Increase **In CTR** (Past 3 Weeks) - Script Tutorial Updated 9.30.14

Note: These scripts are proprietary and will not work without an active free trial or Hero Pro subscription.
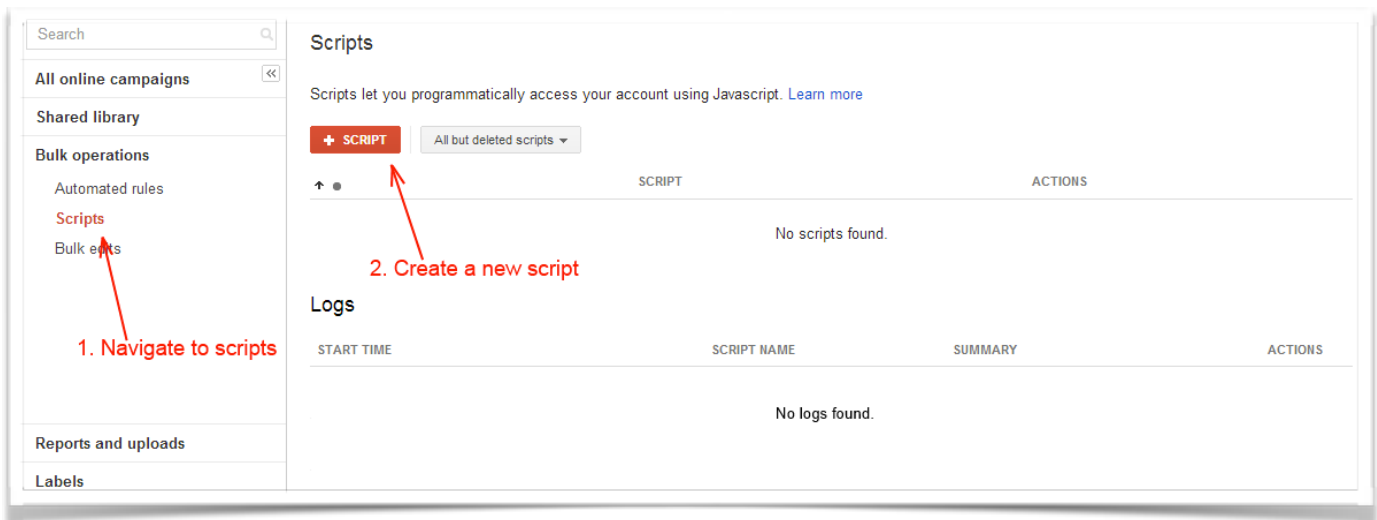
What it does: Audits your account for any ad groups that have increased consistently for the past 3 weeks.

Why use it: It helps identify any ad groups that have been showing a consistent increase in click through rate. That's something you might miss on a normal basis, especially at the ad group level.

AdWords Script Setup

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 Increase In CTR 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.
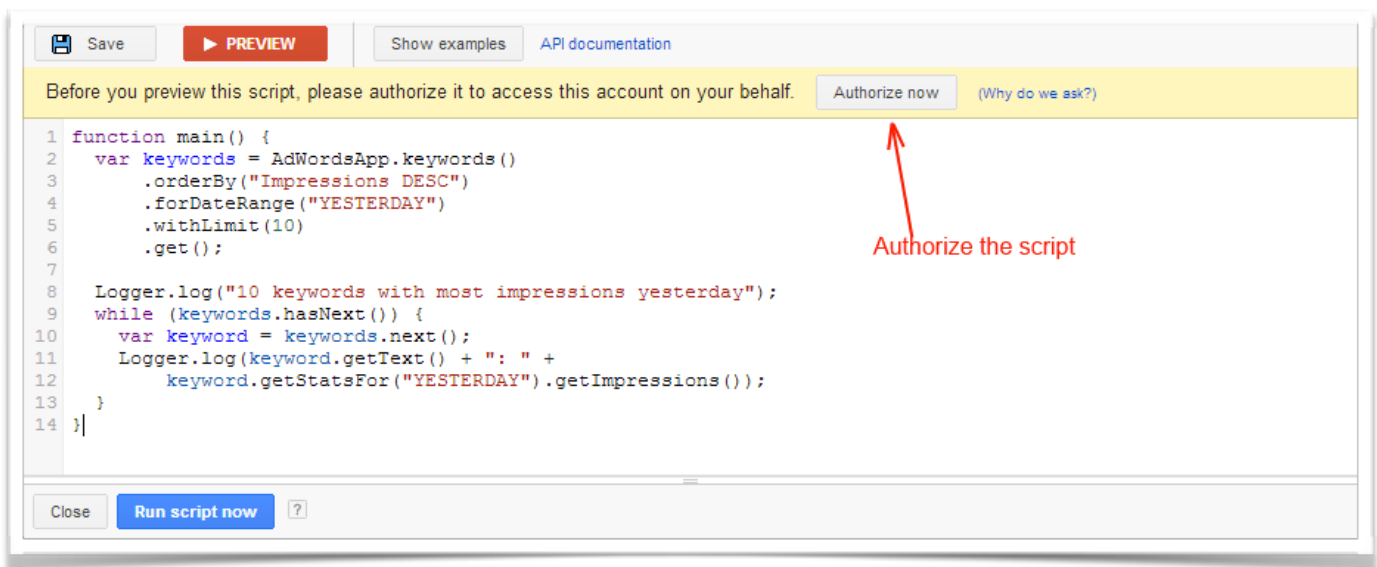
New scripts are pasted Here:

```
function main() {

}
```

4. Set E-mail Address

//Update email address here

var email = "email@email.com";

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 "Increase In CTR."

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