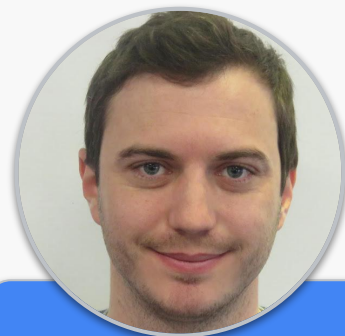


Deep Dive: Recommendations

Optimization Score & Recommendations



The Google Ads API Developer Series



Pierrick Voulet

Developer Relations Engineer



Google Ads API



Reporting



GAQL (Google Ads Query Language)

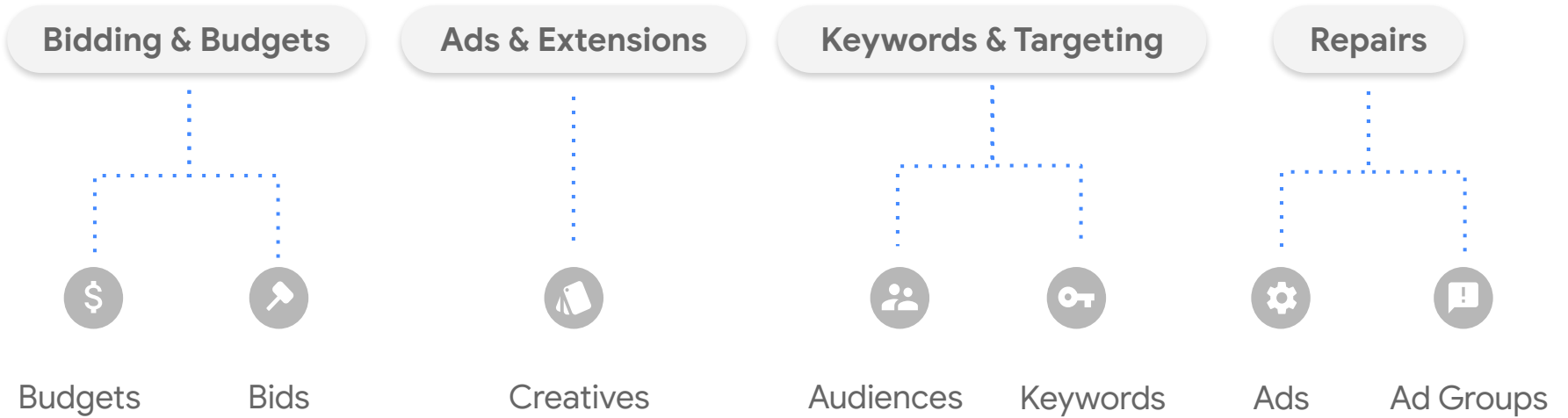




Recommendation

A change to optimize the performance of a campaign





Bidding & Budgets



Budgets



Bids

Ads & Extensions



Creatives

Keywords & Targeting



Audiences



Keywords

Repairs



Ads



Ad Groups



Bidding & Budgets



