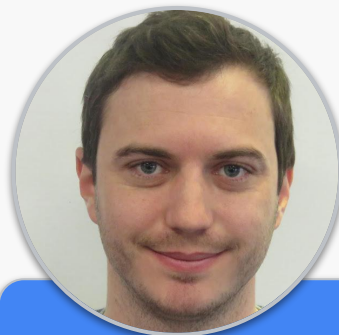


Overview

Optimization Score & Recommendations

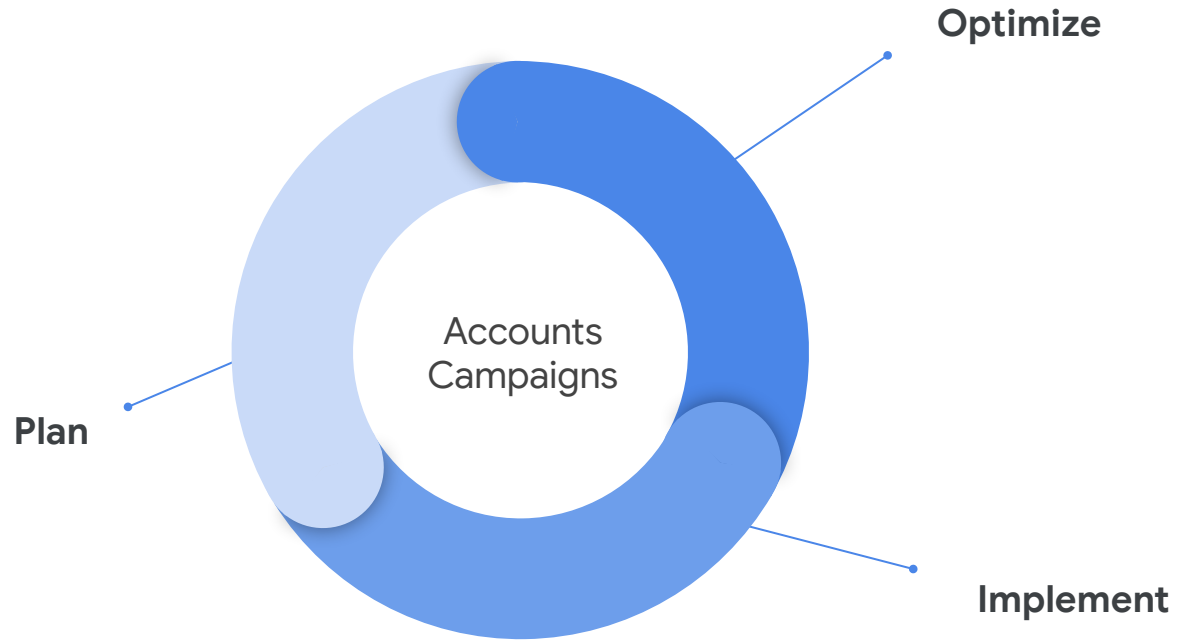


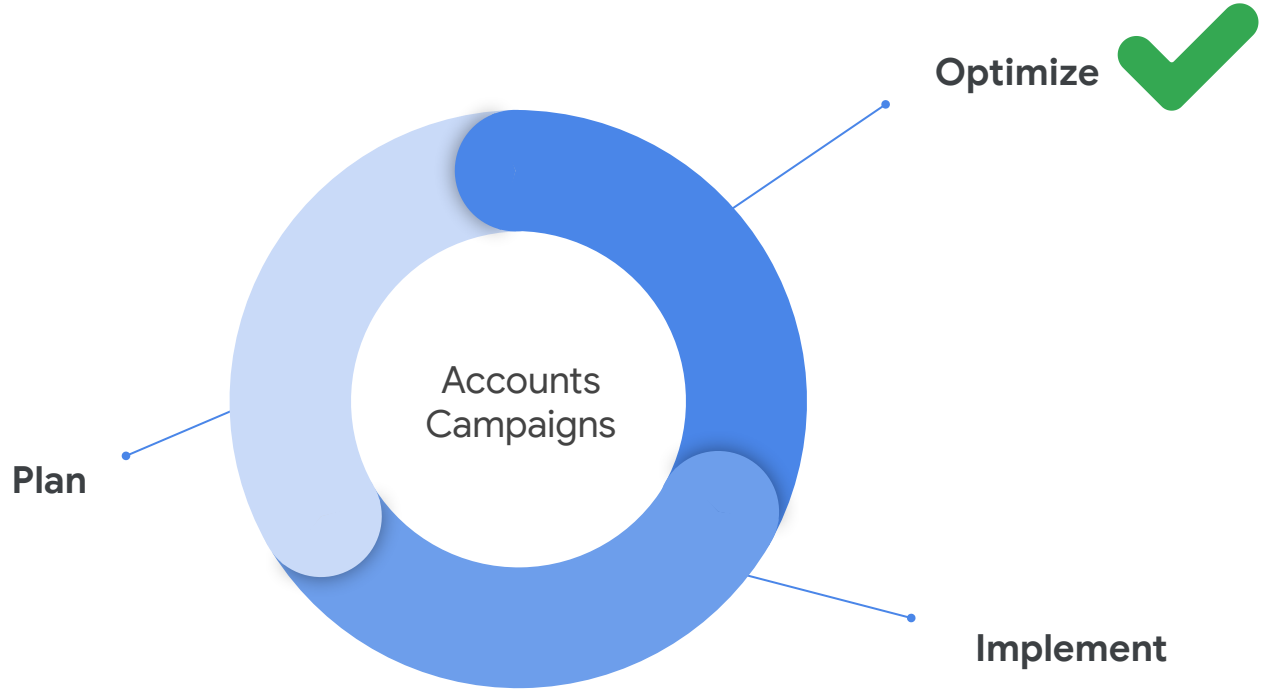
The Google Ads API Developer Series



Pierrick Voulet

Developer Advocate





All campaigns > Search campaigns > Search Happyclothes

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- Overview 🏠
- Recommendations
- Campaigns 🏠
- Ad groups
- Ads & extensions
- Landing pages
- Keywords
- Audiences
- Demographics
- Topics
- Placements
- Settings
- Locations
- Ad schedule

