



# How to Use AI to Manage Google Ads

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From zero to finished report. Connect AI to the Google Ads API and get an expert-level audit in under 60 minutes of your time.

**CLANKTEAM**

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## Skip the Setup. Let ClankTeam Handle It.

ClankTeam connects to your Google Ads account with a single OAuth click. Your AI team can run continuous audits, pause underperforming campaigns, adjust bids, and add negative keywords. It's like having a full-time expert Google Ads manager that never sleeps, constantly working to take your business to the next level.

You stay in control: never worry about rogue AIs, sensitive actions still require your sign-off.

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**Guiding principle:** AI does as much as possible. You only do things that literally have no CLI/API equivalent and require a human in a browser.

## Step 1: Create a Google Ads Manager (MCC) Account

**You must do this.** No API or CLI exists for Google Ads account creation.

1. Go to [ads.google.com/home/tools/manager-accounts/](https://ads.google.com/home/tools/manager-accounts/) and create a manager account
2. Link your existing Google Ads account as a child (Accounts > Sub-accounts > Link existing account)
3. Note both IDs: your **MCC Account ID** and your **Child Account ID** (10-digit numbers, top right of each)

## Step 2: Apply for a Developer Token

**You must do this.** Requires your MCC session and Google's human review. Can take 2–5 business days.

1. In your MCC: **Tools & Settings > Setup > API Center**
2. Apply for a token (say you're building an "internal reporting tool")
3. Note the **Developer Token** (~22 character string)

A test token works immediately but only on test accounts. Production access requires approval. Proceed with remaining steps while waiting.

## Step 3: Authenticate gcloud CLI

**You must do this (once).** The OAuth flow opens a browser tab that requires a human click-through. After this one-time auth, the AI can use `gcloud` for everything else.

Install `gcloud` and run `gcloud auth login`. A browser tab opens. Sign in and approve. Done.

If you already have `gcloud` installed and authed, skip this entirely.

## Step 4: Create a Service Account

**AI does this** via `gcloud`. Tell it to create a GCP project, enable the Google Ads API, create a service account, and download its JSON key. The AI knows the `gcloud` commands for all of this.

Note the **service account email** from the output.

## Step 5: Grant the Service Account Access in Google Ads

**You must do this.** The MCC user management UI has no CLI or API equivalent.

1. In your MCC: **Admin > Access and security > "+" >** paste the service account email
2. Set access to **Read only** (sufficient for audits)
3. Send invitation (service accounts auto-accept)

## Step 6: Run the Audit

**AI does all of this.** Give it the three values and let it go:

Here are my Google Ads API credentials:

- Developer token: XXXXX
- Service account JSON is at secrets/service-account.json
- MCC ID: XXXXXXXXXXXX, Child account ID: XXXXXXXXXXXX

Install the `google-ads` Python library, create the config, verify the connection, then do a full audit.

The AI will create the config file, install the library, verify access, pull data via GAQL queries (campaigns, keywords, search terms, landing pages, device/daypart breakdowns, conversion tracking, budgets), analyze it, and write the report.

### Example Audit Prompt

Once setup is done, you can kick off an in-depth analysis:

Do a full Google Ads account audit + CRO analysis.

- Google Ads API config: see `google-ads.yaml` (child account ID: XXX-XXX-XXXX)
- Cross-reference with onsite data (analytics, purchase tables, etc.)
- Check landing page content, conversion tracking, and funnel drop-off
- Average purchase value is ~\$XX
- Analyze last 90 days in detail + 12-month trend
- Write report to `notes/audit.md`

The two things that matter most are the **child account ID** (not the MCC ID) and the **average purchase value**. Without those, the AI has to go hunting or can't calculate ROAS.

## Summary

Step	Who	Why	Time
Create MCC account + link child	You	No API/CLI for Ads account creation	20 min
Apply for developer token	You	Requires MCC login + Google review	10 min (+2-5 day wait)
Authenticate gcloud CLI	You	OAuth browser flow requires human	5 min
Grant service account access	You	MCC UI has no CLI equivalent	5 min
Everything else	AI	GCP setup, config, install, audit	20 min

**Your total effort: ~60 minutes across 4 browser interactions + a wait for token approval.**

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