

**Company Name:** House Canary

**Business Model:** My company is a real estate data analytics company. We only advertise for our website and don't manage ads for anyone else.

**Tool Access/Use:** My tool is going to be used by employees and ad managers within my company to view and generate reports on ad performance. We will have both a reporting dashboard and the ability to generate PDF reports for download. No external user will be able to access the tool directly.

**Tool Design:** For the reporting aspect of our tool, we will pull metrics from the API into our database. The UI of our tool will pull from this database to display reports. Users will have the option to view different levels of ad performance over different time periods.

My internal SQL database will sync with the AdWords API daily to update ads based on inventory and will pause ads when items go out of stock.

**API Services Called:**

- [CAMPAIGN\\_PERFORMANCE\\_REPORT](#) to pull campaign performance reports