

What's New in the Google Ads API

Google Ads API Migration Workshops - 2021



Laura Chevalier, Developer Relations Engineer

Presenter

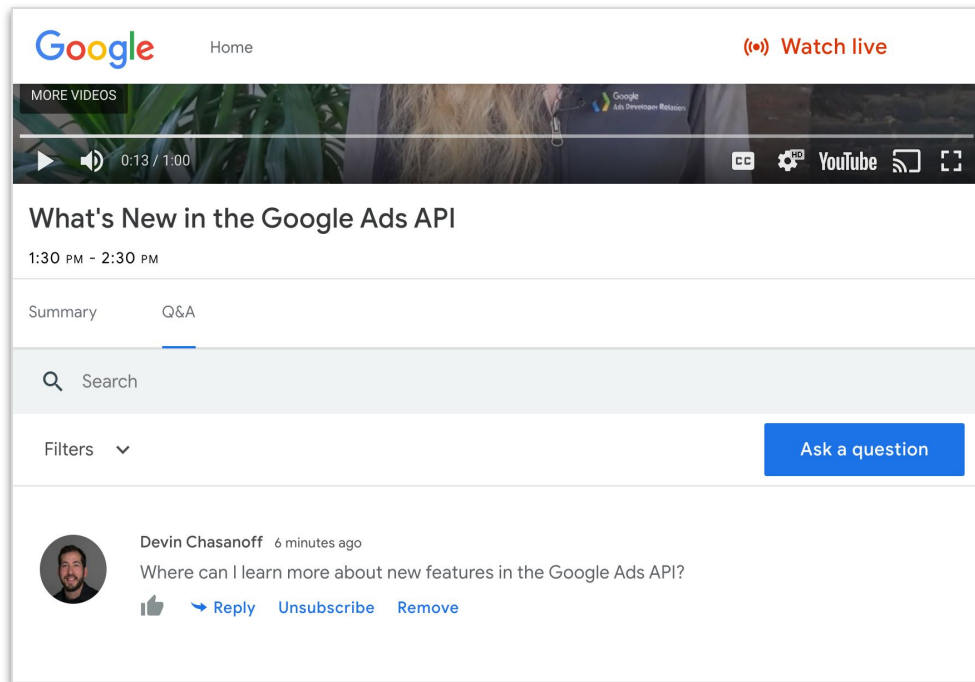


Laura Chevalier
Developer Relations Engineer



We're here to help!

- Q&A forum located below the video
- Our team is standing by to help answer your questions
- Submit questions at anytime
- Upvote interesting questions



The screenshot shows a YouTube video player interface. At the top, the Google logo is on the left, 'Home' is in the center, and a 'Watch live' button is on the right. Below the logo is a 'MORE VIDEOS' section with a video thumbnail. The video player shows a play button, a volume icon, and a progress bar at 0:13 / 1:00. To the right of the progress bar are icons for closed captions, settings, YouTube, and full screen. Below the video player is the video title 'What's New in the Google Ads API' and the time '1:30 PM - 2:30 PM'. There are two tabs: 'Summary' and 'Q&A', with 'Q&A' being the active tab. Below the tabs is a search bar with a magnifying glass icon and the text 'Search'. To the left of the search bar is a 'Filters' dropdown menu. To the right is a blue button labeled 'Ask a question'. Below the search bar is a Q&A entry by 'Devin Chasanoff' posted '6 minutes ago'. The question is 'Where can I learn more about new features in the Google Ads API?'. Below the question are icons for a thumbs up, a reply arrow, and links for 'Reply', 'Unsubscribe', and 'Remove'.

Agenda

- Overarching changes
- Paradigm Changes
 - Versioning
 - gRPC and REST
 - Reporting
 - Unified Data Model
 - Strict Typing
 - Restructured Requests



Agenda (continued)

- New features and innovations
 - Optimization Score & Recommendations
 - Additional Ad and Campaign Types
 - Billing & Invoices
 - Change History
 - Account Management
 - Keyword Planning
 - Assets
 - Bidding Strategies
- Next Steps & Resources