Budgets



Bids

Ads & Extensions



Creatives

Keywords & Targeting



Audiences



Keywords

Repairs

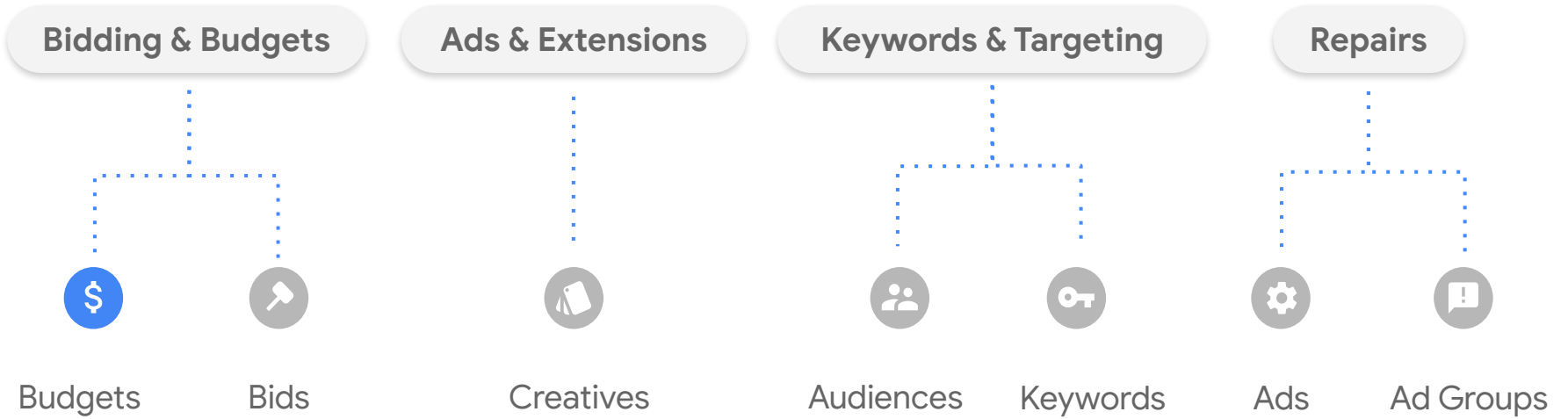


Ads



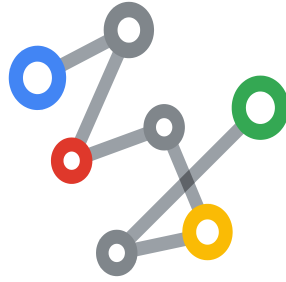
Ad Groups







Real-time

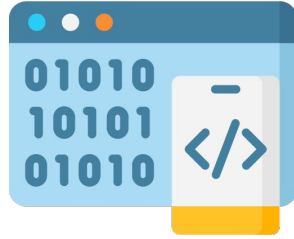


Tailored

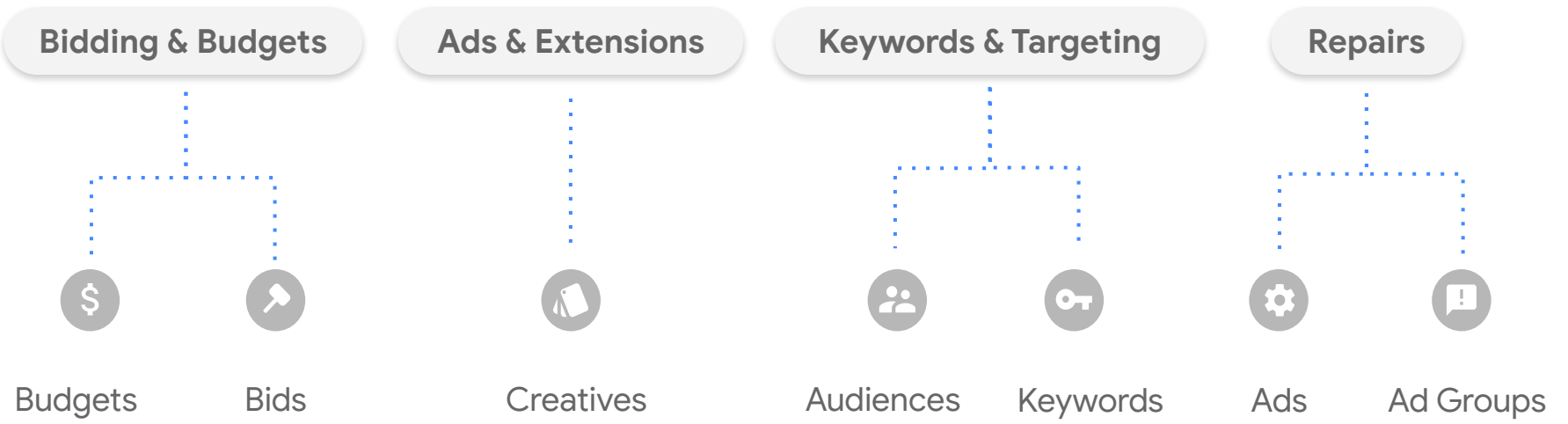


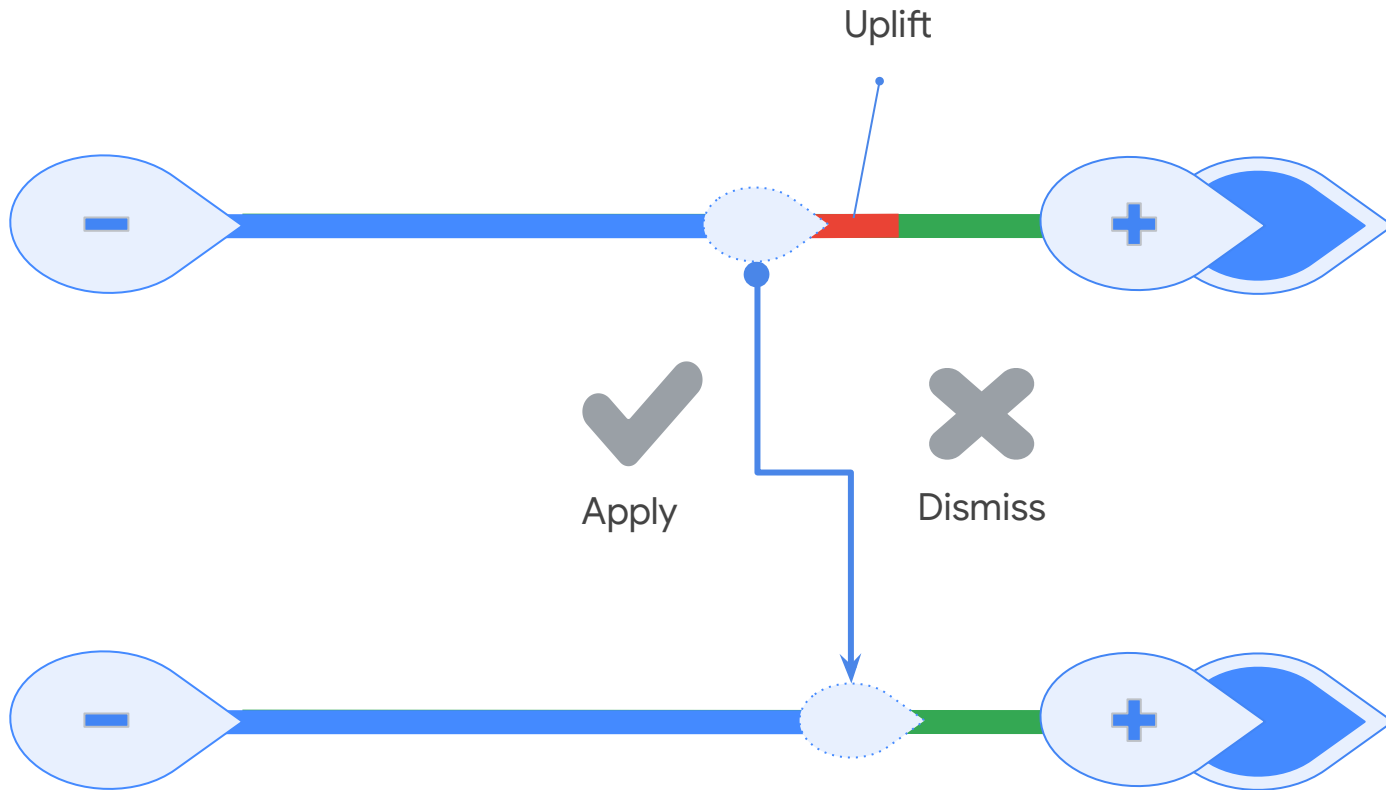
Actionable





Coding

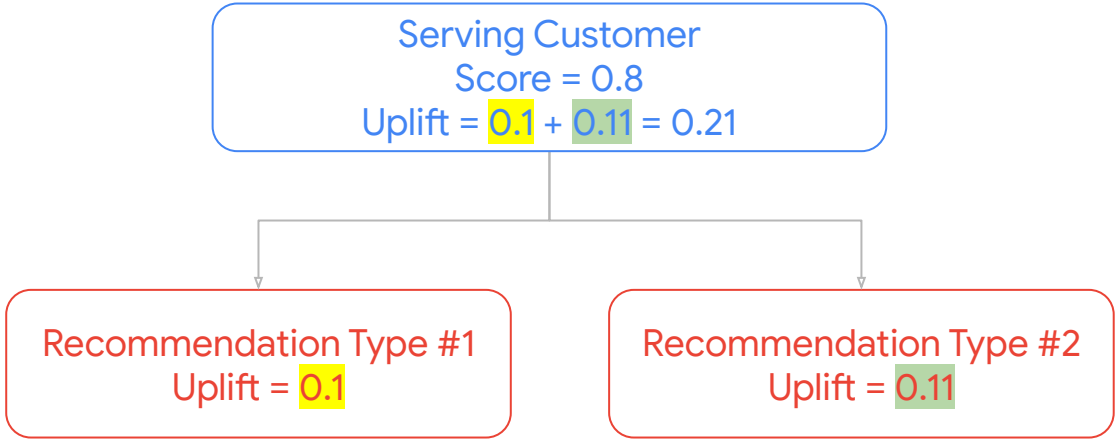


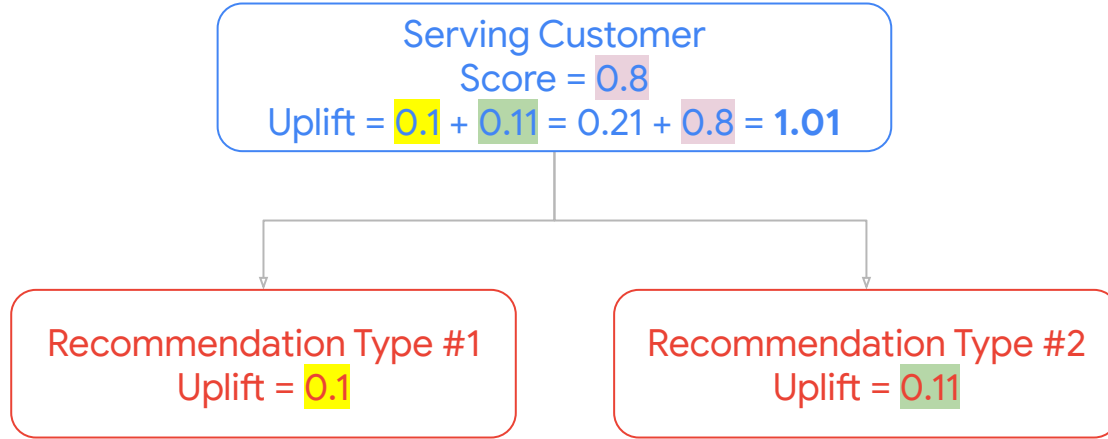


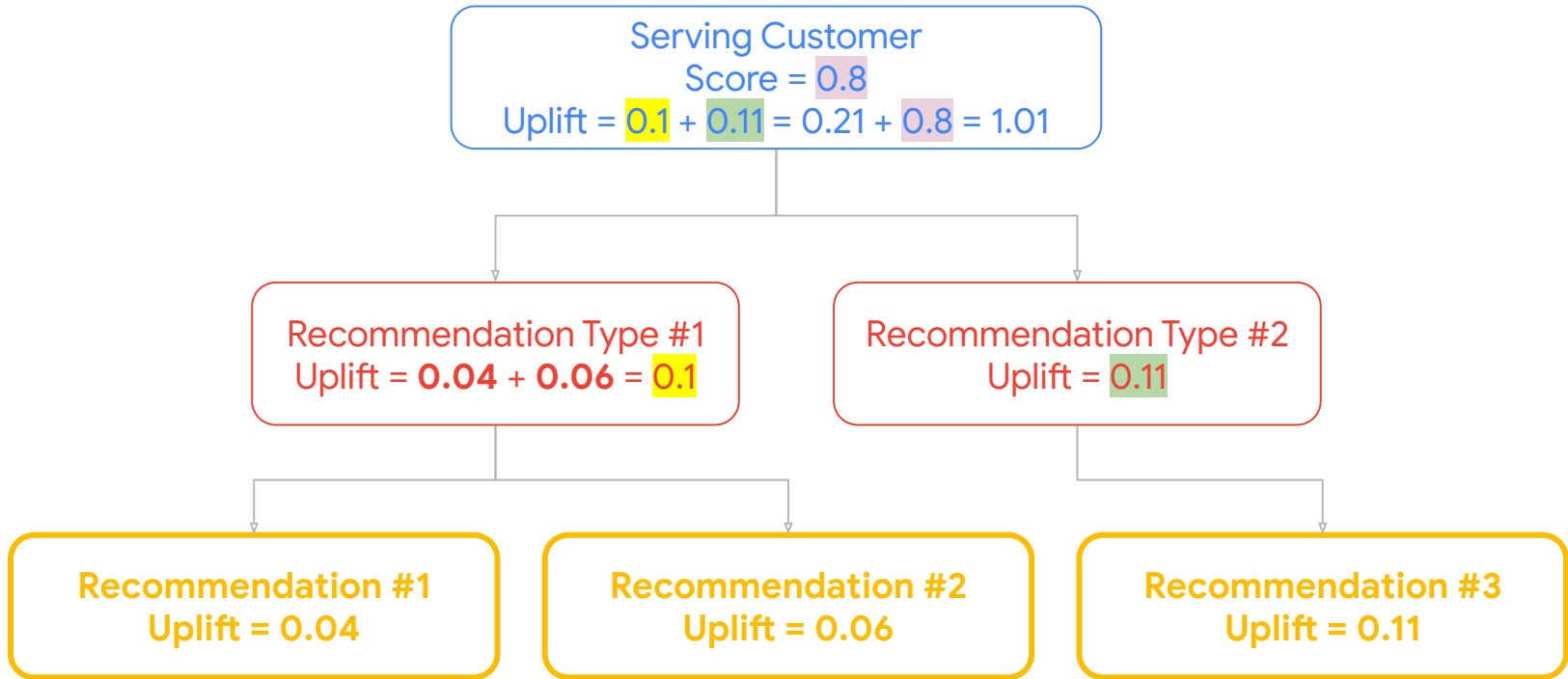
