Email Alerts - Script Tutorial (Updated 8.14.14)

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

What it does: Compares metrics over multiple days and sends e-mails if thresholds are broken, such as a spike in clicks or impressions.
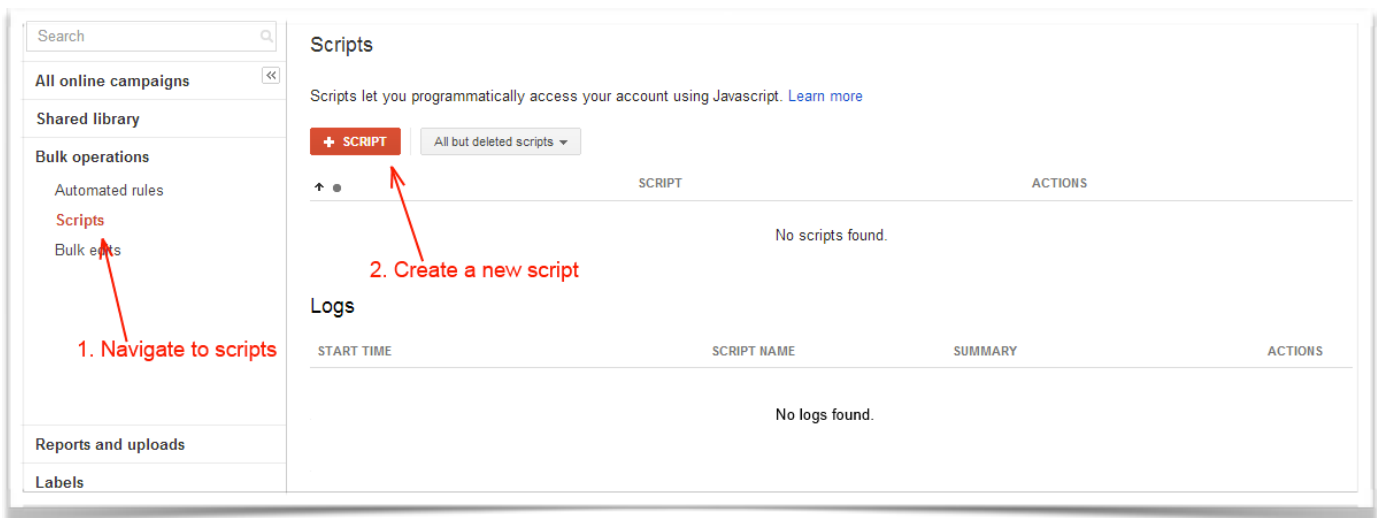
Email Alerts for:

- 20% Increase in Impressions
- 20% Decrease in Impressions
- 20% Increase in Total Cost
- 20% Decrease in Total Cost
- 30% Conversion Increase
- 30% Conversion Decrease

Why use it: Google Analytics conversions metrics Goal Conversions and E-Commerce Transactions are calculated differently than the Conversion Tracking metrics in AdWords. If you see data for these metrics in your Analytics account that's different from your Conversion metrics in your AdWords account, it doesn't necessarily mean that your tracking implementation is wrong; it could simply be a result of the different tracking methods.

AdWords Script Setup

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Follow these instructions to get going with AdWords scripts in under a minute.

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

2. Click "Create script".

3. Copy the Email Alerts 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 email address/s alerts are sent to.

You can add as many emails as needed, just insert a comma between addresses.
E.g. "example@example.com, example@example.com, example@example.com"

```
var eMail = "example@example.com"
```

5. (OPTIONAL) Set percentage thresholds.

```
var imprChangeHigh = 1.20; //20% Increase
var imprChangeLow = 0.80; //20% Decrease

var totalCostHigh = 1.20; //20% Increase
var totalCostLow = 0.80; //20% Decrease

var totalConvHigh = 1.30; //30% Increase
var totalConvLow = 0.70; //30% Decrease
```

