API Collection

Reports

Generate performance metrics for your campaigns.

Overview

You can fetch reports for campaigns, ad groups, targeting keywords, search terms, and creative sets. See the ReportingRequest object for guidance for setting up your report request payloads.

Topics

Reports Endpoints

Get Campaign-Level Reports

Fetches reports for campaigns.

Get Ad Group-Level Reports

Fetches reports for ad groups within a campaign.

Get Keyword-Level Reports

Fetches reports for targeting keywords within a campaign.

Get Keyword-Level within Ad Group Reports

Fetches reports for targeting keywords within an ad group.

Get Search Term-Level Reports

Fetches reports for search terms within a campaign.

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Get Search Term-Level within Ad Group Reports
```
Fetches reports for search terms within an ad group.

```
Get Ad-Level Reports
```
Fetches ad performance data within a campaign.

Reports Request and Response Objects

`object ReportingRequest`

The report request body.

`object ReportingResponseBody`

The container object for the report response body.

`object ReportingResponse`

The container object of report metrics.

`object ReportingDataResponse`

The total metrics for a report.

`object GrandTotalsRow`

The summary of cumulative metrics.

`object SpendRow`

The reporting response metrics.

`object ExtendedSpendRow`

The descriptions of metrics with dates.

`object Row`

The report metrics by time granularity.

`object ReportingCampaign`

The response to a request to fetch campaign-level reports.

`object ReportingAdGroup`

The response to a request to fetch ad group-level reports.

`object ReportingKeyword`

The response to a request to fetch keyword-level reports.

`object ReportingSearchTerm`

The response to a request to fetch search term-level reports.

object `ReportingAd`

The response to a request to fetch ad-level reports.

object `CampaignAppDetail`

The app data to fetch from campaign-level reports.

object `InsightsObject`

The container object for bid recommendations.

object `KeywordInsights`

The object that contains bid recommendations.

object `KeywordBidRecommendation`

The suggested bid amount for a keyword.

Data Types

type `MetaDataObject`

The report response objects.

See Also

Reports

☰ Impression Share Reports

Obtain metrics with impression share insights.