

Google Ads API – Design, Compliance, and Use-Case Summary

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1. Executive Summary

AI AdWords is a first-party tool used to manage and analyze our own Google Ads accounts (and, where applicable, authorized client accounts under our MCC). It retrieves campaign and keyword performance data via the Google Ads API, generates insights, and produces dashboards and reports. All usage complies with Google Ads API Terms of Service and Display Requirements.

Planned Access Level: Basic/Standard developer token to enable production access for non-test accounts.

2. Primary Use Cases

- Performance reporting (campaigns, ad groups, keywords, search terms)
- Diagnostics and alerting (anomaly detection, pacing, threshold-based alerts)
- Optimization insights (bid strategy tuning recommendations, negative keyword mining, ad copy tests)
- Limited automated changes (optional; defaults to `validate_only` unless explicitly enabled)

3. Users and Access Scope

- Internal marketing team and authorized account managers.
- Only accounts we own or are explicitly granted access to under our MCC.
- No resale of data or services to third parties.
- No sharing of Google Ads data with unauthorized parties.

4. Authentication & Authorization

- OAuth 2.0 for Google Ads API (refresh token stored securely; short-lived access tokens).
- Always set `login_customer_id` to scope requests to MCC.
- Service account is used only for BigQuery access; Ads API uses OAuth.
- Secrets are encrypted at rest and never committed to VCS.

5. Data Flow & Architecture

Google Ads API (read) → ETL Process → BigQuery (warehouse) → Streamlit dashboard.
Optional optimization mutates with `validate_only` by default.

6. Data Storage & Retention

- BigQuery dataset (GCP-managed encryption at rest; TLS in transit).
- Retention: 24 months default; configurable via dataset policies.
- No PII stored; only aggregate performance metrics.
- Audit logging for all mutating actions.

7. Security & Secrets Management

- Least privilege IAM roles for service accounts.
- Key rotation for OAuth client secrets and service accounts.
- Access controls at application and cloud layers.

8. Rate Limiting, Quotas, and Error Handling

- Exponential backoff and retries on transient errors.
- Respect daily quotas; batch and paginate reports.
- Circuit breakers to slow/stop jobs when thresholds are approached.

9. Compliance With Google Policies

- Comply with Terms of Service and Display Requirements.
- No scraping; API only. No data resale/sharing with third parties.
- No PII; accurate representation of Google Ads metrics and definitions.

10. API Surfaces & Objects Used

- GAQL reporting: campaign, ad_group, keyword_view; `metrics.*` and `segments.date`.
- Optional mutates: CampaignBudgetService, RecommendationService (read), AdGroupCriterionService (negatives/pauses).
- Writes use field masks, `partial_failure=True`, `validate_only=True` by default.

11. Volume Estimates

- Customers: 1–25 initially; cadence: hourly–daily.
- Queries/day: ~100–300 across entities; Mutates/day: 0–50 (opt-in).
- Peak QPS: << 1; staggered jobs.

12. Monitoring & Alerting

- Structured logs with request_id, customer_id, operation.
- Alerts for AUTH, QUOTA, RATE_LIMIT errors and ETL health.

13. Testing Strategy

- Use Google Ads test accounts for dev/validation.
- All writes run with `validate_only=True` before going live.

14. Privacy & Data Protection

- No end-user PII collected or stored.
- Aggregate performance data only; IAM-restricted access.

15. Support & Contact

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16. Screens/UX Summary (Dashboard)

- Key metrics: Impr, Clicks, Spend, Conv, CTR, CPC, CVR
- Daily trends and campaign summary
- Keyword analysis with low-CTR/QS flags
- Insight panel for recommendations; explicit approval required to change settings

17. Commitments & Attestations

- Only access accounts we own/manage under MCC with authorization.
- Comply with all Google Ads API policies and display requirements.
- No sharing/resale of Google Ads data; appropriate safeguards in place.
- Use test accounts for dev and validation.