ADWORDS INTERFACE

CONFIGURATION GUIDE

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## CHANGE LOG

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<th>Date</th>
<th>Description</th>
<th>Author</th>
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1. CONTENT OF THIS DOCUMENT

eAnalytics is an open source web analytics system.

This document describes how to configure the eAnalytics interface to Google Adwords. Using this interface, eAnalytics is able to retrieve campaign data from Google Adwords. This is very useful, because the interface will also make cost data available to the eAnalytics system: The number of visits, the number of orders or success events caused by AdWords campaigns can be set into relation to the costs of the marketing campaigns.

After you have configured the eAnalytics interface to Google AdWords, the eAnalytics system will automatically retrieve data (once or several times a day) from Google AdWords and link the data to the page views, orders, success events of visits to your domains.

The next section gives a short introduction. Section 3 describes the prerequisites of using the interface. Section 4 is the main section and describes how to configure the interface in less than 10 minutes. Section 5 shows a sample report with data retrieved with the interface.
2. INTRODUCTION

eAnalytics is an open source web analytics system. For more information on eAnalytics please visit the project web site (http://eanalytics.de).

eAnalytics includes powerful and configurable report applications to support online marketing. These reports cover following areas:

- search engine advertising
- display advertising
- email marketing
- social media marketing.

The basic report applications rely on link tagging information. If the landing page URL of a visit includes URL parameters describing the campaign that lead to a visit to your web sites, the eAnalytics system will relate this information to information on the visit (page views, orders, successes etc.). The “eAnalytics Link Tagging Guide” describes the parameters that can be attached to target URLs.

Advanced report applications make use of additional information (such like campaign costs or social media posts) retrieved by interfaces to services like Google AdWords or Twitter. The data delivered by the interfaces is linked by eAnalytics to the information acquired from page tagging data, reference data and other data sources (e.g. shop data).

These interfaces are part of the open source web analytics system eAnalytics. The use of an interface requires a configuration step – mainly to specify the information required for authentication against the services. The configuration step requires no developer skills, however some system administration skills are required:

- You must be able to edit configuration files and
- you have to add (or change) eAnalytics data base entries by submitting predefined SQL-requests.

This configuration guide describes how to configure the eAnalytics interface for Google AdWords data.
3. PREREQUISITES

3.1. Google AdWords Account

In order to analyze your Google Adwords marketing campaigns with data retrieved from Google AdWords you need to know the account name (Email address) of the Google Adwords account. If you need to analyze marketing campaigns of several Google AdWords accounts you need to know all corresponding account names.

3.2. MCC Account

A “My Client Center” (MCC) account from Google AdWords is required that has access to the AdWords account(s) described above (section 3.1). In addition you need the email address associated with the MCC account and the corresponding login password.

The MCC account information will enable eAnalytics to retrieve campaign data of account(s) managed with the MCC account.

3.3. Developer Token

The eAnalytics interface to Google AdWords uses the Google AdWords API. The developer token is required in the authentication process of the Google Adwords API. It is important to notice, that you neither need to be a developer to apply for the token nor you need to be a developer to use the eAnalytics interface.

You can apply for a Google AdWords “developer token” when you are logged in into the MCC account.

For an introduction into the AdWords API see

https://developers.google.com/adwords/api/index#start

3.4. Google Api Console, Client ID and Client secret

For your MCC account you need to register to the Google Api Console https://code.google.com/apis/console/ and create an API Access. Create a Client ID for installed applications. You will then receive a Client ID and a Client Secret.

In order to achieve this, you have to login into Adwords MCC account (http://adwords.google.com) with your MCC Account Email-Address and Password. Then change to https://code.google.com/apis/console/ and select “API Access” in the navigation.

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Click on “Create another client ID”

In the following window select application type “Installed application” and installed application type “other”.

Click on “Create another client ID”
Click on “Create client ID” and the result page will display the Client ID and a Client secret. Please save both strings into a file. You will need them to configure the Adwords Interface as described in Chapter 4.

Now, you should sign-out from the MCC account login.