Recommendations

Your optimization score BETA ⓘ Improve your score by following recommendations in the sections below

94.5%

Score for Search campaigns

ALL RECOMMENDATIONS

REPAIRS

BIDS & BUDGETS

KEYWORDS & TARGETING +2.2%

ADS & EXTENSIONS +3.3%

+
Add responsive search ads

Show more relevant ads to potential customers by creating responsive search ads Potential score **+1.2%**

Responsive search ads can help improve your ad performance. You provide the headline and descriptions and Google's machine learning technology automatically combines them into the ads that are expected to perform the best. [Learn more](#)

Recommended because you have ad groups with no responsive search ads ⓘ

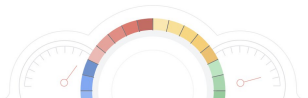
[BACK TO RECOMMENDATIONS](#)
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Create a responsive search ad in MOTORES NODUS- DEUTZ	Previous weekly clicks 145	Previous weekly impressions 1.79K	Previous weekly cost ARS1.12K	VIEW APPLY
Create a responsive search ad in REPUESTOS	Previous weekly clicks 30	Previous weekly impressions 164	Previous weekly cost ARS202	



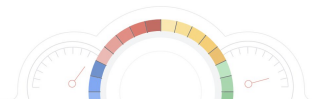
In a nutshell

The system processes historical data to come up with actionable recommendations in real time and provides an optimization score for your campaigns





Continuously evaluate

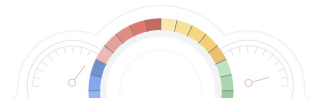




Continuously evaluate



Share actionable results





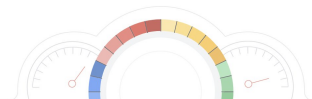
Continuously evaluate



Share actionable results

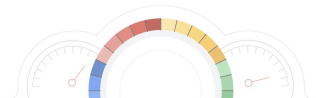


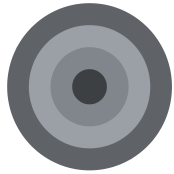
Check and take actions



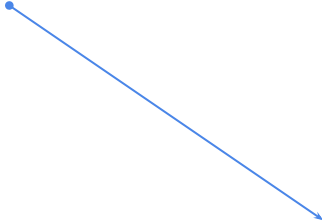


Evaluation

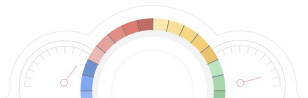




Goals

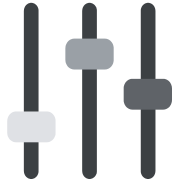


Evaluation

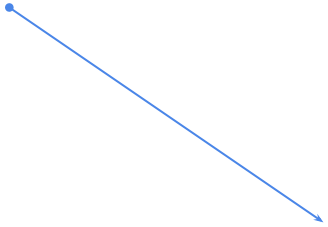




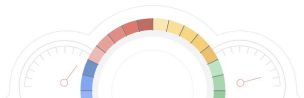
Goals

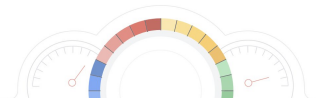
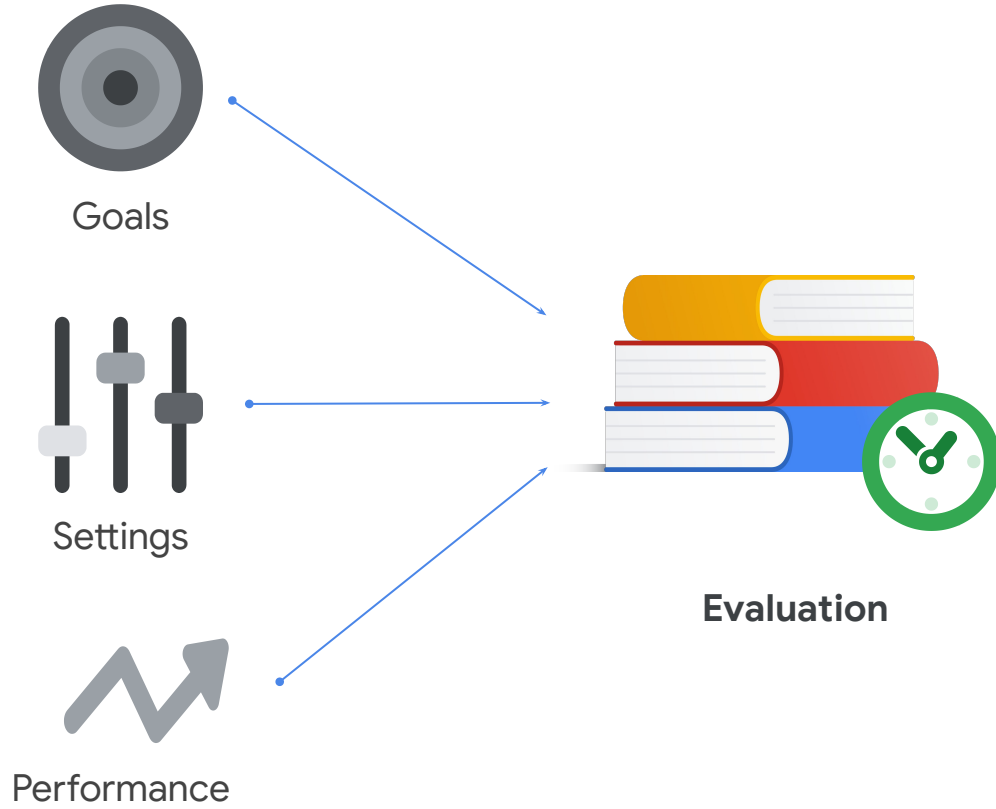


