

Ad Labels - Script Tutorial

What it Does - Takes a spreadsheet of ads, reads the ads in the spreadsheet, then labels those ads in the account.

Why Use It - Labels are important since they make it easier to keep track of and segment ad copy testing, promo messaging, etc. Also, it's a real pain to do by hand and there is no editor or other automated way to complete this task.

Notes

- Ad Labeler doesn't differentiate between mobile and desktop.
- You can remove any label by going to the AdWords interface simply clicking Label, unchecking the labels you want to remove and click apply.
- Only labels "Enabled" ads.
- The script creates a label for you. Once the label is created, if you decide to reuse the label, AdWords Scripts will deliver an error on subsequent run's. This is due to the fact that once the label exists in the system, AdWords won't create a duplicate. This won't affect anything else running though, and everything else will continue working as intended.

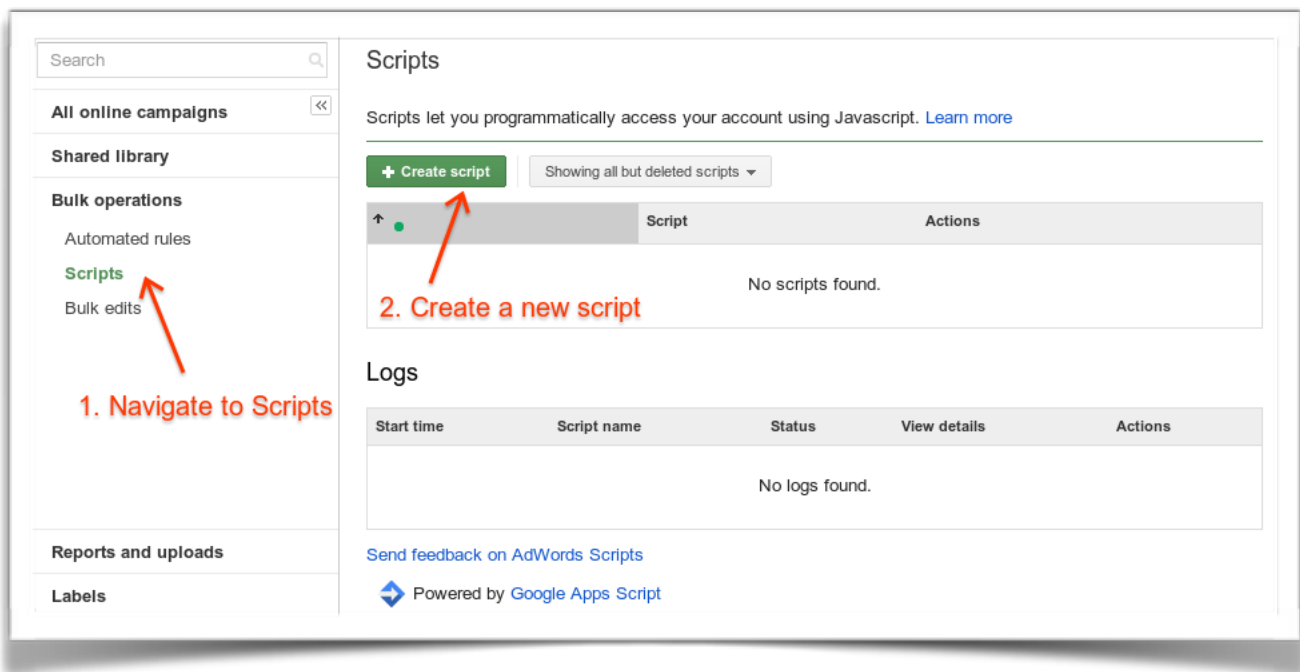
Mar 28, 2014 1:59:28 PM
Ran in 5 mins

Ad Labeler

✓ 351 successful [Details](#)
✗ 1 error


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

1. **Navigate to "Bulk operations" → "Scripts" in the AdWords web application.**
2. **Click "Create script."**



3. **Copy and paste the Ad Labeler script from the Hero Pro library into AdWords Script editor area.**

4. Download Ads to Spreadsheet

- In the AdWords interface click the “Ads” tabs in your account.
- Click the “Download Report” button. 
- Next to “Format” select .xlsx from the drop down tab.
- Click “Download”

5. Edit Spreadsheet - The goal here is to order the columns Campaign, Ad/Headline, Ad Group, Description 1, Description 2, Display URL.