Overarching Changes

AdWords API Sunset

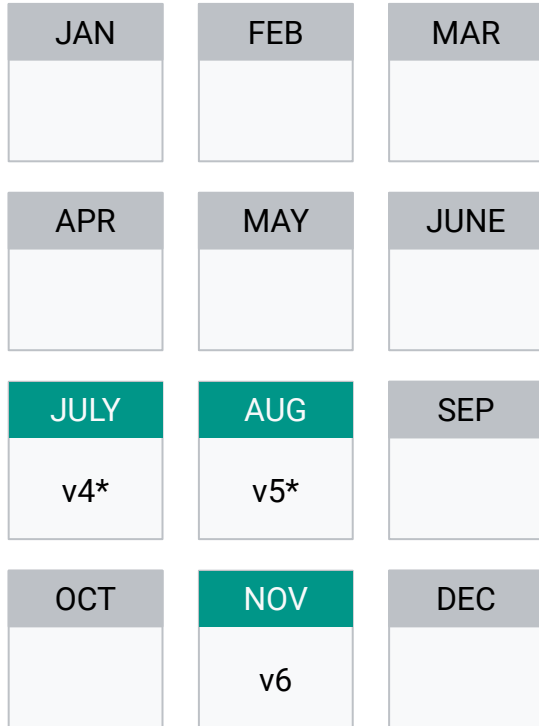
Proprietary + Confidential

April, 2022



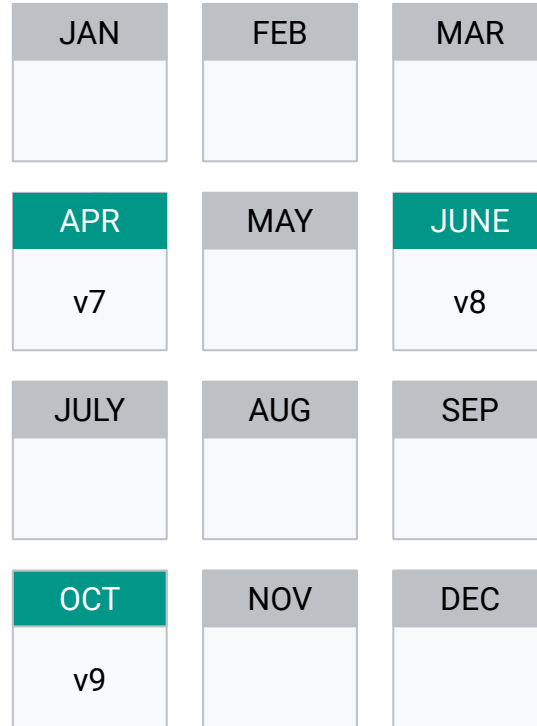
More Frequent Releases

2020

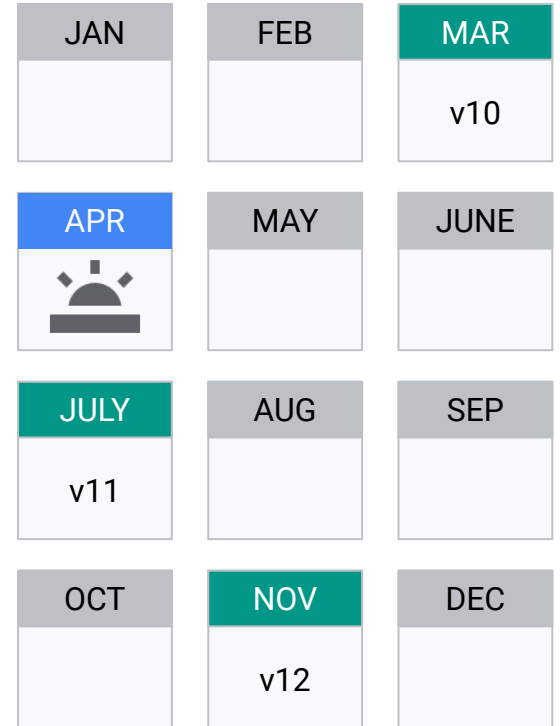


*Beta

2021

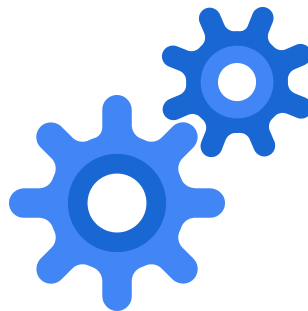


2022



Improved Usability

- Clear error messages
- More documentation and tools
- Unified reporting and mutating interface
- Flexible reporting
- Standardized API design



Paradigm Changes

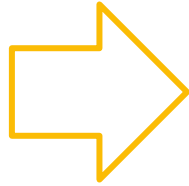
Versioning

Versioning

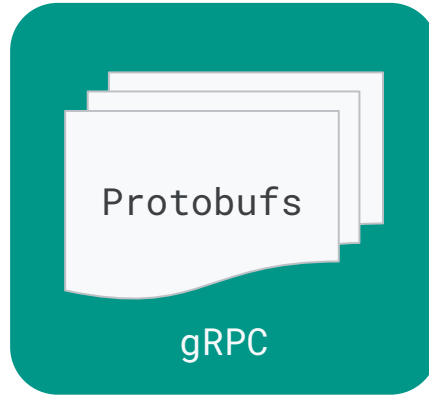
Version	Planned Release Type*	Projected launch*	Projected sunset*
v7	Major	April 28, 2021 (launched)	January/February 2022
v8	Major	June 9, 2021 (launched)	March/April 2022
v8_1	Minor	August 2021	March/April 2022
v9	Major	October 2021	June/July 2022
v10	Major	February/March 2022	October/November 2022
v10_1	Minor	April/May 2022	October/November 2022
v11	Major	June/July 2022	March/April 2023
v11_1	Minor	August/September 2022	March/April 2023
v12	Major	October/November 2022	June/July 2023

gRPC and REST

AdWords API



Google Ads API



Transport Comparison



- Smaller payloads
- Data type correctness enforced at both ends
- Ready “out of the box” when using client libraries



- Larger payloads
- No data type enforcement when used without a client library
- Easy to use ad-hoc (for example, via command-line)



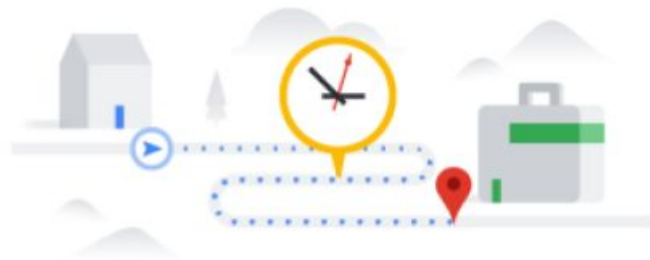
Reporting

Intro to Reporting & GAQL

- Introduction to the Google Ads API
- AdWords API vs. Google Ads API
- GoogleAdsService & Search Request Types
- Syntax & Your First API Call
- Constructing Query Strings
- Q&A (URL Above)



Devin Chasanoff
Developer Advocate



Google

Reporting

- `GoogleAdsService.SearchStream`
- `GoogleAdsService.Search`
- Flexible querying



Reporting - Multi-attribution Only

```
ga_service = client.get_service("GoogleAdsService")
query = """
    SELECT
        campaign.id,
        ad_group.id,
        ad_group_criterion.criterion_id,
        ad_group_criterion.keyword.text,
        ad_group_criterion.keyword.match_type,
        metrics.impressions,
        metrics.clicks
    FROM keyword_view WHERE segments.date DURING LAST_7_DAYS
    AND ad_group.status = ENABLED
    AND ad_group_criterion.status IN (ENABLED, PAUSED)
    ORDER BY metrics.impressions DESC
    LIMIT 50"""
response = ga_service.search_stream(customer_id=customer_id, query=query)
```

