

Creating a Migration Plan

Google Ads API Migration Workshops - 2021



Sasha Friedenberg, Developer Relations Engineer

Presenter

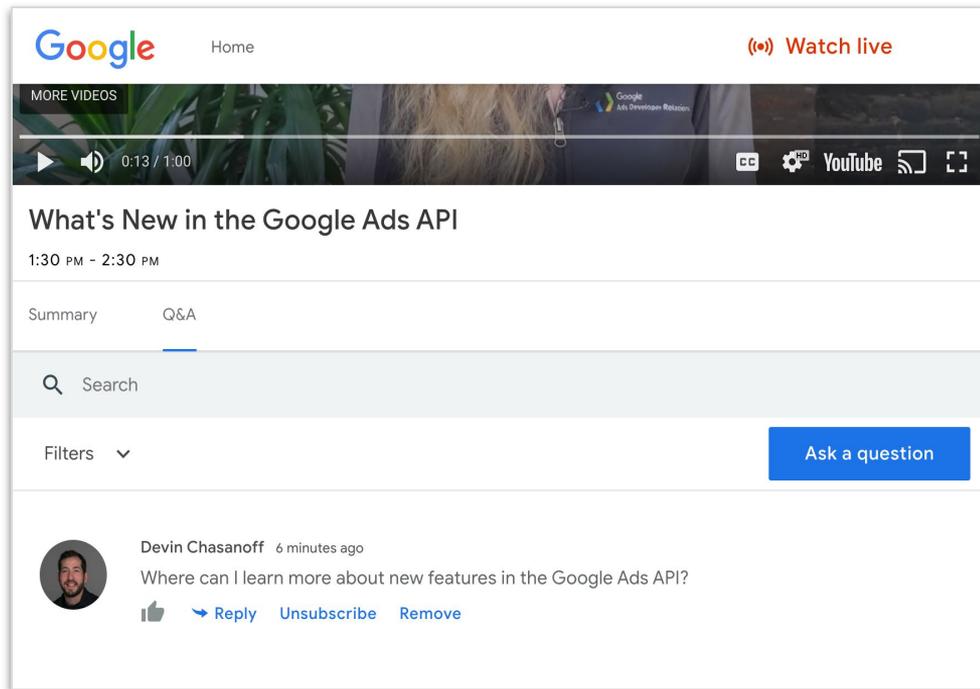


Sasha Friedenberg
Developer Relations Engineer

A blue rounded rectangular callout box containing a circular profile picture of a man with short brown hair and a beard, smiling. To the right of the photo, the name 'Sasha Friedenberg' is written in bold white text, and below it, the title 'Developer Relations Engineer' is written in a smaller, italicized white font.

We're here to help!

- Q&A forum located below the video
- Our team is standing by to help answer your questions
- Submit questions at anytime
- Upvote interesting questions



The screenshot shows a YouTube video player interface. At the top, the Google logo is on the left, 'Home' is in the center, and a red 'Watch live' button is on the right. Below the logo is a 'MORE VIDEOS' section with a video thumbnail. The video player shows a play button, a volume icon, and a progress bar at 0:13 / 1:00. To the right of the video are icons for closed captions, settings, YouTube, and full screen. Below the video player, the title 'What's New in the Google Ads API' is displayed, followed by the time '1:30 PM - 2:30 PM'. There are two tabs: 'Summary' and 'Q&A', with 'Q&A' being the active tab. Below the tabs is a search bar with a magnifying glass icon and the text 'Search'. To the left of the search bar is a 'Filters' dropdown menu. To the right is a blue button labeled 'Ask a question'. Below the search bar, there is a Q&A entry from 'Devin Chasanoff' posted '6 minutes ago'. The question is 'Where can I learn more about new features in the Google Ads API?'. Below the question are icons for a thumbs up, a reply arrow, and links for 'Reply', 'Unsubscribe', and 'Remove'.

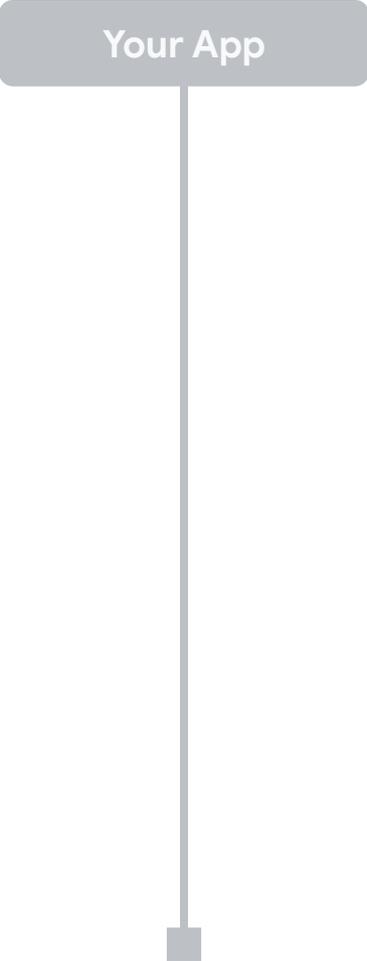


Agenda

- Simultaneous AdWords & Google Ads API access
- Example migration timeline
- Defining the phases of migration
 - Goals & dependencies
 - Decisions & strategies
- How to create a migration plan
- Resources

