Google Ads

Setup Guide

Medium | 25 minutes

Tandem Beam

Quick Facts

Click ID:	gclid (Google Click ID)
Authentication:	OAuth 2.0 with refresh token
Test Mode:	No sandbox (use low-budget campaign for testing)
Attribution Window:	Up to 93 days

Prerequisites

- Google Ads Manager (MCC) account - required for API access
- Admin access to the Manager account
- Auto-tagging enabled in Google Ads

Setup Steps

1. **Access Google Ads API Center**

   Log in to your Manager (MCC) account at ads.google.com > Click Admin (gear icon) > API center. Note: API Center is only available in Manager accounts, not regular advertiser accounts.

2. **Find Your Customer ID**

   Your Customer ID is displayed at the top right of the Google Ads interface. Displayed as XXX-XXX-XXXX. Enter without dashes (10 digits): 1234567890

3. **Create Conversion Action**

   Go to Tools & Settings > Measurement > Conversions > Click New Conversion Action > Select Import > Choose API. Note the Conversion Action ID.

4 Generate OAuth Credentials

1. Go to Google Cloud Console (console.cloud.google.com)
2. Create a new project or select existing project
3. Enable Google Ads API
4. Create OAuth 2.0 credentials (Client ID & Secret)
5. Generate refresh token using OAuth Playground (developers.google.com/oauthplayground) with scope: https://www.googleapis.com/auth/adwords
6. Request Developer Token from API Center

5 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Google Ads
4. Enter Customer ID (10 digits without dashes)
5. Enter Conversion Action ID
6. Paste OAuth Client ID and Client Secret
7. Paste Refresh Token
8. Enter Developer Token
9. (Optional) Enter Login Customer ID if using Manager Account (MCC)
10. (Optional) Toggle Enhanced Conversions (enabled by default)
11. Click Save Configuration

Configuration Fields Reference

Field Name	Format	Required
Customer ID	10 digits without dashes	**Required**
Conversion Action ID	Numeric ID	**Required**
OAuth Client ID	Alphanumeric string	**Required**
OAuth Client Secret	Alphanumeric string	**Required**
Refresh Token	OAuth 2.0 refresh token	**Required**
Developer Token	Alphanumeric string	**Required**
Login Customer ID	10 digits (for MCC)	Optional
Enhanced Conversions	Toggle (default: enabled)	Optional

> **Security Note:** Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.