Leverage APIs for Paid Advertising

Image by Freepik

Speaker Introduction

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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

1	**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

1

Image by Freepik

What is an API?

Application Programming Interface

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

Icons created by Elias Bikbulatov - Flaticon

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"
}
```

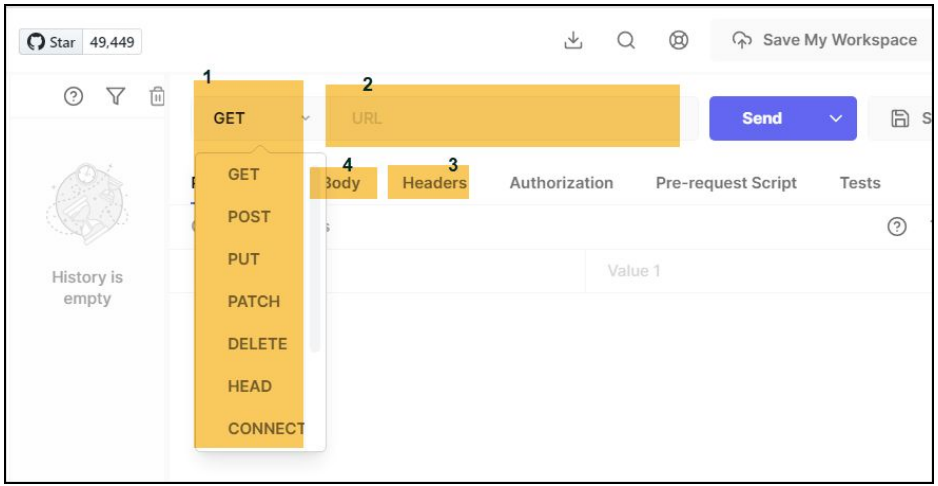
