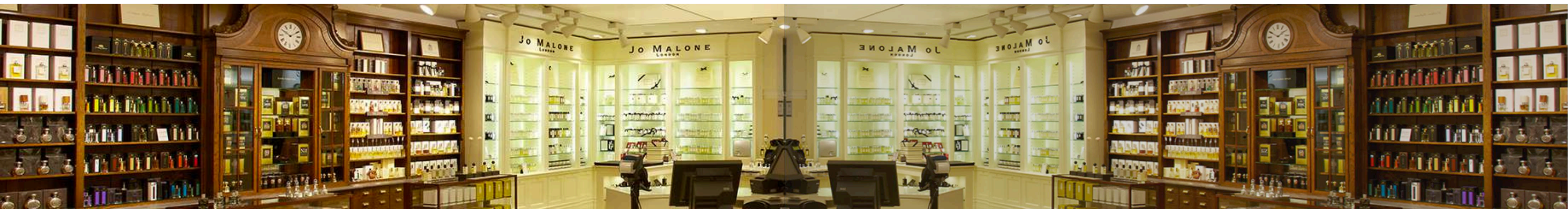


RLSA Skalieren mit Kampagnen-Syncs

#SEACamp2015



Christopher Gutknecht

FOLIEN: [slideshare.net/norisk](https://www.slideshare.net/norisk)



Die 2. Dimension durch RLSA: USER...