Python

Interactive Query Builder

- Explore query syntax
- Interactively construct queries
- Copy and paste into your client source code
- Available in Google Ads API developer documentation

The screenshot displays the Interactive Query Builder interface. At the top, a green header reads "Your GAQL Query". Below it, a text area contains the following GAQL query: `SELECT campaign.name, campaign.status, segments.device, metrics.impressions, metrics.clicks, metrics.ctr, metrics.average_cpc, metrics.cost_micros FROM campaign WHERE segments.date DURING LAST_30_DAYS`. A copy icon is visible on the right side of the query text. Below the query, there are three radio buttons for "Standard" (selected), "Pretty Print", and "Interactive Mode", along with a "Clear Selections" button. A search prompt reads "Start typing to search for fields, segments, and metrics below". Below this is a green header "Choose a Clause to Select From" with five tabs: "SELECT", "WHERE" (active), "ORDER BY", "LIMIT", and "PARAMETERS". Under the "WHERE" tab, there are four expandable dropdown menus: "Attribute Resource Fields", "Segments", "Metrics", and "Attributed Resource Fields", each with a "Click to expand" link and a downward arrow.

Interactive Query Validator

- Validate GAQL queries
- Edit validated queries directly with Interactive Query Builder tool

Query Validator

Enter a query below, and click submit. If the entered query is valid, you will be able to continue editing your query using the interactive query builder. Otherwise, you will be presented with a list of errors, which you can fix to create a valid GAQL query. Most errors will pertain to topics such as query syntax, field validity, field compatibility, and field selectability.

Limitations of the Query Validator ⓘ

Your GAQL Query

Enter GAQL Query

```
SELECT
  campaign.name,
  campaign.id,
  ad.id
FROM campaign
LIMIT 10
```

Validate Query

! Invalid Query

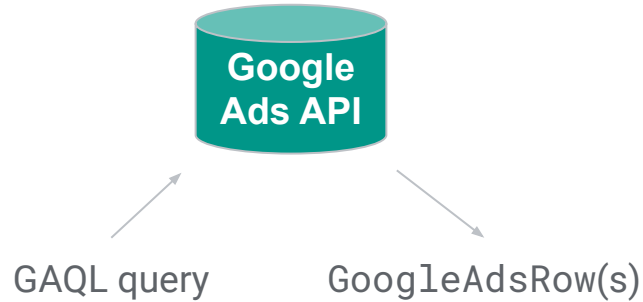
Fix your query to address the errors below and re-submit.

- 'ad.id' is not a valid field in the SELECT clause when 'campaign' is the resource in the FROM clause. Fields in the SELECT must be 'Selectable'.

Unified Data Model

Unified Data Model

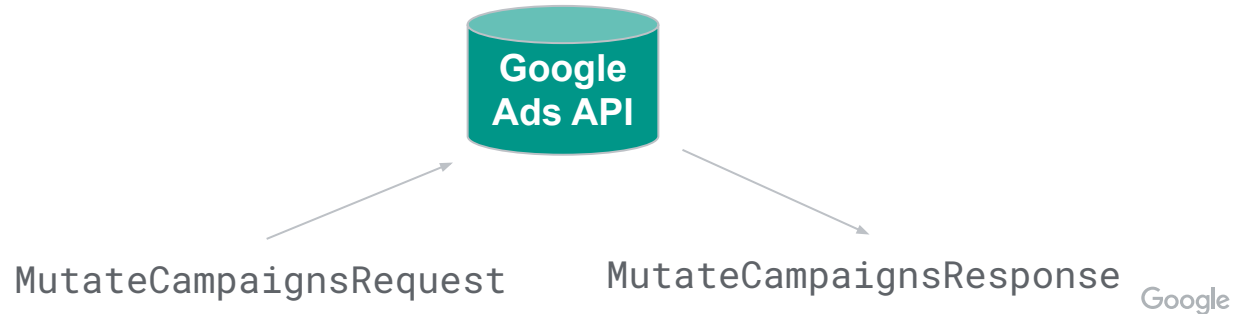
- 1 Fetch objects using SearchStream.



- 2 Modify object(s).

```
# Note: row is a GoogleAdsRow object.  
campaign = row.campaign  
campaign.network_settings.target_search_network = False
```

- 3 Send mutate request to Google Ads API.



Fetch Campaigns with SearchStream

Python

```
ga_service = client.get_service("GoogleAdsService")
query = """
    SELECT
        campaign.id,
        campaign.resource_name,
        campaign.name
    FROM campaign
    ORDER BY campaign.id
    LIMIT 50"""

response = ga_service.search_stream(customer_id=customer_id, query=query)

for batch in response:
    # Note: row is a GoogleAdsRow object.
    for row in batch.results:
        campaign = row.campaign
```


Iterate through SearchStream results

Python

```
response = ga_service.search_stream(customer_id=customer_id, query=query)

for batch in response:
    # Note: row is a GoogleAdsRow object.
    for row in batch.results:
        campaign = row.campaign
        campaign_service = client.get_service("CampaignService")
        campaign_operation = client.get_type("CampaignOperation")
        campaign.network_settings.target_search_network = False
        campaign_operation.update_mask = protobuf_helpers.field_mask(
            None, campaign._pb
        )
        response = campaign_service.mutate_campaigns(
            customer_id=customer_id, operations=[campaign_operation]
        )
```

Update Campaign and Send Mutate Request

Python

```
response = ga_service.search_stream(customer_id=customer_id, query=query)

for batch in response:
    # Note: row is a GoogleAdsRow object.
    for row in batch.results:
        campaign = row.campaign
        campaign_service = client.get_service("CampaignService")
        campaign_operation = client.get_type("CampaignOperation")
        campaign.network_settings.target_search_network = False
        campaign_operation.update_mask = protobuf_helpers.field_mask(
            None, campaign._pb
        )
        response = campaign_service.mutate_campaigns(
            customer_id=customer_id, operations=[campaign_operation]
        )
```

