

Hotel Ads - Google Ads API Migration Guide

Version: v2.0 | last update: Aug 5, 2019

Summary & Key Changes	2
API Release Schedule	2
Requesting Access to use Google Ads API	6
Do you or your company already use the Google Ads API (previously the Adwords API)?	6
I have not used the Google Ads API and I need a developer token	6
Migrating From Travel Partner API to Google Ads API	7
What's changed:	7
What hasn't changed:	7
About the new Google Ads API	8
Overview	8
What's new	8
Useful Developer Information	8
Using Google Ads API for Hotel Ads	8
Recommended - Test Calls to Make	9
Reporting	10
Bidding	10
Audience Lists	10
Useful Tips	10
FAQ	13
Resources	14
Change Log	15

Summary & Key Changes

- The New API introduces many technical changes including:
 - New methods for access (gRPC, JSON REST)
 - A new API structure (in addition to new data structures)
 - Client Libraries to ease development
- The First available [Hotel Ads capabilities](#) will include the following. Please use the API release schedule below (and [Google Ads Release Notes](#)) for the most up to date list.
 - Creating, updating, and removing Hotel Ads campaigns including bid management
 - Managing campaign budgets
 - Managing ad groups in Hotel Ads campaigns
 - Reporting on various metrics for Hotel Ads campaigns
- Additional functionality will be added to bring the Google Ads API to parity with the Travel Partner API
- Note: All Feed related APIs ([hotels/](#), [prices/](#), price_accuracy, etc) will remain in the [Travel Partner API](#)

API Release Schedule ([Google Ads API Release Notes](#))

Functionality - By Google Ads API Version			
Google Ads API Version	Launch Date	ATTP Phase	Functionality
v0	Launched	Google Ads Alpha	Does Not Include Hotel Ads functionality
V0_1	Launched (blog)	Google Ads Alpha	<ul style="list-style-type: none"> • Functionality Added <ul style="list-style-type: none"> ◦ Ad Groups <ul style="list-style-type: none"> ■ Create, List, Update, Delete, Pause/Unpause Group Serving, Get Details ◦ Ad Group Criteria (for managing Hotel Listing Group) <ul style="list-style-type: none"> ■ Create, List, Update, Remove ◦ Ad Group Bid Modifiers <ul style="list-style-type: none"> ■ Create, List, Update, Remove ◦ Bidding <ul style="list-style-type: none"> ■ List, Update, Pause/Unpause Bidding ◦ Campaign Budgets <ul style="list-style-type: none"> ■ Create, Get, Update, Remove ◦ Campaigns

			<ul style="list-style-type: none"> <ul style="list-style-type: none"> <ul style="list-style-type: none"> ■ Create, List, Update, Pause/Unpause Campaigns, Remove ○ Campaigns Criteria <ul style="list-style-type: none"> ■ Create, List ○ Reports <ul style="list-style-type: none"> ■ Get ■ Report Types: Budget, Performance ● Metrics Added <ul style="list-style-type: none"> ○ Impressions ○ Clicks ○ CTR ○ Avg. CPC ○ Cost ○ Total Cost ○ Avg. Position ○ Network ○ Device type
V0_2	Launched	Google Ads Alpha	<ul style="list-style-type: none"> ● CPC % Bidding
V0_3	Launched (blog)	Google Ads Alpha	<ul style="list-style-type: none"> ● Webinar - Hotel Ads in Google Ads API <ol style="list-style-type: none"> a. Slide deck b. Webinar Video (July 31, 2018) [49 mins]
V0_4	Sept 24	Google Ads Alpha	<ul style="list-style-type: none"> ● No Hotel Ads functionality Added
V0_5	Oct 31 (blog)	Google Ads Alpha	<ul style="list-style-type: none"> ● Functionality Added <ul style="list-style-type: none"> ○ Hotel Group Support
V0_6	Nov 29 (blog)	Google Ads Alpha	<ul style="list-style-type: none"> ● Performance Segments/Metrics Added ● Segments Added <ul style="list-style-type: none"> ○ Hour ○ Date ○ Day of Week ○ Week ○ Month ○ Quarter ○ Year ○ Ad Group ○ Ad Network Type ○ Device ○ Hotel Center ID ○ Partner Hotel ID ○ Hotel Check In Date ○ Hotel Check In Day of Week