API structure

API Requests consist of **4 parts:**

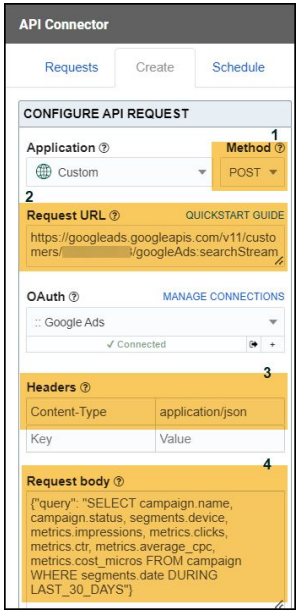
1	Request **method**
2	Request **URL**
3	Request **headers**
4	Request **body** (for sending data)

Four parts of an API request

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



Hoppscotch

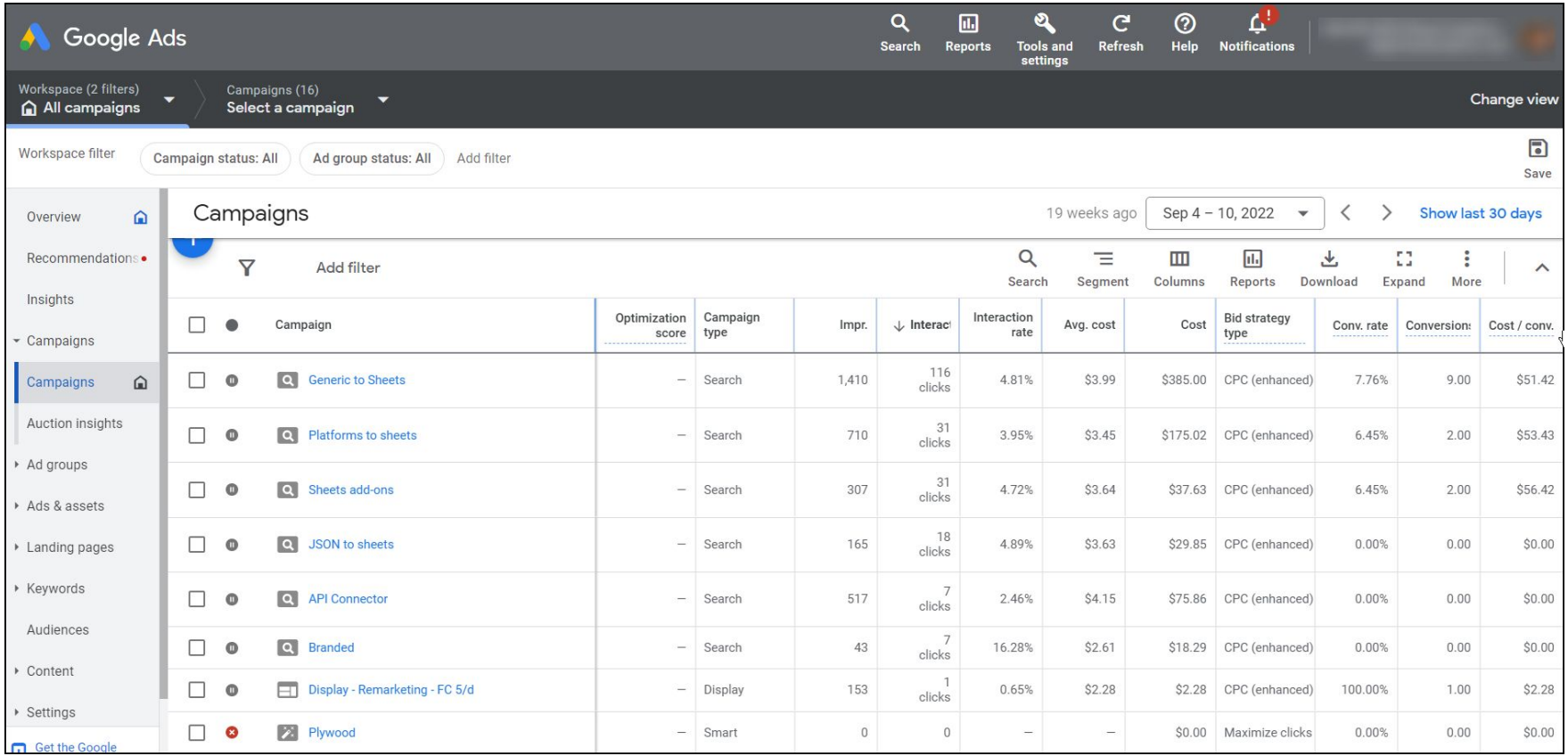


Mixed Analytics

Benefits of APIs for paid advertising

2

UI vs. API: Data in the UI



UI vs. API: Data from the API

Example of Google Ads API data