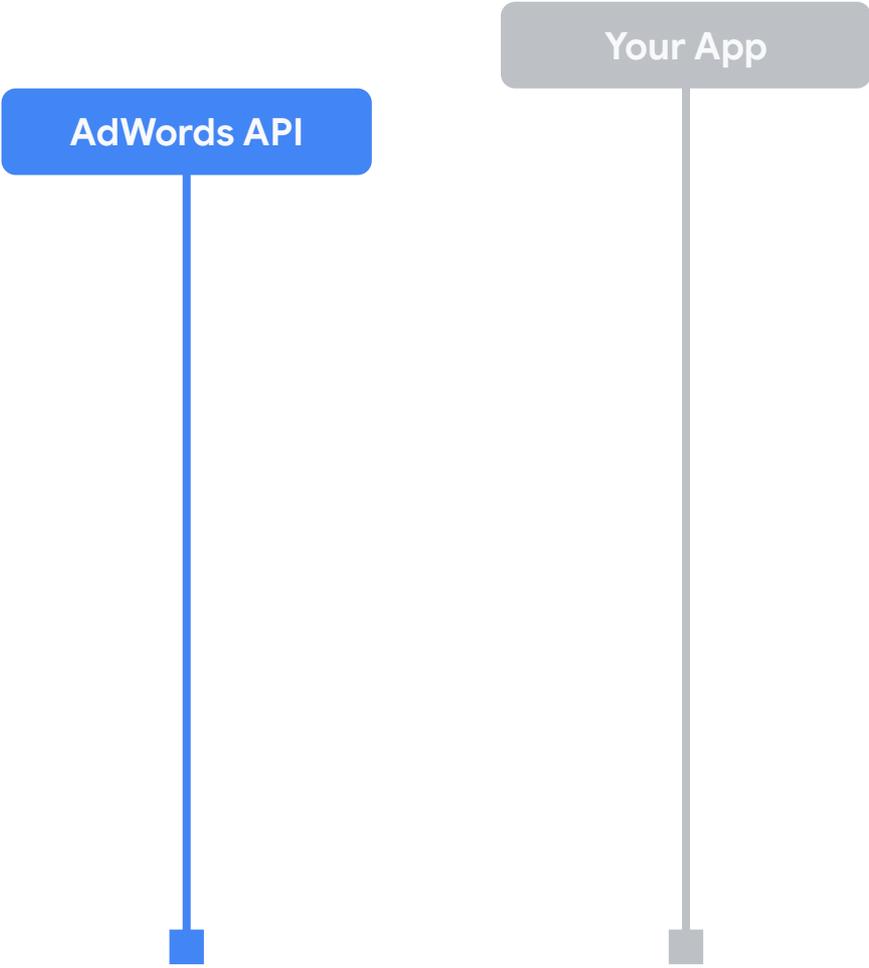


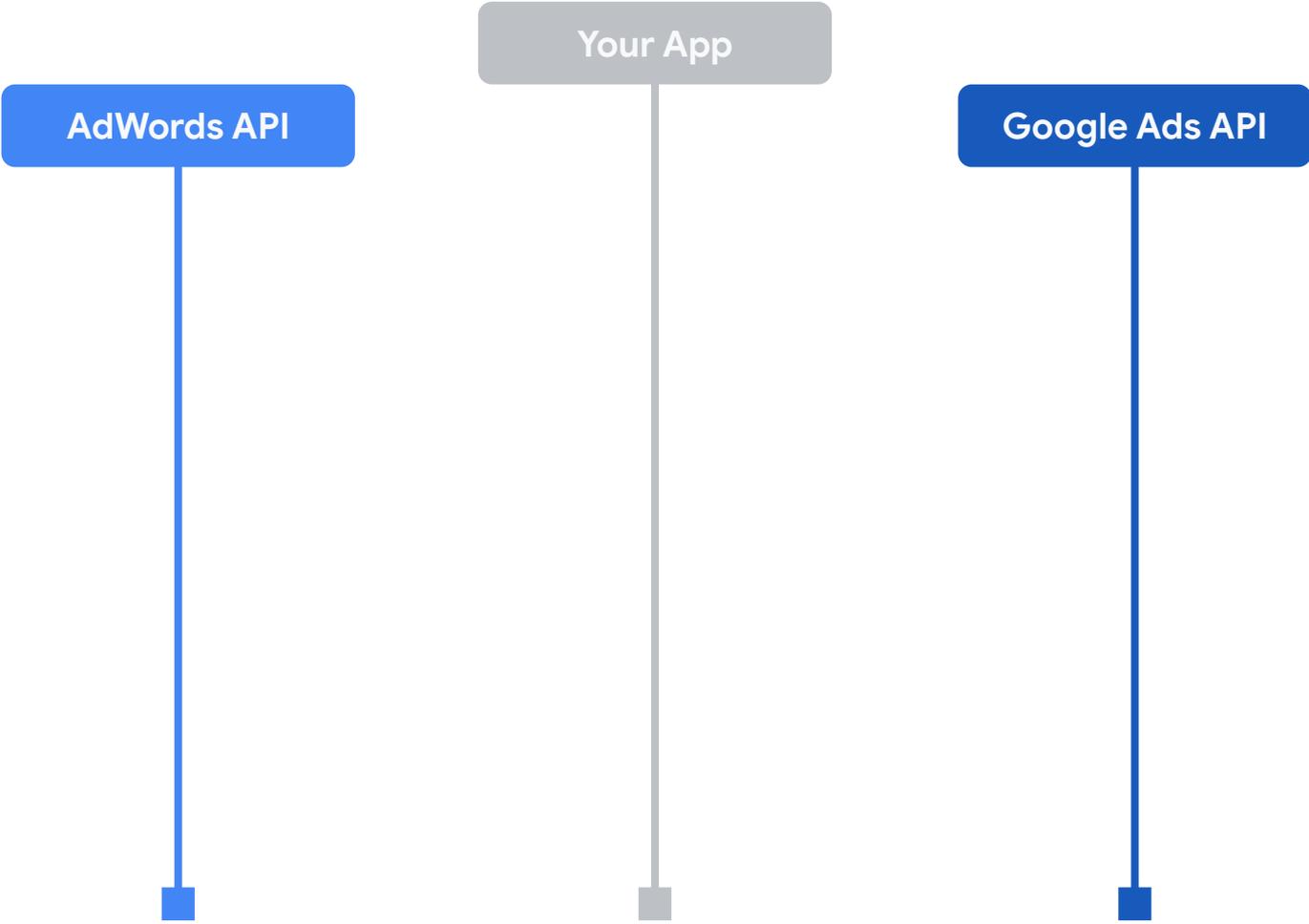
Simultaneous AdWords & Google Ads API Access

