



Ad Display Option (Quick Links)

Yahoo Japan Corporation

Y! Quick Links

- Quick Links is provided to display direct links at bottom of the SS ads.

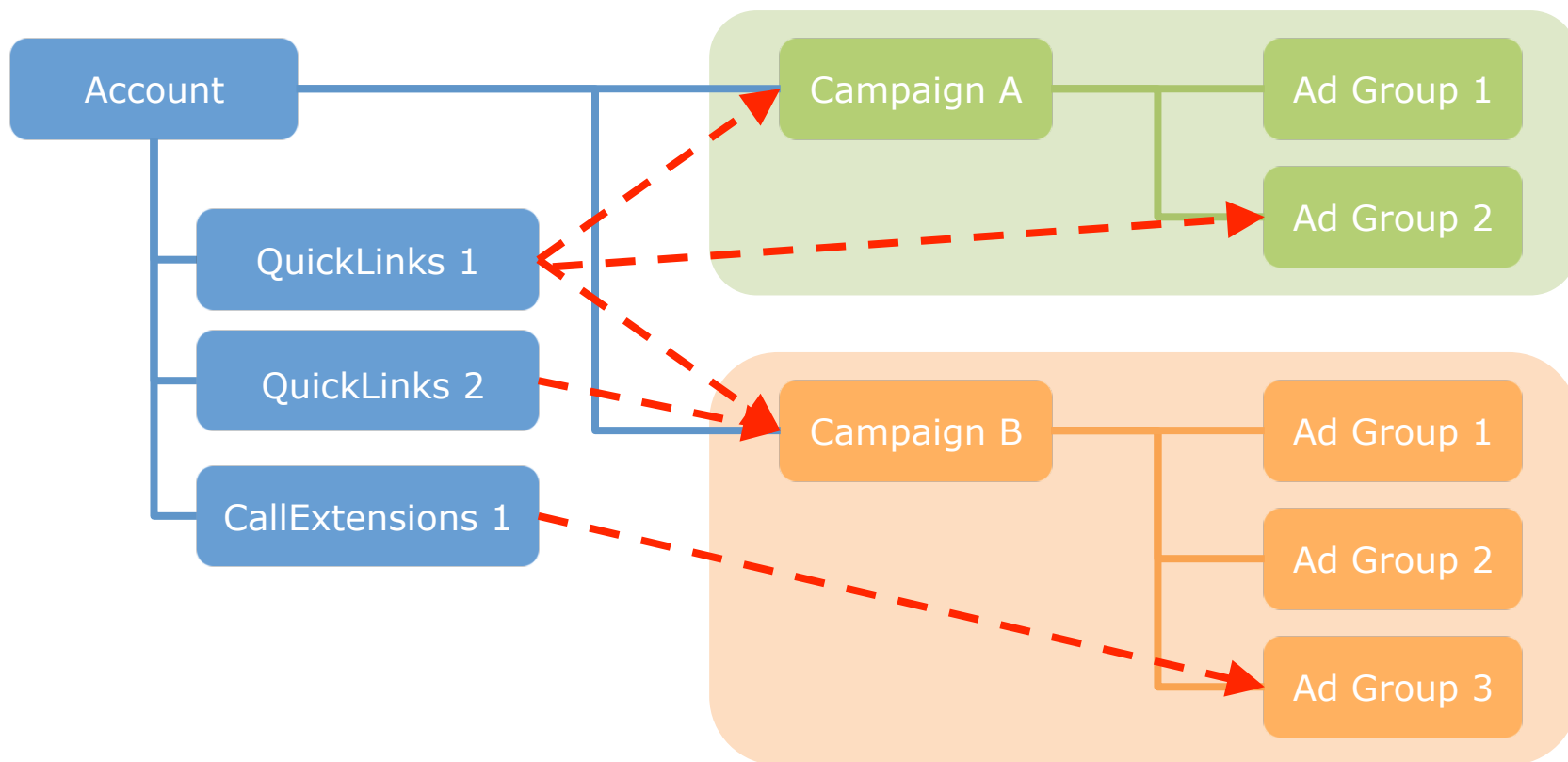
The image shows a screenshot of a sponsored search result. The main text includes the URL japanet.co.jp, a promotional message in Japanese, and the website URL www.japanet.co.jp/. At the bottom of the ad, there is a red-bordered box containing the text "期間限定セール - 厳選ランキング - 下取り 対象商品 - 特別分割 対象商品". An orange arrow points from a box labeled "Quick Links" to this red-bordered box. The text "スポンサードサーチ" is visible in the top right corner of the ad area.

- CTR of the account used Quick Links is higher than the account that did not use Quick Links.