GoogleAdsService.Mutate

Python

```
response = ga_service.search_stream(customer_id=customer_id, query=query)

for batch in response:
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    for row in batch.results:
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        campaign.network_settings.target_search_network = False
        campaign_operation.update_mask = protobuf_helpers.field_mask(
            None, campaign._pb
        )
        response = ga_service.mutate(
            customer_id=customer_id, mutate_operations=[campaign_operation]
        )
```

Strict Typing

Strict Typing

AdWords API

```
class KeywordMatchType
{
    const EXACT = 'EXACT';
    const PHRASE = 'PHRASE';
    const BROAD = 'BROAD';
}
```

PHP

Google Ads API

```
class KeywordMatchType
{
    // NAME = VALUE
    const UNSPECIFIED = 0;
    const UNKNOWN = 1;
    const EXACT = 2;
    const PHRASE = 3;
    const BROAD = 4;

    public static function name($value);
    public static function value($name);
}
```

PHP

Strict Typing (continued)

AdWords API

```
class KeywordMatchType
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    const EXACT = 'EXACT';
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    public static function name($value);
    public static function value($name);
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```

PHP

Restructured Requests

Login Customer ID

- The Google Ads API allows you to specify a `login_customer_id`
- Enables access to any child account of account specified by the `login_customer_id`

```
api.googleads.developerToken: *****  
api.googleads.clientId: *****  
api.googleads.clientSecret: *****  
api.googleads.refreshToken: *****  
api.googleads.loginCustomerId: 123-456-7890
```

Java

Restructured Requests

- `validate_only` and `partial_failure` fields moved from header to request body

AdWords API

```
client = adwords.AdWordsClient.LoadFromStorage()
client.validate_only = True
client.partial_failure = True
ad_group_ad_service = client.GetService("AdGroupAdService", version="v201809")
# ...
```

Python

Google Ads API

```
request = client.get_type("MutateAdGroupAdsRequest")
request.customer_id = customer_id
request.operations.append(ad_group_ad_operation)
request.partial_failure = False
request.validate_only = True
response = ad_group_ad_service.mutate_ad_group_ads(request=request)
```

Python

Restructured Requests

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Python

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response = ad_group_ad_service.mutate_ad_group_ads(request=request)
```

Python

New and Improved Features



Optimization Score & Recommendations

Optimization Score NEW

Estimates how well your Google Ads account is set to perform. Available at customer and campaign levels.

Recommendations CARDS TABLE DOWNLOAD

63.9% ↑ 1%

Your campaign optimization score ⓘ

- ✓ Focused on conversions, based on your Maximize conversions bid strategy
- Not right? [Change bid strategy](#)

All | Repairs | Bidding & budgets +19% | Ads & extensions +17%

Top recommendation for you:

- Finish setting up conversion tracking** +19.4% ⓘ
- Finish setting up conversion tracking by making sure your conversion actions are successfully reporting conversions
- Recommended because you've added a conversion action, but no conversions are currently being reported ⓘ
- [VIEW RECOMMENDATION](#)

- Add items to your feed** ⓘ
- You have campaigns that can't serve dynamic ads. Fix this by adding items to your feed.
- Recommended because you have feeds with no items ⓘ
- [VIEW RECOMMENDATION](#)

- Improve your responsive display ads** +16.7% ⓘ
- Get more conversions by adding assets to your responsive display ads
- Recommended because some of your responsive display ads have an ad strength below "Excellent" ⓘ
- [VIEW RECOMMENDATION](#)

- Fix your audience source with no activity** ⓘ
- Make sure you aren't missing users on remarketing lists used by your campaigns. Fix the audience source so that users are added to your lists correctly.
- Recommended because your campaigns use a remarketing list that depends on an audience source that's not showing any recent activity ⓘ
- [VIEW RECOMMENDATION](#)

Recommendations NEW

Suggest new and relevant features, plus improvements to bids, keywords and ads, to increase overall performance and efficiency of your campaigns.

Recommendations

CARDS
 TABLE
 DOWNLOAD

63.9% ↑ 1%

Your campaign optimization score ?

✔ Focused on conversions, based on your Maximize conversions bid strategy

Not right? [Change bid strategy](#)

All
Repairs
Bidding & budgets +19%
Ads & extensions +17%

Top recommendation for you:

+

Finish setting up conversion tracking +19.4%

Finish setting up conversion tracking by making sure your conversion actions are successfully reporting conversions

Recommended because you've added a conversion action, but no conversions are currently being reported ?

VIEW RECOMMENDATION

+

Add items to your feed

You have campaigns that can't serve dynamic ads. Fix this by adding items to your feed.

Recommended because you have feeds with no items ?

VIEW RECOMMENDATION

+

Improve your responsive display ads +16.7%

Get more conversions by adding assets to your responsive display ads

Recommended because some of your responsive display ads have an ad strength below 'Excellent' ?

VIEW RECOMMENDATION

+

Fix your audience source with no activity

Make sure you aren't missing users on remarketing lists used by your campaigns. Fix the audience source so that users are added to your lists correctly.

Recommended because your campaigns use a remarketing list that depends on an audience source that's not showing any recent activity ?

