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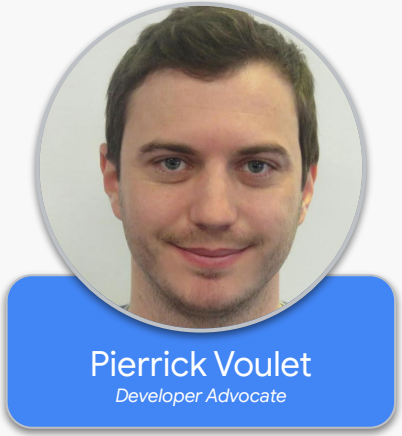
Deep Dive: Optimization Score

Optimization Score & Recommendations

The Google Ads API Developer Series



Pierrick Voulet
Developer Advocate

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Google Ads API

Reporting

GAQL (Google Ads Query Language)

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Optimization Score

An estimate of how well things are set to perform

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Real-time

Contextual

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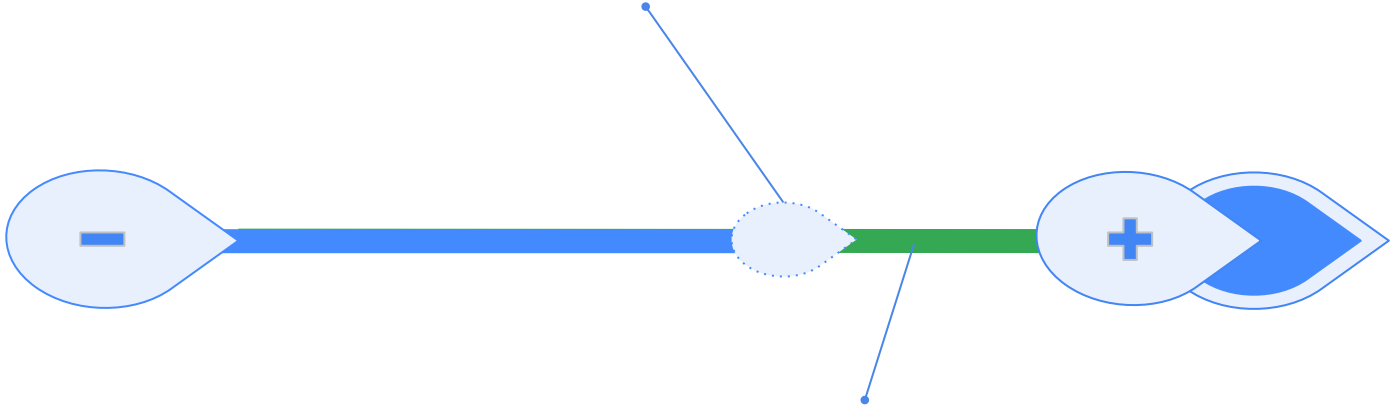
Optimization Score



Headroom

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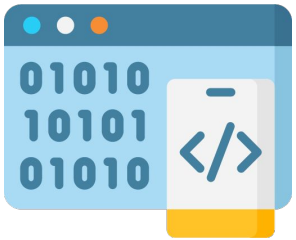