Known
Keywords

Exact

RLSA

Query
Capture

**DSA &
Modified
Broad**

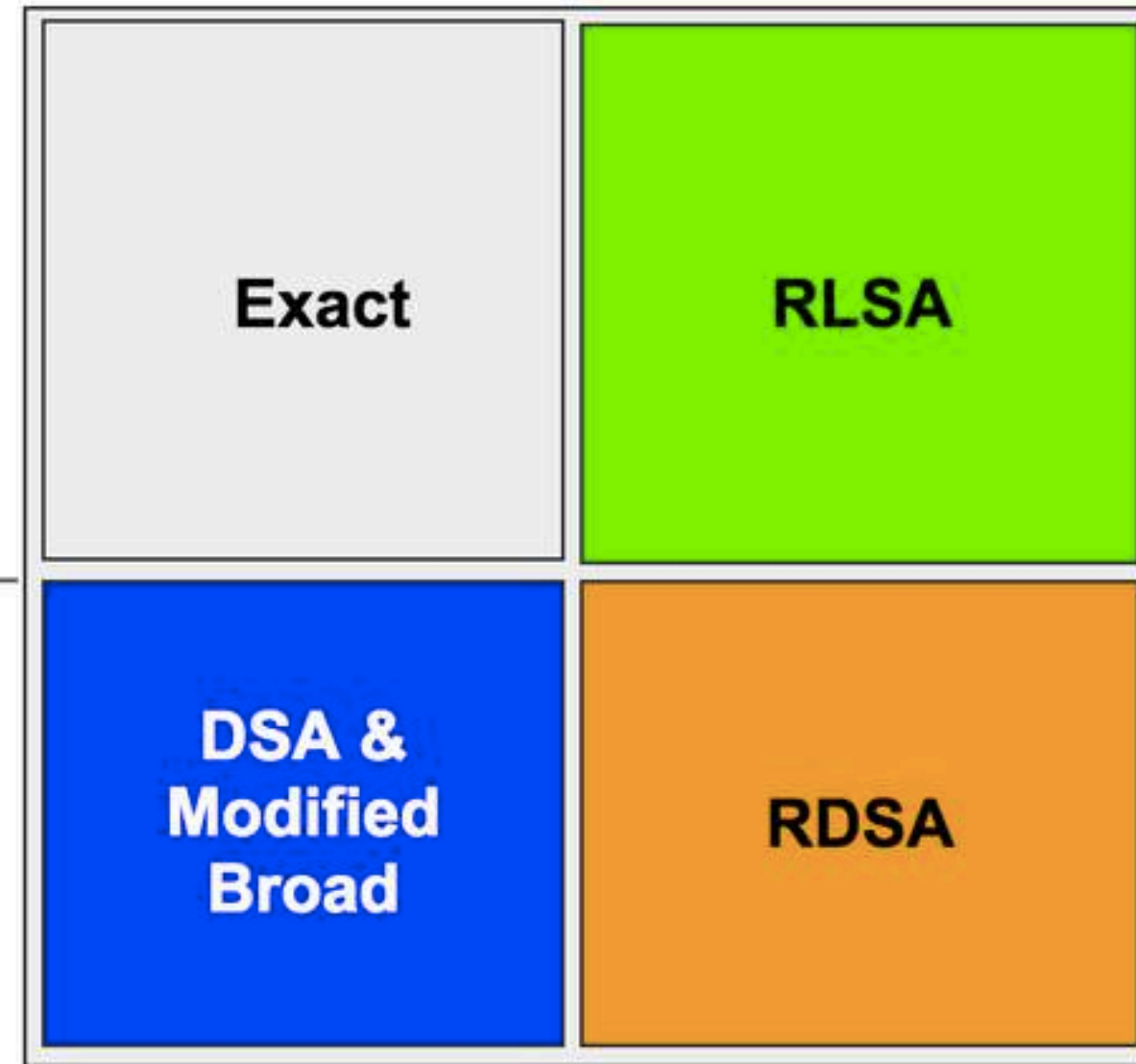
RDSA

Bekannt
Neu
Suchanfrage

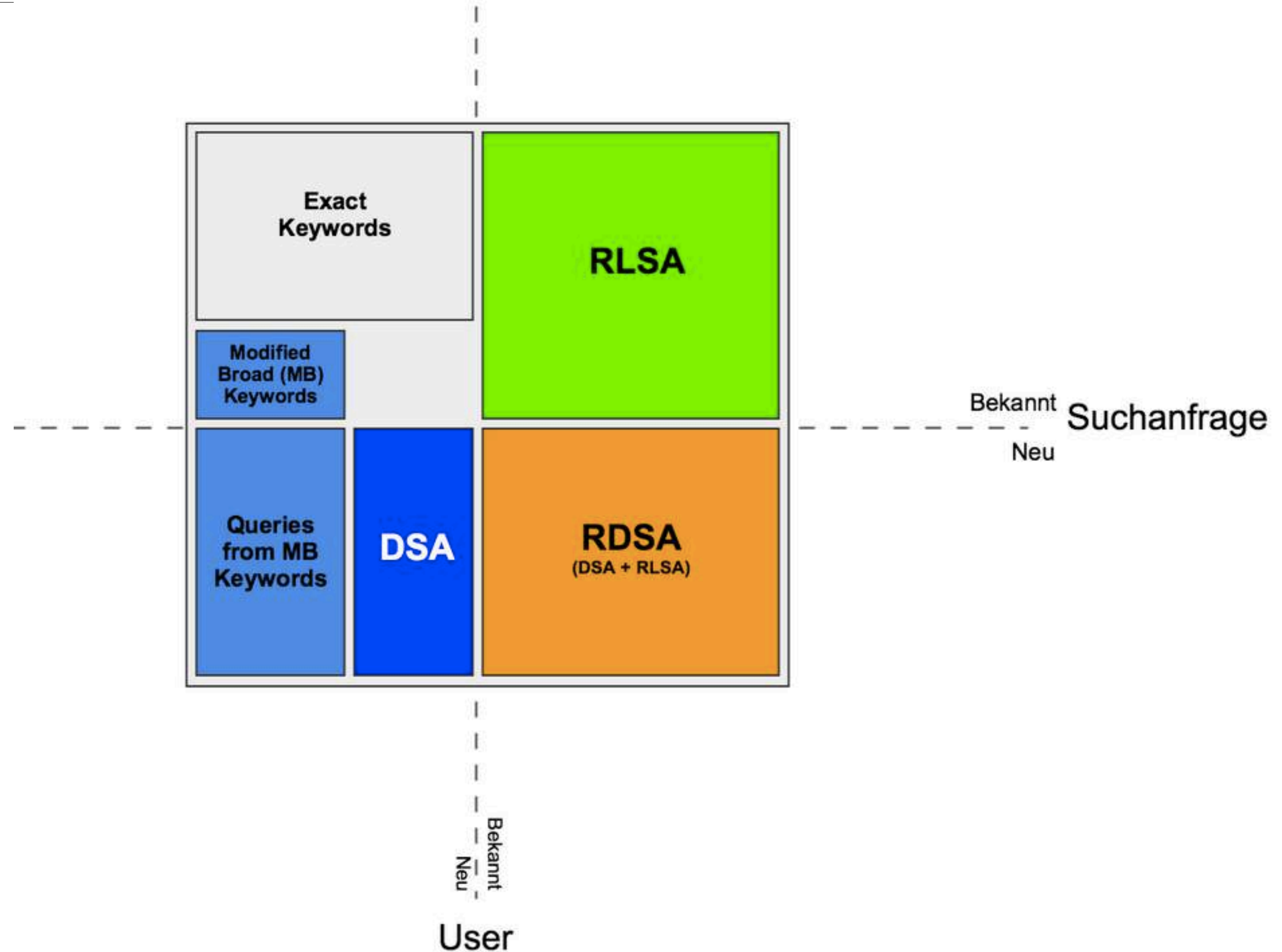
