



Leverage APIs for Paid Advertising

Speaker Introduction



Ana Kravitz



Founder, Mixed Analytics
#1 API connector for Google Sheets

- ❑ MBA with background in tech
- ❑ 10+ years experience in web analytics & digital marketing measurement

Webinar Agenda

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Intro to APIs

- API Overview
- API Structure

2

API Benefits

- UI vs. API
- API Benefits

3

Use Case

- Dashboard

4

Connect

- Paid Advertising APIs
- API Tools



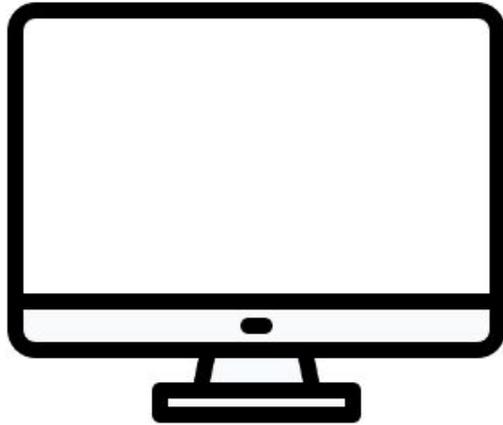
Intro to APIs



What is an API?

Application Programming Interface

i.e. the technology that allows software applications to **communicate** with one another

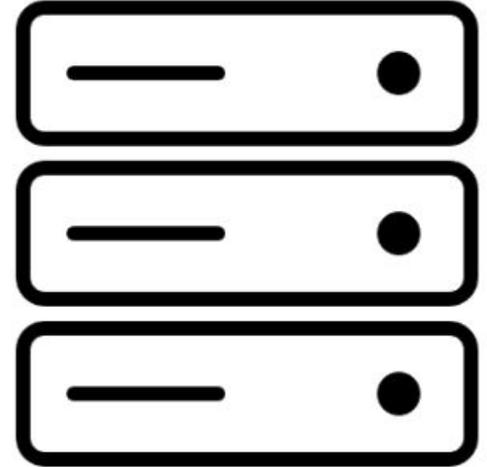


client

GET <https://date.nager.at/api/v2/publicholidays/2023/US>



```
[{"date": "2023-01-02", "localName": "New Year's Day" ...}]
```



server

APIs are everywhere

You're **already using APIs** when you:



like an image on social media



get directions from Google Maps



browse videos on Netflix



fetch ad data and manage campaigns

Why are APIs important?

Efficiency

Example: Uber uses the Google Maps API

Automation

Can be **scheduled** to process **automatically**

Accuracy

Avoid **manual/human error**

Integrations

Connect applications

Run an API request

Most APIs communicate through **URLs**, similar to the ones in a **web browser**



Try it!

<https://v2.jokeapi.dev/joke/Any?safe-mode>

API Response

Overview

API responses are usually in **JSON format**, which returns data in sets of **key-value pairs**:

Example of API Response

```
{
  "error": false,
  "category": "Programming",
  "type": "single",
  "joke": "If Bill Gates had a dime for every time Windows crashed ... Oh wait, he does.",
  "flags": {
    "nsfw": false,
    "religious": false,
    "political": false,
    "racist": false,
    "sexist": false,
    "explicit": false
  },
  "id": 22,
  "safe": true,
  "lang": "en"
}
```

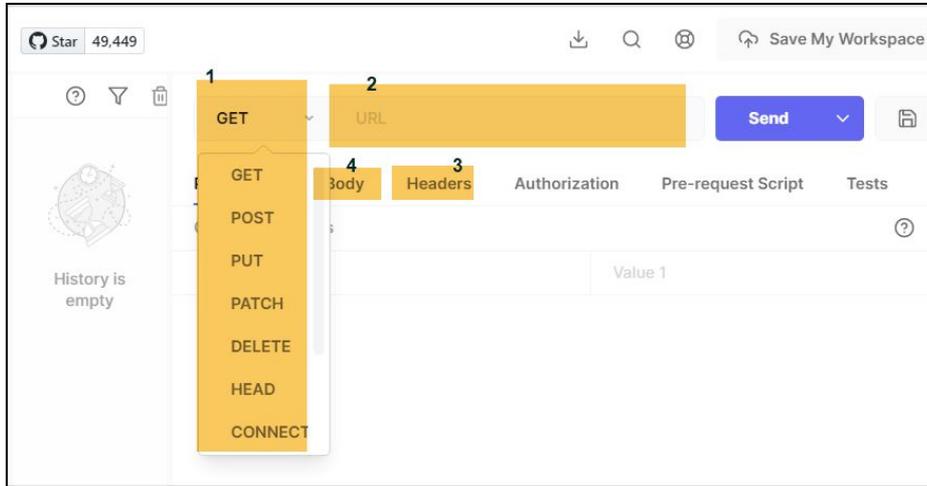
API structure

API Requests consist of **4 parts**:

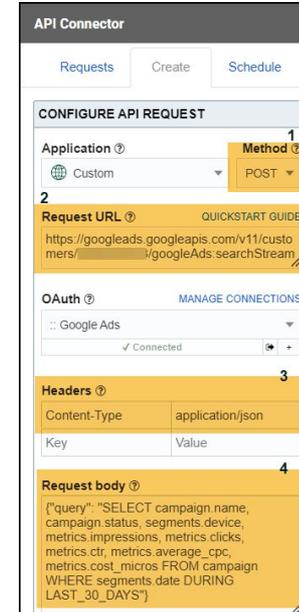
1	Request method
2	Request URL
3	Request headers
4	Request body (for sending data)

Four parts of an API request

Each API client has its own interface, but consistent with the **same 4 parts**



Hoppscotch



Mixed Analytics



Benefits of APIs for paid advertising

2

UI vs. API: Data in the UI

Google Ads

Search Reports Tools and settings Refresh Help Notifications

Workspace (2 filters) Campaigns (16) Select a campaign Change view

Workspace filter Campaign status: All Ad group status: All Add filter Save

Overview Recommendations Insights Campaigns Auction insights Ad groups Ads & assets Landing pages Keywords Audiences Content Settings

Campaigns 19 weeks ago Sep 4 - 10, 2022 Show last 30 days

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Optimization score	Campaign type	Impr.	↓ Interac!	Interaction rate	Avg. cost	Cost	Bid strategy type	Conv. rate	Conversion:	Cost / conv.
<input type="checkbox"/>	<input checked="" type="radio"/>	Generic to Sheets	—	Search	1,410	116 clicks	4.81%	\$3.99	\$385.00	CPC (enhanced)	7.76%	9.00	\$51.42
<input type="checkbox"/>	<input checked="" type="radio"/>	Platforms to sheets	—	Search	710	31 clicks	3.95%	\$3.45	\$175.02	CPC (enhanced)	6.45%	2.00	\$53.43
<input type="checkbox"/>	<input checked="" type="radio"/>	Sheets add-ons	—	Search	307	31 clicks	4.72%	\$3.64	\$37.63	CPC (enhanced)	6.45%	2.00	\$56.42
<input type="checkbox"/>	<input checked="" type="radio"/>	JSON to sheets	—	Search	165	18 clicks	4.89%	\$3.63	\$29.85	CPC (enhanced)	0.00%	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	API Connector	—	Search	517	7 clicks	2.46%	\$4.15	\$75.86	CPC (enhanced)	0.00%	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Branded	—	Search	43	7 clicks	16.28%	\$2.61	\$18.29	CPC (enhanced)	0.00%	0.00	\$0.00
<input type="checkbox"/>	<input checked="" type="radio"/>	Display - Remarketing - FC 5/d	—	Display	153	1 clicks	0.65%	\$2.28	\$2.28	CPC (enhanced)	100.00%	1.00	\$2.28
<input type="checkbox"/>	<input checked="" type="radio"/>	Plywood	—	Smart	0	0	—	—	\$0.00	Maximize clicks	0.00%	0.00	\$0.00

UI vs. API: Data from the API

Example of Google Ads API data

```
{
  "campaign": {
    "resourceName": "customers/111111111111/campaigns/1111111111111111",
    "status": "PAUSED",
    "advertisingChannelType": "SEARCH",
    "biddingStrategyType": "MANUAL_CPC",
    "name": "Platforms to sheets"
  },
  "metrics": {
    "clicks": "31",
    "conversions": 2,
    "costMicros": "106860000",
    "ctr": 0.039540816326530615,
    "averageCpc": 3447096.7741935486,
    "impressions": "784"
  },
  "campaignBudget": {
    "resourceName": "customers/1111111111111111/campaignBudgets/1111111111111111",
    "amountMicros": "60000000"
  }
}
```

Overview

Google Ads API lets you access all the data and functionality of the user interface, without logging in

Why use the API instead of the Ads interface?