The screenshot shows the Google Ads interface for a campaign named 'Search Happyclothes'. The left sidebar contains navigation options: Overview, Recommendations (selected), Campaigns, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Topics, Placements, Settings, Locations, and Ad schedule. The main content area is titled 'Recommendations' and features an optimization score of 94.5% for Search campaigns. Below this, there are buttons for 'ALL RECOMMENDATIONS', 'REPAIRS', 'BIDS & BUDGETS', 'KEYWORDS & TARGETING +2.2%', and 'ADS & EXTENSIONS +3.3%'. A section titled 'Add responsive search ads' suggests creating more relevant ads to improve performance, with a potential score increase of +1.2%. At the bottom, there is a table of recommendations for two ad groups: 'MOTORES' and 'REPUESTOS'.

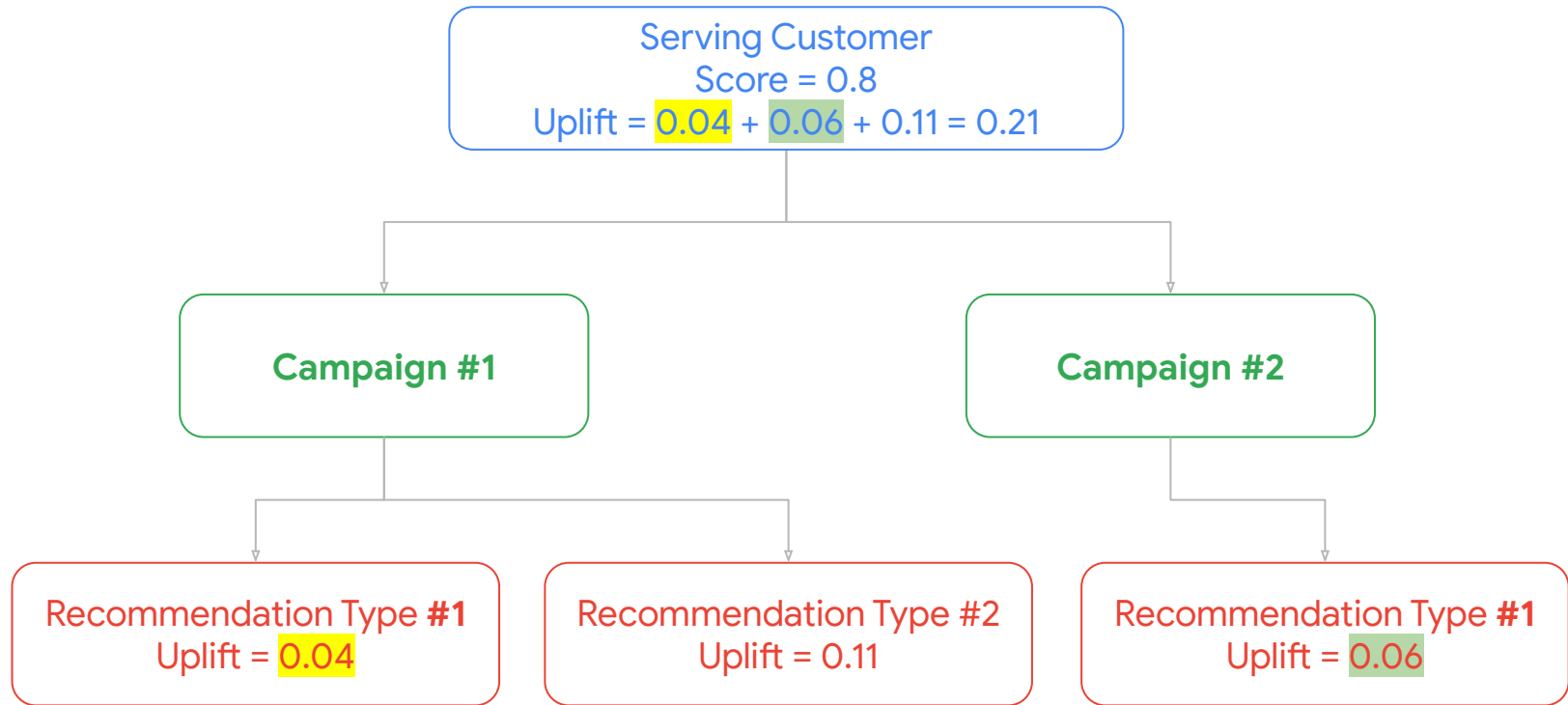
Recommendation	Previous weekly clicks	Previous weekly impressions	Previous weekly cost	Actions
Create a responsive search ad in MOTORES <small>NODUS- DEUTZ</small>	145	1.79K	ARS1.12K	VIEW APPLY
Create a responsive search ad in REPUESTOS	30	164	ARS202	