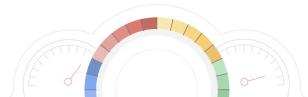
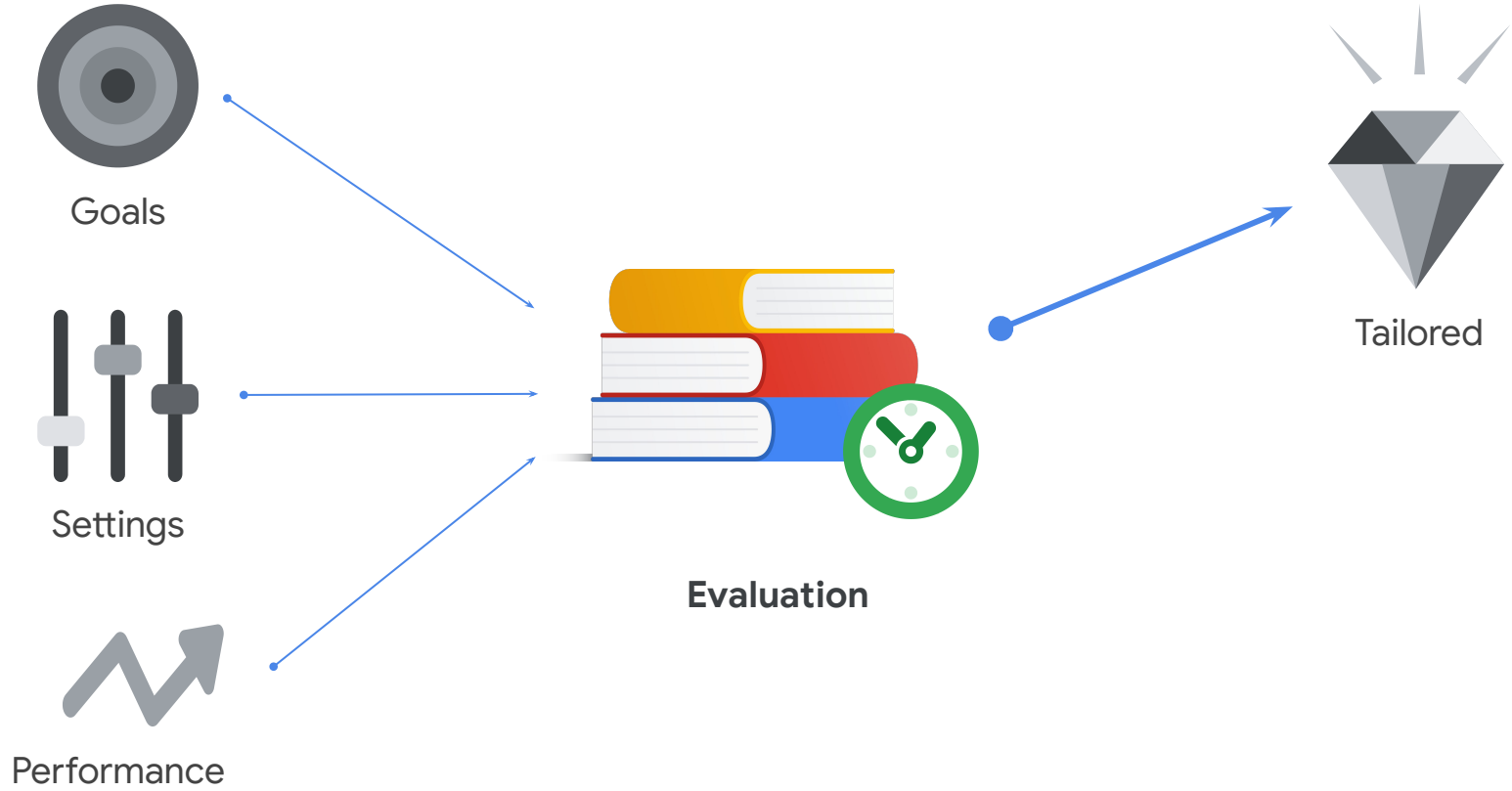
Settings