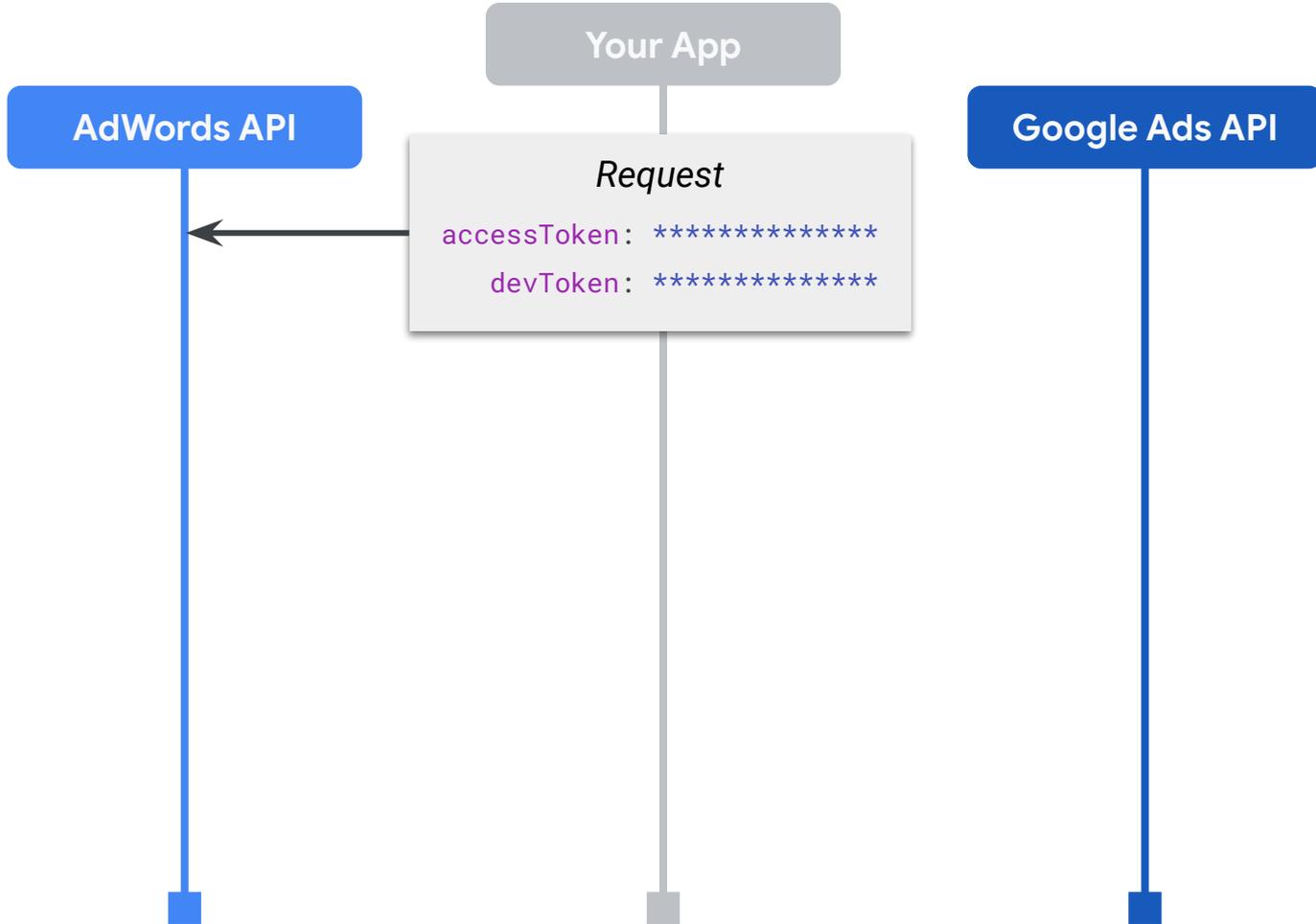


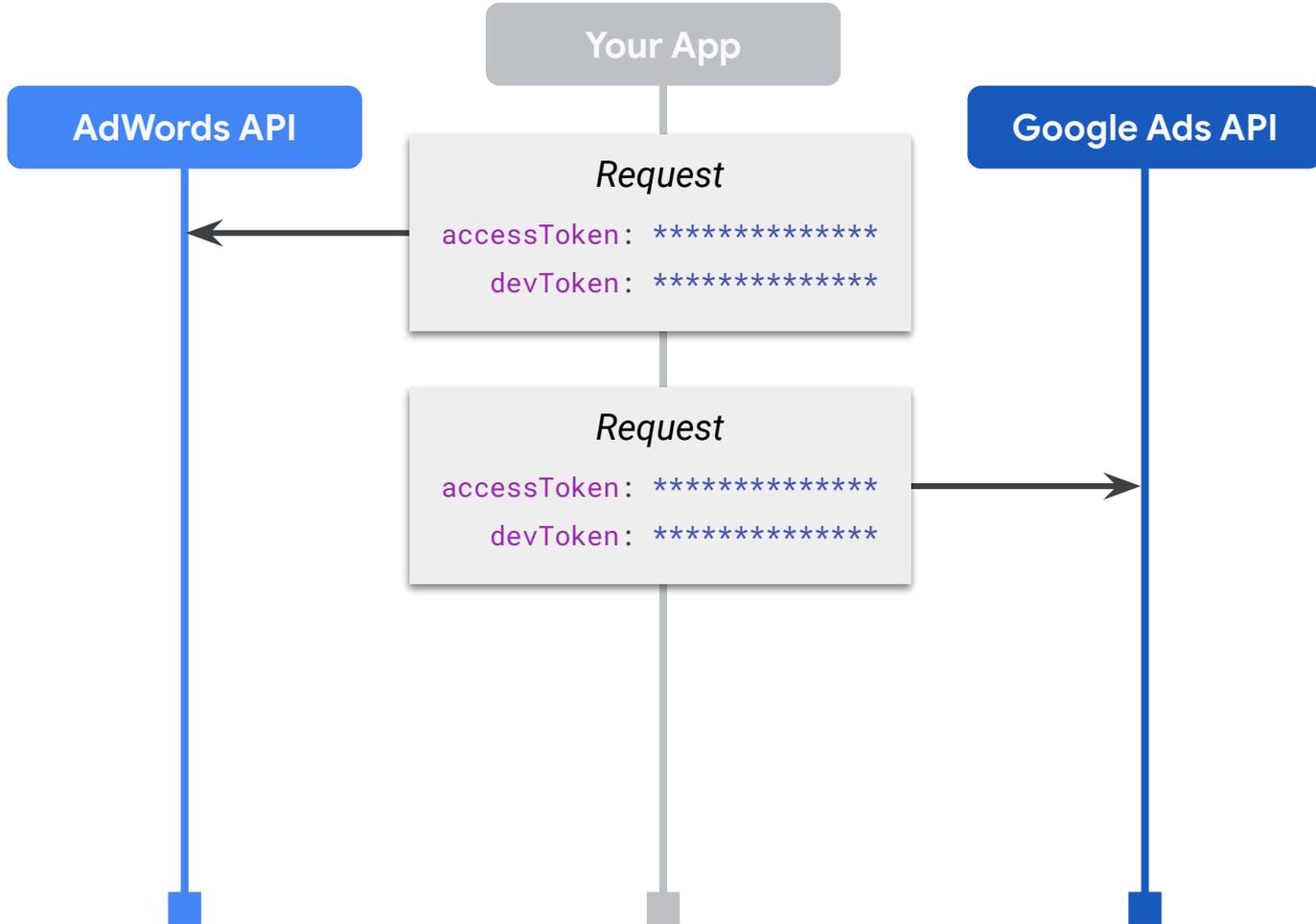
Your App

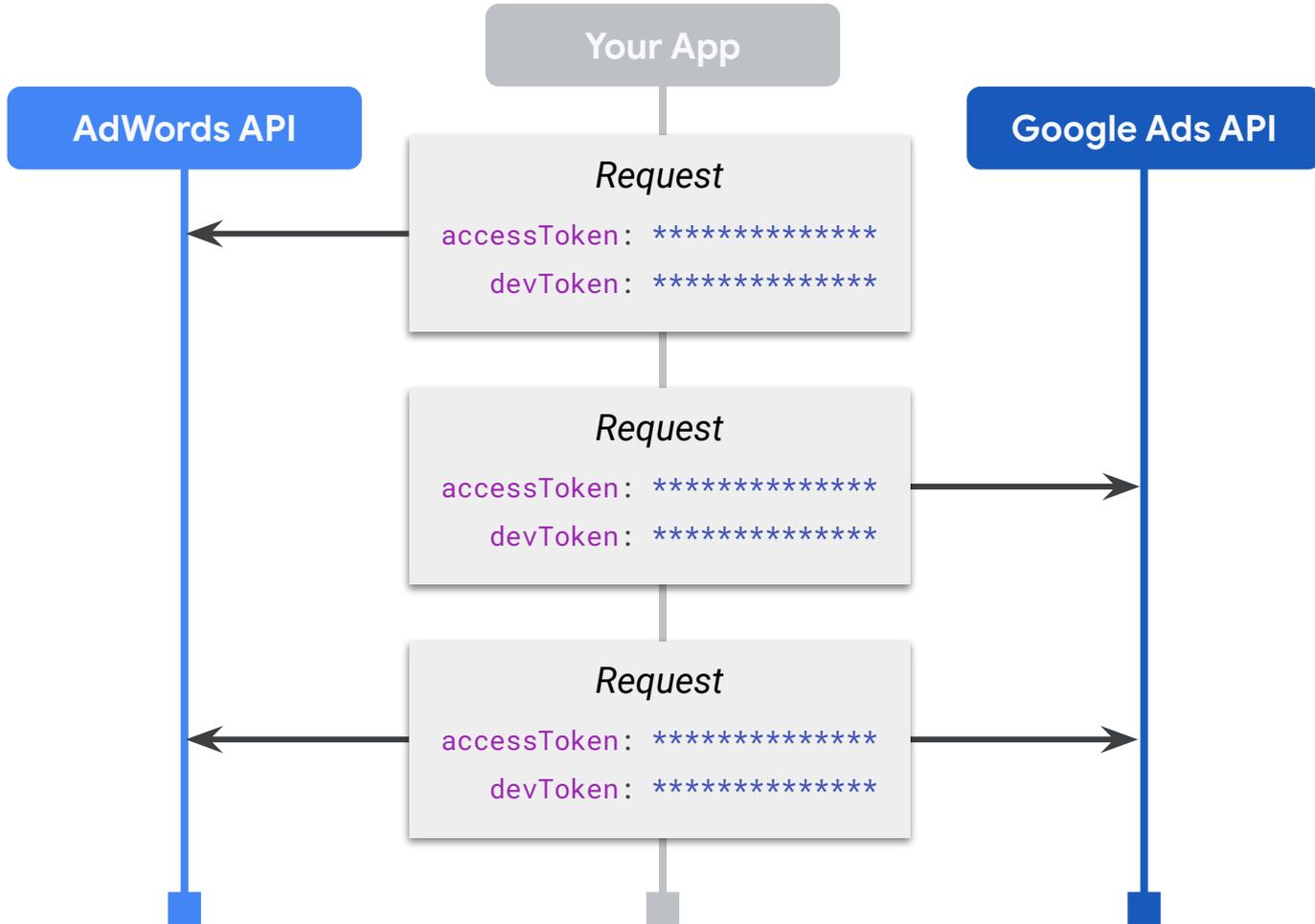
A diagram consisting of a grey rounded rectangular box at the top containing the text 'Your App'. A vertical grey line extends downwards from the bottom center of this box to a small grey square icon at the bottom center of the page.

