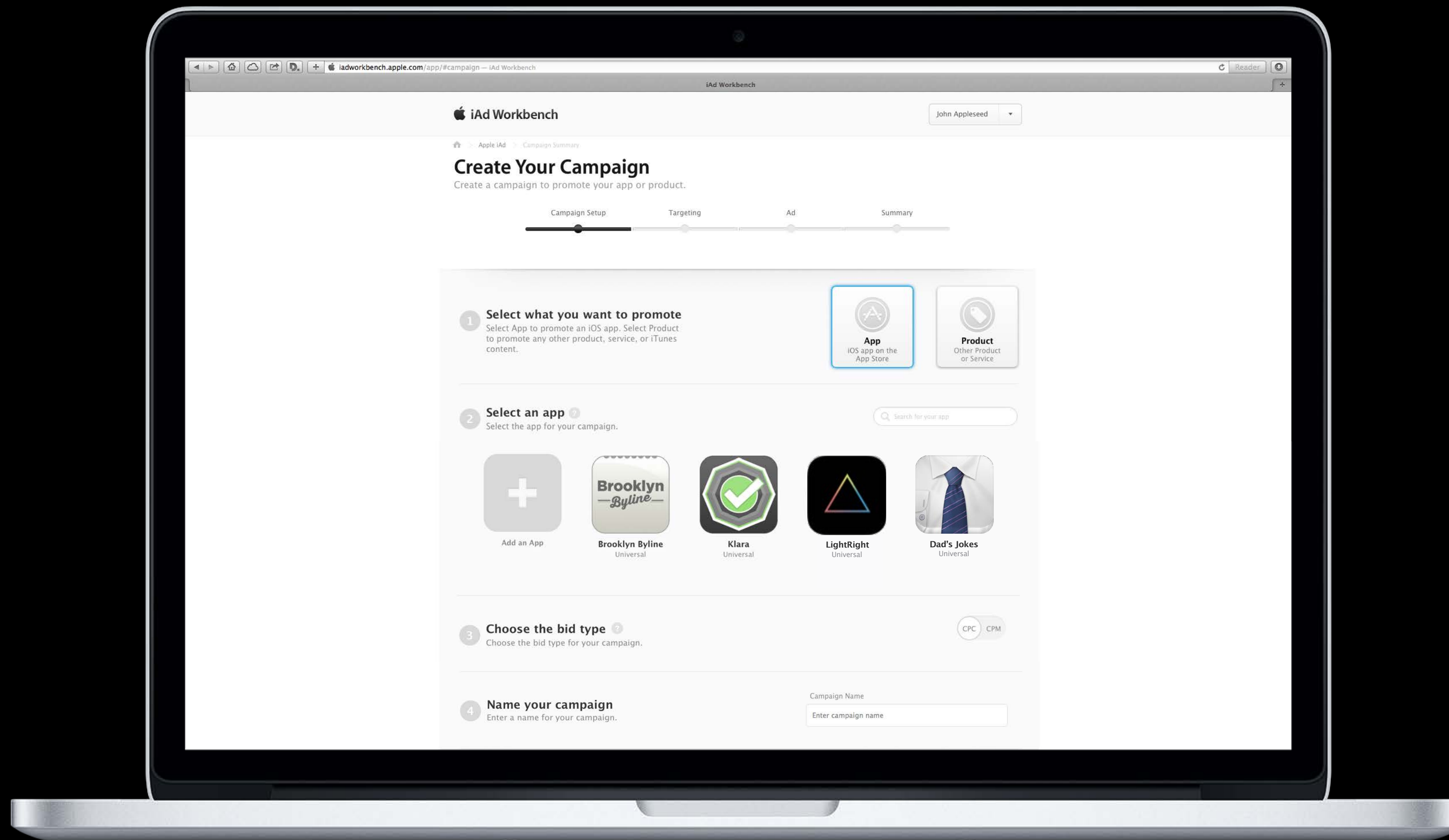
IE



TW

# iAd Workbench

Create a campaign in minutes

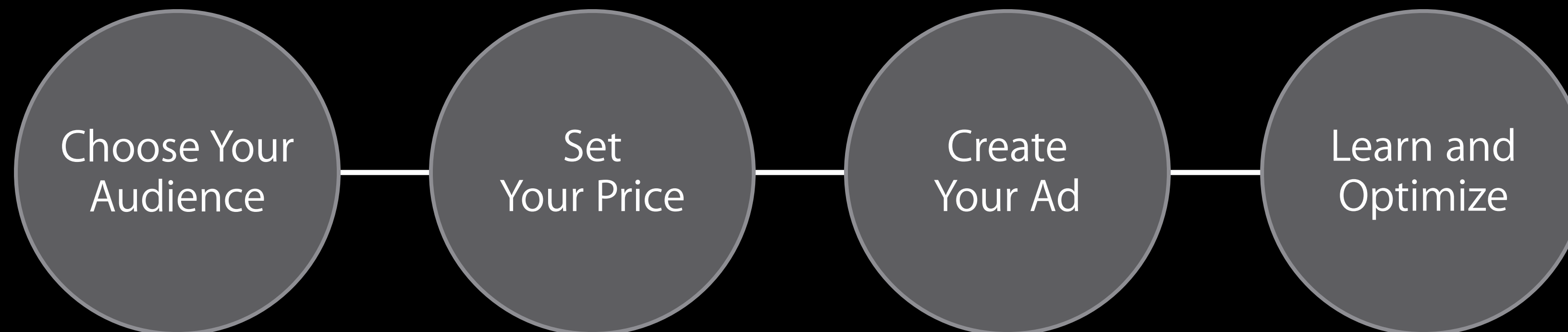




*Demo*

Ravi Chittari  
iAd Engineering

# How to Make Advertising Work

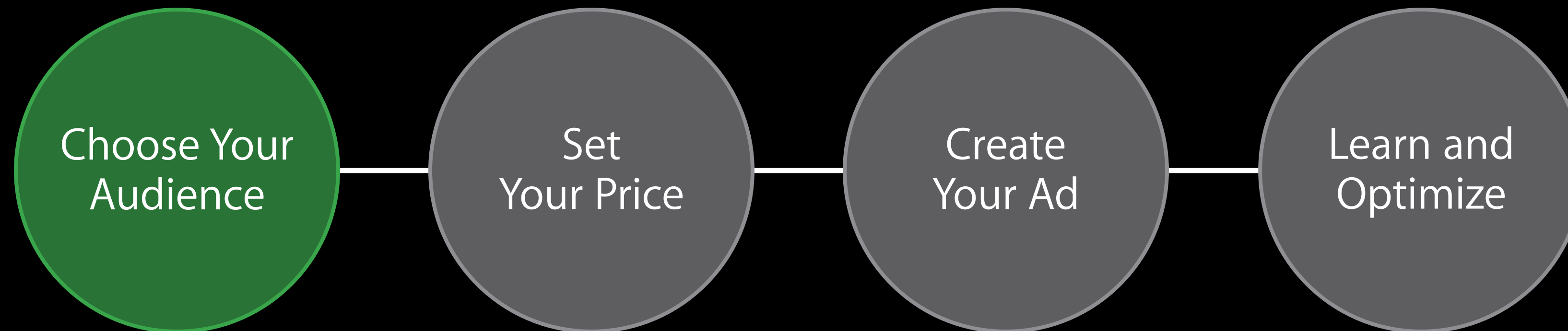


Choose Your  
Audience

Set  
Your Price

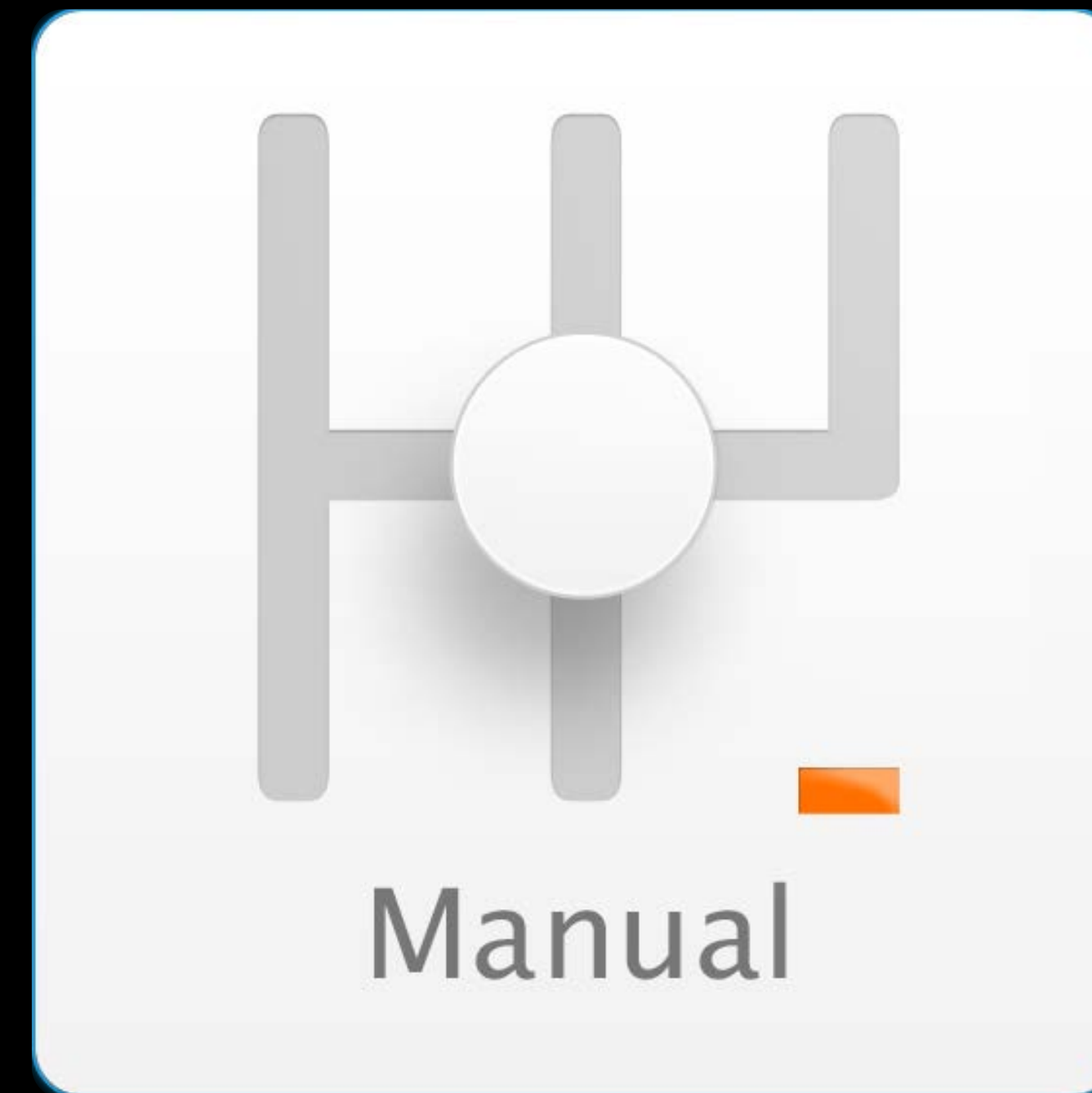
Create  
Your Ad

Learn and  
Optimize



# Select Your Audience

Target the right people for your product



# Select Your Audience

Target the right people for your product



# Manual Targeting Options

Control your targeting



**Gender**

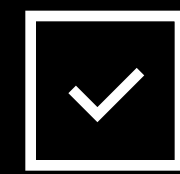


**iTunes Preferences**

Apps, Movies, Music, TV, Books, Audiobooks



**Age**



**App Channels**

App Store categories



**Geo**

State and DMA



**Scheduling**

Time of Day, Days of Week

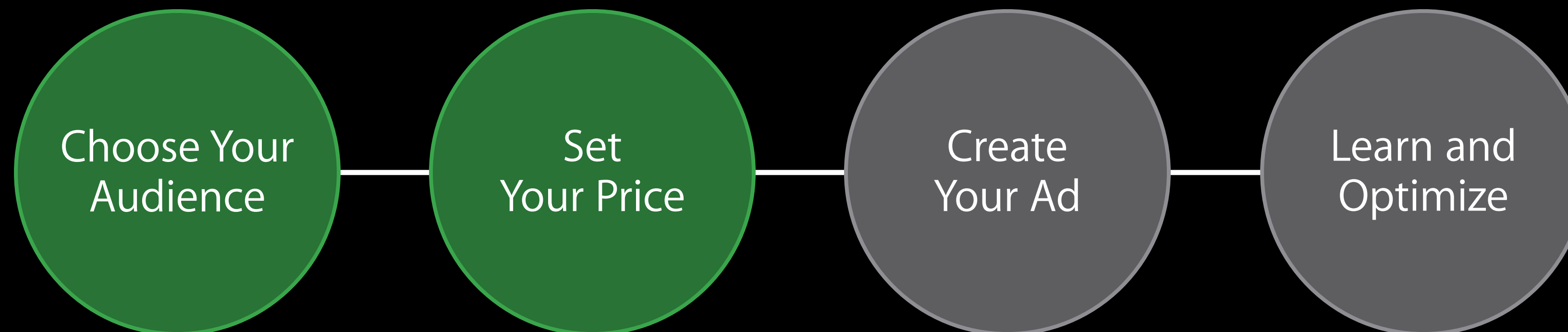


**Device**

iPhone, iPad, iPod touch



**Frequency Cap**





# Set Your Price

Choose bid type



# Set Your Price

Choose bid type



The maximum price you are willing to pay for every click

# Set Your Price

Choose bid type

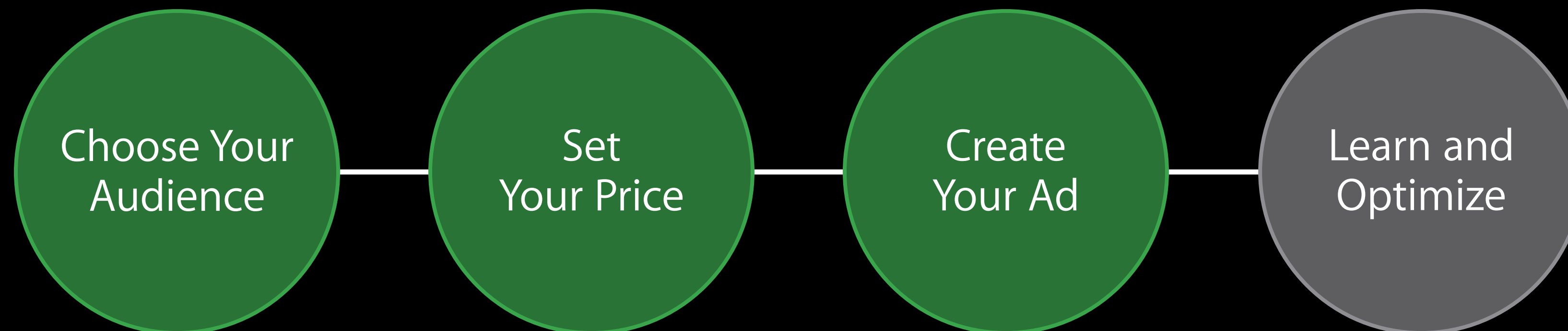


# Set Your Price

Choose bid type



The maximum price for  
each 1,000 users who see your ad



Choose Your  
Audience

Set  
Your Price

Create  
Your Ad

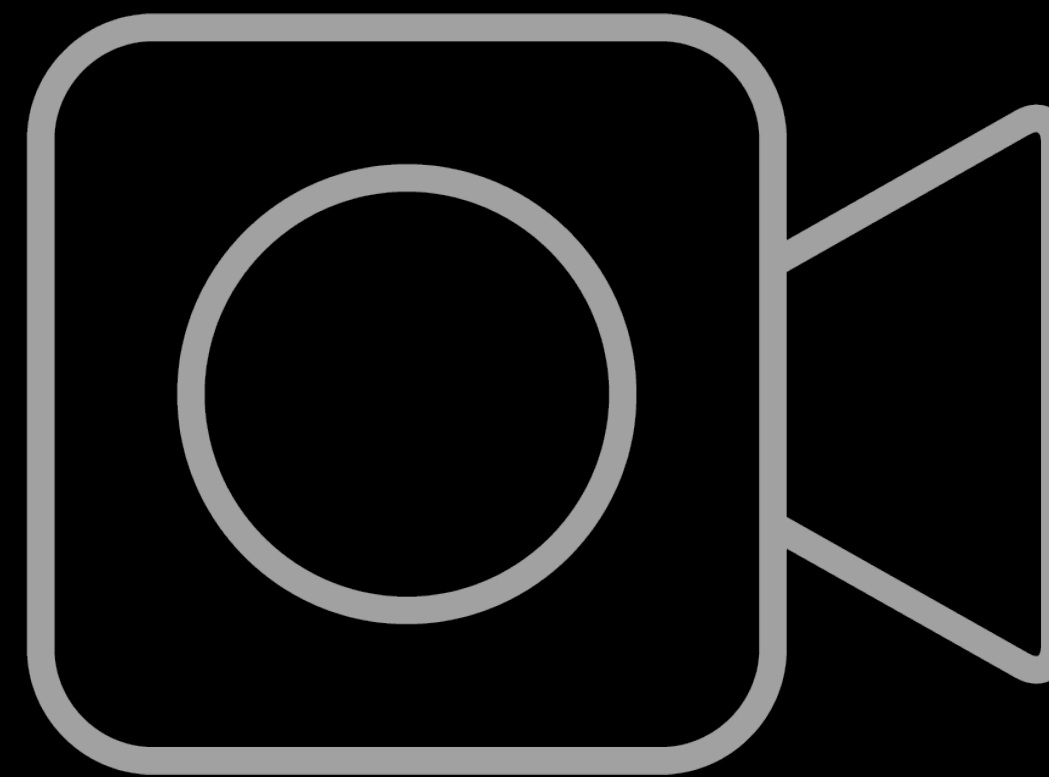
Learn and  
Optimize

# Create an Ad

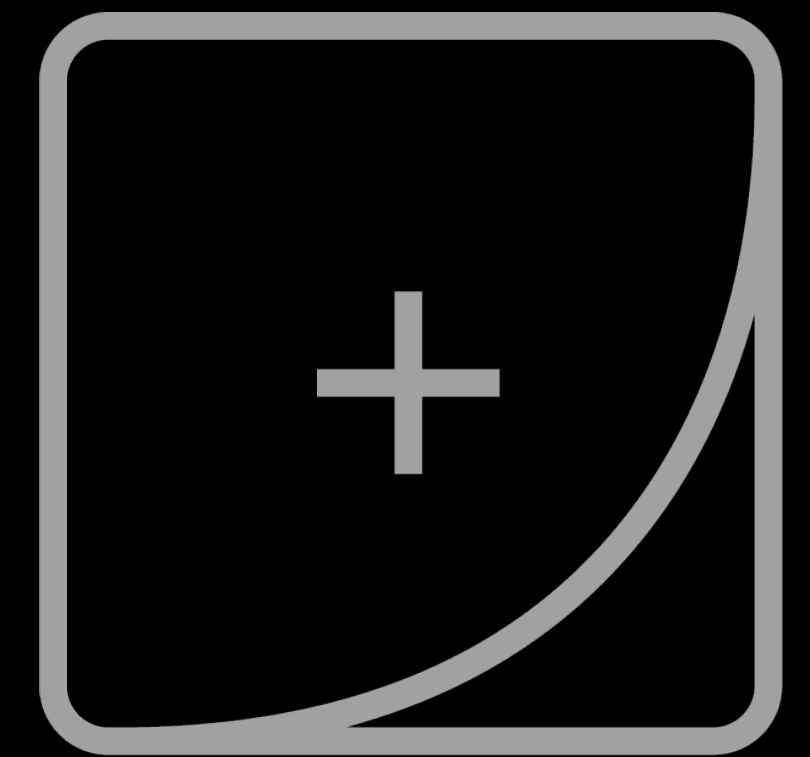
Range of creative options



Banner Ads



Video Ads



Rich-Media Ads

# Create an Ad

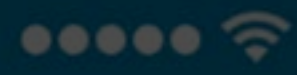