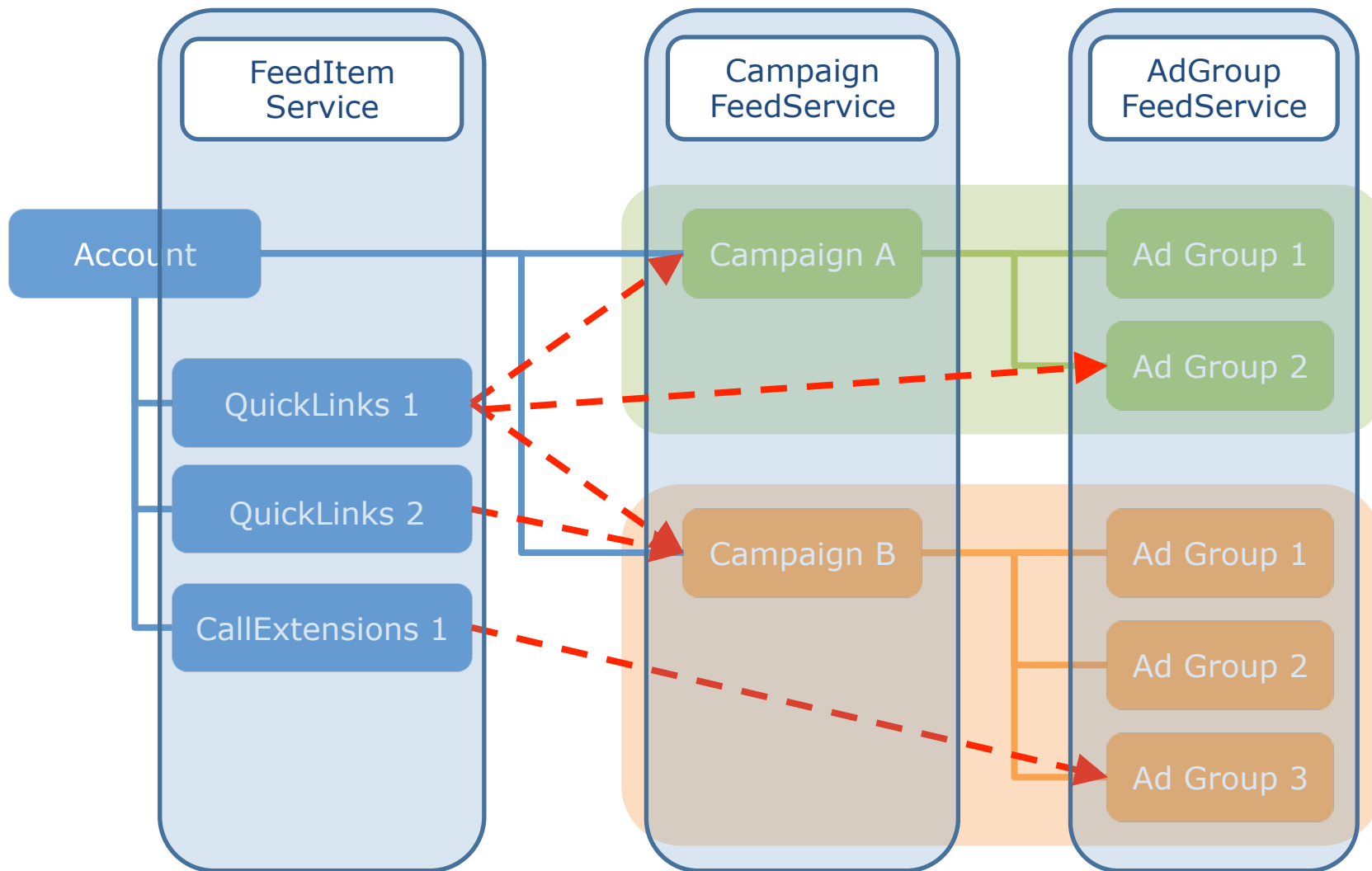
About Ad Display Option

Able to set the Ad Display Option features to the Campaign and Ad Group





About Ad Display Option





New Services for Ad Display Option

- The following three services are added for Ad Display Option.
 1. FeedItemService
 - Service used to get and mutate FeedItems
 2. CampaignFeedService
 - Set and get the link with FeedItem and campaign
 3. AdGroupFeedService
 - Set and get the link with FeedItem and ad group



Process comparison [SS vs AdWords]

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Step	Direction	AdWords API	SS API
1	Create the site links feed.	FeedService	FeedItemService
2	Populate the feed.	FeedItemService	
3	Map the feed and placeholder fields.	FeedMappingService	
4	Associate the feed to the campaign (or ad group) .	CampaignFeedService (AdGroupFeedService)	CampaignFeedService (AdGroupFeedService)



Value Constraints [SS vs AdWords]

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Type	Description	SS	AdWords
Entity Limits per Account		Up to 10,000 items.	Up to 10,000 items.
Quick Links	Link Text	Up to 10 characters *Regardless of whether one-byte or two-byte	25 characters in half-width 12 characters in double-width
	Destination URL	Up to 1024 characters *Single byte alphanumeric characters (RFC3986)	Up to 1024 characters *Single byte alphanumeric characters
	Entity Limits per Campaign	Up to 20 link texts	??
	Entity Limits per Ad Group	Up to 20 link texts	??
	Number of display (desktop / tablets)	Max. of four link texts	Two to six link texts
	Number of display (mobile phones)	Max. of four link texts	Up to four additional link texts
Call Extensions	Entity Limits per Campaign	Up to 20 extensions	??
	Entity Limits per Ad Group	Up to 20 extensions	??
	Number of display (mobile phones)	One	One



Notes

- The newly submitted Ad Display Option are subjects to editorial review.
- Cannot register the same information (or same URL) for several link texts.
- Can set the Tracking Parameters except {ifmobile} and {ifnotmobile}