

Raply - Design Documentation

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Google Ads API Integration

Version: 1.0 **Date:** October 14, 2025 **Company:** Less Manual AI
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1. Product Overview

Raply is a SaaS platform that automates advertising report generation for marketing agencies and businesses. The platform aggregates data from multiple advertising platforms (Google Ads, Meta Ads) and generates professional, AI-enhanced reports delivered via email or PDF download.

Key Features

- **Multi-platform integration:** Google Ads, Meta Ads
 - **Automated report generation:** Scheduled daily, weekly, or monthly reports
 - **AI-powered insights:** Claude API generates campaign descriptions and recommendations
 - **Professional PDF export:** Branded reports ready for client delivery
 - **Email delivery:** Automatic report distribution via Resend
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2. Google Ads API Integration

Purpose

Raply uses the Google Ads API **exclusively for reading campaign performance data**. We do NOT create, modify, or manage campaigns.

API Usage

- **Read-only access** to campaign metrics

- **Data fetched:**

- Campaign names and IDs
- Performance metrics: impressions, clicks, conversions, cost, CTR, CPC
- Date-range filtered data
- Account information: name, currency, timezone

API Endpoints Used

1. `customers:listAccessibleCustomers` - Get accessible customer accounts
2. `GoogleAdsService.SearchStream` - Fetch campaign data with GAQL queries
3. `CustomerService.GetCustomer` - Get account metadata

Campaign Types Supported

- Search campaigns
 - Display campaigns
 - Video campaigns
 - Shopping campaigns
 - Performance Max campaigns
 - App campaigns
 - Local campaigns
 - Discovery campaigns
 - Smart campaigns
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3. User Flow

3.1 Initial Setup

1. User signs up → Email verification
2. Navigate to Integrations page
3. Click "Connect Google Ads"
4. OAuth 2.0 authentication with Google
5. Grant read-only permissions (scope: <https://www.googleapis.com/auth/adwords>)
6. Account connected → Data syncing begins

3.2 Report Generation

1. User navigates to Reports → New Report
 2. Select connected Google Ads account
 3. Choose template type (Leads, Sales, Reach)
 4. Select date range (Last 7 days, Last 30 days, Custom)
 5. Preview report with live data
 6. Generate PDF or schedule email delivery
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4. Technical Architecture

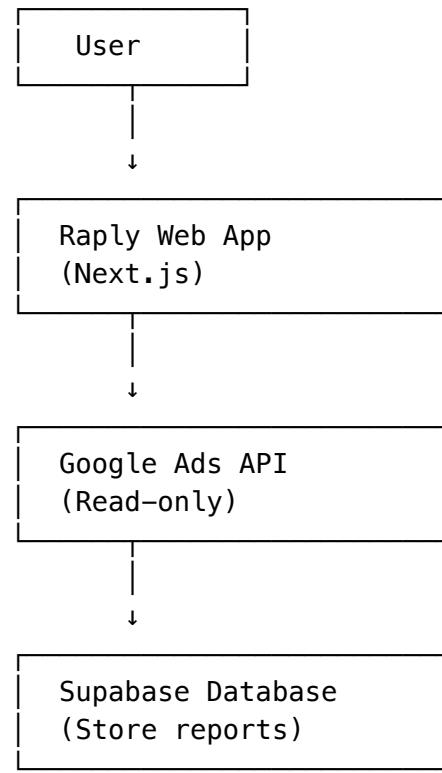
Frontend

- **Framework:** Next.js 15 (App Router)
- **Language:** TypeScript (strict mode)
- **Styling:** Tailwind CSS
- **UI Components:** Shadcn/ui (Radix UI primitives)

Backend

- **API Routes:** Next.js API Routes
- **Authentication:** Supabase Auth (OAuth 2.0)
- **Database:** PostgreSQL (Supabase)
- **External APIs:**
 - Google Ads API v17
 - Meta Marketing API
 - Claude API (Anthropic)

Data Flow



5. Security & Privacy

Data Handling

- **OAuth tokens:** Encrypted at rest in Supabase database
- **API requests:** All requests over HTTPS
- **Data retention:** Campaign data cached for 24 hours max
- **User data:** Only accessible to account owner (Row-Level Security)

Permissions

- **Google Ads API scope:** `https://www.googleapis.com/auth/adwords` (read-only)
 - **No write permissions:** Raply cannot create, modify, or delete campaigns
 - **User consent:** Explicit OAuth consent screen before access
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6. UI Screenshots

6.1 Integrations Page

The main page where users connect their advertising accounts: - **OAuth buttons** for Google Ads and Meta Ads - **Connected accounts** summary with status badges - **Disconnect functionality** for account management

6.2 Report Creator

Wizard-style interface for report creation: - **Account selection:** Choose from connected accounts - **Template selection:** Pre-built templates (Leads, Sales, Reach) - **Date range picker:** Flexible date selection - **Preview mode:** Live data preview before generation

6.3 Report Preview

Professional report display: - **Executive summary:** AI-generated insights - **Performance metrics:** Key KPIs with visualizations - **Campaign breakdown:** Detailed campaign-level data - **Export options:** PDF download, email delivery

7. Google Ads API Compliance

Read-only Operations

Raply performs **ONLY read operations:** - Fetch campaign performance data - Read account information - Query metrics for date ranges - Create campaigns - Modify campaigns - Delete campaigns - Manage budgets - Change

targeting

User Benefits

1. **Time savings:** Automate hours of manual reporting work
 2. **Multi-platform view:** Combine Google Ads + Meta Ads data
 3. **AI insights:** Claude-powered campaign recommendations
 4. **Professional output:** Client-ready PDF reports
 5. **Scheduled delivery:** Set it and forget it automation
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8. Support & Contact

Company: Less Manual AI **Email:** kontakt@lessmanual.ai **Website:** <https://raply.vercel.app> **API Token:** Developer token applied for Basic Access

9. Future Enhancements

Planned Features

- Additional platforms: TikTok Ads, LinkedIn Ads
- Custom report templates builder
- White-label reports for agencies
- Advanced analytics and forecasting
- Team collaboration features

Google Ads API Expansion

- Support for Shopping campaigns detail
 - Ad group level reporting
 - Keyword performance analysis
 - Geographic performance breakdown
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