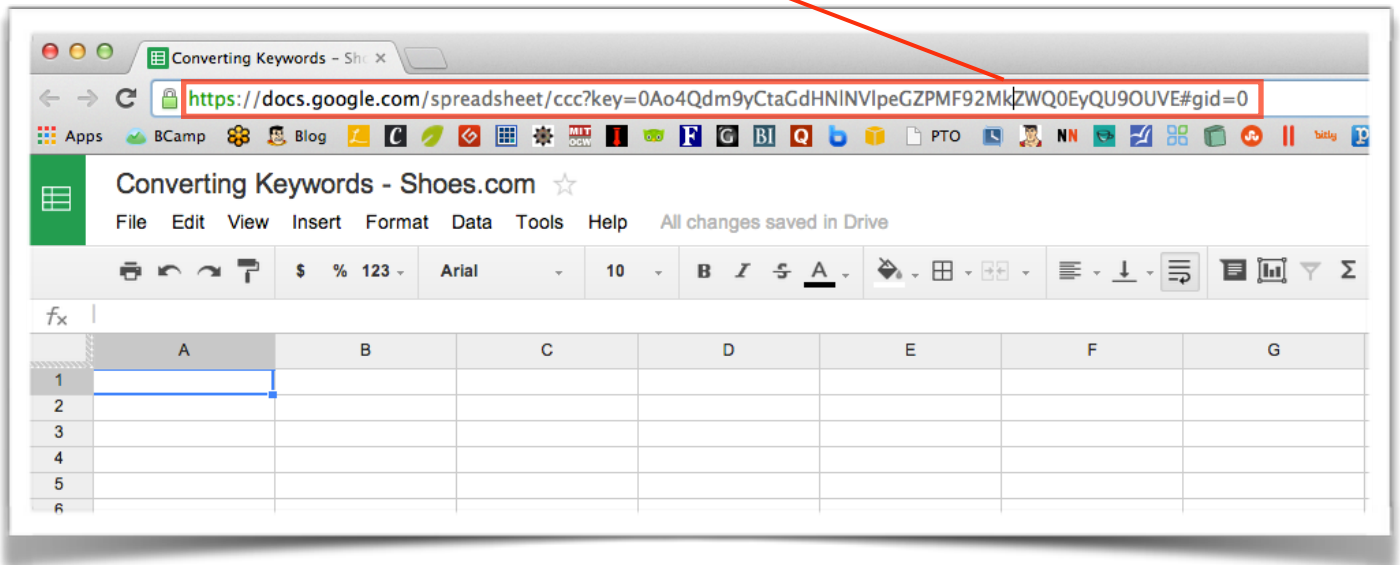
- Open downloaded excel file named “Ad report”
- Delete Row “1”
- Select all rows in columns B thru H and drag cells over to column I (“eye” phonetically) and replace.
- Drag columns H and I over to replace columns A and B. A prompt will say “Do you want to please the contents of selected cells? Click “OK.”
- Select all rows in Columns G through U, in the menu next to File click “Edit,” then click “Delete.”
- Save report as “Account Name” in a location you can find.

6. Google Drive Spreadsheet.

- Create a new spreadsheet in your Google Drive
- In the spreadsheet click “File” -> “Import” -> Select “Replace Spreadsheet” -> “Choose File” and select the report you just saved.
- Title the Spreadsheet with the name of the account.