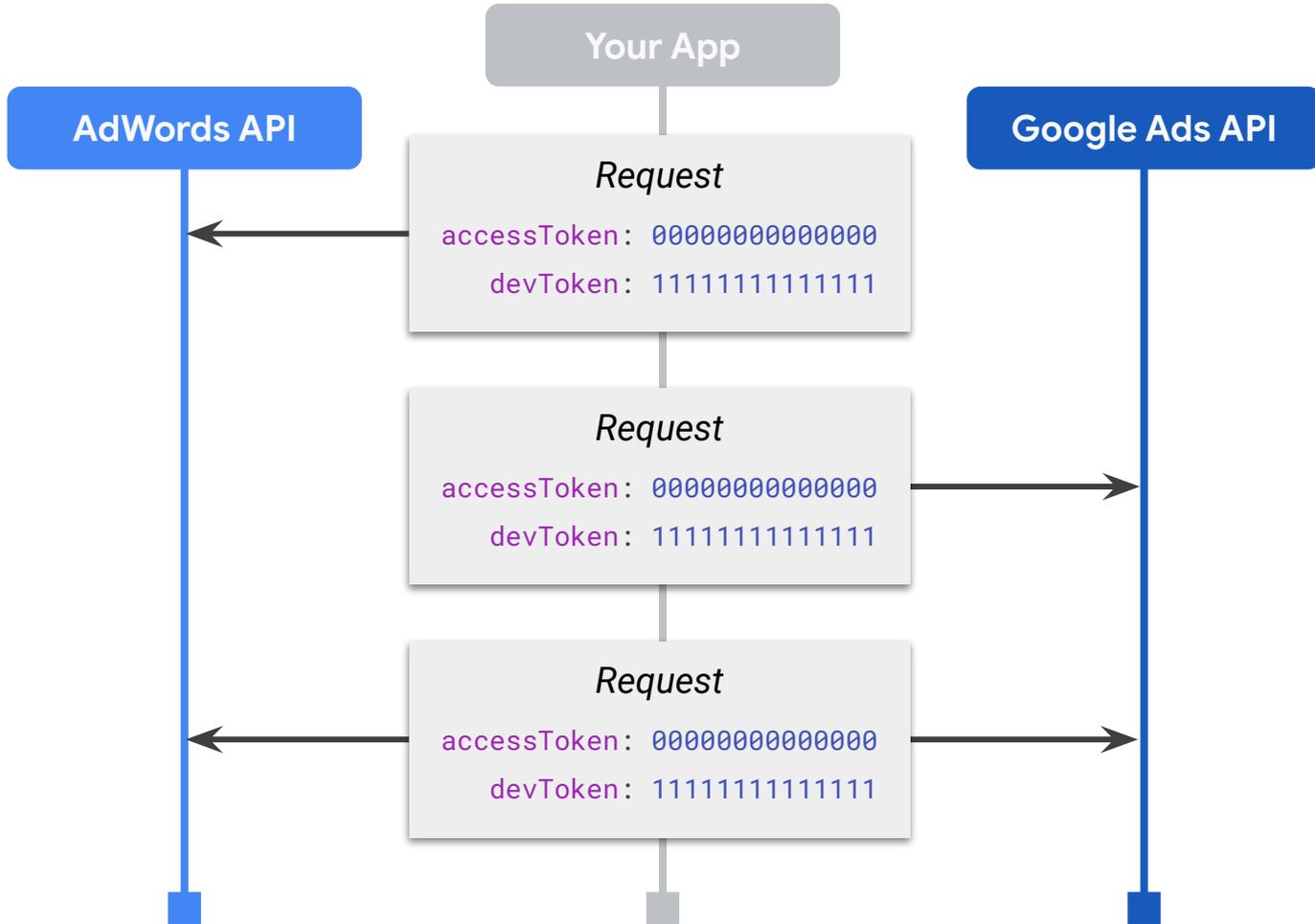


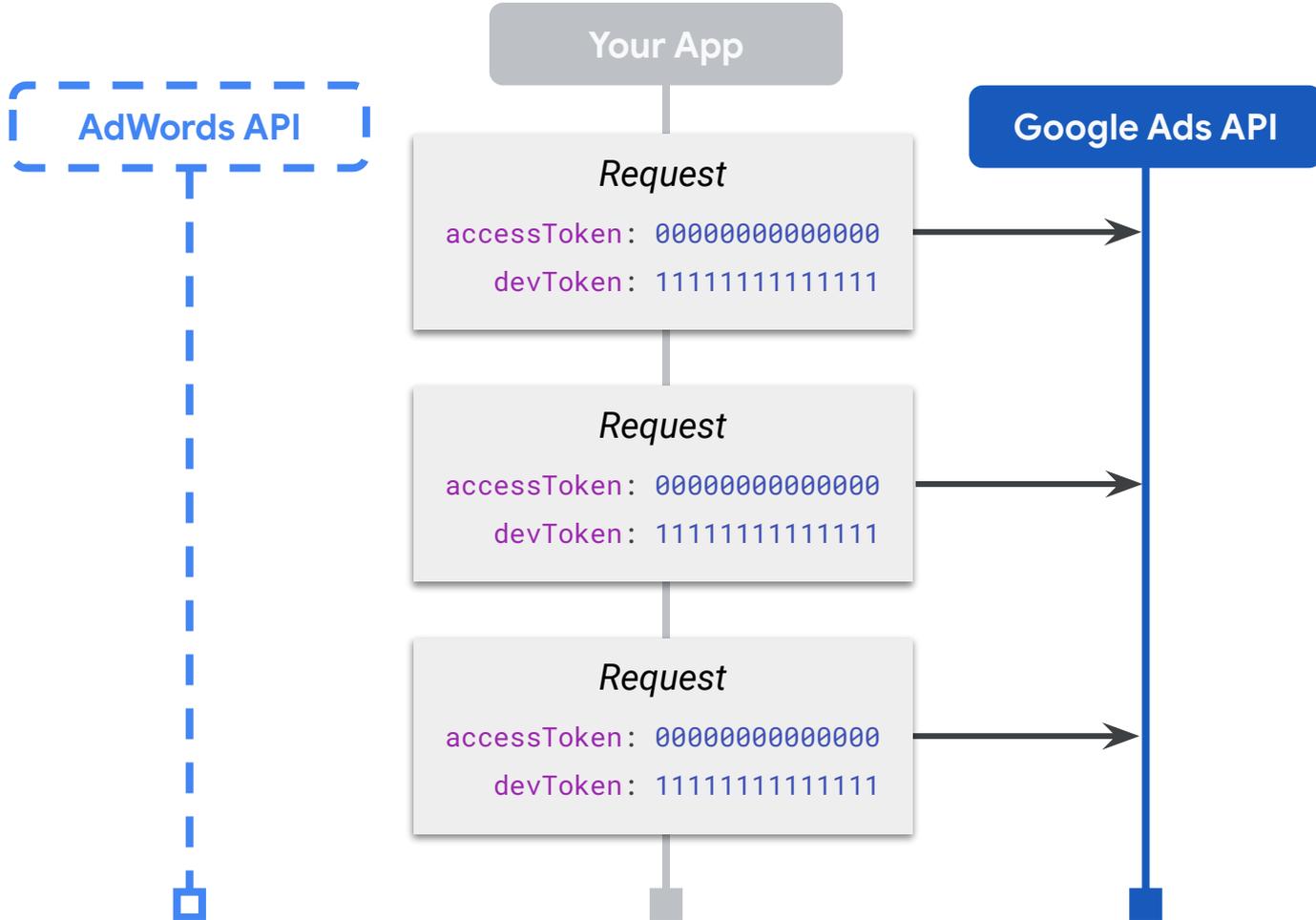




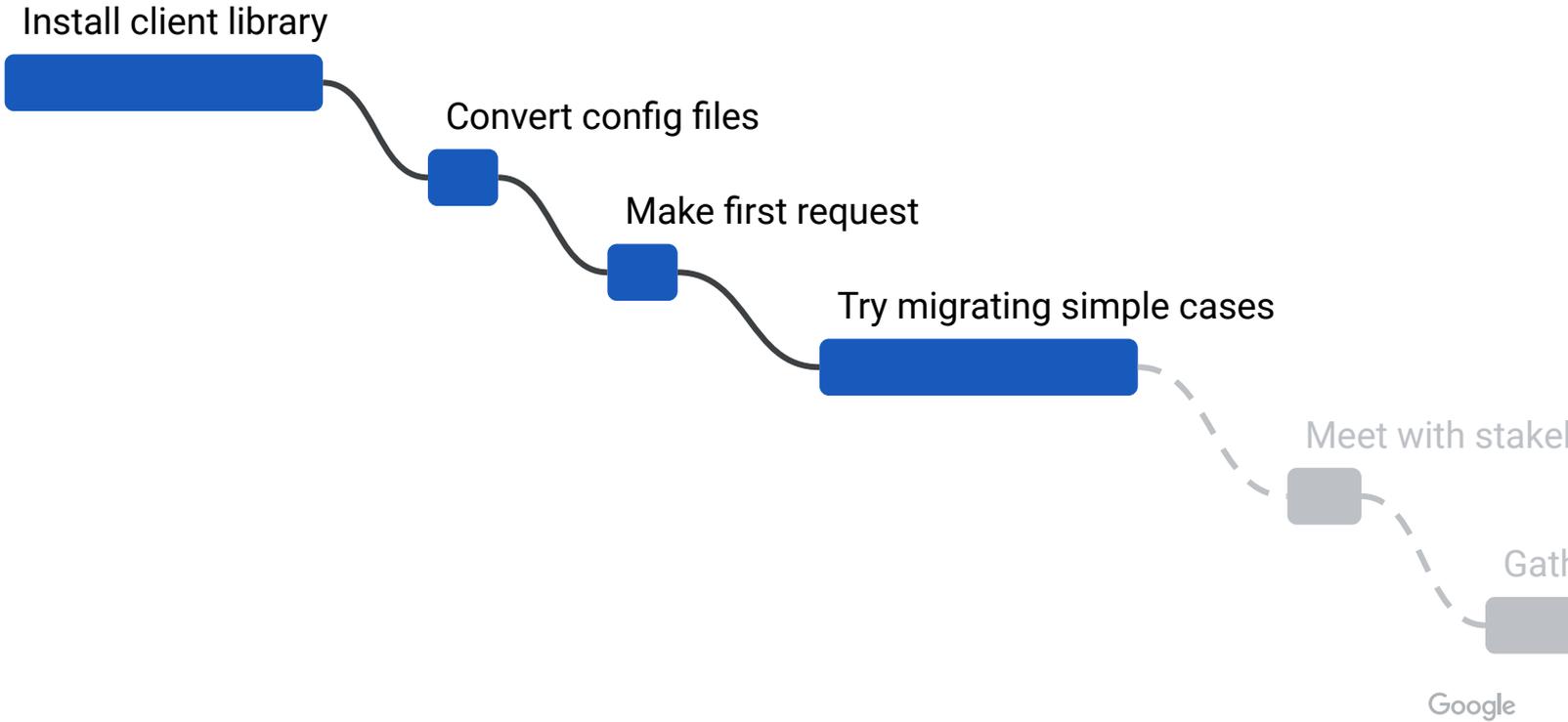








Example Migration Timeline



Try migrating simple cases

Meet with stakeholders

Gather data

Meet with stakeholders

Code

Meet with stakeholders



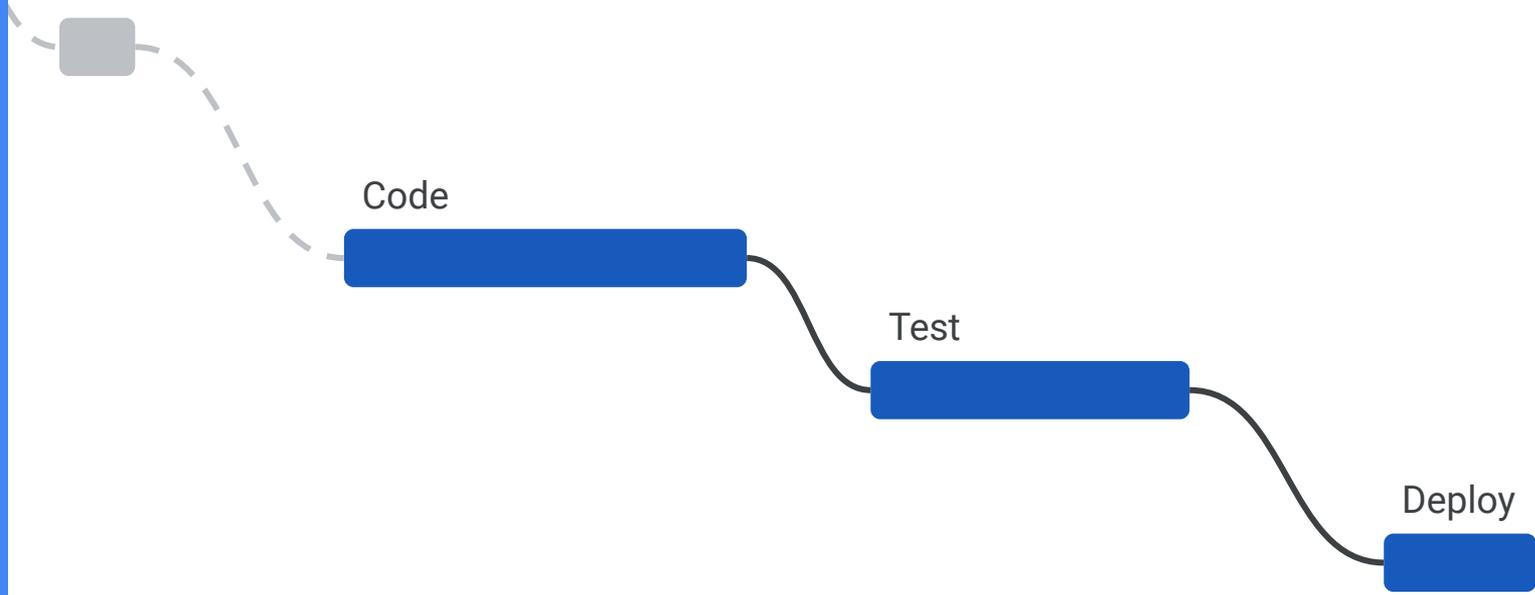
Code

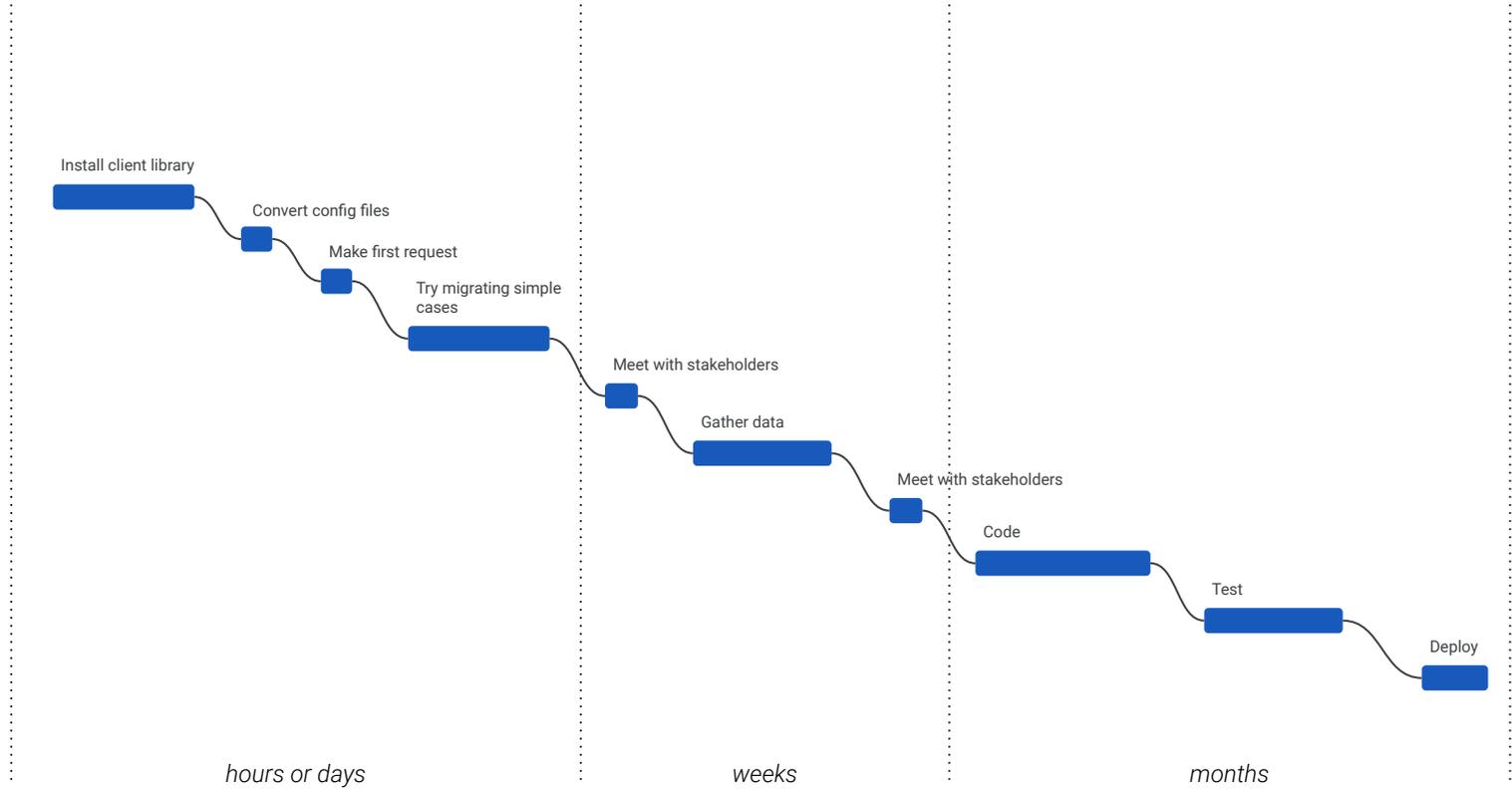


Test



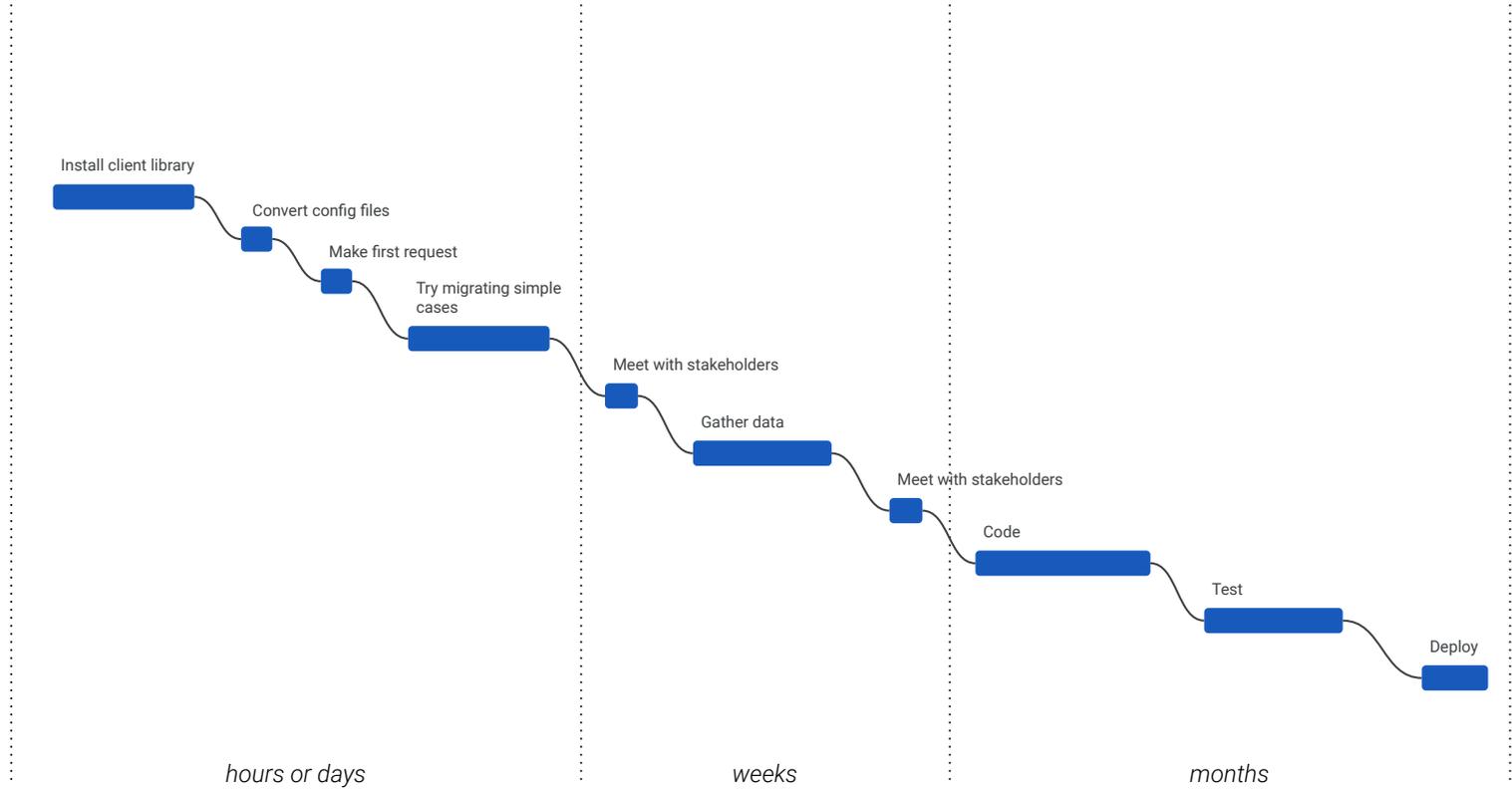
Deploy



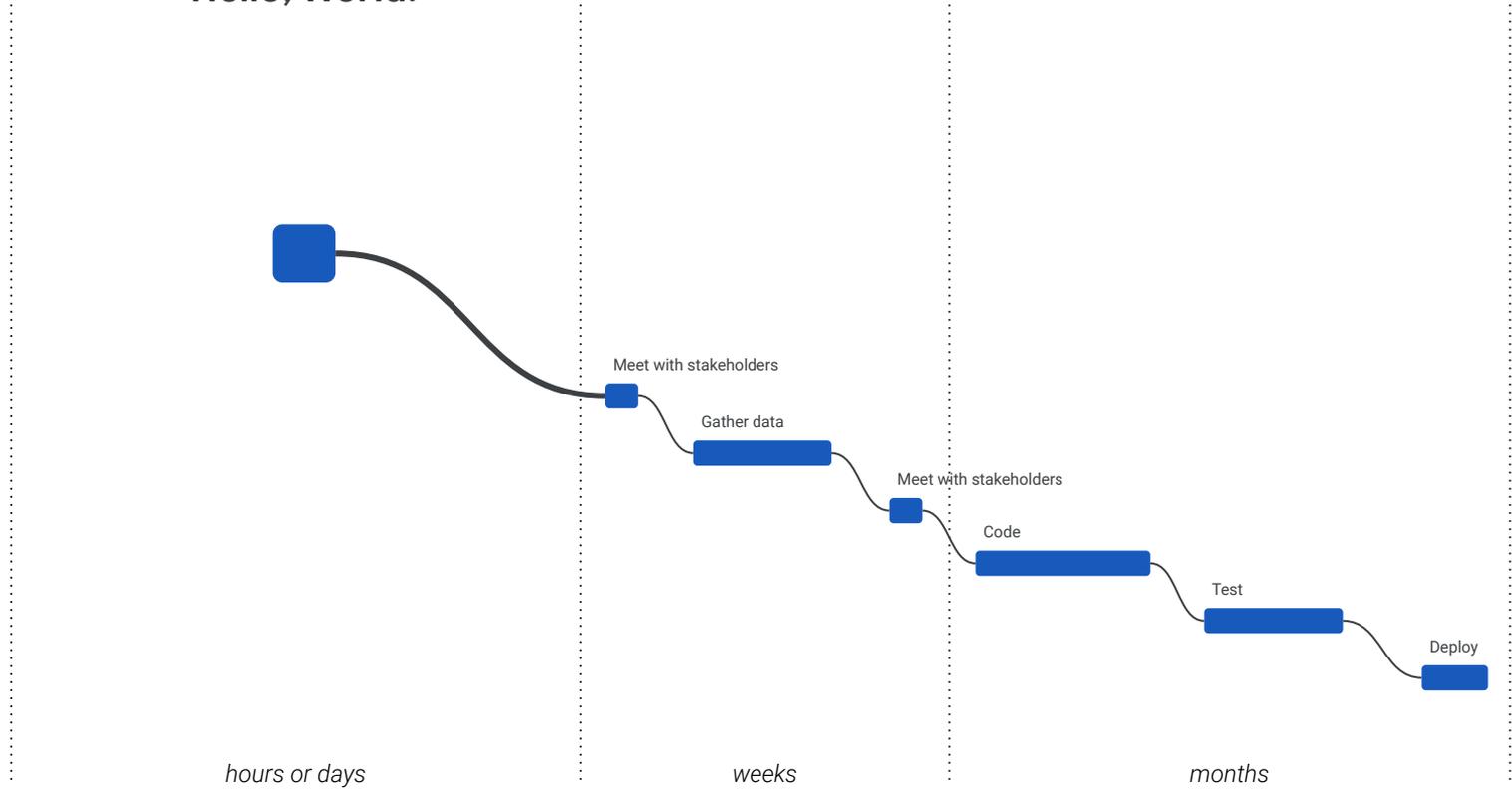


*not to scale

Defining the Phases of Migration



Hello, World!



Hello, World!

Plan & Prepare



Code



Test



Deploy



hours or days

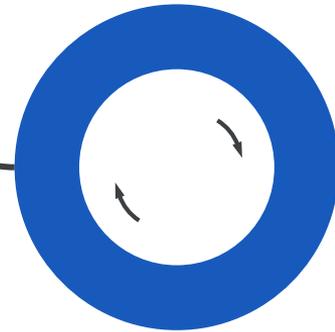
weeks

months

Hello, World!

Plan & Prepare

Code & Rollout



hours or days

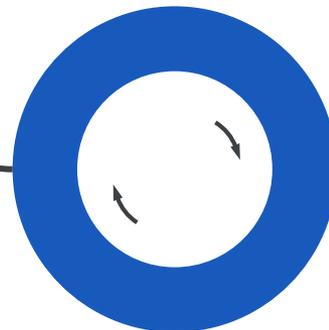
weeks

months

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Plan & Prepare

Code & Rollout



hours or days

weeks

months

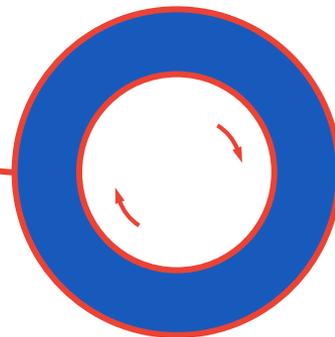


April, 2022

Hello, World!

Plan & Prepare

Code & Rollout



hours or days

weeks

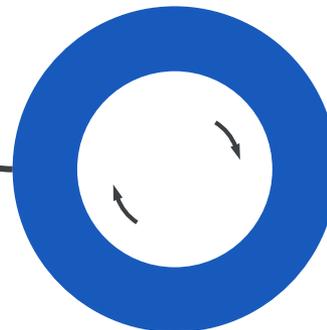
months

April, 2022

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Plan & Prepare

