Company Name: Meetkiwi Inc.

Business Model: Kiwi is an AI-first B2B SaaS platform to automate end-to-end marketing lifecycle across various search and social media platforms. We are building a virtual AI marketer to supercharge performance marketing efficacy of our customers. We help enable hyper-personalization and A/B testing at scale for our customers.

We do this by using LLM, Diffusion and deep learning models based autonomous agents for identifying personas, generating creatives, targeting ad campaigns specific to each persona and optimizing them by rapidly changing parameters with a data-driven feedback loop to improve the goals (impressions, ROI, CTR, CPC etc.) for any brand with a single campaign control platform.

We operate on a tiered subscription based pricing model.

Tool Access/Use: Kiwi will be used by external users (both agencies and brands) to create, manage and optimize ads. We also intend to use performance measurement metrics to optimize ads and complete the feedback loop and read historical ads to get past data. We will also have a script that will run hourly to sync our ads with our clients inventory and assets.

Tool Design: For creating and managing accounts and campaigns, we will utilize the ads API. For the performance aspect of our tool, we will pull metrics from the API into our database. The UI of our tool will pull data from the google ads account to display campaigns and ads information. Our users will have the option to view different levels of ad performance over different time periods.

Kiwi's internal SQL database will sync with the Google Ads API hourly to update ads based on inventory and will pause ads when items go out of stock.

API Services Called:

- Create, read, update, delete, list ad campaigns via CampaignService , CampaignCriterionService ,CampaignBudgetService
- Create, read, update, delete ad groups AdGroupAdService
- Create, read, update, delete ads via the AdGroupAdService
- Pull account performance reports from the API using the Customer resource

    Authentication :
- Implementing Google's OAuth 2.0 flow to execute the aforementioned API service calls on behalf of our customers.
- Customers will initiate the process by being directed to Google's authentication page as part of their onboarding. Upon their consent for campaign and ad management, they will be redirected to pre-configured URIs.

- Capturing the authorization code to obtain and securely store the refresh token in our environment. This refresh token is then used to acquire an access_token for subsequent calls to the Google Ads API on behalf of the customers.

Tool Mockups: Here is a mockup of what our company's API tool will look like: