

ANALYTICS BRAIN AI

TRUST & LEGAL CENTER | COMPLIANCE SUBMISSION PACKAGE

Google Ads API Design Document

Technical Architecture, OAuth 2.0 Flow & Limited Use Compliance Review

SUBMISSION METADATA

Application Name:	Analytics Brain AI
Official Website:	https://analyticsbrainai.com
Target API:	Google Ads API v20
Requested Scope:	https://www.googleapis.com/auth/adwords
Developer Token Status:	Explorer / Test / Basic Access Review
Access Type:	Read-Only Account & Campaign Performance Reporting
Technical Contact:	ahmedomran12622@gmail.com
Privacy Policy:	https://analyticsbrainai.com/privacy
Terms of Service:	https://analyticsbrainai.com/terms
Version & Date:	v1.0 — August 4, 2026

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1. Executive Summary

Core Purpose of Google Ads API Basic Access Request

Analytics Brain AI is a multi-tenant business intelligence SaaS platform that unifies commerce, advertising, and search analytics for commercial merchants and marketing agencies. The platform connects authorized Google Search Console, Google Analytics 4, and Google Ads properties to provide cross-channel performance analytics and automated AI ROAS advisor insights.

Strict Read-Only API Integration Scope

Analytics Brain AI accesses the Google Ads API strictly for read-only account discovery and campaign performance reporting. The application NEVER executes campaign creation, bid adjustments, budget modifications, or automated ad publishing.

By consolidating Google Ads performance alongside store order volume from Shopify and ad performance from Meta Ads, Analytics Brain AI enables business owners to calculate accurate blended Return on Ad Spend (ROAS) and evaluate campaign velocity in one unified dashboard.

- **Primary Objective:** Enable authorized business users to select their existing Google Ads customer accounts for read-only reporting.
- **User Value:** Automated anomaly detection, creative performance analysis, and natural language ROAS advice.
- **Security Commitment:** AES-256-GCM token encryption, Supabase RLS database isolation, and full Google Limited Use compliance.

Key Takeaway for Compliance Reviewers

Our integration respects existing user permissions. Users must already own or have permission to access the Google Ads customer account before connecting it to Analytics Brain AI. No accounts or campaigns are created or altered by our service.

2. Product Overview & Position

AI Business Analyst Beyond Static Dashboards

Traditional business intelligence tools act as passive displays, requiring merchants to manually log into disparate platforms, export CSV files, and calculate attribution metrics in spreadsheets. Analytics Brain AI transforms this paradigm by functioning as an active AI Business Analyst.

- **Cross-Channel Metric Consolidation:** Unifies sales data from Shopify, search performance from Search Console, site analytics from GA4, and ad costs from Google Ads and Meta Ads.

- **Automated Anomaly Detection:** Monitors campaign performance velocity to alert merchants when conversion rates drop or ad acquisition costs spike unexpectedly.

- **AI Advisor Insights:** Utilizes Google Gemini (@google/genai) to generate natural language diagnostic summaries and budget optimization recommendations.

Verified Operational Connectors vs Roadmap Framework

Verified Operational Connectors (5): Shopify, Meta Ads, Google Search Console, Google Analytics 4, and Google Ads.

Roadmap Platforms (23 Planned): TikTok, Snapchat, Microsoft Ads, LinkedIn Ads, Amazon, WooCommerce, Stripe, Klaviyo, etc.

By bringing all commercial metrics into a single workspace, Analytics Brain AI eliminates data silos and empowers decision-makers with real-time clarity across their entire growth engine.

3. Commercial Business Model

Transparent SaaS Platform Operating Model

Analytics Brain AI operates a standard commercial Software-as-a-Service (SaaS) subscription model for business entities, e-commerce stores, and advertising agencies.

- **Multi-Tenant Organization Structure:** Businesses register an organization workspace and invite authorized team members or agency managers with granular permission roles.
- **Customer-Owned Provider Accounts:** Customers connect their own existing Google Ads, GA4, and Shopify accounts. Analytics Brain AI does not resell Google ad inventory or charge per API call.
- **No Data Monetization:** We do not sell, lease, or commercialize customer metrics or Google API user data under any circumstance.

