

Google Ads API Integration - Design Documentation
Successifier SAMA 2.0

Overview

Successifier uses the Google Ads API to automate campaign optimization, bid management, and performance reporting for our B2B SaaS marketing campaigns.

Use Cases

1. Campaign Performance Monitoring

- Fetch campaign metrics (impressions, clicks, conversions, cost)
- Track keyword performance
- Monitor search terms report
- Generate automated performance reports

2. Automated Bid Optimization

- Analyze keyword performance data
- Adjust bids based on conversion rates and ROI
- Pause underperforming keywords
- Scale winning campaigns

3. Negative Keyword Harvesting

- Identify irrelevant search terms
- Automatically add negative keywords
- Reduce wasted ad spend

API Endpoints Used

Google Ads API v16 REST

- `POST /v16/customers/{customer_id}/googleAds:search`
 - Query: Campaign performance metrics
 - Query: Keyword performance data
 - Query: Search terms report

Authentication

- OAuth 2.0 with refresh token
- Developer Token: V_i20RKX8nf24iKvbpXt9A
- Customer ID: 283-865-0186

Data Flow

1. **Scheduled Jobs** (daily)
 - Fetch campaign data via Google Ads API
 - Store metrics in Supabase database
 - Analyze performance trends
2. **Optimization Engine**
 - AI-powered recommendations using Claude
 - Automated bid adjustments (with approval thresholds)
 - Negative keyword suggestions
3. **Reporting**
 - Daily performance summaries
 - Weekly optimization reports
 - ROI tracking

Security & Privacy

- All API credentials stored securely in environment variables
- OAuth 2.0 refresh tokens encrypted at rest
- No customer data shared with third parties
- API access limited to internal employees only
- Audit logs for all API calls

Technical Stack

- **Backend:** Python 3.11 + FastAPI
- **Database:** Supabase (PostgreSQL)
- **AI:** Anthropic Claude
- **Deployment:** Vercel Serverless
- **API Client:** httpx (async)

Compliance

- GDPR compliant data handling
- Google Ads API Terms of Service adherence
- Internal use only - no reselling of data or services

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