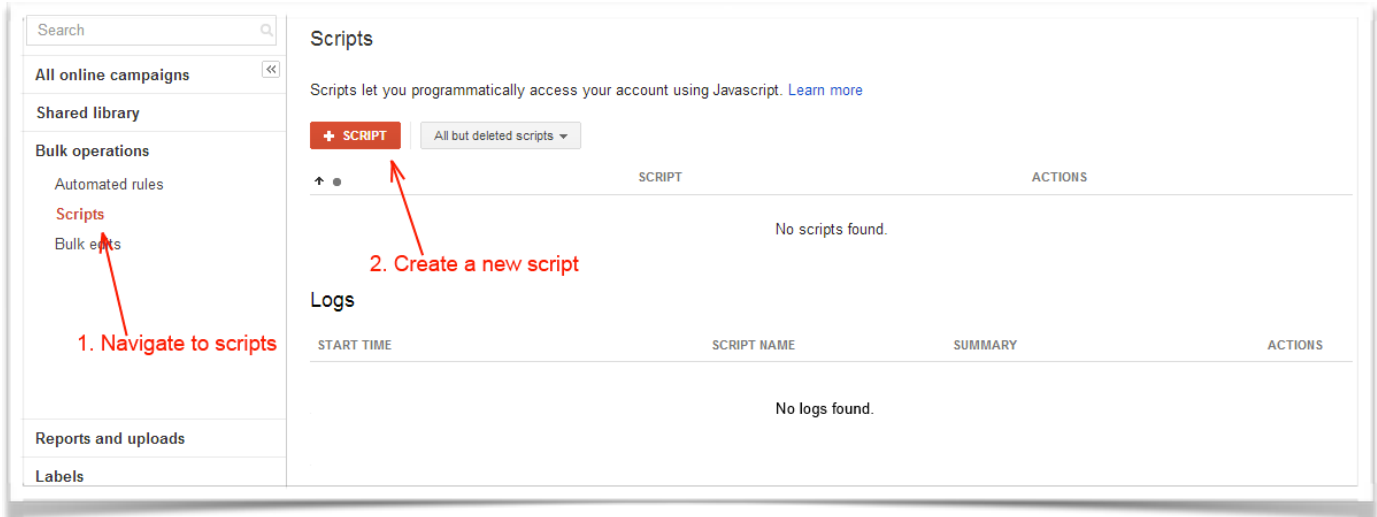**CPA Matrix** - Script Tutorial (Updated 9.30.14)

Note: These scripts are proprietary and will not work without an active free trial or Hero Pro subscription.

What it does: This script takes each keyword and filters them into multiple groupings based on performance.

Why use it: You can use this script to make decisions on an individual keyword basis or you can apply filters to find sets of keywords across your account.

AdWords Script Setup

1. In your account, navigate to "Bulk operations" → "Scripts" in the AdWords web application.

2. Click "Create script".

3. Copy the CPA Matrix code from the Hero Pro Scripts Library and paste the code into the editor area:

Note: Delete below place holder code in the editor before placing a new script in the editor.

