

Ads on Apple News

Getting Started with Workbench



Overview

Workbench is the tool you use to create and manage ad campaigns on Apple News and Stocks, as well as access supply and revenue reporting. In order to traffic ads, you'll need access to Workbench. Below is a summary of steps to access Workbench as well as Resources and FAQs for your reference. For more details, see the [Apple News Ads User Guide](#).

Access to Workbench

To access Workbench, go to <https://iadworkbench.apple.com/customer>, and enter your [Apple ID](#) and password. Note that Apple is unable to create sign-ins for users under any circumstances. If you don't already have access to Workbench, please follow these simple steps:

Step 1: You must be an App Store Connect user before you can be invited to Workbench by the Workbench Administrator who's responsible for managing user access for your organization. If you're not an App Store Connect user, you'll need an App Store Connect Administrator at your organization to invite you. Instructions on how to do this can be found on the [App Store Connect Support page](#).

Step 2: Once your Apple ID is established as a user in App Store Connect, you'll need a Workbench Administrator from your organization to invite you to Workbench. Administrators can grant access to additional users with the New User button in the Account section of Workbench.

Note that an Apple ID can only be associated with one organization in Workbench.

Resources

See the following resources for additional help with ads on Apple News and Stocks.

- [App Store Connect](#) is the primary tool used to access financial reports and manage your agreements, tax, and banking information. App Store Connect access is required to use Workbench.
- [Workbench](#) is used to traffic your campaigns on Apple News and Stocks and access reports for advertising.
- [Apple News Ads User Guide](#) provides a comprehensive overview of Apple News ad campaign setup and performance analysis.
- [Ad Specifications for Apple News](#) provides creative asset specifications required for Apple News ads.
- [Ad Content Guidelines](#) outlines the content guidelines that ads on Apple News must follow.
- [Workbench and Google Ad Manager Setup Guide](#) offers detailed instructions on how to integrate Google Ad Manager with Workbench to create and manage campaigns.
- [Campaign Management API for Publishers](#) is the documentation for the API needed to access Apple's campaign management server so you can use your own tools and programs to traffic Apple News ad campaigns.
- [Reporting API for Publishers](#) is the documentation for the API needed to easily access analytics to track your Apple News campaign performance and revenue metrics.
- [Workbench Ad Tester](#) is the tool that allows you to preview and test your third-party ad tags on supported iOS devices.
- [Apple Care: Contact Us](#) allows you to send feedback and questions to the Apple Care team. Note that you must be signed in to Workbench prior to clicking the link.

FAQs

Q. How do I forecast my ad inventory in my new channels?

- A. To perform an initial estimate of available inventory, you'll need to set up a campaign and a line. On the Line Creation page, enter the targeting that you want to forecast against. Then enter an impression goal in the Reserve Inventory module and click the blue Check Inventory button to view the total available impressions. Note that if you're a new publisher on Apple News, it takes 35 days of activity for Workbench inventory management to have enough data to reach full forecasting accuracy.

Q. How do ads serve in Apple News?

- A. The Apple News ad serving priority waterfall is set up to help you maximize revenue. Direct-sold campaigns, where you keep 100% of the ad revenue, have the highest priority. Backfill ads (sold by Apple and reseller partners), where you keep 70% of the ad revenue, are next in the ad serving priority. Your house ads will run after direct-sold and backfill. We always encourage selling direct and that you turn on backfill in your Ad Settings to further maximize revenue opportunities.

Q. What are backfill ads and how do they work?

- A. Backfill allows you to fill any unsold ad inventory in your channel with ads sold and placed by Apple and reseller partners. As noted above, you'll keep 70 percent of the revenue for all backfill ads served in your content. The fill rates from backfill ads will vary over time depending on user engagement and campaign effectiveness, including targeting overlap for those campaigns with your readership. In order to maximize your monetization, we encourage you to utilize direct sales and backfill as additional passive income on your channel.

Q. What guidelines should I follow in order to maximize my backfill revenue?

- A. Use the following guidelines to verify whether your Ad Settings are set up to maximize backfill ad opportunities. If your channel is enabled for backfill, you can update your Ad Settings in Workbench (accessible from the user name menu):
- Ensure that all ad formats are selected to serve in your channel feed or articles, and that Ad Backfill settings is "On."
 - Limit the number of Sensitive Topic Exclusions for backfill ads (by unchecking the boxes) to run ads in sensitive content.
 - Limit the number of ads that are excluded by category or key-value pairs to open up the ability for backfill ads to serve in ad categories.

In addition, you should confirm that your articles are tagged correctly to receive ads and that the ad frequency is set to the highest frequency (10), so you're maximizing ad placements within the article.

Q. Looking for your ads in Apple News?

- A. Ads in Apple News are served based on the user experience, which is unique compared to sites with ad slots that serve ads 100 percent of the time. In Apple News, it's not common to see an ad on every screen, or wherever there's an ad opportunity. The server responds to user engagement within the app, and it takes into account other factors such as impression goals, campaign dates, and line priorities to decide whether or not to call an ad to serve. There are few other factors to keep in mind when looking for ads in Apple News:
- Apple News doesn't serve ads on the first 1.5 screens. The article must be long enough to serve an ad on the second screen.
 - The article needs to be eligible (tagged) to serve ads.
 - There are ad restrictions for articles that contain sensitive topics. Publishers have control over most sensitive topics in their channel Ad Settings, although articles tagged with some sensitive topics cannot run ads at all.

Q. What metrics will be available to measure the success of my campaigns?

- A. Workbench provides a valuable set of metrics for measuring success and optimizing campaigns, using standards of measurement that meet or exceed industry standards. For a full list of metrics and our approach to measurement, see the [Workbench reporting metrics](#).

FAQs – continued

Q. Where can I see how much revenue I've earned from advertising on Apple News?

A. The reporting section of Workbench only details the backfill revenue from digital ads placed in your Apple News articles and channel feeds. Apple doesn't calculate publisher revenue from direct sold campaigns. App Store Connect includes all of your Apple News revenue streams, including monetization from subscriptions, backfill ads and pooled revenue. App Store Connect should be your primary source for reviewing financial and payment information. To view this information:

- Sign in to your [App Store Connect](#) account.
- Click the Payments and Financial Reports icon.
- Review the Payments page.

B. How do I enable my channel so that I can traffic and manage my campaigns through Google Ad Manager?

A. To enable your channel(s) for Google Ad Manager Ad serving:

1. Sign in to your Workbench account.
2. Click your user name, and from the menu that appears, choose Ad Settings.
3. At the bottom of the screen, click Edit in the 3rd Party Ad Serving area and follow the set-by-step instructions for enabling your channel(s) in Google Ad Manager.

For additional details on Google Ad Manager setup, please see the [Workbench and Google Ad Manager Setup Guide](#).