			<ul style="list-style-type: none"> ○ Hotel Length of Stay ○ Hotel Booking Window Days ○ Hotel Country ○ Hotel Class ○ Hotel State ○ Hotel City ● Metrics Added <ul style="list-style-type: none"> ○ Average CPC ○ Average CPM ○ Average Position ○ Clicks ○ Cost ○ CTR ○ Impression ○ Hotel Avg. Lead Value
V0_7	Jan 30 (blog)	Google Ads Alpha	<ul style="list-style-type: none"> ● Audiences <ul style="list-style-type: none"> ○ Added support for the targeting setting in campaigns and ad groups. ○ Added support for rule based, logical, and basic user lists. ○ Added support for managing remarketing actions for a basic user list.
V1_0	Feb 27	Google Ads Alpha	<ul style="list-style-type: none"> ● Added Hotel Ads click types to segments.click_type: <ul style="list-style-type: none"> ○ hotel_price ○ hotel_book_on_google_room_selection
V1_1	Mar 27	Google Ads Beta	<ul style="list-style-type: none"> ● Conversions and Impression share metrics added (see below) ● Added conversion metrics into HotelPerformanceView and HotelGroupView, including <ul style="list-style-type: none"> ○ all_conversions ○ all_conversions_from_interactions_rate ○ all_conversions_from_interactions_value_per_interaction ○ all_conversions_value ○ all_conversions_value_per_cost ○ conversions ○ conversions_from_interactions_rate ○ conversions_from_interactions_value_per_interaction

			<ul style="list-style-type: none"> ○ conversions_value ○ conversions_value_per_cost ○ cost_per_all_conversions ○ cost_per_conversion ○ cross_device_conversions ○ value_per_all_conversions ○ value_per_conversion ● Added impression share metrics into HotelPerformanceView and HotelGroupView, including: <ul style="list-style-type: none"> ○ search_absolute_top_impression_share ○ search_budget_lost_absolute_top_impression_share ○ search_budget_lost_impression_share ○ search_budget_lost_top_impression_share ○ search_impression_share ○ search_rank_lost_absolute_top_impression_share ○ search_rank_lost_impression_share ○ search_rank_lost_top_impression_share ○ search_top_impression_share
V1_2	4/29	Google Ads Beta	<ul style="list-style-type: none"> ● Added segment segments.hotel_date_selection_type to CampaignAudienceView and AdGroupAudienceView. ● Added the commission bidding strategy for hotel campaigns. In order to use this bidding strategy, you will need to set up a Hotels Campaign with the following fields: <ul style="list-style-type: none"> ○ campaign_budget being the resource name for CampaignBudget of type HOTEL_ADS_COMMISSION, ○ payment_mode set to CONVERSION_VALUE, and ○ commission defining the commission rate.
V1_3	5/22	Google Ads	<ul style="list-style-type: none"> ● Fenced Rates Reporting added to

		Beta	<ul style="list-style-type: none"> Hotel_performance_view <ul style="list-style-type: none"> o segments.hotel_rate_rule_id o segments.hotel_rate_type
V2_0	6/26	Google Ads Beta	<ul style="list-style-type: none"> • User Country reporting added to hotel_performance_view <ul style="list-style-type: none"> o segments.geo_target_country
V2_1	8/7	Google Ads Beta	<ul style="list-style-type: none"> • Price Competitiveness metric added to hotel_performance_view <ul style="list-style-type: none"> o Metrics.hotel_price_difference_percentage •
V2_2	8/28	Google Ads Beta	<ul style="list-style-type: none"> • Price Competitiveness metrics added to hotel_performance_view <ul style="list-style-type: none"> o Segments.hotel_price_bucket o Metrics.hotel_price_difference_percentage
Beyond	TBD	TBD	<ul style="list-style-type: none"> • We will continue adding to the API as Hotel Ads launches new features in the Google Ads UI.

