Functional Document for

Google Adwords API

**AdWords API**

The AdWords API allows applications to interact directly with the AdWords platform. You can build applications to more efficiently manage large or complex AdWords accounts and campaigns.The AdWords API uses SOAP

**Signing up for the AdWords API**

To use the AdWords API, you must request and be granted access as described below.

**Select a suitable AdWords manager account**

You need to have an [AdWords manager account](https://support.google.com/adwords/answer/1704399) to apply for access to the API. If you don't wsalready have a manager account, you will need to create one. Manager accounts **cannot** be created using the same email address as an **existing** AdWords account. You therefore need to use an email address that hasn't already been associated with an AdWords account to create your manager account.

Note that the manager account you select has no effect on the set of AdWords accounts that your API token can access. However, linking this manager account to your company's active AdWords accounts will streamline the application review process and reduce the number of times you need to go through the authentication process to manage your accounts via the API.

**Creating a manager account**

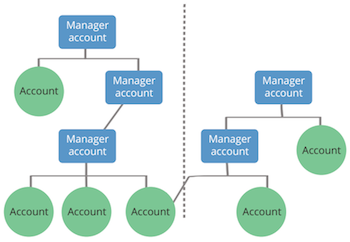
Here’s how to create a manager account:

1. Visit <https://www.google.com/adwords/myclientcenter/> and click **Sign up now** in the top corner.
2. Enter the email address you want to use for this account. The email address must not already be used to sign in to other AdWords accounts. (Get [tips for creating new email addresses](https://support.google.com/adwords/answer/6139186#add_email)).
3. Give your manager account a name. This is the name that your clients will see in their managed account.
4. Choose how you plan to use the account, either as an account to manage your own multiple AdWords accounts, or to manage other people’s accounts.
5. Select your country and time zone. This time zone will be used for your account reporting and billing and can’t be changed. You might want to choose the time zone you work in.
6. Select a permanent currency for your account. This selection will associate your manager account with an appropriate currency for any specific billing needs for your account (e.g. Manager Defined Spend). You might want to choose the currency in which you do business. Your client accounts will be billed in their individual chosen currencies.
7. Check the box to accept the rules of use and click **Save and continue**.
8. Once your email is verified, your new manager account is active!

### Linking an AdWords account to your manager account

To begin using your new manager account, you’ll need to link it to an existing or new AdWords account, or to another manager account. Then, you can view information across multiple AdWords accounts and switch between all linked accounts using just one login.

An individual AdWords account can be linked to no more than 5 manager accounts, and your managed account structure can be no greater than 6 levels deep. Also, a manager account can't be directly managed by more than 1 other manager account.



**Apply for access to the AdWords API in your manager account**

[Sign up](https://developers.google.com/adwords/api/docs/signingup#step2a) for a Developer Token.

You can sign up for the AdWords API when logged in to your manager account. Click on the gear icon in the top right corner; select **Account settings** from the drop-down menu; then **AdWords API Center** from the left menu, and follow the instructions to apply for AdWords API access.

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All fields in the AdWords API Center form need to be filled in, and the Terms and Conditions accepted. Make sure your information is correct and your company's website URL is functioning. If the website is not a live page, we will not be able to process your application.

Make sure the API contact email you provide leads to a regularly monitored inbox. If we cannot contact you via this email address, we will not be able to process your application and it will be rejected. You can edit your **API contact email** in the **AdWords API Center** (gear icon > **Account settings** > **AdWords API Center**).

keep this information up to date even beyond the application process to allow us to send you important service announcements.

**Continue your application**

After completing a link to a follow-up application form will be sent from adwordsapi-tokens@google.com to the email address listed in the AdWords API Center. Please complete this follow-up form to continue your application.

If you no longer have access to this inbox, or if you are not planning to actively monitor this email address, please edit your email address in the AdWords API Center by following the instructions above

**Developer token**

your assigned [developer token](https://developers.google.com/adwords/api/docs/headers#developerToken) will be activated once your application for API access is approved. Your token will be available through your AdWords API Center—accessible through the **Account settings** menu for the manager account from which you applied. You'll be able to access the API by including it in your [request headers](https://developers.google.com/adwords/api/docs/headers) when interacting with our system.

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**Apply for access to the AdWords API in your manager account**

You can sign up for the AdWords API when logged in to your manager account. Click on the gear icon in the top right corner; select **Account settings** from the drop-down menu; then **AdWords API Center** from the left menu, and follow the instructions to apply for AdWords API access.

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We strongly encourage you to keep this information up to date even beyond the application process to allow us to send you important service announcements.