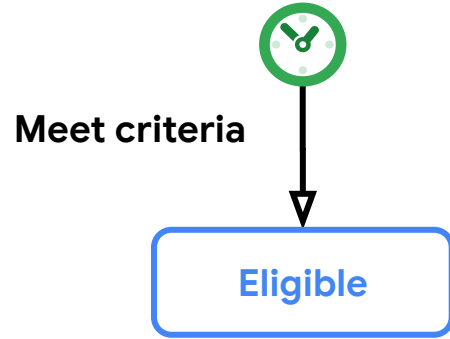








Review eligibility





Regularly review eligibility



Use account data & eligibility criteria



Update recommendations





Regularly review eligibility

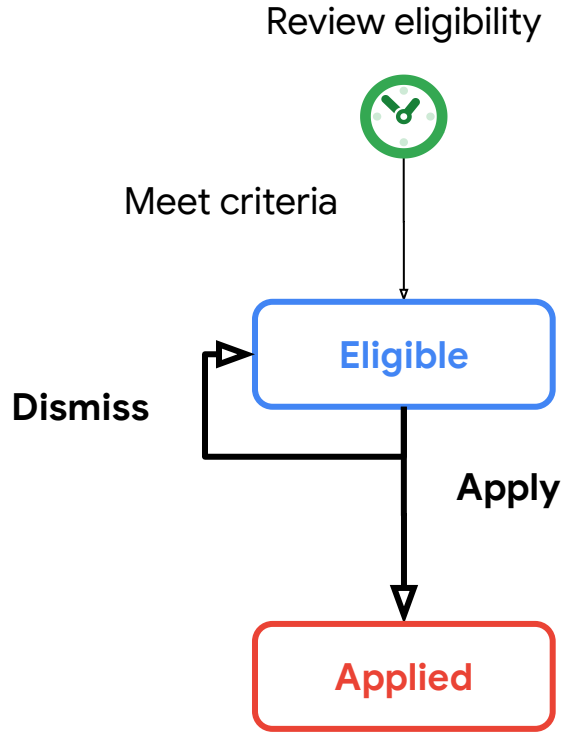


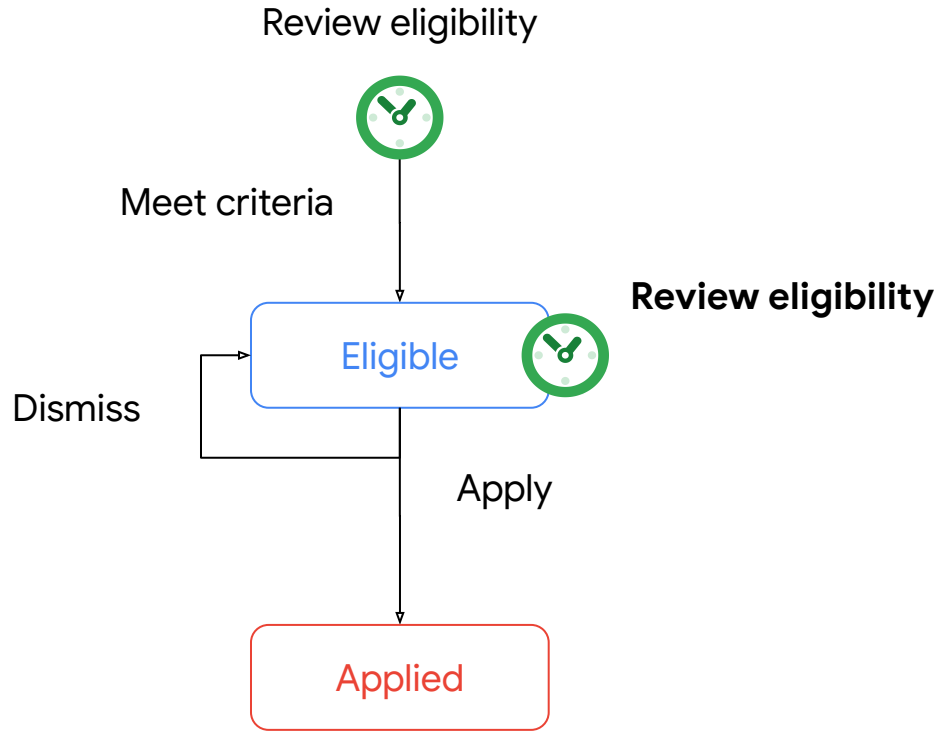
Use account data & **eligibility criteria**

