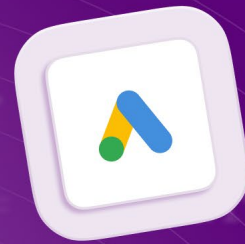




List of powerful Google Ads scripts for 2024

{ Script your success }



```
var email_address = "example@example.com";  
var campaign_name_does_not_contain = {};  
var campaign_name_contains = {};  
var ignore_paused_campaigns = true;  
var bid_upper_limit = 20.0;
```



Introduction

PPC specialists are laser-focused on one thing: making their campaigns as efficient as a well-oiled machine. But let's face it, achieving that efficiency often feels like tackling a mountain of tasks just to ensure your ads do what they're supposed to.

Now, these tasks? They're time-suckers, frustration-fuelers, and major attention hogs. You've got to keep tabs on everything – from links and report creation to data analytics and campaign optimization. The more products and campaigns you run, the messier it gets.

Google Ads scripts are heroes of this story. These scripts act like tireless assistants, working around the clock without needing a caffeine fix or making costly mistakes.

What are Google Ads scripts?

Scripts are pieces of custom code that you can use to automate tasks in your Google Ads account. By using these scripts, you can make your advertising work more efficiently and precisely without needing to manually handle every detail. It's a way to add extra power to your campaign management, helping you save time, avoid mistakes, and make data-driven decisions easily. In simple terms, they're your tools for a smoother and more effective experience in handling Google Ads.

```
function setNewBudget(budgetFunction, campaignName, totalBudget, start, end) {  
  var today = new Date();  
  if (today < start) {  
    Logger.log('Not ready to set budget yet');  
    return;  
  }  
  var campaign = getCampaign(campaignName);  
  var costSoFar = campaign.getStatsFor(  
    getDateStringInTimeZone('yyyyMMdd', start),  
    getDateStringInTimeZone('yyyyMMdd', end)).getCost();  
  var daysSoFar = datediff(start, today);  
  var totalDays = datediff(start, end);  
  var newBudget = budgetFunction(costSoFar, totalBudget, daysSoFar, totalDays);  
  campaign.getBudget().setAmount(newBudget);  
}
```

*An example of
Google Ads script*

Scripts or automation?

When it comes to optimizing your Google Ads campaigns, the question often arises: should you rely on scripts or opt for a more generic automation tool? Let's break down the considerations to help you make an informed decision.

Google Ads script

pros & cons

- + Tailored solutions:** Google Ads scripts allow you to write custom code, offering precise control over specific tasks and optimizations tailored to your unique needs.
- + In-depth campaign management:** Ideal for marketers seeking hands-on control over intricate details like bid adjustments, keyword management, and ad performance monitoring.
- Coding knowledge required:** Utilizing Google Ads scripts requires a basic understanding of JavaScript, which might be a barrier for those without coding experience.
- Time-intensive setup:** Writing and implementing scripts demands time and effort, especially for those unfamiliar with coding practices.
- Breaks often and easily:** Once Google updates any part of their code, you need to take action. Otherwise everything breaks and could negatively impact your active campaigns.
- User-unfriendly:** There are only limited options for customizing your outputs and inputs. This can easily make you overlook something.

Automation tools

pros & cons

- + Focus on important stuff:** Automation tools are developed based on PPC specialists feedback and thus its options are focused on what is important.
- + User-friendly interface:** Automation tools often come with user-friendly interfaces, making them accessible to marketers without coding expertise.
- + Time efficiency:** Quick setup and deployment save time, particularly for routine tasks and standard optimizations.
- + Scalability:** Suited for businesses managing large-scale campaigns, providing a more streamlined approach to handling diverse advertising efforts.
- Limited customization:** While automation tools offer convenience, they might lack the depth of customization that scripts provide for highly specific needs.
- Subscription costs:** Automation tools come with subscription fees, potentially impacting the budget compared to the cost-effective nature of scripts.

Conclusion

The scripts are awesome, no doubt. But using a complete automation tool like Dotidot can get you even better results, making the extra cost totally worth it. The effort and time you put into setting up Dotidot are really nothing compared to writing scripts and you can't make mistakes easily.

o How to start using Google Ads scripts

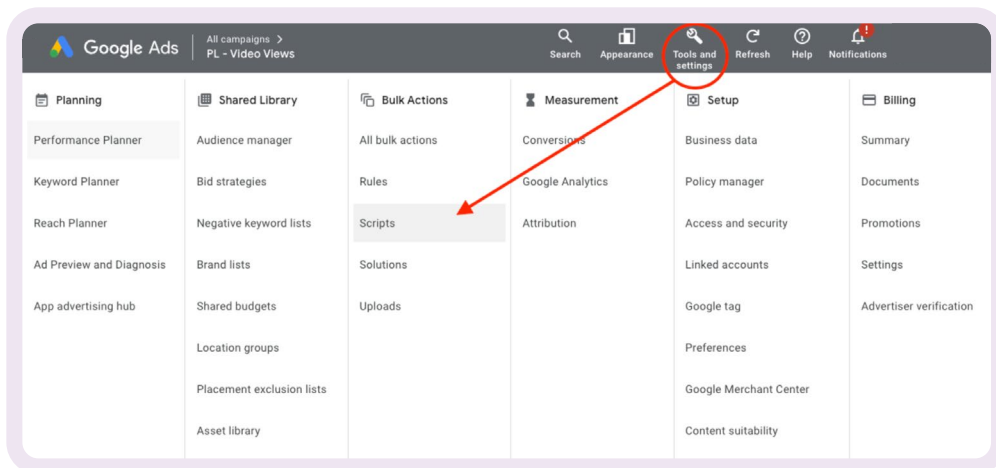
This is where we might get to the scary part. If coding isn't your thing, scripts might seem a bit scary. According to Google you only need to know a bit of Javascript basics. You will be using ready-made scripts anyway, but you still need to personalize them a bit to match the naming, structure and logic.

If that does scare you, go for an automation tool. If not, continue reading. :)

Setting up scripts in Google Ads

- Log in to your Google Ads account.

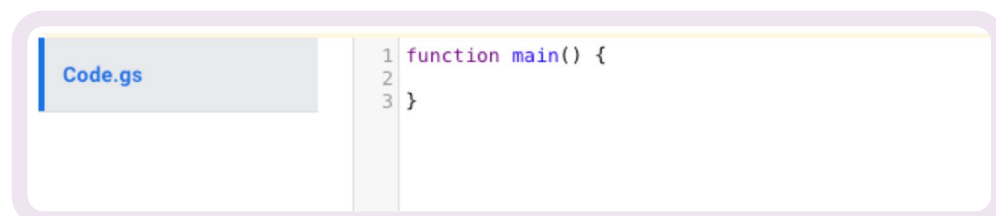
- Click on the Tools icon and head to Scripts under BULK ACTIONS.



- Hit the + icon to add a script.

- Copy and paste your script code into the editor area.

Most of the scripts listed here are ready to use.



- When it asks, click AUTHORIZE so the script can do its thing on your account.

- Click PREVIEW to give the script a test run:

You'll see the results in the CHANGES / LOGS panel.

Scripts that will change your marketing game



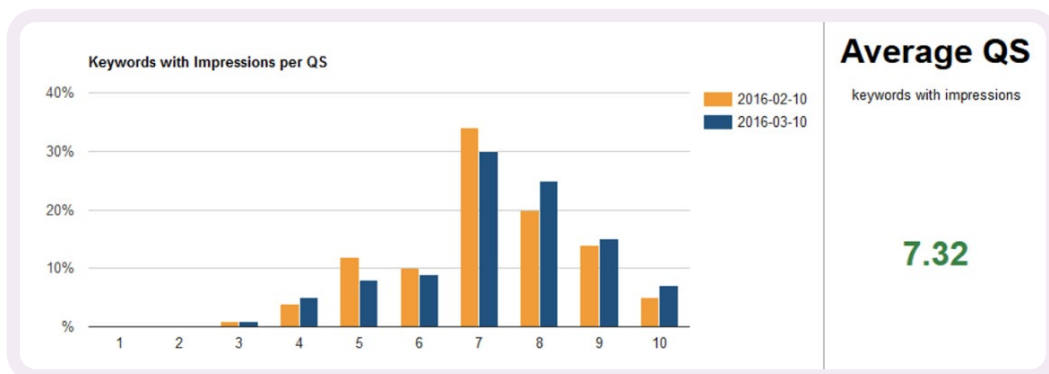
Quality score tracker

- **Type:** Reporting

Quality Score is an important metric for enhancing your PPC campaign. The higher the score you achieve, the more effectively you can serve ads to high-intent keywords, resulting in higher rankings and decreased CPC. This script performs precisely as expected - it tracks the quality score of your campaigns.

