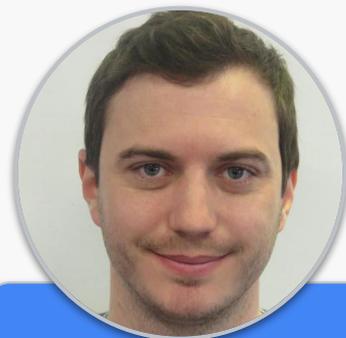


Best Practices

Optimization Score & Recommendations

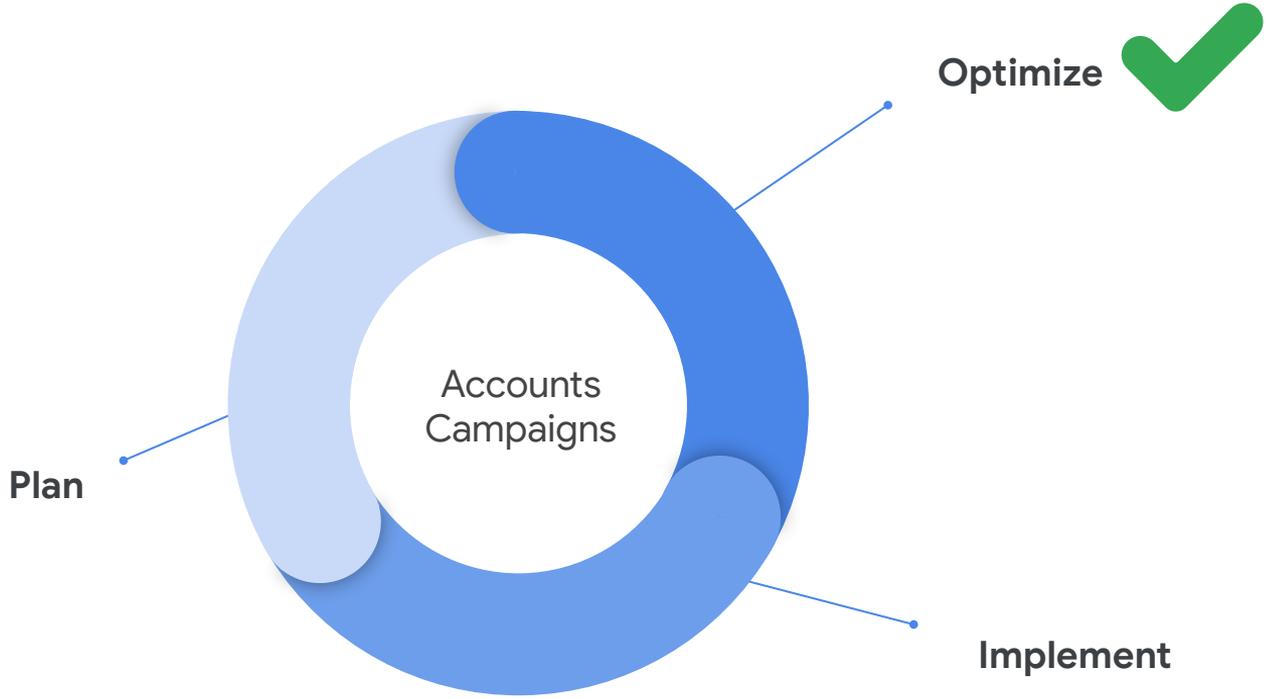


The Google Ads API Developer Series



Pierrick Voulet

Developer Relations Engineer





Automation



Monitoring



Actions



Performance





Experts



Research

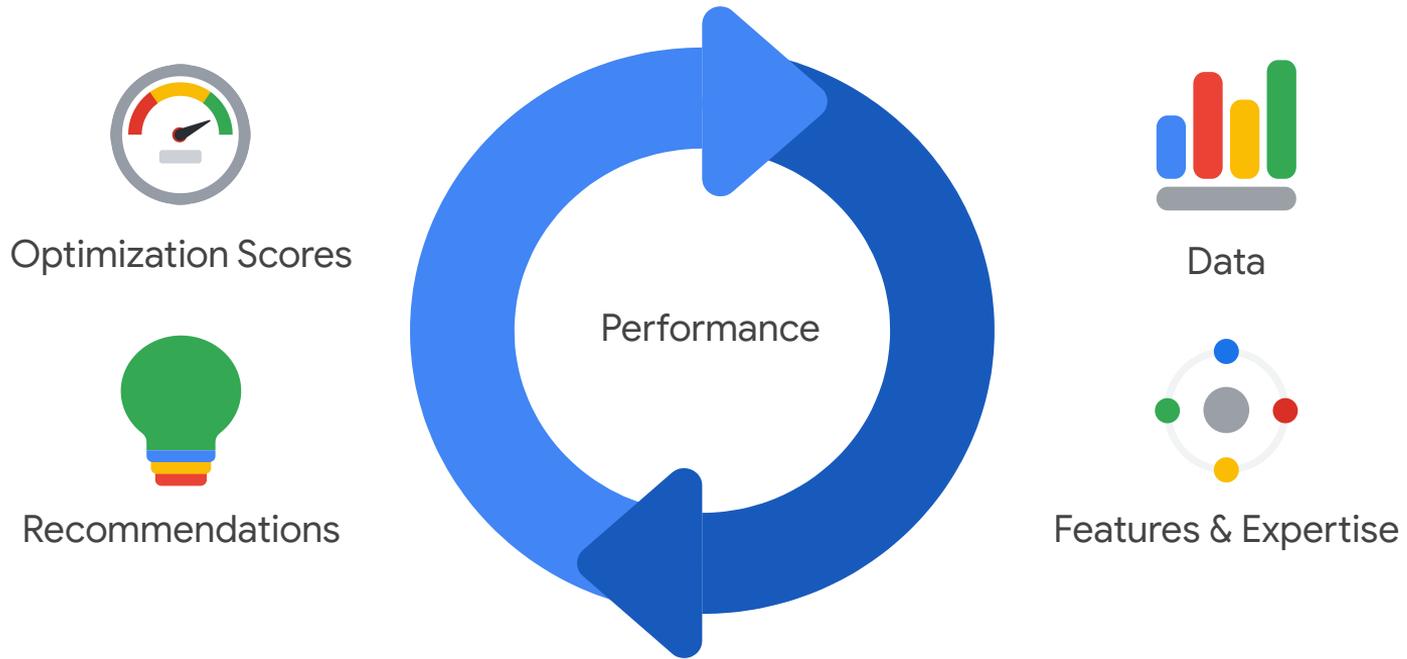


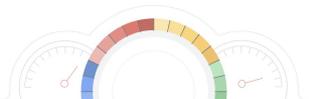
Strategies



Performance

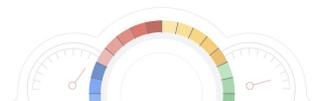








Redirect to
Google Ads UI

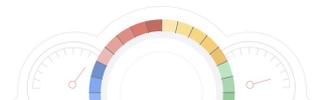




Redirect to
Google Ads UI

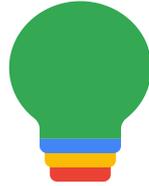


Retrieve
Optimization Scores