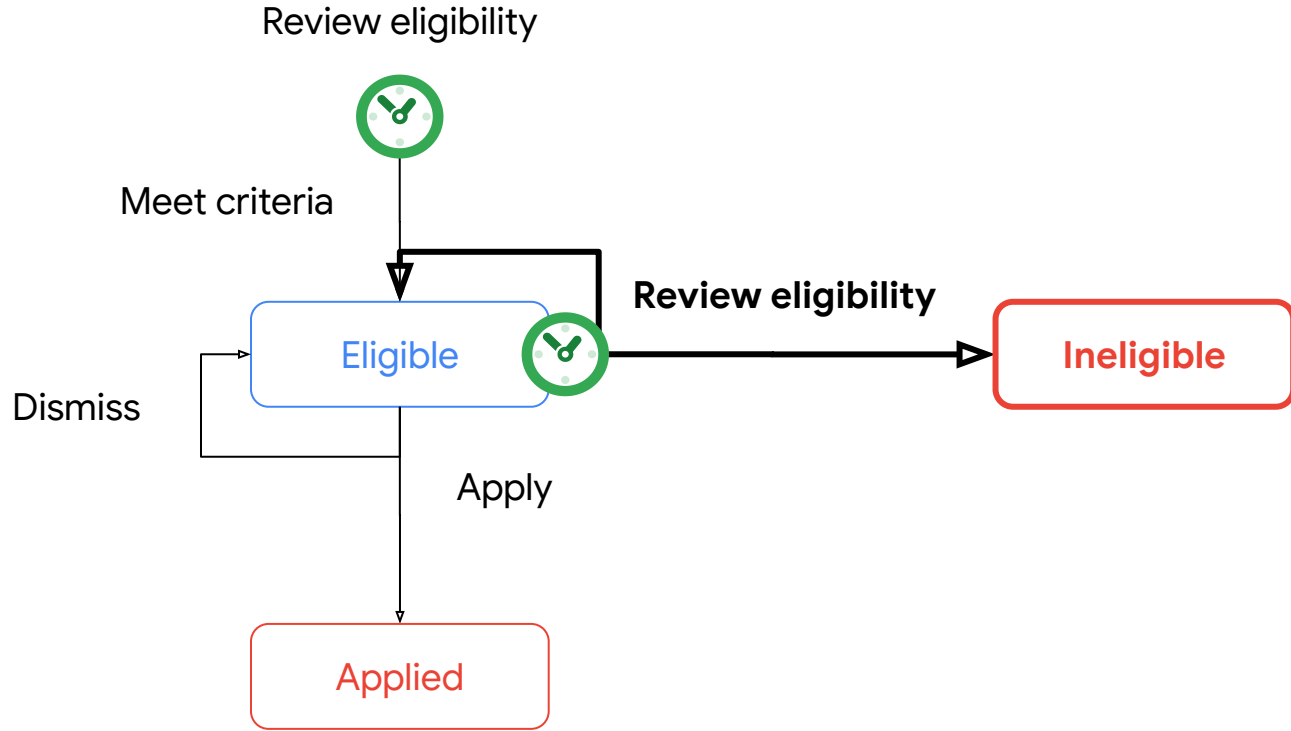


Update recommendations









recommendation.impact

JSON

potential_metrics - **base_metrics** = **relative impact**

```
{
  "impressions": 31,
  "clicks": 30,
  "costMicros": 342,
  "conversions": 3,
  "videoViews": 0
}
```

```
{
  "impressions": 30,
  "clicks": 24,
  "costMicros": 345,
  "conversions": 2,
  "videoViews": 0
}
```

```
{
  "impressions": 1,
  "clicks": 6,
  "costMicros": -3,
  "conversions": 1,
  "videoViews": 0
}
```



recommendation.impact

GAQL

```
SELECT
  recommendation.resource_name
FROM recommendation
```

```
WHERE (
  recommendation.impact.potential_metrics.clicks
  - recommendation.impact.base_metrics.clicks > 5
)
```





