Introduction

Logging & Monitoring

The Google Ads API Developer Miniseries

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Overview

Logging	Monitoring
Most detailed source of information	Higher level, user-friendly information
Helpful for debugging and incident investigations	Helpful for understanding overall health of a system

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Relationship between Logging & Monitoring

Logs are a primary, persistent source of information, useful for **debugging** and for providing **data for analyses**.

Monitoring can be built on top of logs, or it can capture real-time **signals of system health**.
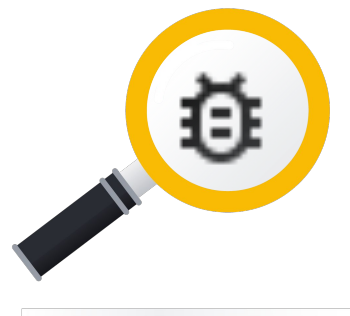
Google

Logging in your Google Ads Integration

- Client libraries provide built-in logging

- Includes request and response information

- Additional logging and monitoring options are available

https://developers.google.com/google-ads/api/docs/best-practices/logging

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Benefits

Observability

- Gain visibility into errors and warnings

- Obtain request and response data to share with Google Ads API Support

Optimizing Performance

- Collect and analyze performance metrics

- Identify anomalies and send alerts

- Manage and prioritize resources

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Improving User Experience

- Understand usage patterns

- Inform product and marketing

  decisions

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Auditing and Security

- Maintain a history of authentication and usage
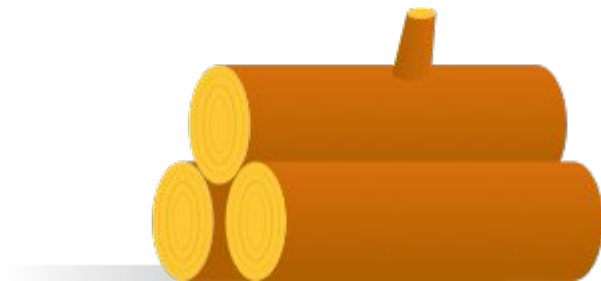
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Implementation

Implementing Logging and Monitoring

- How will application performance be measured?

- What events are important to track?

- What data is needed for debugging purposes?

- Where and how will log data be securely stored?

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Built-in Logging

- Each client library comes with its own logging configuration
- Includes request and response details, but not performance metrics

Example: Logging in Python

```yaml
logging:
    version: 1
    disable_existing_loggers: False
    formatters:
        default_fmt:
            format: '[%(asctime)s - %(levelname)s] %(message).5000s'
            datefmt: '%Y-%m-%d %H:%M:%S'
    handlers:
        default_handler:
            class: logging.StreamHandler
            formatter: default_fmt
    loggers:
        "":
            handlers: [default_handler]
            level: INFO
```

google_ads.yaml

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