You can then utilize these insights to optimize your campaigns and ads for optimal results.

[Find the script on PPC Epiphany >](#)



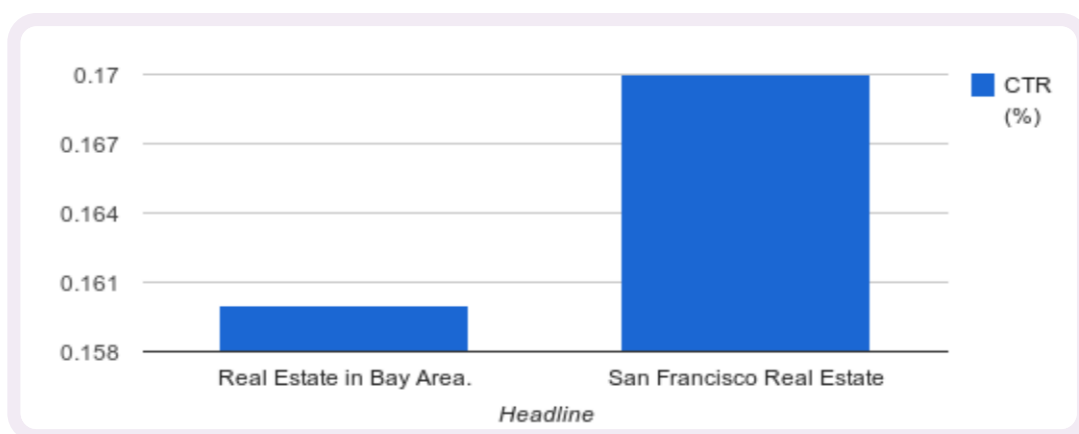


Ad performance report

Type: Reporting

This script gives you some fancy reporting overview. Advertisers love checking how well their ads are doing in campaigns. This report helps by showing how different headlines or final URLs stack up against each other, giving hints for creating new ads. The Ad Performance Report makes a Google Spreadsheet with lots of helpful charts to see what's going on.

[See the implementation guide >](#)



Did you know:

Advanced campaign, product and ad reporting will be a part of Dotidot's Actionable Analytics platform.



Combine metrics

Conversions



This is how Actionable Analytics report looks like



Performance Max spend allocation script



Type: Automation

This is a must-have free script for every performance marketer. Performance Max remains a black box. You can't see how your budget is being split across Search, Display, Discovery, YouTube, and Shopping.

[Script setup >](#)



PMax performance labeling



Type: Optimization

This Labelizer script is made to organize your PMax performance data according to performance. Simply set up the script with your desired performance metrics and a specific date range. Then, the script will sort your products into four categories:

- Index — Products that perform on target.
- Over-index — Products that overperform.
- Near-index — Products that perform near their target.
- Under-index — Products that underperform.

[Link to Flowboost guide >](#)



Did you know:

With Dotidot you can not only label your products but even distribute them into various campaigns based on their performance?



DSA search terms to standard search campaigns importer



Type: Automation

Importing DSA search terms into regular search campaigns is what this script does. It looks at the search terms in your DSA campaign, and if a term meets your criteria for impressions, clicks, or conversions, it sets up a new ad group with a specific keyword and along with RSA ad.

Google's DSA algorithm is good at finding new opportunities for growth. However, it might not always use your budget in the most efficient way. This script helps you improve targeting accuracy and allocate your budget to the clicks that result in the best conversions.

[Find the script here >](#)



Connecting Chat GPT API script

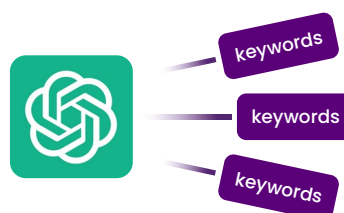


Type: AI

It wouldn't be a trendy list if AI were missing. Last year was all about ChatGPT. And you can leverage generative AI to uncover new keywords for your campaigns. While it may have some downsides (well, AI lacks statistics on search volume), it can still generate many fresh ideas and elevate your campaigns to new heights.

