

# **PHP AdWords API Lib**

## **Developer's Manual**

LAST UPDATE: APRIL 2, 2005

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This manual describes how to use PHP AdWords API Lib (the API Lib) to access the Google AdWords API and utilize the Web Services.

It aims at developers who want to get started with using the AdWords API™ of Google™. Developer's Manual demonstrates with code examples how to use the API lib to send requests to Google's AdWords server.

The library requires either PEAR SOAP or NuSOAP. Patched NuSOAP is bundled with the library. The patch fixes several bugs which were exposed while using the API. PEAR is bundled by default with PHP.

The library works identically with both SOAP libraries.

The manual is organized in 2 main sections, namely Services Classes and Object Classes (Data Types). Both have 1 to 1 matching to the services and data types used by Google.

## ***Services Classes***

Base class for all AdWords Service Classes. The Services Classes include:

1. *AdWords Campaign Service*
2. *AdWords AdGroup Service*
3. *AdWords Creative Service*
4. *AdWords Keyword Service*
5. *AdWords Info Service*
6. *AdWords Report Service*
7. *AdWords Traffic Estimator Service*

## A) Campaign Service Class

The API Lib uses **Campaign Service Class** to connect with Google AdWords Campaign Service.

The Campaign Service lets you:

- access a campaign
- create a campaign
- list a campaign
- modify a campaign
- pause a campaign, set a start day and an end day, predetermine the campaign budget and other campaign-wide operations.

A campaign includes one or more ad groups. [Read additional details](#)

The Campaign Service Class consists of 10 methods.

### 1. CampaignService Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit.

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 ?>
```

Programming  
Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- AdWordCampaignService AdWordCampaignService (string \$soapToolkit)
- string \$soapToolkit: name of a supported by the API Lib SOAP Toolkit

## 2. Add Campaign Adds a new Campaign.

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService(ADWORD SOAP TOOLKIT NUSOAP);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $newCampaign is an object of class AdWordCampaign
5 $response = $campaignService->addCampaign($newCampaign);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response is an object of class AdWordCampaign which holds the new
12 // created Campaign
13 ?>
```

Programming

- return: object of class AdWordCampaign or false on error

Notes:

- link: [For more information about addCampaign see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- mixed addCampaign (object \$campaign, [string \$clientEmail = "])
- object \$campaign: object of class AdWordCampaign
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Add Campaign List

Adds a list of new campaigns.

#### Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaign1, $campaign2 are objects of class AdWordCampaign
5 $arr = array($campaign1, $campaign2);
6 $response = $campaignService->addCampaignList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordCampaign which
13 // holds the new created Campaigns
14 ?>
```

#### Programming

- return: array of objects of class AdWordCampaign or false on error

#### Notes:

- link: [For more information about addCampaignList see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- mixed addCampaignList (array \$campaigns, [string \$clientEmail = "])
- array \$campaigns: array of objects of class AdWordCampaign
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

#### 4. Get All AdWords Campaigns

Returns all Campaigns. If there are no Campaigns, an empty array will be returned

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 $response = $adgroupService->getAllAdWordsCampaigns();
5 if ($response === false) { // if an error appears
6     $err = $classKW->getLastError(); //get error object
7     echo $err->toString(); //output error
8     exit();
9 }
10 // $response is an array of objects of class AdWordCampaign
11 ?>
```

Programming

- return: array of objects of class AdWordAdGroup or false on error

Notes:

- link: [For more information about getAllAdWordsCampaigns see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- mixed getAllAdWordsCampaigns ([string \$clientEmail = "])
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 5. Get Campaign

Returns all information about the specified Campaign

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignId - Campaign's ID
5 $response = $campaignService->getCampaign($campaignId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response is an object of class AdWordCampaign
12 ?>
```

Programming

- return: object of class AdWordCampaign or false on error

Notes:

- link: [For more information about getCampaign see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- mixed `getCampaign (int $id, [string $clientEmail = "])`
- int `$id`: ID of the Campaign
- string `$clientEmail`: provide the clientEmail when you want to edit a client's account rather than your own account

## 6. Get Campaign List Returns a list of Campaigns

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignId1, $campaignId2 - Campaigns' IDs
5 $arr = array($campaignId1, $campaignId2);
6 $response = $campaignService->getCampaignList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordCampaign
13 ?>
```

Programming

- return: array of objects of class AdWordCampaign or false on error

Notes:

- link: [For more information about getCampaignList see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- mixed getCampaignList (array \$ids, [string \$clientEmail = ''])
- array \$ids: array of Campaigns' IDs
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 7. Get Campaign Stats

Get statistics for a list of ad Campaigns for a period of time

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignId1, $campaignId2 - Campaigns' IDs
5 $arr = array($campaignId1, $campaignId2);
6 $start = '2005-01-01T00:00:00Z';
7 $end = '2005-02-01T00:00:00Z';
8 $response = $campaignService->getAdGroupStats($arr, $start, $end);
9 if ($response === false) { // if an error appears
10     $err = $classKW->getLastError(); // get error object
11     echo $err->toString(); // output error
12     exit();
13 }
14 // $response is an array of objects of class AdWordStatsRecord
15 ?>
```

Programming

Notes:

- return: array of objects of class `AdWordStatsRecord` or false on error
- link: [For more information about getCampaignStats see in Google AdWords Developer's Guide](#)
- see: [AdWordStatsRecord](#)
- mixed `getCampaignStats` (array `$campaignIds`, string `$start`, string `$end`, [string `$clientEmail` = ''])
- array `$campaignIds`: array of Campaigns' IDs
- string `$start`: beginning of the period
- string `$end`: end of of the period
- string `$clientEmail`: provide the `clientEmail` when you want to edit a client's account rather than your own account

## 8. Get Optimize AdServing

Retrieves the 'optimized ad serving' setting for this campaign

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignId - Campaign's ID
5 $response = $campaignService->getOptimizeAdServing($campaignId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response is string - 'true' or 'false'
12 ?>
```