Neue
Besucher

Wiederkehrer

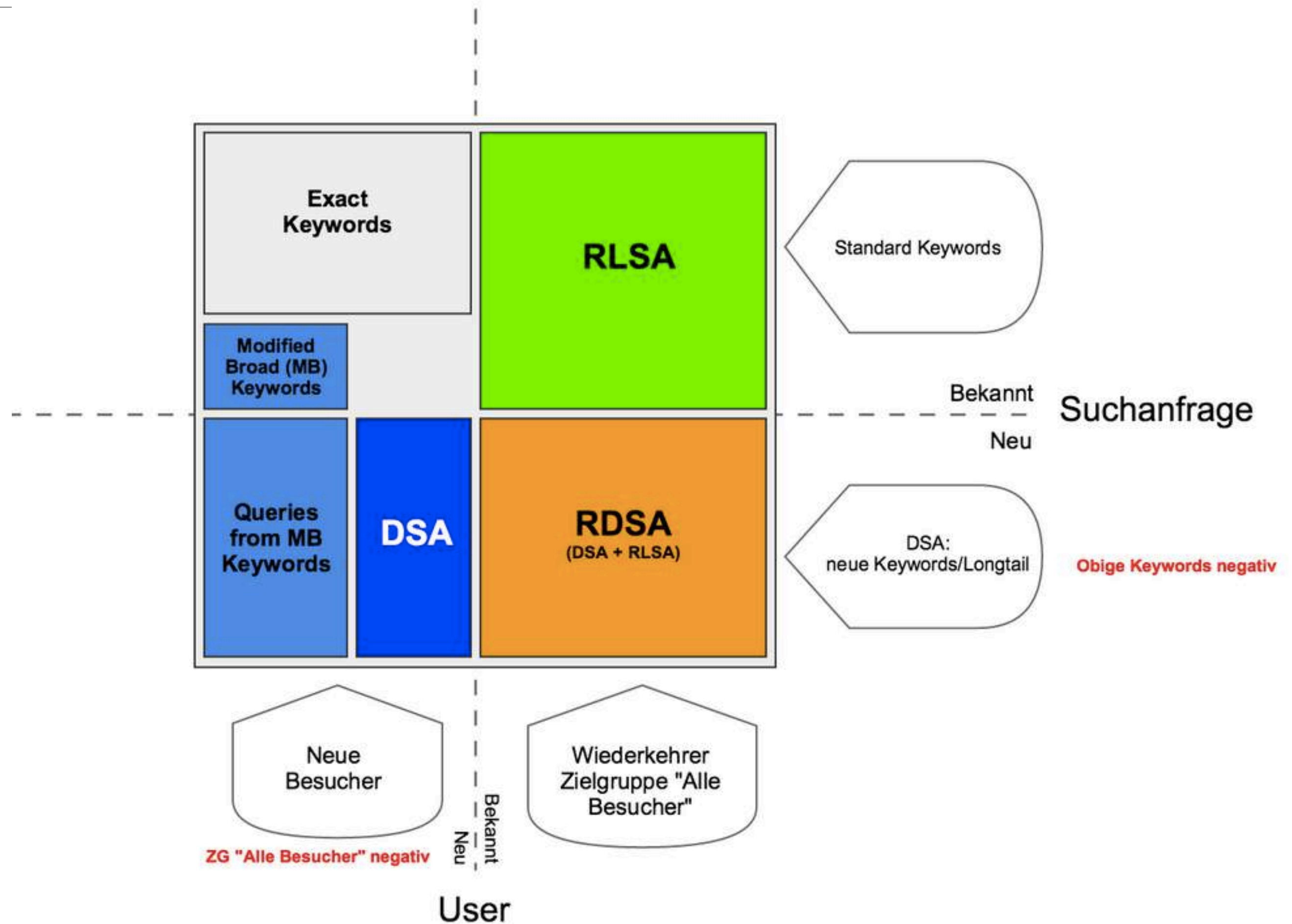
Bekannt
Neu
User



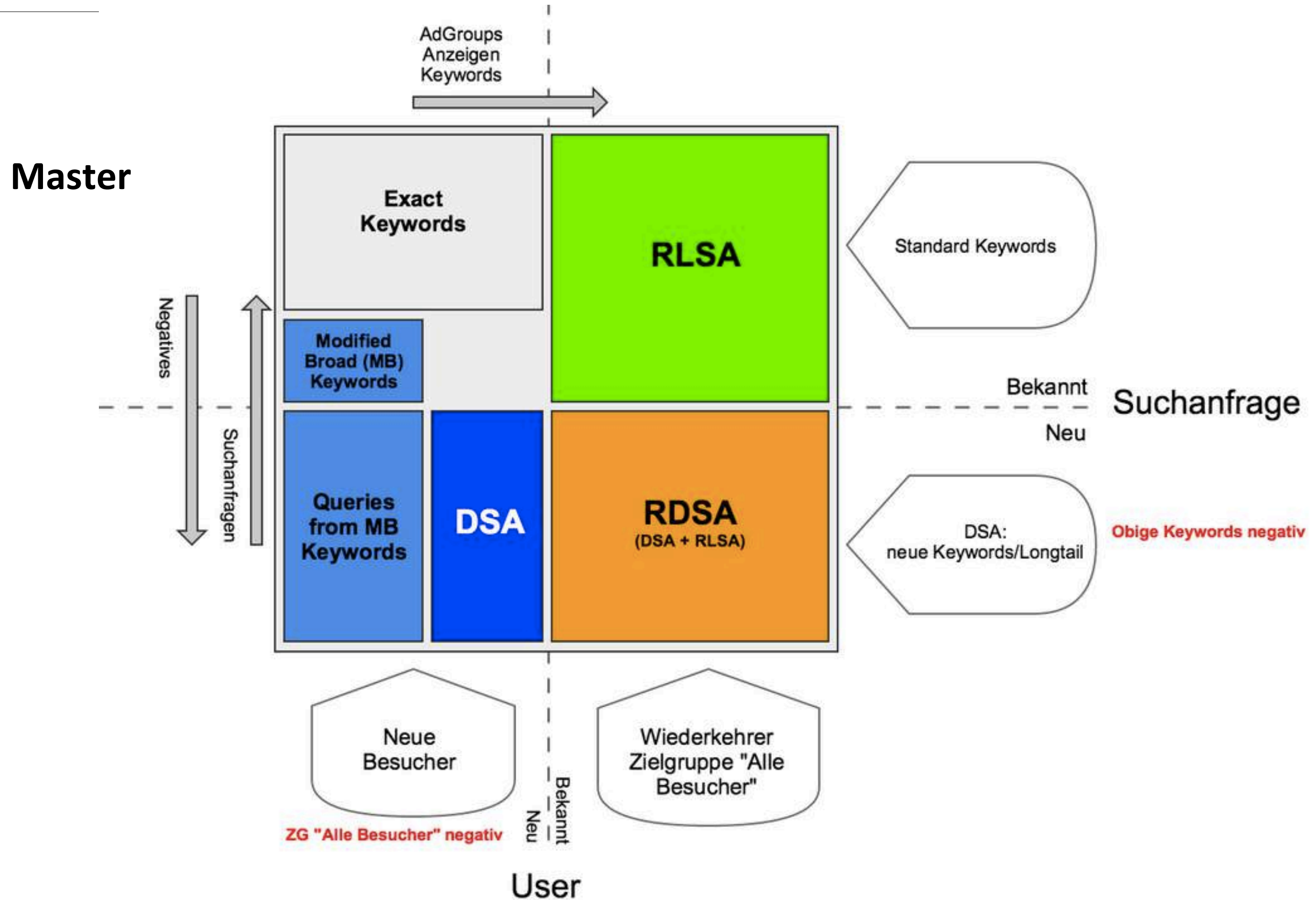
(...wenn mans genau nimmt...)