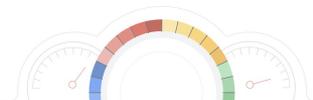


Redirect to
Google Ads UI



Retrieve
Recommendations

Retrieve
Optimization Scores





Redirect to
Google Ads UI

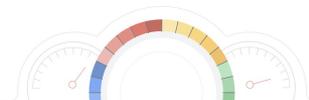


Retrieve
Recommendations

Retrieve
Optimization Scores

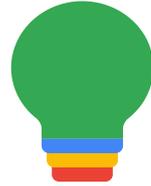


Support
automatic actions

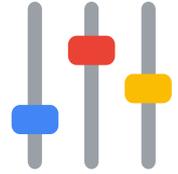




Redirect to
Google Ads UI



Retrieve
Recommendations



Support
manual actions

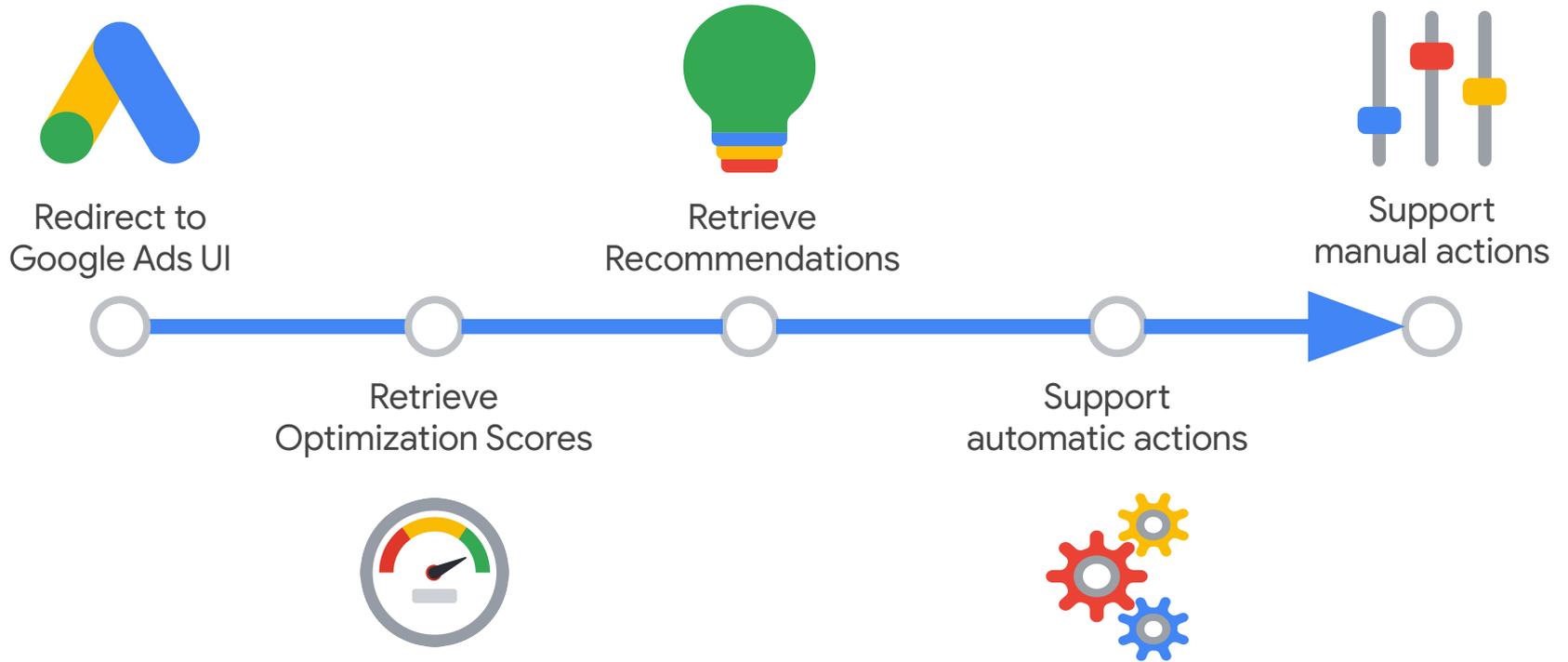


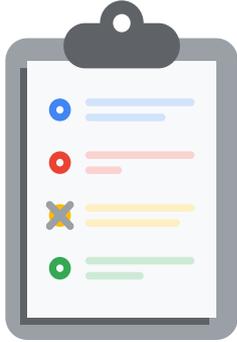
Retrieve
Optimization Scores



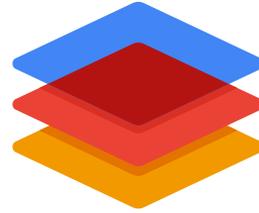
Support
automatic actions