Programming

- return: string - 'true' or 'false' or false on error

Notes:

- link: [For more information about getOptimizeAdServing see in Google AdWords Developer's Guide](#)
- mixed `getOptimizeAdServing` (int `$campaignId`, [string `$clientEmail` = "])
- int `$campaignId`: Campaign ID
- string `$clientEmail`: provide the `clientEmail` when you want to edit a client's account rather than your own account

## 9. Set Optimize AdServing

Modifies the 'optimized ad serving' setting for this campaign

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignId - Campaign's ID
5 $response = $campaignService->setOptimizeAdServing($campaignId, true);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response = true
12 ?>
```

Programming

- return: string - 'true' or 'false' or false on error

Notes:

- link: [For more information about setOptimizeAdServing see in Google AdWords Developer's Guide](#)
- mixed setOptimizeAdServing (int \$campaignId, mixed \$enable, [string \$clientEmail = "])
- int \$campaignId: Campaign ID
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 10.Update Campaign Updates the settings for an existing campaign

Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaign is an object of class AdWordCampaign
5 $response = $campaignService->updateCampaign($campaign);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response == true
12 ?>
```

Programming

- return: true or false on error

Notes:

- link: [For more information about updateCampaign see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- bool updateCampaign (object \$campaign, [string \$clientEmail = "])
- object \$campaign: object of class AdWordCampaign
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 11.Update Campaign List

Updates the settings for a list of existing campaigns.

### Example:

```
1 <?php
2 $campaignService = new AdWordCampaignService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $campaignService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaign1, $campaign1 are objects of class AdWordCampaign
5 $arr = array($campaign1, $campaign1);
6 $response = $campaignService->updateCampaignList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 // $response == true
13 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about updateCampaignList see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaign](#)
- bool updateCampaignList (array \$campaigns, [string \$clientEmail = "])
- array \$campaigns: array of objects of class AdWordCampaign
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF CAMPAIGN SERVICE CLASS

## B) AdGroup Service Class

The API Lib uses **AdGroup Service Class** to connect with Google AdWords AdGroup Service.

The AdGroup Service lets you:

- access an ad group
- modify an ad group
- create an ad group/list of ad groups
- combine ad groups with a campaign
- set the max bid for all keywords in an ad group

An ad group consists of 2 elements: keywords/keyword sets and one or more creatives (text ads) that are triggered by those keywords. All operations related to an ad group as a unit are processed in the AdGroup Service. [Read additional details](#)

The AdGroup Service Class implements 8 methods.

### 1. AdGroupService Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 ?>
```

Programming  
Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- AdWordAdGroupService AdWordAdGroupService (string \$soapToolkit)
- string \$soapToolkit: name of a supported by the API Lib SOAP Toolkit

## 2. Add AdGroup

Adds a new AdGroup to a Campaign

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignID - ID of the Campaign to which new AdGroup will be added
5 // $newAdgroup is an object of class AdWordKeyword
6 $response = $adgroupService->addAdGroup($campaignID, $newAdgroup);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an object of class AdWordAdGroup which holds the new
13 // created AdGroup
14 ?>
```

Programming

- return: object of class AdWordAdGroup or false on error

Notes:

- link: [For more information about addAdGroup see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- mixed addAdGroup (int \$campaignID, object \$newData, [string \$clientEmail = "])
- int \$campaignID: ID of the Campaign to which new AdGroup will be added
- object \$newData: an object of class AdWordKeyword
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Add AdGroup List Adds new AdGroups to a Campaign

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 //$campaignID - ID of the Campaign to which new AdGroups will be added
5 //$adgroup1, $adgroup2 are objects of class AdWordAdGroup
6 $arr = array($adgroup1, $adgroup2);
7 $response = $adgroupService->addAdGroupList($campaignID, $arr);
8 if ($response === false) { // if an error appears
9     $err = $classKW->getLastError(); //get error object
10    echo $err->toString(); //output error
11    exit();
12 }
13 //$response is an array of objects of class AdWordAdGroup which
14 //holds the new created AdGroups
15 ?>
```

Programming

- return: array of objects of class AdWordAdGroup or false on error

Notes:

- link: [For more information about addAdGroupList see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- mixed addAdGroupList (int \$campaignID, array \$newData, [string \$clientEmail = "])
- int \$campaignID: ID of the Campaign to which new AdGroups will be added
- array \$newData: array of objects of class AdWordAdGroup
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 4. Get AdGroup

Returns all information about the specified AdGroup

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 //$adgroupId - AdGroup's ID
5 $response = $adgroupService->getAdGroup($adgroupId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 //$response is an object of class AdWordAdGroup
12 ?>
```

Programming

- return: object of class AdWordAdGroup or false on error

Notes:

- link: [For more information about getAdGroup see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- mixed `getAdGroup` (int `$adGroupId`, [string `$clientEmail` = "])
- int `$adGroupId`: ID of the AdGroup
- string `$clientEmail`: provide the clientEmail when you want to edit a client's account rather than your own account

## 5. Get AdGroup List Returns a list of AdGroups

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adgroupId1, $adgroupId2 - AdGroups' IDs
5 $arr = array($adgroupId1, $adgroupId2);
6 $response = $adgroupService->getAdGroupList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordAdGroup
13 ?>
```

Programming

- return: array of objects of class AdWordAdGroup or false on error

Notes:

- link: [For more information about getAdGroupList see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- mixed getAdGroupList (array \$adgroupIDs, [string \$clientEmail = "])
- array \$adgroupIDs: array of adGroups' IDs
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 6. Get AdGroup Stats