...fordert Kampagnen-Splitting

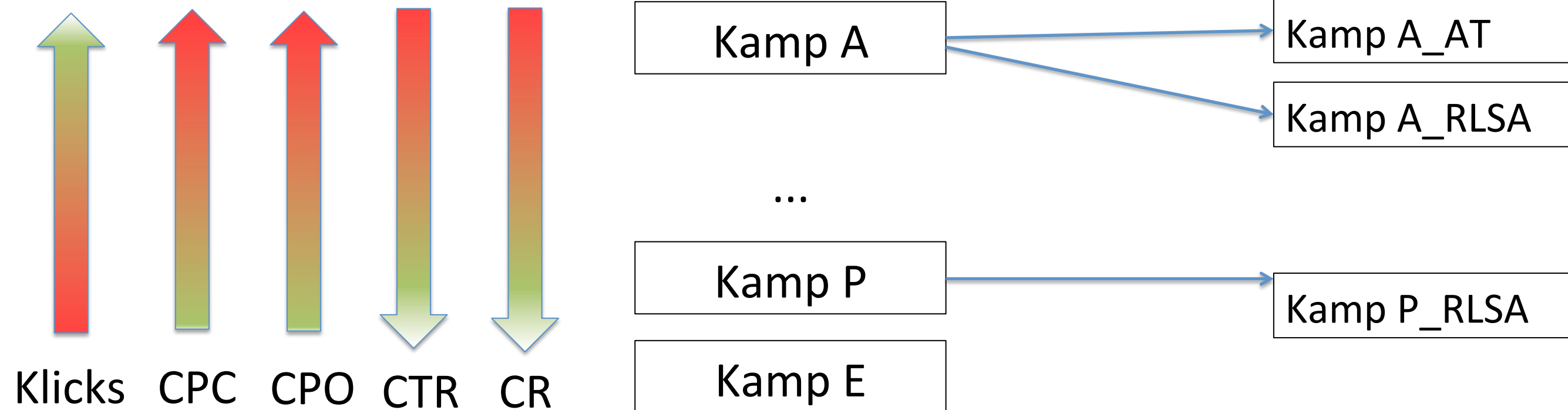


... und regelmäßige Syncs



Wann Klonen/Syncen – Wann Nicht

Kampagne	Kosten	Klicks	CTR	CPC	CPO
brand_A	2.314,98	2157	2,05%	1,07	40,58
brand_L	2.237,97	2823	5,50%	0,79	18,19
brand_E	1.701,48	2338	7,58%	0,73	14,28
brand_J	1.693,26	3579	6,79%	0,47	24,9
brand_B	683,49	1052	1,95%	0,65	68,2
brand_K	403,31	964	7,89%	0,42	40,33
brand_P	347,63	501	5,44%	0,69	115,65



Performance Non-RLSA vs RLSA



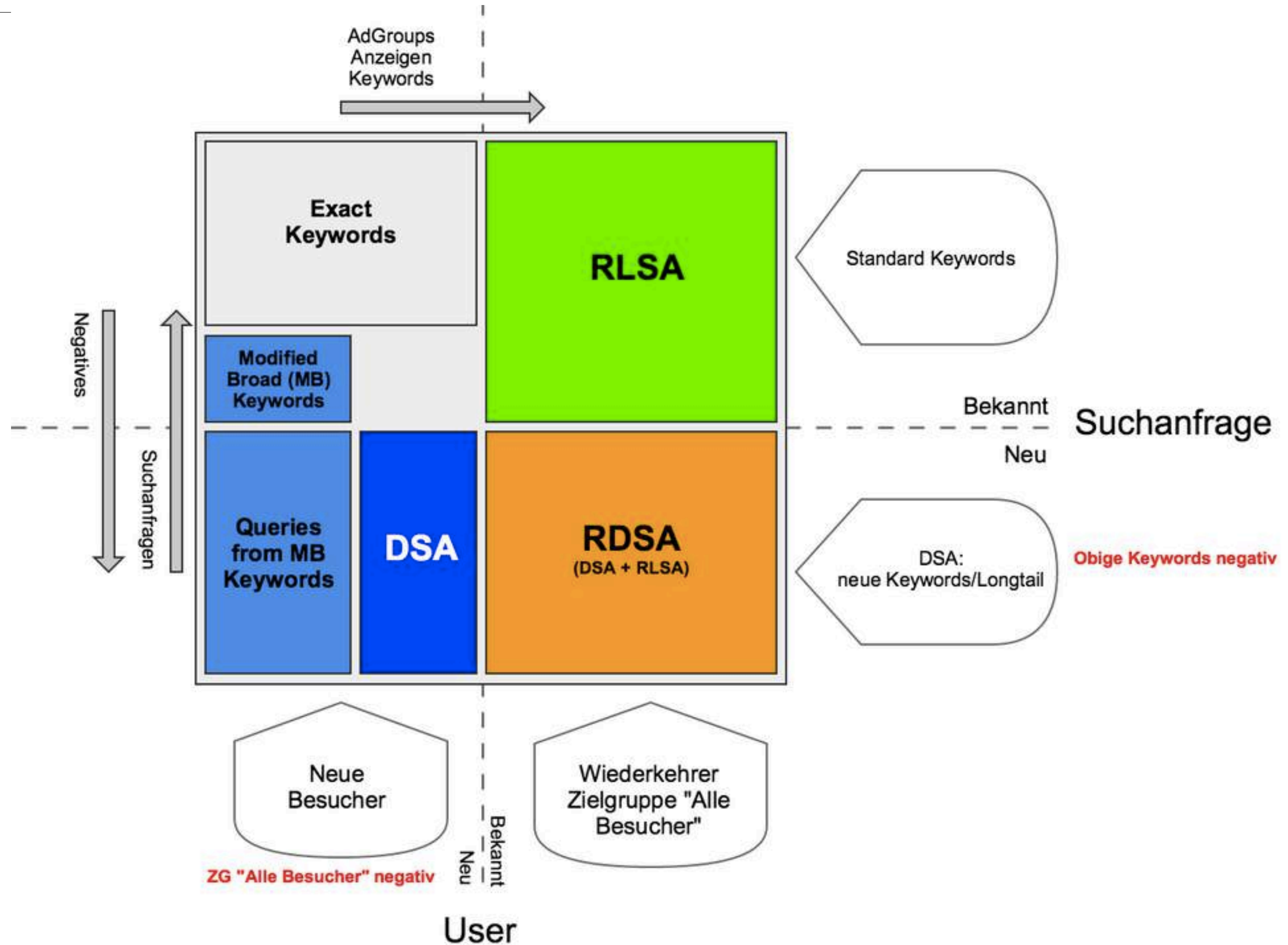
Kampagne	Kosten	CR	CTR	CPC	CPO
brand_A	3.861,97	2,83%	2,08%	0,97	34,46
brand_A_RLSA	247,68	2,66%	4,88%	0,94	41,28
brand_B	1.432,49	1,04%	2,15%	0,65	62,19
brand_B_RLSA	408,27	3,40%	2,90%	0,73	29,16
brand_L	2.372,74	1,84%	4,01%	0,45	25,24
brand_L_RLSA	390,38	3,20%	5,38%	0,5	16,27
brand_M	2.138,44	2,83%	3,45%	0,83	43,52
brand_M_RLSA	1.083,84	4,02%	7,02%	0,6	19,68

-> RLSA: Weniger Volumen, bessere Performance!