Using API allows **faster access** and **custom functionality**

Reasons to adopt API



Automation



Different kind of interface



Campaign management



Reporting and analysis



**Use case
example**

3

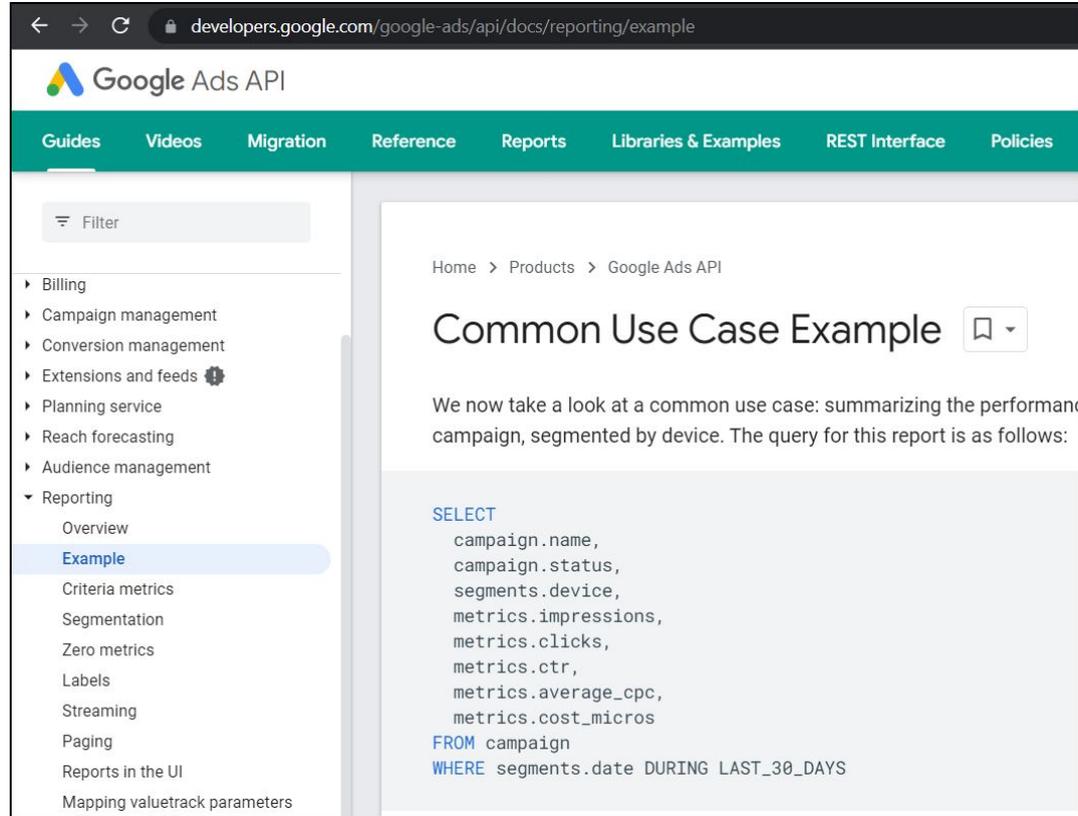
Use Case Example

Let's look at **reporting and analysis**

Use Case Example

Step 1

Check the documentation for technical specs and examples



The screenshot shows the Google Ads API documentation page for a common use case example. The page is titled "Common Use Case Example" and includes a breadcrumb trail: Home > Products > Google Ads API. The main content area contains the following text: "We now take a look at a common use case: summarizing the performance of a campaign, segmented by device. The query for this report is as follows:" followed by a SQL 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
```

The left sidebar contains a navigation menu with the following items: Billing, Campaign management, Conversion management, Extensions and feeds, Planning service, Reach forecasting, Audience management, Reporting (expanded), Overview, Example (highlighted), Criteria metrics, Segmentation, Zero metrics, Labels, Streaming, Paging, Reports in the UI, and Mapping valuetrack parameters.

Use Case Example

Step 2

Set up the API request using either code or no-code API connection methods

The screenshot shows the Google Ads API documentation page for a "Common Use Case Example". The page title is "Common Use Case Example" and it includes a sub-header "Common Use Case Example". The main content describes a use case for summarizing campaign performance segmented by device. Below the text, a SQL query is provided:

```
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
```

An orange arrow points from the SQL query in the documentation to the "Request body" field in the API Connector interface on the right.

The screenshot shows the API Connector interface with the following configuration:

- Application:** Custom
- Method:** POST
- Request URL:** `https://googleads.googleapis.com/v11/customers/[customer_id]/googleAds:searchStream`
- OAuth:** Google Ads (Connected)
- Headers:**

Key	Value
Content-Type	application/json
- Request body:**

```
{
  "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"
}
```

Use Case Example

Step 3

Fetch the data and set to refresh automatically on a schedule

	A	B	C	D	E	F	G
1	results.campaignName	results.campaign.status	results.campaign.name	results.metrics.clicks	results.metrics.costMicros	results.metrics.ctr	results.metrics.averageCpc
2	customers/2	ACTIVE	Platforms to she	146	611530000	4.2%	4188562
3	customers/2	ACTIVE	API Connector	40	176530000	2.4%	4413250
4	customers/2	ACTIVE	Sheets add-ons	107	347280000	4.9%	3245607
5	customers/2	ACTIVE	Generic to Shee	499	2025670000	5.1%	4059459
6	customers/2	ACTIVE	JSON to sheets	56	190710000	5.1%	3405536
7	customers/2	ACTIVE	Branded	34	93950000	17.4%	2763235
8	customers/2	ACTIVE	Competitors	1	5190000	0.7%	5190000
9	customers/2	ACTIVE	API Connector -	0	0	0.0%	
10	customers/2	ACTIVE	Export to Sheets	0	0	0.0%	
11	customers/2	ACTIVE	Display - Remar	2	4601583	0.2%	2300792
12	customers/2	ACTIVE	CSV to sheets	18	46440000	6.9%	2580000
13	customers/2	ACTIVE	XML to sheets	5	14770000	12.8%	2954000
14	customers/2	ACTIVE	Platforms to she	9	7190000	7.1%	798889
15	customers/2	ACTIVE	API Connector	8	7140000	13.8%	892500
16	customers/2	ACTIVE	Sheets add-ons	3	2020000	6.5%	673333

Use Case Example

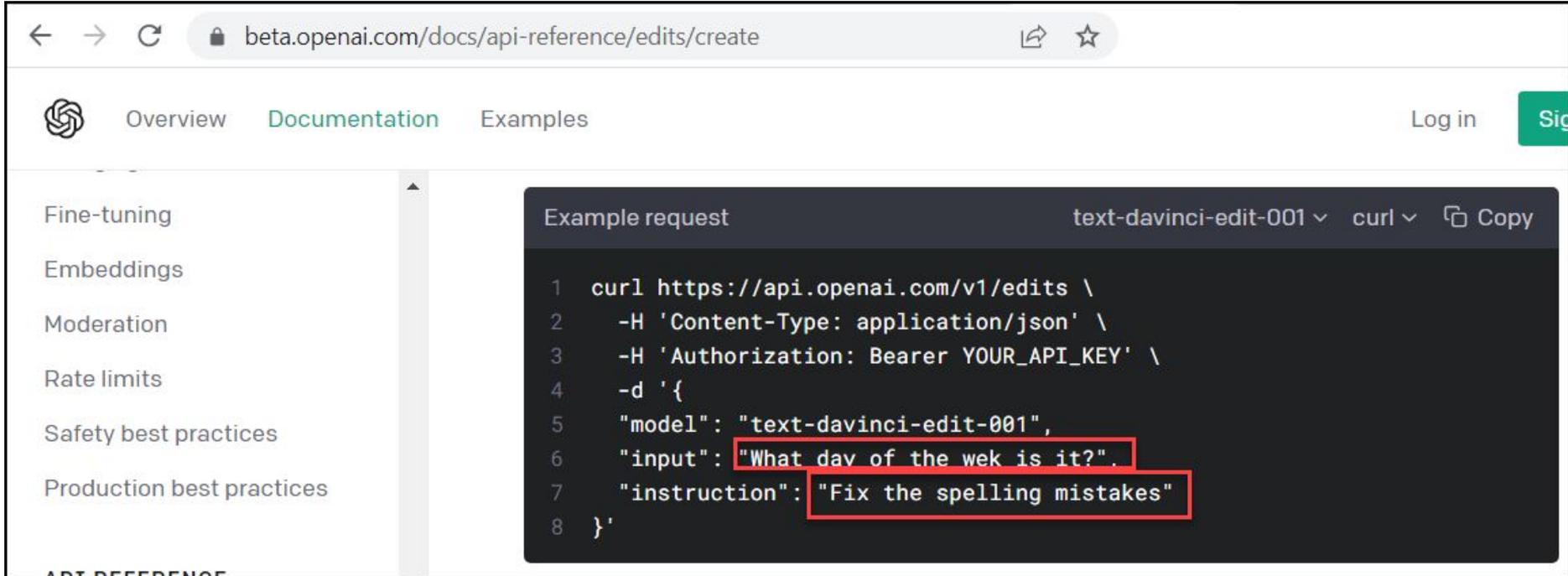
Step 4

Create a dashboard

	A	B	C	D	E	F	G
18	BY MARKETING CHANNEL						
19	Reporting Period: 1/15/2023 - 1/21/2023						
20							
21	Organic Search						
22	KPIs		This Year		Last Year		
23	<i>Metric</i>						
24	Total Sessions						
25	Total Revenue						
26	Total Transactions						
27	Conversion Rate						
28	Average Order Value						
29							
30	Paid Search						
31	KPIs		This Year		Last Year		
32	<i>Metric</i>						
33	Total Sessions						
34	Total Revenue						
35	Total Transactions						
36	Conversion Rate						
37	Average Order Value						
38							

Use Case Example #2

Edit/create ad copy through OpenAI



The screenshot shows a web browser at the URL `beta.openai.com/docs/api-reference/edits/create`. The page has a navigation bar with "Overview", "Documentation", and "Examples" tabs, and "Log in" and "Sign up" buttons. A sidebar on the left lists various API topics. The main content area displays an "Example request" in a dark-themed code editor. The request is a curl command for the `https://api.openai.com/v1/edits` endpoint. The `input` field contains the text "What day of the week is it?" and the `instruction` field contains "Fix the spelling mistakes". Both the input text and the instruction are highlighted with red boxes in the original image.

