Modified Campaign Copier - 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.
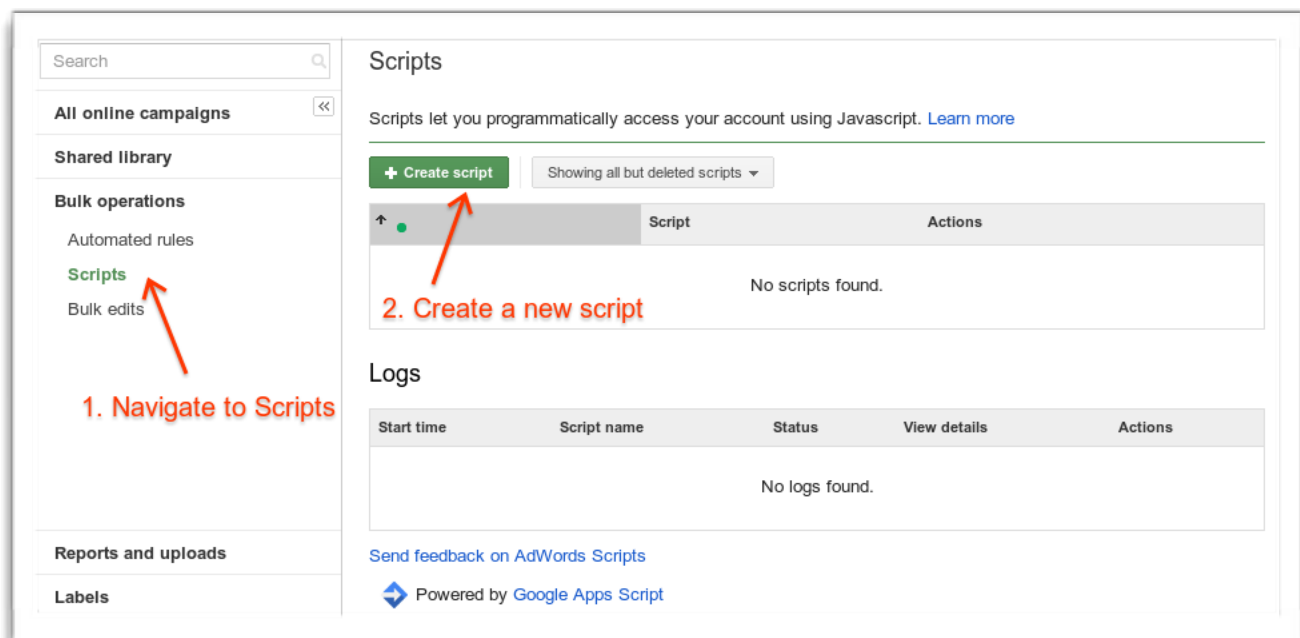
Note: This scripts is quit advanced to you may want to start with a few easier ones before trying this one.

What it does: This script lets you select a campaign in your account and copy its contents, keywords, ad groups, negatives, etc.

What Changed: This script takes advantage of labels to define what needs to be copied. This script will quickly copy a campaign with all keywords, negatives, ads, etc. intact.

By tagging the ad groups we want to move, you can quickly move the parts you need, and only those, with minimal effort. The script also removes the labels after copying to contents, allow you to restart from where it left off in the case you hit the time limit.