VIEW RECOMMENDATION

Retrieving Recommendations

```
ga_service = client.get_service("GoogleAdsService")
query = """
    SELECT
        recommendation.resource_name,
        recommendation.type,
        recommendation.campaign
    FROM recommendation
    LIMIT 10"""

search_request = client.get_type("SearchGoogleAdsStreamRequest")
search_request.customer_id = customer_id
search_request.query = query
response = ga_service.search_stream(request=search_request)
```

Python

Retrieving Keyword Recommendations

```
ga_service = client.get_service("GoogleAdsService")
query = """
    SELECT
        recommendation.resource_name,
        recommendation.keyword_recommendation,
        recommendation.campaign
    FROM recommendation
    WHERE recommendation.type = KEYWORD
    LIMIT 10"""

search_request = client.get_type("SearchGoogleAdsStreamRequest")
search_request.customer_id = customer_id
search_request.query = query
response = ga_service.search_stream(request=search_request)
```

Python

Applying Recommendations

```
recommendation_service = client.get_service("RecommendationService")

apply_recommendation_operation = client.get_type(
    "ApplyRecommendationOperation"
)

# Use the Recommendation resource_name retrieved from our search query.
apply_recommendation_operation.resource_name = recommendation_resource_name

recommendation_response = recommendation_service.apply_recommendation(
    customer_id=customer_id, operations=[apply_recommendation_operation]
)
```

Python

Additional Ad and Campaign Types

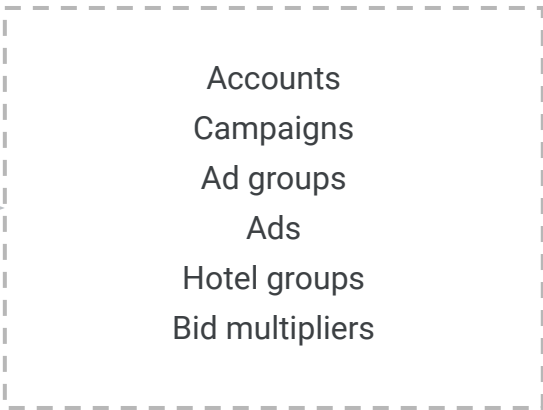
Hotel Ads

NEW



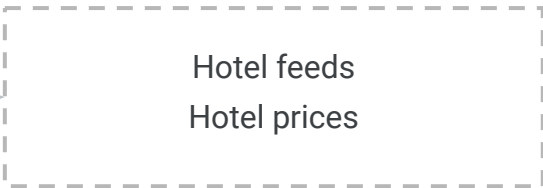
Google Ads API

Manages



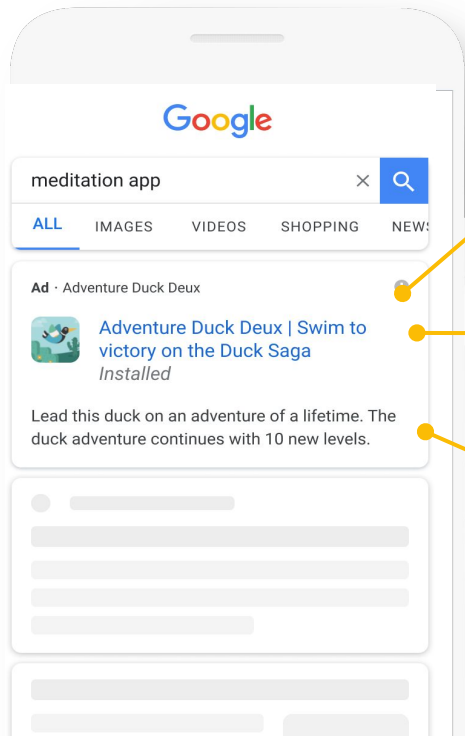
Google Hotel Ads Center
&
Google Travel Partner API

Manages



App Engagement Ads NEW

Write text encouraging a specific action in the app, like checking in, making a purchase, or booking a flight.



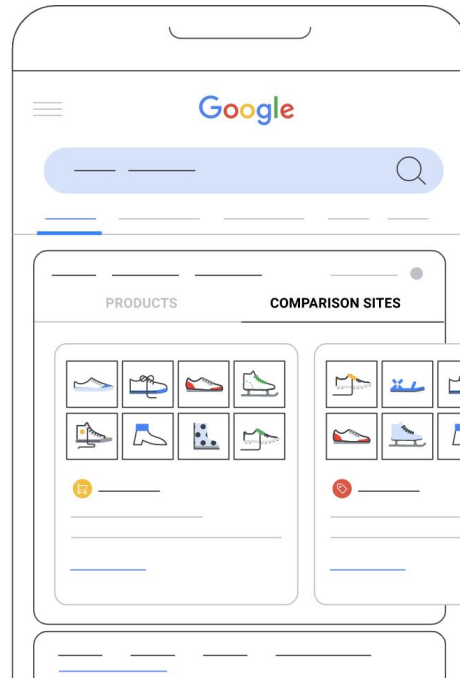
```
ad.app_engagement_ad.headlines =  
["Adventure Duck Deux | Swim to victory..."]
```

```
ad.final_app_urls = [deeplink_and_os_type]
```

```
ad.app_engagement_ad.descriptions =  
["Lead this duck on an adventure of a lifetime..."]
```

Shopping Comparison Listing Ads NEW

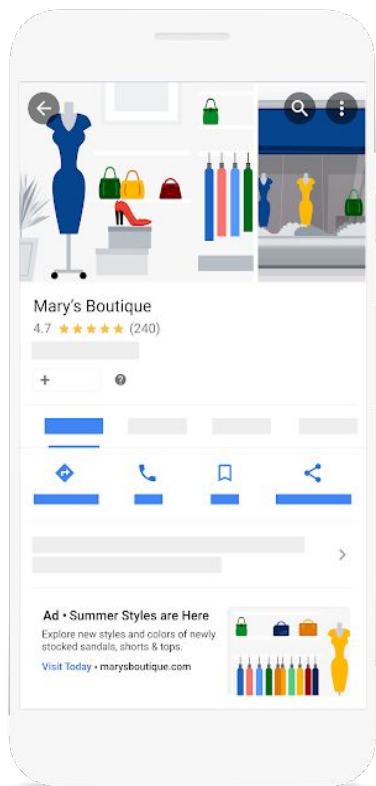
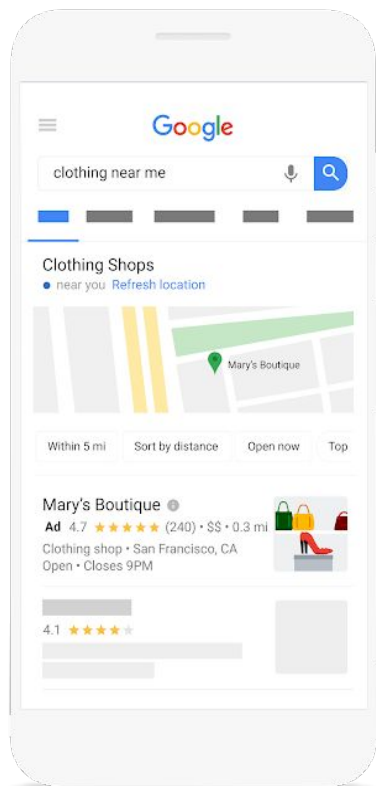
Advertise a group of products from your Comparison Shopping Service (CSS) website with Comparison Listing ads.



