# Gringa Ads — Design Document

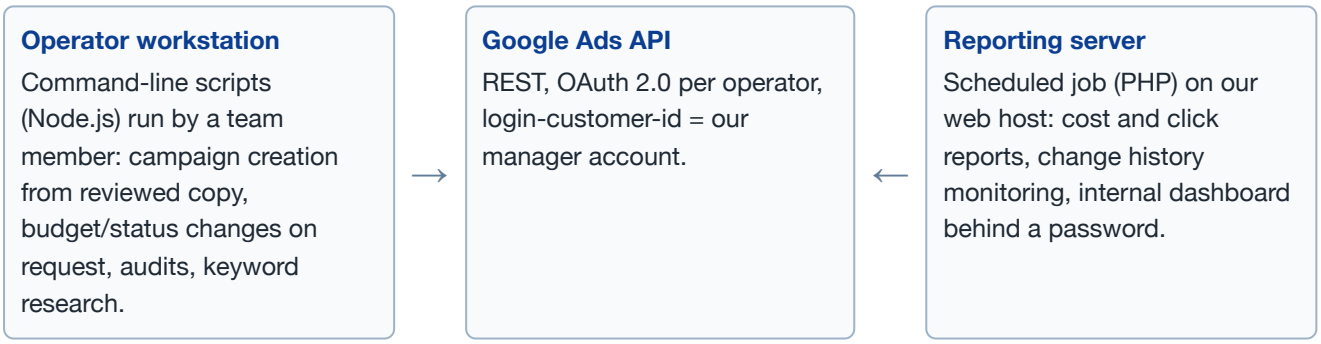
Internal Google Ads API tool · Google Cloud project number 722152233698 · Contact: joaobuygoodsmcc@gmail.com · Homepage: https://appgringaads.shop/ · October 2026

## 1. Company and business model

Gringa Ads is operated by **New Era Negócios Digitais LTDA** (CNPJ 50.897.676/0001-06, Belo Horizonte, Brazil), a performance-marketing company. We advertise consumer products (mainly health, home and personal-care products) on Google Search, as an affiliate marketer, using **our own Google Ads accounts**, which are organized under our own manager (MCC) accounts. We do not manage Google Ads accounts for clients and we do not resell advertising services.

## 2. What the tool is

Gringa Ads is an **internal tool**. It is not sold, licensed or offered to anyone outside our company. It is used only by authorized members of our team (currently 2–3 people). Each operator signs in with their own Google account through OAuth 2.0 (scope `https://www.googleapis.com/auth/adwords`) and can only reach the Google Ads accounts that this Google account already has access to. The tool was developed in-house; no third-party tool uses our API access.




## 3. Features

### 3.1 Campaign creation (operator scripts)

- The team prepares the copy of each campaign (headlines, descriptions, keywords, sitelinks, callouts, price and promotion assets, images) in a reviewed file. The operator first runs the script in validate-only mode (`validateOnly=true`) and only then runs it again to create the campaign.
- Objects created in one atomic `GoogleAdsService.Mutate` request: campaign budget, campaign (Search network, with Search Partners, no Display), location and language criteria, ad groups, keywords, responsive search ads, assets and their links to campaign/ad group, campaign conversion goals.
- **New campaigns are created PAUSED** and are enabled only after a person reviews them. The only exception is an exact copy of a campaign that is already running (see 3.2), which the operator may create already enabled.

### 3.2 Campaign management (operator scripts)

- Change budgets, bidding targets, ads, assets or final URLs, and pause/enable campaigns — only when a team member explicitly requests it for a specific campaign.

- Duplicate an existing Search campaign with the same settings and assets (for example when its landing-page URL changes); the copy is created paused unless the operator asks for it to keep running.
- Audit: reads the final URLs of all active ads and checks that each landing page and destination link works, so we can pause a campaign whose landing page went offline.

### 3.3 Reporting and monitoring (server job + dashboard)

- Cost, impressions, clicks and conversions per campaign and per hour for today and yesterday, for every active account (GoogleAdsService.Search on `campaign`), every 30 minutes.
- Change history (`change_event`) and account status: alerts the team when a campaign stops running (paused or removed) or an account stops being active, so nothing stops unnoticed.
- `click_view`, hourly: stores each click's gclid with its campaign, ad group and keyword, so we can attribute sales that come back from the merchant with only the gclid.
- Conversions by campaign, conversion action and hour, compared with our own sales records.
- Account list (`customer_client`) to know which of our accounts are active.

