

Obtaining Google AdWords API Keys

In order to utilize WordStream in conjunction with your paid search accounts after your free trial period has concluded or you have reached your API limit, you'll have to obtain a Google AdWords API Key.

Please note that this process typically takes one to two weeks. If you have a more pressing need for API usage, please contact your sales representative, or get in touch with us through our [contact form](#).

You can also take advantage of WordStream's [Export Feature](#) to completely avoid using (and paying for) the AdWords API.

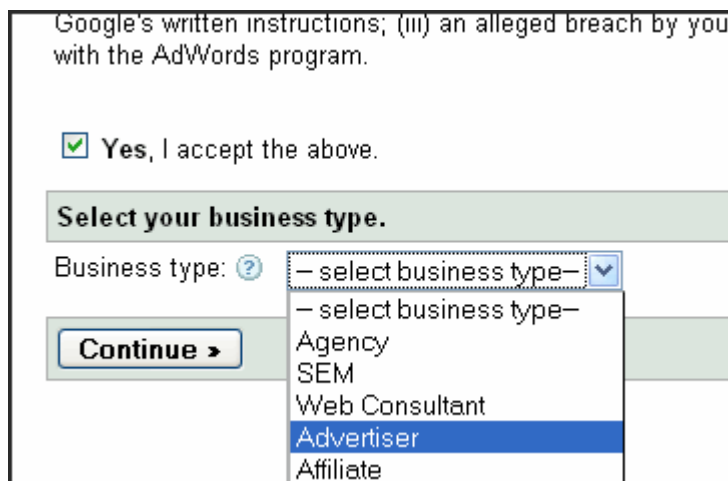
To sync to the AdWords API, however, you'll need an API key from Google. You can do this in two steps:

1. Create a My Client Center account with Google.
2. Obtain a Developer's API Key

STEP ONE: CREATING A MY CLIENT CENTER ACCOUNT

To obtain API keys, you first need to create an MCC (My Client Center) account. To do this, you sign up to become a Google AdWords Professional at this link: <https://adwords.google.com/select/ProfessionalEnroll>.

Next, simply accept the terms, and select the type of business that applies to you:

A screenshot of the Google AdWords Professional Enrollment form. At the top, it says "Google's written instructions; (iii) an alleged breach by you with the AdWords program." Below this is a checkbox labeled "Yes, I accept the above." which is checked. Underneath is a section titled "Select your business type." with a label "Business type: ?" and a dropdown menu. The dropdown menu is open, showing options: "- select business type-", "- select business type-", "Agency", "SEM", "Web Consultant", "Advertiser" (which is highlighted in blue), and "Affiliate". To the left of the dropdown menu is a "Continue >" button.

For the next step, you will need an Email account that is not linked to an AdWords account. (You may need to create a new Email address at this stage).

If you have an Email address you'd like to use, enter it, if not select the "Create New Email Account" option and create a new Email address.

That's it, you've now created a My Client Center Account.

STEP TWO: OBTAINING A DEVELOPER'S API KEY

Next, you'll sign up for a Developer and Application token here:

<https://adwords.google.com/select/netapisignup/UsageInfo>.

Next you'll want to ensure that you are:

- **Designating an API Budget** – Determine what you're willing to spend per month in interfacing with the API.
- **Providing Your Company's Details** – Answer these questions as appropriate.
- **Providing Details About Your Application** – Here simply indicate that you have not developed your own software.

An example application may look like this:

1. Set your API budget limit	
Your budget is the maximum amount you are willing to pay for monthly API usage. We will temporarily disable your Developer Token when this budget limit is reached, so set your budget high enough to support your current usage. You can adjust this budget amount later.	
Monthly budget for API usage: \$	<input type="text" value="100"/>
2. Provide details about your company	
Company type: ?	<input type="text" value="Advertiser"/>
Company name:	<input type="text" value="WordStream Customer Corp"/>
Company URL:	<input type="text" value="http://"/> <input type="text" value="www.wscustomercorp.com"/>
Number of employees:	<input type="text" value="1-10"/>
Email address:	<input type="text" value="info@wscustomercorp.c"/>
We'll only use this address to contact you about your API approval status. Google will not sell or share your email address	
Tell us how you'll use the AdWords API:	<input type="text" value="To organize keyword data, manipulate bids, create campaigns and ad groups, and introduce new keywords into my account."/>
3. Provide details about your application	
Are you developing (or have you developed) your own application?	
<input type="radio"/> Yes	
<input checked="" type="radio"/> No	

Finally, Google will Email you information about your application's status at the Email you listed in the screen above.