```
{
      "campaign": {
       "resourceName": "customers/1111111111111/campaigns/111111111111111",
       "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/111111111111111/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

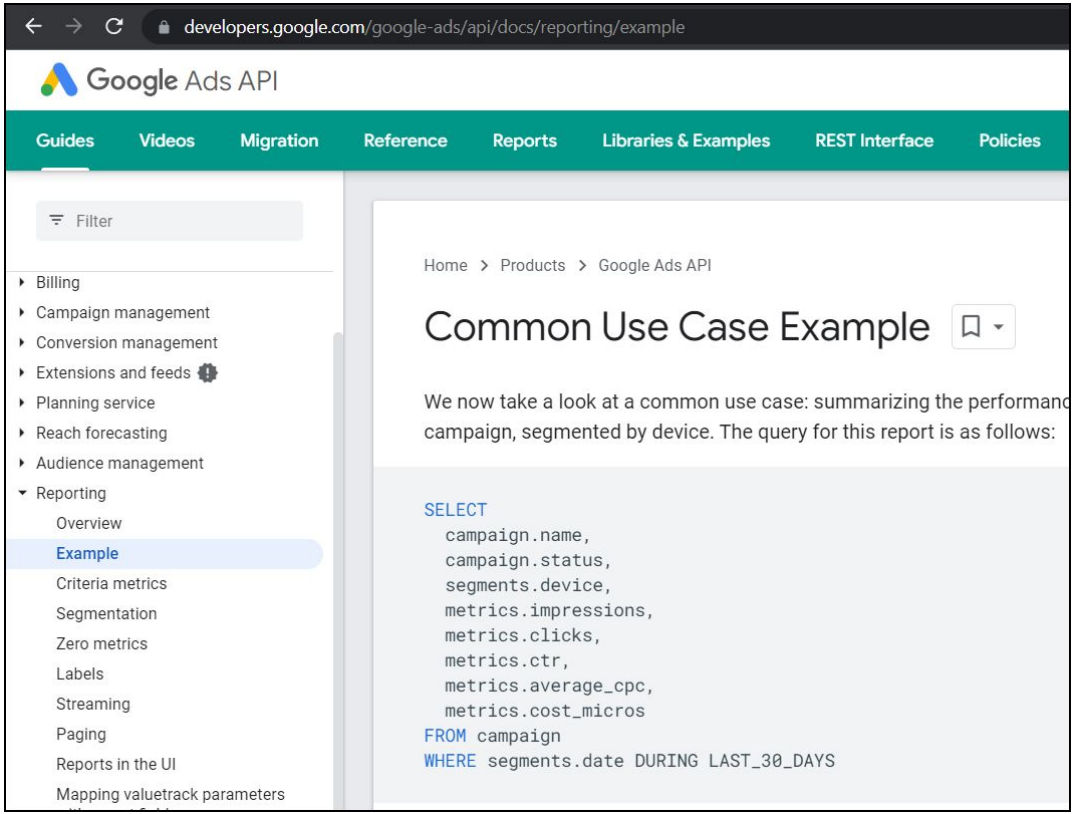
Use Case Example

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

Use Case Example

Step 1

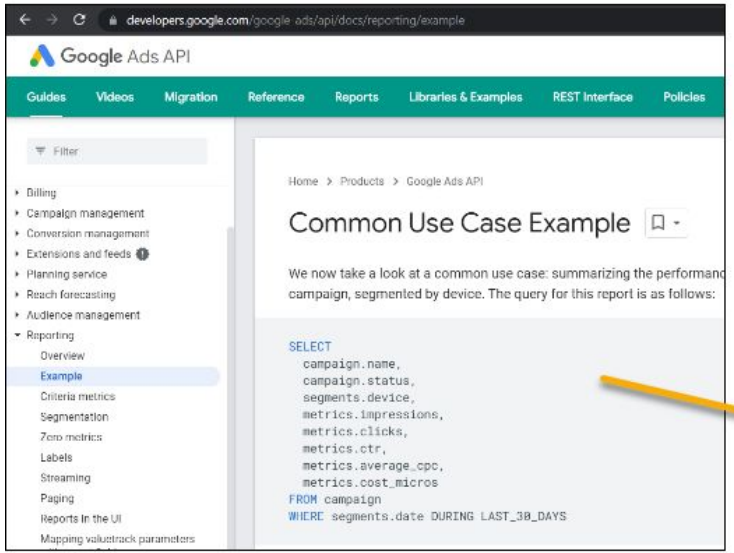
Check the documentation for technical specs and examples