Requesting Access to use Google Ads API

To use the new Google Ads API, we will need to grant your developer token early access to the Google Ads API Beta. Please follow the instructions below to apply for access.


Prerequisites: Please ensure you have established your Google Ads Account Structure. If you were already in Adwords, you likely have this set. If you don't know your structure, or have questions on how you should organize your account, please reach out to your Account Manager.

Do you or your company already use the Google Ads API (previously the Adwords API)?

If so, then you (or your company) already has a developer token with access to the Google Ads API. All previous developer tokens have been granted access to the new Google Ads API Beta. You can start using the Google Ads API Beta today by trying out our [recommended test calls](#).

I have not used the Google Ads API and I need a developer token

Step 1: You must have a Google Ads [manager account](#) in order to get a developer token. If your current account is a manager account, you can skip to step 2. To create a manager account please follow [these instructions](#).

Step 2: Once you have your manager account, you need to request a developer token. You do this by submitting a request from your manager account. In the Google Ads UI, click the “Tools, billing, and settings” icon  and select **AdWords API Center** under **SETUP**. You'll only see the **AdWords API Center** link if you're signed in to a manager account.

Step 3: After you have a Google Ads manager account and your developer token, we need to grant access (specifically “Standard Access”) to the Adwords API. To gain access, please use [this contact us form](#) to provide the following 4 pieces of information:

1. Manager Customer account ID
2. Last 4 characters of the developer token that is generated after completing the API center form
3. Issue type (Other)
4. Description -- Please use the following:
 - a. “Hotel Ads Partner”

You will receive a confirmation email that you have been granted access to the AdWords API.

If you have any questions regarding the application process, please contact us [here](#).

Migrating From Travel Partner API to Google Ads API

We've summarized some of the key differences between the Travel Partner API and Google Ads API below. It is key to note that the Google Ads API is a completely new API and mostly a departure from many of the previous Travel Partner API concepts. We intend to make most of the same information available but the methods for doing so and the formats in which they are delivered will change. Please staff adequately to ensure your internal tools will be able to transition.

What's changed:

- Access Path changes across all APIs
- Data Models have changed for all APIs

- Many previous calls (e.g. all “List” calls) now rely on the [Google Ads Query Language](#), familiarity with querying languages will be helpful.
- Reports
 - Following the Data structure change, field names will change in addition to some fields becoming deprecated.
 - Predefined Reports will no longer be available via the API.
 - In the Travel Partner API, the metrics/column order in predefined reports was fixed. Due to the use of the Google Ads Query language, you can now choose which metrics are returned and in what order they should be returned.
 - Reporting APIs will now return JSON results (No CSV available, although this can be completed as post-processing)

What hasn't changed:

- Feed Related API calls will remain in the Travel Partner API, including:
 - [Hotels](#)
 - [Prices](#)
- Authentication
 - OAuth 2.0 will continue to be used.
 - If you need or would like to set up fresh credentials, check out the [OAuth guide](#).

About the new Google Ads API

Overview

The Google Ads API is the next generation of the AdWords API. It enables developers to interact directly with the Google Ads platform, vastly increasing the efficiency of managing large or complex Google Ads accounts and campaigns. Over the course of the Hotel Ads/Google Ads migration, all ad management and performance capabilities will be transitioned into the Google Ads API.