This script revolves around the function `getGPTResponse()`, which enables you to connect to OpenAI's GPT API. You can reuse this function in your own scripts.

[Guide by Nils Rooijmans >](#)





Broken URL report

- **Type:** Reporting

404 errors don't just impact your SEO; they hurt your paid campaigns even more. You pay for every click that lands without a chance for conversion, or your campaign simply doesn't show up. With this report, you get an overview of all pages and ads that need to be fixed.

This Link checker script could save your campaign's life!

[Script can be found here >](#)



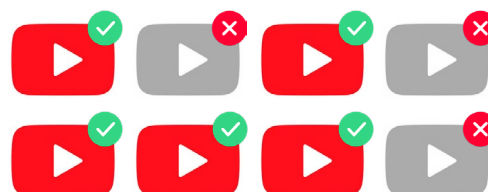
Youtube channel excluder

- **Type:** Optimization

This script is built around Video and Performance Max campaigns. You may have noticed that some of your ads might be displayed in irrelevant channels. For instance, airing an ad on a kids' channel or during a political debate might not yield the desired results.

Get your control back and improve the campaign's performance and ensure brand safety.

[Detailed script guide here >](#)





Fix capitalization in your ads



Type: Content

Is there anything more annoying than getting a capitalization error? You have to navigate to the correct ad and locate the capitalization error among all the headlines and descriptions. It's manageable if there's just one ad to fix. But what if there are more?

This script simply helps you avoid these errors permanently across your account by combing through your ads. Thank you again, Russel!

[Find the script code here >](#)

FREE SHIPPING



Free Shipping



Weather based campaign management



Type: Automation

How cool does it sound to adjust your bids based on weather changes? To bid more on raincoats when rainy days are coming and on sunglasses during the summer? This script from Google Developers allows you to do just that!

It utilizes a third-party API to identify current and upcoming weather, which can then be used to adjust your bidding.

[Link to the script >](#)



bid +

Did you know:

Dotidot offers advanced weather campaign management through complex rules and conditions?



Google Ads changes notifications



Type: Notifications

You know what Google loves? Changes. Like it or not, Google Ads are constantly changing. And some of these changes can impact your campaigns negatively. Yes, it's our job to keep campaigns optimized and in good shape. But it's hard to keep track of all these changes.

This script tracks all entries and modifications in the Google Ads change logs. Should there be any changes made by someone who is not recognized as a user, you will receive an email notification about the changes made.

[Find the script here >](#)



Recent Google Ads changes in your account

Did you know:

Marketing automation platforms keep track of these changes to stay updated at all times. You also receive notifications about any changes made and whether they require your action or not.



24/7 Bidding script



Type: Automation

Google's ad scheduling tool provides six default bidding time periods. However, if you need to schedule your bids at more precise intervals, utilize this 24/7 bidding script to adjust your bids hourly.

Although this script was originally developed by Brainlabs, it was Tibbe Van Asten who improved it and added several new features.

[See the script documentation here >](#)

bid +





Zero-impression campaigns alerts

- **Type:** Notification

If you manage multiple Google Ads accounts, it's sometimes impossible to check them on a day-to-day basis. You can use this script to receive alerts whenever any campaign receives zero impressions on the previous day.

[Find the script on adsscripts.com >](#)

Your campaign
2_SEA - tROAS 500%
has received 0 impressions



Search query optimization

- **Type:** Optimization

Looking for help with finding negative or target keywords for your campaigns? The search query script compares how well different search terms perform to create lists of keywords you can add or remove from your campaigns. It identifies which keywords aren't performing well and adds them as negative keywords, so your ads don't show up for those terms.

This script also finds keywords that get a lot of clicks but don't cost much per conversion. It adds these keywords as positive keywords to improve your ad performance.

[Full guide on Google Ads Scripts >](#)



Summary

Scripts are a powerful asset for any performance marketer, just like automation solutions. While scripts can seem complex at first, their benefits can outweigh the cons. However, detecting the errors they cause can be challenging, given that they aren't a native feature of Google Ads. And there are several other disadvantages you might encounter too.



The solution to this dilemma is clear:

- To elevate your campaigns to the next level, incorporate scripts.
- To ensure strategic precision, campaign elevation, error prevention, and easy-to-setup effective automation, embrace automation platforms like Dotidot.



www.dotidot.io