Commercial Pricing Integrity

Analytics Brain AI pricing is based on workspace plan tiers. We do not impose per-token markups or hidden API fees. Google API data is used strictly to render user-facing performance analytics.

This clear commercial model aligns our platform's success directly with providing transparent, secure, and valuable analytics software to our subscribers.

4. Target Audience & Users

Serving E-Commerce Merchants & Marketing Agencies

Analytics Brain AI is tailored specifically for four core commercial user segments:

- **E-Commerce Merchants:** Connecting Shopify stores with Google Ads Search and Performance Max campaigns to evaluate product-level acquisition efficiency.
- **Marketing Agencies:** Managing multiple client brand workspaces with strict multi-tenant data isolation and unified executive reporting.
- **In-House Marketing Teams:** Analyzing keyword opportunities from Search Console alongside Google Ads conversion attribution.
- **Business Owners & Founders:** Reviewing high-level net revenue, total marketing spend, and blended ROAS metrics.

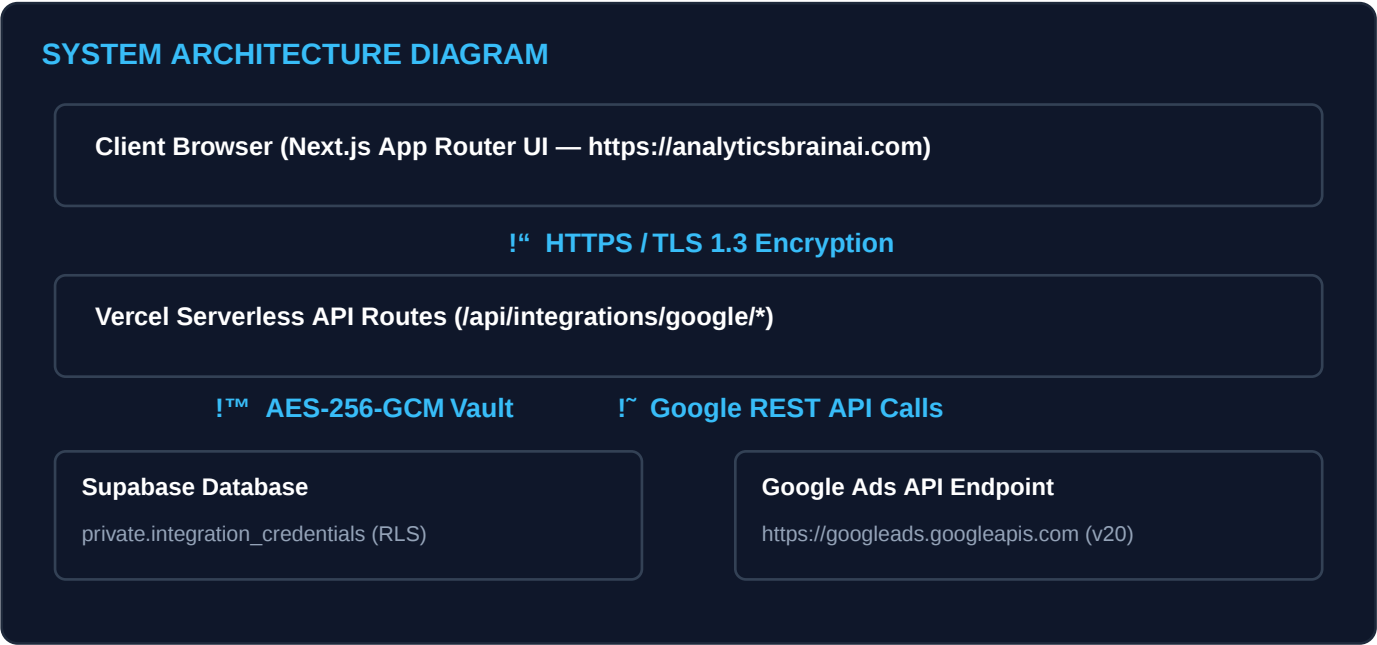
Multi-Tenant Agency Workspace Isolation

Agencies can manage 50+ client accounts within distinct organization workspaces. Supabase Row Level Security (RLS) ensures absolute data separation between client accounts.

