# Google AdWords API. Want a more tailored AdWords Account? Here's an automatic solution.

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What is AdWords API? (Application Programming Interface)

Google AdWords API uses your unique AdWords search and navigation data to generate new ads automatically.

So, no matter how large or complex your AdWords accounts and campaigns are they can be managed efficiently, creatively and automatically.

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What? Benefits Tips for success Conclusion
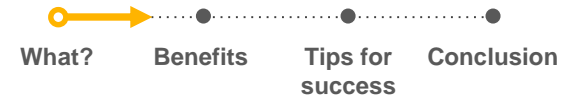
Benefits of using AdWords API.

- Creates custom reports to give you an overview of search activity related to your business.
- Test new ad ideas alongside your original campaign and measure changes to your keywords, bids, ad groups and placements.
- Can run time-sensitive or event-based promotions automatically across your campaigns.

- Use report data to gain valuable insights into performance that helps shape your future budget allocation.

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Top Tips for Google AdWords API success.

1. **Keyword Additions**Keeping up to date with your product-related keywords takes time; automating this task with AdWords API is a great time-saver.

1. **Bid Management**
   With automation we can use your internal product data (e.g. profitability, keyword performance) to make smart bidding decisions.

1. **Ad Parameters**If you have competitive price points AdWords API will place those prices into your ads automatically.

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# Top Tips for Google AdWords API success.

4.   **Saving Labor**
     Reduce human error and enable faster AdWords updates by adding automation.
5.   **Manage Ads**
     Running a sale? AdWords API can place information about the sale into ads (and remove it when the sale is over) automatically.
6.   **Inventory Ties**
     When products are out of stock you can pause the corresponding ad groups.
     Then, when your product inventory is replenished you can resume that ad group.

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Conclusion.
AdWords API:

- Can automate basic account changes.
- Manages your bids and budget efficiently.
- Can keep your ads up to date and relevant.
- Will help you to scale efficiently.
- Helps you make data-based decisions.

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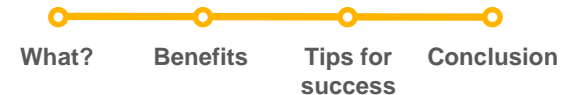
Thank you.

If you have any queries or would like help setting up Google AdWords API please contact:

www.mrkt360.com