Gets statistics for a list of ad groups in a Campaign for a period of time

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignID - ID of the Campaign
5 // $adgroup1, $adgroup2 are objects of class AdWordAdGroup
6 $arr = array($adgroup1, $adgroup2);
7 $start = '2005-01-01T00:00:00Z';
8 $end = '2005-02-01T00:00:00Z';
9 $response = $adgroupService->getAdGroupStats($campaignID, $arr, $start, $end);
10 if ($response === false) { // if an error appears
11     $err = $classKW->getLastError(); //get error object
12     echo $err->toString(); //output error
13     exit();
14 }
15 // $response is an array of objects of class AdWordStatsRecord
16 ?>
```

Programming  
Notes:

- return: array of objects of class AdWordStatsRecord or false on error
- link: [For more information about getAdGroupStats see in Google AdWords Developer's Guide](#)
- see: [AdWordStatsRecord](#)
- mixed getAdGroupStats (int \$campaignId, array \$adGroupIds, string \$start, string \$end, [string \$clientEmail = "])
- int \$campaignId: ID of the Campaign
- array \$adGroupIds: array of AdGroups' IDs
- string \$start: beginning of the period
- string \$end: end of of the period
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

**7. Get All AdGroups** Returns all AdGroups from a Campaign. If there are no AdGroups in this Campaign, an empty array will be returned

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campaignID - ID of the Campaign
5 $response = $adgroupService->getAllAdGroups($campaignID);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 // $response is an array of objects of class AdWordAdGroup
12 ?>
```

Programming

Notes:

- return: array of objects of class AdWordAdGroup or false on error
- link: [For more information about getAllAdGroups see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- mixed getAllAdGroups (int \$campaignID, [string \$clientEmail = "])
- int \$campaignID: ID of the Campaign
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 8. Update AdGroup Updates the fields of an existing AdGroup

Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adgroup is an object of class AdWordAdGroup
5 $response = $adgroupService->updateAdGroup($adgroup);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response == true
12 ?>
```

Programming

- return: true or false on error

Notes:

- link: [For more information about updateAdGroup see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- bool updateAdGroup (object \$changedData, [string \$clientEmail = ""])
- object \$changedData: object of class AdWordAdGroup
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 9. Update AdGroup List

Updates the fields of multiple existing AdGroups

### Example:

```
1 <?php
2 $adgroupService = new AdWordAdGroupService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $adgroupService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adgroup1, $adgroup2 are objects of class AdWordAdGroup
5 $arr = array($adgroup1, $adgroup2);
6 $response = $adgroupService->updateAdGroupList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response == true
13 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about updateAdGroupList see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroup](#)
- bool updateAdGroupList (array \$changedData, [string \$clientEmail = "])
- array \$changedData: array of objects of class AdWordAdGroup
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF ADGROUP SERVICE CLASS

## C) Creative Service Class

The API Lib uses **Creative Service Class** to connect with Google AdWords Creative Service.

The Creative Service lets you:

- access existing creatives (text ads)
- create creatives (text ads)
- modify creatives (text ads)
- add a creative to an ad group

A creative is the visual representation of a text advertisement and must be connected with an ad group. Each ad group has one or more creatives. [Read additional details](#)

The Creative Service Class implements 9 methods.

### 1. CreativeService Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit

Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 ?>
```

Programming  
Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- AdWordCreativeService AdWordCreativeService (string \$soapToolkit)
- string \$soapToolkit: name of a supported by the API Lib SOAP Toolkit

**2. Activate Creative** Marks a Creative as active. Active creatives will be served. Active is the default state for a Creative.

Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $creativeId - ID of the Creative
6 $response = $creativeService->activateCreative($adGroupId, $creativeId);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response == true
13 ?>
```

Programming

- return: true or false on error

Notes:

- link: [For more information about activateCreative see in Google AdWords Developer's Guide](#)
- bool activateCreative (int \$adGroupId, int \$creativeId, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- int \$creativeId: ID of the Creative
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Activate Creative List

Mark a list of Creatives as active. Each pair of (adGroupId, creativeId) parameters specifies one Creative to activate. To undo this operation, call deleteCreativeList.

#### Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId1, $adGroupId2 - adGroups' IDs
5 // $creativeId1, $creativeId2, $creativeId3 - Creatives' IDs
6 $arr1 = array($adGroupId1, $adGroupId2, $adGroupId2);
7 $arr2 = array($creativeId1, $creativeId2, $creativeId3);
8 $response = $creativeService->activateCreativeList($arr1, $arr2);
9 if ($response === false) { // if an error appears
10     $err = $classKW->getLastError(); // get error object
11     echo $err->toString(); // output error
12     exit();
13 }
14 // $response == true
15 ?>
```

#### Programming

- return: true or false on error

#### Notes:

- link: [For more information about activateCreativeList see in Google AdWords Developer's Guide](#)
- bool activateCreativeList (array \$adGroupIds, array \$creativeIds, [string \$clientEmail = "])
- array \$adGroupIds: adGroups' IDs
- array \$creativeIds: Creatives' IDs
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 4. Add Creative

Creates a new Creative.

Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $newCreative is an object of class AdWordCreative
5 $response = $creativeService->addCreative($newCreative);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 // $response is an object of class AdWordCreative which holds the new
12 // created Creative
13 ?>
```

Programming

- return: object of class AdWordCreative or false on error

Notes:

- link: [For more information about addCreative see in Google AdWords Developer's Guide](#)
- see: [AdWordCreative](#)
- mixed addCreative (object \$creative, [string \$clientEmail = "])
- object \$creative: object of class AdWordCreative
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 5. Add Creative List Creates a batch of new Creatives

### Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $creative1, $creative2 is an object of class AdWordCreative
5 $arr = array($creative1, $creative2);
6 $response = $creativeService->addCreativeList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordCreative which
13 // holds the new created creatives
14 ?>
```

### Programming

- return: array of objects of class AdWordCreative or false on error

### Notes:

- link: [For more information about addCreativeList see in Google AdWords Developer's Guide](#)
- see: [AdWordCreative](#)
- mixed addCreativeList (array \$creatives, [string \$clientEmail = "])
- array \$creatives: array of objects of class AdWordCreative
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 6. Delete Creative

Marks a Creative as deleted. Deleted Creatives will not be served.

### Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $creativeId - ID of the Creative
6 $response = $creativeService->deleteCreative($adGroupId, $creativeId);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 // $response == true
13 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about deleteCreative see in Google AdWords Developer's Guide](#)
- bool deleteCreative (int \$adGroupId, int \$creativeId, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- int \$creativeId: ID of the Creative
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 7. Delete Creative List

Marks a list of Creatives as deleted. Each pair of (adGroupId, creativeId) parameters specifies one Creative to delete. To undo this operation, call activateCreativeList.

### Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId1, $adGroupId2 - adGroups' IDs
5 // $creativeId1, $creativeId2, $creativeId3 - Creatives' IDs
6 $arr1 = array($adGroupId1, $adGroupId2, $adGroupId2);
7 $arr2 = array($creativeId1, $creativeId2, $creativeId3);
8 $response = $creativeService->deleteCreativeList($arr1, $arr2);
9 if ($response === false) { // if an error appears
10     $serrr = $classKW->getLastError(); //get error object
11     echo $serrr->toString(); //output error
12     exit();
13 }
14 // $response == true
15 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about deleteCreativeList see in Google AdWords Developer's Guide](#)
- bool deleteCreativeList (array \$adGroupIds, array \$creativeIds, [string \$clientEmail = "])
- array \$adGroupIds: adGroups' IDs
- array \$creativeIds: Creatives' IDs
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 8. Get Active Creatives

Returns all active Creatives associated with an AdGroup.  
If there are no Creatives in this AdGroup, an empty array will be returned.

### Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 $response = $keywordService->getActiveCreatives($adGroupId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 // $response is an array of objects of class AdWordCreative
12 ?>
```

### Programming

- return: array of objects of class AdWordKeyword or false on error

### Notes:

- link: [For more information about getActiveCreatives see in Google AdWords Developer's Guide](#)
- see: [AdWordCreative](#)
- mixed `getActiveCreatives (int $adGroupId, [string $clientEmail = "])`
- int `$adGroupId`: ID of the adGroup
- string `$clientEmail`: provide the clientEmail when you want to edit a client's account rather than your own account

**9. Get All Creatives** Returns all Creatives (active and deleted) associated with the AdGroup.

Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 $response = $keywordService->getAllCreatives($adGroupId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response is an array of objects of class AdWordCreative
12 ?>
```

Programming

- return: array of objects of class AdWordKeyword or false on error

Notes:

- link: [For more information about getActiveCreatives see in Google AdWords Developer's Guide](#)
- see: [AdWordCreative](#)
- mixed `getAllCreatives` (int \$adGroupId, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 10.Get Creative

Returns information about one Creative.

### Example:

```
1 <?php
2 $creativeService = new AdWordCreativeService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $creativeService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $creativeId - ID of the Creative
6 $response = $creativeService->getCreative($adGroupId, $creativeId);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 // $response is an object of class AdWordCreative
13 ?>
```

### Programming

- return: object of class AdWordCreative or false on error

### Notes:

- link: [For more information about getCreative see in Google AdWords Developer's Guide](#)
- see: [AdWordCreative](#)
- mixed getCreative (int \$adGroupId, int \$creativeId, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- int \$creativeId: ID of the Creative
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF CREATIVE SERVICE CLASS

## D) Keyword Service Class

The API Lib uses **Keyword Service Class** to connect with Google AdWords Keyword Service.

The Keyword Service lets you:

- create keywords
- add keywords to an ad group /or remove them/
- set max cost-per-click for a keyword
- get statistics for keywords
- define Destination URL for keywords

[Read additional details](#)

The Keyword Service Class implements 12 methods.

### 1. KeywordService Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 ?>
```

Programming  
Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- AdWordKeywordService AdWordKeywordService  
(string \$soapToolkit)
- string \$soapToolkit: name of a supported by the API Lib SOAP Toolkit

## 2. Add Keyword

Adds a new Keyword to an AdGroup.

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $newKeyword is an object of class AdWordKeyword
5 $response = $keywordService->addKeyword($newKeyword);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 // $response is an object of class AdWordKeyword which hold the new created keyword
12 ?>
```

Programming

- return: object of class AdWordKeyword or false on error

Notes:

- link: [For more information about addKeyword see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- mixed addKeyword (object \$newKeyword, [string \$clientEmail = "])
- object \$newKeyword: object of class AdWordKeyword
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Add Keyword List Adds new Keywords to an AdGroup.

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup to which new keywords will be add
5 // $keyword1, $keyword2 is an object of class AdWordKeyword
6 $arr = array($keyword1, $keyword2);
7 $response = $keywordService->addKeywordList($adGroupId, $arr);
8 if ($response === false) { // if an error appears
9     $err = $classKW->getLastError(); //get error object
10    echo $err->toString(); //output error
11    exit();
12 }
13 // $response is an array of objects of class AdWordKeyword which
14 // holds the new created keywords
15 ?>
```

Programming

- return: array of objects of class AdWordKeyword or false on error

Notes:

- link: [For more information about addKeywordList see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- mixed addKeywordList (int \$adGroupId, array \$newKeywords, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup to which new keywords will be add
- array \$newKeywords: array of objects of class AdWordKeyword
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

#### 4. Get Active Keywords

Returns all active Keywords from an AdGroup. If there are no Keywords in this AdGroup, an empty array will be returned.

##### Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 $response = $keywordService->getActiveKeywords($adGroupId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response is an array of objects of class AdWordKeywords
12 ?>
```

##### Programming

- return: array of objects of class AdWordKeyword or false on error

##### Notes:

- link: [For more information about getActiveKeywords see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- mixed `getActiveKeywords` (int \$adGroupId, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

- 5. Get All Keywords** Returns all Keyword from an AdGroup. If there are no Keywords in this AdGroup, an empty array will be returned.

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 $response = $keywordService->getAllKeywords($adGroupId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response is an array of objects of class AdWordKeywords
12 ?>
```

Programming

- return: array of objects of class AdWordKeyword or false on error

Notes:

- link: [For more information about getAllKeywords see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- mixed `getAllKeywords` (int `$adGroupId`, [string `$clientEmail` = "])
- int `$adGroupId`: ID of the adGroup
- string `$clientEmail`: provide the clientEmail when you want to edit a client's account rather than your own account

**6. Get Keyword List** Returns a list of Keywords from an AdGroup. If there are no Keywords in this AdGroup, an empty array will be returned.

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $keywordId1, $keywordId2 - Keywords' IDs
6 $arr = array($keywordId1, $keywordId2);
7 $response = $keywordService->getKeywordList($adGroupId, $arr);
8 if ($response === false) { // if an error appears
9     $err = $classKW->getLastError(); //get error object
10    echo $err->toString(); //output error
11    exit();
12 }
13 // $response is an array of objects of class AdWordKeywords
14 ?>
```

Programming

- return: array of objects of class AdWordKeyword or false on error

Notes:

- link: [For more information about getKeywordList see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- mixed `getKeywordList` (int `$adGroupId`, array `$keywordIds`, [string `$clientEmail` = ""])
- int `$adGroupId`: ID of the adGroup
- array `$keywordIds`: array of Keywords' IDs
- string `$clientEmail`: provide the clientEmail when you want to edit a client's account rather than your own account

## 7. Get Keyword Stats

Returns statistics for a list of Keywords from an AdGroup for a period of time.

### Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $keywordId1, $keywordId2 - Keywords' IDs
6 $keywordIds = array($keywordId1, $keywordId2);
7 $start = '2005-01-01T00:00:00Z';
8 $end = '2005-02-01T00:00:00Z';
9 $response = $keywordService->getKeywordStats($adGroupId, $keywordIds, $start, $end);
10 if ($response === false) { // if an error appears
11     $err = $classKW->getLastError(); // get error object
12     echo $err->toString(); // output error
13     exit();
14 }
15 // $response is an array of objects of class AdWordStatsRecord
16 ?>
```

### Programming Notes:

- return: array of objects of class `AdWordStatsRecord` or false on error
- link: [For more information about `getKeywordStats` see in Google AdWords Developer's Guide](#)
- see: [AdWordStatsRecord](#)
- mixed `getKeywordStats` (int `$adGroupId`, array `$keywordIds`, string `$start`, string `$end`, [string `$clientEmail` = "])
- int `$adGroupId`: ID of the adGroup
- array `$keywordIds`: array of Keywords' IDs
- string `$start`: beginning of the period
- string `$end`: end of of the period
- string `$clientEmail`: provide the `clientEmail` when you want to edit a client's account rather than your own account

## 8. Remove Keyword

Removes a Keyword from an AdGroup.

### Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 //$adGroupId - ID of the adGroup
5 //$keywordId - Keyword ID
6 $response = $keywordService->removeKeyword($adGroupId, $keywordId);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 //$response == true
13 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about removeKeyword see in Google AdWords Developer's Guide](#)
- bool removeKeyword (int \$adGroupId, int \$keywordId, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- int \$keywordId: Keyword ID
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

**9. Remove Keyword List** Removes a list of Keywords from an AdGroup.

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $keywordId1, $keywordId2 - Keywords' IDs
6 $arr = array($keywordId1, $keywordId2);
7 $response = $keywordService->removeKeywordList($adGroupId, $arr);
8 if ($response === false) { // if an error appears
9     $err = $classKW->getLastError(); //get error object
10    echo $err->toString(); //output error
11    exit();
12 }
13 // $response == true
14 ?>
```

Programming

- return: true or false on error

Notes:

- link: [For more information about removeKeywordList see in Google AdWords Developer's Guide](#)
- bool `removeKeywordList` (int `$adGroupId`, mixed `$keywordIds`, [string `$clientEmail` = "], array `$keywordId`)
- int `$adGroupId`: ID of the adGroup
- array `$keywordId`: Keywords' IDs
- string `$clientEmail`: provide the `clientEmail` when you want to edit a client's account rather than your own account

## 10.Set Keyword List Max CPC

Sets the maximum cost-per-click for a set of keywords.

### Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $keywordId1, $keywordId2 - Keywords' IDs
6 // $keyword1MaxCpc, $keywordId2MaxCpc - Keywords' max cost-per-clicks
7 $keywordIds = array($keywordId1, $keywordId2);
8 $maxCpcs = array($keyword1MaxCpc, $keywordId2MaxCpc);
9 $response = $keywordService->setKeywordListMaxCpc($adGroupId, $keywordIds, $maxCpcs);
10 if ($response === false) { // if an error appears
11     $err = $classKW->getLastError(); // get error object
12     echo $err->toString(); // output error
13     exit();
14 }
15 // $response == true
16 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about setKeywordListMaxCpc see in Google AdWords Developer's Guide](#)
- bool setKeywordListMaxCpc (int \$adGroupId, array \$keywordIds, array \$maxCpcs, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- array \$keywordIds: Keywords' IDs
- array \$maxCpcs: Keywords' max cost-per-clicks
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

**11.Set Keyword List Single Max CPC** Sets the maximum cost-per-click for a set of keywords to a single value.

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adGroupId - ID of the adGroup
5 // $keywordId1, $keywordId2 - Keywords' IDs
6 // $maxCpc - Max cost-per-click
7 $keywordIds = array($keywordId1, $keywordId2);
8 $response = $keywordService->setKeywordListSingleMaxCpc($adGroupId, $keywordIds, $maxCpc);
9 if ($response === false) { // if an error appears
10     $err = $classKW->getLastError(); // get error object
11     echo $err->toString(); // output error
12     exit();
13 }
14 // $response == true
15 ?>
```