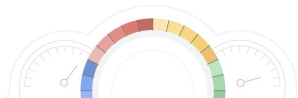
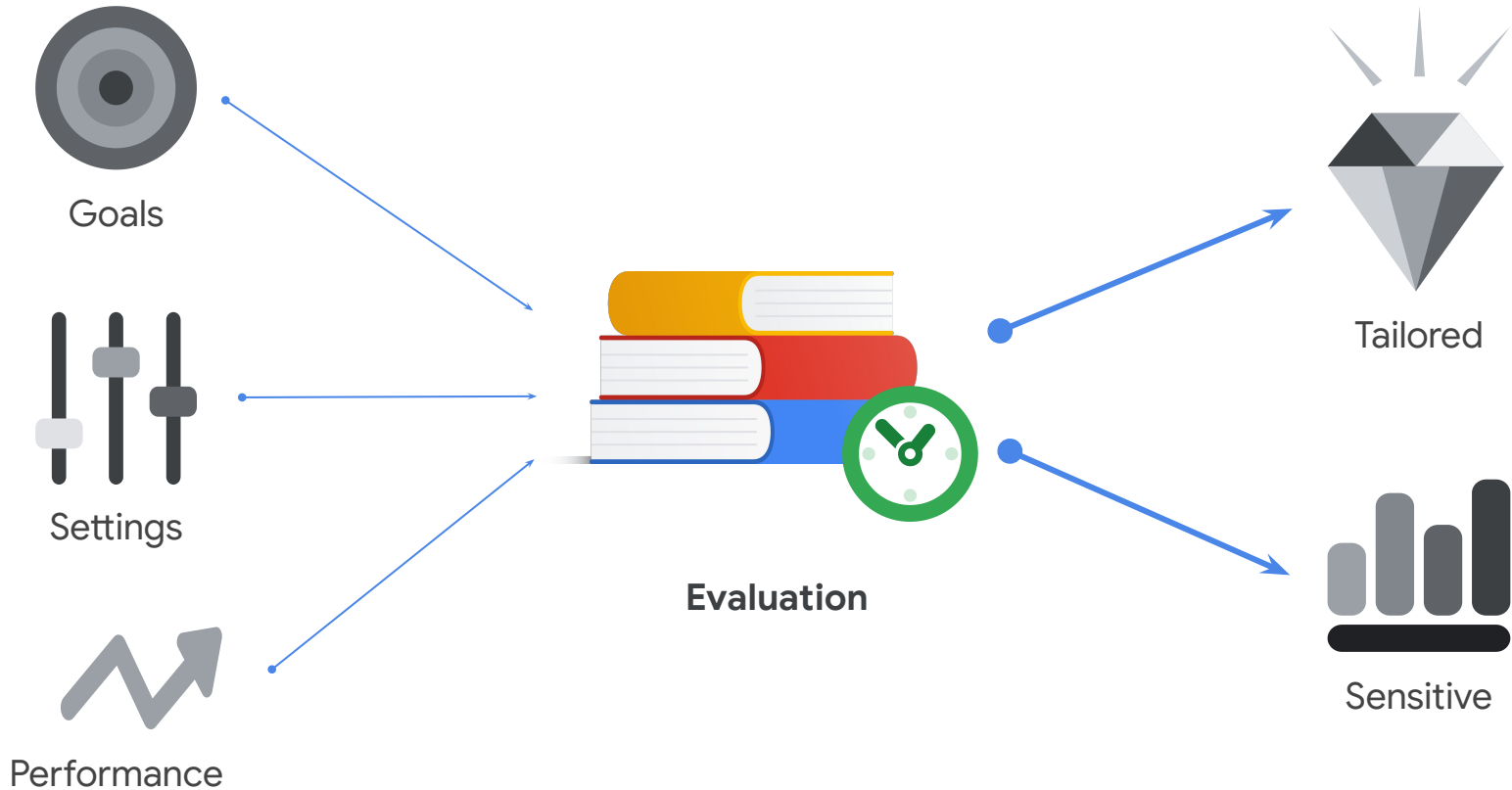


Evaluation



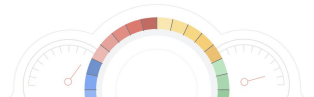








Share



Metrics



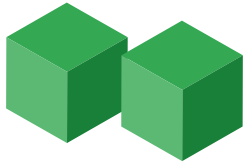
Impressions



Conversions



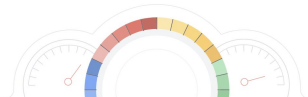
Costs



Others



Share



Metrics



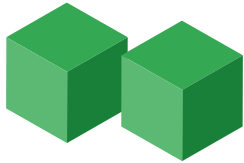
Impressions



Conversions



Costs



Others



Share



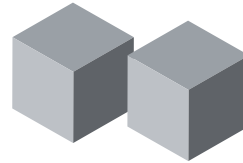
Campaign



Budget

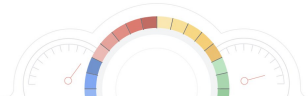


Ad group



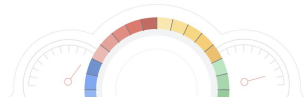
Others

Context





React





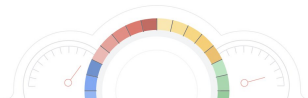
Dismiss



React



Apply





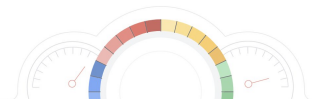
Continuously evaluate



Share actionable results



Check and take actions





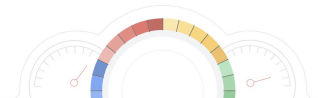
Continuously evaluate



Share actionable results



Check and take actions





Optimization Score

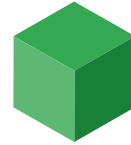
An estimate of how well things are set to perform