What's new

- New API endpoint and access methods
 - Google Ads API Endpoint
 - <https://googleads.googleapis.com>
 - [gRPC](#) and [JSON REST](#) support
- [API Structure](#): Resources and Services
- More querying flexibility with the new [Google Ads Query Language](#)

Useful Developer Information

The move to Google Ads API provides much more support in the development process. To start, [client libraries](#) will be available in the following languages:

- Java
- .NET/C#
- Ruby
- Python
- PHP

We recommend using the [Google Ads API developers site](#) for getting up to speed. It has many useful tools/information, including:

- [Core Concepts](#)
- [A Quick Start Guide](#)
- [Best Practices, Troubleshooting & Common Errors](#)
- [A Migration Guide](#) - If also moving from a previous Adwords API integration.
- [2019 Google Ads API Webinar](#) - Covers a campaign set up review, Listing Groups, and Reporting

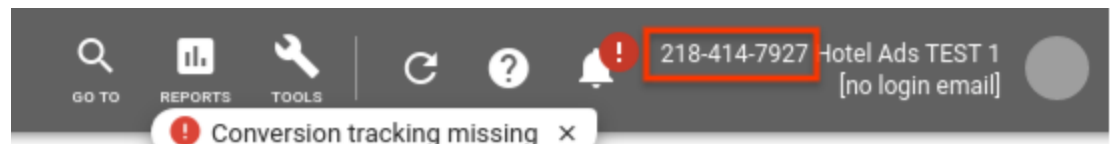
Using Google Ads API for Hotel Ads

With the Google Ads API, you can create Hotel campaigns, ad groups, and ads. Learn more about how to implement Hotel Ads with Google Ads API [here](#).

Recommended - Test Calls to Make

To help get up to speed with the new Google Ads Beta API, we have put together the following list of calls you should complete in order to familiarize yourself with the new API.

1. Start with customer info, make the calls to:
 - a. Use [CustomerService](#) to get information about your [customer](#) entity. The customer ID can be found in your google ads console:



The entity's [resource_name](#) should be customers/2184147917. Note that we leave out dashes.

- b. Try updating your customer's [descriptive_name](#).
2. Create your first campaign.

- a. Use [CampaignOperation](#) to create a [campaign](#)
- b. Use [GetCampaign](#) to get Campaign info. Try [resource_name](#) or [bidding_strategy](#)
- c. Search for the campaign using the [GoogleAds.Search.service](#). For example to list IDs and names of campaigns, you can issue the following query.

```
select campaign.name, campaign.id
from campaign
```

- d. Update the [campaign_name](#).
3. Create your first AdGroup.
 - a. Use [AdGroupAdOperation](#) to create an [AdGroup](#)
 - b. Use [GetAdGroupAd](#) to get information about the AdGroup.
 - c. Update the AdGroup [status](#)
4. Request reporting metrics using the new [Google Ads Query Language](#). Try requesting the following [metrics](#):
 - a. [metrics.impressions](#)
 - b. [metrics.clicks](#)
 - c. [metrics.cost_micros](#)
 - d. [metrics.average_position](#)
5. Update extra campaign settings with [CampaignCriterion](#).
 - a. Update Country Targeting
 - b. Update Bid Modifiers

Reporting

All key hotel ads metrics are provided in the following views:

- [Hotel performance view](#)
- [Hotel group view](#)
- [Campaign audience view](#)
- [Adgroup audience view](#)

Bidding

Audience Lists

Audience Lists are called [user_lists](#) in the Google Ads API.

1. To list existing user lists in your account, the partner can send a query to [GoogleAdsService](#). Following is an example:

```
select user_list.name
```

```
from user_list
where user_list.read_only = true
```

2. In order to add an existing audience list to a campaign, the partner will need to create a campaign criterion using the [CampaignBidMultiplierService](#):
 - Set the bid modifier in [campaign_criterion.bid_modifier](#)
 - Set the resource name of the user list in [campaign_criterion.user_list.user_list](#)

Send the following request to:

```
/customers/1234567890/campaignCriteria:mutate
```

```
{
  "operations": [
    {
      "create": {
        "campaign": "customers/1234567890/campaigns/9876543210",
        "bid_modifier": "1.9",
        "user_list": {
          "user_list": "customers/1234567890/userLists/888888"
        }
      }
    }
  ]
}
```

3. In order to add an existing audience list to an ad group, the partner will need to create an ad group criterion using the [AdGroupBidMultiplierService](#):
 - Set the bid modifier in [ad_group_criterion.bid_modifier](#).
 - Set the resource name of the user list in [ad_group_criterion.user_list.user_list](#)

Clearing Bids

In some cases, you may want to remove a single bid multiplier from a campaign or adgroup (rather than just change it). For this purpose you have 2 options.