```
Example request text-davinci-edit-001 curl Copy  
1 curl https://api.openai.com/v1/edits \  
2   -H 'Content-Type: application/json' \  
3   -H 'Authorization: Bearer YOUR_API_KEY' \  
4   -d '{  
5     "model": "text-davinci-edit-001",  
6     "input": "What day of the week is it?",  
7     "instruction": "Fix the spelling mistakes"  
8   }'
```



Tools & APIs

4

Paid Ad APIs - Official vs 3rd Party

	Official APIs	3rd Party Scrapers
Access account data (clicks, spend, etc.)		
Access public data	 may be limited	
Free to access		
Complexity		

Paid Ad APIs (incomplete list)

Official APIs

- Google Ads
- Microsoft Ads
- Taboola
- Instagram
- Facebook
- AdRoll
- LinkedIn

Third Party Scrapers

- Ahrefs
- Bright Data
- Oxlylabs SERP Scraper API
- Semrush
- Serpstat
- RapidAPI unofficial scrapers

How to connect to an API?

Code

- Curl for the command line
- Any modern programming language

No-code

General Purpose API

- Postman, Hoppscotch, Swagger

General Purpose No-code tools

- Bubble, Zapier

Sheets/ Looker Studio integration

- Mixed Analytics, Supermetrics, native connectors, etc

Key Takeaways

Intro to APIs

- APIs allow software to **communicate**
- **Standardized** syntax with **4 parts** to a request

API Benefits

- **Automation**
- **Efficiency**
- **Custom** functionality

Use Case Example

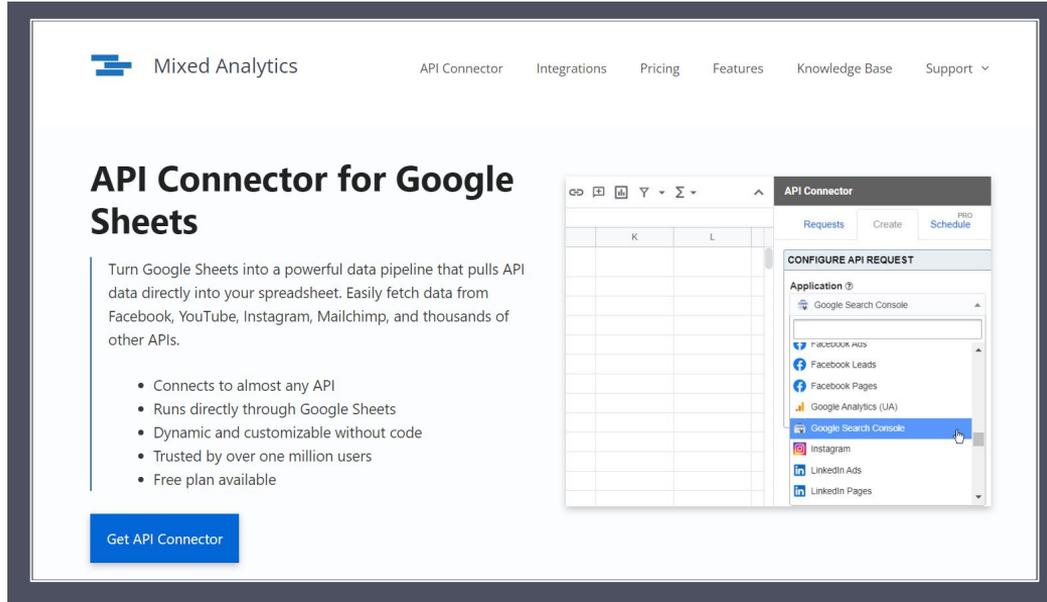
- Create **automated reports**

Connect

- Choose whether to use an **official** or **3rd party API**
