

Search and SearchStream

Working with REST

The Google Ads API Developer Series



Transport Comparison



- Binary encoding
- Smaller payloads



- Text format
- More verbose payloads

SearchStream

	SearchStream	Search
Method Overview	Streamed responses	Paged responses
		Pages cached
Use Cases	High throughput, best for large results	 Small result sets (number of rows < default page size: 10k)
		User interfaces utilizing paging
Drawbacks	 Must re-issue request when interrupted (network issues) 	Slower; may timeout with large results

Search

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SearchStream is the Preferred Method

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cURL Request

```
curl -f --request POST
"https://googleads.googleapis.com/v${API_VERSION}/customers/${CUSTOMER_ID}/googleAds:searchStream" \
    --header "Content-Type: application/json" \
    --header "developer-token: ${DEVELOPER_TOKEN}" \
    --header "login-customer-id: ${MANAGER_CUSTOMER_ID}" \
    --header "Authorization: Bearer ${OAUTH2_ACCESS_TOKEN}" \
    --data '{
        "query": "${GAQL_QUERY}"
    }'
```

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        "query": "${GAQL_QUERY}"
    }'
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Search Request Structure

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cURL Request
curl -f --request POST
"https://googleads.googleapis.com/v${API_VERSION}/customers/${CUSTOMER_ID}/googleAds:search" \
--header "Content-Type: application/json" \
--header "developer-token: ${DEVELOPER_TOKEN}" \
--header "login-customer-id: ${MANAGER_CUSTOMER_ID}" \
--header "Authorization: Bearer ${OAUTH2_ACCESS_TOKEN}" \
--data '{
"pageSize": 1000,
"query": "${GAQL_QUERY}"
```

Search Request Structure

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cURL Request
curl -f --request POST
"https://googleads.googleapis.com/v${API_VERSION}/customers/${CUSTOMER_ID}/googleAds:search" \
--header "Content-Type: application/json" \
--header "developer-token: ${DEVELOPER_TOKEN}" \
--header "login-customer-id: ${MANAGER_CUSTOMER_ID}" \
--header "Authorization: Bearer ${OAUTH2_ACCESS_TOKEN}" \
--data '{
"pageSize": 1000,
"query": "${GAQL_QUERY}"
```

Search Request Structure

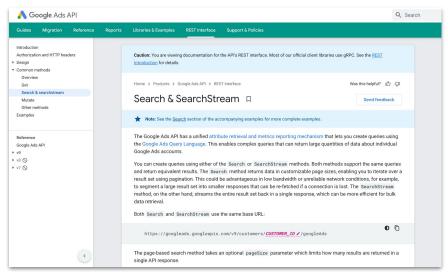
```
cURL Request
curl -f --request POST
"https://googleads.googleapis.com/v${API_VERSION}/customers/${CUSTOMER_ID}/googleAds:search" \
--header "Content-Type: application/json" \
--header "developer-token: ${DEVELOPER_TOKEN}" \
--header "login-customer-id: ${MANAGER_CUSTOMER_ID}" \
--header "Authorization: Bearer ${OAUTH2_ACCESS_TOKEN}" \
--data '{
"pageSize": 1000,
"query": "${GAQL_QUERY}"
```

SearchStream Example

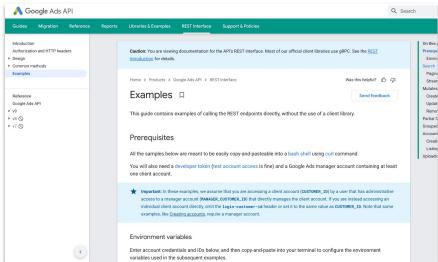
Search Example

Resources

Search & SearchStream Guide



Search and SearchStream Examples



Thanks for Listening

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