## Banner ads

Tappable banner with a direct path to action

- iTunes product page
- Mobile web page
- Video with iTunes or web CTA



Banner Ads



9:41 AM

100%



photography



photography



fuh-tog-ruh-fee IPA

—*noun*

1. the process or art of producing images of objects on sensitized surfaces by the chemical action of light or of other forms of radiant energy, as x-rays, gamma rays, or cosmic rays.
2. cinematography.

*Origin:* 1839; photo- + -graphy

Definitions

Synonyms

Learners

Orig





9:41 AM

100%



photography



photography



fuh-tog-ruh-fee IPA

—*noun*

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Definitions

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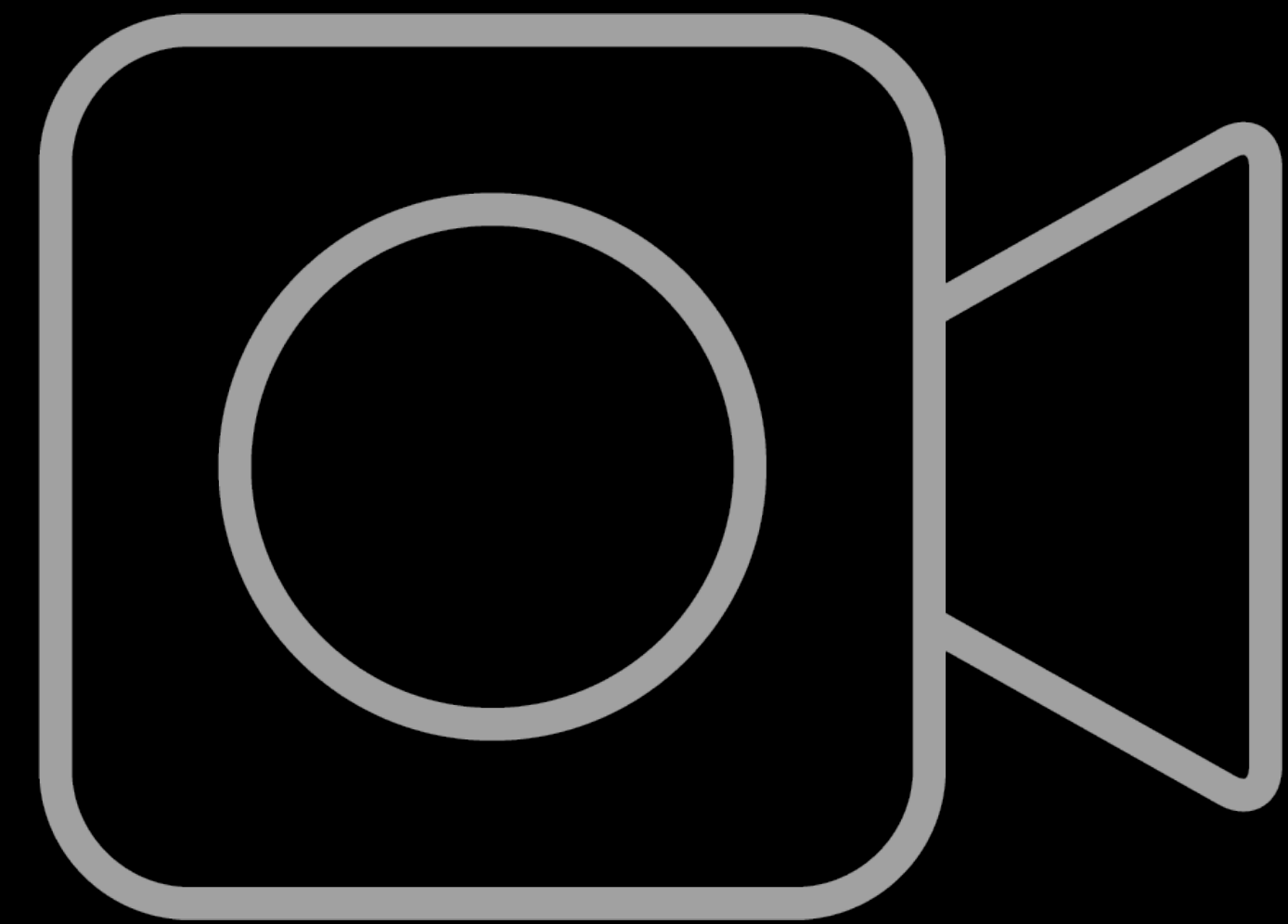
# Create an Ad

## Video ads

Plays in stream, when users are most engaged

Optional destinations

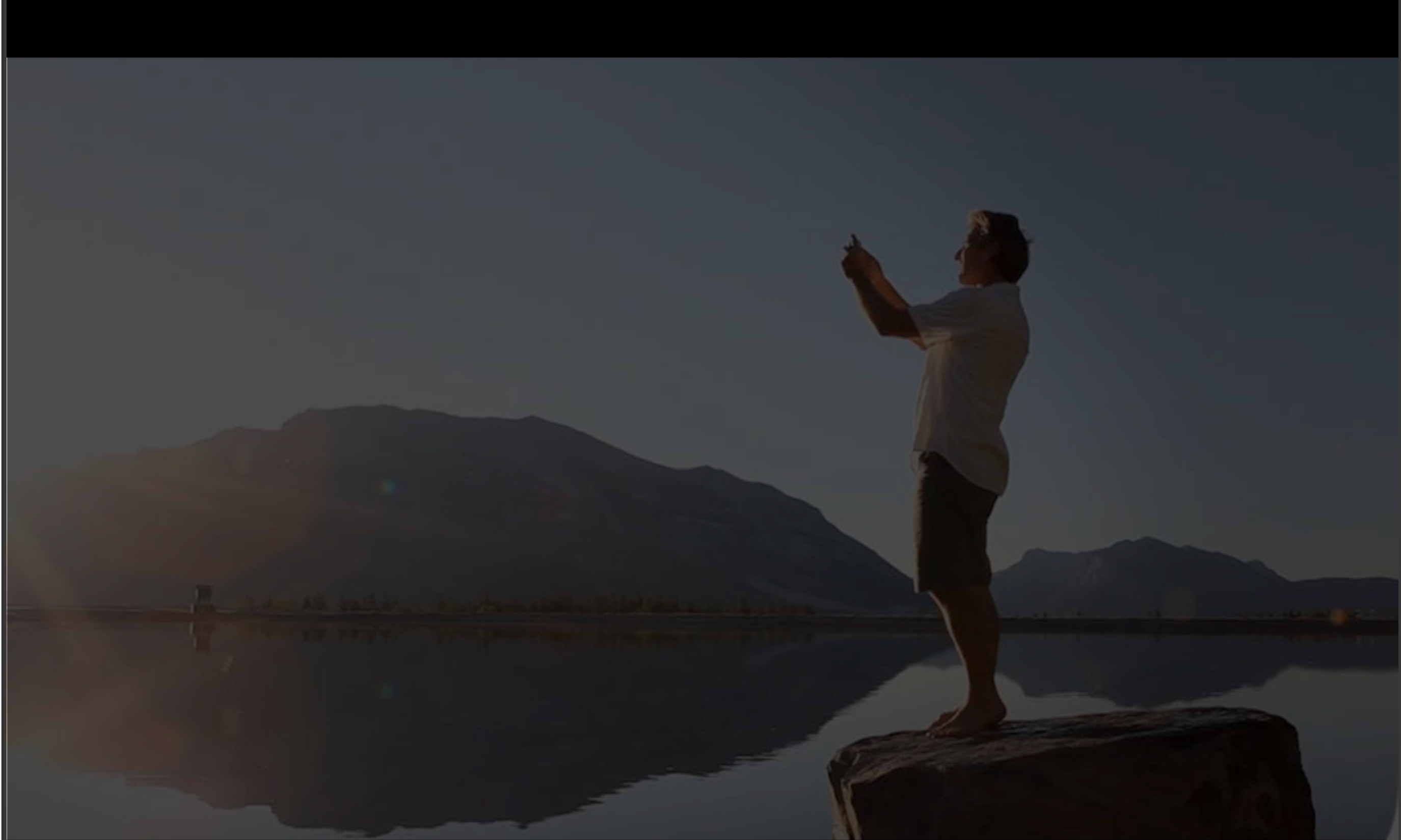
- iTunes product page
- Mobile web page



Video Ads

iPad 9:41 AM 100%

Done LightRight



iAd

Learn More Skip in

This is an iAd (Interactive Ad) displayed on an iPad. The ad features a photograph of a man standing on a rock in a lake, holding a camera. The background shows mountains and a calm lake reflecting the scene. The ad includes a 'Done' button in the top left, the title 'LightRight' in the top center, and a '100%' battery indicator in the top right. At the bottom, there is an 'iAd' label, a 'Learn More' link on the left, and a 'Skip in' button on the right.

iPad

9:41 AM

100%

[Done](#)

LightRight



iAd

[Learn More](#)

