

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

What it does: Looks at your display placements and outputs Cost, Conversion, View Through Conversions (or VTC) places any over CPA limits into a spreadsheet.

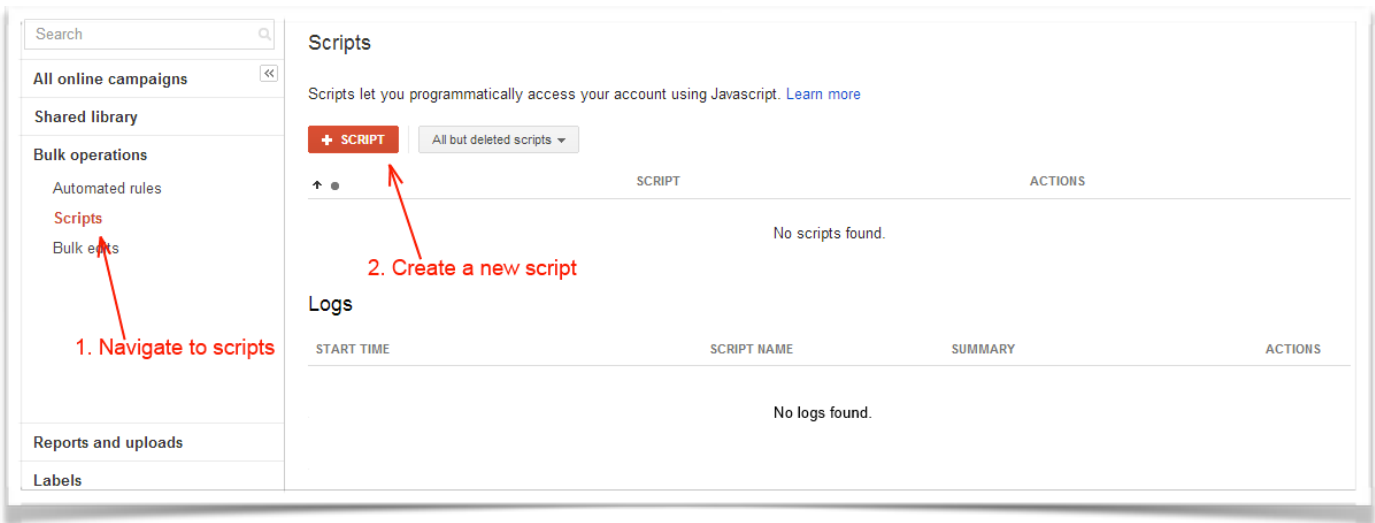
Why use it: The more you manage and analyze your display placements, the more profitable your campaign will become.

Check out this post on [View Through Conversions](#) by Sean Quadlin for more information on VTC.

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. Enter your max CPA here, the default is 8.

