Pause Ad Groups with Declining CTR - Script Tutorial

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

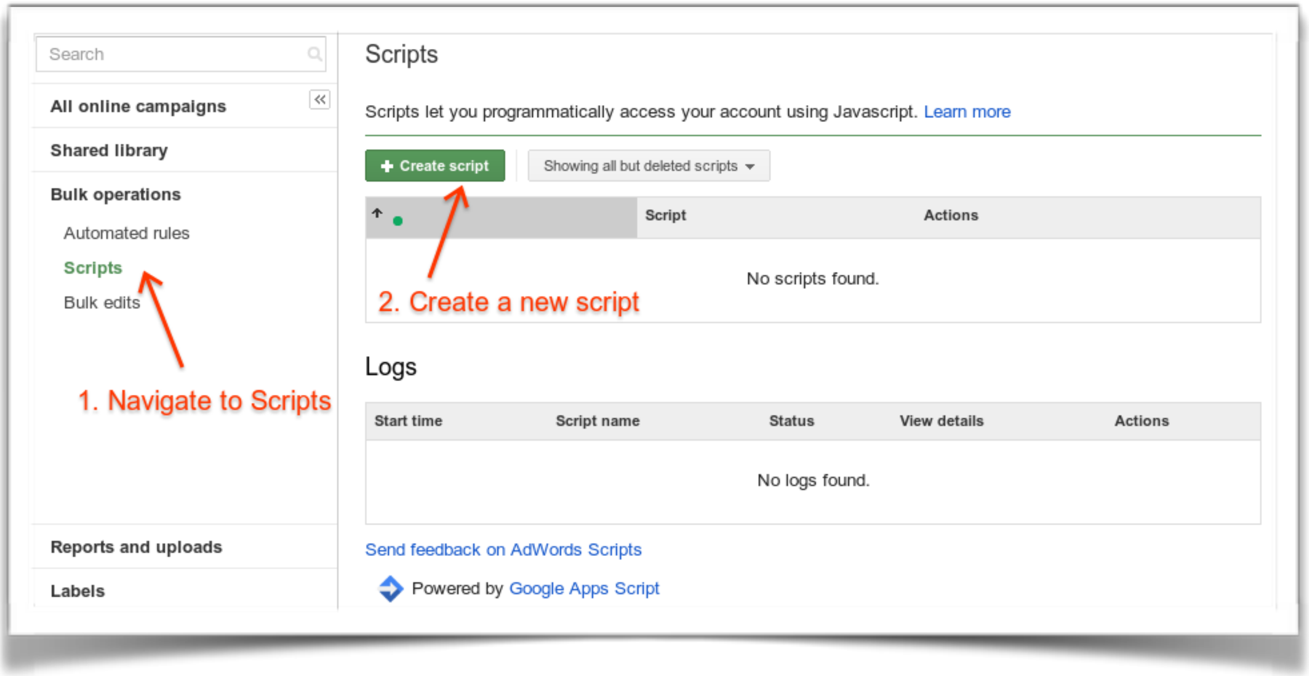
Note: These scripts are proprietary and will not work without an active free trial or Hero Pro plan.

What it does: This script takes week over week performance from the last three weeks. If the ad group is below a certain CTR threshold and continues to decline, the script pauses those ad groups.

What Changed:This is useful for cleaning out the non-valuable keywords, but what about other metrics? For this script we took it back to the number of conversions.. Rather than only looking at traffic, is this traffic actually driving leads or revenue for the account.

1. **Navigate to "Bulk operations" → "Scripts" in the AdWords web application.**

2. **Click "Create script.**



Scripts let you programmatically access your account using Javascript. Learn more

	Script	Actions
No scripts found.		