Skip in

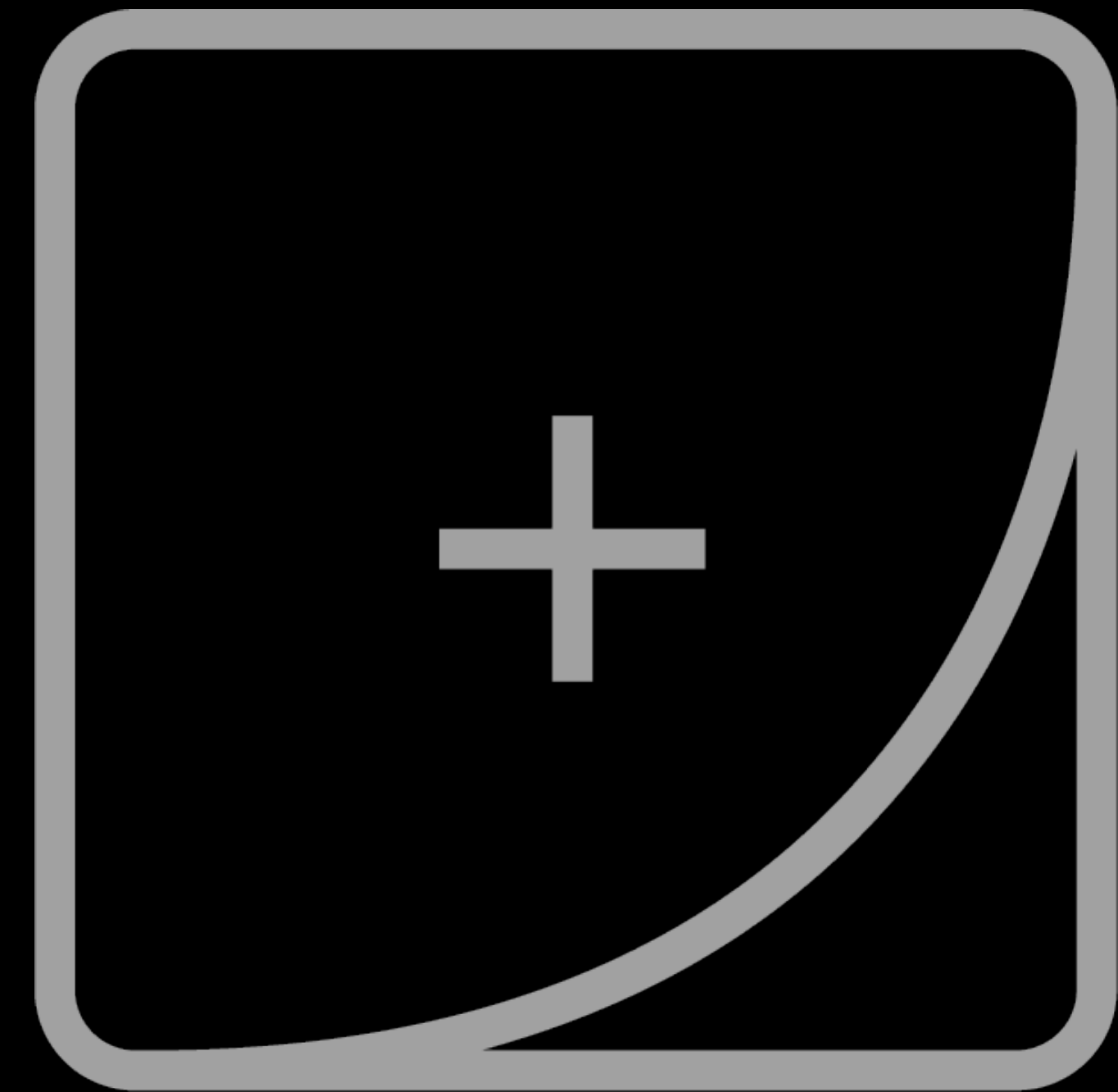
# Create an Ad

## Rich-media ads

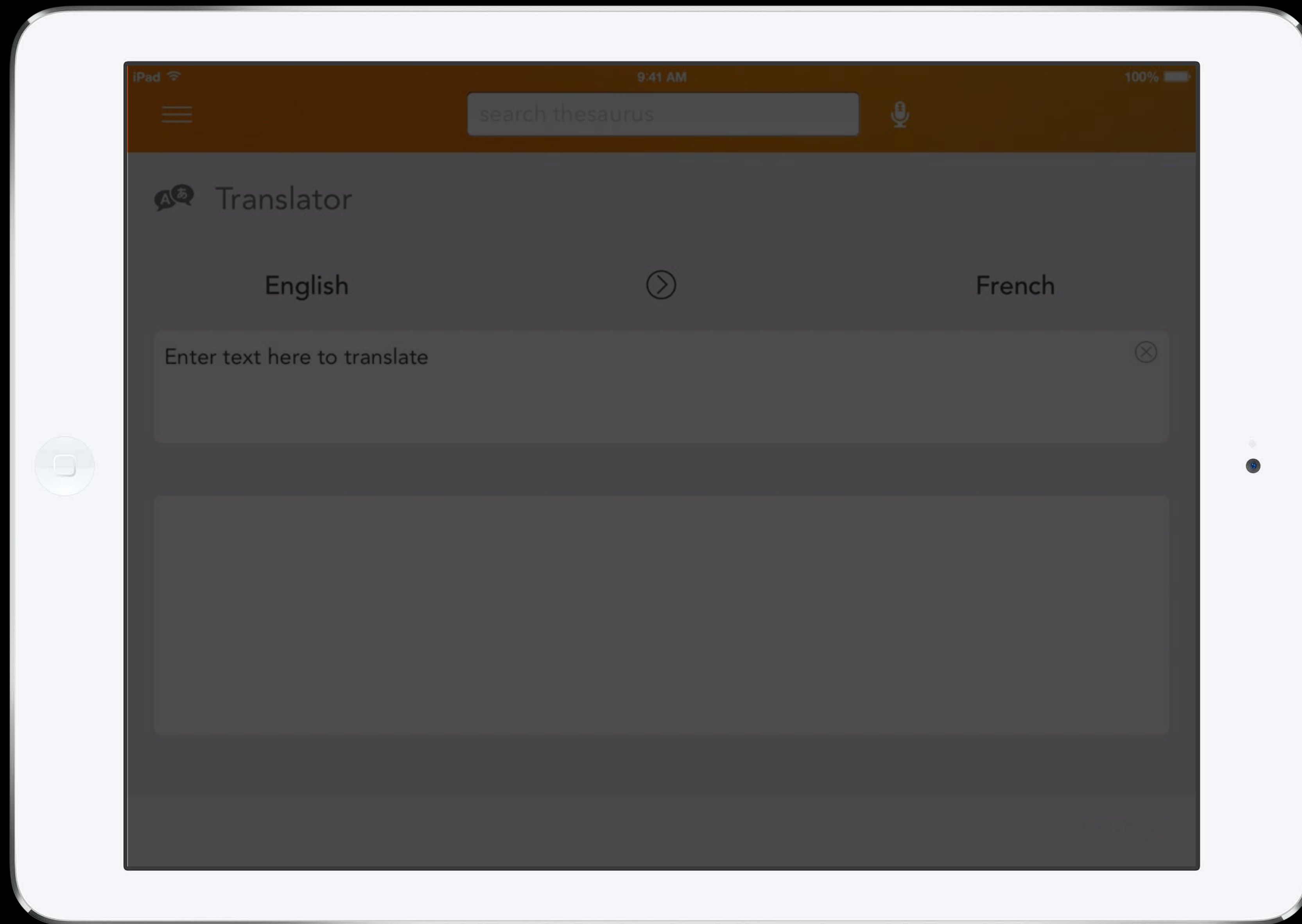
NEW

Tappable banner expands to custom product or brand experiences

- Any combination of features and CTAs



Rich-Media Ads



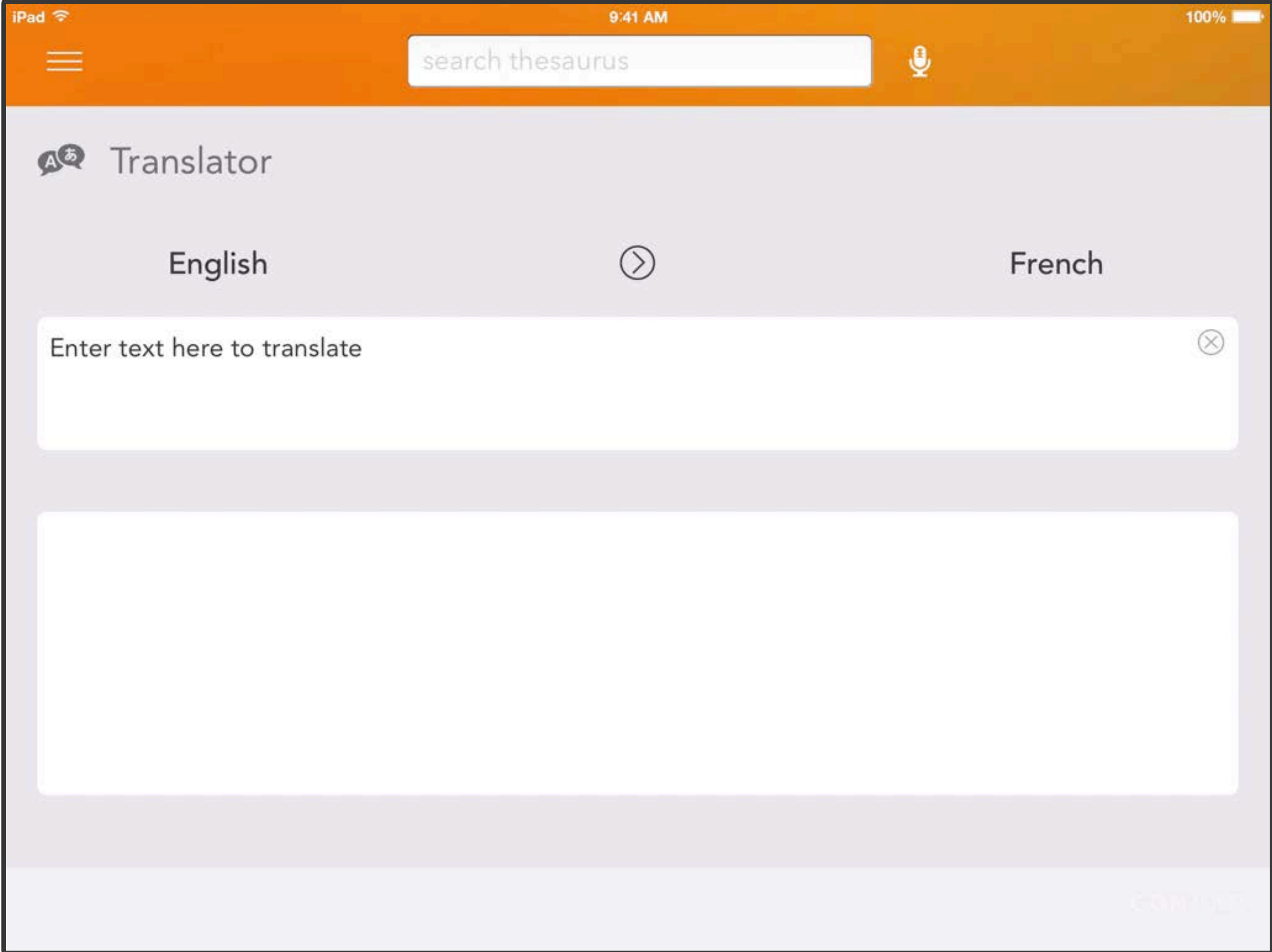
iPad 9:41 AM 100%

search thesaurus

Translator

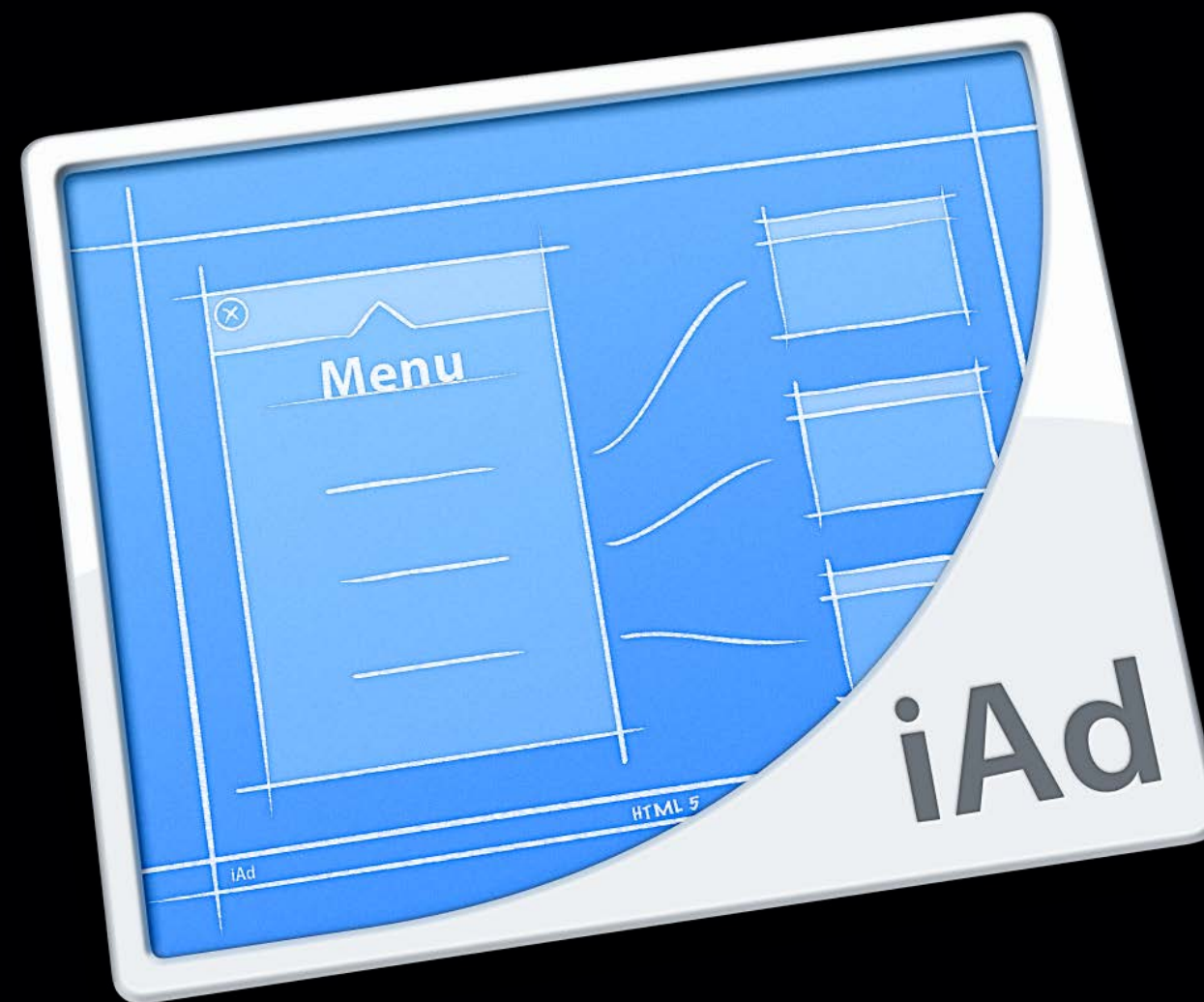
English → French

Enter text here to translate



# Create an Ad

Building rich-media ads with iAd Producer



iAd Producer



# Create an Ad

## Building rich-media ads with iAd Producer

Visual layout and customization



# Create an Ad

Building rich-media ads with iAd Producer

Visual layout and customization

Extensive library of ad blueprints



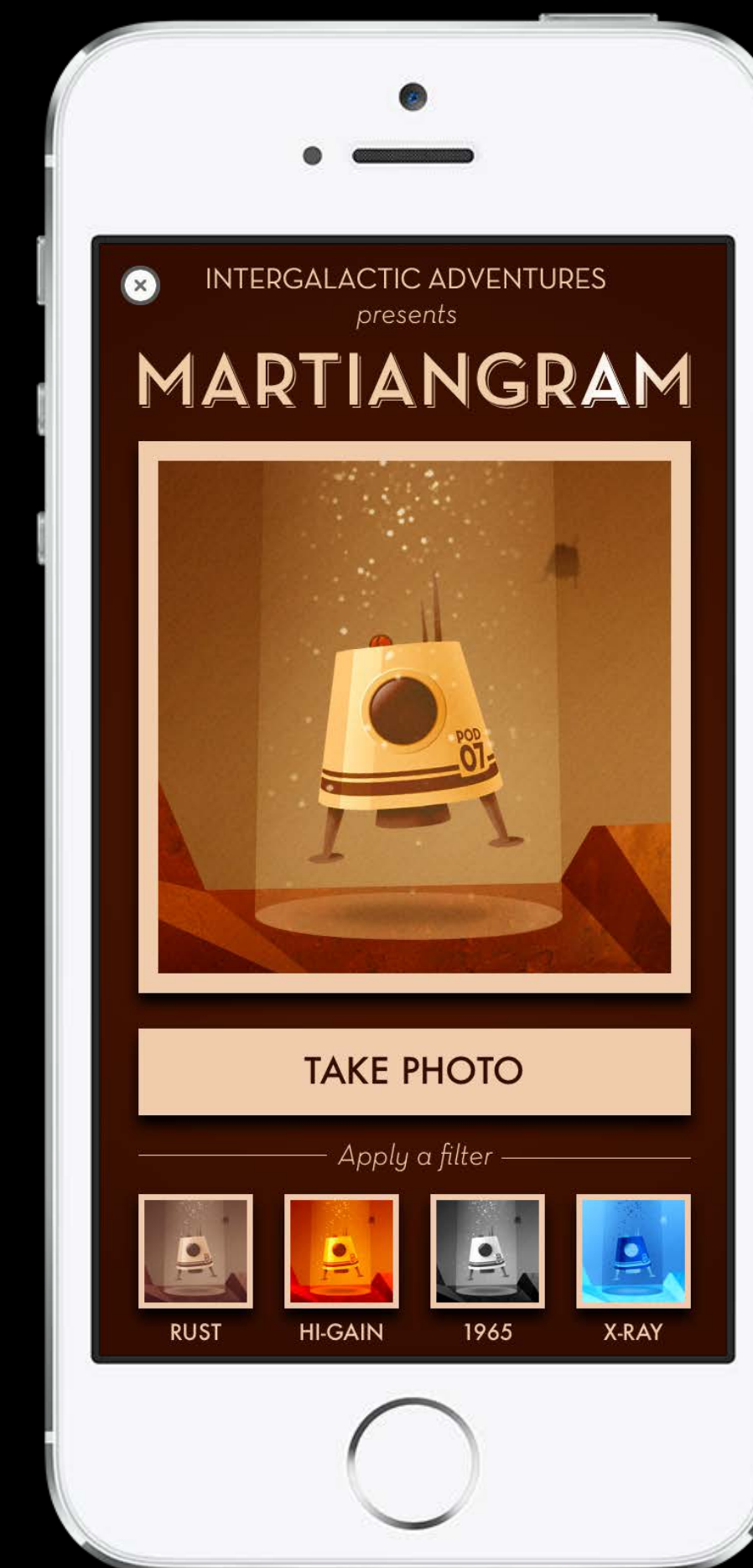
# Create an Ad

Building rich-media ads with iAd Producer

Visual layout and customization

Extensive library of ad blueprints

Built-in performance and analytics



# Create an Ad

Building rich-media ads with iAd Producer

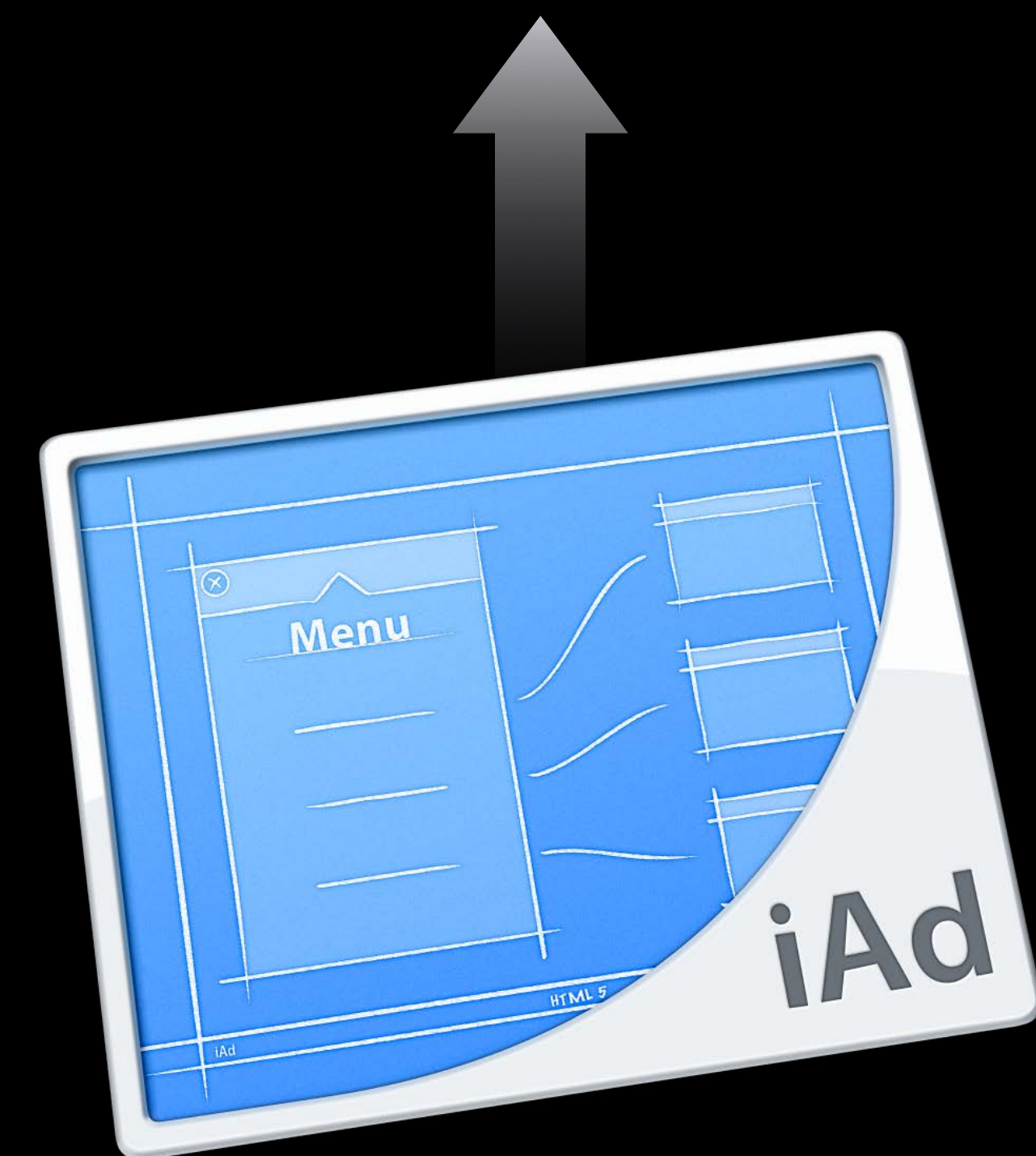
Visual layout and customization

Extensive library of ad blueprints

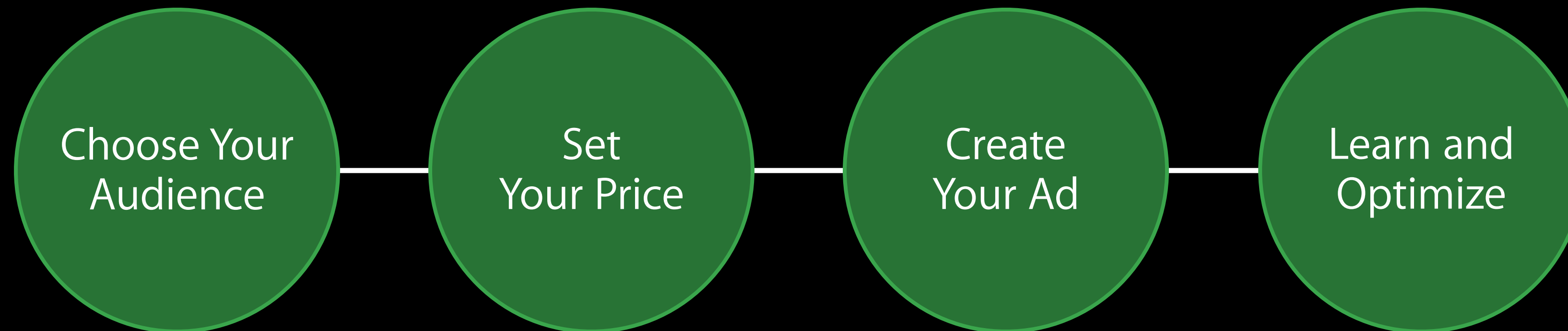
Built-in performance and analytics

Upload directly to iAd Workbench

 **iAd Workbench**



iAd Producer

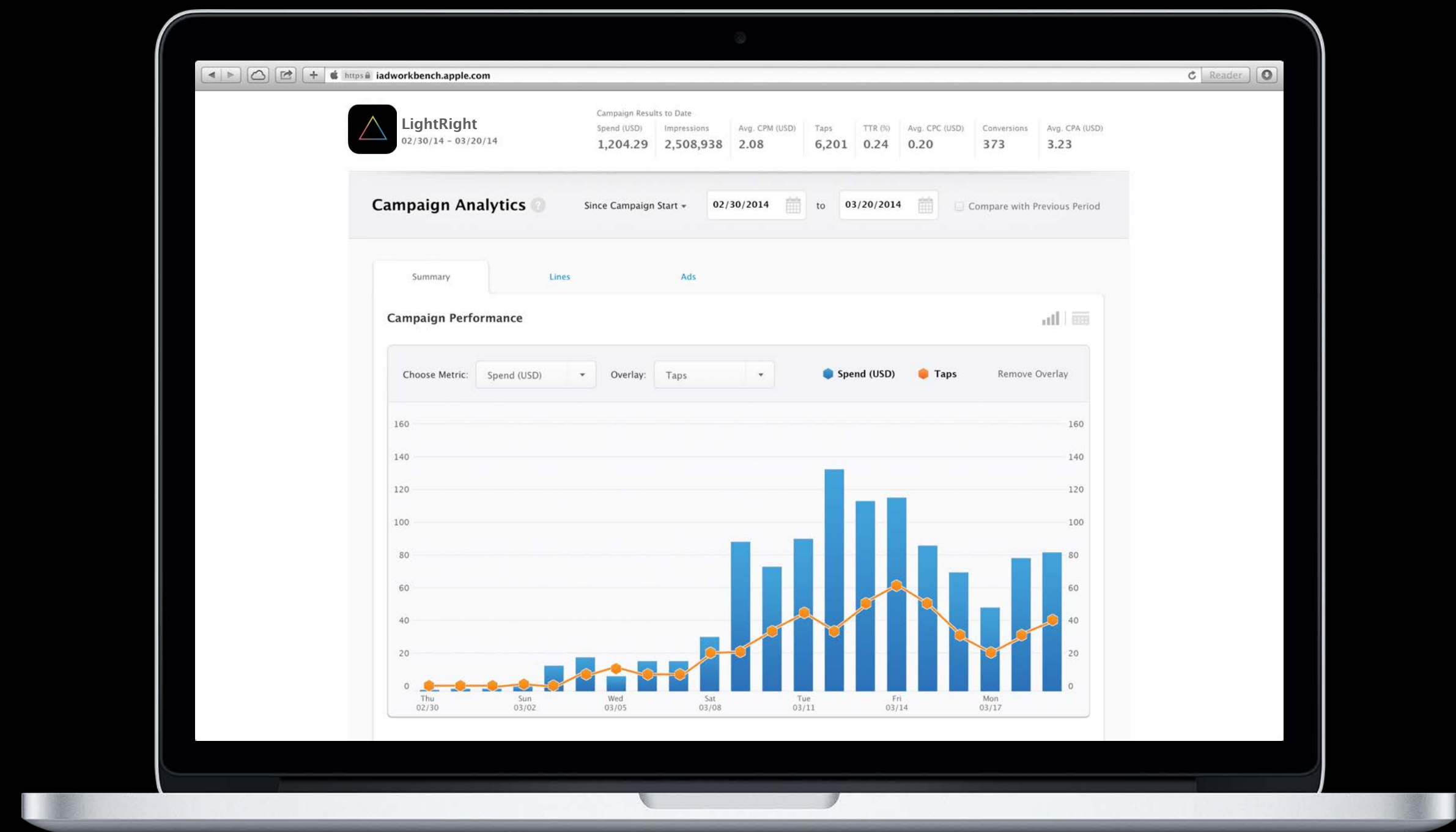


# Learn and Optimize Campaign Analytics

Monitor your campaign using

- Performance metrics
- Conversion metrics

Download .CSV from any screen



*Demo*

Ravi Chittari  
iAd Engineering

NEW

# iAd Workbench API

Ravi Chittari  
iAd Engineering

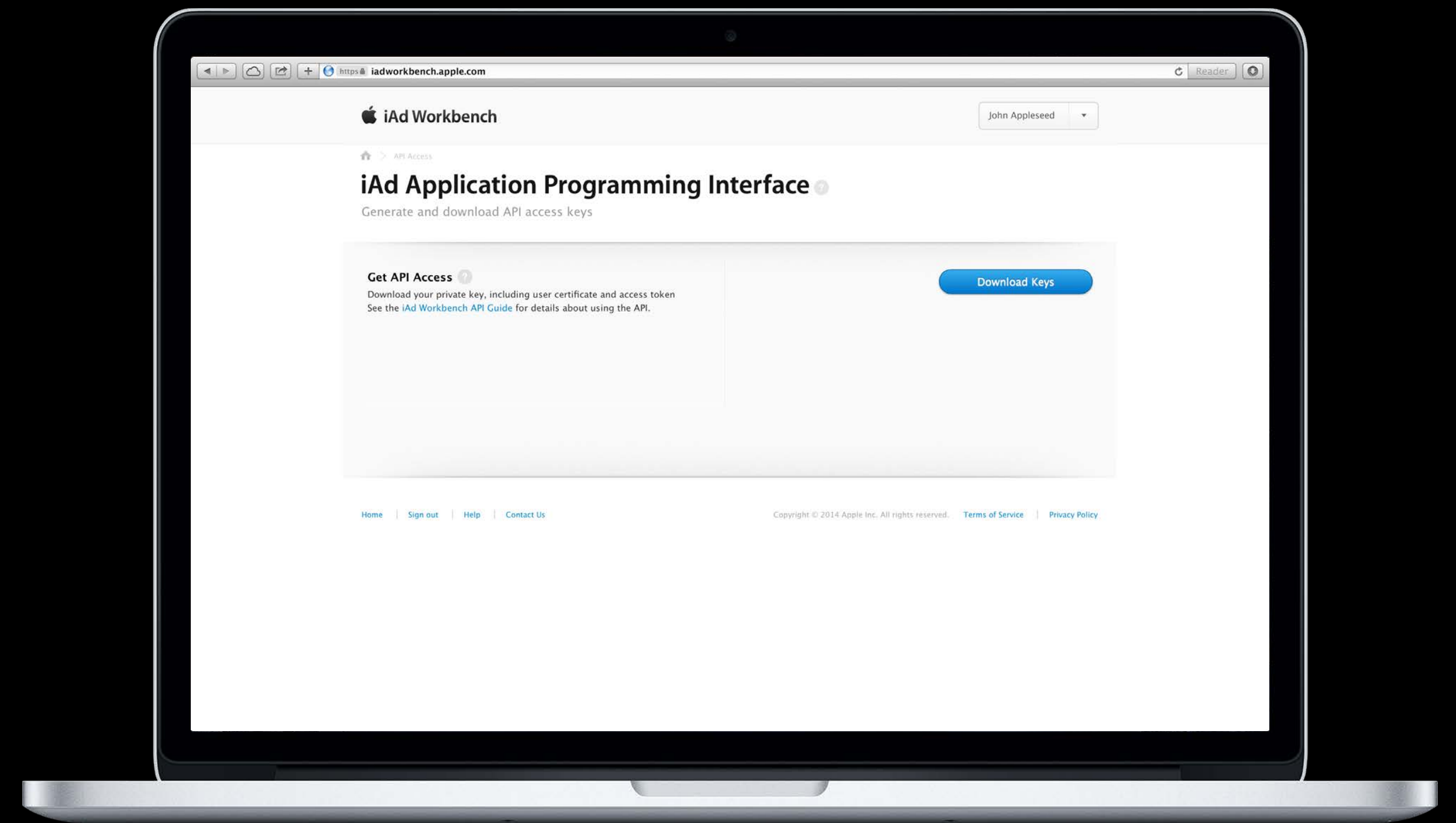


# iAd Workbench API

NEW

For volume users who want to:

- Scale beyond the web interface
- Integrate metrics into their own dashboard
- Perform bulk operations



<https://developer.apple.com/iad/workbench-api>

# iAd Workbench API

Categories



# iAd Workbench API

## Categories

### Reporting

- Get metrics
- Perform real-time and offline analysis
- Integrate into your own dashboards



# iAd Workbench API

## Categories

### Reporting

- Get metrics
- Perform real-time and offline analysis
- Integrate into your own dashboards

### Campaign Management

- Get campaign details
- Update critical campaign data
- Start/Stop



# iAd Workbench API

## Basics

### Secure communication

- JSON over HTTPS

### Strong authentication

- Client-side certificates

### Easy key management

- Workbench web interface



# iAd Workbench API

Steps to initiate

1

Download Keys

# iAd Workbench API

Steps to initiate

1

Download Keys

2

Verify Keys

# iAd Workbench API

Steps to initiate

1

Download Keys

2

Verify Keys

3

Integrate



# iAd Workbench API

Core methods

# iAd Workbench API

## Core methods

---

Session Initialization

InitSession

---

# iAd Workbench API

## Core methods

---

### Session Initialization

InitSession

---

GetAccountDetails

---

GetPromotedProducts

---

GetPromotedApps

### Campaign Metadata Methods

---

GetCampaignSummary

---

GetCampaignDetails

---

GetLineDetails

---

GetAdDetails

---

# iAd Workbench API

## Core methods

---

### Session Initialization

---

InitSession

---

GetAccountDetails

---

GetPromotedProducts

---

GetPromotedApps

### Campaign Metadata Methods

---

GetCampaignSummary

---

GetCampaignDetails

---

GetLineDetails

---

GetAdDetails

---

### Reporting API

---

GetCampaignMetrics

---

GetLineMetrics

---

GetAdMetrics

---

# iAd Workbench API

## Core methods

---

### Session Initialization

---

InitSession

---

GetAccountDetails

---

GetPromotedProducts

---

GetPromotedApps

### Campaign Metadata Methods

---

GetCampaignSummary

---

GetCampaignDetails

---

GetLineDetails

---

GetAdDetails

---

GetCampaignMetrics

### Reporting API

---

GetLineMetrics

---

GetAdMetrics

---

Start

### Campaign Management API

---

Stop

---

UpdateLine

---

# iAd Workbench API

## Core methods

---

### Session Initialization

---

### InitSession

GetAccountDetails

---

GetPromotedProducts

---

GetPromotedApps

---

GetCampaignSummary

---

### GetCampaignDetails

GetLineDetails

