Setup for GoogleAds documnetation

This documentation covers the section for how different reports are generated for AdWords.

Let us take the example of generating a campaign performance report for the client Soch.

(Each report has a separate python file and there is one configuration file called googleads.yaml. In this configuration file we make use of only the adWords module and not the adManager module)

Step 1 – pip install setuptools

Step 2 - pip install googleads

Step 3 – Download the googleads.yaml file and copy the googleads.yaml file to your home directory.

Step 4 – Download the googleads-python-lib from the below link. Unzip it.

<https://github.com/googleads/googleads-python-lib>

Step 5 – Login to the “Tenovia” Adwords account and note the client id for whom you want to generate the report. For example the client id for Soch is 431-311-7679. This client id has to be added to “client\_customer\_id” field in the googleads.yaml. The “developer\_token” field in this file represents the approved developer token which is found in the API center. If this token is reset we have to replaced the old token with the new token in the googleads.yaml file.

Step 6 – The next step is to generate the refresh token. To generate this refresh token, we need the client id and client secret. These two can be obtained by logging in to the Google API developer console using credentials for [siva@tenovia.com](mailto:siva@tenovia.com). Select the GAds API project and go to its credentials. Look under OAuth 2.0 client IDs to obtain the client ID and client secret (You can also create new OAuth 2.0 Ids if required).

Navigate to the googleads-python-lib -> examples-> adwords->authentication and run the following command :

python generate\_refresh\_token.py --client\_id INSERT\_CLIENT\_ID --client\_secret INSERT\_CLIENT\_SECRET

Replace the client id and client secret with the ones you have obtained and click enter. You will get a link. Copy and paste the link in a browser. Log in with [siva@tenovia.com](mailto:siva@tenovia.com). Click allow access to Google account. You will get a code , copy and paste this code in the terminal which prompts you to add the code. Copy the refresh token you have received and paste it in the googleads.yaml file as a value for “refresh\_token”.

Step 7 – Run the program campaign\_perf.py which is a program for generating a campaign performance report. The program contains a method called LoadFromStorage() which accesses the tokens and the id from the googleads.yaml file which is in the home directory.

The reports we are generating are for today. We can also generate reports for custom dates (or yesterday or last week or last month).

If we want to generate a different kind of report we run the corresponding scripts such as age\_perf.py, gender\_perf.py etc.

The different reports we can generated can be view by the link given below:

<https://developers.google.com/adwords/api/docs/appendix/reports/ad-performance-report>

Each of the programs creates a CSV file which can then be pushed to S3 buckets.

Now if we want to generate report for a different client, for example for Paragon, we copy and paste Paragon’s Id in the googleads.yaml file and run the program for which we want the report.