First, you can update the specific bid modifier to 0. Doing this will change the bid adjustment to -100%, effectively pausing that adgroup or campaign for that specific bid modifier type. Bid hierarchy still matters, so in all cases if both campaign and adgroup modifiers exist, then we will use the adgroup modifier since it is more specific.

Second, to clear the bid entirely you can send an empty update request similar to the one below.

```
{
  "update": {
```

```

    "resource_name": "<resource_name>"
  },
  "update_mask": {
    "paths": [
      "bid_modifier"
    ]
  }
}

```

Max CPC

The max CPC value that you set is a base value, not a cap on cost to you. Before the auction, the max CPC value is multiplied by the number of nights, and may be further increased by bid adjustments, resulting in an effective max CPC bid that will often be higher than the base value that you set. The actual CPC (cost to you) will be \leq this effective max CPC bid.

Example:

You set max CPC value of \$1 and a user clicks on your ad with a length-of-stay of 3.

Room price	CPC bid
First night: \$100	\$1
Second night: \$90	\$1
Third night: \$80	\$1
Total bid for 3 nights:	\$3

Bid adj type	Bid adj
Device - Desktop	+20%
Effective max bid	\$3.60

In this example, the actual cost to you for the user's click will be \leq \$3.60.

If you do not want the CPC to increase linearly with the number of nights, you should use length-of-stay bid modifiers to decrease the bid for longer lengths of stay.

For more information see the [Help Center](#).

Useful Tips

Test Environments

Google Ads does have the ability to create Test Accounts in order to more easily test out API changes and account configurations. Test accounts are completely independent of production accounts as they cannot create Ads and do not affect production data.

To find out more about test accounts, including how to set up, you can navigate to our [help center here](#).

Tips When Using the New API

Resource Names

One of the main early frustrations with the Google Ads API compared to the Travel Partner API is forming the requests. Google Ads has many more entities than the Travel Partner API, and they are linked to each other with *resource names*.

The resource names are strings like "customers/<customer_id>/campaigns/<campaign_id>". Finding a resource name is especially challenging at first because there are so many objects.

To find all resource names,

- For campaigns, use the [GoogleAds.Search service](#) and issue a query like:

```
select campaign.name, campaign.id
from campaign
```

- Campaign.resource_name is always implicitly included in the result.

- For ad groups, issue a query similar to:
 - "select ad_group.name from ad_group".

```
select ad_group.name
from ad_group
```

Geo Locations

Working with geo locations can also be harder in GoogleAds. In Travel Partner API, we were able to use 2-letter strings to denote a country (ISO 3166-1). In Google Ads, it's again a resource name, and looks much more intimidating: "geoTargetConstant/2345".

To list all country targets, use the [GoogleAds.Search service](#) and query:

```
select geo_target_constant.name geo_target_constant
from geo_target_constant
where geo_target_constant.target_type = "Country"
```

To list all state targets:

```
select geo_target_constant.name geo_target_constant
from geo_target_constant
where geo_target_constant.target_type = "State"
```

To list all city targets:

```
select geo_target_constant.name geo_target_constant
from geo_target_constant
where geo_target_constant.target_type = "City"
```

Ad Group Ads

In order to serve ads for your Hotel campaign, you must create an [AdGroup](#) containing an [AdGroupAd](#) with an [Ad](#) of the HOTEL_ADS type. You can see a PHP example of completing this in our developer site [here](#).