Programming

- return: true or false on error

Notes:

- link: [For more information about setKeywordListSingleMaxCpc see in Google AdWords Developer's Guide](#)
- bool setKeywordListSingleMaxCpc (int \$adGroupId, array \$keywordIds, int \$maxCpc, [string \$clientEmail = "])
- int \$adGroupId: ID of the adGroup
- array \$keywordIds: Keywords' IDs
- int \$maxCpc: Max cost-per-click
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

## 12.Update Keyword      Updates all mutable fields associated with a Keyword

Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $keyword is an object of class AdWordKeyword
5 $response = $keywordService->updateKeyword($keyword);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 // $response == true
12 ?>
```

Programming

- return: true or false on error

Notes:

- link: [For more information about updateKeyword see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- bool updateKeyword (object \$keyword, [string \$clientEmail = "])
- object \$keyword: object of class AdWordKeyword
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 13.Update Keyword List

Updates all mutable fields associated with a list of Keywords

#### Example:

```
1 <?php
2 $keywordService = new AdWordKeywordService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $keywordService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $keyword1, $keyword2 is an object of class AdWordKeyword
5 $arr = array($keyword1, $keyword2);
6 $response = $keywordService->updateKeywordList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 // $response == true
13 ?>
```

#### Programming

- return: true or false on error

#### Notes:

- link: [For more information about updateKeywordList see in Google AdWords Developer's Guide](#)
- see: [AdWordKeyword](#)
- bool updateKeywordList (mixed \$keywords, [string \$clientEmail = "], array \$newKeyword)
- array \$newKeyword: array of objects of class AdWordKeyword
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF KEYWORD SERVICE CLASS

## E) Info Service Class

The API Lib uses **Info Service Class** to connect with Google AdWords Info Service.

The Info Service lets you:

- obtain basic information about your API usage
- find out how many operations you performed in a given period of time
- find out how many operations your quota allows this month

[Read additional details](#)

The Info Service Class implements 2 methods.

### 1. InfoService Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit.

Example:

```
1 <?php
2 $infoService = new AdWordInfoService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 ?>
```

Programming  
Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- AdWordInfoService AdWordInfoService (string \$soapToolkit)
- string \$soapToolkit: name of a supported by the API Lib SOAP Toolkit

## 2. Get Operation Account

Example:

```
1 <?php
2 $infoService = new AdWordInfoService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $infoService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 $start = '2005-01-01T00:00:00Z';
5 $end = '2005-02-01T00:00:00Z';
6 $response = $infoService->getOperationCount($start, $end);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); //get error object
9     echo $err->toString(); //output error
10    exit();
11 }
12 // $response is the number of operations recorded for the developer token
13 // being used to make this call over the given date range
14 ?>
```

Programming  
Notes:

- return: number of operations recorded for the developer token being used to make this call over the given date range
- link: [For more information about getOperationCount see in Google AdWords Developer's Guide](#)
- int getOperationCount (string \$startDate, string \$endDate, [string \$clientEmail = "])
- string \$startDate: beginning of the period
- string \$endDate: end of the period
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Get Operations Quota This Month

Retrieves this month's operations quota for the developer token being used to make this call.

Example:

```
1 <?php
2 $infoService = new AdWordInfoService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $infoService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 $response = $infoService->getOperationsQuotaThisMonth();
5 if ($response === false) { // if an error appears
6     $err = $classKW->getLastError(); //get error object
7     echo $err->toString(); //output error
8     exit();
9 }
10 // $response is this month's operations quota for the developer token
11 // being used to make this call
12 ?>
```

Programming

- return: this month's operations quota

Notes:

- link: [For more information about getOperationsQuotaThisMonth see in Google AdWords Developer's Guide](#)
- int getOperationsQuotaThisMonth ([string \$clientEmail = "])
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF INFO SERVICE CLASS

## F) Report Service Class

The API Lib uses **Report Service Class** to connect with Google AdWords Report Service.

The Report Service lets you create a report in XML format. Four types of reports can be generated:

- **Keyword Report:** allows you to check performance data for all active keywords or for active keywords in selected campaigns. Inactive keywords are not included in the report.
- **Ad Text Report:** allows you to check performance data for each of your ads.
- **URL Report:** allows you to check performance data for each of your Destination URLs.
- **Custom Report:** allows you to check performance data for criteria of your choice. You can customize what data is included in the report.

[Read additional details](#)

The Report Service Class implements 5 methods.

### 1. ReportService Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit.

Example:

```
1 <?php
2 $reportService = new AdWordReportService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 ?>
```

Programming  
Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- `AdWordReportService AdWordReportService (string $soapToolkit)`
- `string $soapToolkit`: name of a supported by the API Lib SOAP Toolkit

## 2. Delete Report

Deletes a report job along with the report it produced, if any.

### Example:

```
1 <?php
2 $reportService = new AdWordReportService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $reportService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $reportJobId - ID of the ReportJob
5 $response = $reportService->deleteReport($reportJobId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response == true
12 ?>
```

### Programming

- return: true or false on error

### Notes:

- link: [For more information about deleteReport see in Google AdWords Developer's Guide](#)
- bool deleteReport (int \$reportJobId, [string \$clientEmail = "])
- int \$reportJobId: ID of the ReportJob
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Get All Jobs

Returns an array consisting of all jobs the user has scheduled

Example:

```
1 <?php
2 $reportService = new AdWordReportService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $reportService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 $response = $reportService->getAllJobs();
5 if ($response === false) { // if an error appears
6     $err = $classKW->getLastError(); //get error object
7     echo $err->toString(); //output error
8     exit();
9 }
10 // $response is an array of objects of class AdWordReportJob
11 ?>
```

Programming

- return: array of objects of class AdWordReportJob or false on error

Notes:

- link: [For more information about getAllJobs see in Google AdWords Developer's Guide](#)
- see: [AdWordReportJob](#)
- mixed getAllJobs ([string \$clientEmail = ""])
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

#### 4. Get Report Download URL

Returns a URL from which the report with the given job ID can be downloaded. After invoking this method, the caller can do a regular HTTP GET on the returned URL to retrieve the report.

##### Example:

```
1 <?php
2 $reportService = new AdWordReportService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $reportService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $reportJobId - ID of the ReportJob
5 $response = $reportService->getReportDownloadUrl($reportJobId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response - URL from which the report can be downloaded
12 ?>
```

##### Programming

- return: URL from which the report can be downloaded

##### Notes:

- link: [For more information about getReportDownloadUrl see in Google AdWords Developer's Guide](#)
- string `getReportDownloadUrl` (int `$reportJobId`, [string `$clientEmail` = "])
- int `$reportJobId`: ID of the ReportJob
- string `$clientEmail`: provide the clientEmail when you want to edit a client's account rather than your own account

## 5. Get Report Job Status

Returns the status of the report job with the given reportJobId

Example:

```
1 <?php
2 $reportService = new AdWordReportService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $reportService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $reportJobId - ID of the ReportJob
5 $response = $reportService->getReportJobStatus($reportJobId);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); // get error object
8     echo $err->toString(); // output error
9     exit();
10 }
11 // $response - The report job status
12 ?>
```

Programming

- return: the report job status

Notes:

- link: [For more information about getReportJobStatus see in Google AdWords Developer's Guide](#)
- string `getReportJobStatus` (int `$reportJobId`, [string `$clientEmail` = ""])
- int `$reportJobId`: ID of the ReportJob
- string `$clientEmail`: provide the `clientEmail` when you want to edit a client's account rather than your own account

## 6. Schedule Report Job

Schedules a report job for execution

Example:

```
1 <?php
2 $reportService = new AdWordReportService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 $reportService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $reportJ is an object of class AdWordReportJob
5 $response = $reportService->scheduleReportJob($reportJ);
6 if ($response === false) { // if an error appears
7     $err = $classKW->getLastError(); //get error object
8     echo $err->toString(); //output error
9     exit();
10 }
11 // $response - a handle to the scheduled report job
12 ?>
```

Programming

- return: a handle to the scheduled report job.

Notes:

- link: [For more information about scheduleReportJob see in Google AdWords Developer's Guide](#)
- see: [AdWordReportJob](#)
- int scheduleReportJob (object \$job, [string \$clientEmail = ""])
- object \$job: object of class AdWordReportJob
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF REPORT SERVICE CLASS

## G) Traffic Estimator Service Class

The API Lib uses **Traffic Estimator Service Class** to connect with Google Traffic Estimator Service.

The Traffic Estimator Service lets you estimate:

- keyword traffic
- campaign traffic
- ad group traffic

[Read additional details](#)

The Traffic Estimator Service Class implements 3 methods.

### 1. TrafficEstimator Service Constructor

It takes one parameter - name of a supported by the API Lib SOAP toolkit

Example:

```
1 <?php
2 $trafService = new AdWordTrafficEstimatorService\(ADWORD SOAP TOOLKIT NUSOAP\);
3 ?>
```

Programming Notes:

- Please use defined constants for supported by the API Lib toolkit names
- see: [AdWordsConsts.inc](#)
- AdWordTrafficEstimatorService AdWordTrafficEstimatorService (string \$soapToolkit)
- string \$soapToolkit: name of a supported by the API Lib SOAP Toolkit

## 2. Estimate AdGroup List

Returns traffic estimates for the requested set of new or existing ad groups. All of the ad groups must be new or all of the ad groups must be from the same campaign. New ad groups are estimated as if they were part of a new campaign with global targeting

### Example:

```
1 <?php
2 $trafService = new AdWordTrafficEstimatorService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $trafService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $adgroupReq1, $adgroupReq2 are objects of class AdWordAdGroupRequest
5 $arr = array($adgroupReq1, $adgroupReq2);
6 $response = $trafService->estimateAdGroupList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordAdGroupEstimate
13 ?>
```

### Programming Notes:

- return: array of objects of class AdWordAdGroupEstimate or false on error
- link: [For more information about estimateAdGroupList see in Google AdWords Developer's Guide](#)
- see: [AdWordAdGroupEstimate](#)
- see: [AdWordAdGroupRequest](#)
- mixed estimateAdGroupList (array \$adGroupRequests, [string \$clientEmail = "])
- array \$adGroupRequests: array of objects of class AdWordAdGroupRequest
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

### 3. Estimate Campaign List

Returns traffic estimates for the requested set of new and/or existing campaigns

#### Example:

```
1 <?php
2 $trafService = new AdWordTrafficEstimatorService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $trafService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $campReq1, $campReq2 are objects of class AdWordCampaignRequest
5 $arr = array($campReq1, $campReq2);
6 $response = $trafService->estimateCampaignList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordCampaignEstimate
13 ?>
```

#### Programming

#### Notes:

- return: array of objects of class AdWordCampaignEstimate or false on error
- link: [For more information about estimateCampaignList see in Google AdWords Developer's Guide](#)
- see: [AdWordCampaignEstimate](#)
- see: [AdWordCampaignRequest](#)
- mixed estimateCampaignList (array \$campaignRequests, [string \$clientEmail = "])
- array \$campaignRequests: array of objects of class AdWordCampaignRequest
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

#### 4. Estimate Keyword List

Returns traffic estimates for the requested set of new keywords. All of the keywords must be new. New keywords are estimated as if they were part of a single new ad group in a single new campaign with global targeting.

##### Example:

