Table of contents

1 Google Ads 2
1.1 Credentials 2
1.2 Prerequisites 2
1.3 1. Get a developer token 2
1.4 2. Create an OAuth client 2
1.5 3. Get a refresh token 3
1.6 4. Find the customer id 3
1.7 5. Verify 3
1.8 Troubleshooting 4

1 Google Ads

This guide shows how to obtain the credentials `campi-cli` needs to read from Google Ads, and how to set them in `.env`.

> [!NOTE]
>
> The Google Ads integration is read-only. `campi-cli platform google` fetches the account, the campaigns, the ad groups and the ads of an account, and renders them as a tree. Creating campaigns on Google Ads is not implemented yet; `apply` and `destroy` stop with `persistence is not implemented yet; unable to write: google` before touching anything.

1.1 Credentials

Variable	Description
`CAMPI_GOOGLE_ADS_DEVELOPER_TOKEN`	Google Ads developer token.
`CAMPI_GOOGLE_ADS_CLIENT_ID`	OAuth client id of a Google Cloud project with the Google Ads API.
`CAMPI_GOOGLE_ADS_CLIENT_SECRET`	OAuth client secret of the same client.
`CAMPI_GOOGLE_ADS_REFRESH_TOKEN`	Refresh token of the Google Ads account user.
`CAMPI_GOOGLE_ADS_CUSTOMER_ID`	Customer id of the account to read; hyphens are ignored.
`CAMPI_GOOGLE_ADS_LOGIN_CUSTOMER_ID`	Optional; manager account id used to reach a client account.
`CAMPI_GOOGLE_ADS_API_URL`	Google Ads API base URL; defaults to `https://googleads.googleapis.com/v26`.
`CAMPI_GOOGLE_ADS_TOKEN_URL`	OAuth token endpoint; defaults to `https://oauth2.googleapis.com/token`.

The tool exchanges the refresh token for a short-lived access token on every run, so the refresh token is the only credential that has to be kept.

1.2 Prerequisites

- A Google Ads account.
- Access to the Google Ads manager account.
- A Google Cloud project with the Google Ads API enabled.

1.3 1. Get a developer token

1. Open the Google Ads manager account and make sure the account you want to read is linked to it.
2. Follow the Google Ads API developer token instructions to request a token. New accounts get a test token that only works with test accounts.
3. Set `CAMPI_GOOGLE_ADS_DEVELOPER_TOKEN` to the token.

1.4 2. Create an OAuth client

1. Open the Google Cloud console, pick or create a project, and enable the Google Ads API.
2. Configure the OAuth consent screen and create an OAuth client ID of type Web application.

3. Set `CAMPI_GOOGLE_ADS_CLIENT_ID` and `CAMPI_GOOGLE_ADS_CLIENT_SECRET` to the client id and the client secret.

1.5 3. Get a refresh token

Authorize the client and exchange the returned access token for a refresh token:

```
curl -sG "https://accounts.google.com/o/oauth2/auth" \
  --data-urlencode "client_id=<CLIENT_ID>" \
  --data-urlencode "scope=https://www.googleapis.com/auth/adwords" \
  --data-urlencode "redirect_uri=http://localhost" \
  --data-urlencode "response_type=code" \
  --data-urlencode "access_type=offline" \
  --data-urlencode "prompt=consent"
```

Paste the returned `code` to the token endpoint:

```
curl -sG "https://oauth2.googleapis.com/token" \
  --data-urlencode "client_id=<CLIENT_ID>" \
  --data-urlencode "client_secret=<CLIENT_SECRET>" \
  --data-urlencode "refresh_token=<CODE>" \
  --data-urlencode "grant_type=authorization_code" \
  --data-urlencode "redirect_uri=http://localhost"
```

The response contains the `refresh_token`. Set `CAMPI_GOOGLE_ADS_REFRESH_TOKEN` to it. The refresh token is long lived; it is revoked when the user revokes access or when the client is deleted.

1.6 4. Find the customer id

The customer id is the number shown in the Google Ads account, without separators: `123-456-7890` becomes `1234567890`. The tool strips the hyphens itself, so both forms work.

Set `CAMPI_GOOGLE_ADS_CUSTOMER_ID` to that value. When the account is reached through a manager account, set `CAMPI_GOOGLE_ADS_LOGIN_CUSTOMER_ID` to the manager account id as well.

1.7 5. Verify

```
cd <WORK_DIR>
campi-cli platform google
```

The command renders the account, the campaigns with their channel type and status, and the ad groups and ads of every campaign:

```
Account: <account name> (<customer id>)
├─ Campaigns
|  ├─ <campaign name> [<channel type>] <status>
|  |  ├─ <ad group name> [<status>]
|  |  |  ├─ <ad name> [<status>]
```

The statuses are the Google Ads ones: `ENABLED`, `PAUSED` and `REMOVED`. Ads without a name are listed by their type, then by their id.

1.8 Troubleshooting

Symptom	Cause	Fix
`could not exchange the google ads refresh token`	The OAuth client or the refresh token is invalid	Check the client id, the client secret, and the refresh token.
`The OAuth client was not found` (`invalid_client`)	Wrong client id	Use the id of the OAuth client that owns the refresh token.
`401 Unauthorized`	The access token or the developer token is wrong	Regenerate the refresh token and check the developer token.
`403` with `developerTokenParameterError`	The developer token is not valid for the account	Use a token issued for the manager account that owns it.
`login-customer-id` errors	The account is a client account	Set `CAMPI_GOOGLE_ADS_LOGIN_CUSTOMER_ID` to the manager id.
`Could not find customer`	The customer id is wrong	Use the numeric id without separators.