

ASAP Appliance Repairs CRM

Google Ads API integration — application documentation

Prepared 26 July 2026 · ASAP Appliance Repairs Ltd

1. Summary

ASAP Appliance Repairs CRM is private, internal software built and operated by ASAP Appliance Repairs Ltd to run our domestic appliance repair business. We are requesting Basic access to the Google Ads API in order to read Local Services Ads lead data from **our own single advertising account** into our own internal reporting.

We are not an agency or a tool provider. We do not manage third-party accounts, and we do not resell, redistribute or publish API access or any data obtained through it.

2. Applicant details

Company	ASAP Appliance Repairs Ltd (registered in England and Wales, company number 15883471)
Registered office	11 High Street, Ruddington, Nottingham, NG11 6DT, United Kingdom
Business	Domestic appliance repair across Nottinghamshire, Derbyshire and Leicestershire
Website	https://www.asap-repairs.com
Application page	https://www.asap-repairs.com/crm/
Manager account	560-601-0896
Account to be accessed	426-591-1356 (our own Local Services Ads account)
Google Cloud project	831862232485

3. What the application does

The CRM manages the full lifecycle of a repair job:

- **Enquiry capture** — repair enquiries arriving by telephone, website form, web chat and partner feeds are recorded as leads.
- **Booking and scheduling** — jobs are booked into engineer diaries with capacity and working-hours limits.
- **Routing** — each engineer's day is sequenced geographically to reduce travel.
- **Customer communication** — appointment confirmations, reminders and follow-ups by SMS and WhatsApp.
- **Quoting and invoicing** — diagnostic fees, parts quotes and invoices.
- **Reporting** — lead volume, conversion to booked work, revenue by source, and cost per acquisition.

It is used only by employees and engineers of ASAP Appliance Repairs Ltd. Accounts are created by us. There is no public registration and members of the public cannot sign in.

4. Why we need the Google Ads API

We advertise through Google Local Services Ads. Leads currently reach us as notification emails, which cannot be reconciled against Google's billing. As a result we can measure how many of our Google leads convert into booked repairs (currently 24 of 31), but we cannot measure what those leads cost, and we cannot identify leads we were charged for that were never actionable.

Reading lead data directly from the API solves both problems:

- **Cost per booked job.** Matching lead charges to bookings in our CRM tells us what our advertising actually returns, by month.
- **Reconciliation.** Comparing leads Google billed us for against leads that reached the CRM identifies gaps.
- **Lead credits.** Some Local Services leads arrive with no usable telephone number and cannot be actioned. Reading the charge and credit state lets us identify these promptly and dispute them within Google's window.

5. Technical detail

5.1 Resources used

Resource	Purpose
<code>local_services_lead</code>	Lead records: type, timestamp, contact details,

	lead_charged, credit_details.credit_state
local_services_lead _conversation	Message and call detail attached to a lead
customer	Account identification and currency
campaign / metrics	Spend and lead counts by month for cost-per-acquisition reporting

5.2 Example query

```
SELECT local_services_lead.id,

      local_services_lead.lead_type,

      local_services_lead.creation_date_time,

      local_services_lead.lead_charged,

      local_services_lead.credit_details.credit_state

FROM   local_services_lead

WHERE  local_services_lead.creation_date_time DURING LAST_30_DAYS
```

5.3 Operation

- **Read-only.** The integration issues search requests only. It creates, updates and removes nothing, and does not change budgets, campaigns or bids.
- **Frequency.** One scheduled synchronisation per day, plus occasional manual runs. Well within Basic access limits.
- **Authentication.** OAuth 2.0 with a refresh token belonging to a single Google account owned by ASAP Appliance Repairs Ltd. API version v21.
- **Scope.** <https://www.googleapis.com/auth/adwords>

6. Data handling

- Data is stored in our own PostgreSQL database on our own server in the United Kingdom, and is used solely for internal business reporting.
- Access is restricted to authenticated staff accounts. All traffic is over HTTPS.
- Lead data is matched to our own customer and job records to measure conversion.
- No data obtained through the API is sold, shared, transferred, published or made available to any third party.
- Personal data is handled under UK GDPR in line with our published privacy policy: <https://www.asap-repairs.com/privacy-policy/>

7. Declarations

•We will access **only our own Google Ads account** (426-591-1356).

•We are **not** an agency, reseller, or provider of tools to other advertisers.

•We will **not** resell, redistribute or sublicense API access or data.

•The integration is **read-only**.

•The application is internal and has **no public users**.

8. Contact

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