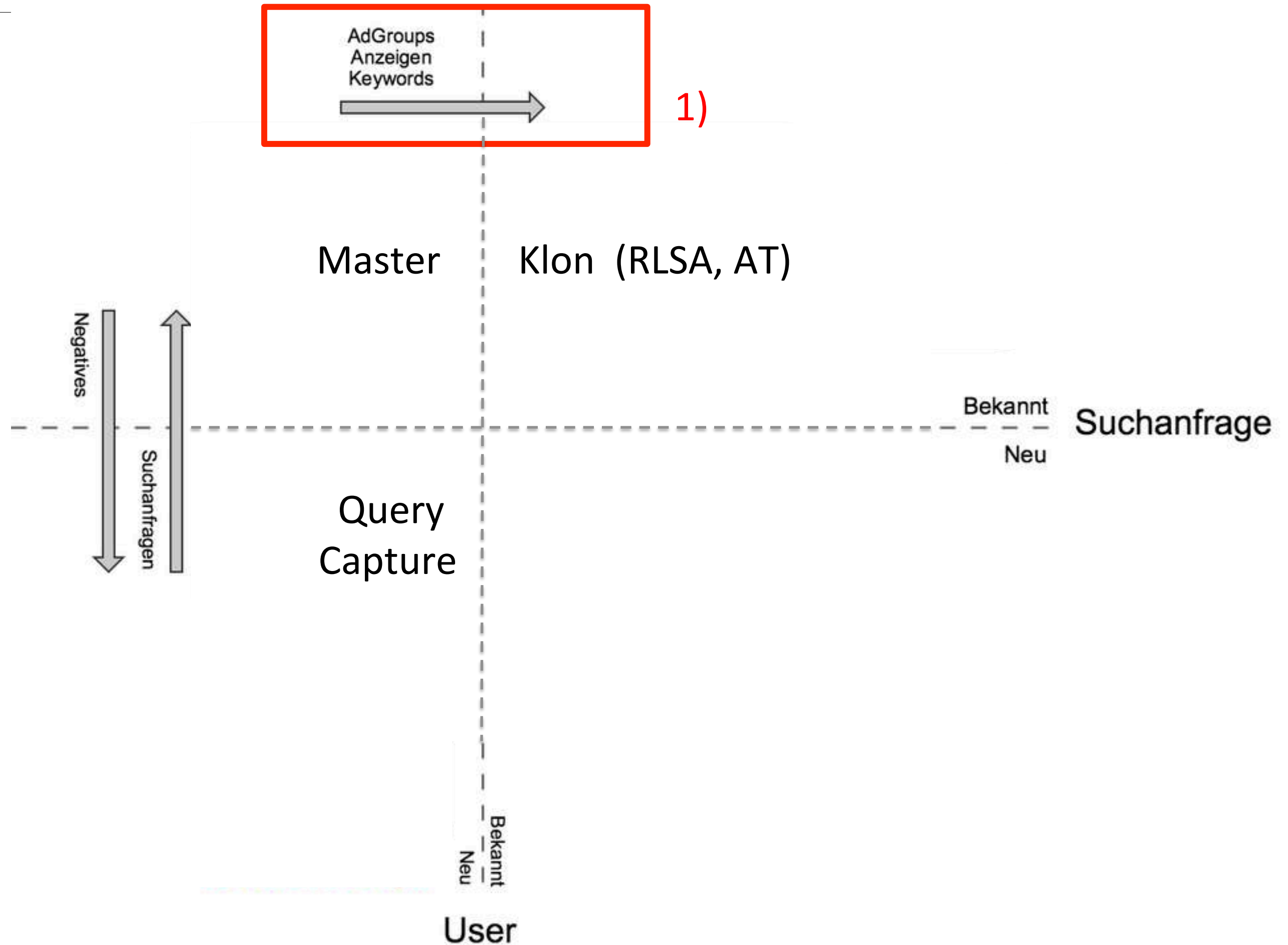
Klonen ist Einfach, Syncen ist Schwer!



... und regelmäßige Syncs



... und regelmäßige Syncs



1. Campaign Sync Skript:

1.1 Konfiguration

```
/****** CONFIG_BLOCK START *****/

var CAMPAIGN_SUFFIX = "_AT";           // ["_AT"|"_RLSA"|...] SELECT CLONE CAMPAIGN SUFFIX
var STATUS_SYNC = "OFF";              // ["ON"|"OFF"] SYNCES ALL CLONED ENTITIES' STATUS TO THEIR MATCHING MASTER'S STATUS
var CLONED_LABEL = "ON";              // ["ON"|"OFF"] CREATES NEW ENTITIES HOLDING THE LABEL "CLONED" ("ON" RECOMMENDED, OTHERWISE THE PROGRAMM
var LOG_DATA = "ON";                 // ["ON"|"OFF"] LOGS DATA TO ADWORDS-LOGGER (FOR DEBUGGING PURPOSES)
var REMOVE_CLONED_ENTITIES = "ON";    // ["ON"|"OFF"] PAUSES ADGROUPS IF THEY HAVE BEEN DELETED FROM OR PAUSED IN THE MASTER, DELETES OTHER ENTI
var STATUS = "ENABLED";              // ["ENABLED"|"PAUSED"] CREATES ADGROUPS WITH SELECTED INITIAL STAUTS
var AD_SYNC = "ON";                  // ["ON"|"OFF"] SYNCES ADS
var LABEL = "CLONED" + CAMPAIGN_SUFFIX;

/****** CONFIG_BLOCK END *****/
```