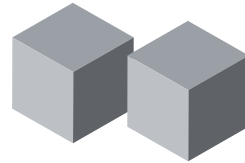
Optimization Score



AdRank



Quality Score



Others



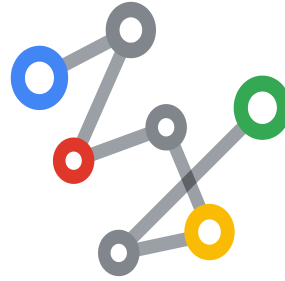


Real-time





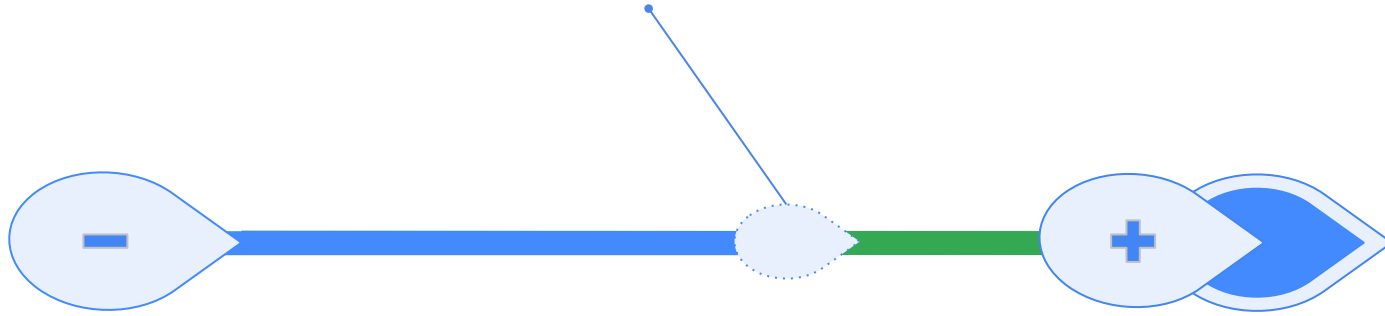
Real-time

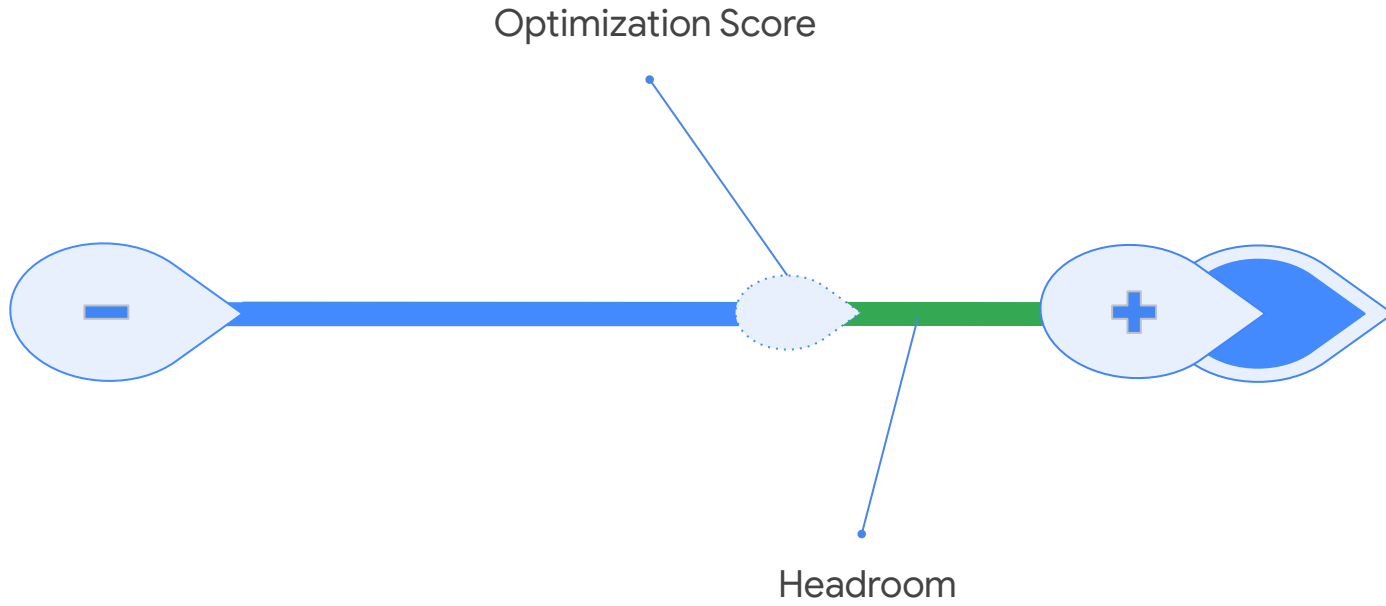


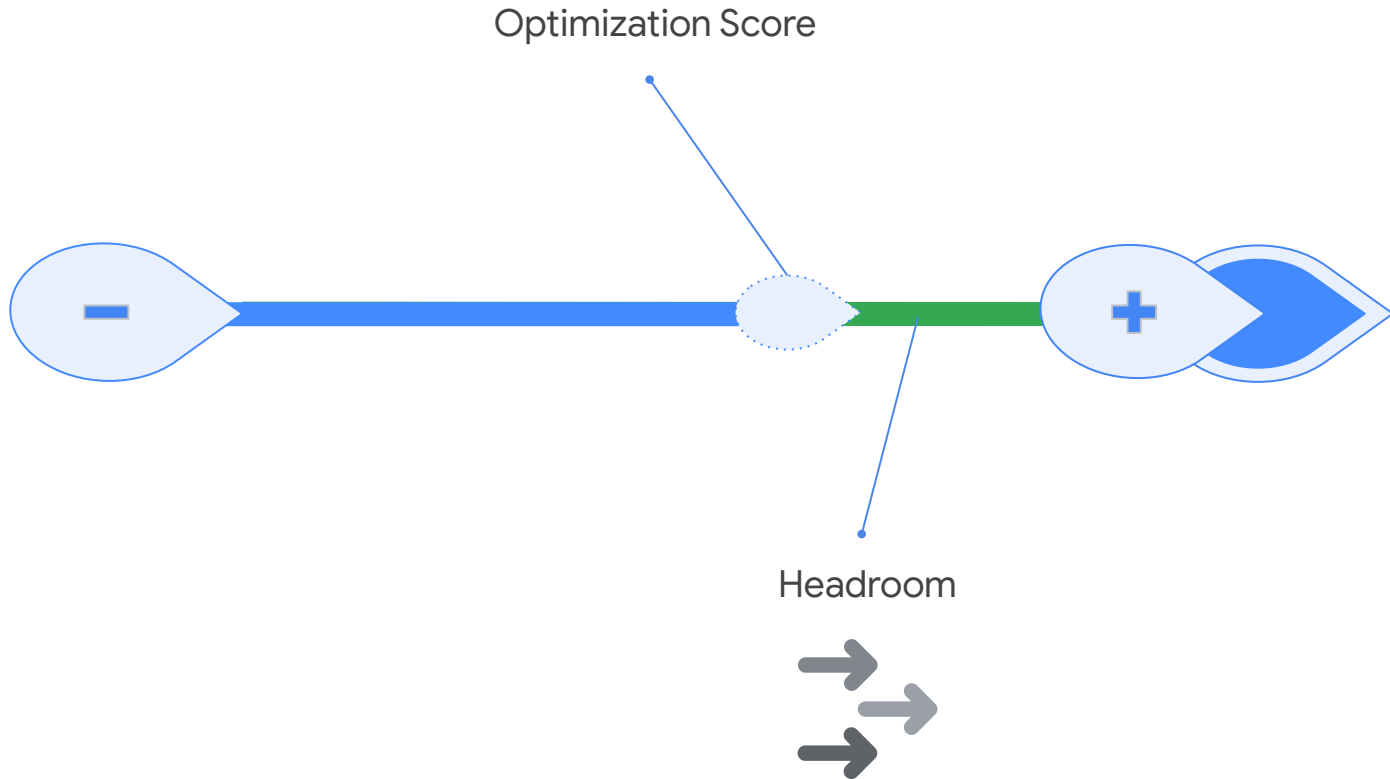
Relevant



Optimization Score



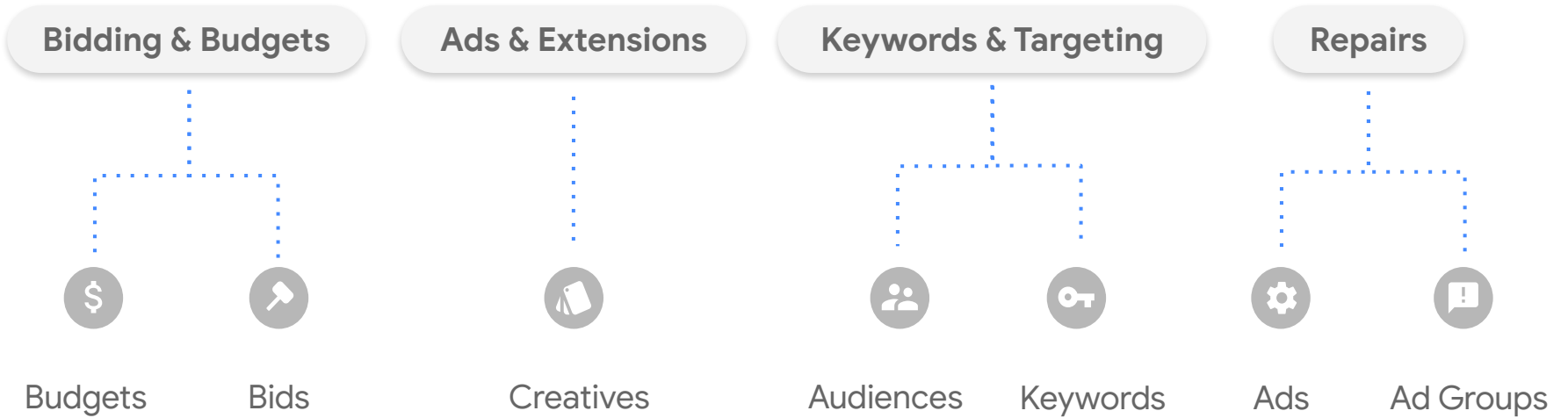






Recommendation

A change to optimize the performance of a campaign



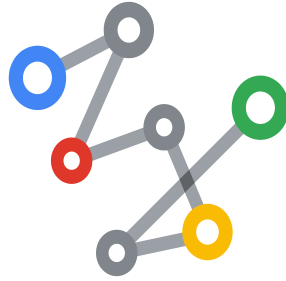