---

GetAdDetails

---

GetCampaignMetrics

---

GetLineMetrics

---

GetAdMetrics

---

Start

---

Stop

---

### UpdateLine

---

### Campaign Metadata Methods

### Reporting API

### Campaign Management API

---

# iAd Workbench API

## Starting a session

```
private void initSession() throws Exception {  
    //1. prepare the request  
    Map<String,Object> requestParams = new HashMap<String,Object>();  
    requestParams.put("accessToken",getToken());  
    Map<String,Object> request = getRequestStub("InitSession",requestParams);  
    String jsonRequestStr = toJson(request);  
    print(jsonRequestStr);  
}
```

# iAd Workbench API

## Starting a session

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private void initSession() throws Exception {
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    requestParams.put("accessToken",getToken());
    Map<String,Object> request = getRequestStub("InitSession",requestParams);
    String jsonRequestStr = toJson(request);
    print(jsonRequestStr);

    //2. post request to server
    HttpResponse response=post(jsonRequestStr);
}
```



# iAd Workbench API

## Starting a session

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    requestParams.put("accessToken", getToken());
    Map<String, Object> request = getRequestStub("InitSession", requestParams);
    String jsonRequestStr = toJson(request);
    print(jsonRequestStr);

    //2. post request to server
    HttpResponse response = post(jsonRequestStr);

    //3. receive and parse response
    String jsonResponse = EntityUtils.toString(response.getEntity());
    sessionId = getSession(jsonResponse);
    print(jsonResponse);
}
```

# iAd Workbench API

## Getting campaign details

```
private void getCampaignDetails() throws Exception {  
    //1. prepare the request  
    Map<String,Object> requestParams = new HashMap<String,Object>();  
    requestParams.put("SessionId", getSessionid());  
    requestParams.put("CampaignIds", getCampaignIds());  
    requestParams.put("State", "running");  
    Map<String,Object> request = getRequestStub("GetCampaignDetails",requestParams);  
}
```

# iAd Workbench API

## Getting campaign details

```
private void getCampaignDetails() throws Exception {
    //1. prepare the request
    Map<String,Object> requestParams = new HashMap<String,Object>();
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    //2. post request
    Strng jsonRequestStr = toJson(request);
    HttpResponse response = post(jsonRequestStr);

    //3. parse response
    String jsonResponse = EntityUtils.toString(response.getEntity());
    print(jsonResponse);
}
```

# iAd Workbench API

## Updating a line

```
private void updateLine() throws Exception {  
    //1. prepare the request  
    Map<String,Object> requestParams = new HashMap<String,Object>();  
    requestParams.put("SessionId", getSessionid());  
    requestParams.put("LineId", "123456");  
    requestParams.put("CPMBid", 0.75);  
}
```

# iAd Workbench API

## Updating a line

```
private void updateLine() throws Exception {
    //1. prepare the request
    Map<String,Object> requestParams = new HashMap<String,Object>();
    requestParams.put("SessionId", getSessionid());
    requestParams.put("LineId", "123456");
    requestParams.put("CPMBid", 0.75);

    Map<String,Object> request = getRequestStub("UpdateLine", requestParams);
    String jsonRequestStr = toJson(request);
    HttpResponse response = post(jsonRequestStr);
}
```

# iAd Workbench API

## Updating a line

```
private void updateLine() throws Exception {
    //1. prepare the request
    Map<String,Object> requestParams = new HashMap<String,Object>();
    requestParams.put("SessionId", getSessionid());
    requestParams.put("LineId", "123456");
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    Map<String,Object> request = getRequestStub("UpdateLine", requestParams);
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    String jsonResponse = EntityUtils.toString(response.getEntity());
    print(jsonResponse);
}
```

