

AI-POWERED AUTOMATION

Stop Wasting Hours on Manual Reporting.

Google Ads Daily Report Generator

Automated · AI-Powered · Real-Time · Zero Manual Effort

#GoogleAds #AIAutomation #MarketingOps #n8n #ReportingAutomation #DigitalMarketing

100%

Automated

0 hrs

Manual Work

Daily

Reporting

Live

Campaign Data



Project Overview

What is the Google Ads Daily Report Generator?

What Is It?

The Google Ads Daily Report Generator is a fully automated reporting system that eliminates manual data pulling.

It fetches live campaign data, intelligently cleans and aggregates it, and uses an AI agent to generate a human-readable performance summary — delivered straight to Microsoft Teams every single day.

Powered by n8n Workflow Automation



SCHEDULE

Fixed daily schedule — zero manual triggers

LIVE DATA

Real-time Google Ads campaign data

AI AGENT

AI converts raw data into readable summaries

TEAMS

Delivers final report to Microsoft Teams

The Problem We Solved

Key Challenges Before Automation

01

Time-Consuming Manual Work

Marketing teams spent 1–2 hours daily logging into Google Ads, downloading reports, and reformatting data in spreadsheets.

03

Delayed Insights

Manual reports were often delayed or missed entirely, leaving teams without timely data to act on campaign performance.

05

Scaling Bottleneck

As campaign count grew, manual reporting became impossible to scale without adding dedicated headcount.

02

Inconsistent Reporting

Reports varied in format, frequency, and accuracy depending on who created them — making trend tracking unreliable.

04

No Centralized Visibility

Stakeholders had no single place to view daily performance — requiring back-and-forth communication to get basic metrics.

06

Human Error Risk

Copy-paste errors, wrong date ranges, and miscalculations regularly crept into manually produced reports.

Objectives & Goals

What this automation was designed to achieve

01

Eliminate Manual Reporting

Remove 100% of manual data-pulling tasks from the marketing team's daily workflow through full scheduling automation.

02

Real-Time Accuracy

Ensure every report uses live Google Ads data, eliminating stale numbers and reducing human error to zero.

03

Consistent Daily Visibility

Generate a standardized performance summary every day for easy trend tracking, comparison, and decision-making.

04

Instant Team Notifications

Deliver reports directly to Microsoft Teams so stakeholders get insights the moment they're ready — no inbox digging.

05

Scalable Architecture

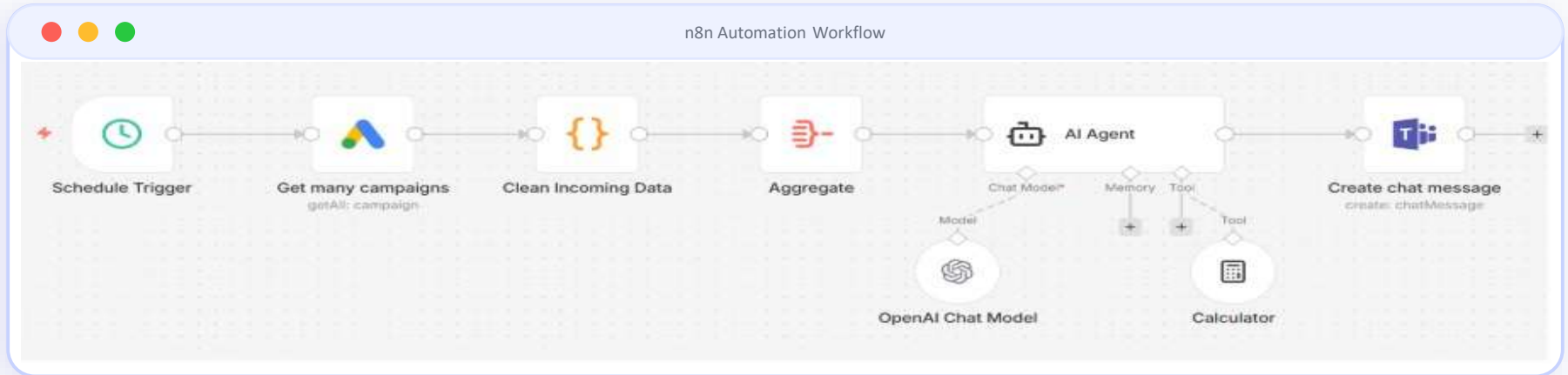
Build a system that handles any number of campaigns without additional resources or manual intervention.

06

AI-Enhanced Summaries

Use AI to translate raw campaign metrics into meaningful, human-readable insights that any team member can act on.

Solution Workflow Breakdown



1

Schedule Trigger

Fires automatically on a preset daily schedule.

2

Fetch Campaigns

Pulls all campaigns via Google Ads API.

3

Clean & Normalize

Removes inconsistencies, standardizes data.

4

Aggregate Metrics

Calculates spend, budget, count & status.

5

AI Agent Analysis

OpenAI converts metrics to readable summaries.

6

Teams Delivery

Final report posted to the Teams channel.

