

Authentication Best Practices

Authentication



The Google Ads API Developer Series



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OAuth Credentials

OAuth Credential Limitations

Token Invalidation

Tokens may expire or be revoked.



Token Limits

Limit of 50 refresh tokens per
Google account per OAuth client
ID at a time.

50 tokens



×

1 user



×

1 client ID



OAuth Credential Best Practices

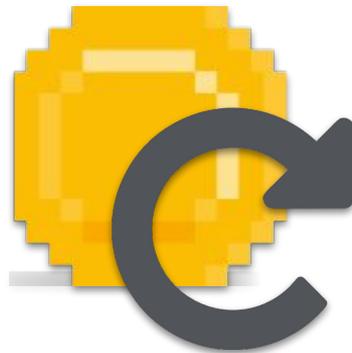
Token Revocation

Revoke user tokens when the application no longer needs to access the Google Ads API on the user's behalf, or when the permissions needed have changed.



Handle Token Revocation or Expiration

Account for users revoking application access or tokens expiring.



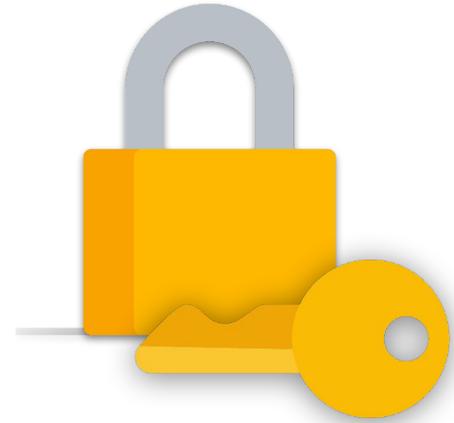
Token Scope

Request only the Google Ads (AdWords) API scope when creating refresh tokens.



Credentials Storage

Store OAuth credentials in a secure location.



Developer Token

Developer Token Limitations

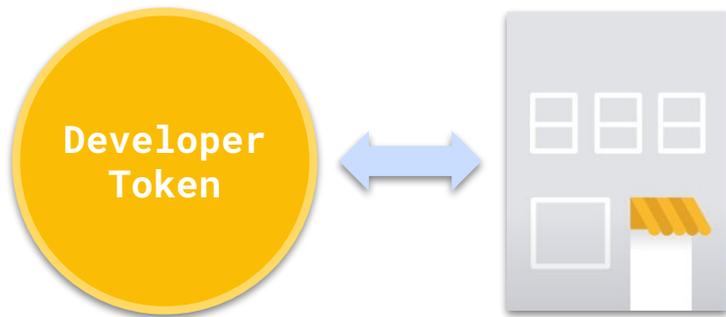
GCP Project Linking

A GCP project can be used with only one developer token, but a developer token can be used with multiple projects.



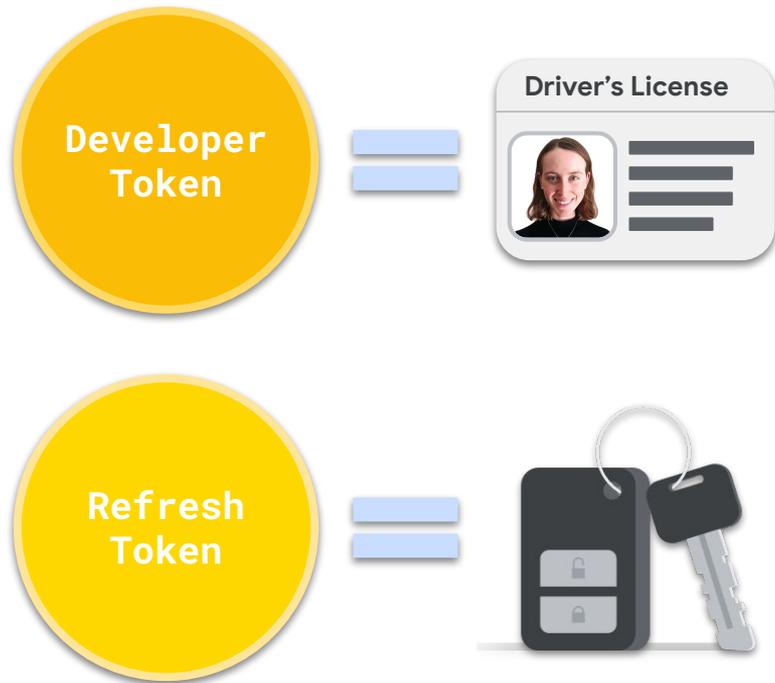
One Developer Token per Company

A company should have only one developer token.



A Developer Token is a Driver's License

Permissions are managed at the user level, not at the developer token level.



Developer Token Best Practices

Treat Your Developer Token Like a Password

If your developer token is stolen, it can be used by anyone.