# iAd Workbench API

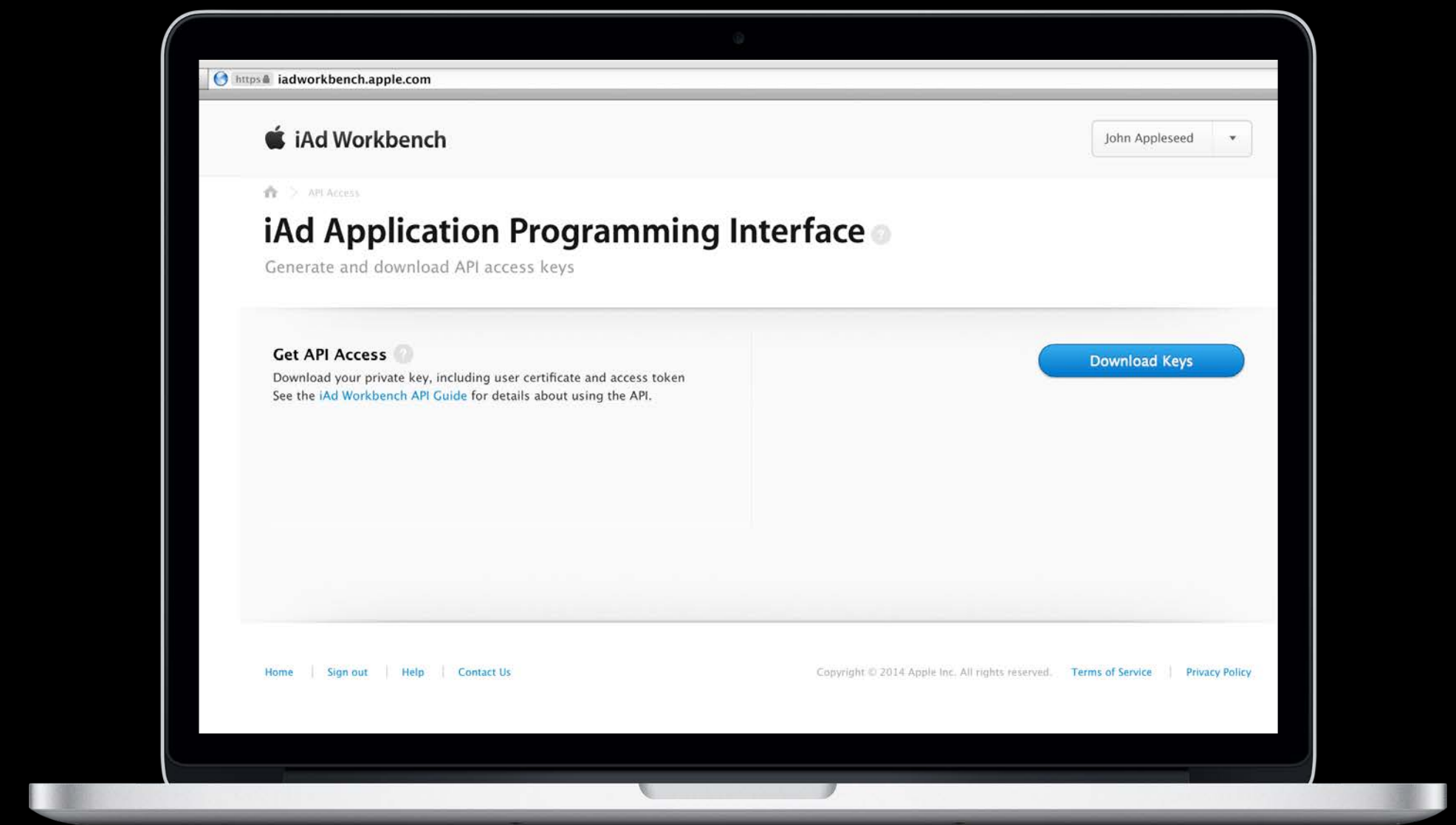
Powerful, secure, easy to use

Visit the API page

<https://iadworkbench.apple.com>

Download the API Guide

<https://developer.apple.com/iad/workbench-api>

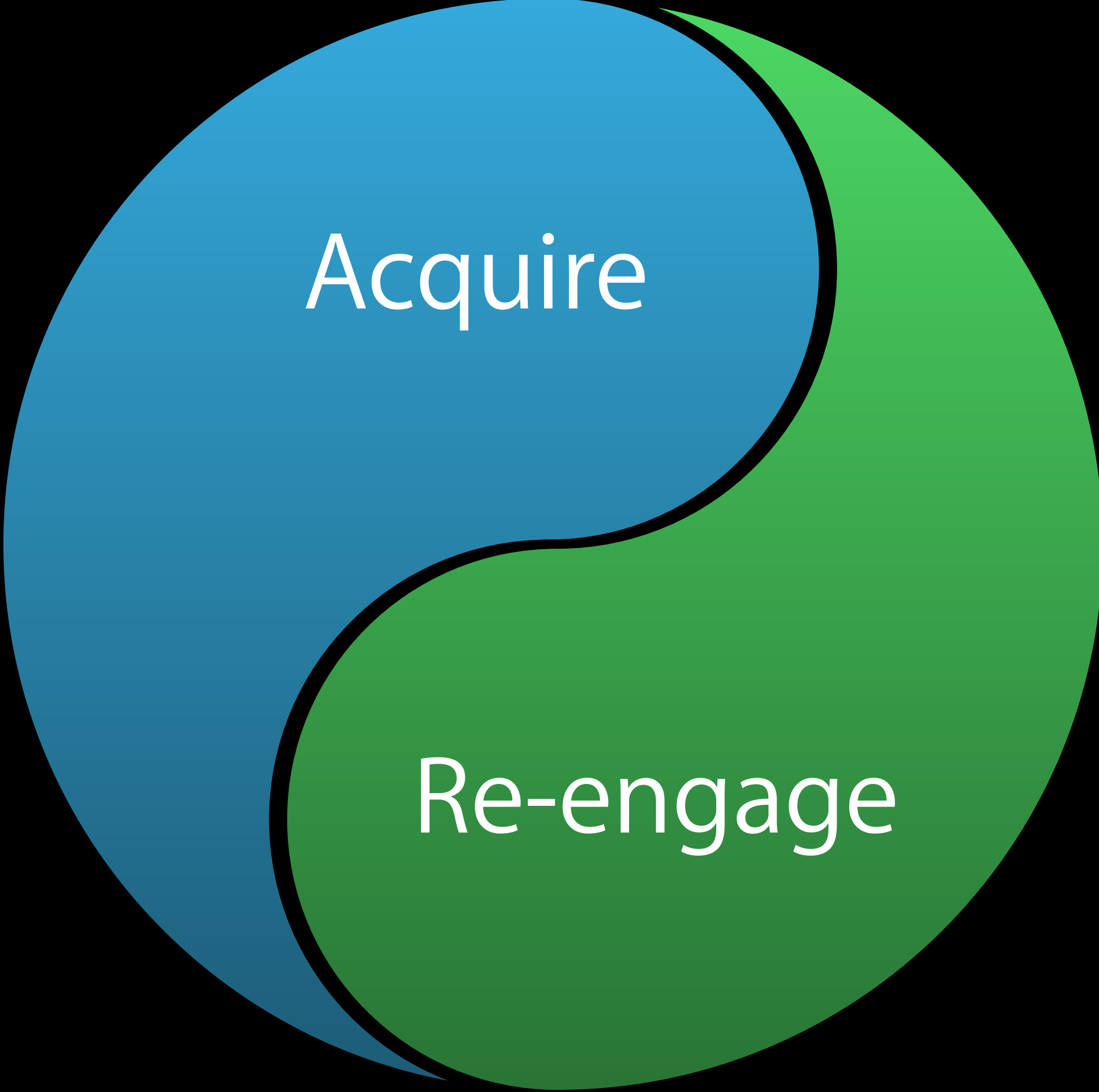




# What's Coming This Fall

Paresh Rawjat

iAd Product Management



Acquire

Re-engage

# How to Re-engage

# Increasing Customer Engagement

Common scenarios



Game App

# Increasing Customer Engagement

Common scenarios

Promote new iPad version to existing iPhone users



Game App

# Increasing Customer Engagement

## Common scenarios

Promote new iPad version to existing iPhone users

Inform users of new features based on levels of use



Game App

# Increasing Customer Engagement

## Common scenarios

Promote new iPad version to existing iPhone users

Inform users of new features based on levels of use

Engage dormant users who have downloaded, but not used your app



Game App

# Increasing Customer Engagement

Common scenarios



Retail App



# Increasing Customer Engagement

## Common scenarios

Remind users who have abandoned their cart



Retail App

# Increasing Customer Engagement

## Common scenarios

Remind users who have abandoned their cart

Send an offer to your loyal, most valuable customers



Retail App

# Increasing Customer Engagement

## Common scenarios

Remind users who have abandoned their cart

Send an offer to your loyal, most valuable customers

Inform users when an item on their Wish List is on sale



Retail App

# Increasing Customer Engagement

## Common scenarios



Promote new iPad version to existing iPhone users

Inform users of new features based on levels of use

Engage dormant users who have downloaded, but not used your app



Remind users who have abandoned their cart

Send an offer to your loyal, most valuable customers

Inform users when an item on their Wish List is on sale

# Increasing Customer Engagement

## Common scenarios



Promote new iPad version to **existing iPhone users**

Inform users of new features based on **levels of use**

Engage **dormant users** who have downloaded, but not used your app



Remind users who have **abandoned their cart**

Send an offer to your loyal, **most valuable customers**

Inform users when an item on their **Wish List** is on sale

Existing iPhone Users

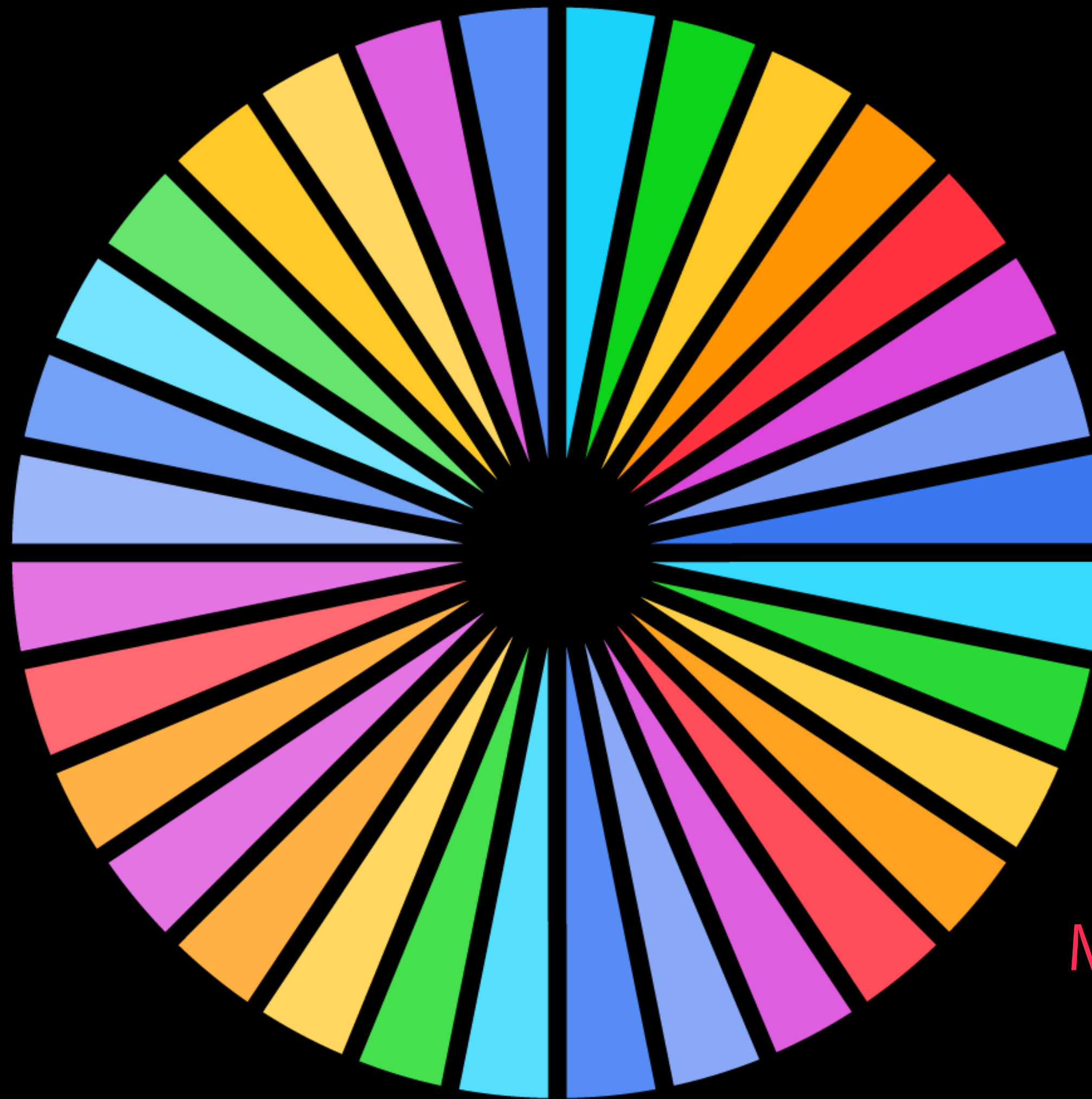
Dormant Users

