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# 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
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- 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

Contact: rc@successifier.com
Website: <https://successifier.com>
Date: February 2026