FOC Ads Agent - Design Documentation

Google Ads API Tool for The Foundation of Change

1. Overview

Tool Name: FOC Ads Agent

Organization: The Foundation of Change (501(c)(3) Nonprofit)

Website: https://thefoundationofchange.org

Purpose: Internal read-only analytics and reporting tool for Google Ads campaigns

MCC Account ID: 703-949-8158

2. Tool Description

FOC Ads Agent is an internal Python-based tool designed to provide automated
analytics and reporting for The Foundation of Change Google Ads campaigns.
The tool operates in READ-ONLY mode - it gathers data, analyzes performance,
and generates recommendations. It does NOT make any changes to the Google Ads account.

3. Features - Data Gathering (Read-Only)

- Search Term Analysis: Queries SearchTermView to find which terms trigger ads

- Performance Metrics: Fetches campaign, ad group, and keyword performance

- Budget Monitoring: Tracks daily/monthly spend against budget limits

4. Features - Recommendations (No Mutations)

- Negative Keywords: Identifies terms with high clicks but zero conversions

- Keyword Expansion: Finds converting search terms not yet added as keywords

- Bid Optimization: Recommends bid adjustments based on CPA targets

- Ad Copy Testing: Compares ad variant performance within ad groups

5. Features - Reporting

- Daily Summary: Key metrics overview sent via console/Slack/Telegram

- Weekly Deep Dive: 9-section analysis with trends and recommendations

- Alerts: CPA spikes, budget exhaustion, disapproved ads, Ad Grants CTR

6. API Usage

The tool exclusively uses GoogleAdsService.Search for data retrieval.

Resources queried: campaign, ad_group, ad_group_ad, keyword_view, search_term_view

All queries are SELECT-only. No mutate endpoints are used.

The tool CANNOT create, modify, or delete any Google Ads entities.

7. Architecture

Docker Container (foc-ads-agent)

  main.py - Scheduler (daily analysis at 8am, reports at 6pm)

  google_ads_client.py - Auth + read-only GAQL queries

  skills/data_gathering/ - Search terms, performance, budget

  skills/actions/ - Recommendations only, no mutations

  skills/reporting/ - Daily, weekly, alerts

  db/ - SQLite local log

8. Security

- Read-only access only - no mutations to Google Ads accounts

- Credentials stored in environment variables (never in code)

- Docker container runs in isolated environment

- Compliant with Google Ad Grants rules

9. Users

Internal use only by The Foundation of Change staff.

Not distributed to external users.

Contact: info@thefoundationofchange.org