API TIPS AND INFO

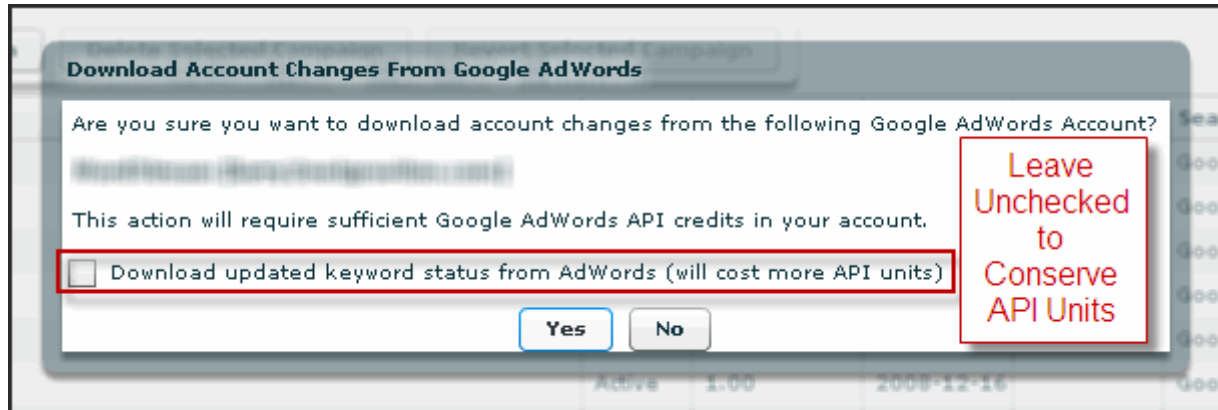
There are a two main ways of reducing your AdWords API usage.

1. Export Account Changes and Go Through the AdWords API

The most effective means of minimizing API usage and costs is probably to utilize the WordStream [export function](#). In this way you can avoid the AdWords API altogether, and only import changes through AdWords Editor (which is free). To make the software dynamic, you'll want to periodically export and upload your account data.

If you'd like to interface through the software's API, however, here are a few quick tips to limit API usage:

2. Download Updates Only As Necessary, Post Changes Only As You Need To



Downloading keyword status from AdWords will give you details about your account's keywords (first page bids, Quality Score, etc.)

If you aren't analyzing the keywords in your AdWords account but are merely pulling down recent changes, you don't need to download updated keyword status.

MORE INFO ON ADWORDS API COSTS

Again, please allow for a one to two week interim between your applying and the application's acceptance. Also, since API usage and costs can vary wildly, attached is a chart outlining the various costs for different actions.

Additionally, you may also find these links helpful:

- MCC Information: <http://adwords.google.com/support/bin/answer.py?answer=22531>
- API Sign Up Screen: <https://adwords.google.com/select/ApiWelcome>.
- AdWords page discussing API unit rates:
http://code.google.com/apis/adwords/docs/developer/adwords_api_ratesheet.html
- More Information on WordStream API Keys: www.wordstream.com/google-api-tokens.

Request	API Units	Request	API Units	Request	API Units
AccountService		CampaignService		InfoService	
getAccountInfo	1	addCampaign	1	getFreeUsageQuotaThisMonth	1
getClientAccountInfos	1 per item	addCampaignList	1 per item	getMethodCost	1
getClientAccounts	1 per item	getActiveAdWordsCampaigns	1 per item	getOperationCount	1
getMccAlerts	1 per item	getAllAdWordsCampaigns	1 per item	getOperationsQuotaThisMonth *	1
updateAccountInfo	1	getCampaign	1	getUnitCount	1
AdGroupService		getCampaignList	1 per item	getUnitCountForClients	1 per item
addAdGroup	1	getCampaignStats	1 per item	getUnitCountForMethod	1
addAdGroupList	1 per item	getConversionOptimizerEligibility	1 per item	getUsageQuotaThisMonth	1
getActiveAdGroups	1 per item	getOptimizeAdServing	1	KeywordToolService	
getAdGroup	1	getRecommendedBudgetList	1 per item	getKeywordsFromSite	20
getAdGroupList	1 per item	setOptimizeAdServing	1	getKeywordVariations	20
getAdGroupStats	1 per item	updateCampaign	1	ReportService	
getAllAdGroups	1 per item	updateCampaignList	1 per item	deleteReport	1
updateAdGroup	10	CriterionService		getAllJobs	1 per item
updateAdGroupList	10 per item	addCriteria	20 per item	getGzipReportDownloadUrl	1
AdService		checkCriteria	1 per item	getReportDownloadUrl	1
addAds	50 per item	getAllCriteria	1 per item	getReportJobStatus	1
checkAds	1 per item	getCampaignNegativeCriteria	1 per item	scheduleReportJob	500
findBusinesses	1 per item	getCriteria	1 per item	validateReportJob	1
getActiveAds	1 per item	getCriterionStats	1 per item	SiteSuggestionService	
getAd	1	removeCriteria	1 per item	getSitesByCategoryName	1
getAdStats	1 per item	setCampaignNegativeCriteria	1 per item	getSitesByDemographics	1
getAllAds	1 per item	updateCriteria	3 per item	getSitesByTopics	1
getMyBusinesses	1 per item	TrafficEstimatorService		getSitesByUrls	1
getMyVideos	1 per item	checkKeywordTraffic	1 per item		
updateAds	1 per item	estimateAdGroupList	20 per item		
		estimateCampaignList	20 per item		
		estimateKeywordList	20 per item		

Web version of this sheet is available at:

http://code.google.com/apis/adwords/docs/developer/adwords_api_ratesheet.html.