Abandoned Their Cart

Levels of Use

Wish List

Most Valuable Customers



Existing iPhone Users

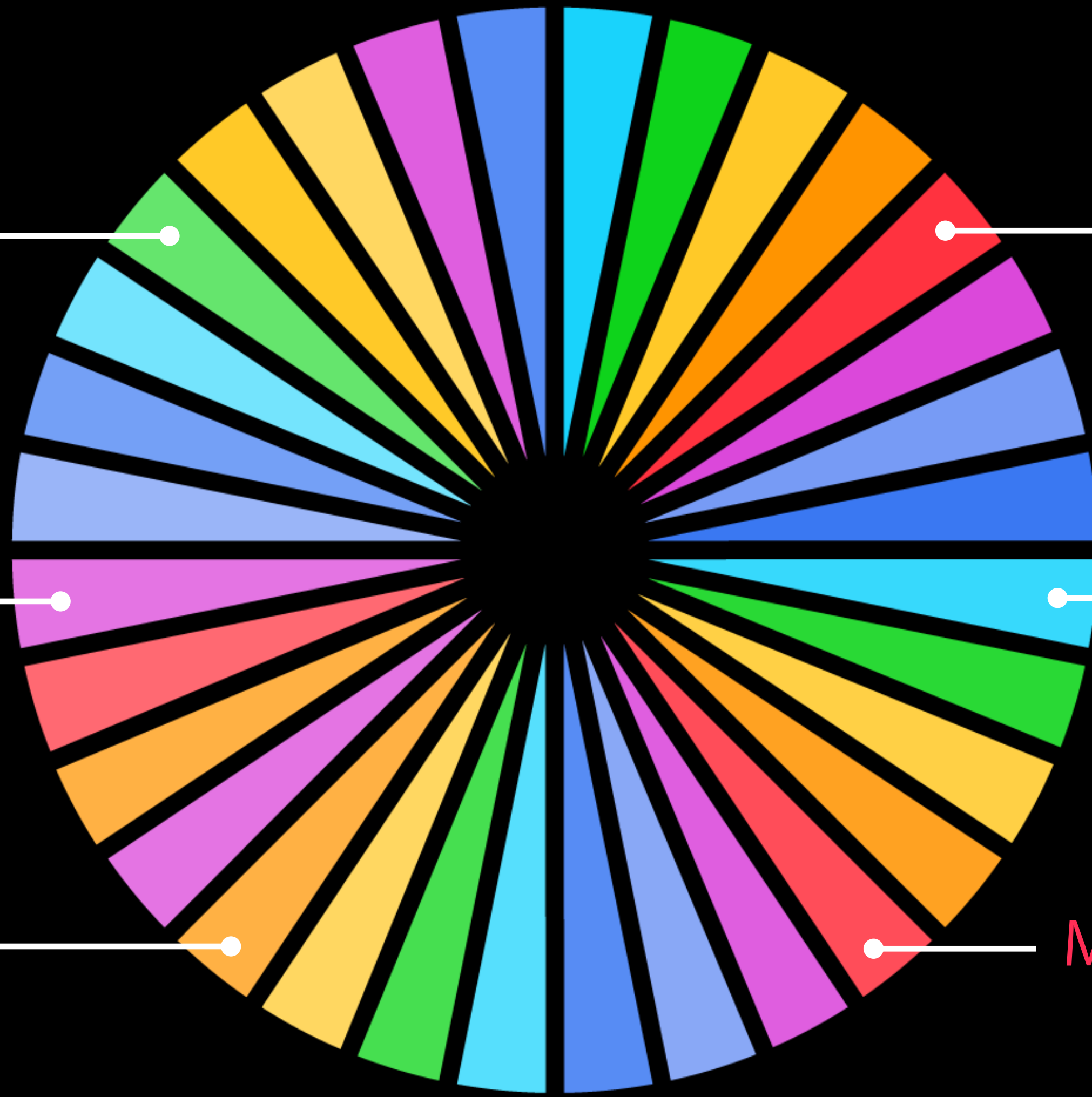
Levels of Use

Dormant Users

Wish List

Abandoned Their Cart

Most Valuable Customers



# Audience Segmentation

Building segments



# Audience Segmentation

Building segments



Get segment IDs  
from iAd Workbench

# Audience Segmentation

Building segments

 **iAd**

+



Get segment IDs  
from iAd Workbench

Map user behavior to  
segment IDs and call iOS 8 API

# Audience Segmentation

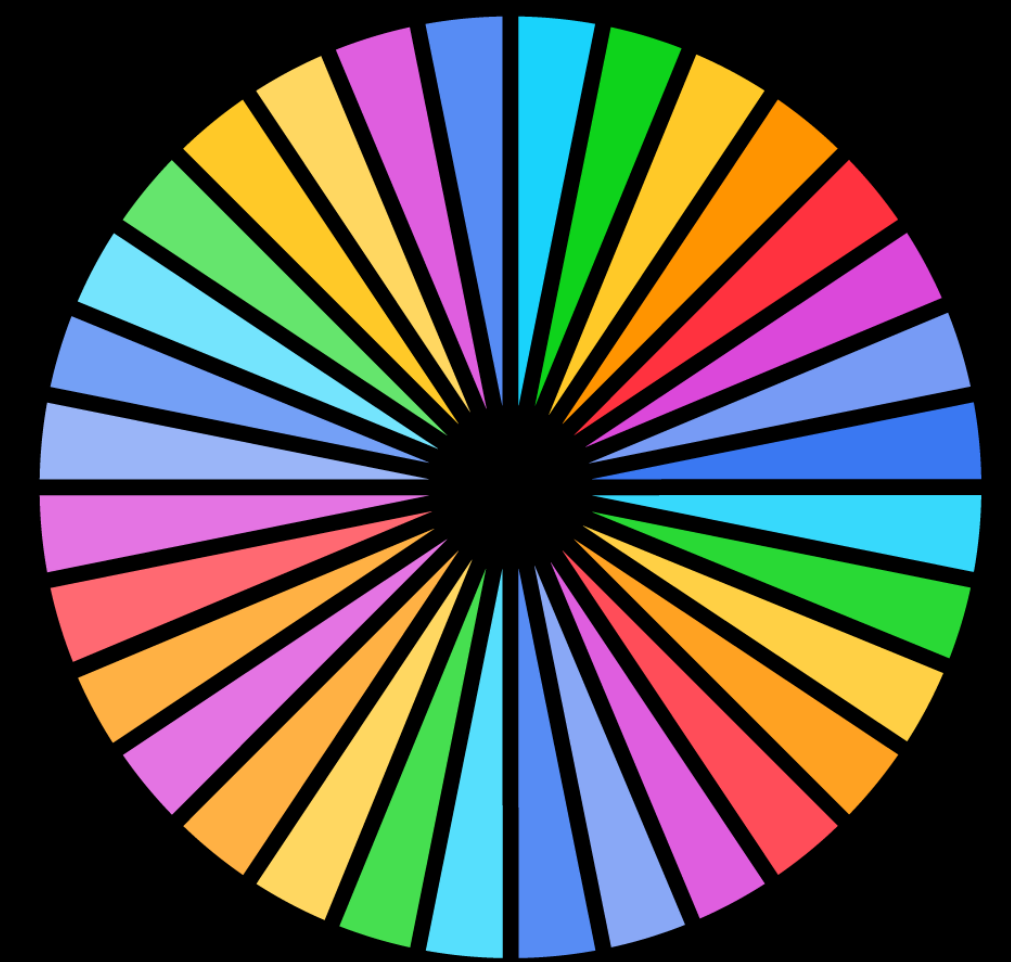
Building segments



+



=



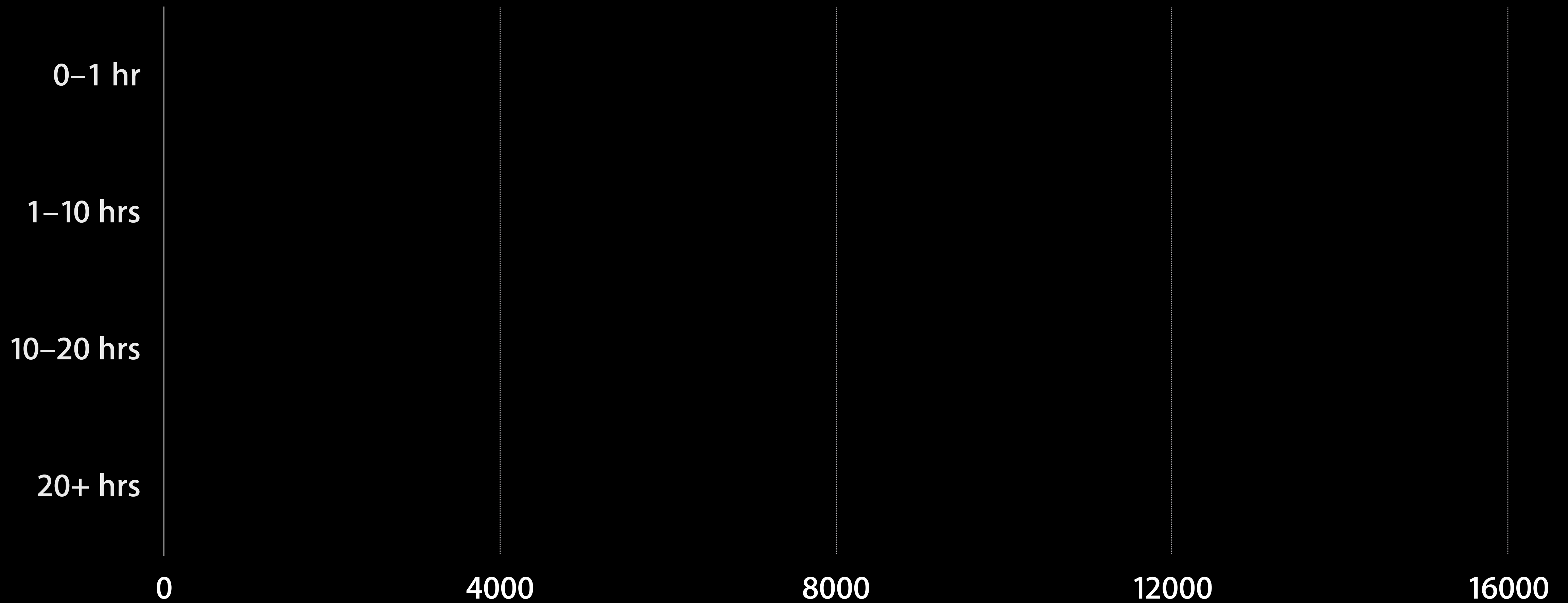
Get segment IDs  
from iAd Workbench

Map user behavior to  
segment IDs and call iOS 8 API

Segments  
are populated

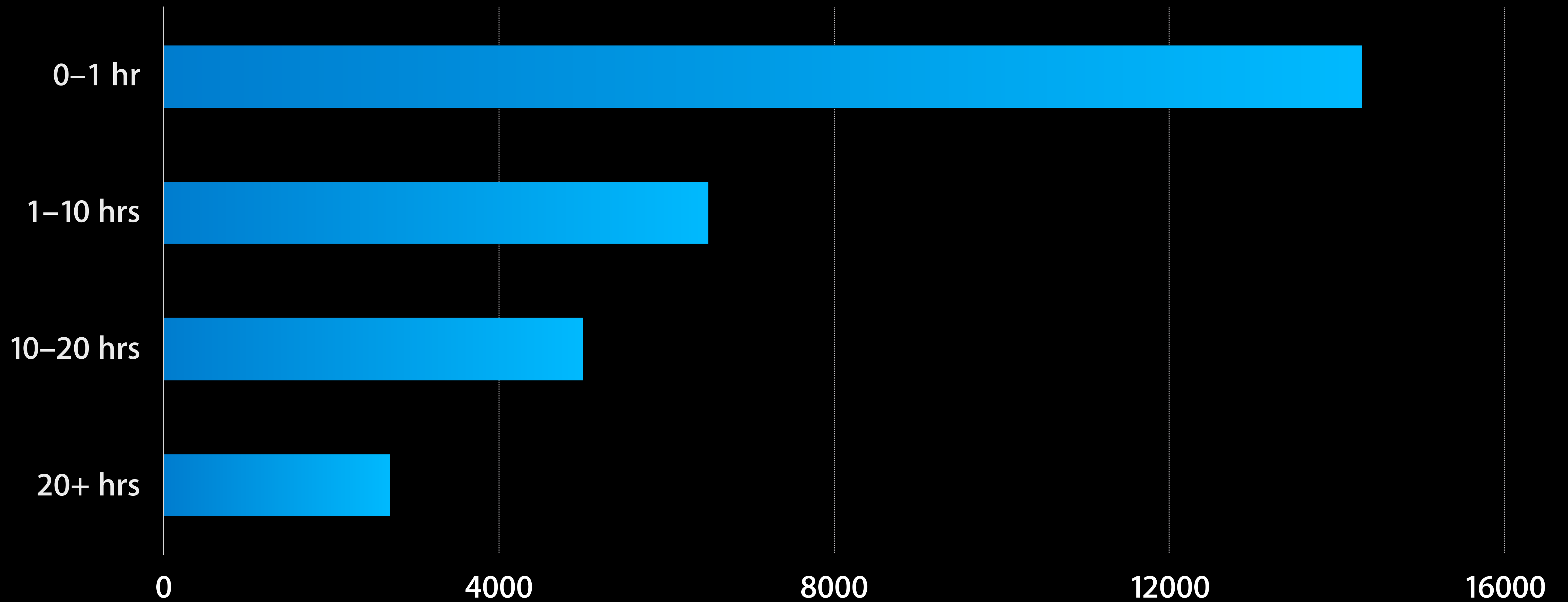
# Audience Segments

Time spent



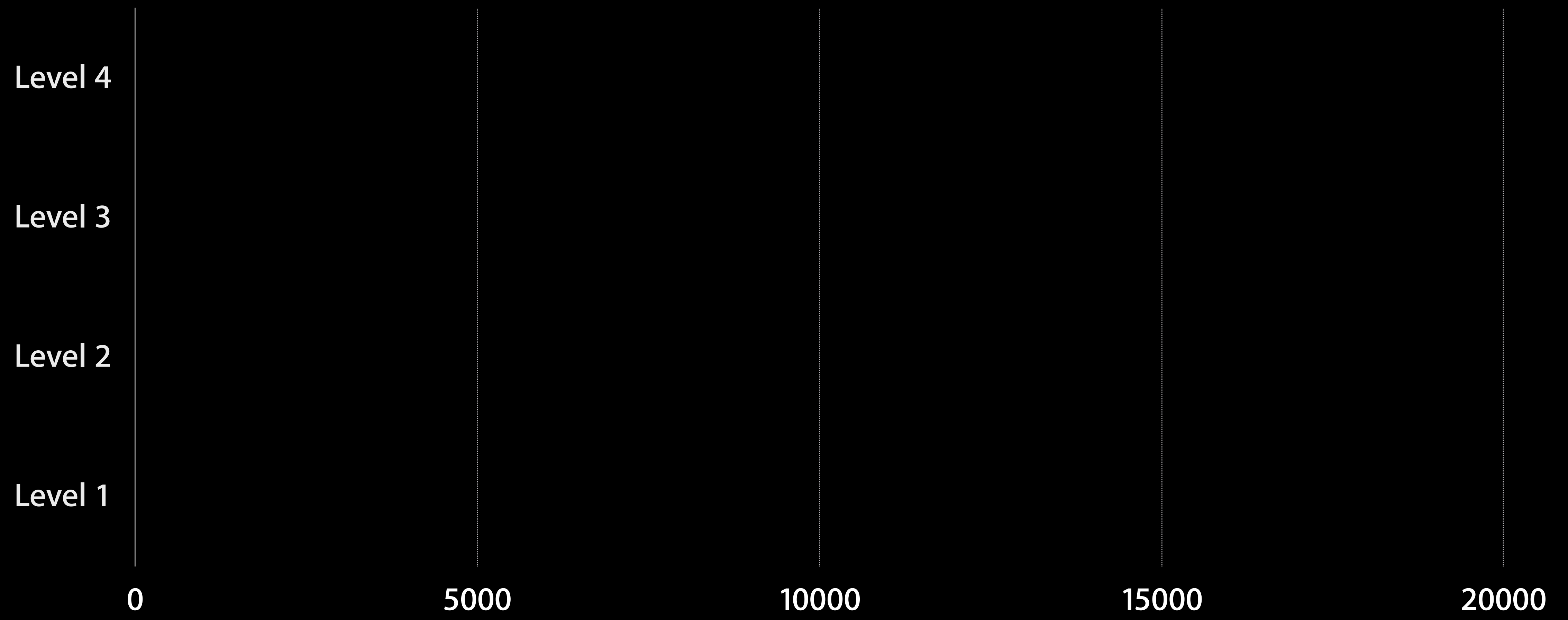
# Audience Segments

Time spent



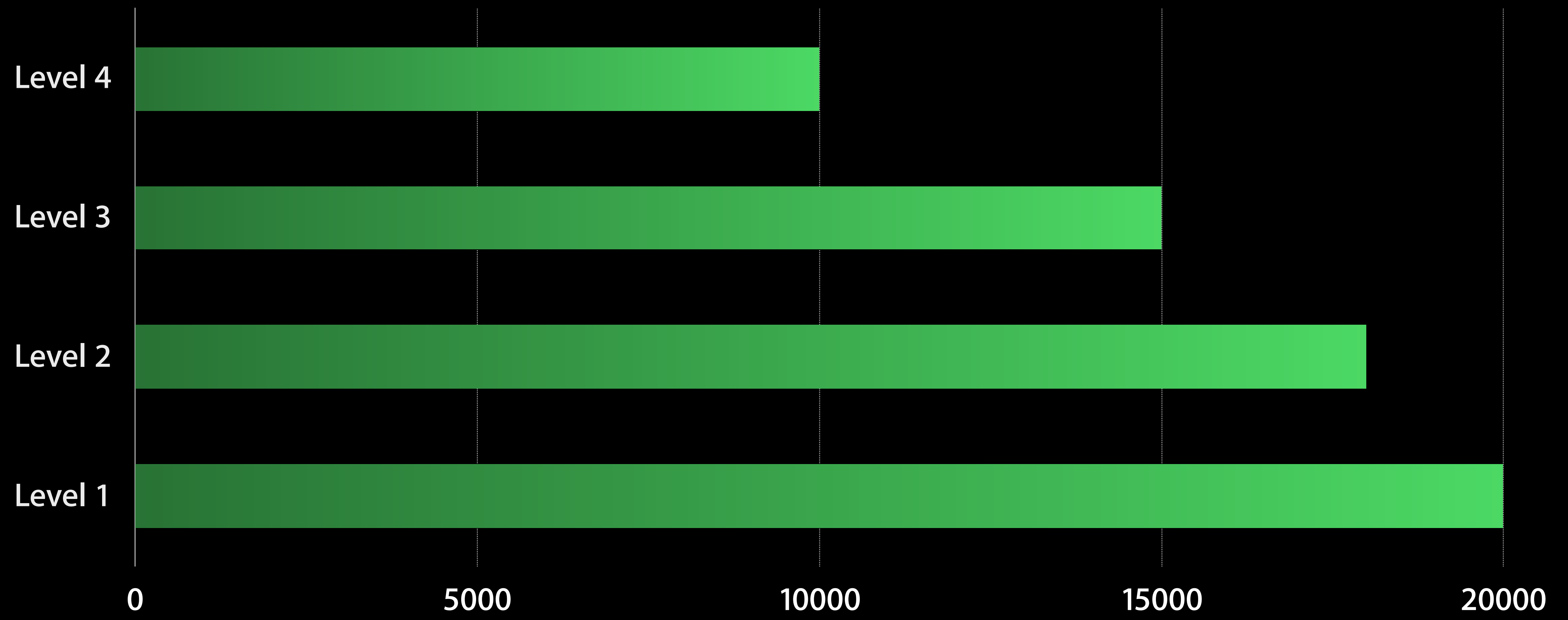
# Audience Segments

Levels of Use



# Audience Segments

Levels of Use

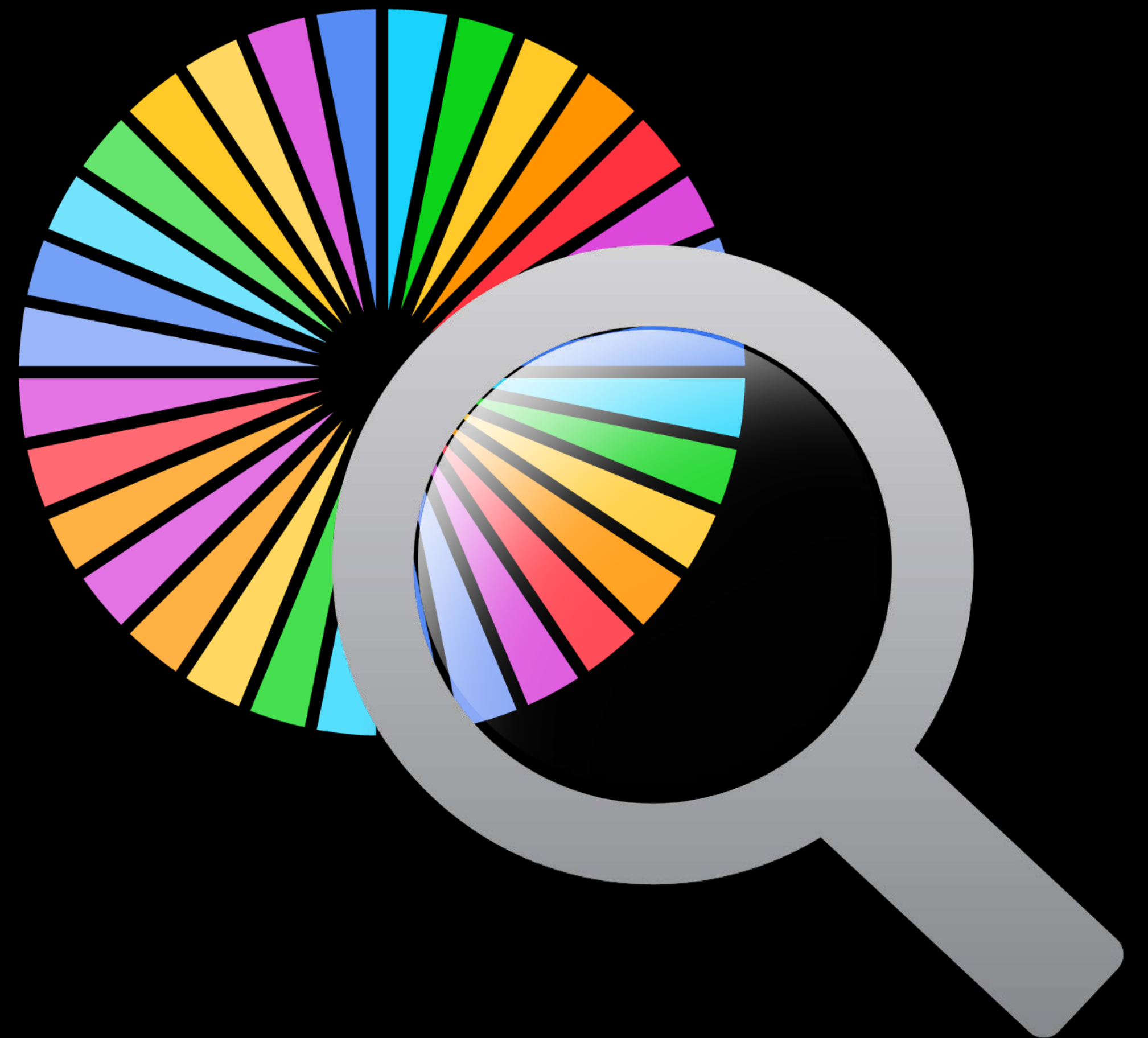


# Audience Insights

Gain insights and take action

Understand audiences' characteristics

- Demographics
- Top regions, DMAs, languages
- Top iTunes preferences





# Audience Insights

Gain insights and take action

Understand audiences' characteristics

- Demographics
- Top regions, DMAs, languages
- Top iTunes preferences

Take actions

- Localize and enhance app
- Find new users
- Retarget existing users



# Audience Insights

Gain insights and take action

Understand audiences' characteristics

- Demographics
- Top regions, DMAs, languages
- Top iTunes preferences

Take actions

- Localize and enhance app
- Find new users
- Retarget existing users



# Audience Retargeting

Driving customer engagement

Deliver customized messages to drive action



# Audience Retargeting

Driving customer engagement

Deliver customized messages to drive action

- Get dormant users to open app



`yourapp://`

# Audience Retargeting

Driving customer engagement

Deliver customized messages to drive action

- Get dormant users to open app
- Drive users to next level of app

Try Level 3 iAd



`yourapp://level3`

# Audience Retargeting

Driving customer engagement

Deliver customized messages to drive action

- Get dormant users to open app
- Drive users to next level of app
- Send user back to abandoned cart

