

# AOL MARKETING AUTOMATION PLATFORM

Design Overview & Google Ads API Usage

## 1. PURPOSE

Internal marketing automation tool for Art of Living Germany e.V.'s own Google Ad Grants account (customer ID: 454-662-5534). Automates campaign management, keyword quality monitoring, offline conversion tracking, and spend pacing. Not a commercial product; not offered to third parties; exclusively for Art of Living Germany e.V.'s own marketing operations.

## 2. ARCHITECTURE

FastAPI backend (Python 3.12) • PostgreSQL database • Self-hosted infrastructure • Single nonprofit operator; single managed Google Ads account • Reverse proxy with TLS termination

## 3. GOOGLE ADS API SERVICES

**Services Called:** GoogleAdsService.Search, GoogleAdsService.SearchStream, CampaignService.Mutate, AdGroupService.Mutate, AdGroupAdService.Mutate, AdGroupCriterionService.Mutate, ConversionUploadService.UploadClickConversions

**OAuth Scope:** <https://www.googleapis.com/auth/adwords>

**Expected Daily Volume:** 500–2,000 operations (within Basic Access tier)

## 4. KEY WORKFLOWS

Landing pages capture leads (name, email, course interest) → internal database → email confirmation. When lead enrolls in course → offline conversion uploaded to Google via ConversionUploadService. Daily automated: query keyword quality\_score; if QS < 3 → auto-pause keyword (Grant eligibility protection). Weekly: board report aggregating campaign performance.

## 5. DATA PROTECTION

OAuth credentials scoped to single refresh token (Christoph Köllner, [c.koellner@artofliving.de](mailto:c.koellner@artofliving.de)). No third-party access. GDPR Art. 6(1)(b) compliant lead forms. GCLID captured at click; no PII transmitted to Google. Rate limiting, request logging, secure TLS, no insecure cookies.

## 6. OPERATOR DETAILS

**Organization:** Art of Living Germany e.V.

**Vereinsregister:** Amtsgericht Oberkirch, VR 304

**Address:** Bad Antogast 1, 77728 Oppenau, Germany

**Public Website:** <https://www.artofliving.org/de-de>

**Tool Contact:** Christoph Köllner, [c.koellner@artofliving.de](mailto:c.koellner@artofliving.de)

## 7. DATA HANDLING

API data consumed server-side only. No personal data or campaign data resold, exported, or shared with third parties. Exclusively operated for Art of Living Germany e.V.'s own nonprofit marketing.