

Setting Up Google AdWords API in Webtrekk



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1 General

The API enables the automatic tracking of Google AdWords text ads in Webtrekk Analytics. This document is a manual for the correct implementation of the API and provides useful tips for usage.

2 What is possible with the API?

Via the API, Google AdWords Campaigns, Ads and Keywords can be tracked automatically. Additionally, the API imports a variety of AdWords metrics into Webtrekk, such as: Impressions, Clicks, CTR, Costs and Position.

3 What can be tracked via the API?

The API works with the text ads from Google AdWords, thus with the ads in AdWords that are activated based on a keyword or placement.



For all other formats, custom media codes have to be defined and added to the Final URLs. Webtrekk recommends tracking these media codes via Automatic Ad Media Tracking. You can find further information to this in the document "User Interface Analytics 7 – Campaign Configuration", which is available for download in the Webtrekk Support Center.

Note: These media codes can be attributed to the same Webtrekk hierarchical categories where the text ads are attributed, just as described in section 5.

4 Tagging of Final URLs in Google AdWords

4.1 Setting up Final URLs

With the “Final URLs”, Google has made a fundamental change to AdWords in order to store a link for an ad. Instead of storing the link directly, the link itself as well as the tracking parameters have to be stored separately. Benefit: Revising the URL parameters for the tracking does not initiate another Google review process. Detailed information is provided by Google on this page: <https://support.google.com/adwords/answer/6049217?hl=en>

The screenshot shows the AdWords interface for setting up an ad. The fields are as follows:

- Headline: Webtrekk Analytics
- Description line 1: Text 1
- Description line 2: Text 2
- Display URL: www.webtrekk.com
- Device preference: Mobile
- Final URL: http:// webtrekk.com
- URLs for mobile: (expanded)
- Ad URL options (advanced): (expanded)
- Tracking template: `{lpurl}?wt_ga={adgroupid}_{creative}` (with a Test button)
- Example: `http://www.tracking.com?url={lpurl}&id=5`
- Custom parameter: Three rows of `{ _ name } = value`

Using the Google AdWords tracking template

The tracking template is an AdWords function for combining the tracking parameters and target page in one URL. Possible forwardings over a third-party domain have to be realized via the tracking template, too.

Tracking templates can be created at all levels and changes to the tracking template do not trigger another review process, unless a tracking template defined at the ad level is edited. Detailed information about preparing tracking templates is provided by Google on this page: <https://support.google.com/adwords/answer/6076199?hl=en>

In order for the clicks on your AdWords ads to be captured in Webtrekk campaign tracking so that they can be connected to AdWords metrics (costs, CPC etc.) imported using the AdWords interface, the URL parameters must have a specific structure.

Linking of Ads

The following information applies to linking ads. In the subsequent section it is explained how to proceed with linking keywords. The following configuration example can be adapted for your scenario:

1. Create your ads in AdWords and select “Final URL” in the “Target Page” area. This is where you store the URL to your target page. Forwarding may only be included if it is within the same domain.



2. Select or configure a tracking template. Note the correct structure of the URL parameter, which is specified in Webtrekk within the configuration of the AdWords interface (see point 3). The value has to be structured according to the scheme

`{adgroupid}_{creative}`

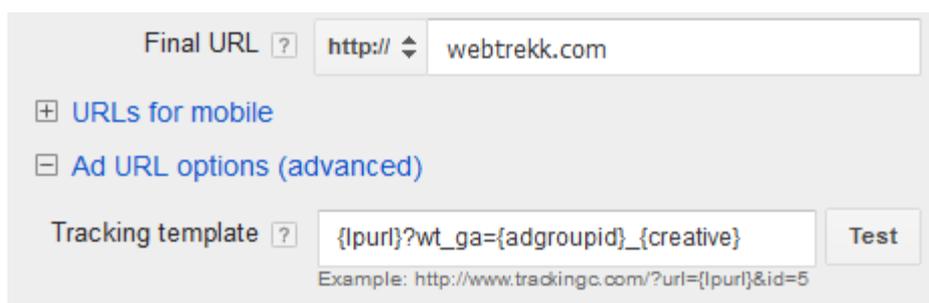
The terms in the curly brackets designate Google AdWords placeholders (known as ValueTrack parameters), which are replaced by specific values when the ad is clicked.

If the URL specified as the target page is to be supplemented only with a wt_ga parameter, the tracking template has to be structured as follows:

`{|purl}?wt_ga={adgroupid}_{creative}`

For information about the ValueTrack parameters offered by Google, please visit:

<https://support.google.com/adwords/answer/2375447?hl=en>



3. In the configuration of the AdWords interface in Webtrekk, the URL parameter used in point 2 has to be stored in the field “Parameter value for Ads”.