Key Tools & Technology

The technology stack powering this automation



n8n

Automation Platform

Open-source workflow automation tool. Connects all components, handles scheduling, data routing, and API calls.



Google Ads API

Data Source

Official API used to fetch all campaign data in real-time: spend, budget, status, and performance metrics.



OpenAI GPT

AI Engine

AI Chat Model that receives aggregated campaign data and generates a human-readable daily performance summary.



Microsoft Teams

Delivery Channel

Final report destination. Reports posted automatically via Teams webhook — no manual action required.



Calculator Node

Data Processing

n8n's built-in calculator alongside the AI agent for precise metric calculations and aggregations.



Code / Transform

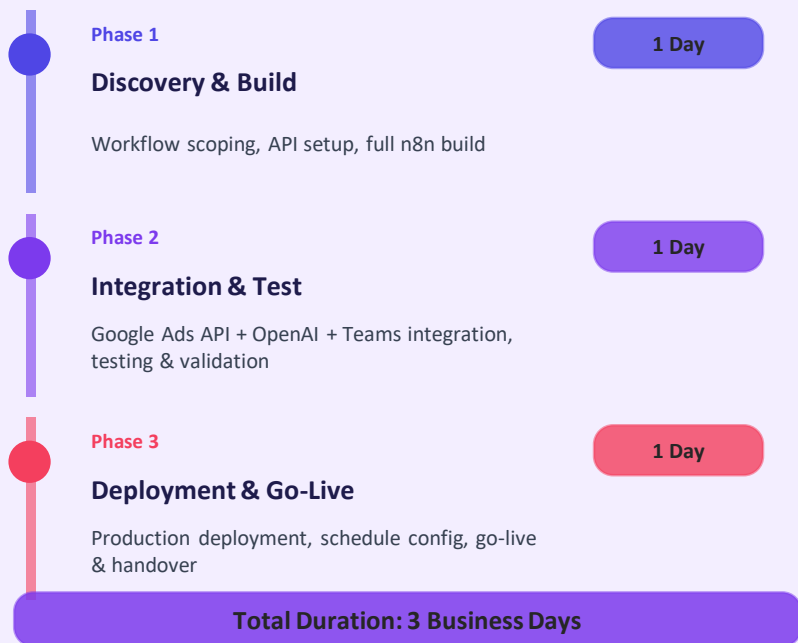
Data Cleaning

Custom code nodes in n8n clean, normalize, and aggregate incoming campaign data before passing to AI.

Duration & Resources

How long it took and what it took to build

Project Timeline



Resources & Stack

- Team**
- 1× Automation Engineer
- Platform**
- n8n (self-hosted or cloud)
 - Google Ads account + API credentials
 - OpenAI API key (GPT model)
- Delivery**
- Microsoft Teams workspace
 - Teams Incoming Webhook
- Infrastructure**
- Cloud server / n8n instance
 - Secure credential storage

Use Cases

Who benefits and how

01

In-House Marketing Teams

Daily Performance Monitoring

Review Google Ads performance every morning without logging into the dashboard. Spot budget issues before they escalate.

02

Marketing Agencies

Agency Client Reporting

Send polished, consistent daily performance snapshots to clients automatically. Build trust through professional, timely reporting.

03

Growth & Performance Teams

Time & Effort Reduction

Free up 1–2 hours daily per team member previously spent on manual data work. Redirect effort to strategy and optimization.

04

Marketing Directors

Budget Oversight

Track daily budget vs actual spend in real time. Get instant alerts on underspending or overspending across campaigns.

05

Campaign Managers

Campaign Status Tracking

Quickly identify paused, enabled, or underperforming campaigns every day without sifting through the Ads interface.

06

Remote & Distributed Teams

Automated Team Notifications

Keep distributed marketing teams aligned via Microsoft Teams — no email chains, no dashboard logins, just daily clarity.




Outcomes & Impact

Metric	Before Automation	After Deployment	Improvement
Time to Report	90–120 min/day	0 min (fully automated)	100% saved
Report Frequency	Inconsistent / ad-hoc	Daily, on schedule	100% consistent
Error Rate	5–15% (human error)	~0% (automated)	-95% errors
Data Freshness	Often 24–48 hrs stale	Real-time, live data	Always current
Headcount Needed	1–2 FTEs for reporting	0 dedicated headcount	100% freed up
Campaign Coverage	Manual selection only	All campaigns, auto	Full coverage
Stakeholder Access	On request only	Daily Teams delivery	Proactive sharing
Scalability	Bottlenecks at scale	Unlimited campaigns	Fully scalable

CONCLUSION

Your reporting, finally on autopilot.

The Google Ads Daily Report Generator transforms a time-consuming, error-prone manual process into a fully automated, AI-powered pipeline. By combining n8n's workflow engine, Google Ads live data, GPT intelligence, and Microsoft Teams delivery — your team gains daily visibility without lifting a finger.

-  **Zero manual effort — every single day**
-  **AI-driven insights delivered automatically**
-  **Teams aligned before the work day begins**

Built by

Autviz
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Intelligent Automation
for Modern Teams

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Let's build together →