Code & Rollout



hours or days

weeks

months



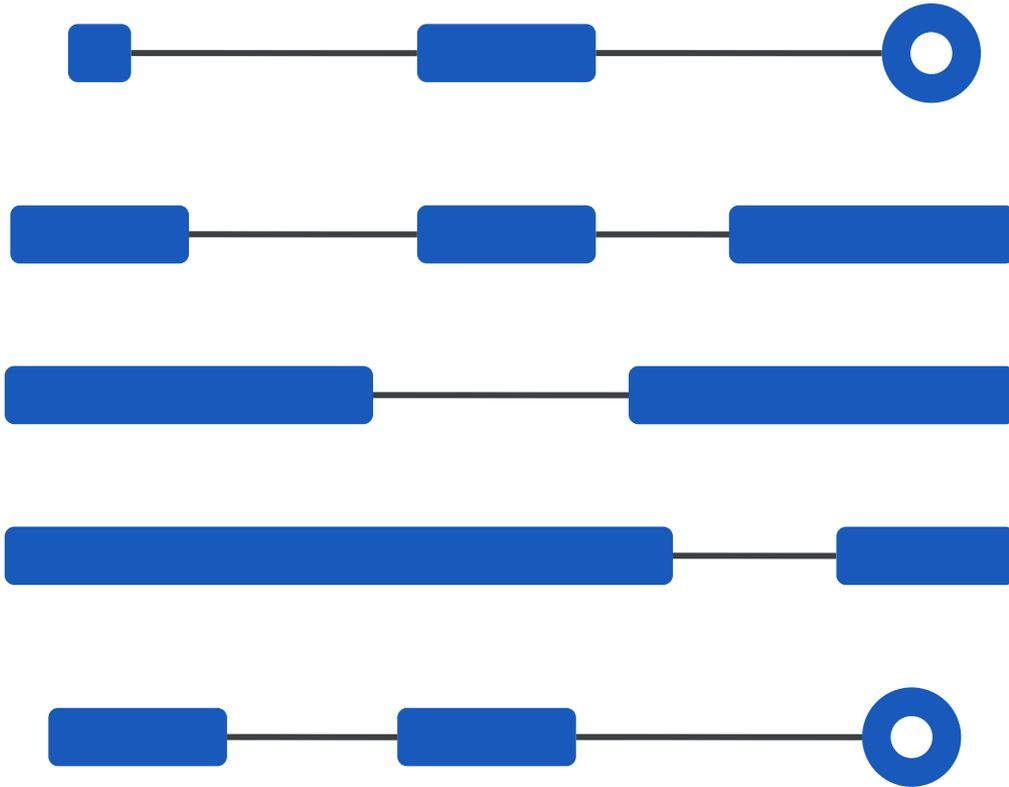
April, 2022

Hello, World!

Plan & Prepare

Code & Rollout





Hello, World!

Plan & Prepare

Code & Rollout



Goals & Dependencies

Hello, World!

Plan & Prepare

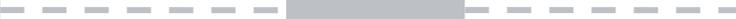
Code & Rollout



Hello, World!

Plan & Prepare

Code & Rollout



Hello, World!

Plan & Prepare

Code & Rollout



Goals

- Complete a stable migration by *April, 2022*

Stretch Goals

- Deprecate AdWords code



Goals

- Complete a stable migration by *April, 2022*

Stretch Goals

- Deprecate AdWords code



Dependencies

- Ability to issue Google Ads API requests
- Infrastructure for rollout and moving traffic
- Engineers with assigned and scoped work
- Monitoring and alerting

Goals

- Complete a stable migration by *April, 2022*

Stretch Goals

- Deprecate AdWords code

Hello, World!

Plan & Prepare

Code & Rollout



Hello, World!

Plan & Prepare

Code & Rollout

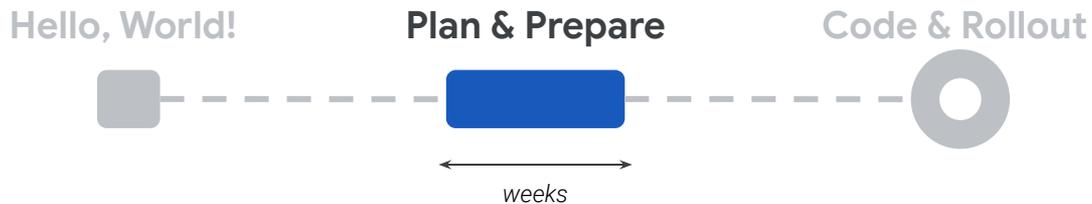


Goals

- Create a timeline of features to migrate and assignments
- Define fork point and rollout strategy
- Setup monitoring, experimentation, and analysis tools

Stretch Goals

- Integrate static analysis and linters
- Inventory test coverage



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Stretch Goals

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Dependencies

- Work unit estimates
- Identified technical challenges
- Business stakeholder buy-in
- Product priorities

Goals

- Create a timeline of features to migrate and assignments
- Define fork point and rollout strategy
- Setup monitoring, experimentation, and

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Code & Rollout



Goal

- Run an ad-hoc request
- Gather data

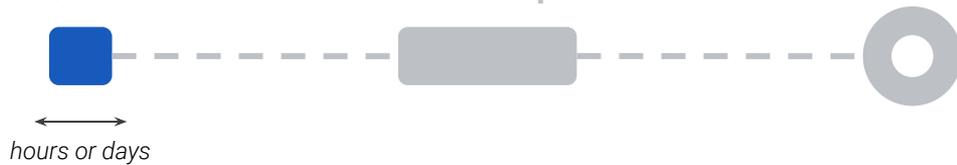
Stretch Goal

- Migrate a small or easy feature

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Code & Rollout



Goal

- Run an ad-hoc request
- Gather data

Stretch Goal

- Migrate a small or easy feature

Decisions & Strategies

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Plan & Prepare

Code & Rollout



Strategies

- *Learning tests*
- Low-hanging fruit
- *Spike sprint or exploratory programming*

Decisions

- What feature or service can you quickly and safely migrate?