Parameter value for Ads	<input type="text" value="wt_ga"/>
Parameter value for Keywords	<input type="text" value="wt_kw"/>
Values of this parameter cannot be changed after the first synchronization process.	
Account Synchronization	Last Synchronization: 2016-11-17 06:31:07

Linking of Keywords

If links per keyword are stored in AdWords, a tracking template can be used. The procedure is similar to ads with a difference in the structure of the URL parameters. An URL parameter for ads as described above as well as an additional URL parameter for keywords have to be added to keyword links.

Structure of URL parameters for ads: $\{adgroupid\}_{creative}$

Structure of URL parameters for keywords: $\{matchtype\}_{adgroupid}_{keyword}$

In combination, the following can be an example for a tracking template:

$\{purl\}?wt_ga=\{adgroupid\}_{creative}\&wt_kw=\{matchtype\}_{adgroupid}_{keyword}$

In order to be able to import various AdWords figures, the configuration of the AdWords interface has to be done as shown in the screenshot above (the naming of the URL parameter has to be adjusted accordingly).

4.2 Special case: Forwarding using a third-party software

Google guidelines stipulate that there cannot be any “external” domains in the Final URL – which also means no forwarding domains of third-party tools. Instead you have to define your target page in the Final URL the way the visitor sees it in the browser after clicking the ad. Forwarding is realized with the help of a tracking template.

If you do not link directly to your website in AdWords, but use a third-party software as an intermediary (e.g. IntelliAd, Marinesoftware etc.) for forwarding to your actual target page, the corresponding tracking template of the third-party software has to be adapted for the tracking Webtrekk. Similar to the process shown in Section 4.1, the Webtrekk URL parameters are included into them with the respective ValueTrack parameters as values.

5 API Configuration

Each AdWords account must be added individually to the Webtrekk interface. The configuration can be found in Webtrekk Q3 in “Configuration > Interface > Google AdWords“. The online help has more details on the individual points in the configuration screen.

To start a connection please insert your AdWords Customer ID into the interface and click on “Check API Connection“. It is a manual process, which has to be initialized in Webtrekk. You receive a connection request in

your AdWords account, that you have to accept. Please be aware that the input of MCC accounts is not allowed. An overview of the connection status can be seen when clicking on the Google AdWords Interface.

5.1 Categorization of the API Data

In Webtrekk, campaign categories can be used to structure ad media. In order to use the API, at least 4 hierarchical campaign category levels need to be available. Once this structure is in place, it is possible to represent the AdWords account structure including campaigns, ad groups and ads in Webtrekk.

Tracked keywords are automatically tracked in Webtrekk and can be analyzed in their own specific analyses. Categorization of the keywords is not necessary.

Campaign Category Assignment	Campaign Categories	Google Layers
	Summary	Interface
	Channel	Google Campaign
	Action	Google Ad Group
	Ad	Google Ad

5.2 Automatic Tracking of Clicks

By using Automatic Ad Media Tracking (“Webtrekk Q3 > Configuration > Marketing Configuration > Automatic Ad Media Tracking”) for the ad media code, you can attribute newly tracked API media codes directly to the API hierarchy.

In the Automatic Ad Media Tracking configuration, define the traffic source for the ad.

Edit Element

Data Source URL Parameter
Value
Preview: http://www.example.com?wt_ga=*

Channel Name

Active

Channel Priority (1 low, 10 high)

Categories

Source Please use this Configuration to receive significant Customer Journey Analyses

Hierarchical Channel Category (Category in which the Channel occurs)

Allocation to the hierarchical categories Summary
Channel

Configuration of automatically tracked Ad Media

Ad Media Duration unlimited

Attribution Settings

Ad Media Priority Please use this Configuration if you want to use the Attribution "Prioritized Media ads".

Post Click Interval for Attribution (max. 60 days)

Internal Ad Media

Save

As soon as Webtrekk has synchronized the tracked media codes with the Google AdWords account, the media codes will be named and structured in Webtrekk just as they are in AdWords.

You can find extended information about the configuration of the Automatic Ad Media Tracking in the document "User Interface Analytics 7 – Campaign Configuration", which is available for download in the Webtrekk Support Center.

6 Contact

Please do not hesitate to contact us with your questions. For prioritized support or more detailed consulting, Webtrekk offers support packages. Please contact us for more details on these packages.

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