Key Technical Details

metrics.optimization_score_uplift & url

Request

GAQL

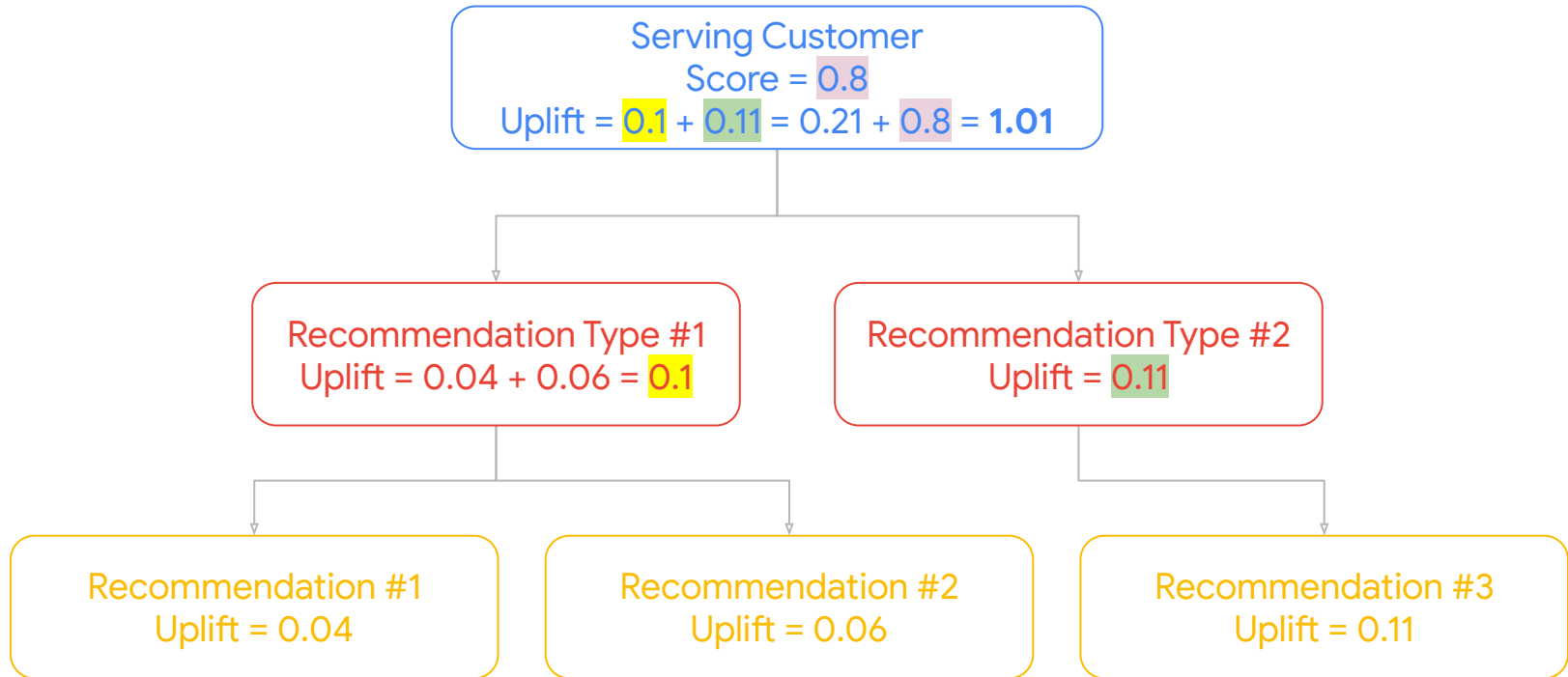
```
SELECT
  customer.resource_name,
  customer.test_account,
  metrics.optimization_score_uplift,
  metrics.optimization_score_url,
  segments.recommendation_type
FROM customer
```

Response

JSON

```
[
  {
    "recommendation_type": KEYWORD,
    "optimization_score_uplift": 0.1,
    "optimization_score_url": "https://..."
  },
  {
    "recommendation_type": TEXT_AD,
    "optimization_score_uplift": 0.11,
    "optimization_score_url": "https://..."
  },
]
```





recommendation

Request

GAQL

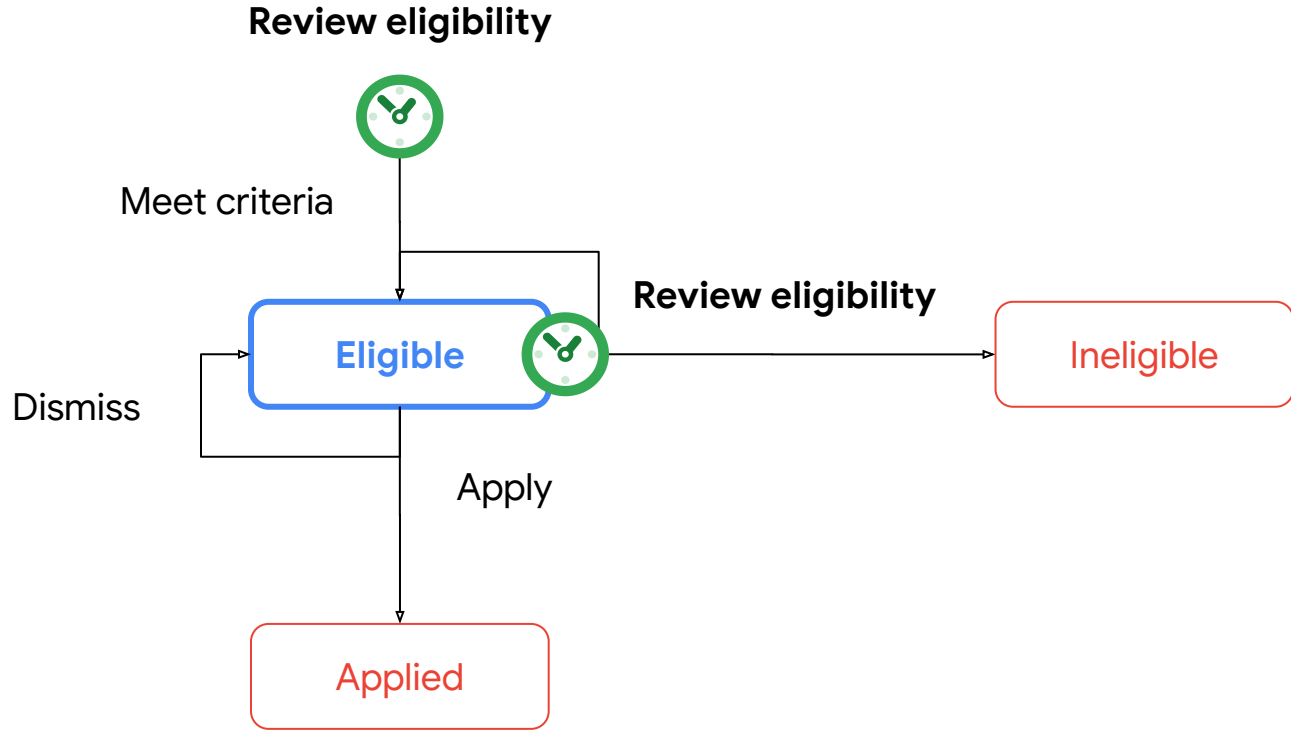
```
SELECT
  customer.descriptive_name,
  campaign.name,
  recommendation.resource_name,
  recommendation.type,
  recommendation.dismissed
FROM recommendation
WHERE recommendation.dismissed = FALSE
AND recommendation.type = KEYWORD
AND campaign.id = 3452
```