Learning Tests

- Written against third-party code
- Confirm expected behavior of API
- Get a feel for API
- Can be used beyond migration!
 - Identify changes between API versions that you rely on
- Learn more in various computer science books (Google them)

Spike Sprint or Exploratory Programming

- Narrow timebox
- Narrow scope
 - One question to answer
- Ensure broad visibility
- Transparently documented
 - Share all findings, both positive and negative
- Use to plan next steps

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Plan & Prepare

Code & Rollout



Strategies

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Strategies

- Tier 1 & Tier 2
- Parallelization and independent work units
- Critical path

Decisions

- Rollout strategy
- Select a good fork point
- Combining new product development with Google Ads API migration

Tier 1 & Tier 2

- Tier 1: functionality your app cannot live without
- Tier 2: everything else
- Work with business & product to define
- Use business metrics
- Defining these guides planning and risk management

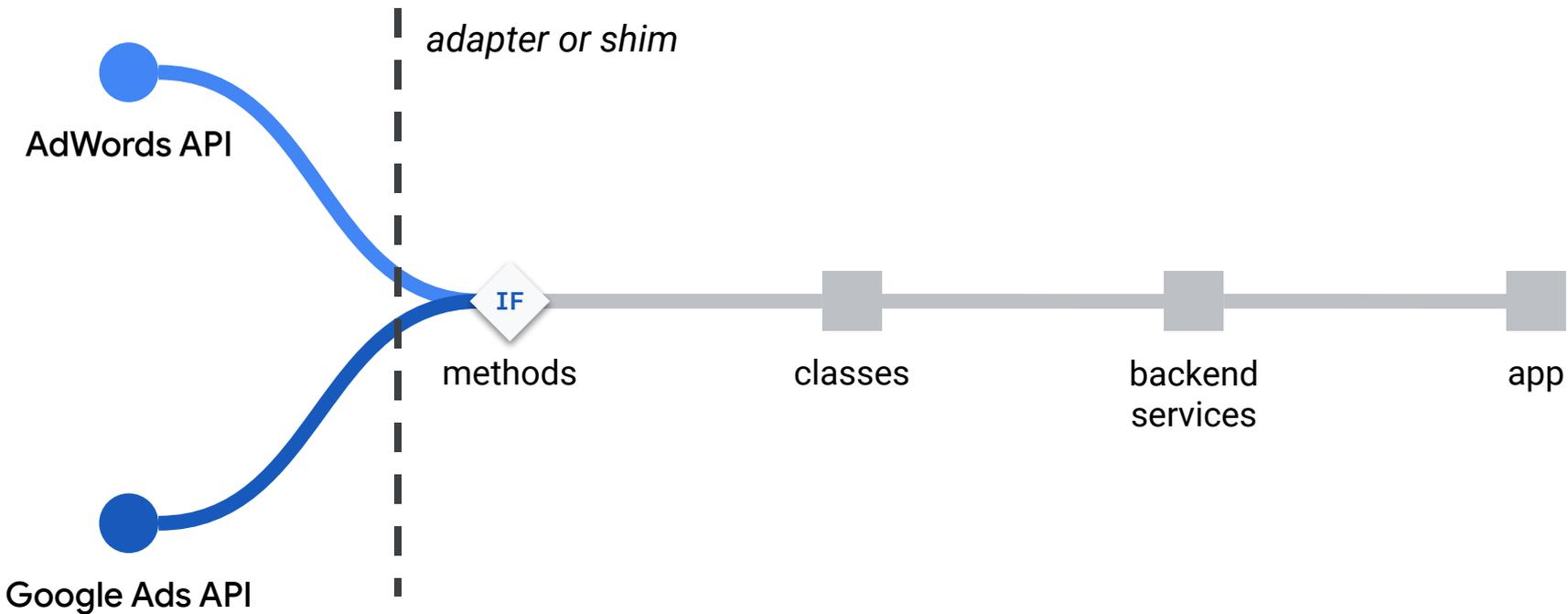
Rollout Strategy

- CI/CD (Agile) or Waterfall?
- By
 - User
 - Host
 - Service or feature
 - Report

