

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

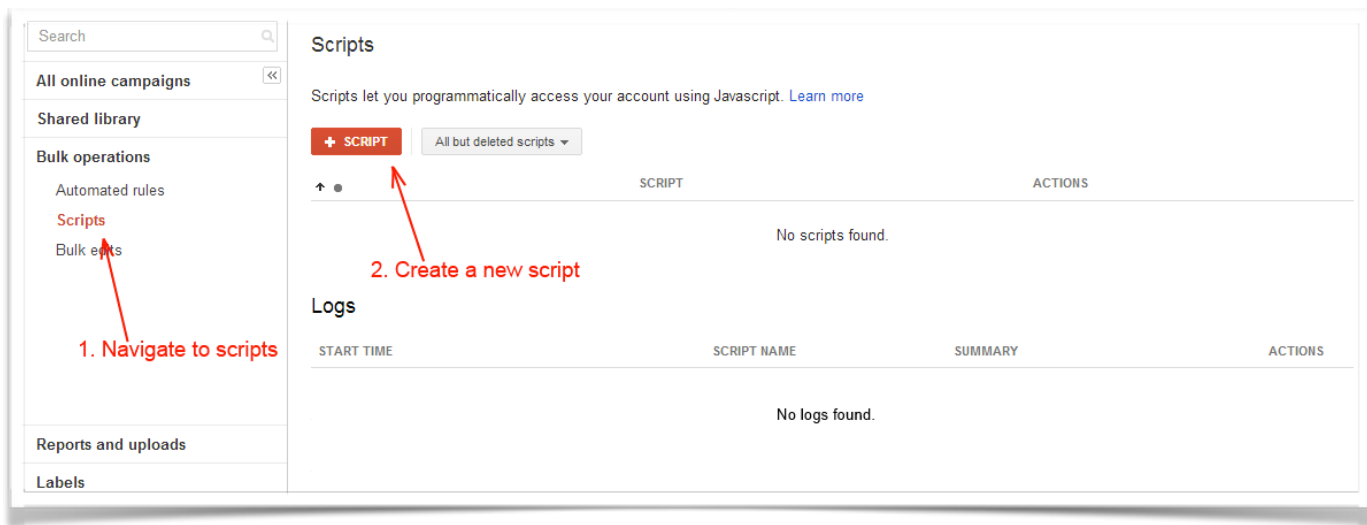
What it does: Set your desire date range and see which keywords are converting in your account, plus see... the number of Conversions, Click, Impressions, CTR (%), Avg. CPC, and Avg. Position for each keyword.

Why use it: The data recorded by conversion tracking allows you to identify which areas of your campaign are working and not working, so you can optimize your bids, ad text, and keywords accordingly.

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 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 your E-mail address.

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

5. Define Time Range. (OPTIONAL) (Default is 30 Days).

```
var timerange = 'LAST_30_DAYS'
```

Here are all the options.

(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).

Note: If you select ALL_TIME it may several minutes to run the script.

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

The screenshot shows the Google Ads Scripts interface. At the top, there are buttons for 'Save', 'PREVIEW', 'Show examples', and 'API documentation'. Below these is a yellow banner with the text: 'Before you preview this script, please authorize it to access this account on your behalf.' To the right of this text is an 'Authorize now' button and a link '(Why do we ask?)'. A red arrow points from the text 'Authorize the script' to the 'Authorize now' button. Below the banner is a code editor with the following JavaScript code:

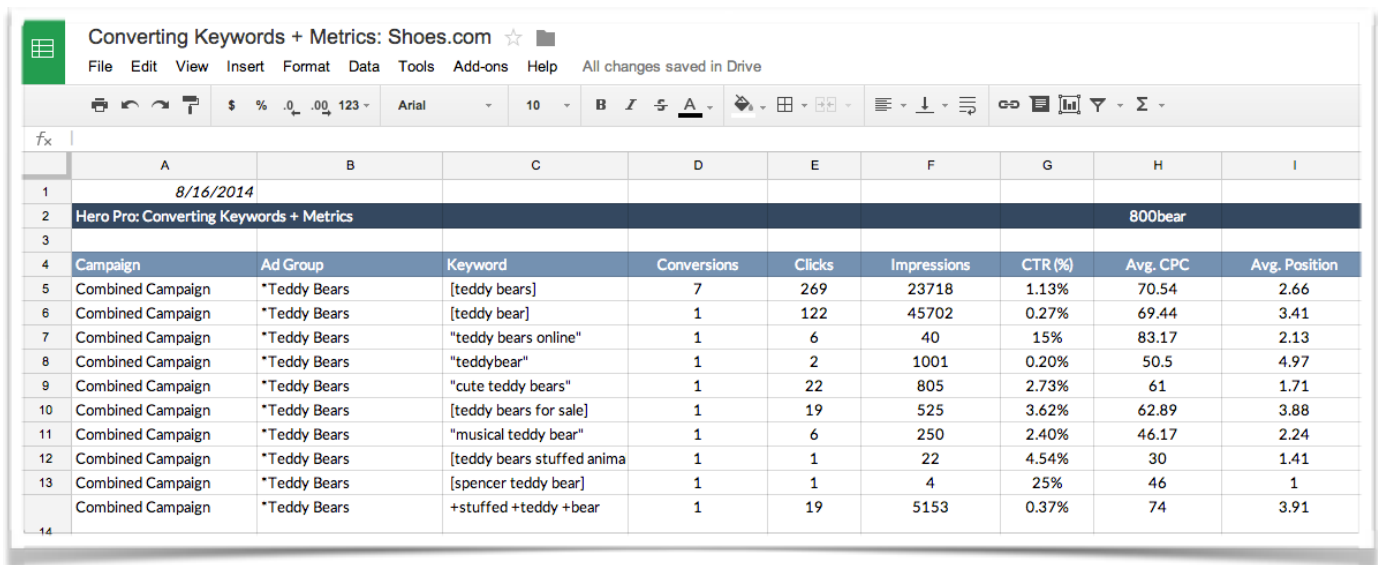
```
1 function main() {  
2   var keywords = AdWordsApp.keywords()  
3     .orderBy("Impressions DESC")  
4     .forDateRange("YESTERDAY")  
5     .withLimit(10)  
6     .get();  
7  
8   Logger.log("10 keywords with most impressions yesterday");  
9   while (keywords.hasNext()) {  
10    var keyword = keywords.next();  
11    Logger.log(keyword.getText() + ": " +  
12      keyword.getStatsFor("YESTERDAY").getImpressions());  
13  }  
14 }
```

At the bottom of the interface, there are buttons for 'Close', 'Run script now', and a help icon '?

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" navigate to your Google Drive and see the data on your spreadsheet titled "Converting Keywords + Metrics."



The screenshot shows a Google Sheet interface with the title "Converting Keywords + Metrics: Shoes.com". The spreadsheet contains data for various advertising campaigns. The first row (row 1) has the date "8/16/2014". The second row (row 2) has the title "Hero Pro: Converting Keywords + Metrics" and the value "800bear" in column H. The third row (row 3) is empty. The fourth row (row 4) contains the following headers: "Campaign", "Ad Group", "Keyword", "Conversions", "Clicks", "Impressions", "CTR (%)", "Avg. CPC", and "Avg. Position". The subsequent rows (rows 5-13) contain data for different campaigns, all with "Combined Campaign" as the Campaign and "*Teddy Bears" as the Ad Group. The keywords and their corresponding metrics are as follows:

Campaign	Ad Group	Keyword	Conversions	Clicks	Impressions	CTR (%)	Avg. CPC	Avg. Position
Combined Campaign	*Teddy Bears	[teddy bears]	7	269	23718	1.13%	70.54	2.66
Combined Campaign	*Teddy Bears	[teddy bear]	1	122	45702	0.27%	69.44	3.41
Combined Campaign	*Teddy Bears	"teddy bears online"	1	6	40	15%	83.17	2.13
Combined Campaign	*Teddy Bears	"teddybear"	1	2	1001	0.20%	50.5	4.97
Combined Campaign	*Teddy Bears	"cute teddy bears"	1	22	805	2.73%	61	1.71
Combined Campaign	*Teddy Bears	[teddy bears for sale]	1	19	525	3.62%	62.89	3.88
Combined Campaign	*Teddy Bears	"musical teddy bear"	1	6	250	2.40%	46.17	2.24
Combined Campaign	*Teddy Bears	[teddy bears stuffed anima	1	1	22	4.54%	30	1.41
Combined Campaign	*Teddy Bears	[spencer teddy bear]	1	1	4	25%	46	1
Combined Campaign	*Teddy Bears	+stuffed +teddy +bear	1	19	5153	0.37%	74	3.91

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