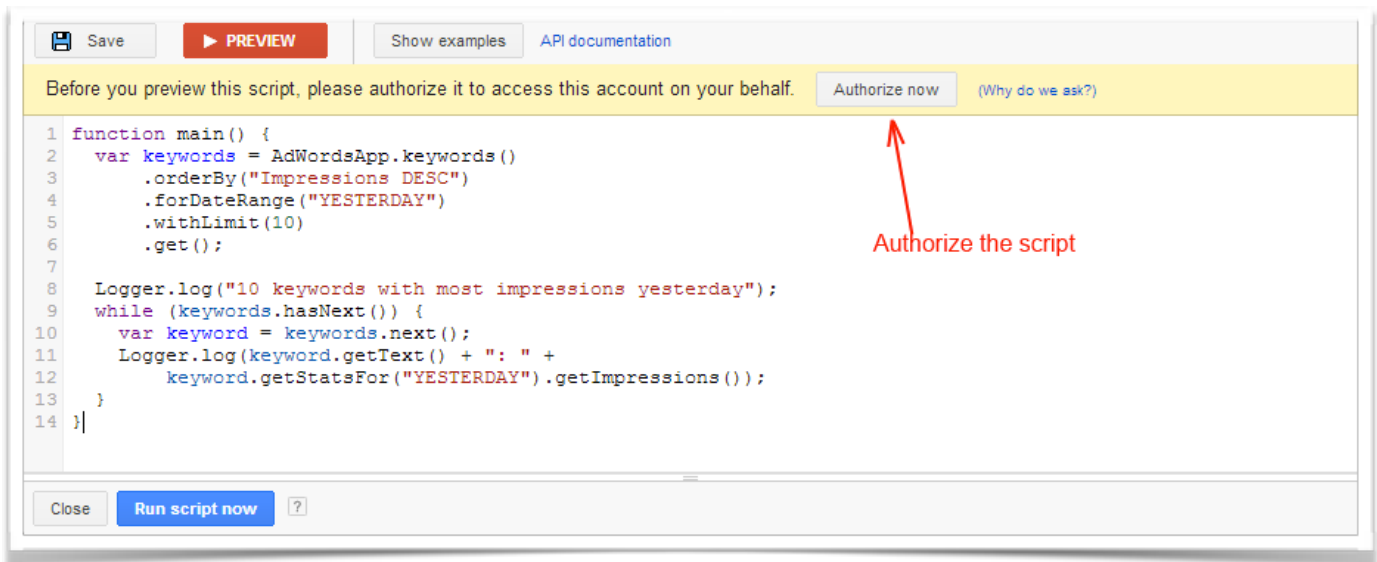New scripts are pasted Here:

```
function main() {

}
```

4. Set CPA goal in the script.

The default CPA is 10, you may change the CPA to whatever you need.

```
//SET CPA GOAL HERE
var cpaTarget = 10;
```
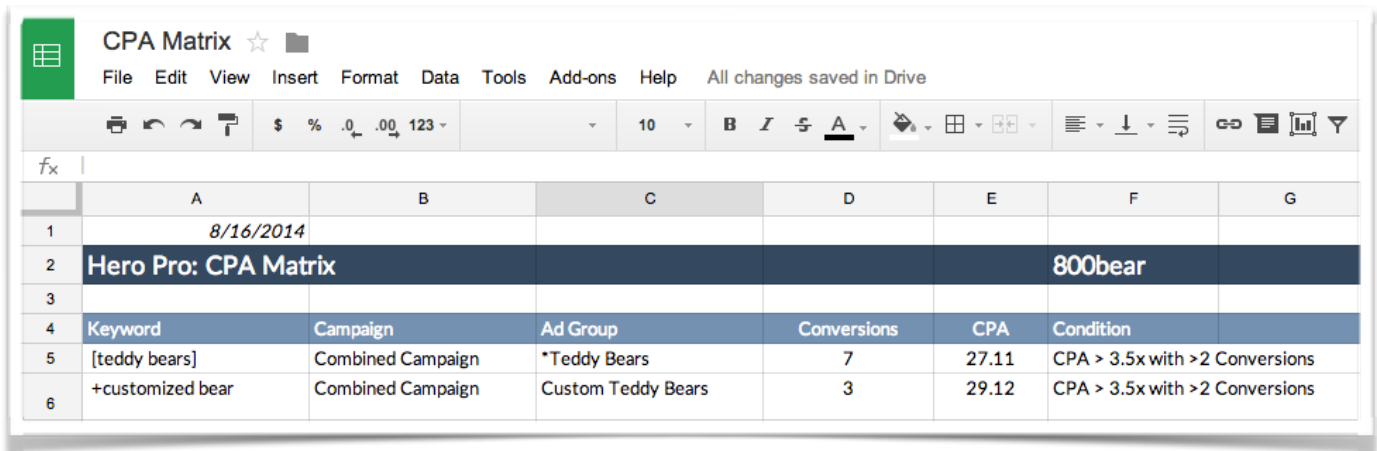
5. Authorize the script. Don't worry, this only has to be done once per script.

6. Hit "Run Script Now" and wait a bit for the results to appear.

Note: You have to option to "Preview," the script, however Preview won't work on scripts that only output a spreadsheet.

7. After the script status says "Completed" navigate to your Google Drive and see the data on your spreadsheet titled "CPA Matrix."

For support or script demo please contact: jeremy.page@hanapinmarketing.com