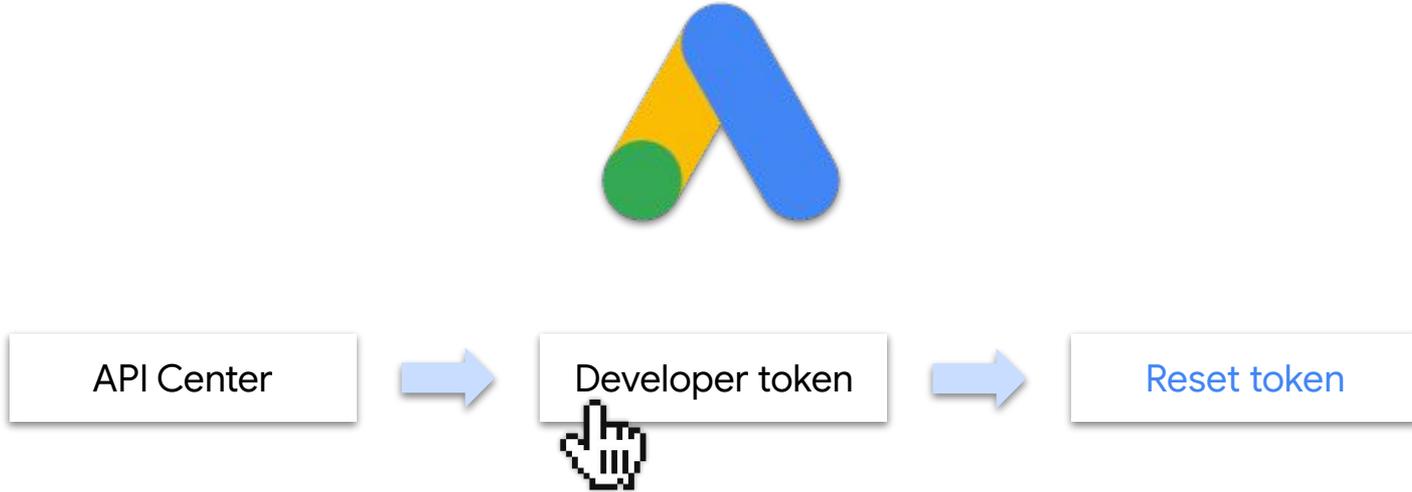
Accessing Test Accounts

Use the developer token from your production MCC for test account access.

