

# Google Ads Connector

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The Google Ads connector is available in the general hub.

## Authentication Prerequisites

The Google Ads connector uses the OAuth 2.0 authentication workflow. Before you can authenticate an instance of the Google Ads connector, you need the credentials on the parameters required for authentication.

## Required Authentication Parameters

You can authenticate a connector instance using the UI or via API calls. For detailed information on how to authenticate an instance, see our related documentation:

- [Authenticate a Connector Instance \(UI\)](#)
- [Authenticate a Connector Instance \(API\)](#)

To authenticate an instance of the Google Ads connector, you will need the following parameters:

| Parameter Name/UI Value    | API Value                 | Description  | Source  |
|----------------------------|---------------------------|--|---|
| Name                       | name                      | The name of your connector instance.   | n/a   |
| Google Ads Developer Token | googleads.developer.token | A <b>developer token</b> from Google allows your app to connect to the Google Ads API. To retrieve your developer token, sign in to your <a href="#">Manager Account</a> . | Navigate to <b>TOOLS &gt; MORE TOOLS &gt; API Center</b> . The <b>API Center</b> option will appear only for Google Ads Manager Accounts. |

## Sample Configuration JSON

```
"configuration": {  
  
  "filter.response.nulls": "true",  
  
  "googleads.use.clientCustomerId": "false",  
  
  "synchronous.bulk.notification": "true",  
  
  "oauth.callback.url": "[Your callback URL]"  
}
```

## Connector Fact Sheet and Reference

### Authentication and Configuration Parameters

To see all authentication parameters for a connector, follow these steps:

1. Sign in to SAP Open Connectors and navigate to Connectors.
2. Hover over the card for the a connector, and then click My Resources.

3. In the top navigation toolbar, click Setup.
4. From the Setup page, you can view a complete list of the connector's authentication and configuration parameters.

## Queryable Endpoints

You can use OCNQL to query the following endpoints of the Google Ads connector:

- GET /ad-group-ads
- GET /ad-groups
- GET /bidding-strategies
- GET /campaign-budgets
- GET /campaign-criterions
- GET /campaigns
- GET /geo-target-constants
- GET /geographic-views
- GET /labels
- GET /location-views

## API Documentation

The API Documentation for Google Ads can be found [here](#).

## Provider Documentation

- [Google Ads Provider Documentation](#)
  - [Google Ads API Support](#)
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