7. Go back to the AdWords Script Interface and Set Parameters in The AdWords Script.

```
//spreadsheet location  
var ssURL = "Enter URL of Spreadsheet Here";
```



8. Set Label Details in The AdWords Script.

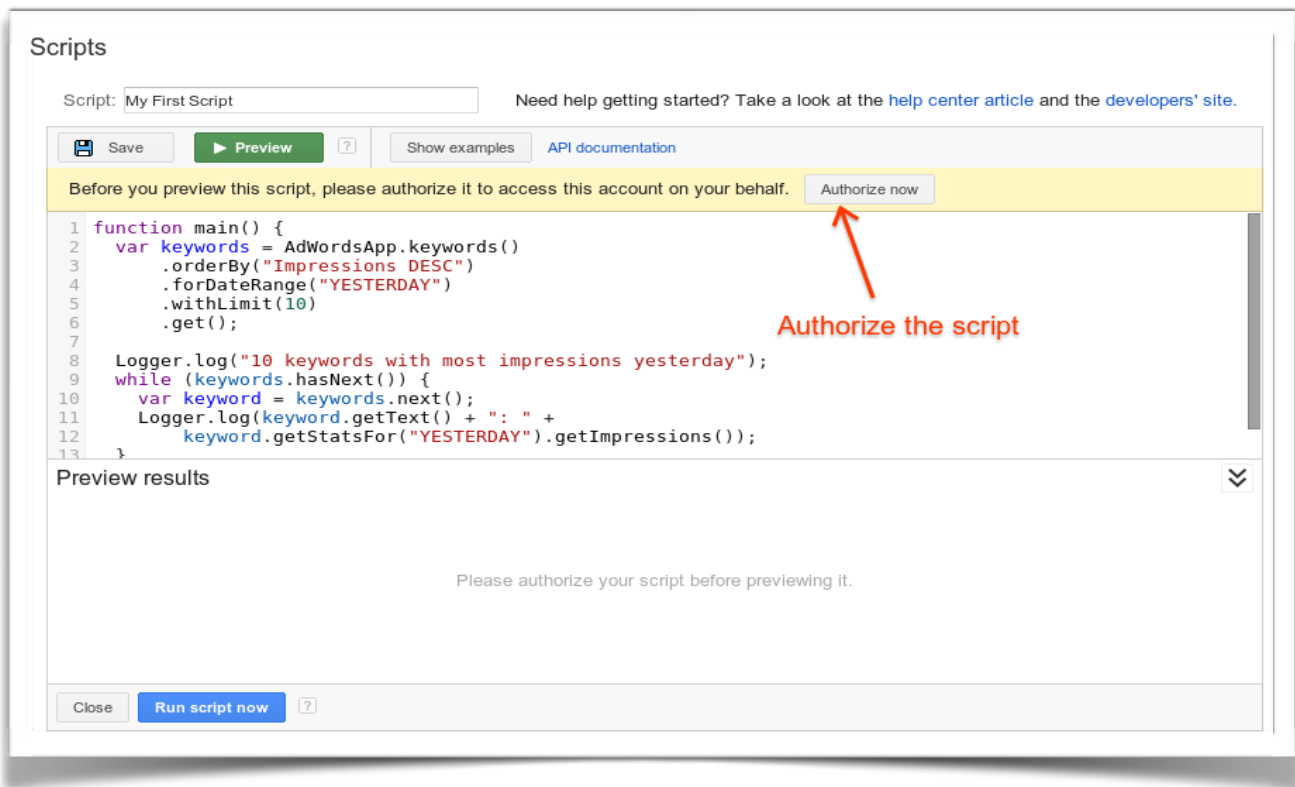
```
//Label details. These are fully customizable. Write in details between the "quote marks"  
//labelName is what you will see in the interface.  
//labelDescription is the details you will see when hovering the cursor over the label  
//labelColor is the color the label appears in the interface (use hex or name of color).
```

```
var labelName = "Example";  
var labelDescription = "Test";  
var labelColor = "Red";
```

```
//Are your ads paused or enabled? Using this setting makes the script run more quickly.  
//Use "PAUSED" or "ENABLED". The default is "ENABLED"  
var status = "ENABLED"
```

```
//End of set up.
```

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



10. **Click “Run script now” and select “Run without previewing.”**
11. **After the script log status says “**Successful**” navigate to your accounts All online campaigns and view your labels!**
12. **If you can't see your labels in the filters area, don't worry it often takes a few minutes for labels to show up in your accounts.**
13. **If you want to delete your ads go to your Ad tab, then select “labels” -> “manage labels” -> select the label -> then click “delete” -> Ok.**