Local Campaigns

NEW

Proprietary + Confidential



Search

Google

Local Campaigns

Python

```
# Use locations from Google My Business account.
campaign.local_campaign_setting.location_source_type =
    client.enums.LocationSourceTypeEnum.GOOGLE_MY_BUSINESS

# Maximize conversion value is the only bidding strategy supported
# for Local campaigns.
campaign.maximize_conversion_value.target_roas = 3.5

optimization_goal_type_enum =
    client.enums.OptimizationGoalTypeEnum
# Optimization goal setting is mandatory for Local campaigns.
campaign.optimization_goal_setting.optimization_goal_types
    .extend([
        optimization_goal_type_enum.CALL_CLICKS,
        optimization_goal_type_enum.DRIVING_DIRECTIONS,
    ])
```


Local Campaigns

Python

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Local Campaigns

Python

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    .extend([
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        optimization_goal_type_enum.DRIVING DIRECTIONS,
    ])
```

Smart Campaigns [Beta] NEW

An easy, efficient, cross-channel campaign type best for small businesses, automatically optimized based on the details of your business and your goals.

Comprehensive Insurance | Protect Yourself on a Budget | Get Your Free Quote Today

Ad www.example.com/insurance

Get affordable & trustworthy insurance. 10% discount on all online quotes. Easily compare insurance plans side-by-side in just a few seconds.

`ad.headlines = ["Comprehensive Insurance | Protect Yourself.. "]`

`smart_campaign_setting.final_url = "www.example.com/insurance"`

`ad.descriptions = ["Get affordable & trustworthy insurance.. "]`

Smart Campaigns [Beta]

KeywordThemeConstantService

SmartCampaignSuggestService

Smart Campaigns [Beta]

KeywordThemeConstantService

- Generates a set of keyword themes using a word or phrase, region code, and language code.

SmartCampaignSuggestService

Smart Campaigns [Beta]

KeywordThemeConstantService

- Generates a set of keyword themes using a word or phrase, region code, and language code.

SmartCampaignSuggestService

- Uses those keyword themes along with information about the business being advertised to suggest daily budget amounts.

Billing & Invoices

Billing Improvements

- No allowlisting required

Billing Improvements

- No allowlisting required
- Transparency
 - More granular error messaging

BudgetOrderError

GENERIC_BILLING_ERROR	
Summary	An attempt to mutate BudgetOrder failed because of generic billing errors.
Common causes	Trigger: NO_BILLING_CUSTOMER_ACCESS The OAuth2 access token sent in the request is for a user who does not have access to the billing customer account.
Recommended handling tips	N/A
Prevention tips	Trigger: NO_BILLING_CUSTOMER_ACCESS Make sure you either generate the access token for the correct account, or that accounts are linked properly in the manager account so that the credentials in your request can access the billing customer. See the Manager-Client relationships section of the Budget Order Service guide for more information.

Billing Improvements

- No allowlisting required
- Transparency
 - More granular error messaging

Enums	
UNSPECIFIED	Enum unspecified.
UNKNOWN	The received error code is not known in this version.
CANNOT_USE_EXISTING_AND_NEW_ACCOUNT	Cannot specify both an existing payments account and a new payments account when setting up billing.
CANNOT_REMOVE_STARTED_BILLING_SETUP	Cannot cancel an approved billing setup whose start time has passed.
CANNOT_CHANGE_BILLING_TO_SAME_PAYMENTS_ACCOUNT	Cannot perform a Change of Bill-To (CBT) to the same payments account.
BILLING_SETUP_NOT_PERMITTED_FOR_CUSTOMER_STATUS	Billing setups can only be used by customers with ENABLED or DRAFT status.
INVALID_PAYMENTS_ACCOUNT	Billing setups must either include a correctly formatted existing payments account id, or a non-empty new payments account name.
BILLING_SETUP_NOT_PERMITTED_FOR_CUSTOMER_CATEGORY	Only billable and third-party customers can create billing setups.
INVALID_START_TIME_TYPE	Billing setup creations can only use NOW for start time type.
THIRD_PARTY_ALREADY_HAS_BILLING	Billing setups can only be created for a third-party customer if they do not already have a setup.
BILLING_SETUP_IN_PROGRESS	Billing setups cannot be created if there is already a pending billing in progress.
NO_SIGNUP_PERMISSION	Billing setups can only be created by customers who have permission to setup billings. Users can contact a representative for help setting up permissions.
CHANGE_OF_BILL_TO_IN_PROGRESS	Billing setups cannot be created if there is already a future-approved billing.



Billing Improvements

- No allowlisting required
- Transparency
 - More granular error messaging
 - Billing setup statuses

status	Description
APPROVED_HELD	The billing setup has been approved but the corresponding first budget has not. This can only occur for billing setups configured for monthly invoicing.
APPROVED	The billing setup has been approved.
CANCELLED	The billing setup was cancelled by the user prior to approval.
PENDING	The billing setup is pending approval.
UNKNOWN	Represents value unknown in this version.
UNSPECIFIED	Not specified.

Billing Improvements

- No allowlisting required
- Transparency
 - More granular error messaging
 - Billing setup statuses
- Manage billing setups directly

Billing Improvements

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Status: Active, Pending, + 1 more ; Billing Level: Directly Linked View all ADD FIL		
Billing setup	Payments profile ↓	Paying manager

Google Ads UI	Google Ads API
Billing setup	payments_account
N/A (links customer to payments_account)	billing_setup
Payments profile	payments_profile_id

Invoice Service

NEW

A service to fetch invoices issued for a billing setup during a given month.