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

2. **Click "Create script.**

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

```
var ARGUMENTS = {
 sourceCampaign: "Campaign Name",
 targetCampaign: "New Campaign Name",
};

function main() {
 createLabel();
 verifyArguments();
 var sourceCampaign = AdWordsApp.campaigns()
   .withCondition("Name='" + escape(ARGUMENTS.sourceCampaign) + "'")
   .get().next();
 var targetCampaign = AdWordsApp.campaigns()
   .withCondition("Name='" + escape(ARGUMENTS.targetCampaign) + "'")
   .get().next();

 copyAdGroups(sourceCampaign, targetCampaign);
 copyNegativeKeywords(sourceCampaign, targetCampaign);
}

function copyAdGroups(sourceCampaign, targetCampaign) {
 var sourceAdGroups = sourceCampaign.adGroups().withCondition("LabelNames CONTAINS_ANY ['Copy']").get();

 while (sourceAdGroups.hasNext()) {
   var sourceAdGroup = sourceAdGroups.next();
  var status = "ENABLED";
  var targetAdGroup = targetCampaign.newAdGroupBuilder()
   .withName(sourceAdGroup.getName() + "")
  &nsp;.withStatus(status)
   .withKeywordMaxCpc(sourceAdGroup.getKeywordMaxCpc())
   .create();
 copyKeywords(sourceAdGroup, targetAdGroup);
 copyTextAds(sourceAdGroup, targetAdGroup);
 copyNegativeKeywords(sourceAdGroup, targetAdGroup);
 sourceAdGroup.removeLabel('Copy');
 sourceAdGroup.applyLabel('Copied');
 }
}

function createAdGroup(sourceAdGroup) {
 var targetCampaign = AdWordsApp.campaigns()
   .withCondition("CampaignName = '" + escape(ARGUMENTS.targetCampaign) + "'")
   .get().next();
 var status = ARGUMENTS.createPaused ? "PAUSED" : "ENABLED";
 return targetCampaign.newAdGroupBuilder()
   .withName(ARGUMENTS.targetAdGroup)
   .withKeywordMaxCpc(sourceAdGroup.getKeywordMaxCpc())
   .withStatus(status)
   .create();
}

function copyKeywords(sourceAdGroup, targetAdGroup) {
 var keywordsIterator = sourceAdGroup.keywords().get();

 while (keywordsIterator.hasNext()) {
   var sourceKeyword = keywordsIterator.next();
   if (sourceKeyword.getMaxCpc() == sourceAdGroup.getKeywordMaxCpc()) {
     targetAdGroup.createKeyword(sourceKeyword.getText(), null, sourceKeyword.getDestinationUrl());
   } else {
     targetAdGroup.createKeyword(sourceKeyword.getText(), sourceKeyword.getMaxCpc(),
sourceKeyword.getDestinationUrl());
   }
 }
}
```

```javascript
function copyTextAds(sourceAdGroup, targetAdGroup) {
  var adsIterator = sourceAdGroup.ads().withCondition("Type = 'TEXT_AD'").get();

  while (adsIterator.hasNext()) {
  var sourceAd = adsIterator.next();
  if (sourceAd.isMobilePreferred()) {
    targetAdGroup.createTextAd(
      sourceAd.getHeadline(),
      sourceAd.getDescription1(),
      sourceAd.getDescription2(),
      sourceAd.getDisplayUrl(),