```
1 <?php
2 $trafService = new AdWordTrafficEstimatorService\(ADWORD\_SOAP\_TOOLKIT\_NUSOAP\);
3 $trafService->setAccount($myEmail, $myPass, $myUserAgent, $myToken);
4 // $keywReq1, $keywReq2 are objects of class AdWordKeywordRequest
5 $arr = array($keywReq1, $keywReq2);
6 $response = $trafService->estimateKeywordList($arr);
7 if ($response === false) { // if an error appears
8     $err = $classKW->getLastError(); // get error object
9     echo $err->toString(); // output error
10    exit();
11 }
12 // $response is an array of objects of class AdWordKeywordEstimate
13 ?>
```

##### Programming Notes:

- return: array of objects of class `AdWordKeywordEstimate` or false on error
- link: [For more information about estimateKeywordList see in Google AdWords Developer's Guide](#)
- see: [AdWordKeywordEstimate](#)
- see: [AdWordKeywordRequest](#)
- mixed `estimateKeywordList` (array \$keywordRequests, [string \$clientEmail = "])
- array \$keywordRequests: array of objects of class `AdWordKeywordRequest`
- string \$clientEmail: provide the clientEmail when you want to edit a client's account rather than your own account

END OF TRAFFIC ESTIMATOR SERVICE CLASS

## Object Classes

Base class for all AdWords data types. The Object Classes include the following data types:

1. *AdWord Keyword Request*
2. *AdWord Keyword Estimate*
3. *AdWord AdGroup*
4. *AdWord Keyword*
5. *AdWord Creative*
6. *AdWord Geo Target*
7. *AdWord Stats Record*
8. *AdWord Language Target*
9. *AdWord Report Job*
10. *AdWord Complex Object*

**A) *Keyword Request Class***

Represents a keyword to be estimated.

[For more information about KeywordRequest look in Google AdWords Developer's Guide](#)

**B) *Keyword Estimate Class***

Represents a keyword to be estimated

[For more information about KeywordEstimate look in Google AdWords Developer's Guide](#)

**C) *AdGroup Class***

Manages AdGroup data type.

Data associated with one AdGroup. This data is used by AdGroup Service.

[For more information about AdGroups look in Google AdWords Developer's Guide](#)

**D) Keyword  
Class**

Manages Keyword data type.

Data associated with one Keyword. This data is used by Keyword Service.

[For more information about Keywords look in Google AdWords Developer's Guide](#)

**E) Creative Class**

Manages Creative data type.

Data associated with one Creative. This data is used by Creative Service.

[For more information about Creatives look in Google AdWords Developer's Guide](#)

**F) Geo Target  
Class**

Manages GeoTarget data type.

Geotargeting options for a Campaign.

A Campaign may be targeted at users in zero or more geographic locations. The locations may be countries, regions, metropolitan areas, cities, or areas defined by latitude and longitude coordinates. A campaign may not use two different \*types\* of targeting options.

[For more information about GeoTargets look in Google AdWords Developer's Guide](#)

**G) Stats Record  
Class**

Manages StatsRecord data type.

A data transfer object that contains activity statistics for some entity (a Campaign AdGroup or Keyword) over a period of time. The data reported are the **number of clicks** collected by the entity, the **number of impressions** shown on behalf of the entity, the **total cost** incurred by the entity, the number of clicks collected that were eligible for conversion and the number of clicks that were reported to have been converted.

[For more information about StatsRecord look in Google AdWords Developer's Guide](#)

**H) Language  
Target Class**

Manages LanguageTarget data type.

Language targeting options for a campaign.

[For more information about LanguageTargets look in Google AdWords Developer's Guide](#)

**I) Report Job  
Class**

Manages ReportJob data type. The ReportJob Class includes:

*A) KeywordReportJob Class: Manages KeywordReportJob data type*

*Keyword Report contains details on keywords including clicks, CTR, and average CPC.*

[For more information about KeywordReportJob look in Google AdWords Developer's Guide](#)

*B) AdTextReportJob Class: Manages AdTextReportJob data type*

*AdText Report contains statistics related to a user's text ads.*

[For more information about AdTextReportJob look in Google AdWords Developer's Guide](#)

*C) UriReportJob Class: Manages UriReportJob data type*

*Uri Report contains statistics related to ads' destination URLs.*

[For more information about UriReportJob look in Google AdWords Developer's Guide](#)

*D) CustomReportJob Class: Manages CustomReportJob data type*

*Custom Report contains only the statistics and level of detail specified in the job.*

[For more information about CustomReportJob look in Google AdWords Developer's Guide](#)

**J) Complex  
Object Class**

Base class for all complex AdWords data types. Complex are the data types that contain other data types. Example of complex data type is a Campaign which contains Keyword, GeoTarget and LanguageTarget data types.

The Complex Object Class includes:

1. *AdWord AdGroup Estimate Class: Provides keyword traffic estimates for new or existing ad groups*  
[For more information about AdGroupEstimate look in Google AdWords Developer's Guide](#)
2. *AdWord AdGroup Request Class: Represents an ad group to be estimated*  
[For more information about AdGroupRequest look in Google AdWords Developer's Guide](#)
3. *Campaign Class: Manages Campaign data type*  
[For more information about Campaigns look in Google AdWords Developer's Guide](#)
4. *AdWord CampaignEstimate Class: Represents traffic estimates for a campaign*  
[For more information about CampaignEstimate look in Google AdWords Developer's Guide](#)
5. *AdWord CampaignRequest Class: Represents a campaign to be estimated*  
[For more information about CampaignRequest look in Google AdWords Developer's Guide](#)

END OF OBJECT CLASSES