**Company Name**: company

**Business Model:** My company operates an e-commerce store to sell widgets online. We have several different websites for selling widgets (www.example1.com, www.example2.com, www.example3.com), all of which are owned by my company. We only advertise for websites we own and don’t manage ads for anyone else.

**Tool Access/Use:** The tool which our company will use is Google Ads itself. Google Ads API tool is going to be used by employees and ad managers within my company to view and generate reports on ad performance. We are trying to automate the reports with python programming to generate CSV, Excel reports for download. We will send these reports generated by our program to our clients, who works at our company.

We will develop a python script that to sync the google ads API to our inventory.

**Tool Design**: For the reporting aspect of using this Goods Ads API tool, we will pull metrics from the Google Ads API into our MS SQL database. The program which we implement will access the UI of Google Ads API to pull the reports into the MS SQL database. Users will execute the script to retrieve the ad reports.

My internal MS SQL database will sync with the python scripts to connect with Google Ads API to retrieve the ads data.

**API Services Called**:

* Manage ads in ad group via the [AdGroupAdService](https://developers.google.com/google-ads/api/reference/rpc/v7/AdGroupAdService)
* Retrieving Ad performance report, Campaign performance report, etc via the Campaign, ad\_group\_ad, etc.
* Pull account performance reports from the API using the [Customer](https://developers.google.com/google-ads/api/fields/v7/customer) resource

**Tool Mockups**: Here is a mockup of what our company’s working with Google Ads API tool will look like:

Campaign Performance

Company.com

Google Ads Campaign Performance

**Impressions**

101,120

**Clicks**

5,430

**Conversions**

492

**Cost**

$1.038

Click for Campaign-Level Performance

October 2020