```
# Issues a request to list invoices.
response = client.get_service("InvoiceService").list_invoices(
    customer_id=customer_id,
    billing_setup=client.get_service("GoogleAdsService").billing_setup_path(
        customer_id, billing_setup_id
    ),
    issue_year=str(last_month.year),
    issue_month=last_month.strftime("%B").upper(),
)
```

Python

Change History

Change Status Service

Provides a means to keep track of which resources have changed within an account over a given time period.

In the last 14 days, what campaigns were changed (and how)?

```
query = """
    SELECT
        change_status.resource_name,
        change_status.last_change_date_time,
        change_status.campaign,
        change_status.resource_status
    FROM change_status
    WHERE
        change_status.last_change_date_time DURING LAST_14_DAYS
        AND change_status.resource_type = CAMPAIGN
    ORDER BY change_status.last_change_date_time
    LIMIT 10000"""
```

Python

ADDED, CHANGED, or REMOVED

Change Event Service

Provides a detailed breakdown of what changed in your account.

In the last 14 days, what campaigns were changed, what was the precise change, and who made the change?

```
query = """
SELECT
    change_event.resource_name,
    change_event.change_date_time,
    change_event.change_resource_name,
    change_event.user_email,
    change_event.client_type,
    change_event.old_resource,
    change_event.new_resource,
    change_event.resource_change_operation,
    change_event.changed_fields
FROM change_event
WHERE change_event.change_date_time DURING LAST_14_DAYS
AND change_event.change_resource_type = CAMPAIGN
LIMIT 1000"""
```

Python

GOOGLE_ADS_WEB_CLIENT, GOOGLE_ADS_API, etc.

CREATE, UPDATE, REMOVE, etc.

Account Management

User Access Management

NEW

CustomerUserAccessInvitationService

- Manages the access invitation extended to users for a given customer.

CustomerUserAccessService

- Manages the permissions of a user on a given customer.

CustomerUserAccess	
resource_name	string, immutable
user_id	string, immutable
access_role	AccessRole enum, mutable UNSPECIFIED UNKNOWN ADMIN STANDARD READ_ONLY EMAIL_ONLY
email_address	string, immutable
access_creation_date_time	string, immutable
inviter_user_email_address	string, immutable

Keyword Planning

Keyword Planning

- More consistent with the Google Ads UI

Keyword Planning (continued)

The screenshot shows the 'Discover new keywords' interface. At the top, there are two tabs: 'START WITH KEYWORDS' (inactive) and 'START WITH A WEBSITE' (active). Below the tabs, there is a text input field containing 'https://example.com'. To the right of the input field, there are two dropdown menus: one for language set to 'English (default)' and one for location set to 'United States'. Below the input field, there are two radio button options: 'Use the entire site: example.com' (selected) and 'Use only this page: https://example.com'. A blue 'GET RESULTS' button is located below the radio buttons. The interface also includes a section for 'PLANS CREATED BY YOU' and 'PLANS SHARED WITH YOU', with an 'ADD FILTER' button. At the bottom, there is a table with columns for 'Plan', 'Status', 'Last modified', and 'Forecast period'. A footer note reads: 'Find new keyword ideas, get search volumes, and create a plan'.

Annotations with yellow boxes and lines pointing to specific elements:

- site_seed** points to the radio button for 'Use the entire site: example.com'.
- url_seed** points to the radio button for 'Use only this page: https://example.com'.
- geo_target_constants** points to the 'United States' location dropdown.
- language** points to the 'English (default)' language dropdown.

Keyword Planning (continued)

keyword_seed

Discover new keywords

START WITH KEYWORDS START WITH A WEBSITE

Enter products or services closely related to your business

🌐 English (default) 📍 United States

Enter a domain to use as a filter

[GET RESULTS](#)

Try not to be too specific or general. For example, "meal delivery" is better than "meals" for a food delivery business
[Learn more](#)

Using your site will filter out services, products, or brands that you don't offer

PLANS CREATED BY YOU PLANS SHARED WITH YOU

<input type="checkbox"/>	Plan	Status	Last modified ↓	Forecast period
Find new keyword ideas, get search volumes, and create a plan				

keyword_and_url_seed

Keyword Planning (continued)

The screenshot shows the Google Keyword Planner interface for the search term 'meals'. The search is set for 'United States' in 'English' for the period 'Jul 2020 - Jun 2021'. The interface includes a search bar, a 'Broaden your search' section with filters like 'cookbook', 'dinner', 'recipes', 'cooking', 'food', 'groceries', and 'fast food', and a 'DOWNLOAD KEYWORD IDEAS' button. A line chart shows 'Total' and 'Mobile' search volume over time. Below the chart is a table of keyword ideas with columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account status'. A 'Refine keywords' sidebar on the right allows filtering by 'Brand or Non-Brand', 'Recipe', 'Meal', 'Diet', 'Holiday', and 'Others'. Annotations with yellow boxes and arrows point to specific UI elements: 'keyword_plan_network' points to the search bar; 'historical_metrics_options' points to the date range; 'include_adult_keywords' points to the 'Exclude adult ideas' filter; 'keyword_annotation' points to the 'Refine keywords' sidebar.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> meals	60,500	Low	-	\$1.45	\$5.24	
Keyword ideas						
<input type="checkbox"/> dinner recipes	550,000	Low	-	\$0.99	\$1.99	
<input type="checkbox"/> chicken breast reci...	450,000	Low	-	\$0.40	\$1.51	
<input type="checkbox"/> dinner	1,220,000	Low	-	\$0.50	\$3.82	
<input type="checkbox"/> air fryer recipes	368,000	High	-	\$0.06	\$1.64	
<input type="checkbox"/> keto recipes	301,000	Medium	-	\$0.75	\$7.11	

include_adult_keywords

keyword_plan_network

historical_metrics_options

keyword_annotation

Keyword Planning (continued)

- More consistent with the Google Ads UI
- More parameters for keyword idea generation
 - `include_adult_keywords`
 - `keyword_annotation`

Assets

Migration from Feed-based to Asset-based Extensions

Batch 1

- Lead Form
- Promotion
- Callout
- Sitelink
- Structured Snippet

Batch 2

- App
- Call
- Hotel Callout
- Image
- Price

October 20, 2021

February 15, 2022

April 8, 2022



Batch 1 Auto-migration

Batch 1 Sunset
Batch 2 Auto-migration

Batch 2 Sunset

Asset Performance Label

performance_label	Description
BEST	Best performing assets.
GOOD	Good performing assets.
LOW	Worst performing assets.
LEARNING	The asset has started getting impressions but the stats are not statistically significant enough to get an asset performance label.
PENDING	This asset does not yet have any performance information. This may be because it is still under review.
UNKNOWN	Represents value unknown in this version.
UNSPECIFIED	Not specified.

Additional Metrics on Assets

AdWords API

- No Asset reports

Google Ads API

- `ad_group_asset`
- `campaign_asset`
- `customer_asset`
- `ad_group_ad_asset_view`

Additional Metrics on Assets

AdWords API

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Google Ads API

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```
SELECT
  ad_group.id,
  asset.id,
  metrics.clicks,
  metrics.impressions
FROM ad_group_asset
```