Coding

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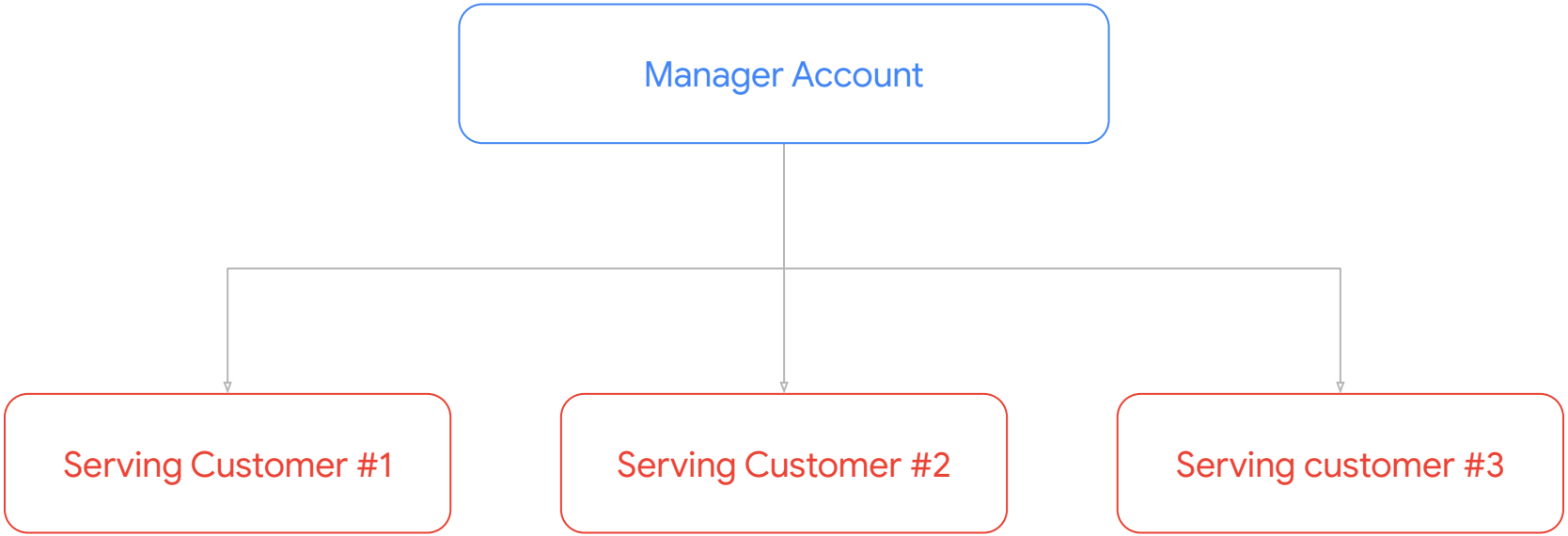

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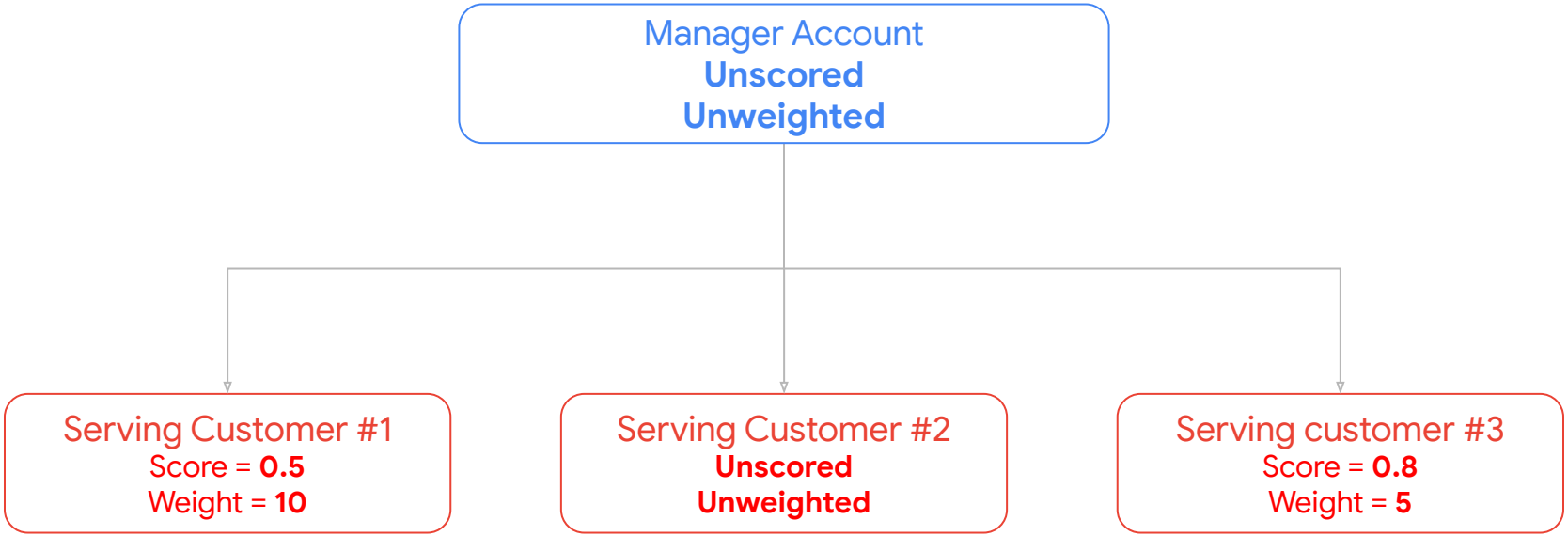