Logs

Start time	Script name	Status	View details	Actions
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Send feedback on AdWords Scripts

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3. **Copy and paste the following code into the AdWords Script editor area:**

```
function main() {

 AdWordsApp.createLabel("PausedCTR", "ad group paused due to declining CTR", "red");
 AdWordsApp.createLabel("PausedCPA", "ad groups paused due to declining Conversions", "yellow");
 //set your max CPA value. You don't want to pause an ad group with a rising CPA unless that CPA goes over your limit.
 var cpaMax = 0;

 var adGroupsIterator = AdWordsApp.adGroups()
   .withCondition("Clicks > 25")
   .forDateRange("LAST_14_DAYS")
   .get();

 var today = getDateInThePast(0);
 var oneWeekAgo = getDateInThePast(7);
 var twoWeeksAgo = getDateInThePast(14);
 var threeWeeksAgo = getDateInThePast(21);

 while (adGroupsIterator.hasNext()) {
   var adGroup = adGroupsIterator.next();
   // Let's look at the trend of the ad group's CTR.
   var ctr1 = adGroup.getStatsFor(threeWeeksAgo, twoWeeksAgo).getCtr();
   var ctr2 = adGroup.getStatsFor(twoWeeksAgo, oneWeekAgo).getCtr();
   var ctr3 = adGroup.getStatsFor(oneWeekAgo, today).getCtr();
   var cost1 = adGroup.getStatsFor(threeWeeksAgo, twoWeeksAgo).getCost();
   var cost2 = adGroup.getStatsFor(twoWeeksAgo, oneWeekAgo).getCost();
   var cost3 = adGroup.getStatsFor(oneWeekAgo, today).getCost();
   var conversions1 = adGroup.getStatsFor(threeWeeksAgo, twoWeeksAgo).getCost();
   var conversions2 = adGroup.getStatsFor(twoWeeksAgo, oneWeekAgo).getCost();
   var conversions3 = adGroup.getStatsFor(oneWeekAgo, today).getCost();
   var cpa1 = cpa(cost1,conversions1);
   var cpa2 = cpa(cost2, conversions2);
   var cpa3 = cpa(cost3, conversions3);

   // Week over week, the ad group is degrading - pause it!
   if (ctr1 > ctr2 && ctr2 > ctr3) {
    adGroup.pause();
    adGroup.applyLabel('PausedCTR');
    }

   if ((cpa3 > cpaMax) && (cpa1 < cpa2 && cpa2 < cpa3)) {
    adGroup.pause();
    adGroup.applyLabel('PausedCPA');
   }
 }

}

// Returns YYYYMMDD-formatted date.
function getDateInThePast(numDays) {
 var today = new Date();
 today.setDate(today.getDate() - numDays);
 return Utilities.formatDate(today, "PST", "yyyyMMdd");

}

//calculates cost per conversion
function cpa(cost, conversions){
 var costConv = cost/conversions;
 return costConv.toFixed(2);
}
```

4. **Set your max CPA value. You don't want to pause an ad group with a rising CPA unless that CPA goes over your limit.**