### 3.5. Campaign tracking parameters

The target URLs of your AdWords ads have to include parameters that allow eAnalytics to link AdWords data with visit data captured via the eAnalytics page tagging. The name of the URL parameters can be configured in the eAnalytics set-up.
The eAnalytics specific campaign tracking parameters are configurable. By default following parameter names are defined:

eatch: the value of this parameter described the marketing channel that caused the visit to the website. Only pre-defined values are allowed. For search engine advertising ads the value must be “sea”, for online display advertising ads, the value of the parameter must be “oda”.

eato: the value of this parameter describes the source of the visit. The values of the parameter are not pre-defined. One may use abbreviations (e.g. “g”), integer values like “2” or full name tags (e.g. “google”).

eatca: the value of this parameter identifies the name of the online marketing campaign. One may use abbreviations (e.g. “sum12sale”), integer values like “1002” or full name tags (e.g. “summer_2012_sale”).

eatco: The value of this parameter describes the content of the marketing message. One may use abbreviations (e.g. “sum12sale-shirts”), integer values like “1022202” or full name tags (e.g. “summer_2012_sale_shirts”). The value must uniquely identify an ad: different ads must have different eatco-values in the target URL.

eatte: The value of this parameter is the search phrase that has be used by the visitor of the landing page in the search engine.

The parameter names known from Urchin/Google Analytics (utm_media, utm_source, utm_campaign, utm_content, utm_term) are defined as synonyms of the corresponding eAnalytic tags. In case you should use the “utm_” parameters you have to verify that the parameter values match the requirements of the link tagging parameters in eAnalytics.

The following URL is an example using the eAnalytics tracking parameters that might represent a target URL of an AdWords ad:

http://www.eanalytics.de/landingpage.html?eatch=sea&easo=2&eatca=1005&eatco=10005&eatte={keyword}

For details on the eAnalytics link tagging approach please have a look at the eAnalytics Link Tagging Guide.

The interface now also supports also the use of the link-tracking-code parameter (eatglc) introduced with the RefMan tool.

### 3.6. Access to your eAnalytics system

In order to configure the eAnalytics AdWords interface you need to have access to your eAnalytics system and basic system administration skills.
4. INTERFACE CONFIGURATION

4.1. MCC account & developer token

The MCC account data needs to be added into the following files:

- `/etc/opt/eAnalytics/adwords_settings_replvar.ini`
- `/etc/opt/eAnalytics/adwords_settings.ini`

using your favorite editor on the server where eAnalytics has been installed. The following placeholders need to be replaced with the file:

- `dbUserPasswd` (Database user password of eaapiinterface)
- `developerToken`
- `clientId`
- `clientSecret`

How you can obtain the Value for clientId and clientSecret is described in section 3.4.

```sql
INSERT INTO db.adwords_api_account_control
(client_id, date_valid_from, date_valid_to, last_change_user, last_change_ts, log_ts)
VALUES
(CLIENT_ID, DATE_VALID_FROM,
```

4.2. AdWords Access Tokens

For each ClientId you have created in the Google Api Console which should be used to log in to the AdWords Api you have to insert a row into the eAnalytics database table `db.adwords_api_account_control`.

The following SQL-statement template can be used:

```
INSERT INTO db.adwords_api_account_control
(client_id, date_valid_from, date_valid_to, last_change_user, last_change_ts, log_ts)
VALUES
(CLIENT_ID, DATE_VALID_FROM,
```
DATE_VALID_TO,
current_user,
current_timestamp,
current_timestamp
);

You have to replace the following placeholders:

- **DATE_VALID_FROM**: defines the start date when the entry is valid e.g. '2012-01-01'
- **CLIENT_ID**: ClientId you have created in the Google Api Console.
- **DATE_VALID_TO**, defines the end date when the entry is valid (used the last time), e.g. '2099-12-31'

The following INSERT-command is a sample:

```
INSERT INTO db.adwords_api_account_control
(client_id,
date_valid_from,
date_valid_to,
last_change_user,
last_change_ts,
log_ts)
VALUES
(  
'1234567-34r2obchek23435.apps.googleusercontent.com',  
'2012-01-01',  
'2099-12-31',  
current_user,
current_timestamp,
current_timestamp
);
```

Then you need two windows:

- On your desktop computer open your favorite browser and login to http://adwords.google.com with your Google Adwords Account you use to maintain your Adwords campaigns (not your MCC account!)
- A terminal window to your eAnalytics server

Log in to the eAnalytics Server as user “eanalytics” and execute following commands

```
cd /opt/eanalytics/bin/googleadwords
./StartAdwordsOAuth.sh
```

The URL, which is returned by the script, has to be copied to the browser. You have to “accept” that your eAnalytics installation is allowed to access your Adwords data.
After the authorization in the browser, a code will be returned. This code must be copied to the Terminal window. The Shell script program will then continue and add all required access codes to the eAnalytics database. Afterwards following message should appear:

```
Connecting with the SQL-Database. OAuthToken are successful integrated in the Database. eanalytics@Ubuntu-1004-lucid-64-minimal:/opt/eAnalytics/bin/adwordsapi$
```

### 4.3. AdWords account(s)

For each AdWords account that needs to be analyzed you have to INSERT one row to the eAnalytics database table `db.google_adwords_account_control`.