### 3.4 Keyword planning

- `KeywordPlanIdeaService.GenerateKeywordHistoricalMetrics` to read the search volume of keywords before we write a new campaign.

## 4. Google Ads API usage

| Service / resource | Use |
|---|---|
| GoogleAdsService.Search | Reports: campaign, ad_group, ad_group_ad, ad_group_criterion, campaign_criterion, assets (campaign/ad group/customer), conversion goals, customer, customer_client, change_event, click_view, geo_target_constant |
| GoogleAdsService.Mutate | Create (always paused) and update campaigns: CampaignBudget, Campaign, CampaignCriterion, AdGroup, AdGroupCriterion, AdGroupAd, Asset, CampaignAsset, AdGroupAsset, CampaignConversionGoal |
| CustomerService.ListAccessibleCustomers | Find the manager accounts the signed-in operator can access |
| KeywordPlanIdeaService | Historical search volume of keywords |
| ConversionActionService, ConversionGoalCampaignConfig | Create our own conversion actions (one-time setup) and set which conversion goal each campaign optimizes for |

**Campaign types supported:** Search (with Search Partners). The tool does not create Display, Video, Shopping or Performance Max campaigns. **Account creation:** not supported.

## 5. Why we need Standard access

We run about 20 active Google Ads accounts under 3 manager accounts and around 40 active Search campaigns (between 35 and 55 over the last week), and we launch new campaigns almost every day (a

campaign with its ad groups and assets is about 90–120 operations). Our reporting job reads every active account several times per hour.

### 5.1 We reached the Basic daily limit on October 18, 2026

| Date | What happened |
|---|---|
| Oct 7, 2026 | Basic access granted (15,000 operations per day). |
| Oct 15–17, 2026 | Our reporting server went live for all active accounts: cost and clicks per hour every 15 minutes, click records, conversion checks and alerts when a campaign stops. |
| **Oct 18, 2026** | **The project used all 15,000 operations of the day.** The API answered `RESOURCE_EXHAUSTED` and refused every call until midnight Pacific time: no cost reports, no alerts when a campaign stopped, and no campaign uploads for the rest of the day. |
| Oct 18, 2026 (evening) | We cut our own usage to stay under the limit (see 5.2) and started counting every API call. |
| Oct 19, 2026 | Even with the reduced schedule, 8,165 operations had been used by 7:25 pm Pacific time (3,638 by the server jobs, 4,527 by operator scripts, 2,547 of them for campaign launches and duplications). |

### 5.2 How we are limiting usage to save operations

| Change made on Oct 18, 2026 | Operations saved per day |
|---|---|
| Cost and click report every 30 minutes instead of every 15 | about 900 |
| Campaign-pause monitor reads the account status in the same query as the campaigns | about 900 |
| Landing-page monitor reuses the campaign list already loaded by the cost report | about 450 |
| **Total** | **about 2,250** |

- An internal counter now records every Google Ads API call made by the server and by the operator scripts, shows the balance of the day and how many runs of each script still fit, so operators postpone large runs (campaign uploads, full link audits) when the balance is low.
- The cost of these savings: a stopped campaign or a broken landing page can now go unnoticed for up to 30 minutes instead of 15, and campaign launches and audits have to be scheduled around the remaining quota.

Standard access would let us go back to reporting every 15 minutes and launch and audit campaigns on the same day, without rationing operations.

## 6. Security and data handling

- OAuth client secret and refresh tokens are stored only in private configuration files on the operator machine and on our server, never in source code or shared documents. Access can be revoked at any time in the Google account settings.

- Google Ads data is used only to manage and report on our own campaigns. It is not sold or shared with third parties and is not used to train AI models. Privacy Policy: https://appgringaads.shop/privacy.html · Terms: https://appgringaads.shop/terms.html
- The reporting dashboard is private (password-protected) and used only by our team.

Required Minimum Functionality: the tool is used only by our own employees for our own Google Ads accounts. It is not available to external agencies or advertisers.