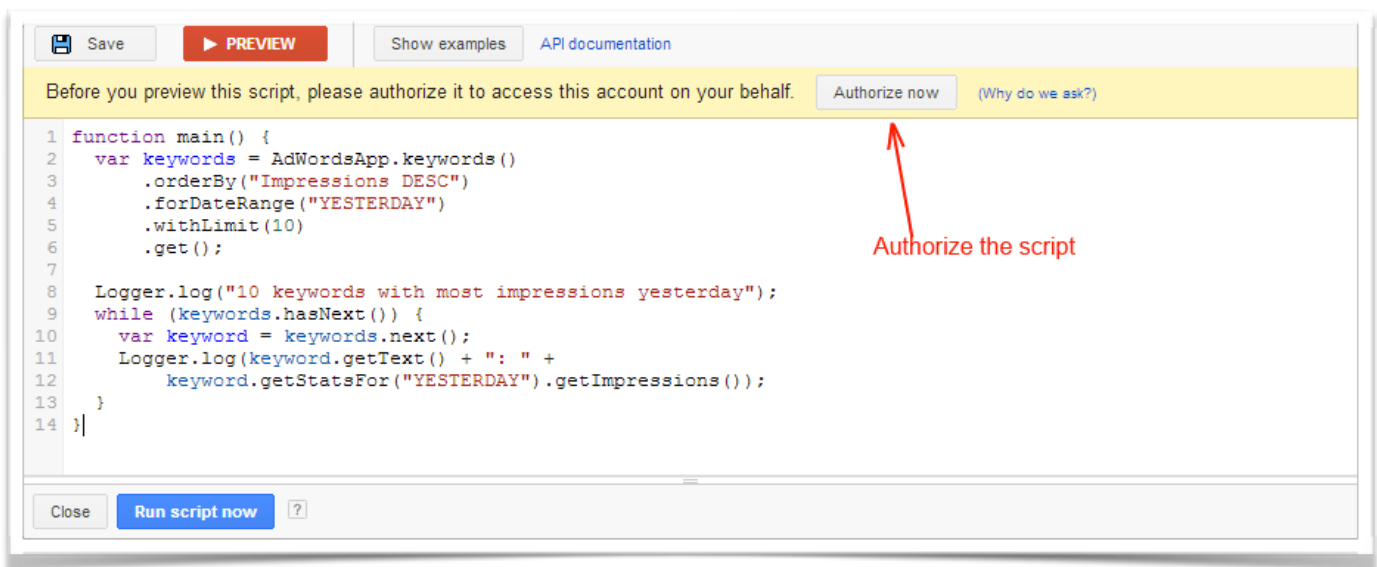
```
var cost_Threshold = 8;
```

5. (OPTIONAL) Change View Through Conversion value.

The default is 1/4 of a conversion.

```
var vtc_Value = 0.25;
```

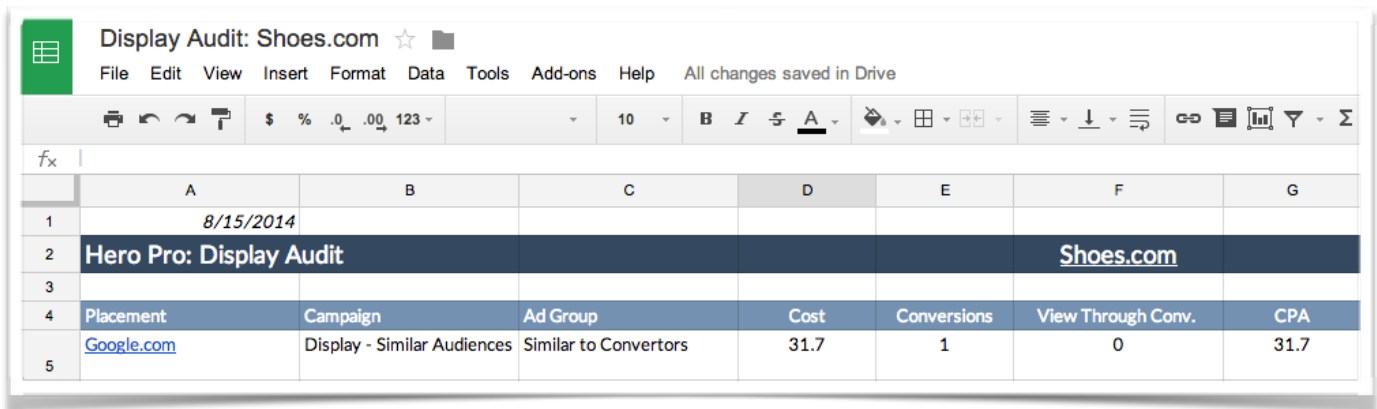
6. Authorize the script. Don't worry, this only has to be done once per script.



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 "Display Audit."



The screenshot shows a Google Spreadsheet interface. The title bar reads "Display Audit: Shoes.com". The menu bar includes File, Edit, View, Insert, Format, Data, Tools, Add-ons, and Help. The status bar indicates "All changes saved in Drive". The spreadsheet has columns A through G and rows 1 through 5. The data is as follows:

	A	B	C	D	E	F	G
1	8/15/2014						
2	Hero Pro: Display Audit					Shoes.com	
3							
4	Placement	Campaign	Ad Group	Cost	Conversions	View Through Conv.	CPA
5	Google.com	Display - Similar Audiences	Similar to Convertors	31.7	1	0	31.7

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