Real-time





Real-time

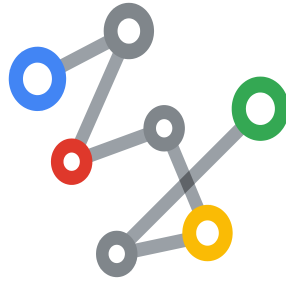


Tailored

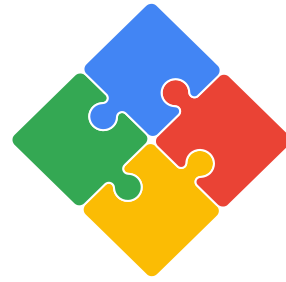




Real-time

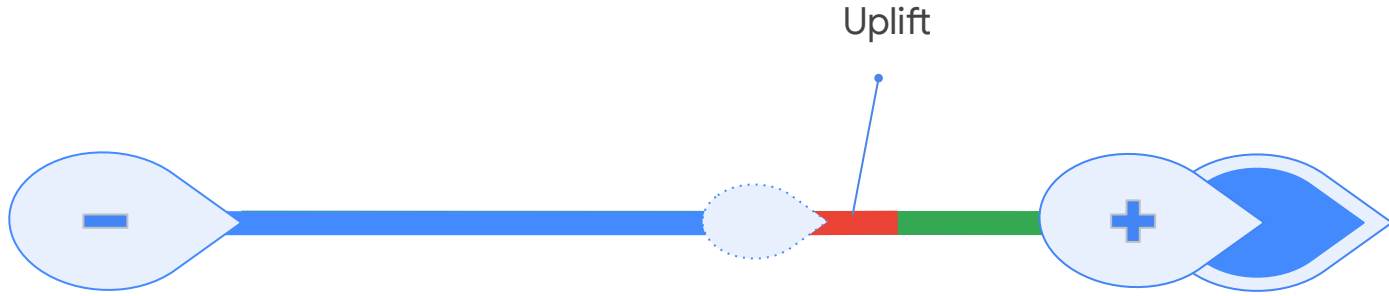


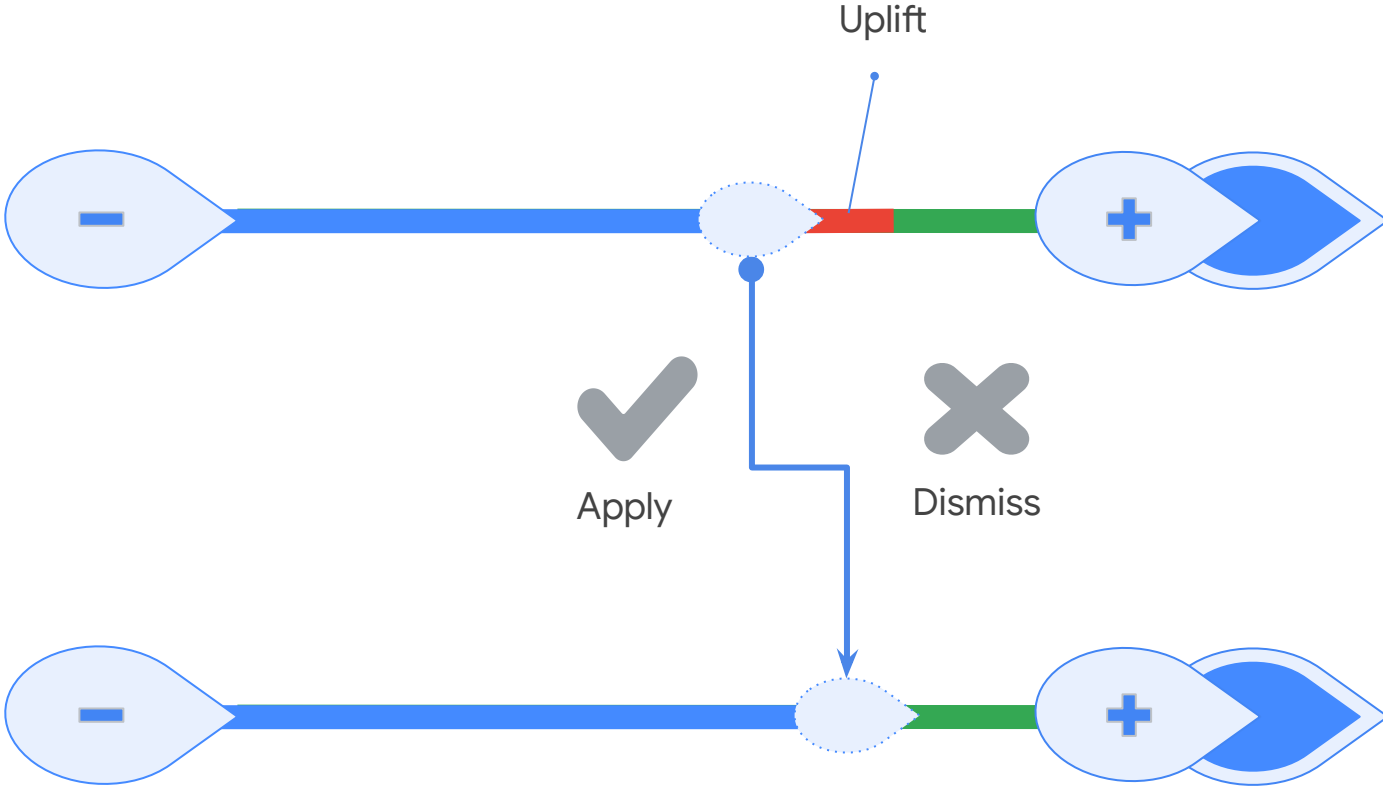
Tailored



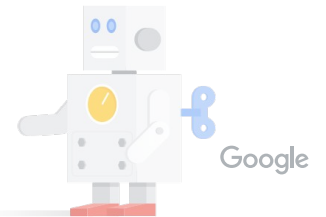
Complete







Automate for better scalability and efficiency



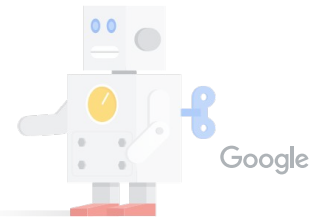


Automation

Monitoring

Actions

Performance





Automation

Monitoring

Actions