1.2 Sync-Elemente

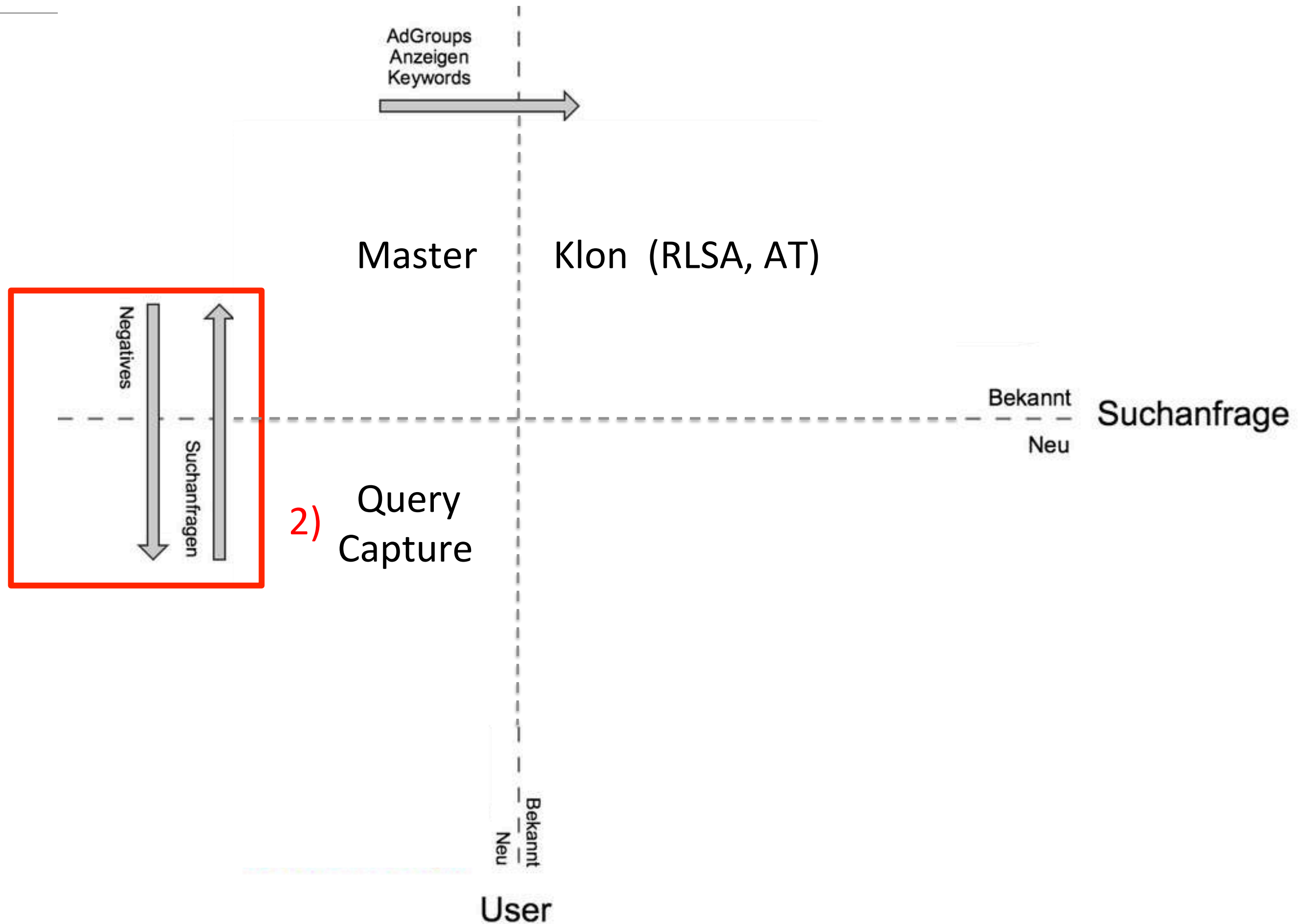
```
updateAdGroups(CAMPAIGN_SUFFIX, CLONED_LABEL, LOG_DATA, STATUS, LABEL);
updateKeywords(CAMPAIGN_SUFFIX, CLONED_LABEL, LABEL);
updateAds(CAMPAIGN_SUFFIX, CLONED_LABEL, AD_SYNC, LABEL);
updateNegativeKeywords(CAMPAIGN_SUFFIX);
removeNegativeKeywords(CAMPAIGN_SUFFIX, REMOVE_CLONED_ENTITIES);
pauseAdGroups(CAMPAIGN_SUFFIX, REMOVE_CLONED_ENTITIES, LABEL);
removeAds(CAMPAIGN_SUFFIX, REMOVE_CLONED_ENTITIES, AD_SYNC, LABEL);
removeKeywords(CAMPAIGN_SUFFIX, REMOVE_CLONED_ENTITIES, LABEL);
statusSync(CAMPAIGN_SUFFIX, STATUS_SYNC);
```

1.3. Vorbereitung

- Kampagne klonen und aktivieren
- Label kreieren „CLONED_RLSA“
- Kampagnenlabel „Master“

-> Ein Skript pro Suffix / Klonprozess!

... und regelmäßige Syncs



Search Engine Land NEWS SEO SEM LOCAL SOCIAL RETAIL SEARCH ENGINES MORE

SEM

AdWords Scripts For Every Level: Part 4, A Real World Use Case (Free Script Included)



Cut Management Time By 90 Percent

Manage SQRs Like A Boss

Dann kam... API v201502 ... Converted Clicks



Google Developers

AdWords API x Suche


Produkte > Advertise > AdWords API

AdWords API g+1 0

Anmelden

Entwicklerleitfaden

Migration Guide (v201502)

 **Kris** · 20 days ago

Looks super, BUT I get an error I can't solve :(

Column 'Conversions' is not valid for report type SEARCH_QUERY_PERFORMANCE_REPORT. Double-check your SELECT clause. (line 121)

Help please
/Kris

^ | v · Share

Table 2: Conversion column name changes

Name changes for some ConvertedClicks columns:

Old name	New name
ConversionRate	ClickConversionRate
ConversionRateSignificance	ClickConversionRateSignificance
Conversions	ConvertedClicks
ConversionSignificance	ConvertedClicksSignificance
CostPerConversion	CostPerConvertedClick
CostPerConversionSignificance	CostPerConvertedClickSignificance
ValuePerConversion	ValuePerConvertedClick

UPDATE: SQR Manager_v2 (Live-Demo)