As a note, AdGroupAds are automatically created in the UI and they are not visible. Via the API, they are mandatory and must be defined in order to serve ads.

Rate Limits, Bundling, & Parallelization

Google Ads has documented rate limits in a few places. Below we try to aggregate and summarize key points.

The rate limits below are hard limits on the Google Ads API. They apply when sending API calls for a single account.

Max Operations per Request	5000 operations per request
Max Operations per Minute	15000 operations per min
Max Simultaneous Threads	2
Max number of Get Requests	1000
Ad Groups that can be updated in a single request	2

Recommendations to help scale:

- We have found that 3000 operations per request is a more reliable max ops/req limit to stay to.
- Since the parallelization limits do not apply across accounts, Splitting campaigns across accounts may help in speeding up requests.

For the Google Ads resources, please see:

- [Dev token access levels/limits](#)
- [API Limits & Quotas](#)
- [Rate Limits](#)

FAQ

1. Will I be able to access Google Ads hotel campaigns data in the Travel Partner API?
 - a. Hotel campaigns in Google Ads will only be supported through the Google Ads API.
 - b. Data from Hotel campaigns in Google Ads will not be available in the Travel Partner API.
2. I'm currently using the Adwords API for my search campaigns, can I use the new Google Ads API alongside my previous implementation?
 - a. Yes, if you are using the Adwords API to manage search, and the Google Ads API to manage Hotel Ads campaigns, they will operate independently.
3. How do I grant access to an agency to make API calls for my account?
 - a. To grant access for an agency, you must make link your ads account to their Manager account (as a child). Once the link is made, the Agency will be able to pull data for your account via the API.
 - b. To remove access, simply unlink your account from the agency's manager account.
4. How soon will data be available in the new Google Ads API?
 - a. Most metrics are available within 3 hours (such as clicks, conversions, and impressions). Some metrics take longer to process or are only computed daily. Please [see this page](#) on data freshness in the Google Ads API for more information.
5. If I have a previous adwords account or developer token, should I use it for the Hotel Ads Pilot?
 - a. Yes, please reuse your previous developer token for the Hotel Ads Pilot. If you'd like to have a separate MCC for Hotel Ads, you may set one up as a child of your previous MCC, but the developer token, and developer token access should remain at your (previous) top level MCC.
6. Will [Adwords Scripts](#) work with the new Google Ads API or Hotel Ads Campaigns?
 - a. No the current adwords scripts will not be compatible with the Google Ads API or Hotel Ads Campaigns. The Adwords Scripts team is evaluating which scripts will be migrated, but are not able to provide any timelines on their availability.
 - b. We recommend investing
7. Will the [BigQuery Data Transfer Service](#) work with the new Google Ads API or Hotel Ads Campaigns?
 - a. No the current data transfer service will not be compatible with the new Google Ads API. The team is planning to do this work but does not have any timelines on when it will be available.
8. My Testing was working in V0_X, but stopped working once I started using V1_X returning a "permissions denied" error.
 - a. Please look at [this blog post](#). An updated Terms and Conditions has been issued and needs to be approved before usage of V1_X versions of the Google Ads API are allowed.
9. I set up my campaigns via the API and they are not paused, but I'm not getting any traffic.