Google

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Manager Account
Score = (0.5 * 10 + 0.8 * 5) / (10 + 5) = **0.6**
Unweighted

Serving Customer #1
Score = 0.5
Weight = 10

Serving Customer #2
Unscored
Unweighted

Serving customer #3
Score = 0.8
Weight = 5

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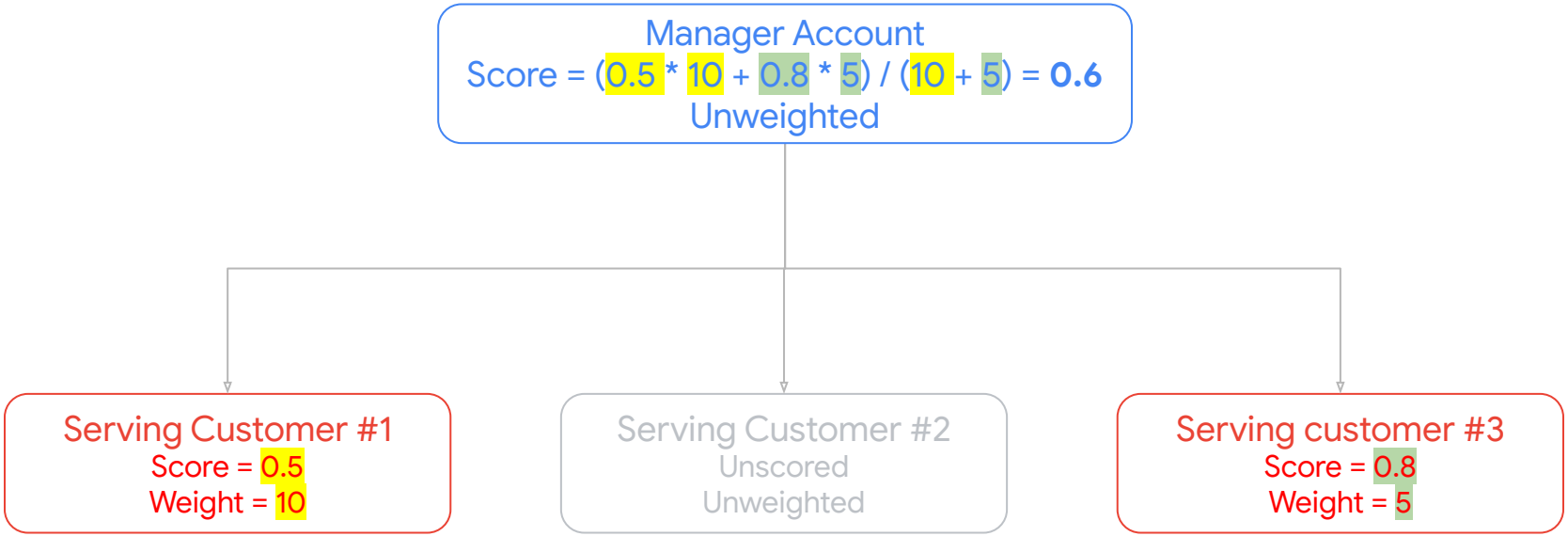