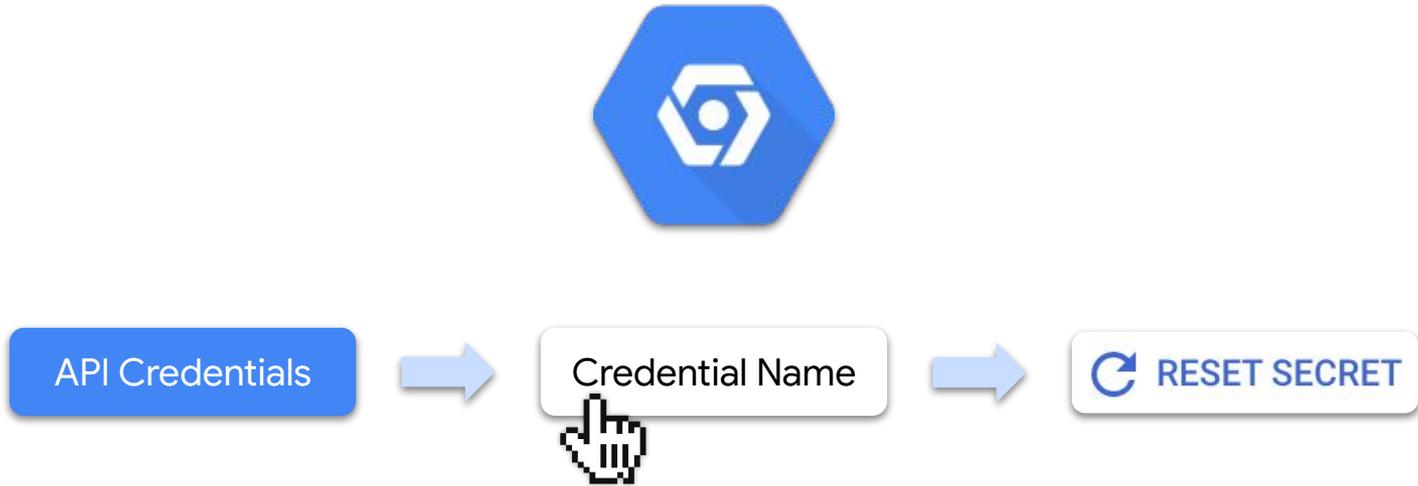


Resetting Credentials

Resetting a Developer Token



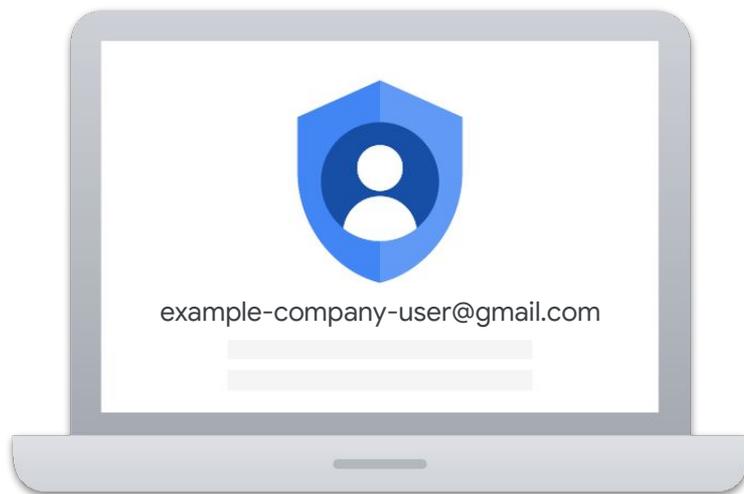
Resetting a Client Secret



Google Cloud Projects

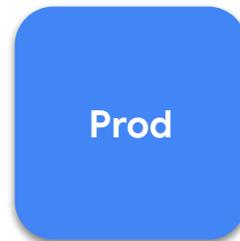
Project Management

Use Google Cloud services to secure access to your projects and to manage permissions.



Separate Cloud Projects

Create separate Cloud projects for production and testing.



App Verification

Restrict Scope

Request the minimum scopes necessary for your application.

API Prepare for verification

Your app registration requires verification by Google. We will check all fields required for verification and allow you to submit your app.

OAuth consent screen — **Scopes** — Optional info — Final review

Scopes express the permissions you request users to authorize for your app and allow your project to access specific types of private user data from their Google Account. [Learn more](#)

If you add sensitive (🔒) or restricted (🔒) scopes, like scopes that let you access a user's emails or contacts, you will need to submit your app for verification. [Learn more](#)

[ADD OR REMOVE SCOPES](#)

Your non-sensitive scopes

API ↑	Scope	User-facing description
No rows to display		

🔒 Your sensitive scopes

Approval required. ⓘ

API ↑	Scope	User-facing description
Google Ads API	... /auth/adwords	Manage your AdWords campaigns

How will the scopes be used?

Enter justification here *

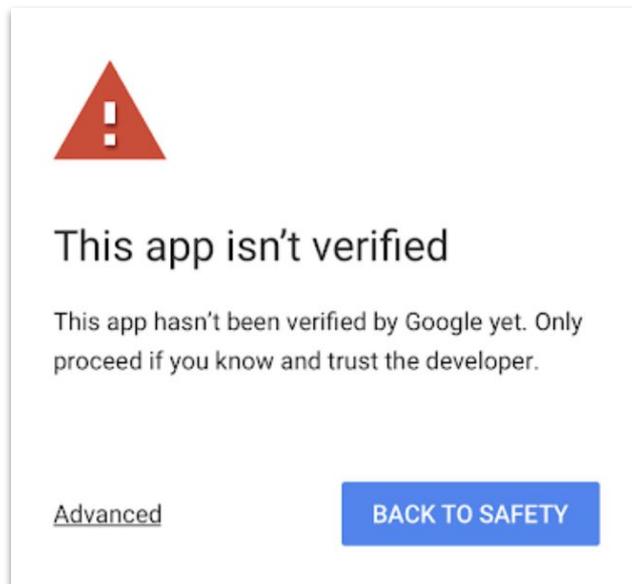
Sensitive Scope

As of October 2020, Google Ads
API scope is *sensitive*.



OAuth Verification

Verify your application to avoid unverified app limitations.



Unverified Applications

Unverified applications have a 100-user limit.

OAuth user cap

While publishing status is set to "Testing", only test users are able to access the app. Allowed user cap prior to app verification is 100, and is counted over the entire lifetime of the app. [Learn more](#)



0 users (0 test, 0 other) / 100 user cap 

Verification Exceptions

There are a few exceptions to the OAuth verification requirement, for example, applications for personal or internal use.

Thanks for Listening!

- We welcome your feedback at googleadsapi-support@google.com
- Check out the full Authentication [playlist](#) for related content.
- See more episodes on our [YouTube channel](#).

Additional Resources

- <https://developers.google.com/identity/protocols/oauth2/policies>
- https://cloud.google.com/iam/docs/faq#can_i_use_google_groups_with
- <https://cloud.google.com/security/data-loss-prevention/revoking-user-access>
- <https://cloud.google.com/secret-manager>
- <https://cloud.google.com/docs/enterprise/best-practices-for-enterprise-organizations>