Performance

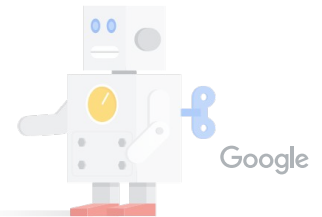


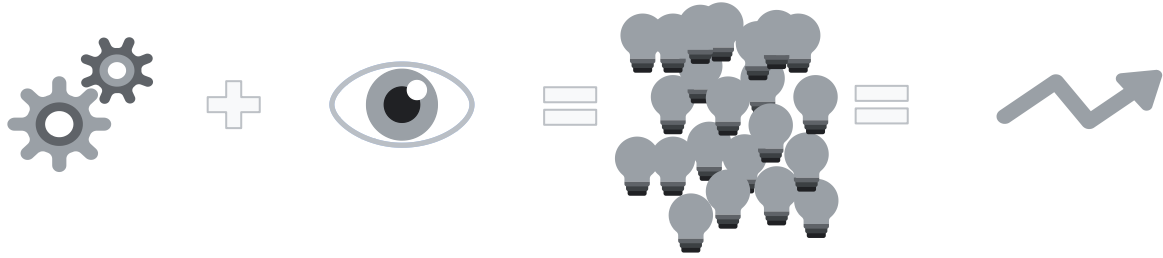
Experts

Research

Strategies

Performance





Automation

Monitoring

Actions

Performance

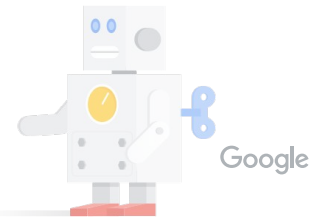


Experts

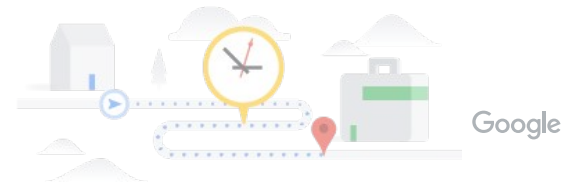
Research

Strategies

Performance



Integrate signals and features for better performance





Optimization Scores



Recommendations



Data



Features & Expertise





Optimization Scores