- Connect with **code** or **no-code** tools

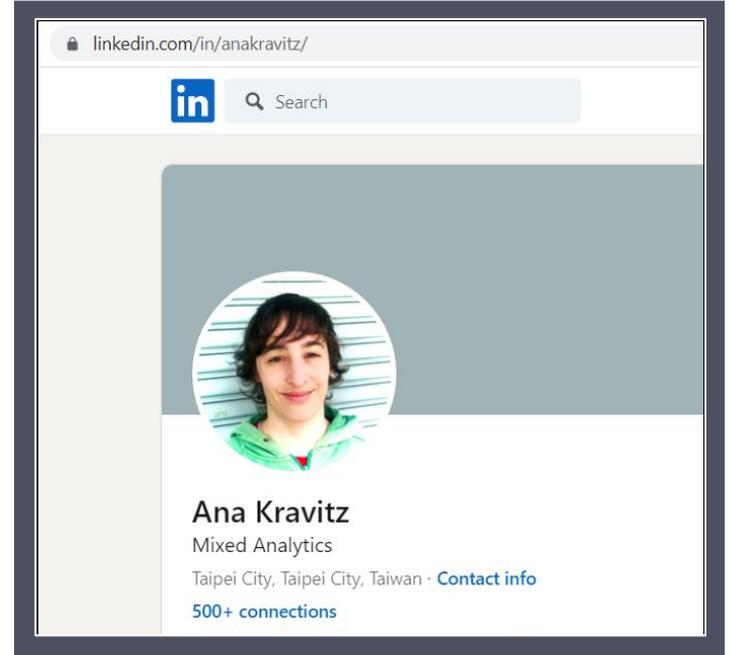
Thank you!

Feel free to connect if you are interested in learning more about APIs



The screenshot shows the Mixed Analytics website. The navigation bar includes 'Mixed Analytics', 'API Connector', 'Integrations', 'Pricing', 'Features', 'Knowledge Base', and 'Support'. The main heading is 'API Connector for Google Sheets'. Below it, a paragraph states: 'Turn Google Sheets into a powerful data pipeline that pulls API data directly into your spreadsheet. Easily fetch data from Facebook, YouTube, Instagram, Mailchimp, and thousands of other APIs.' A list of features follows: 'Connects to almost any API', 'Runs directly through Google Sheets', 'Dynamic and customizable without code', 'Trusted by over one million users', and 'Free plan available'. A blue button labeled 'Get API Connector' is at the bottom left. On the right, a 'CONFIGURE API REQUEST' dialog is open, showing a list of applications with 'Google Search Console' selected.

<https://mixedanalytics.com>



The screenshot shows Ana Kravitz's LinkedIn profile. The URL is 'linkedin.com/in/anakravitz/'. The profile picture is a circular headshot of a woman with dark hair wearing a green jacket. Her name is 'Ana Kravitz' and her company is 'Mixed Analytics'. Her location is 'Taipei City, Taipei City, Taiwan' and there is a 'Contact info' link. She has '500+ connections'.

<https://www.linkedin.com/in/anakravitz/>

Q&A

