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A guide to Amazon Ads export APIs



Amazon Ads now offers export APIs, a way to download your campaign management data in a common model and format across ad products. Export APIs include campaigns, ad group, target, and ads dimensional data for Sponsored Products, Sponsored Brands, and Sponsored Display campaigns through the Amazon Ads API.

Export API features

SIMPLIFIED INTEGRATION ACROSS AD PRODUCTS

The export API is built with a common model, providing a consistent interface across all sponsored ads formats. This helps streamline and simplify the developer experience.

MORE AD PRODUCTS SUPPORTED

With the launch of export APIs, you now have access to Sponsored Brands including Sponsored Brands video, Sponsored Brands version 3, and Sponsored Brands version 4 campaigns. This replaces the old snapshots API functionality which only included single ad group and non-video campaigns. Like the snapshots API, export APIs also support Sponsored Products and Sponsored Display.

PARITY WITH LIST ENDPOINTS

Export APIs are at parity with the Amazon Ads API LIST/GET API, returning all fields including extended data like delivery status, creation, and last updated times.

Explore information export APIs provide

Campaigns
(e.g. Optimization bid strategy, budget caps, tags)
Ad groups
(e.g. Adgroup ID, delivery status, default bid)
Targets
(e.g. Auto, keyword, product category)
Ads dimensional
(e.g. Product ad, image, video)

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Comparing APIs

	Reporting API	Export API	LIST/GET API for sponsored ads
Description	Reports API returns performance information for a chosen report type for a specific date range.	Export APIs return campaign structural information at the time of request.	LIST/GET APIs return campaign metadata similar to the export APIs, but synchronously.
Delivery	Asynchronous	Asynchronous	Synchronous
Use case	Retrieve campaign performance information to understand and optimize campaign performance.	Export APIs provide a quick way to download first-time structural data for new ads accounts, and for daily syncs of campaign management structural information.	GET and GET/extended operations return details for campaign, ad group, targets, ads and other campaign management entities, one at a time or in paginated responses.

Replacing snapshot APIs

Export APIs will replace the functionality previously supported by snapshots, with additional features. Snapshot APIs will be shut off on October 15th, 2024 and all callers are required to migrate to the export APIs to retain functionality.

Explore the migration guide

Improved experience with export APIs:

- There is a single endpoint for all sponsored ads products, simplifying the developer experience
- You can download entity details for all sponsored ads products in a single cell
- You can make fewer calls to request and download information
- There is a standardized structure and field name across sponsored ads products
- There is parity with LIST endpoints (including extended fields)
- Export APIs support both version 3 and version 4 of Sponsored Brands campaigns

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