

Heimdall Analytics — Design Documentation

Google Ads API Tool Documentation

Erik Reisig Investment GmbH

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1. Overview

Heimdall Analytics is an internal reporting and analytics tool developed by Erik Reisig Investment GmbH for managing and optimizing Google Ads campaigns across our portfolio of e-commerce properties.

The tool is used exclusively for internal purposes — it is not a third-party application, SaaS product, or publicly available service. It serves as a centralized dashboard combining Google Ads performance data with Google Search Console metrics for holistic search marketing analysis.

2. Purpose & Use Cases

Use Case	Description	API Features Used
Performance Reporting	Automated daily/weekly reports combining Ads + organic search data	GoogleAdsService.SearchStream (read-only)
Campaign Analysis	Analyze campaign, ad group, and keyword performance metrics	GoogleAdsService.SearchStream (read-only)
Budget Monitoring	Track spend vs. budget across campaigns	GoogleAdsService.SearchStream (read-only)
Keyword Research	Identify high-potential keywords from combined GSC + Ads data	KeywordPlanService (read-only)

3. Architecture

3.1 System Components

- Data Collection:** Python scripts using the Google Ads API client library (google-ads-python) to fetch campaign performance data via GAQL queries
- Data Storage:** Local JSON/CSV files for reporting; no external database
- Analysis:** Python-based analysis combining Google Ads metrics with Google Search Console API data

- **Output:** Internal reports delivered via secure messaging (Telegram) to company stakeholders

3.2 Technical Stack

- Language: Python 3.12
- Google Ads API Client: google-ads v29.0 (Python)
- Authentication: OAuth 2.0 (Desktop application flow)
- Hosting: Private Linux server (Ubuntu 24.04)

3.3 Data Flow

Google Ads API → Python Script → Local Analysis → Internal Report

All data remains on our private server. No data is shared with third parties or stored in cloud services.

4. API Usage

4.1 Operations

The tool performs **read-only operations only**. We do not create, modify, or delete any campaigns, ads, or settings via the API. All campaign management is done through the Google Ads UI.

4.2 API Methods Used

- `GoogleAdsService.SearchStream` — Query campaign, ad group, keyword, and metrics data
- `CustomerService.ListAccessibleCustomers` — Discover linked accounts

4.3 Rate Limiting

Expected API usage: 10-50 requests per day (reporting queries). The tool runs scheduled reports 2-3 times daily and on-demand analysis as needed.

4.4 Managed Accounts

The tool manages a small number of accounts (1-5) owned by Erik Reisig Investment GmbH and its portfolio companies.

5. Authentication & Security

- OAuth 2.0 Desktop application flow with offline refresh tokens
- Credentials stored securely on a private server with restricted file permissions (chmod 600)
- No credentials are exposed in source code or logs
- Access limited to authorized internal users only

6. Compliance

- The tool complies with the Google Ads API Terms of Service
- No automated bidding or campaign modifications via API
- No data reselling or sharing with third parties

- GDPR-compliant: No personal user data is collected or processed
- The tool is for internal analytics only and is not offered as a service to external clients

7. Company Information

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