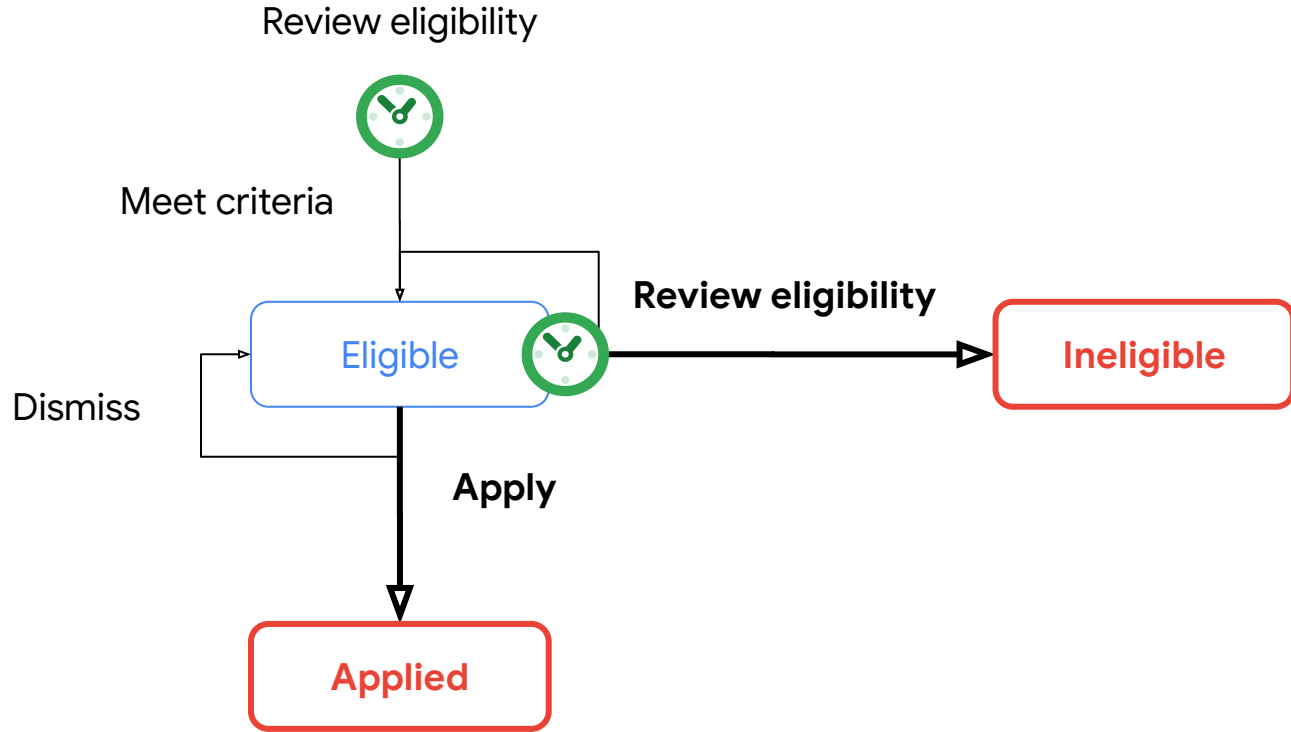
Response

JSON

```
[
  {
    "resourceName": "customers/xxx/recommendations/zzz",
    "type": KEYWORD,
    "dismissed": FALSE
  }
]
```









Regularly review eligibility



Use account data & **eligibility criteria**



Update recommendations



recommendation.impact

Request

GAQL

```
SELECT
  recommendation.impact
FROM recommendation
```

Response

JSON

```
[{
  "impact": {
    "baseMetrics": {
      "clicks": 20
    },
    "potentialMetrics": {
      "clicks": 30
    }
  }
}]
```



recommendation.impact

Request

GAQL

```
SELECT
  recommendation.impact
FROM recommendation
```

Response

JSON

```
[{
  "impact": {
    "baseMetrics": {
      [REDACTED]
    },
    "potentialMetrics": {
      [REDACTED]
    }
  }
}]
```



recommendation.impact

GAQL

```
SELECT
  recommendation.resource_name
FROM recommendation
```

```
WHERE (
  recommendation.impact.potential_metrics.clicks
  - recommendation.impact.base_metrics.clicks > 5
)
```



recommendation.impact

Request

GAQL

```
SELECT
  recommendation.impact
FROM recommendation
```

Response processing

PHP

```
foreach ($response->iterateAllElements() as $result) {
    $impact = $result->getRecommendation()->getImpact();
    if (
        $impact->getPotentialMetrics()->getClicks()
        - $impact->getBaseMetrics()->getClicks() > 5
    ) {
        // Do something
    }
}
```



recommendation.<type>_recommendation

Request

GAQL

```
SELECT
  recommendation.keyword_recommendation
FROM recommendation
```

Response

JSON

```
[{
  "keywordRecommendation": {
    "recommendedCpcBidMicros": 100,
    "keyword": {
      "text": "shoe",
      "matchType": BROAD
    }
  }
}]
```





Product documentation



Technical Guide



Reporting

- recommendation
- customer
- campaign



Thanks for watching

- We welcome your feedback at googleadsapi-support@google.com
- Check out the full Optimization Score & Recommendations [playlist](#) for related content
- See more episodes on our [YouTube channel](#)

