How to Campaign Performance Heatmap Tool

1. Purpose of the Tool

This tool automatically pulls Google Ads campaign data into Google Sheets, formats it with heatmaps, and highlights high and low-performing campaigns at a glance.

2. Prerequisites

Before using the tool, ensure you have:

- Access to the Google Ads account.
- A Google Sheet to store the data (a template link is provided).
- Google Ads API enabled in your account.

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3. Step-by-Step Instructions

Step 1: Set Up the Google Sheet

1. Open the provided **Campaign Performance Heatmap Template**:
   - Link: [Template Link](#)
2. Make a copy of the sheet to your Google Drive:
   - Go to **File > Make a copy**.

Step 2: Replace Script Values

1. Open the **Google Ads Script Editor**:
   - Go to your Google Ads account and navigate to **Tools & Settings > Scripts > + New Script**.
2. Copy and paste the [script provided](#).
3. Replace the following placeholders in the script:
   - `SPREADSHEET_URL`: Replace with the URL of your copied Google Sheet.
   - `SHEET_NAME`: Replace with the tab name in your Google Sheet (e.g., "Main").
4. Ensure the query pulls **Month-To-Date (MTD)** data:
   - The query `DURING THIS_MONTH` is already set to MTD. No changes are needed here.

Step 3: Authorize and Run the Script

1. Save the script and click **Preview** to authorize it.
2. Run the script to fetch the latest campaign data.
3. Check your Google Sheet to ensure the data has been updated.

4. Key Features

- **Heatmaps**: Automatically color-code CTR, Avg CPC, and Cost/Conversion for quick insights.
- **Customizable Thresholds**:
  - Adjust heatmap ranges in the script to match your KPIs.
- **Automated Updates**: Schedule the script to run daily, weekly, or monthly.

5. Explanation of Script Fields

Field	Purpose	Example
`SPREADSHEET_URL`	URL of the Google Sheet where data is stored	`https://docs.google.com/...`
`SHEET_NAME`	Name of the tab in the Google Sheet	`Main`
`DURING THIS_MONTH`	Specifies the time frame for pulling data	`THIS_MONTH` (MTD data)
CampaignName	Pulls the name of each campaign	Example: `Search Campaign 1`
Cost	Total spend of the campaign	Example: `$500`
Impressions	Total number of impressions	Example: `15,000`
Clicks	Total number of clicks	Example: `500`
Conversions	Total number of conversions	Example: `20`
Cost/Conversion	Automatically calculated in the script	Example: `$25`

6. Conditional Formatting Details

The script applies conditional formatting for key metrics:

- **CTR**:
  - Green: >5%
  - Yellow: 2%–5%

- Red: <2%
- **Avg CPC**:
  - Green: <$1.50
  - Yellow: $1.50–$3.00
  - Red: >$3.00
- **Cost/Conversion**:
  - Green: <$50
  - Yellow: $50–$100
  - Red: >$100

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7. Scheduling Automation

1. Open the script in the Google Ads account.
2. Go to **Schedule > Create Schedule**.
3. Set the script to run daily, weekly, or at your desired frequency.

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8. Template Download

Users will need this template to get started: Download Campaign Heatmap Template

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9. FAQs

Q: What if the script doesn't run?
A: Check if the `SPREADSHEET_URL` and `SHEET_NAME` values are correct. Ensure your Google Ads account has campaigns with data for the selected time frame.

Q: How do I adjust thresholds?
A: Modify the `applyConditionalFormatting` function in the script to change the ranges.

Q: Can I add more metrics?
A: Yes, update the query in the script to include additional fields from the Google Ads API.