In order to ensure that the tool or software application you propose to use with the AdWords API is in compliance with our [Terms and Conditions](https://developers.google.com/adwords/api/docs/terms) and [Policies](https://support.google.com/adwordspolicy/answer/6169371) including [Required Minimum Functionality](https://developers.google.com/adwords/api/docs/requirements) (RMF) (if applicable), we will contact you shortly after you submit your application to request additional information (see Step [2b](https://developers.google.com/adwords/api/docs/signingup#step2b) below). If your company manages AdWords accounts for clients, please note that you must be in compliance with our [Third Party Policy](https://support.google.com/adwordspolicy/answer/152979) to gain access to the AdWords API.

We currently estimate that we will initially contact you within two business days of the date you submitted your application. In the meantime, you can try out the API with [test accounts](https://developers.google.com/adwords/api/docs/test-accounts).

**Continue your application**

After completing Step [2a](https://developers.google.com/adwords/api/docs/signingup#step2a), a link to a follow-up application form will be sent from adwordsapi-tokens@google.com to the email address listed in the AdWords API Center. Please complete this follow-up form to continue your application.

If you no longer have access to this inbox, or if you are not planning to actively monitor this email address, please edit your email address in the AdWords API Center by following the instructions above in Step [2a](https://developers.google.com/adwords/api/docs/signingup#step2a), so we can contact you. Then (re)submit the [follow-up application form](https://services.google.com/fb/forms/newtoken/) and we will get back to you within 2 business days.

**Developer token**

Your assigned [developer token](https://developers.google.com/adwords/api/docs/headers#developerToken) will be activated once your application for API access is approved. Your token will be available through your AdWords API Center—accessible through the **Account settings** menu for the manager account from which you applied. You'll be able to access the API by including it in your [request headers](https://developers.google.com/adwords/api/docs/headers) when interacting with our system.

If you make any changes to your tool in the future, you must report these changes to Google as per the AdWords API Terms and Conditions section II-5. You may report these changes by filling out [this form](https://services.google.com/fb/forms/toolchanges/).

**DeveloperToken Approval**

Your assigned [developer token](https://developers.google.com/adwords/api/docs/headers#developerToken) will be activated once your application for API access is approved. Your token will be available through your AdWords API Center—accessible through the **Account settings** menu for the manager account from which you applied. You'll be able to access the API by including it in your [request headers](https://developers.google.com/adwords/api/docs/headers) when interacting with our system.

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**Rejection of application**

The Token Review team examines the information you have provided when you apply for access to the AdWords API to make sure that your software adheres to the AdWords API [Terms and Conditions](https://developers.google.com/adwords/api/docs/terms) (T&C) as well as the[Required Minimum Functionality](https://developers.google.com/adwords/api/docs/requirements) (RMF) (if applicable).

Common reasons to be rejected include:

* We cannot reach you at your API contact email address.
* You have applied because a tool you use from a third party requires a developer token.
* Your application violates other provisions in the T&C.
* Your application does not implement required elements of the RMF (if applicable).

If you have altered your API tool to adhere to AdWords API policy or if you believe your application was incorrectly rejected, you can re-apply by clicking the **Reapply** link in the AdWords API Center page of your manager account.

**After getting the credentials like**

* Authentication Method
* Service Account Email
* Developer Token
* Adwords Account Email
* Adwords Customers ID

**Example**

We need to define the query to extract data from the desired report between Start Date and End Date

Let Consider an Example for Keywords Performance Report,To know about the fields of the report click on the following link

https://developers.google.com/adwords/api/docs/appendix/reports/keywords-performance-report

Click on download this table in CSV format to get a Csv filr to know about the behavior of the fields, Based on the behavior field the query should be written as follows

“Select AccountCurrencyCode, AccountDescriptiveName, AccountTimeZoneId, ActiveViewCpm, ActiveViewImpressions, AdGroupAdDisapprovalReasons, AdGroupId,AdGroupName, AdGroupStatus, AdType, AverageCpm, AveragePosition, CampaignId, CampaignName, CampaignStatus, ClickConversionRate, Clicks, ConversionValue, ConvertedClicks, Cost, CostPerConvertedClick, CreativeApprovalStatus, CreativeDestinationUrl, CreativeFinalAppUrls, CreativeFinalMobileUrls, CreativeFinalUrls, CreativeTrackingUrlTemplate, CreativeUrlCustomParameters, Ctr, CustomerDescriptiveName, Description1, Description2, DevicePreference, DisplayUrl, ExternalCustomerId, GmailForwards, GmailSaves, GmailSecondaryClicks, Headline, Id, ImageAdUrl, ImageCreativeName, Impressions, IsNegative, LabelIds, Labels, PrimaryCompanyName, Status, Trademarks, ValuePerConvertedClick, ViewThroughConversions, Date, KeywordId,Device,Slot from Keywords Performance Report during <Start\_date>,<End\_date>”

Select the option download report as a CSV file to get the resultant file in CSV formatAlso provide the the path of the directory to store the resultant csv file