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Product Overview

Local Services API is a programmatic interface to [Local Services by Google](#). It enables developers to interact directly with the Local Services Ads platform, vastly increasing the efficiency of managing large or complex accounts and leads.

Note: Local Services API is a solution for [Google Ads Manager Account](#) users who manage a portfolio of accounts onboarded to display Local Services Ads.

OAuth

All Local Services API calls must be authorized through [OAuth2](#). OAuth2 enables your Local Services API client app to access a user's Local Services Ads account without having to handle or store the user's login info.

Configure a Google API Console Project for the LocalServices API

Credentials for accessing Google's OAuth2 servers are required in order to authenticate and authorize Google Ads users. These credentials identify your application to Google, and allow you to generate OAuth tokens for managing Google Ads users. Access to Google OAuth2 credentials is managed from the [Google API Console](#).

Create a project

Go to the [Google API Console](#). Click Create project, enter a name, and click Create.

Enable the Local Services API in your project

To enable the Local Services API for your project, do the following:

1. [Open the API Library](#) in the Google API Console. If prompted, select your project or create a new one. The API Library lists all available APIs, grouped by product family and popularity.
2. Use search to find the Local Services API if it isn't visible in the list.
3. Select the Local Services API, then click the Enable button.

Choose an application type

Same as [Choose an application type for Google Ads API](#)

Create a client ID and client secret

Same as [Create a client ID and client secret for Google Ads API](#)

Using Client Library to obtain OAuth2 Token

See <https://developers.google.com/identity/protocols/OAuth2> on using OAuth2. At the bottom you will find [Client Libraries](#) to help exchange Client ID, Secret and scope for an OAuth2 Token. After an application obtains an access token, it sends the token to a Google API in an [HTTP Authorization request header](#).

Please select the [Client library](#) based on which type of application you are building and development language being used.

The scope to use for LocalServices API will be:

<https://www.googleapis.com/auth/adwords>

Reporting

Overview

Reporting allows our large clients to retrieve information regarding their linked accounts' ad performance and lead information.

Account Reports

Account Reports show the performance and metrics associated with linked LocalServices accounts of a Manager account in the specified time period. Data has up to a 30 minute staleness period.

To acquire the report, please send a HTTP GET request to "<https://localservices.googleapis.com/v1/accountReports:search>" with the following configurable url parameters.

Configurable Request Fields from URL parameter:

Status	Url Param	Url Param Value
required	query	Can take in multiple semicolon separated values: (required) manager_customer_id:<manager_cid> (optional) customer_id:<linked_cid> <i>i.e. query=manager_customer_id:123;customer_id:456</i>
optional	startDate.day	1-31 (defaults to 1)
optional	startDate.month	1-12 (defaults to current month)
optional	startDate.year	Any year (defaults to current year)
optional	endDate.day	1-31 (defaults to current day)
optional	endDate.month	1-12 (defaults to current month)
optional	endDate.year	Any year (defaults to current year)
optional	pageSize	Number (defaults to 1000, maximum is 10000, indicates # of entries to return)
optional	pageToken	String (put next_page_token from previous response here)

These fields will be used to construct a *SearchAccountReportsRequest*. A list of *AccountReports* is returned in *SearchAccountReportsResponse* will be created with the following fields. Each Account Report maps 1:1 to a linked customer account displaying Local Services ads.

Note: Protos for request, response, data structures will be available and linked to after launch.

Field name	Description
accountId	Linked customer id with LocalServices Account.
businessName	Business name of the customer.
averageWeeklyBudget	Current average weekly budget of the customer.
averageFiveStarRating	Average five star rating computed from all available reviews of the customer.
totalReview	Total number of reviews available for the customer.
phoneLeadResponsiveness	Phone lead responsiveness of the account for the <i>past 90 days</i> from current date. This is computed by taking the total number of connected calls from charged phone leads and dividing by the total number of calls received.
currentPeriodChargedLeads	Number of charged leads in the specified date range period.
previousPeriodChargedLeads	Number of charged leads in the previous period. <i>i.e. If the date range is set to be 1/21-1/30, then the previous period would be 1/11-1/20.</i>
currentPeriodTotalCost	Sum of the cost from charged leads in the specified date range period.
previousPeriodTotalCost	Sum of the cost from charged leads in the previous period. <i>i.e. If the date range is set to be 1/21-1/30, then the previous period would be 1/11-1/20.</i>
currencyCode	Currency code of the customer account.
currentPeriodPhoneCalls	Number of phone calls in the specified date range period (both connected and unconnected).
previousPeriodPhoneCalls	Number of phone calls in the previous period (both connected and unconnected).