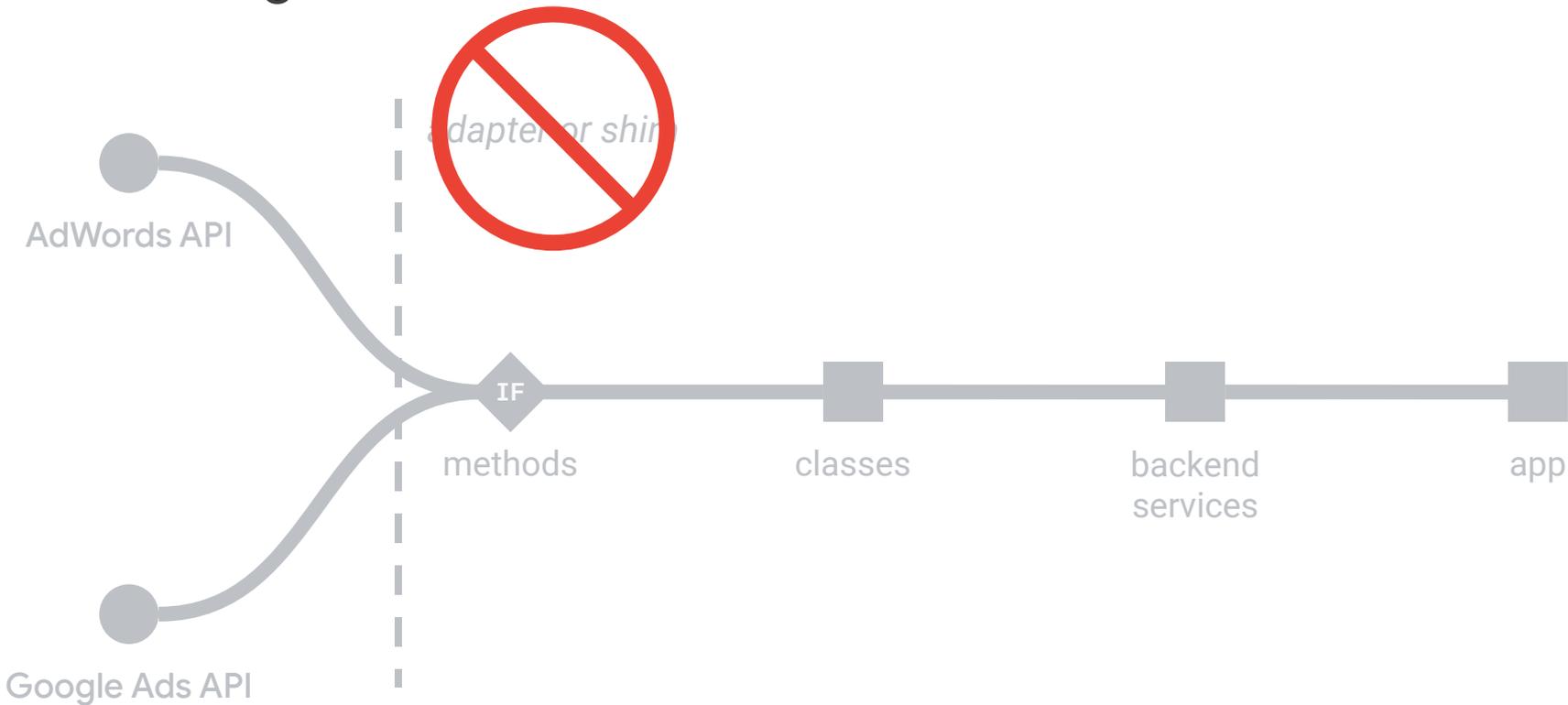
Selecting a Fork Point



Selecting a Fork Point

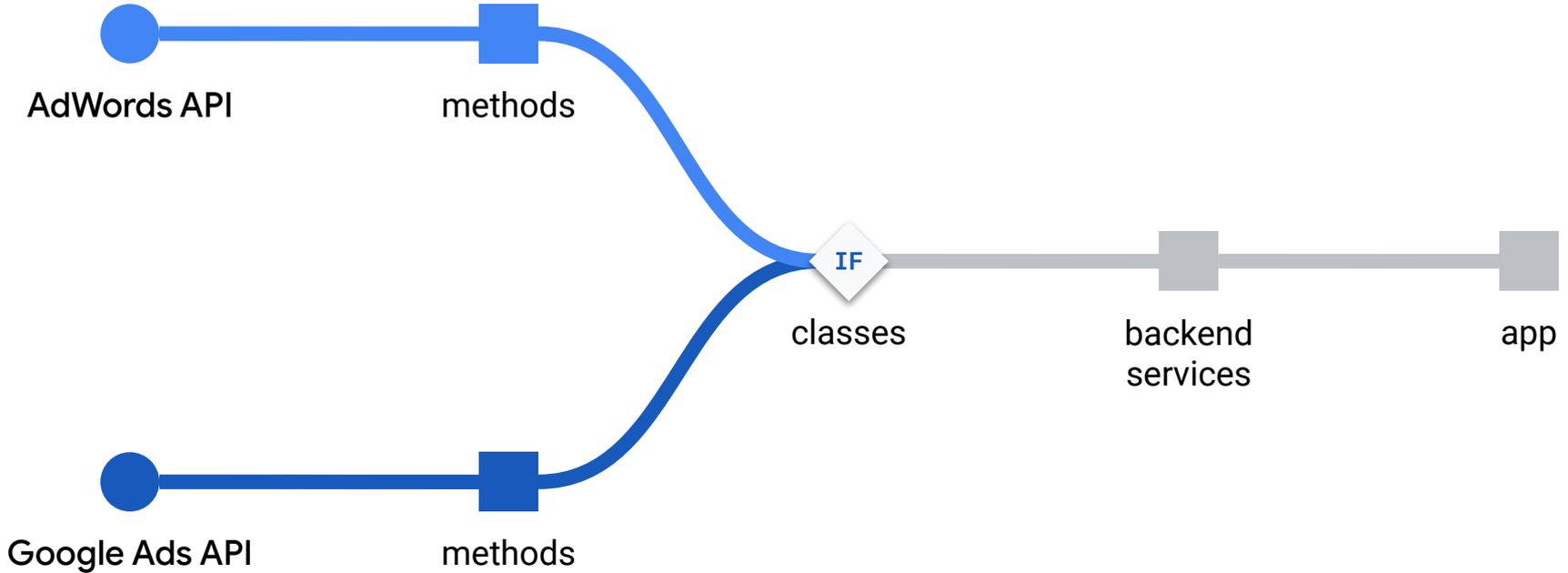


Selecting a Fork Point

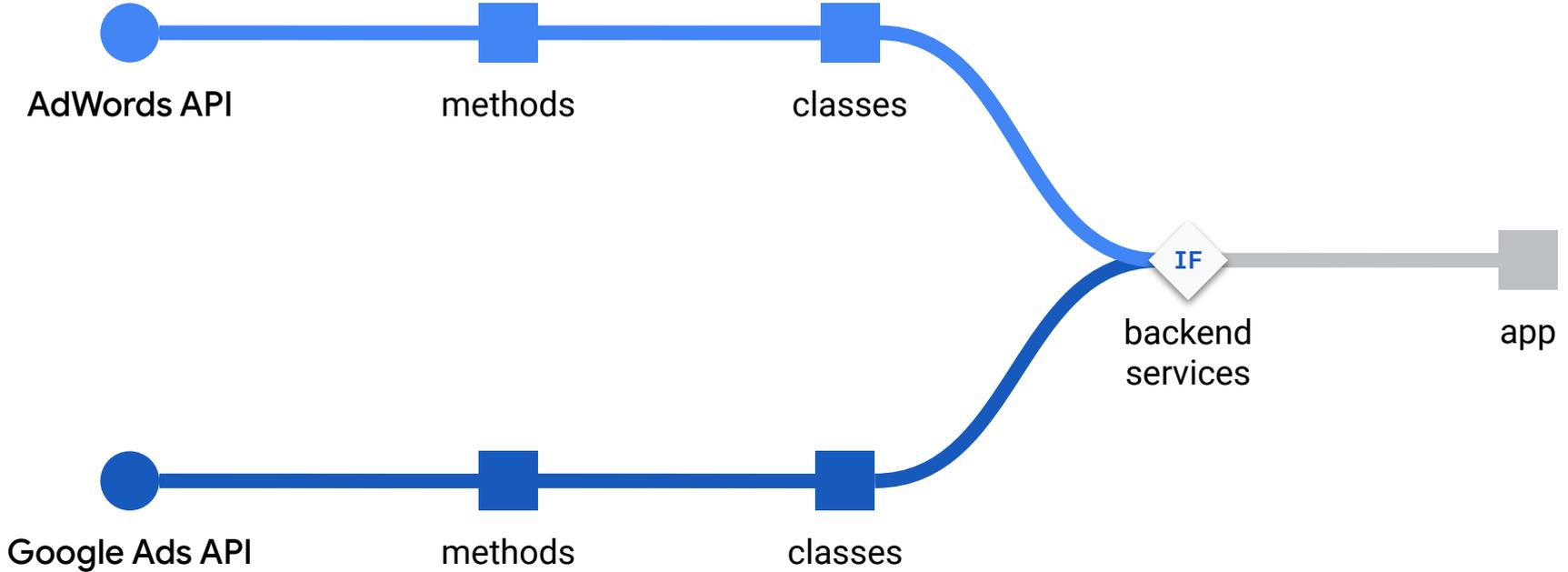


<https://developers.google.com/google-ads/api/docs/migration/shim>

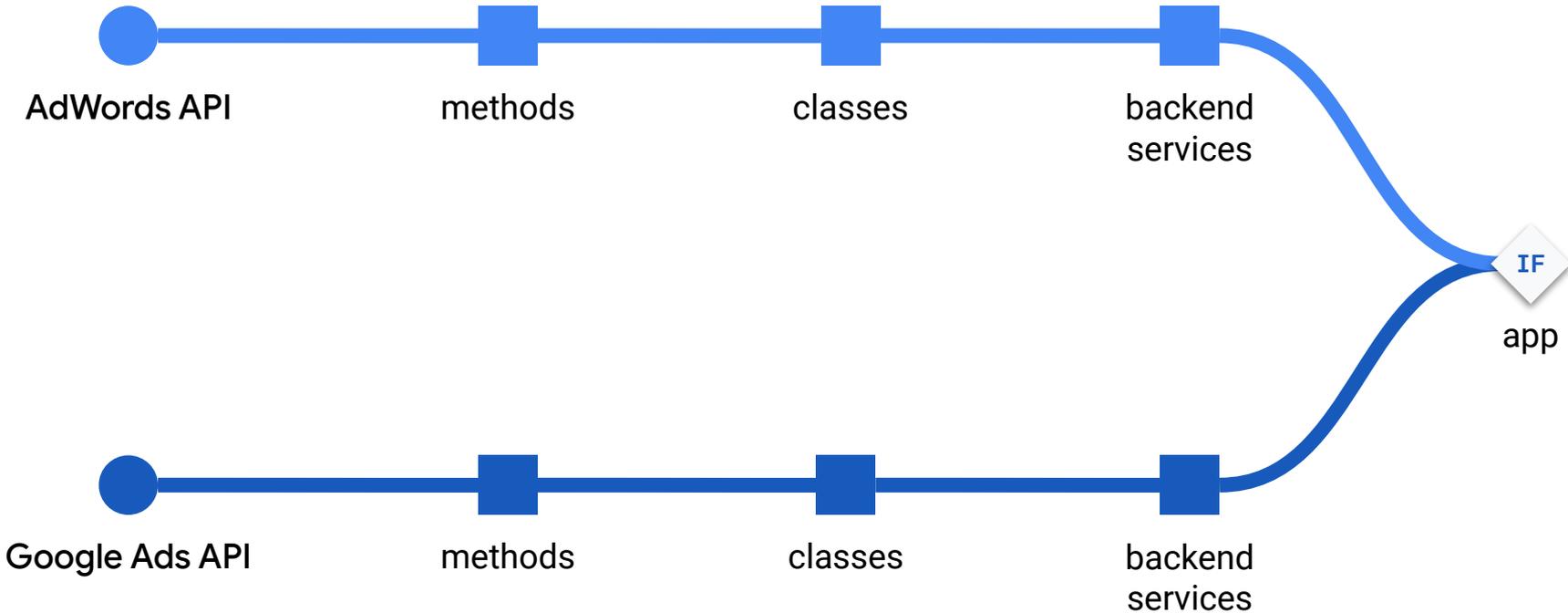
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Selecting a Fork Point



Selecting a Fork Point





Strategies

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Decisions

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Hello, World!

Plan & Prepare

Code & Rollout



Strategies

- Observability: metrics, logs, errors, & monitoring
 - *A/A tests*
- Gamedays

Observability

- Instrumentation for tracking
 - Errors
 - Events
 - Traffic
- A/A tests
 - Confirm experimental bucketing
 - No “experimental treatment”
 - Use this with fork points

Gamedays

- Dedicated time for testing deployments or system failures
- Communicated internally
- Run a controlled deployment to confirm system behavior
- Test assumptions and failure modes
- “War room”

Hello, World!

Plan & Prepare

Code & Rollout



Strategies

- Observability: metrics, logs, errors, & monitoring
 - *A/A tests*
- Gamedays

**Rollout quickly, incrementally,
observably, and reversibly**

Rollout **quickly**, incrementally, observably, and reversibly

Ship your code soon after writing it.

Rollout quickly, **incrementally**, observably, and reversibly

Ship your code in small atomic chunks.

Rollout quickly, incrementally, **observably**, and reversibly

Make it easy to identify when a deploy goes wrong.

Rollout quickly, incrementally, observably, and reversibly

Make it easy to reverse when a deploy goes wrong.

**Rollout quickly, incrementally,
observably, and reversibly**

How to Create a Migration Plan

How to Create a Migration Plan

- Start with a *Hello, World!*
- Define goals, strategies, and decisions
- Work backwards
- Involve product and business stakeholders
- Combine new product development with Google Ads API migration

Hello, World!



Today



April, 2022



Resources

Resources

Documentation, Guides, Links

Google Ads API Developer Site

<https://developers.google.com/google-ads/api/docs/start>

Migrating Planning Guide

<https://developers.google.com/google-ads/api/docs/migration/planning>

Feasibility of an AdWords API Translation Layer

<https://developers.google.com/google-ads/api/docs/migration/shim>

Deprecation Schedule

<https://developers.google.com/google-ads/api/docs/sunset-dates>

Getting Support

Google Ads Developer Blog

<https://ads-developers.googleblog.com>

Google Ads API Forum

<https://groups.google.com/forum/#!forum/adwords-api>

Dedicated Support

googleadsapi-support@google.com

Related Content

Migrating to the Google Ads API

<https://youtu.be/2QaNf-JGCGU>

Migrating to Google Cloud: Getting Started

<https://cloud.google.com/architecture/migration-to-gcp-getting-started>

Spike Sprint

[https://en.wikipedia.org/wiki/Spike_\(software_development\)](https://en.wikipedia.org/wiki/Spike_(software_development))

Exploratory Programming

https://en.wikipedia.org/wiki/Exploratory_programming

Extreme Programming

https://en.wikipedia.org/wiki/Extreme_programming