Skript: SQR Manager_v2 [Benötigen Sie für den Anfang Hilfe? Lesen Sie diesen Artikel in der AdWords-Hilfe, konsultieren Sie die API-Dokumentation oder sehen Sie sich die entsprechenden](#)

Speichern **VORSCHAU** Erweiterte APIs Beispiele ansehen API-Dokumentation

```
1 // Use copy of https://docs.google.com/a/gryffin.com/spreadsheets/d/1N99Vyzn61mQqIwnFQ7CucplSSAA0HnEM3zzx1OcyY2Q/edit#gid=160145074
2
3 var SQR_MANAGER_URL = 'https://docs.google.com/spreadsheets/d/1nhzyHlUFixT8tGf-eu7sLKE1pPRg6sk2_9NEy41jR-o/edit#gid=160145074';
4
5 var spreadsheetAccess = new SpreadsheetAccess(SQR_MANAGER_URL, 'Export Rules');
6 var totalColumns;
7 var REPORT_SPREADSHEET_URL;
8
9 function main() {
10
11   var accName = AdWordsApp.currentAccount().getName();
12   var inputSheet = SpreadsheetApp.openByUrl(SQR_MANAGER_URL).getSheetByName('Script Settings');
13   var rowNum = getAccountRowNum(inputSheet, accName, AdWordsApp.currentAccount().getCustomerId());
14   if(rowNum == 0) {
15     throw 'Account Name and Id not found in SQR Manager Script Settings Sheet';
16   }
17
18   REPORT_SPREADSHEET_URL = inputSheet.getRange(rowNum,4,1,1).getValue();
19   var actionFlag = inputSheet.getRange(rowNum,3,1,1).getValue();
20
21   log('Report Url: '+REPORT_SPREADSHEET_URL);
22
23   var now = new Date(Utilities.formatDate(new Date(), AdWordsApp.currentAccount().getTimeZone(), 'MMM dd, yyyy HH:mm:ss'));
24   var today = Utilities.formatDate(new Date(), AdWordsApp.currentAccount().getTimeZone(), 'MMM dd, yyyy HH:mm');
25
26   if(actionFlag.toLowerCase() == 'make changes') {
27     makeChanges();
28   } else if(actionFlag.toLowerCase() == 'export') {
29     if(!REPORT_SPREADSHEET_URL) {
30       var templateSpreadsheet = SpreadsheetApp.openByUrl('https://docs.google.com/a/gryffin.com/spreadsheets/d/11S1EjOV_oP5gnBpfNLoiwIM1kMN1FNqQW6G9006uSbQ/edit');
31       var ss = templateSpreadsheet.copy(accName + ' - Query Manager (' + today + ')');
32       REPORT_SPREADSHEET_URL = ss.getUrl();
33       inputSheet.getRange(rowNum,4,1,1).setValue(REPORT_SPREADSHEET_URL);
34     }
35   }
36 }
```

Vorschau abgeschlossen (00:21)

Änderungen Protokolle

2.0
2015-04-15 11:56:41.760 - Report Url: https://docs.google.com/spreadsheets/d/1CocyBMEYKd3Eaw56265ETW858h8jnuHxVMtweulHqEU/edit
2015-04-15 11:56:42.162 - Exporting Data for Rules

Anpassungen

1. Conversions = Converted Clicks
2. Ergänzung um „Existing Keyword“
3. Keyword = Query Spalte selbst hinzufügen !!

1.1 Konfiguration

```
/****** CONFIG_BLOCK START *****/  
  
var CAMPAIGN_SUFFIX = "_AT"; // ["RLSA"|"AT"|. . .]  
var LOG_DATA = "ON"; // ["ON"|"OFF"] LOGS DATA TO ADWORDS LOGGER  
var STATUS = "ENABLED";  
  
/****** CONFIG_BLOCK END *****/  
  
syncKeywords(LOG_DATA, CAMPAIGN_SUFFIX, STATUS);  
  
}  
  
function syncKeywords(LOG_DATA, CAMPAIGN_SUFFIX, STATUS){  
    var labelIterator = AdWordsApp.labels().withCondition('Name = "MODIFIED/BROAD"').get();
```

