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/* This Script pulls all products associated with the account CID.
* You can optionally add a MerchantId filter, as stated below.
* Please modify the variable for spreadsheet link as instructed below
* Some other variables may be modified by demand, following guideline in comments.
* Currently this script outputs 2 columns, the product ID and the custom label.
* IMPORTANT: An EMPTY label is required for this solution.
* NOTE: A product should not be running in multiple campaigns.

* COPY THIS SCRIPT INTO YOUR GOOGLE ADS SCRIPT.
*/

// Define which custom label nr [0-4] will be used.
// IMPORTANT: Ensure this label is free and only used for this solution.
// This number should match the custom_label nr in the second column of the spreadsheet above.
var CUSTOM_LABEL_NR = '4';

// Create a new Google spreadsheet.
// Add these values to A1 and B1 respectively:
// A1 = 'id', B1 = 'custom_label4' - the nr of the custom label should match the above.
// Name this working sheet 'LowVolume'.
// Copy the link of the new sheet and paste it below.
var SPREADSHEET_URL =
'https://docs.google.com/spreadsheets/d/1ipSoiNg3vANswS8U9_JD5KAZP1EhFVyNnN1C63C3110/edit';

// Set the value for the label for newly flagged low volume products.
var LABEL_LOW = 'low_clicks_last_30D';

// Set the value for the label for low volume products that have ramped up.
var LABEL_RAMPED_UP = 'product_ramped_up';

// Set the nr. of clicks with which should be considered ramped_up.
// It needs to be a string to be added as part of the query statement.
var THRESHOLD = '1';

// The following filter will detect low volume products, using the threshold above.
// You can add other metrics to filter on, for ex. adding AND metrics.impressions < 100.
// Optionally you can filter on a merchant, e.g. adding AND MerchantId = 1234.
var FILTER_NO_CLICKS = 'metrics.clicks < ' + THRESHOLD;

// The following filter will identify products that have already ramped up.
// As a condition, it must have the previously added label and for ex. clicks >50.
// To add further conditions use the AND clause, e.g. AND Conversions > 10.
var FILTER_RAMPED_UP = 'metrics.clicks > ' + THRESHOLD + ' AND
segments.product_custom_attribute' + CUSTOM_LABEL_NR + ' = "' + LABEL_LOW + '" ';

// To filter campaign names, add for ex. AND campaign.name LIKE "%FR_FR%".
// Set the filter to true to include it.
var USE_CAMPAIGN_FILTER = false;
var FILTER_CAMPAIGN_NAME = ' AND campaign.name LIKE "%FR_FR%" ';

// Enter time duration below. Possibilities:
// TODAY | YESTERDAY | LAST_7_DAYS | LAST_WEEK | LAST_BUSINESS_WEEK |

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// THIS_MONTH | LAST_MONTH | LAST_14_DAYS | LAST_30_DAYS |
// THIS_WEEK_SUN_TODAY | THIS_WEEK_MON_TODAY | LAST_WEEK_SUN_SAT Currently
// default time duration is set to: LAST_30_DAYS
var TIME_DURATION = 'LAST_30_DAYS';

// This variable helps control data overflow in the target sheet.
// Increasing this value may cause timeouts and sheet errors.
// For ex. 10K products may take ~30 secs to run, 100K ~ 5 mins, while 500K could take 20+
mins.
var COUNT_LIMIT = '10000';

function main() {
  var productsNoClicks = getFilteredShoppingProducts(FILTER_NO_CLICKS, checkLabel=false);
  var productsRampedUp = getFilteredShoppingProducts(FILTER_RAMPED_UP, checkLabel=true);
  var products = productsNoClicks.concat(productsRampedUp);
  pushToSpreadsheet(products);
}

function getFilteredShoppingProducts(filters,checkLabel) {
  var campaignField = ''
  if (USE_CAMPAIGN_FILTER) {
    campaignField = 'campaign.name, ';
    filters = filters + FILTER_CAMPAIGN_NAME
  }
  var labelField = ''
  if (checkLabel) {labelField = 'segments.product_custom_attribute' + CUSTOM_LABEL_NR + ', '};

  var query = 'SELECT segments.product_item_id, ' +
    campaignField +
    labelField +
    'metrics.clicks, metrics.impressions ' +
    'FROM shopping_performance_view WHERE ' + filters +
    ' AND segments.product_item_id != "undefined"' +
    ' AND segments.date DURING ' + TIME_DURATION +
    ' ORDER BY segments.product_item_id LIMIT ' + COUNT_LIMIT;

  var products = [];
  var count = 0;
  var report = AdsApp.report(query);
  var rows = report.rows();
  while (rows.hasNext()) {
    var row = rows.next();
    var clicks = row['metrics.clicks'];
    var productId = row['segments.product_item_id']
    var productCustomLabel = 'Test';

    // Label product as low volume, if no clicks (in last 30 days defined at the top).
    if (clicks < THRESHOLD ) {
      products.push([productId, LABEL_LOW]);
      count += 1;
    }
  }
}

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    // Label product as ramped up, if it surpasses expected threshold.
  } else if (productCustomlabel == LABEL_LOW && clicks > parseInt(THRESHOLD)) {
    products.push([product_id, LABEL_RAMPED_UP]);
    count += 1;
  }
}
Logger.log(count);
return products;
}
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function pushToSpreadsheet(data) {
  var spreadsheet = SpreadsheetApp.openByUrl(SPREADSHEET_URL);
  var sheet = spreadsheet.getSheetByName('LowVolume');

  var lastRow = sheet.getMaxRows();
  sheet.getRange('A2:B' + lastRow).clearContent();

  var start_row = 2;
  var endRow = start_row + data.length - 1;
  var range = sheet.getRange(
    'A' + start_row + ':' +
    'B' + endRow);
  if (data.length > 0) {
    range.setValues(data);
  }

  return;
}
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