      sourceAd.getDestinationUrl(),
      {isMobilePreferred: true});
  } else {
    targetAdGroup.createTextAd(
      sourceAd.getHeadline(),
      sourceAd.getDescription1(),
      sourceAd.getDescription2(),
      sourceAd.getDisplayUrl(),
      sourceAd.getDestinationUrl());
  }
 }
}

function copyNegativeKeywords(source, target) {
 var negativesIterator = source.negativeKeywords().get();

 while (negativesIterator.hasNext()) {
  var sourceNegative = negativesIterator.next();
  target.createNegativeKeyword(sourceNegative.getText());
 }
}

function verifyArguments() {
 var errors = [];
 if (verifyRequiredString("sourceCampaign", errors)) {
  if (!AdWordsApp.campaigns()
    .withCondition("Name = '" + escape(ARGUMENTS.sourceCampaign) + "'")
    .get().hasNext()) {
    errors.push("Source campaign " + ARGUMENTS.sourceCampaign + " doesn't exist");
  }
 }
 if (verifyRequiredString("targetCampaign", errors)) {
  if (!AdWordsApp.campaigns().withCondition("Name = '" + escape(ARGUMENTS.targetCampaign) +
"'").get().hasNext()) {
    errors.push("Target campaign " + ARGUMENTS.targetCampaign + " doesn't exist");
  }
 }
 if (errors.length > 0) {
  Logger.log("" + errors.join("
"));
  throw "Cannot copy the ad group: ARGUMENTS are malformed. Please fix the arguments and try again.";
 }
}

function verifyRequiredString(str, errors) {
 if (!ARGUMENTS[str] || ARGUMENTS[str].length == 0) {
  errors.push("ARGUMENTS." + str + " must be specified");
  return false;
 }
 return true;
}

function escape(name) {
```

```
 return name.replace(/'/g,"\"");
}

function createLabel(){
 AdWordsApp.createLabel('Copy', 'Select Ad Groups to Copy', 'green');
 AdWordsApp.createLabel('Copied', 'Marks all ad groups that have been copied', 'blue');
}
```
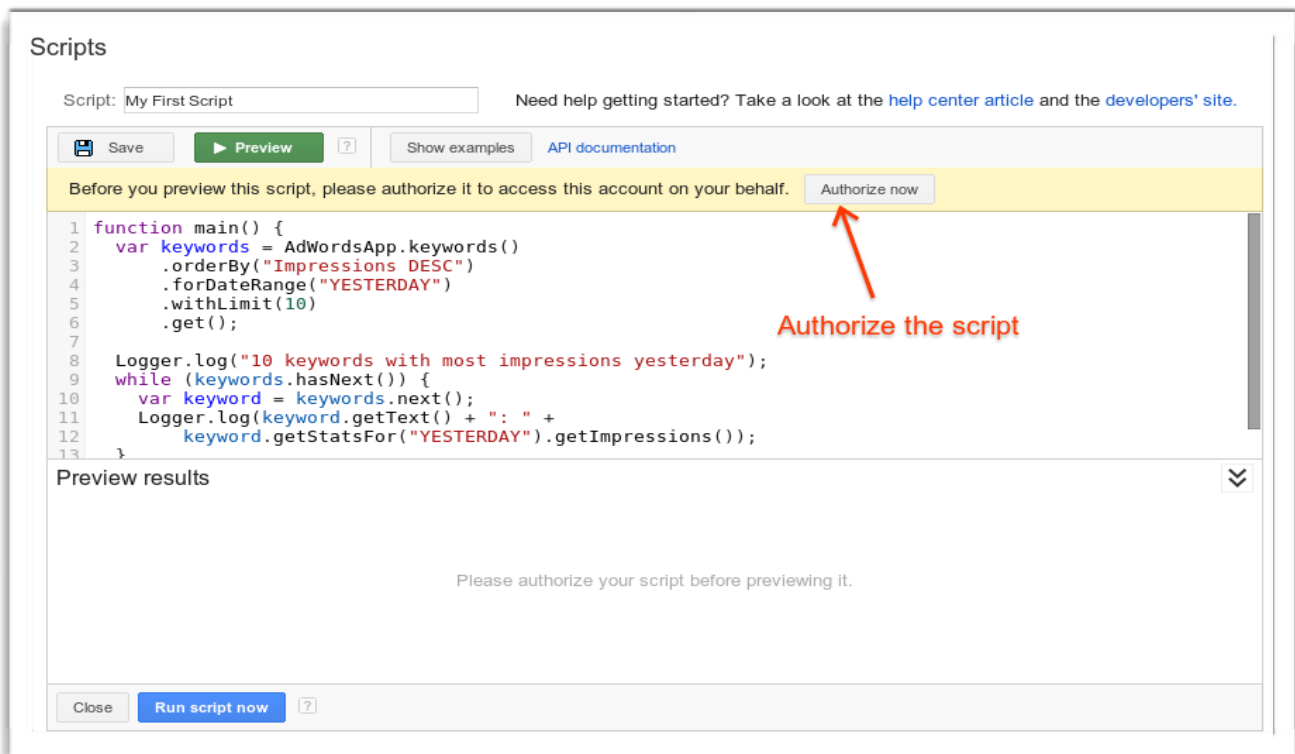
4.   Select Source and Target Campaigns

sourceCampaign: "Campaign Name",
targetCampaign: "New Campaign Name",

5.   Label the Ad Groups in the campaign you want to copy over as "Copy" This will pull all ad groups I've marked and place them in a new campaign once the script as run.

You can use any label you want. You just have to make sure that you put it in the script. You can also place a line at the end of the function that copies the ad groups, and make the script to remove that label after copying by using the removeLabel() method. From there it is easy to also apply a new label so you know it has been completed.

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

7. **Click "Run script now" and select "Run without previewing."**

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

8. **After the script log status says "Completed" and the script copies the ad groups over to the new campaign and has the label of "Copy."**