Google

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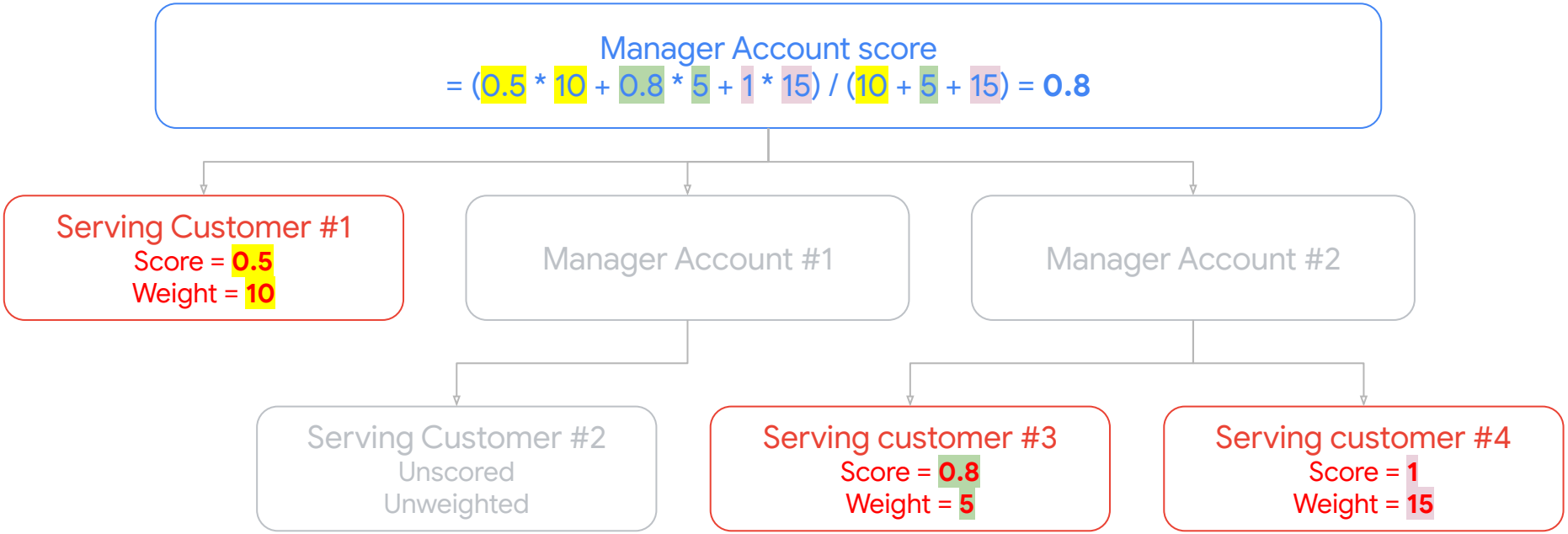

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Score of a group of unrelated customers
= (0.5 * 10 + 0.8 * 5 + 1 * 15) / (10 + 5 + 15) = **0.8**

Serving Customer #1
Score = **0.5**
Weight = **10**

Serving Customer #2
Unscored
Unweighted

Serving customer #3
Score = **0.8**
Weight = **5**

Serving customer #4
Score = **1**
Weight = **15**

Google

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Key Technical Details

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Real-time

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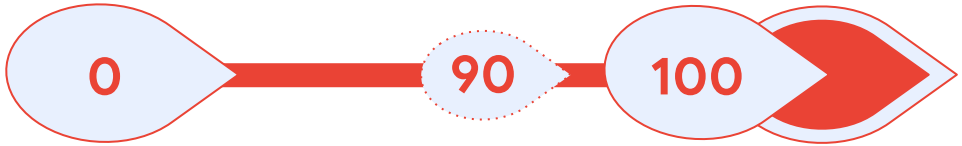
Google Ads API

Google Ads



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campaign.optimization_score

Request

GAQL

```
SELECT
    campaign.resource_name,
    campaign.status,
    campaign.optimization_score
FROM campaign
WHERE campaign.resource_name IN (
    "customers/xxx/campaigns/zzz"
)
```

Response

JSON

```
[
  {
    "resourceName": "customers/xxx/campaigns/zzz",
    "status": "ENABLED",
    "optimizationScore": 0.76543864
  }
]
```

Google

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customer.optimization_score

Request

GAQL

```
SELECT
    customer.resource_name,
    customer.test_account,
    customer.optimization_score
FROM customer
WHERE customer.resource_name IN (
    "customers/xxx"
)
```

Response

JSON

```
[
  {
    "resourceName": "customers/xxx",
    "testAccount": false,
    "optimizationScore": 0.54386476
  }
]
```