Free Shipping iAd



`yourapp://cart`

# Audience Retargeting

Driving customer engagement

Deliver customized messages to drive action

- Get dormant users to open app
- Drive users to next level of app
- Send user back to abandoned cart
- Anything is possible

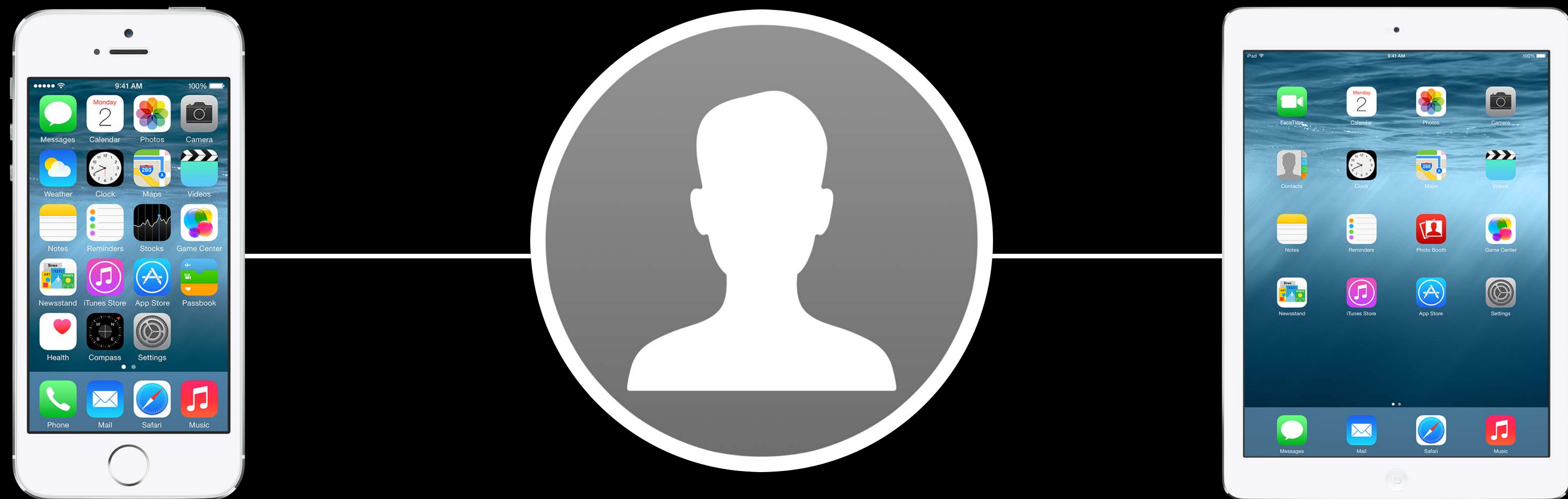
Your Awesome Message iAd



`yourapp://SkylsTheLimit`

# Audience Retargeting

Engage users across all their iOS devices



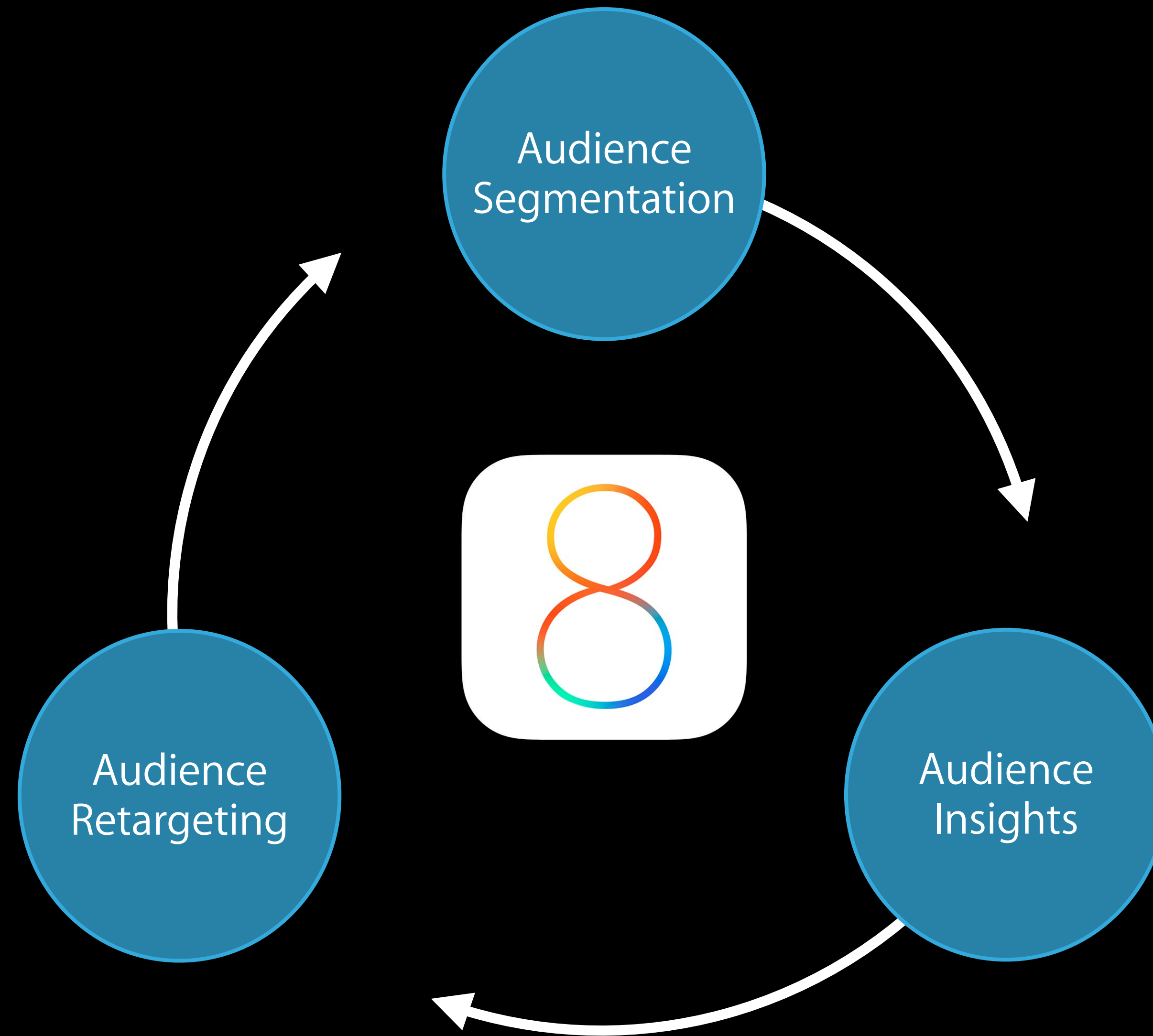


# Automated with iAd Workbench

Integrated with iOS 8

# Automated with iAd Workbench

Integrated with iOS 8



# Privacy Compliant

Built-in privacy controls

Complies with Limit Ad Tracking

Automatically managed by iAd

Deep integration with iOS

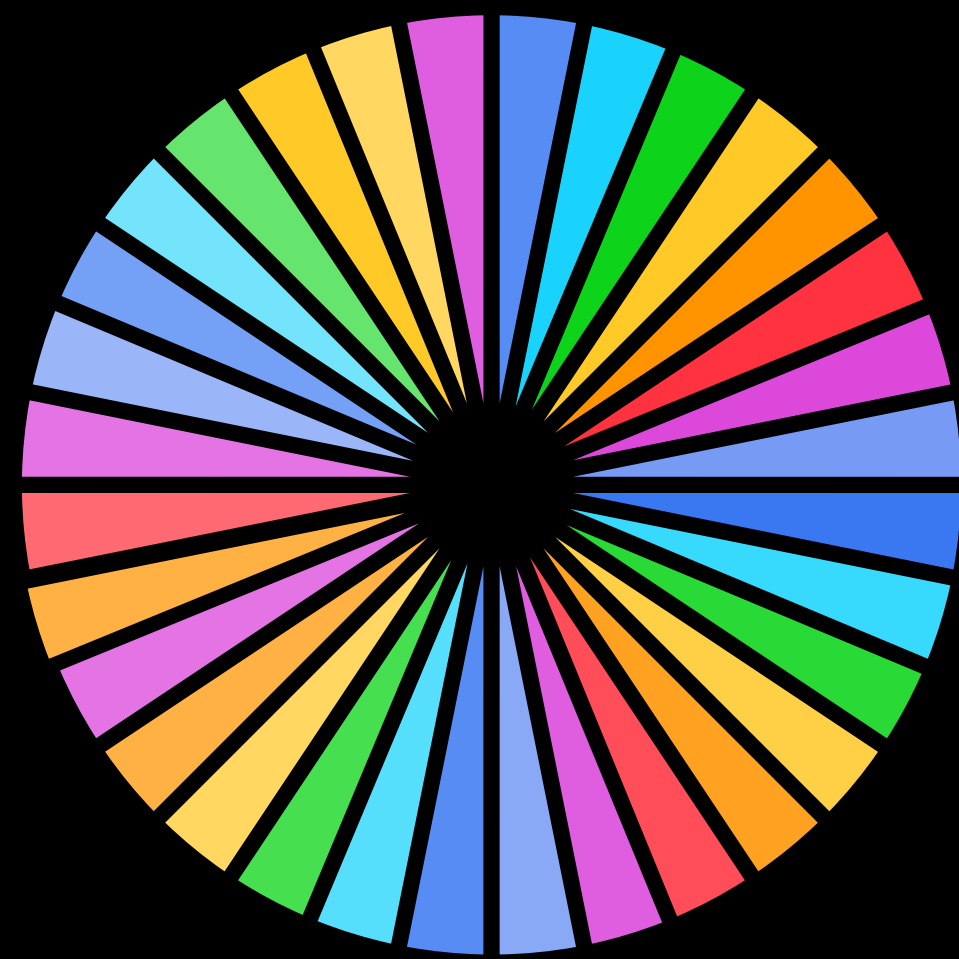


# Customer Re-engagement

Coming with iOS 8

# Customer Re-engagement

Coming with iOS 8



Audience  
Segmentation



Audience  
Insights

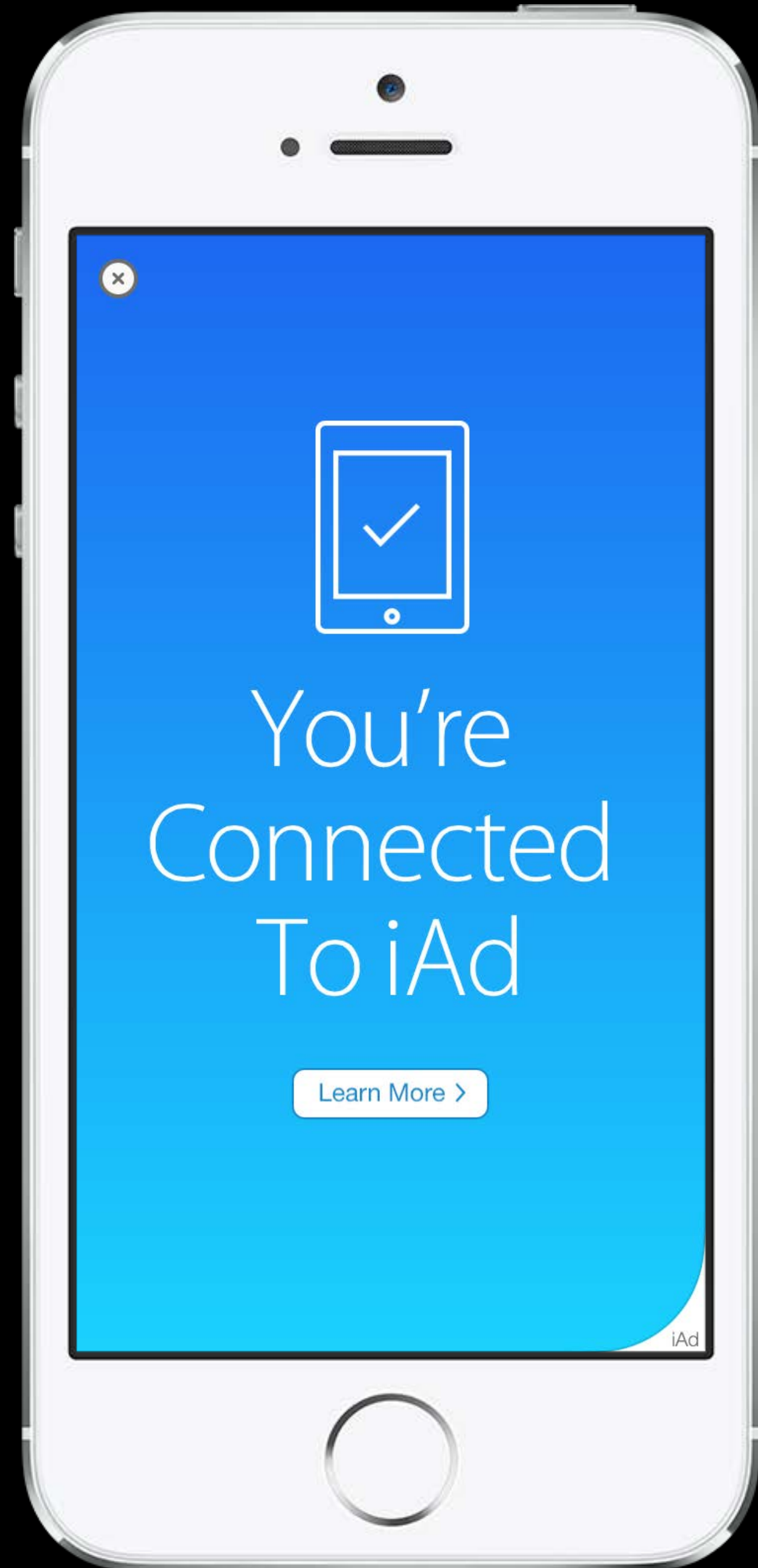


Audience  
Retargeting

# What Else?

New ad formats

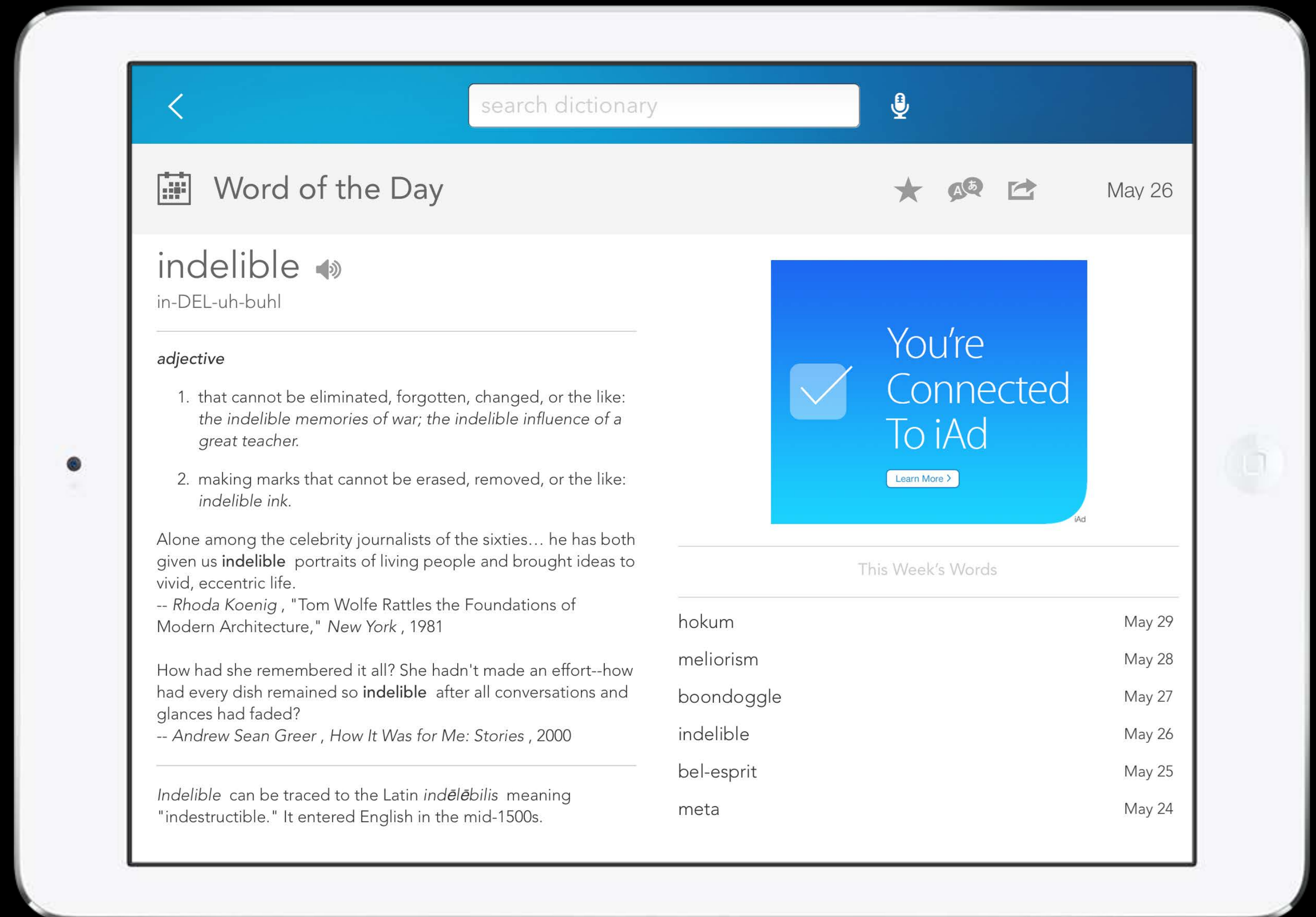
- Interstitials



# What Else?

## New ad formats

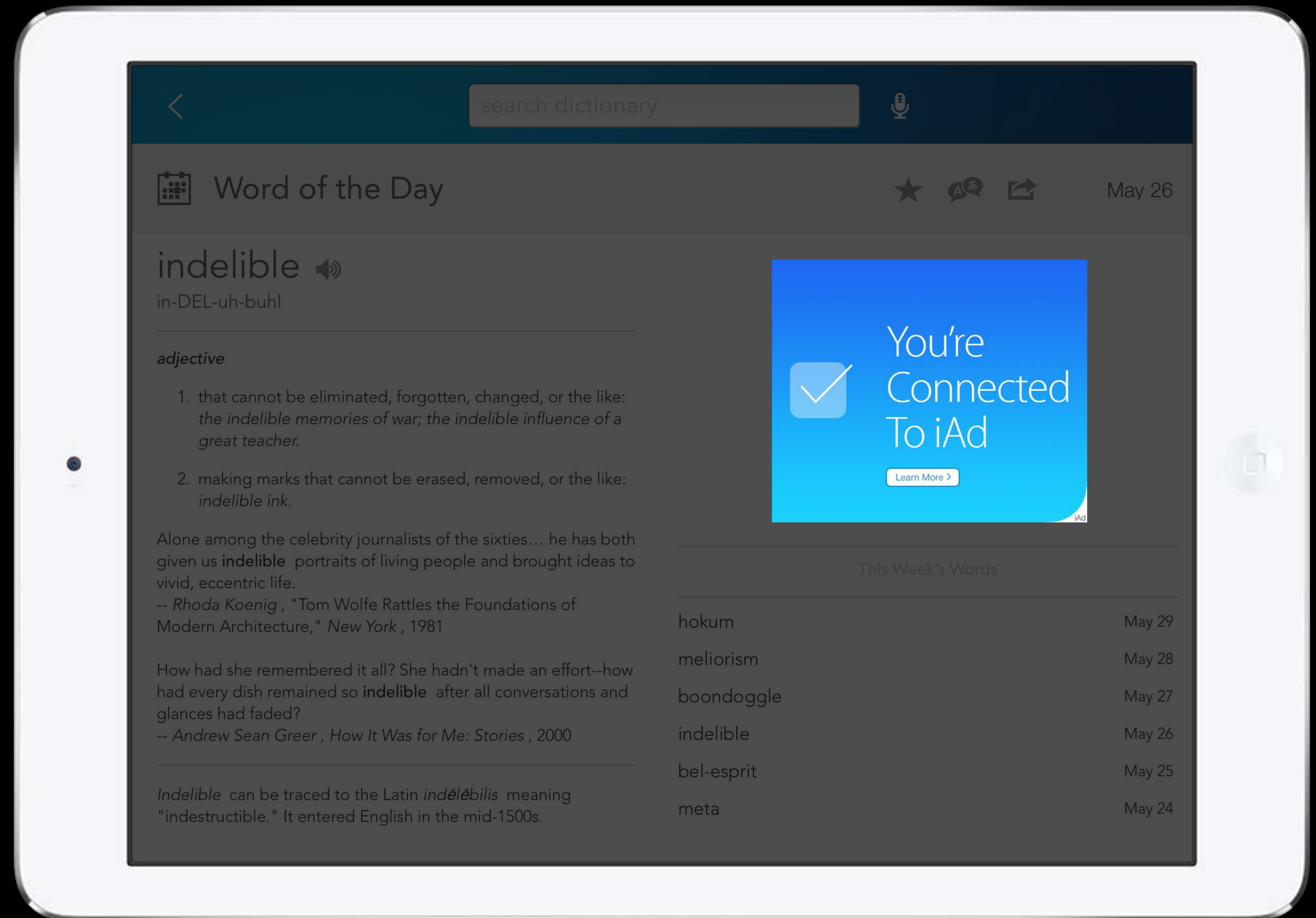
