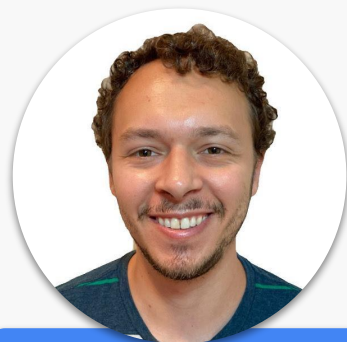Google

The Basics of Change History

Change History

The Google Ads API Developer Series

Sasha Friedenberg
Devel. Advocate

Agenda

- A Tale of Two API Services

- Request Structure

- Caveats & Limitations

Google

A Tale of Two API Services

A Tale of Two API Services

Change Status

Change Event

Google

Change Status

Change Event

Change Status

Change Event

Aggregate summaries

Individual changes

Over a specific time window

Request Structure

Request Structure

method	`Search` or `SearchStream`
`customer_id (string)`	`##########`

`query (string)`	`SELECT`
	`    ...`
	`FROM`
	`    [change_event|change_status]`
	`WHERE`
	`    ...`
	`ORDER BY`
	`    ...`
	`LIMIT`
	`    [X]`

Request Structure

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	`LIMIT`
	`    [X]`

Client Library or REST

Google

Request Structure

method	`Search` or `SearchStream`
customer_id (string)	`##########`

query (string)	`SELECT`
	    `...`
	`FROM`
	    `[change_event|change_status]`
	`WHERE`
	    `...`
	`ORDER BY`
	    `...`
	`LIMIT`
	    `[X]`

Google Ads Query Language

Request Structure

method	`Search` or `SearchStream`
customer_id (string)	`##########`

query (string)	`SELECT`
	    `...`
	`FROM`
	    `[change_event|change_status]`
	`WHERE`
	    `...`
	`ORDER BY`
	    `...`
	`LIMIT`
	    `[X]`

Required.

Google

Caveats & Limitations

Caveats & Limitations

Change Status

Change Event

Google

Caveats & Limitations

Change Status

Change Event

90 days of data

30 days of data

Max of 10,000 rows per request

Google

Caveats & Limitations

- Requests must be limited to specific date windows

- Request must include a limit

Caveats & Limitations

- Requests must be limited to specific date windows

- Request must include a limit

- Only *some* resources support change history at this time

- Not all clients generate change events

  - AdWords API* calls *won't* generate change events but will appear in change status

AdWords API will be sunset in April, 2022

Thanks for Listening

- We welcome your feedback at
  googleadsapi-support@google.com

- Check out the full Change History playlist for
  related content

- See more episodes on our [YouTube channel](#)

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