5. System Architecture & Diagram

Technical Stack & Cloud Infrastructure

Analytics Brain AI is engineered using modern cloud-native architecture deployed across Vercel Edge networks and Supabase managed Postgres database infrastructure.



6. OAuth 2.0 Sequence Diagram

Granular Verification & Token Encryption Flow

The Google OAuth 2.0 sequence ensures explicit consent, CSRF state verification, and immediate token vaulting:

OAUTH 2.0 SEQUENCE DIAGRAM

1. User initiates 'Connect Google' in Analytics Brain AI dashboard
2. Application generates anti-CSRF state token & sets HTTPOnly cookie
3. User is redirected to Google OAuth Consent Screen (prompt=consent)
4. User approves requested scopes (openid, email, adwords, analytics, webmasters)
5. Google Auth server redirects to /api/integrations/google/callback with Auth Code
6. Callback exchanges Auth Code for Access Token & Refresh Token
7. Server encrypts tokens using AES-256-GCM with unique IV & Auth Tag
8. Encrypted credentials saved in isolated schema (private.integration_credentials)
9. Server queries /v20/customers:listAccessibleCustomers to discover accessible accounts
10. User selects specific Google Ads Customer ID for background reporting

7. Google Ads API Usage & GAQL

Specific REST Endpoints & Read-Only Queries

Analytics Brain AI invokes two primary Google Ads API endpoints strictly for discovery and reporting:

- **Account Discovery Endpoint:** GET <https://googleads.googleapis.com/v20/customers:listAccessibleCustomers> — Returns customer resource names (e.g. customers/1234567890).
- **Metrics GAQL Stream:** POST <https://googleads.googleapis.com/v20/customers/{customerId}/googleAds:searchStream> — Executes read-only GAQL streams.

Sample Read-Only GAQL Query Stream

```
SELECT campaign.id, campaign.name, campaign.status, campaign.advertising_channel_type, metrics.cost_micros, metrics.impressions, metrics.clicks, metrics.conversions FROM campaign WHERE metrics.impressions > 0
```

All GAQL queries executed by our service are strictly declarative SELECT statements.

8. Google Ads Data Categories

Specific Fields Retrieved for Dashboard Reporting

We retrieve only the minimal operational data fields necessary for campaign performance analytics:

- **Customer Identifiers:** Customer Account ID and descriptive name.
- **Campaign Metadata:** Campaign ID, campaign name, status (ENABLED/PAUSED), channel type.
- **Ad Performance Metrics:** Cost micros, impressions, clicks, conversions, conversion value, and average CPC.

Data Minimization Commitment

Analytics Brain AI does NOT request access to billing credentials, payment card details, manager account administrative settings, or personal user communications.

9. Supported Campaign Types

Comprehensive Coverage Across Advertising Channels

Analytics Brain AI supports reporting across all standard Google Ads campaign types:

- **Search Campaigns:** Keyword-level performance, click-through rates, and cost per acquisition.
- **Performance Max (PMax):** Aggregate spend, cross-channel conversions, and blended ROAS.
- **Display & Shopping:** Banner impressions, product catalog velocity, and shopping campaign spend.
- **Video & App Campaigns:** Video views, engagement rates, and app install conversions.

Channel Comparison Analytics

By categorizing campaign metrics across channel types, our AI Advisor helps merchants identify which ad channels deliver the highest Return on Ad Spend (ROAS).