- a. Ads can not work for many reasons.
 - b. First confirm you are setting up your campaigns, adgroups, *ad group ads*, and *ads* correctly. You must have properly set up all 4 in order for ads to serve. Please see [the section above](#) on creating [AdGroupAds](#).
 - c. Second, check if your campaigns are still live in the old Hotel Center. If hotels have ads live in both the old Hotel Center and in Google Ads, the ad with the higher bid will show. Please either pause the old Hotel Center Ad or increase the bids in the Google Ad campaign to ensure this isn't a problem.
 - d. If you are still having problems after confirming your setup, please reach out to your account manager.
10. ID_EXISTS_IN_MULTIPLE_MUTATES error indicates that your JSON payload consists of multiple operations on the same resource.
- a. For example, trying to remove and create bid multipliers at the same time will result in an error. You must first remove the multiplier from the given AdGroup and multiplier type before creating a new one.
11. How do I log successful requests (not just errors)?
- a. We recommend configuring your own logging solutions.
 - b. For raw requests, HTTP response headers will return with useful information (including request ID)
 - c. For client libraries, each language comes with it's own logging capabilities. [Please check out the readme](#) for each language on what logging configurations need to be made/updated.
12. Why aren't some country codes are not working in Google Ads?
- a. Google Ads supports the country codes [listed here](#).
 - b. Google Ads does have restrictions on countries and they cannot be used/targeted. [See more information here](#).
13. Can I use the Google Ads API to link my Google Ads account to a Hotel Center Account?
- a. No, unfortunately this capability is not available. GA accounts must be linked via the UI.
14. Request_error: EXPIRED_PAGE_TOKEN
- a. This error can happen when all data is not downloaded within the 2 hour timeframe allotted. To address this, please try increasing your page size to a larger value. The max pagesize you can have is 10,000.
15. Are Zero Impression rows excluded when segmenting a report?
- a. Rows/data will be shown so long as there are results for at least one column in the data requested. IE, it's possible for Impressions to show with a value of '0' so long as other columns in the request have non-'0' values being returned.

Resources

- [Google Ads API Developers Site](#)
- [Travel Partner API v2.0 Documentation](#)

Change Log

Doc Version	Date	Changes to this document
v0.1	May 1	<ul style="list-style-type: none"> • First release
v0.2	May 26	<ul style="list-style-type: none"> • Updated documentation links
v0.3	June 11	<ul style="list-style-type: none"> • API Launch • Functionality Table updated • API developer site updates • FAQ updated • Known Issues Added
v0.4	June 12	<ul style="list-style-type: none"> • Clarified language around the API Access
v0.5	June 18	<ul style="list-style-type: none"> • Additional API Access clarifications
v0.6	June 25	<ul style="list-style-type: none"> • Updated FAQs
v0.7	July 20	<ul style="list-style-type: none"> • Google Ads Update • Update on Reporting Metrics available • Updated FAQs
v0.8	Aug 8	<ul style="list-style-type: none"> • Added "Useful Tips" and "Recommended - First Calls to Make" Sections
v0.9	Sept 16	<ul style="list-style-type: none"> • Adding information on Google Ads Versions V0_2, V0_3, V0_4, and V0_5 • Added more detail to the API access process • Updated FAQs
v1.0	Sept 27	<ul style="list-style-type: none"> • Simplified Access process to include fewer steps
v1.1	Nov 16	<ul style="list-style-type: none"> • Added information on Google Ads API Version V0_6 API release
v1.2	Dec 3	<ul style="list-style-type: none"> • Updated Client library support to include Python and PHP
v1.3	Feb 11	<ul style="list-style-type: none"> • Added information on Google Ads API Version V0_7, V1, and V1_1. • Updated FAQs about new required header/grpc metadata field.
v1.4	Feb 15	<ul style="list-style-type: none"> • Updated commissions pay per booking reporting to V1_1 launch
v1.5	March 26	<ul style="list-style-type: none"> • Updated V1_1 launch with variable names.

		<ul style="list-style-type: none"> Updated FAQ for adwords scripts and big query data transfer tools
v1.6	April 19	<ul style="list-style-type: none"> Updated FAQs for V1_0 terms of service and adgroupads
v1.7	May 15	<ul style="list-style-type: none"> Updated V1_2, V1_3, and V2_0 launch notes. Added bidding section for Audience bid multipliers. Updated FAQs for Logging from client libraries.
v1.8	June	<ul style="list-style-type: none"> Updated V2_0 launch Added section on bid clearing Added section on Rate limits/scaling
V2.0		A