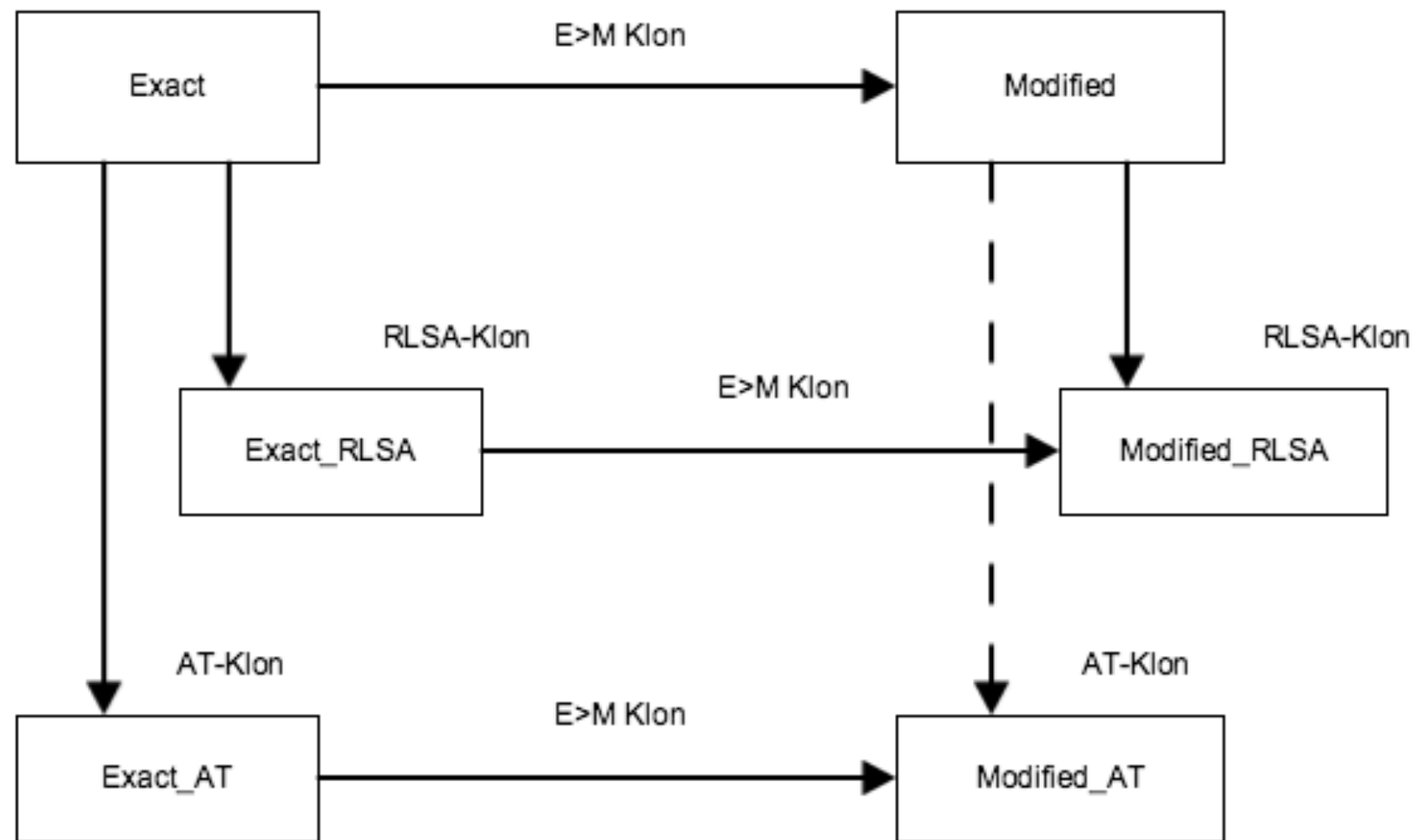
1.2 Sync-Prozess

- Exakt Keywords werden in die MB geklont und als Negativ Phrase

1.3 Vorbereitung

- Klontkampagne heisst „Ex>ModBr“ mit Label „MODIFIED/BROAD“

Advanced: Ausbau Sync Prozesse

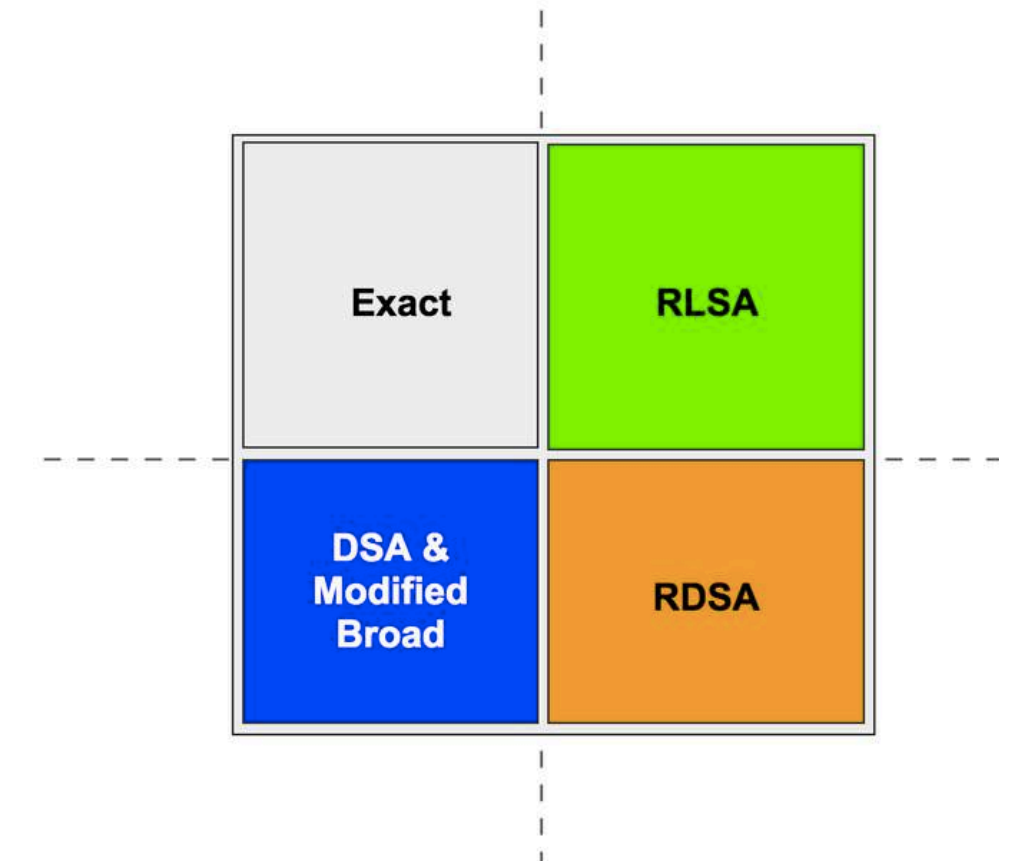


●	OXID GTM	1,00 €/Tag <input type="checkbox"/>	Aktiv	Master
●	OXID GTM_AT	1,00 €/Tag <input type="checkbox"/>	Aktiv	Clone
●	OXID GTM_Ex	1,00 €/Tag <input type="checkbox"/>	Aktiv	EXACT Master
●	OXID GTM_Ex_AT	1,00 €/Tag <input type="checkbox"/>	Aktiv	EXACT Clone
●	OXID GTM_Ex>ModBr	1,00 €/Tag <input type="checkbox"/>	Aktiv	MODIFIED/BROAD Master
●	OXID GTM_Ex>ModBr_AT	1,00 €/Tag <input type="checkbox"/>	Aktiv	MODIFIED/BROAD Clone

Vielen Dank!



@chrisgutknecht
cgutknecht@noriskshop.de



Skripte: github.com/noriskshop/AdWords-Scripts

Search GitHub | Explore | Gist | Blog | Help | noriskshop

Contributions | Repositories | Public activity

Popular repositories

- AdWords-Scripts**
Eine Sammlung von AdWords Skripten zur Automatisierung von Google AdWords-Prozessen

Contributions

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

M

W

norisk GmbH
noriskshop