Google Ads API — Tool Design Document

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Company Information

Company Name:	AltusTec Ltda
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Company Type:	Digital Marketing Agency (Agência/SEM)
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Business Model

AltusTec Ltda is a Brazilian digital marketing agency specializing in paid media management (SEM/PPC). We manage Google Ads campaigns on behalf of multiple clients across various industries. Our team of internal media buyers and analysts is responsible for campaign strategy, optimization, and performance reporting. We do not resell API access — all usage is strictly internal for managing our own client portfolio.

Tool Description

We are building an internal campaign management and reporting tool that connects to the Google Ads API via the Model Context Protocol (MCP). The tool will be used exclusively by AltusTec's internal team to streamline campaign analysis and optimization workflows across all managed accounts.

Tool Access

Who has access: Internal users only — AltusTec employees and contractors. No external users or clients will have direct access to the tool or the API token.

Tool Design & Architecture

The tool uses an MCP (Model Context Protocol) server that acts as a secure bridge between our internal AI assistant (Claude) and the Google Ads API. All requests are made server-side using authenticated OAuth 2.0 credentials. The data flow is as follows:

Step	Description
1	Internal analyst sends a natural language query to the AI assistant
2	The MCP server translates the request into a GAQL (Google Ads Query Language) query
3	The server authenticates with the Google Ads API using OAuth 2.0

| 4 | API returns campaign data, which is processed and presented to the analyst |
| 5 | Analyst reviews insights and takes action directly in Google Ads UI |

Google Ads API Services Used

API Resource / Service	Purpose
CustomerService	List and access managed client accounts under the MCC
CampaignService	Retrieve campaign-level performance metrics (impressions, clicks, cost, conversions, RC
AdGroupService	Analyze ad group performance and structure
KeywordPlanIdeaService	Keyword research and search volume analysis
GoogleAdsService (GAQL)	Run custom queries for flexible, cross-account reporting
AdService	Review ad-level performance (CTR, quality score, ad copy effectiveness)

Primary Use Cases

• **Performance Reporting:** Automated daily/weekly reports across all client accounts showing spend, ROAS, CPA, CTR and conversion data.

• **Keyword Analysis:** Identify underperforming keywords with high CPC and zero conversions for negative keyword management.

• **Budget Monitoring:** Real-time alerts when campaigns approach or exceed budget thresholds.

• **Campaign Optimization:** Natural language queries to surface optimization opportunities across multiple accounts simultaneously.

• **Multi-Account Management:** Consolidated view of all client accounts under our MCC for efficient agency-wide oversight.

Tool Mockup

The tool interface is a command-line / chat-based internal dashboard. Below is a representative example of how an analyst interacts with the system and the type of data returned:

AltusTec Ads Intelligence — Internal Tool	altusci.com.br
Google Ads — Multi-Account Performance Summary	**Last 30 days**
Metric	**Total**
Total Spend	R$ 48.320
Impressions	1.240.500

Clicks	32.800
Conversions	1.104
Avg. CPA	R$ 43,77
Avg. ROAS	4.2x