Google

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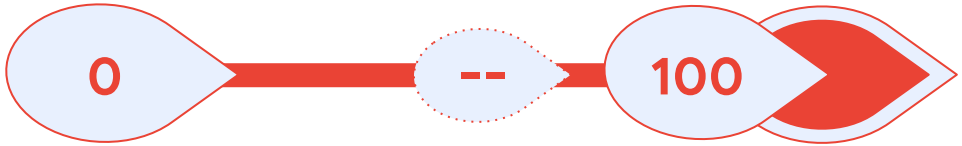
Google Ads API

Google Ads



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customer.optimization_score (Manager Account)

Request

GAQL

```
SELECT
    customer.resource_name,
    customer.test_account,
    customer.optimization_score
FROM customer
WHERE customer.resource_name IN (
    "customers/xxx"
)
```

Response

JSON

```
[
  {
    "resourceName": "customers/xxx",
    "testAccount": false

  }
]
```

Google

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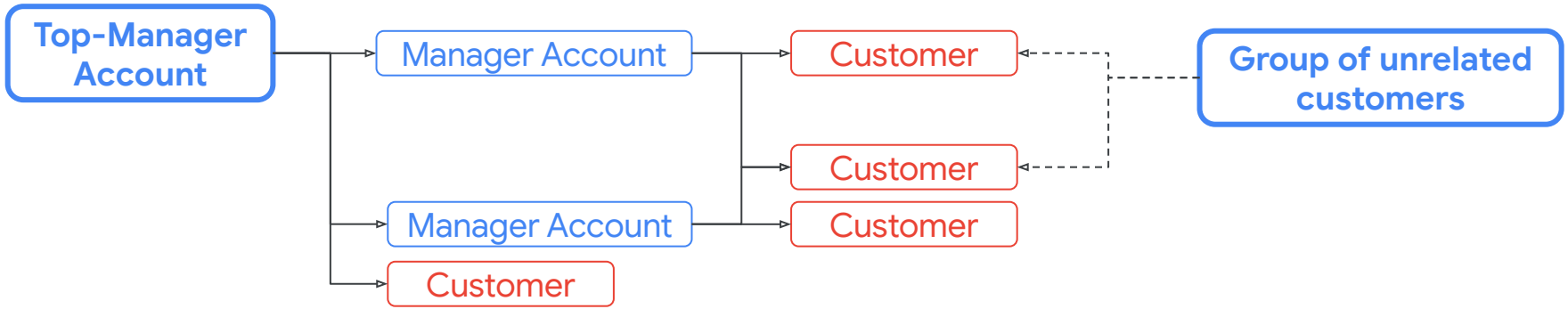
Weighted Average

$$\frac{\sum_{i=1}^{n} optimization\_score * optimization\_score\_weight}{\sum_{i=1}^{n} optimization\_score\_weight}$$



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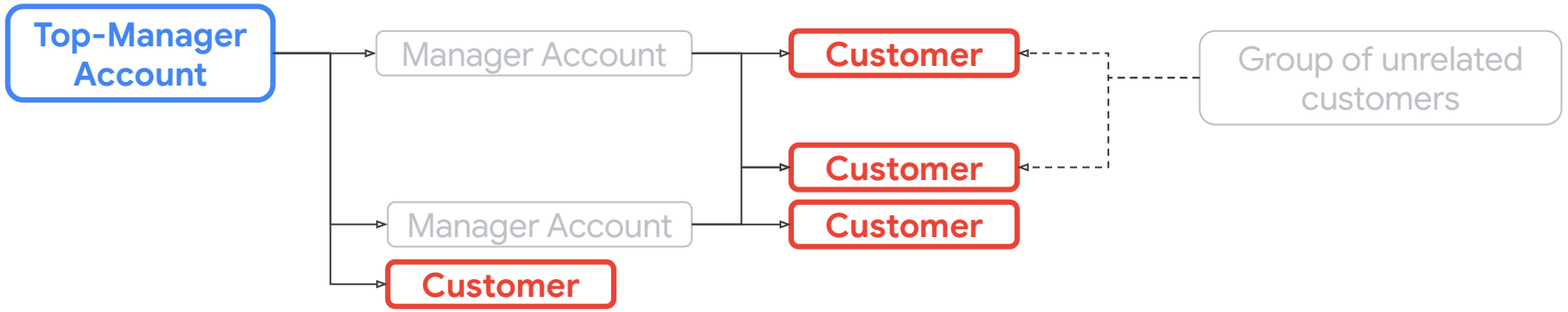
Weighted Average

$$\frac{\sum_{i=1}^{n} optimization\_score * optimization\_score\_weight}{\sum_{i=1}^{n} optimization\_score\_weight}$$