10. User Journey & Workflow

In-App Selection & Management Experience

The user journey provides complete control over account connection, resource selection, and disconnection:

IN-APP USER WORKFLOW

Step 1: Sign in to Analytics Brain AI & open Dashboard -> Integrations

Step 2: Click 'Connect Google' and grant consent on official Google OAuth screen

Step 3: Server discovers accessible Google Ads Customer IDs

Step 4: Select specific target Customer ID from dropdown modal & click 'Save & Continue'

Step 5: Background worker fetches campaign metrics & populates ROAS dashboards

Step 6: User can click 'Disconnect' at any time to invalidate tokens immediately

11. Security Architecture & Encryption

AES-256-GCM Vault & Row Level Security

Data protection is enforced through defense-in-depth technical security controls:

- **HTTPS / TLS 1.3:** All browser-to-server and server-to-Google communications require HTTPS with TLS 1.3.
- **AES-256-GCM Encryption Vault:** OAuth access and refresh tokens are encrypted at rest using AES-256-GCM authenticated encryption with unique IVs & Auth Tags.
- **Database Schema Containment:** Encrypted credentials reside in isolated database schemas (`private.integration_credentials`) inaccessible to client API roles.
- **Supabase Row Level Security (RLS):** Database policies strictly restrict queries to validated organization members.

Factual Security Statement

While we implement industry-standard encryption and isolation controls, no method of transmission over the Internet or electronic storage is completely secure.

12. Data Retention & Erasure Mechanics

Clear Self-Service Disconnect & Deletion Rights

Analytics Brain AI provides clear self-service and managed data erasure mechanisms:

- **In-App Disconnection:** Clicking Disconnect immediately invalidates local tokens and halts background sync.
- **Google Account Revocation:** Users can revoke Analytics Brain AI access directly from Google Account Permissions (myaccount.google.com).
- **Managed Account Deletion:** Email deletion requests to ahmedomran12622@gmail.com trigger full account record purging.

Public Data Deletion Guide

Our actionable Data Deletion guide is publicly available at <https://analyticsbrainai.com/data-deletion>, detailing explicit revocation steps for all connected providers.

13. Privacy & Limited Use Compliance

Full Adherence to Google API User Data Policy

Google API Services Limited Use Affirmation

Analytics Brain AI's use and transfer to any other app of information received from Google APIs will adhere to the Google API Services User Data Policy, including the Limited Use requirements.

- **No Data Sale:** Google user data is NEVER sold, leased, or commercialized to third parties.
- **No Targeted Advertising:** Google API data is NEVER used by Analytics Brain AI for serving targeted ads or retargeting profiles.
- **Restricted Human Access:** Human access is prohibited unless requested for technical support, security incidents, or legal compliance.

This commitment is legally codified in Section 7 of our public Privacy Policy at <https://analyticsbrainai.com/privacy>.

14. Error Handling & Resilience

Proactive Refresh & Token Retry Mechanics

The integration incorporates robust error handling and token refresh resilience:

- **Proactive 5-Minute Expiration Refresh:** Before every API call, `token_expires_at` is validated; near-expiry access tokens are refreshed proactively.
- **401 Token-Expired Retry:** If an unexpected HTTP 401 `token_expired` error occurs, the server executes an immediate single token refresh and retries the request once.
- **Rate Limit Backoff:** HTTP 429 rate limit responses trigger exponential backoff retries.

Sanitized Operational Logging

All server loggers strip Authorization headers, developer tokens, refresh tokens, and encryption parameters, ensuring no secret exposure in log traces.

15. Compliance, Control & Appendix

Public Verification Links & Contact Details

Public Verification Links & References:

- **Official Website:** <https://analyticsbrainai.com>
- **Privacy Policy:** <https://analyticsbrainai.com/privacy>
- **Terms of Service:** <https://analyticsbrainai.com/terms>
- **Data Deletion Guide:** <https://analyticsbrainai.com/data-deletion>
- **Public Documentation:** <https://analyticsbrainai.com/documentation>
- **Technical Contact Email:** ahmedomran12622@gmail.com

Compliance Verification Conclusion

Analytics Brain AI satisfies all technical, architectural, and privacy requirements for Google Ads API Basic Access. The integration is fully documented and ready for production review.