- Interstitials
- MREC



# What Else?

## New ad formats

- Interstitials
- MREC





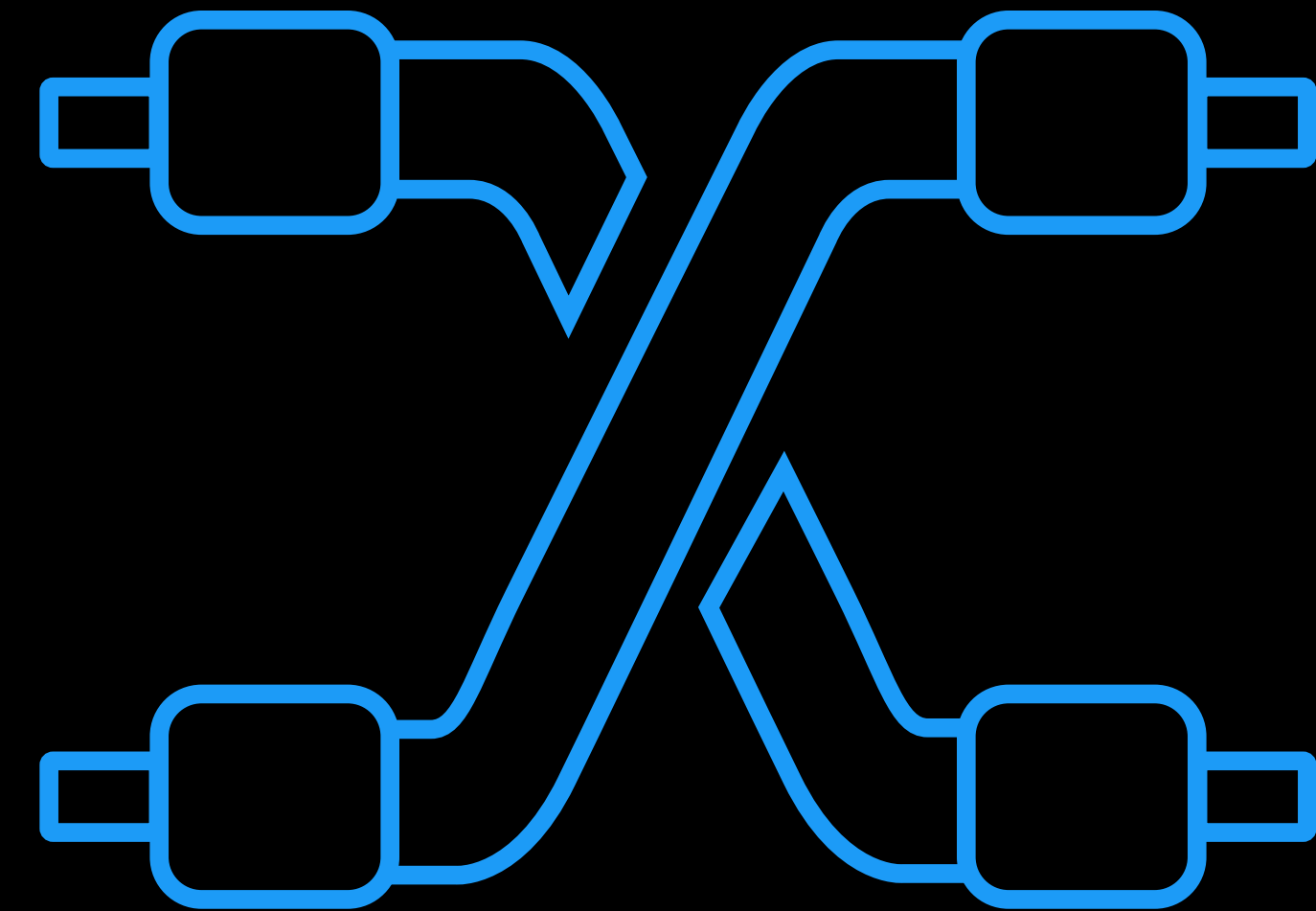
# What Else?

## New ad formats

- Interstitials
- MREC

## iAd Workbench API 2.0

- Campaign creation
- Programmatic buying



# What Else?

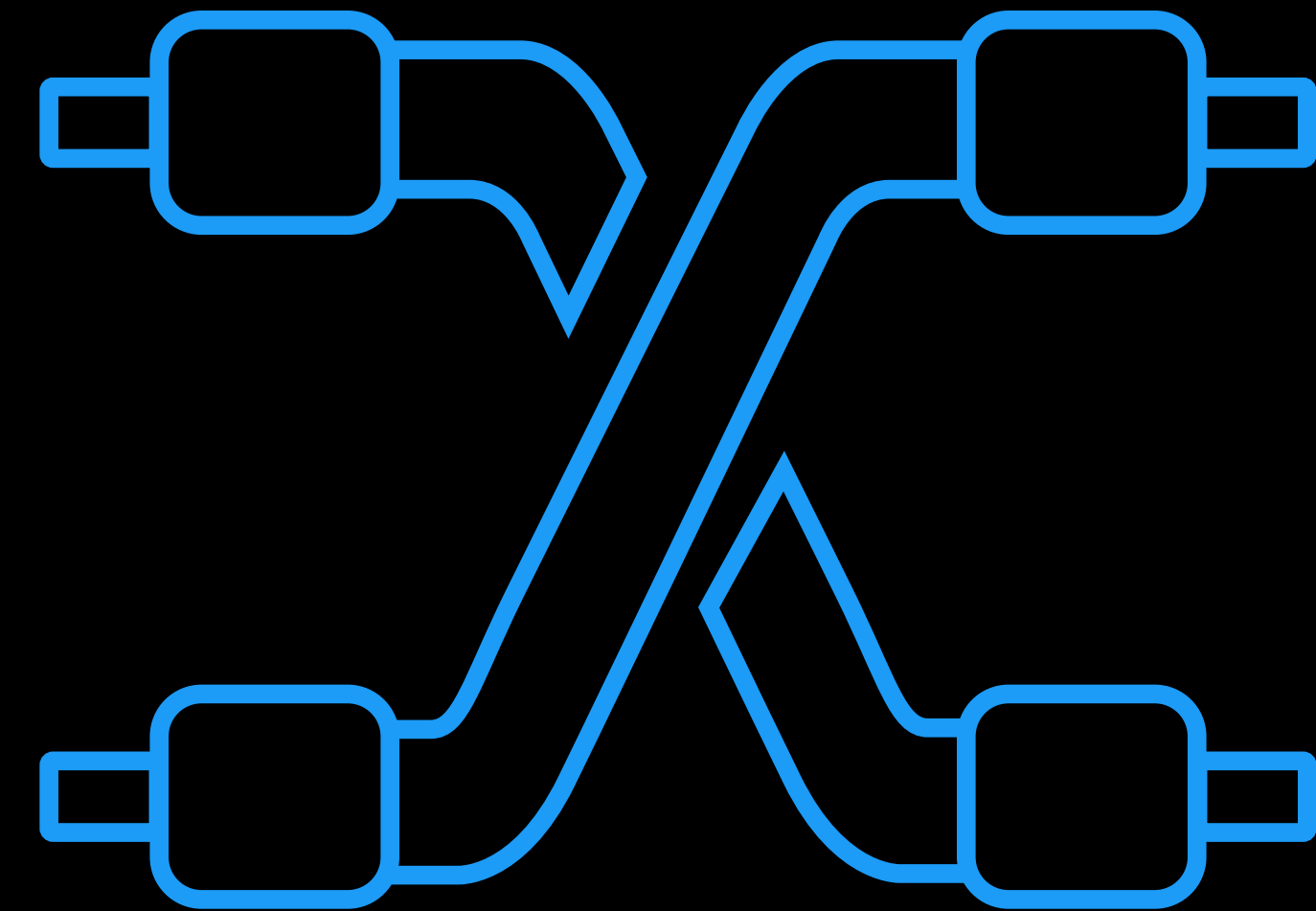
## New ad formats

- Interstitials
- MREC

## iAd Workbench API 2.0

- Campaign creation
- Programmatic buying

Geo expansion and much more



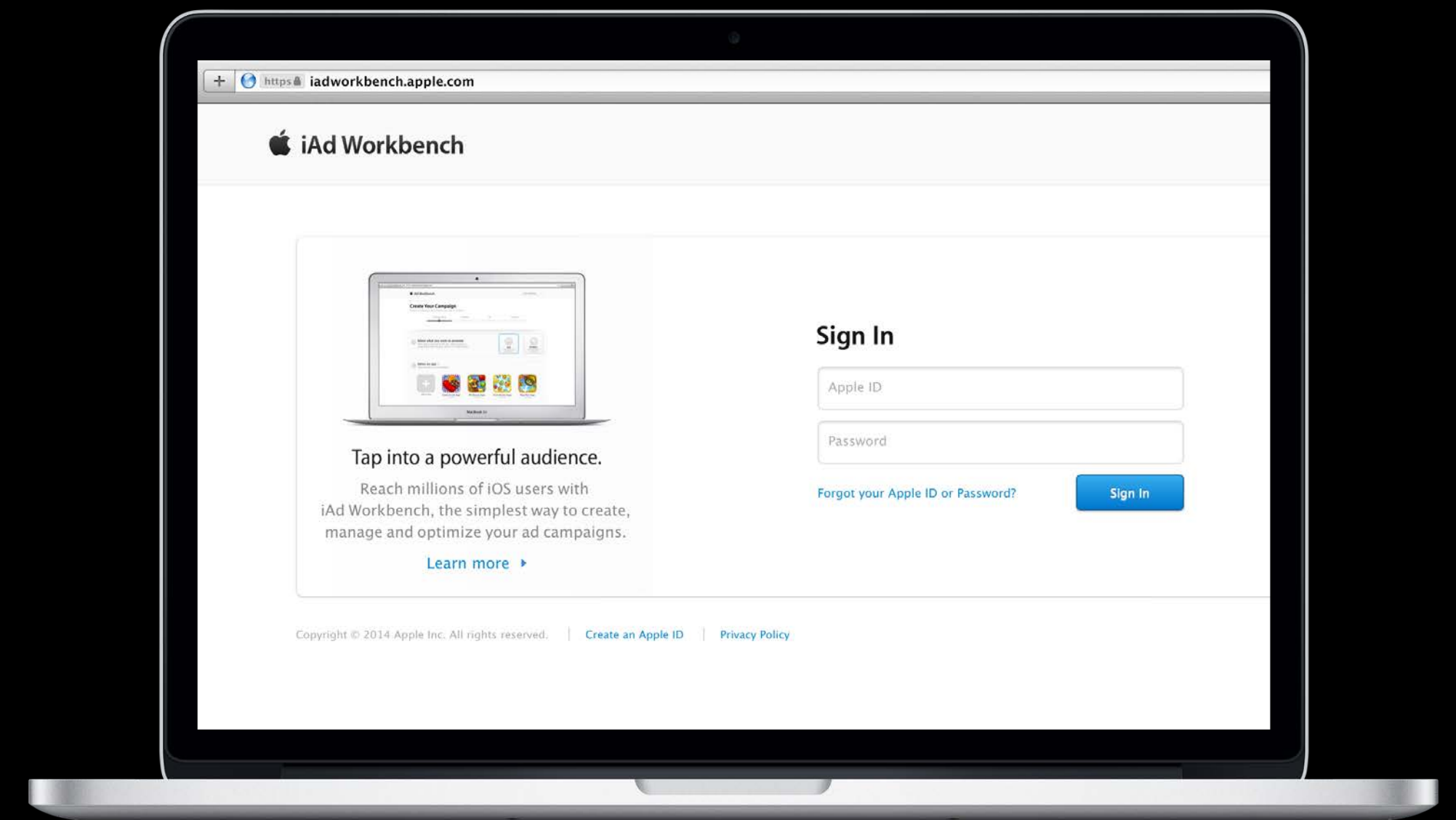
# iAd Workbench

The simplest way to advertise to Apple users

Getting started is simple

Take advantage of the API and  
new ad formats

Enable your app for segmentation



<https://iadworkbench.apple.com>

# More Information

Mark Malone

iAd Technologies Evangelist

[mgm@apple.com](mailto:mgm@apple.com)

Documentation

iAd Workbench Help

<https://help.apple.com/iadworkbench/mac/2.0/>

Apple Developer Forums

<http://devforums.apple.com/community/safari/iad/ads>

# Related Sessions

- 
- Optimize Your Earning Power with iAd Russian Hill Wednesday 3:15PM
-

# Labs

- 
- iAd Technologies Lab Media Lab B Thursday 10:15AM
-

 WWDC14