The following SQL-statement template can be used

```sql
INSERT INTO db.google_adwords_account_control(
  date_valid_from,
  account_login_name,
  account_currency_code,
  account_time_zone,
  date_valid_to,
  last_change_user,
  last_change_ts,log_ts)
VALUES(DATE_VALID_FROM,ACCOUNT_LOGIN_NAME,
  ACCOUNT_CURRENCY_CODE,
  ACCOUNT_TIME_ZONE,DATE_VALID_TO,
  current_user, current_timestamp,current_timestamp);
```

You have to replace following placeholders:

- **DATE_VALID_FROM**: defines the start date when the entry is valid e.g. '2012-01-01'
- **ACCOUNT_LOGIN_NAME**: Login name (email address) of the AdWords account e.g. 'marketing@eanalytics.de'
ACCOUNT_CURRENCY_CODE: The 3-character currency code of currency used in your AdWords account, e.g. 'EUR'
ACCOUNT_TIME_ZONE: The time zone of your AdWords Account, e.g. 'UTC+1'
DATE_VALID_TO, defines the end date when the entry is valid (used the last time), e.g. '2099-12-31'

The following INSERT-command is a sample:

```sql
INSERT INTO db.google_adwords_account_control(
    date_valid_from,
    account_login_name,
    account_currency_code,
    account_time_zone,
    date_valid_to,
    last_change_user,
    last_change_ts,log_ts)
VALUES('2012-01-01','marketing@eanalytics.de','EUR','UTC+1',
'2099-12-31',current_user,current_timestamp,current_timestamp);
```

4.4. Campaign tracking parameter

4.4.1. Ad tracking parameter

The eAnalytics database modules need to know which URL parameter names are used for “source”, “campaign,” “content” and the “marketing channel” (origin). In case you are using the eAnalytics default names ("eatco" and "eatch") you have to submit following SQL requests.

```sql
DELETE FROM db.ad_tracking_parameter_control;
INSERT INTO db.ad_tracking_parameter_control(
    para_type,
    para_name,
    last_change_user,
    last_change_ts,
    log_ts)
VALUES('content','eatco=',current_user,current_timestamp,
current_timestamp);
INSERT INTO db.ad_tracking_parameter_control(
    para_type,
    para_name,
    last_change_user,
    last_change_ts,
    log_ts)
VALUES('campaign','eatca=',current_user,current_timestamp,
current_timestamp);
```

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VALUES('source','eatso=',current_user,current_timestamp, current_timestamp);

INSERT INTO db.ad_tracking_parameter_control(
    para_type, para_name, last_change_user, last_change_ts, log_ts)
VALUES('origin','eatch=',current_user,current_timestamp, current_timestamp);

In case you should use different parameter names you have replace ‘eatco=’ and/or ‘eatch=’ in the above statements. Please do not forget the postfix “=“.

As an alternative, you may also use the “link-tracking-code”-Parameter:

    INSERT INTO db.ad_tracking_parameter_control(
        para_type, para_name, last_change_user, last_change_ts, log_ts)
VALUES('link-tracking-code','eatglc=',current_user,current_timestamp, current_timestamp);

4.5. Crontab Change

Activate the daily processing chains chain3 and chain5 by editing the CRONTAB of the eAnalytics system while logged in as user “eanalytics”.

Just delete the “comment sign” (“#”) at the beginning of the two CRONTAB entries. The CRONTAB entry of chain3 should look for example like:

    # CHAIN 3 - adwords processing
    0 3 * * * /opt/eanalytics/bin/chainer.pl -i=/etc/opt/eanalytics/chainer_chain3.ini >> /var/log/eanalytics/chain3.log 2>&1
5. SAMPLE REPORT

The following report is an example of an eAnalytics report that includes data retrieved from Google Adwords. The report displays various metrics on ad groups defined in Google AdWords from AdWOrds (e.g., #Ad Impressions, Ad costs) and eAnalytics (e.g., #Visits, Order value, #Successes)
6. SUPPORT

In case of problems you may consult the eAnalytics forum via following URL

http://eanalytics.de/community/forum.html

or contact the Integrated Analytics support hotline via Email to

support@integrated-analytics.de