   ```
   var cpaMax = 2;
   ```

5. **Set Metric Conditions**

   ```
   .withCondition("Clicks > 25”)
   ```

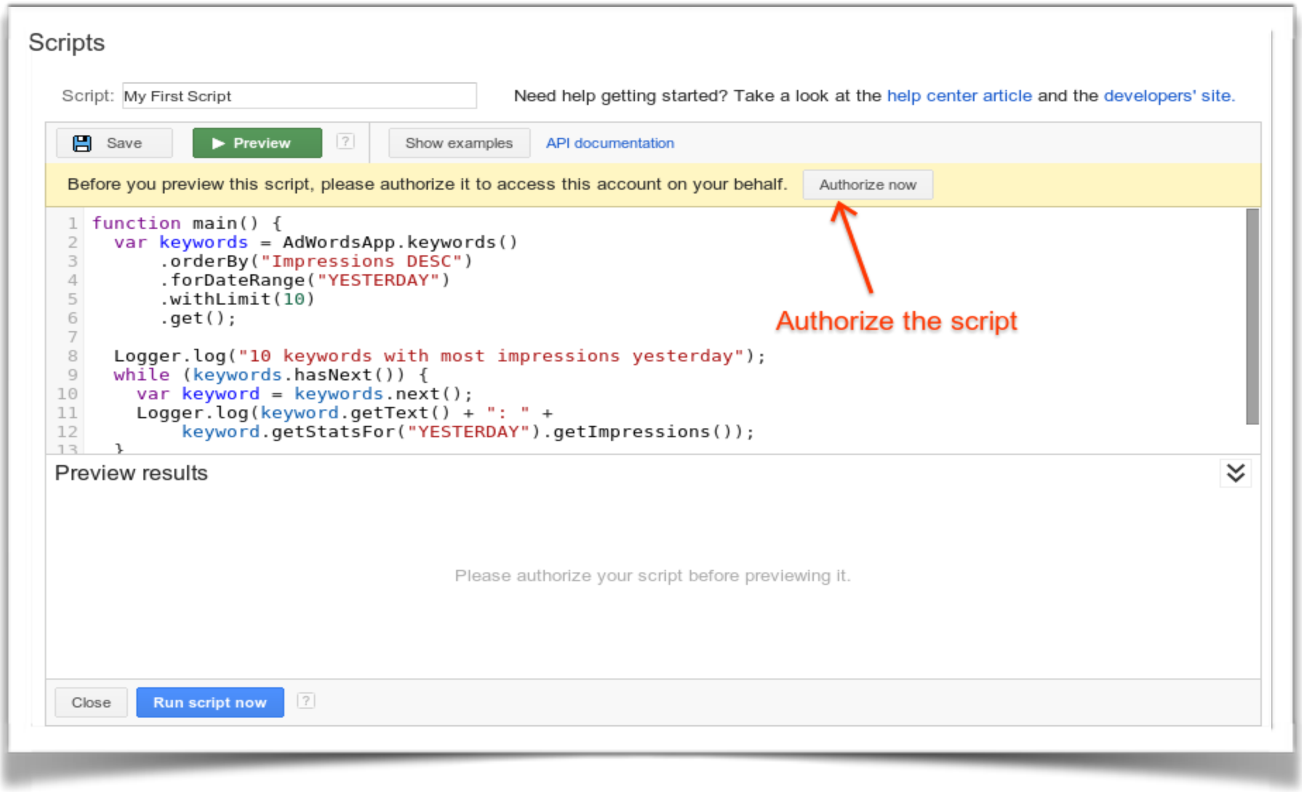
6. **Set Your Date Range**

   ```
   .forDateRange(“LAST_14_DAYS")
   ```

   Date Ranges must be in all caps

Available ranges include (TODAY, YESTERDAY, LAST_7_DAYS, THIS_WEEK_SUN_TODAY, LAST_WEEK, LAST_14_DAYS, LAST_30_DAYS, LAST_BUSINESS_WEEK, LAST_WEEK_SUN_SAT, THIS_MONTH, LAST_MONTH, ALL_TIME)

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



Need help getting started? Take a look at the help center article and the developers' site.

Before you preview this script, please authorize it to access this account on your behalf.

```
function main() {
  var keywords = AdWordsApp.keywords()
      .orderBy("Impressions DESC")
      .forDateRange("YESTERDAY")
      .withLimit(10)
      .get();

  Logger.log("10 keywords with most impressions yesterday");
  while (keywords.hasNext()) {
    var keyword = keywords.next();
    Logger.log(keyword.getText() + ": " +
        keyword.getStatsFor("YESTERDAY").getImpressions());
  }
```

Authorize the script

Please authorize your script before previewing it.

8. Click “Run script now” and select “Run without previewing.”

- Since the reports live in your Google Drive Spreadsheet previewing does nothing.

9. After the script log status says “Completed” ad groups that fall within your parameters will be labeled and paused.