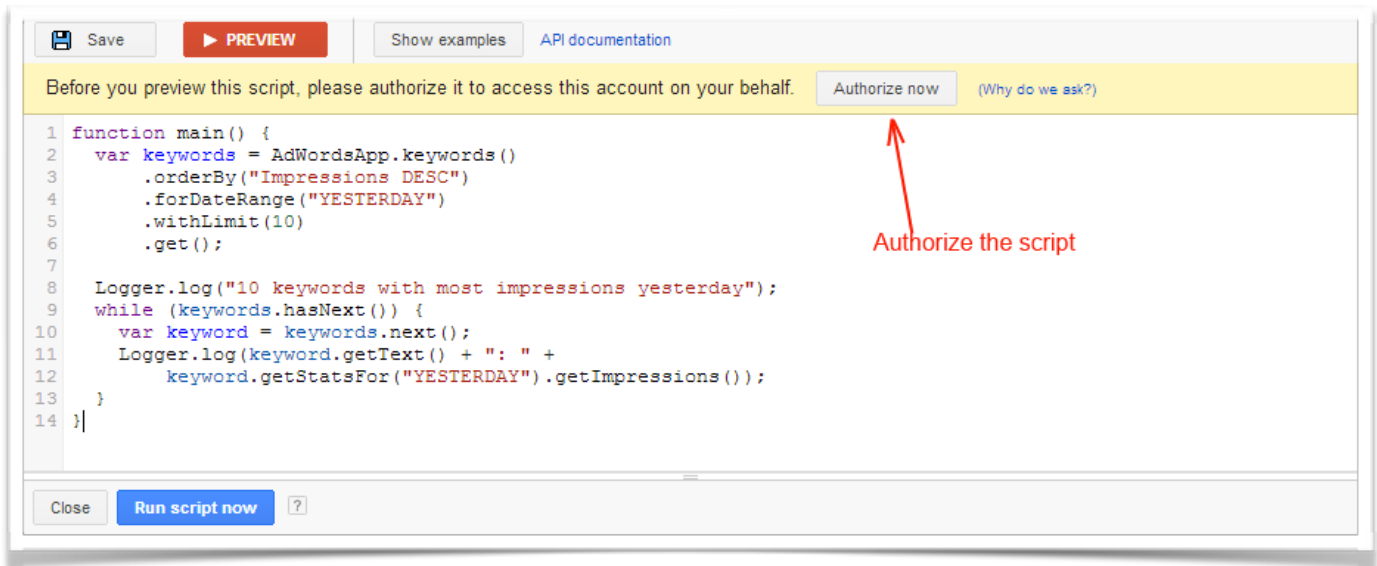If you need to change thresholds you must set the corresponding threshold to match the change.

Example:

To set the impressions threshold to 10%...

```
Change   var imprChangeHigh = 1.20   to  var imprChangeHigh = 1.10
Change   var imprChangeLow = 0.80  to  var imprChangelow = 0.90
```

6. Authorize the script. Don't worry, this only has to be done once per script.

7. 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.
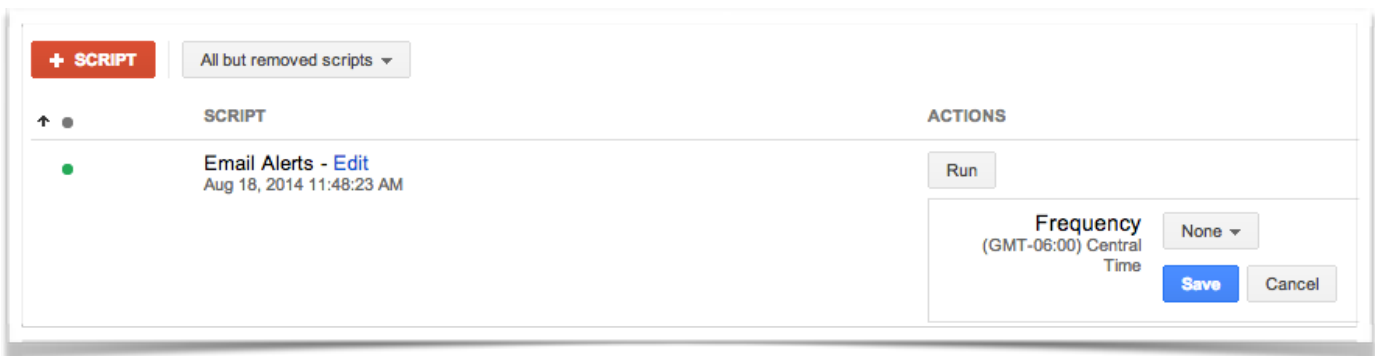
8. After the script status says "Completed" you will receive an email if any alert thresholds are broken.

9. Schedule script to run daily or hourly.

Click "Create Schedule."

Select how frequently you want the script to run.

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