currentPeriodConnectedPhoneCalls	Number of connected phone calls with duration over 30s in the specified date range period.
previousPeriodConnectedPhoneCalls	Number of connected phone calls with duration over 30s in the previous period.

Example:

HTTP Request URL:

```
https://localservices.googleapis.com/v1/accountReports:search?query=manager_customer_id:{manager_customer_id}
```

Complete HTTP request sample:

```
GET
/v1/accountReports:search?query=manager_customer_id:{manager_customer_id} HTTP/1.1
Host: localservices.googleapis.com
User-Agent: curl
Content-Type: application/json
Accept: application/json
Authorization: Bearer [Enter OAuth 2.0 access token here]
```

Detailed Lead Reports

Detailed Lead Reports show an in-depth view of leads associated with linked LocalServices accounts of a Manager account in the specified time period. For a given time range, the report will include leads created or leads that have had their dispute status updated. Data has up to a 30 minute staleness period.

Note: API clients may only request Detailed Lead Reports for up to a 31 day date range due to volume of leads returned by the report.

To acquire the report, please send a HTTP GET request to ["https://localservices.googleapis.com/v1/detailedLeadReports:search"](https://localservices.googleapis.com/v1/detailedLeadReports:search) with the following configurable url parameters.

Configurable Request Fields from URL parameter:

Status	Uri Param	Uri Param Value
required	query	Can take in multiple semi-colon separated values: (required) manager_customer_id:<manager_cid> (optional) customer_id:<linked_cid> <i>i.e. query=manager_customer_id:123;customer_id:456</i>
optional	startDate.day	1-31 (defaults to 1)
optional	startDate.month	1-12 (defaults to current month)
optional	startDate.year	Any year (defaults to current year)
optional	endDate.day	1-31 (defaults to current day)
optional	endDate.month	1-12 (defaults to current month)
optional	endDate.year	Any year (defaults to current year)
optional	pageSize	Number (defaults to 1000, maximum is 10000, indicates # of entries to return)
optional	pageToken	String (put next_page_token from previous response here)

These fields will be used to construct a *SearchDetailedLeadReportsRequest*. A list of *DetailedLeadReports* is returned in *SearchDetailedReportsResponse* will be created with the following fields. Each Detailed Lead Report maps 1:1 to a specific lead that was associated with a linked customer account displaying Local Services ads.

Field name	Description
leadId	Unique Identifier of a Lead.
accountId	Identifies the account that received the lead.
businessName	Business name associated with the account.
leadCreationTimestamp	Timestamp of when lead was created.
leadType	Type of lead (MESSAGE, PHONE_CALL)
leadCategory	Service category associated with the lead.
geo	Locations of associated account's home city.
messageLead	Information associated with only message leads: customerName,

	jobType, postalCode, consumerPhoneNumber.
phoneLead	Information associated with only phone leads: chargedCallTimestamp, chargedConnectedCallDurationSeconds, and consumerPhoneNumber.
chargeStatus	Whether lead has been charged.
currencyCode	Currency Code of the account for which the lead was created for.
disputeStatus	Dispute status of the lead.
aggregatorInfo	Aggregator specific information (Not applicable to Standard MCC clients): aggregatorProviderId.
timezone	Timezone of the account associated with the lead.

Example:

HTTP Request URL:

```
https://localservices.googleapis.com/v1/detailedLeadReports:search?query=manager_customer_id:{manager_customer_id}
```

Complete HTTP request sample:

```
GET
/v1/detailedReports:search?query=manager_customer_id:{manager_customer_id} HTTP/1.1
Host: localservices.googleapis.com
User-Agent: curl
Content-Type: application/json
Accept: application/json
Authorization: Bearer [Enter OAuth 2.0 access token here]
```