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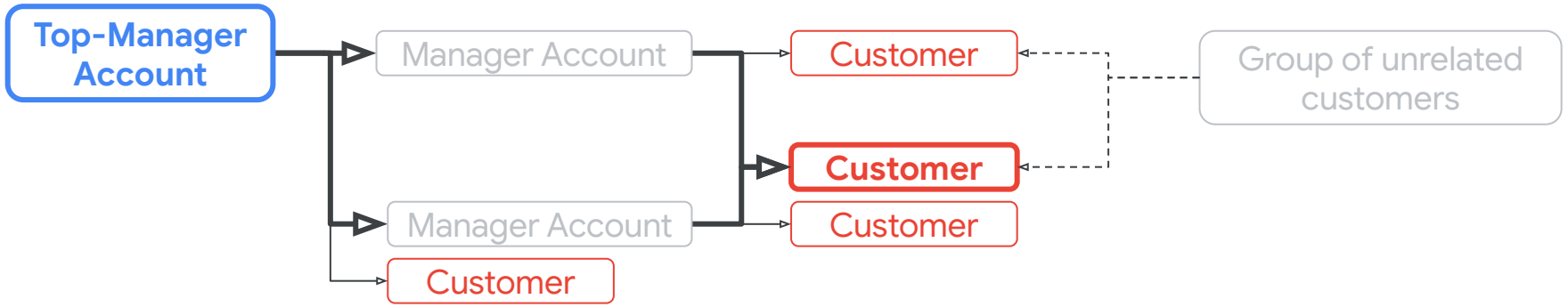
Weighted Average

$$\frac{\sum_{i=1}^{n} optimization\_score * optimization\_score\_weight}{\sum_{i=1}^{n} optimization\_score\_weight}$$



Google

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customer.optimization_score_weight

Request

GAQL

```
SELECT
    customer.resource_name,
    customer.test_account,
    customer.optimization_score,
    customer.optimization_score_weight
FROM customer
WHERE customer.resource_name IN (
    "customers/xxx"
)
```

Response

JSON

```
[
  {
    "resourceName": "customers/xxx",
    "testAccount": false,
    "optimizationScore": 0.54386476,
    "optimizationScoreWeight": 234345
  }
]
```

Google

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customer.optimization_score_weight

Request

GAQL

```
SELECT
    customer.resource_name,
    customer.test_account,
    customer.optimization_score,
    customer.optimization_score_weight
FROM customer
WHERE customer.resource_name IN (
    "customers/xxx"
)
```

Response

JSON

```
[
  {
    "resourceName": "customers/xxx",
    "testAccount": false,
    "optimizationScore": 0.54386476
  }
]
```

Google

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Product documentation

Technical Guide

Reporting

- customer
- campaign

Rate Limits

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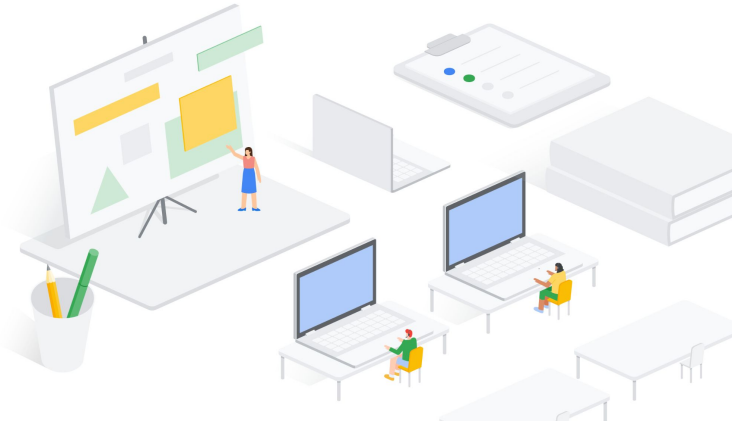
Thanks for watching

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