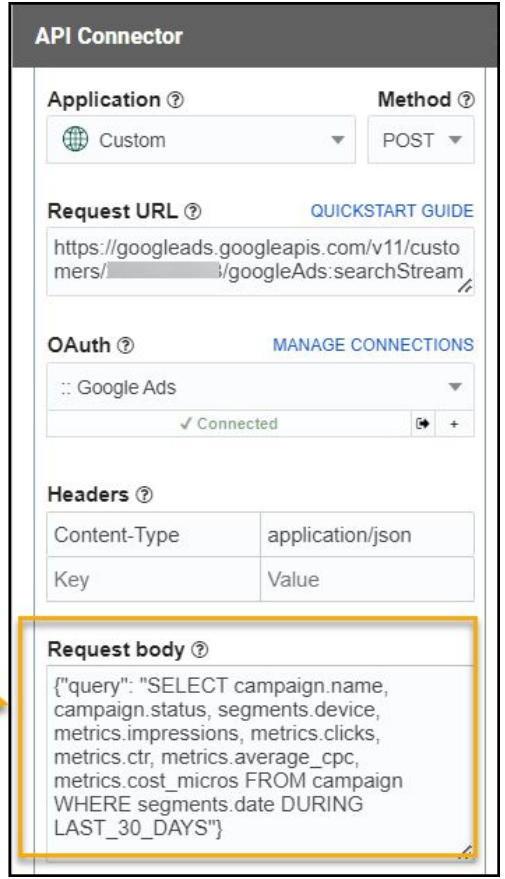


Use Case Example

Step 2

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





Use Case Example

Step 3

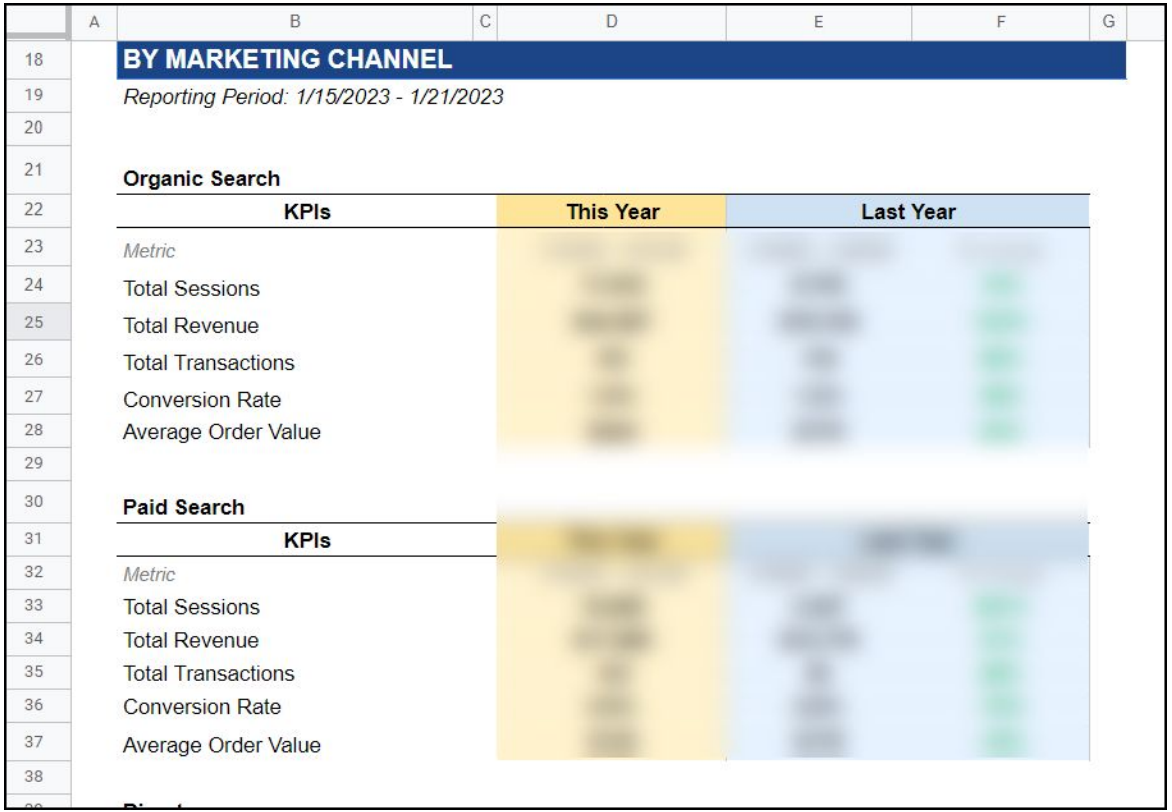
Fetch the data and set to refresh automatically on a schedule

	A	B	C	D	E	F	G
1	**results.campaign.resourceName**	**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



BY MARKETING CHANNEL

Reporting Period: 1/15/2023 - 1/21/2023

Organic Search

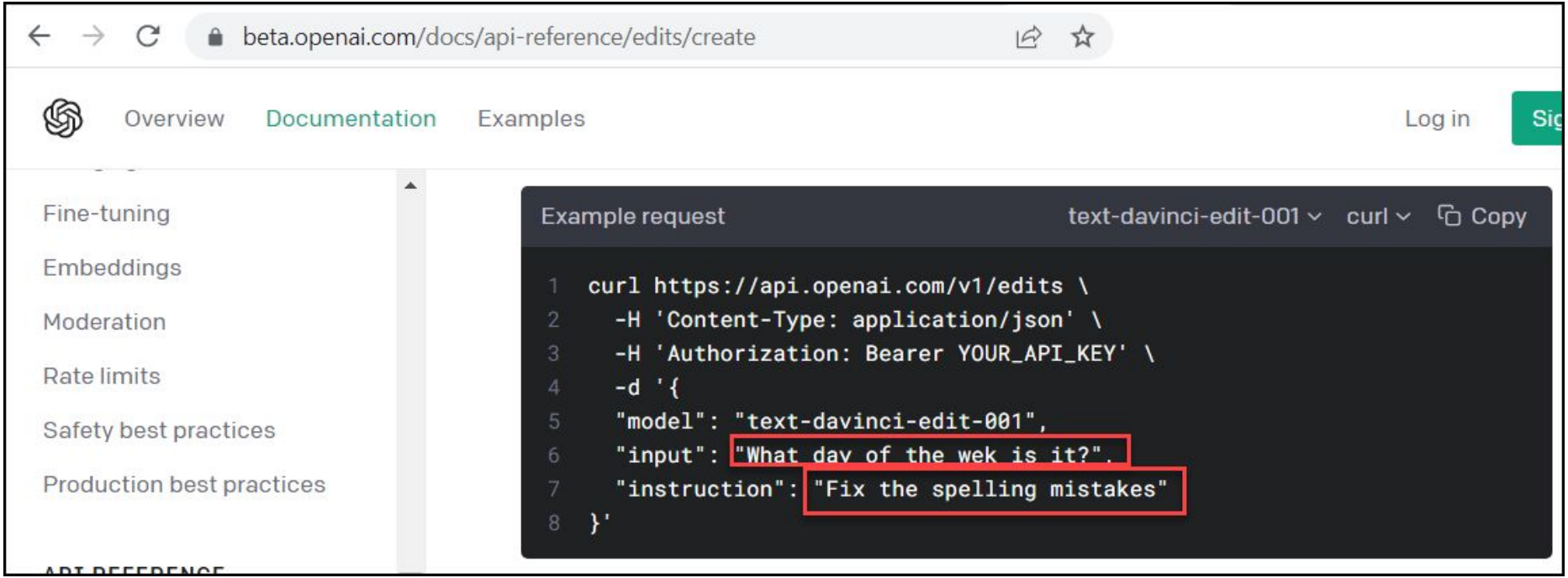
KPIs	This Year	Last Year
Metric		
Total Sessions		
Total Revenue		
Total Transactions		
Conversion Rate		
Average Order Value		

Paid Search

KPIs		
Metric		
Total Sessions		
Total Revenue		
Total Transactions		
Conversion Rate		
Average Order Value		

Use Case Example #2

Edit/create ad copy through OpenAI



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	★★★★★	★★★☆☆

Icons by Flaticons.com

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	No-code	
Curl for the command line **Any modern programming language**	**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