Bidding Strategies

Cross-Account Bidding Strategies NEW

Create bidding strategies in manager accounts and attach them to campaigns in customer accounts.

```
bidding_strategy_service = client.get_service("BiddingStrategyService")

# Creates a portfolio bidding strategy.
bidding_strategy_operation = client.get_type("BiddingStrategyOperation")
bidding_strategy = bidding_strategy_operation.create
bidding_strategy.name = f"Maximize Clicks #{uuid4()}"

bidding_strategy.target_spend = client.get_type("TargetSpend")
# If not provided, uses the manager account's default currency.
bidding_strategy.currency_code = "USD"

# Sends the operation in a mutate request.
response = bidding_strategy_service.mutate_bidding_strategies(
    customer_id=manager_customer_id, operations=[bidding_strategy_operation]
)
```

Python

Target Impression Share NEW

An automated bidding strategy that sets bids so that a certain percentage of search ads are shown in a particular location on the search results page.

Pick one of the **three available targeting options** on the Search Results Page

Ad location

- Anywhere on results page
- Top of results page
- Absolute top of results page

Assign an **Impression Share** target and a **Max CPC bid limit**

Bidding

What do you want to focus on? ⓘ

Impression share ▼

Conversions is recommended for your campaign

Where do you want your ads to appear ⓘ

Top of results page ▼

Percent (%) impression share to target ⓘ

90 %

Maximum CPC bid limit ⓘ

\$ 3.00

i Based on the selections, this campaign will use the **Target Impression share** bid strategy

[Select a bid strategy directly](#)

Absolute top of results page **Top of results page** **Anywhere on results pages**

The first position at the top of the first page of search results.

Among the ads at the top of the first page of search results

Anywhere on the search results pages

[Learn more about ad location](#)

[CANCEL](#) [SAVE](#)

Target Impression Share (continued)

```
query = """
    SELECT bidding_strategy.target_impression_share.cpc_bid_ceiling_micros,
           bidding_strategy.target_impression_share.location,
           bidding_strategy.target_impression_share.location_fraction_micros,
           metrics.clicks,
           metrics.impressions
    FROM bidding_strategy
    WHERE segments.date BETWEEN '2021-01-01' AND '2021-02-01'"""

response = googleads_service.search_stream(
    customer_id=customer_id, query=query
)
```

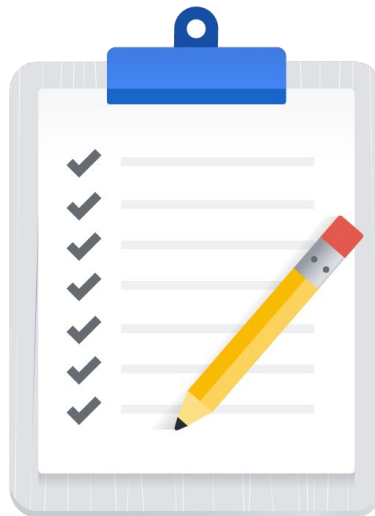
Python



Next Steps

Next Steps

- Visit the [Release Notes](#)
- Subscribe to the [Google Ads developer blog](#)
- Begin planning your [migration](#)
- Stick around for the rest of our workshops!





Resources

Resources

Google Ads API Developer Site

<https://developers.google.com/google-ads/api>

Migration Guide

<https://developers.google.com/google-ads/api/docs/migration/overview>

API Reference

<https://developers.google.com/google-ads/api/reference/rpc/>

Client Libraries & Code Examples

<https://developers.google.com/google-ads/api/docs/client-libs>

Release Notes

<https://developers.google.com/google-ads/api/docs/release-notes>

Google Ads Query Language

<https://developers.google.com/google-ads/api/docs/query/overview>

Google Ads API Webinars

Google Ads Developers Youtube Channel

<https://www.youtube.com/c/GoogleAdsDevelopers/featured>

Migrating to the Google Ads API

<https://www.youtube.com/watch?v=2QaNf-JGCGU>

Intro to Reporting and GAQL

<https://www.youtube.com/watch?v=XvAkASBnQBo>

Support

Google Ads Developer Blog

<https://ads-developers.googleblog.com>

Google Ads API Forum

<https://groups.google.com/forum/#!forum/adwords-api>

Dedicated Support

googleadsapi-support@google.com