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

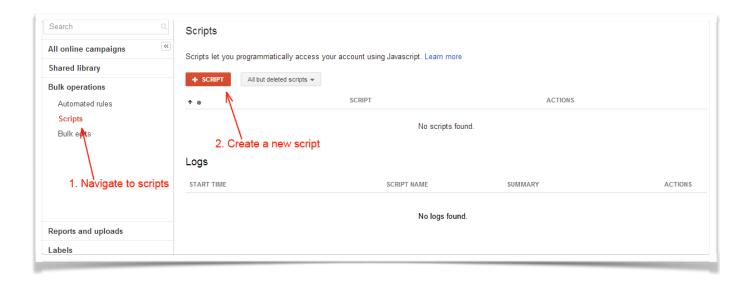
What it does: Audits your account for any ad groups that have decreased consistently for the past 3 weeks.

Why use it: It helps identify any ad groups that have been showing a consistent decrease 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"  $\rightarrow$  "Scripts" in the AdWords web application.
- 2. Click "Create script".



3. Copy the Decrease 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.

```
► PREVIEW
                                                  API documentation
                                   Show examples
 Before you preview this script, please authorize it to access this account on your behalf.
                                                                                Authorize now
                                                                                               (Why do we ask?)
 1 function main() {
     var keywords = AdWordsApp.keywords()
    .orderBy("Impressions DESC")
          .forDateRange("YESTERDAY")
          .withLimit(10)
          .get();
                                                                                    Authorize the script
    Logger.log("10 keywords with most impressions yesterday");
 9
     while (keywords.hasNext()) {
        var keyword = keywords.next();
       Logger.log(keyword.getText() + ": " +
12
            keyword.getStatsFor("YESTERDAY").getImpressions());
13
14 }
         Run script now
 Close
```

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 "Decrease In CTR."

For support or script demo please contact: <a href="mailto:jeremy.page@hanapinmarketing.com">jeremy.page@hanapinmarketing.com</a>