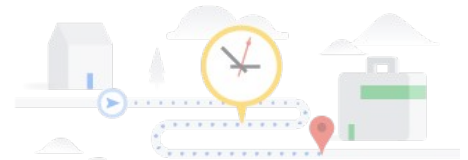
Recommendations

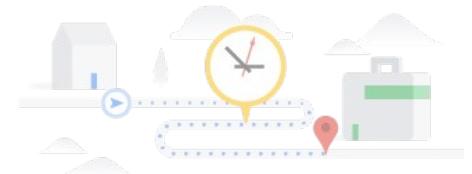
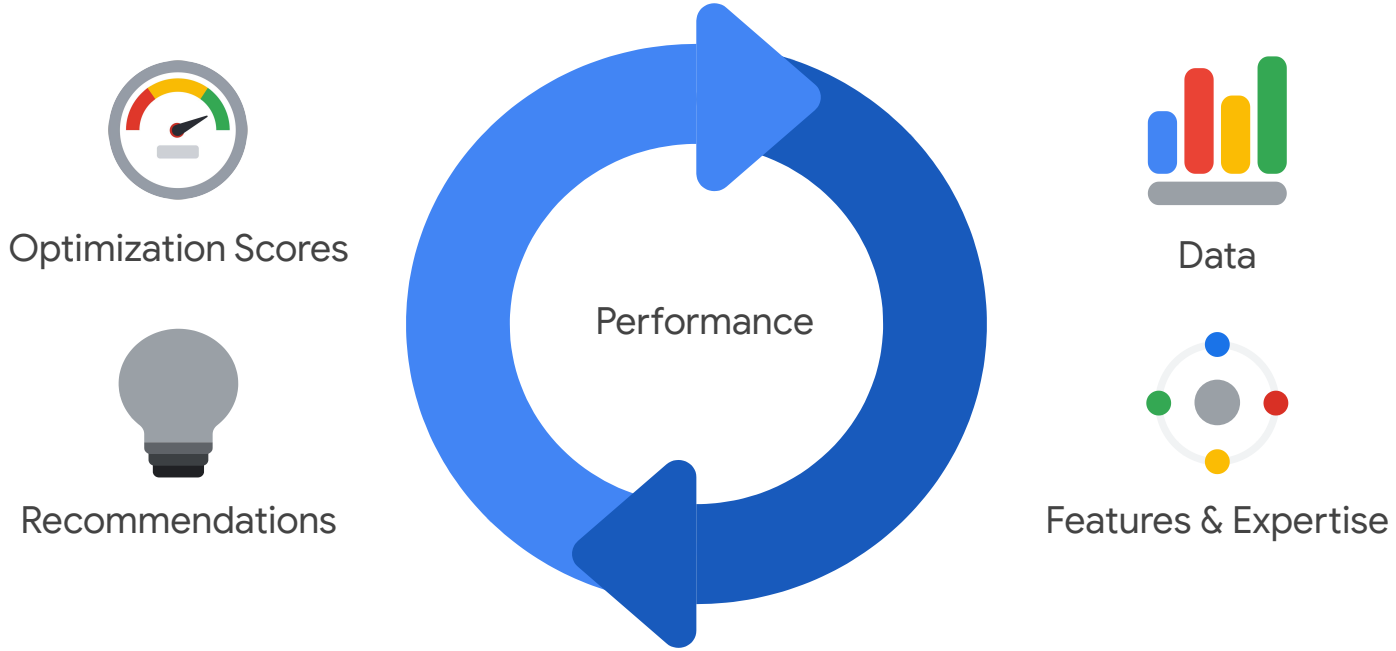


Data



Features & Expertise







Google Ads API

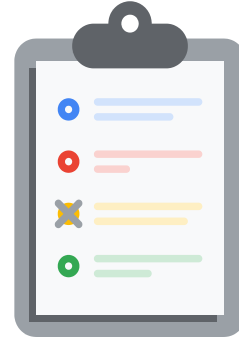


API Version





API Version



Required Minimum
Functionality





Resources



[Introduction](#)



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[Documentation](#) - Recommendations



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