Company Name: MASGOLF

Business Model: MASGOLF is a golf club fitting and sales company.
We generate customer leads through online funnel pages and increase conversion rates through targeted marketing with Google Ads.
We reach target customers with golf equipment related keywords to encourage test drive bookings and inquiries.

Tool Access/Use: Tool Access/Use: MASGOLF employees use this tool to monitor Google Ads campaign performance and generate reports. We provide real-time performance monitoring through internal dashboard and PDF report generation functionality.
Includes campaign performance analysis, keyword planning, and budget management features.

Tool Design: We pull data from Google Ads API and store it in our internal database,
allowing real-time performance monitoring through web dashboard.
Provides campaign management, keyword planning, and performance analysis features.
Multi-account (MCC) management functionality to integrate management of Gwanggyo Golf, MASGOLF2, and Singsing Golf accounts.

API Services Called:
- Campaign Management API (campaign creation and management)
- Reporting API (performance report generation)
- Keyword Planning API (keyword planning services)
- Account Management API (account management)
- Customer Service API (customer data management)

Tool Mockups: Here is a mockup of what our company's API tool will look like:
- - MASGOLF Admin Dashboard (currently operational dashboard)
- - Campaign-specific KPI monitoring (views, phone clicks, conversion rate)
- - Conversion funnel analysis (page visits → quiz participation → phone inquiries → reservations)
- - Hourly activity graphs and real-time performance tracking
- - Multi-campaign management interface with comparison mode
- - Premium dashboard with advanced analytics features

캠페인별 KPI 대시보드

📅 2025년 07 칼페인 ⌄   비교 모드

2025년 07 칼페인
2025-07-01 ~ 2025-07-31

진행중

총 조회수	고유 방문자	전화 클릭	전환율
1,234 👥	**0** ∿	**45** 📞	**0%** ◎
↑ 12%	↑ 8%	↓ 5%	↑ 15%