

Retrieving Information Efficiently - Advanced

Best Practices Series



The Google Ads API Developer Series



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Reporting Results - Beyond CSV

Google Ads API Reporting

Impact

Returns fully mutable objects

More efficient to work with than exported text

Returns fully preserved object hierarchy rather than flattened CSV

Reduces duplication of columns ("normalization")

Uses single API to retrieve information

Can be used via [batch](#) for better consistency

Requires consideration when exporting from protobuf to JSON

Results may be larger than equivalent GZIPed CSV

Effective Filtering with WHERE

Best Practice

GAQL Filtering Condition

Exclude REMOVED resources, which are returned by default

Exclude removed resources from the results:

```
WHERE <resource>.status != REMOVED
```

Select a reasonable [date range](#) or use a [predefined](#) one

Limit results to the last business week:

```
WHERE segments.date DURING LAST_BUSINESS_WEEK
```

Use (NOT) IN to narrow results to the desired subset

Limit results to only Search and Display campaigns:

```
WHERE AdvertisingChannelType IN (SEARCH, DISPLAY)
```

Target Key Results with `LIMIT` and `ORDER BY`

- The [GAQL language](#) permits multiple ordering subclauses with `ORDER BY`
- Combine with `LIMIT` to improve reporting precision

Example: Top 5 Impressions Dates in the Last 30 Days

[GAQL](#)

```
SELECT
  segments.date, metrics.impressions
FROM ad_group
WHERE segments.date DURING LAST_30_DAYS
ORDER BY metrics.impressions DESC
LIMIT 5
```

Example: Most Expensive ad_groups with a Low CTR

GAQL

```
# Assuming the equivalent CPC
SELECT
  ad_group.id, metrics.cost_micros, segments.ad_network_type
FROM ad_group
WHERE metrics.ctr < [THRESHOLD]
  AND ad_group.status != REMOVED
  AND segments.ad_network_type IN (CONTENT, SEARCH)
ORDER BY metrics.cost_micros DESC
LIMIT 10
```

Caching Metrics

- Google Ads UI and the Google Ads API use the same infrastructure for account statistics
- Account statistics, such as clicks and conversions, are delayed less than three hours
- Some metrics are only calculated once per day
 - **No need to retrieve metrics more frequently than they are calculated**
 - **Cache metrics using the appropriate freshness guidelines**
- Learn more about data freshness: <https://support.google.com/google-ads/answer/2544985>

Best Practices

Use GAQL's `WHERE` and `LIMIT` to narrow results.

Retrieve only fresh data.

Thanks for Watching

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