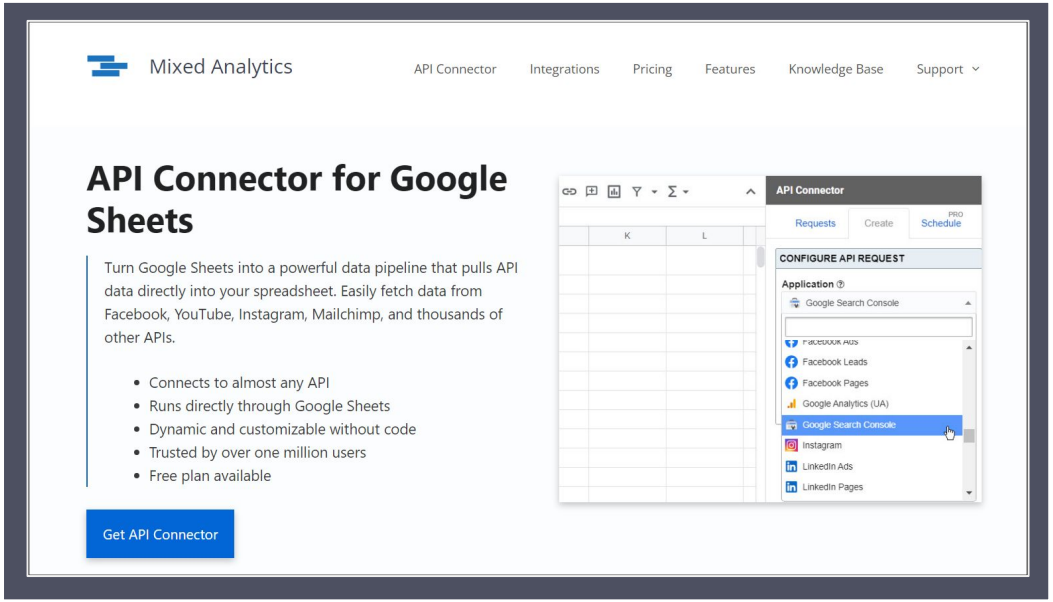
- Create **automated reports**

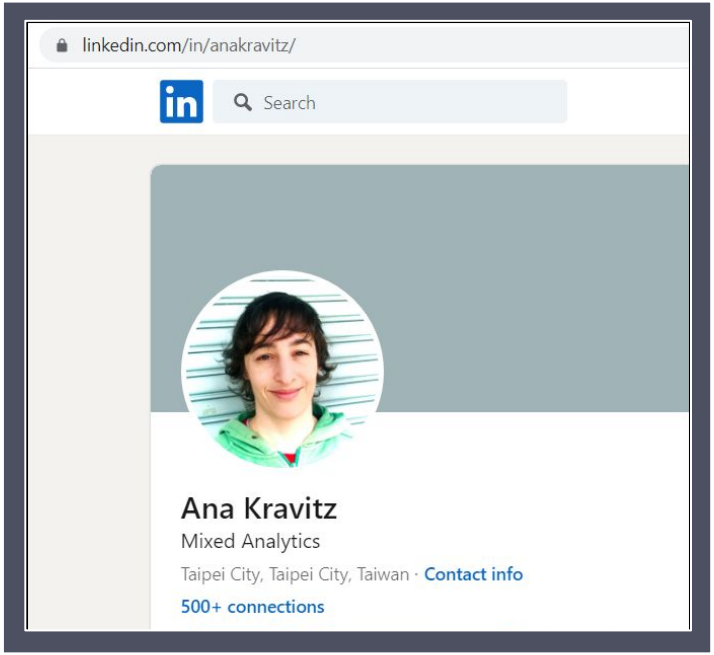
Connect

- 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





https://mixedanalytics.com

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

Q&A