

Company Name: eBookingServices

Business Model: My company operates an online platform for booking themed vacations. We have several different websites offering a range of themed vacations (www.bookyogaretreats.com, www.bookmartialarts.com, www.bookculinaryvacations.com, www.booksinglesholiday.com, www.booksurfcamps.com), all of which are owned by my company. We only advertise for websites we own and don't manage ads for anyone else.

Tool Access/Use: My tool is going to be used by employees and ad managers within my company to automatically generate campaigns, ad groups, ads and (long-tail) keywords for landing pages within our websites. For the upcoming future, we may like to automate bid-adjustments as well as to retrieve Adwords performance, metrics and KPI reviews

Tool Design: in Python, still undergoing improvements and updates.

API Services Called:

Pause/enable ads at the ad level via AdGroupAd

Pause/enable campaigns at the campaign level

Open/manage campaigns, ad groups, ads and keywords