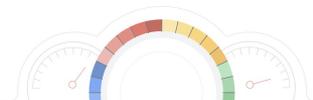




Required Minimum
Functionality



API Version





Optimization Score

An estimate of how well things are set to perform



Optimization Score

An estimate of how well things are set to perform





Optimization Score

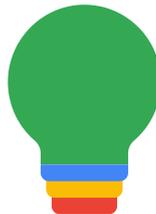
An estimate of how well things are set to perform





Optimization Score

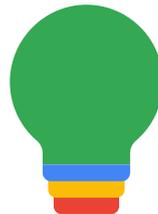
An estimate of how well things are set to perform





Optimization Score

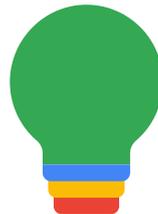
An estimate of how well things are set to perform



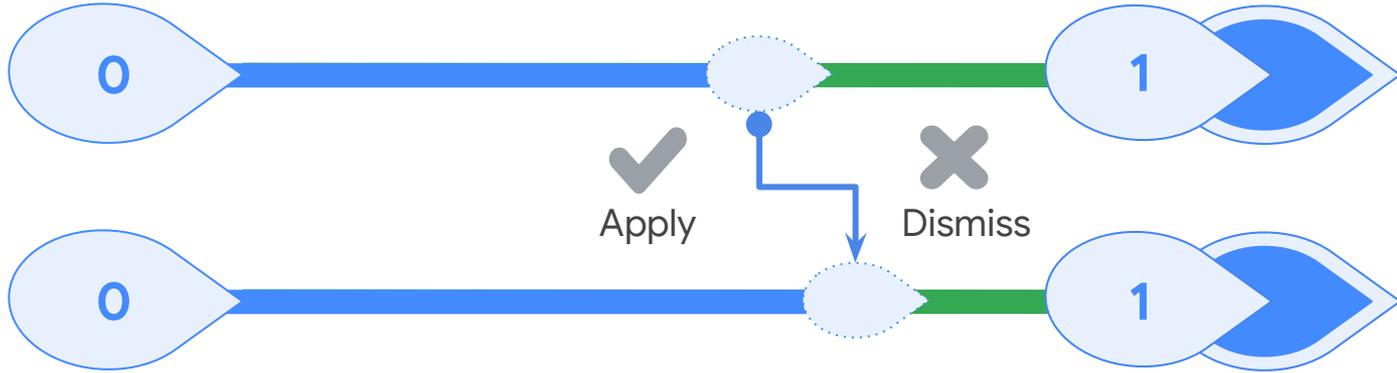


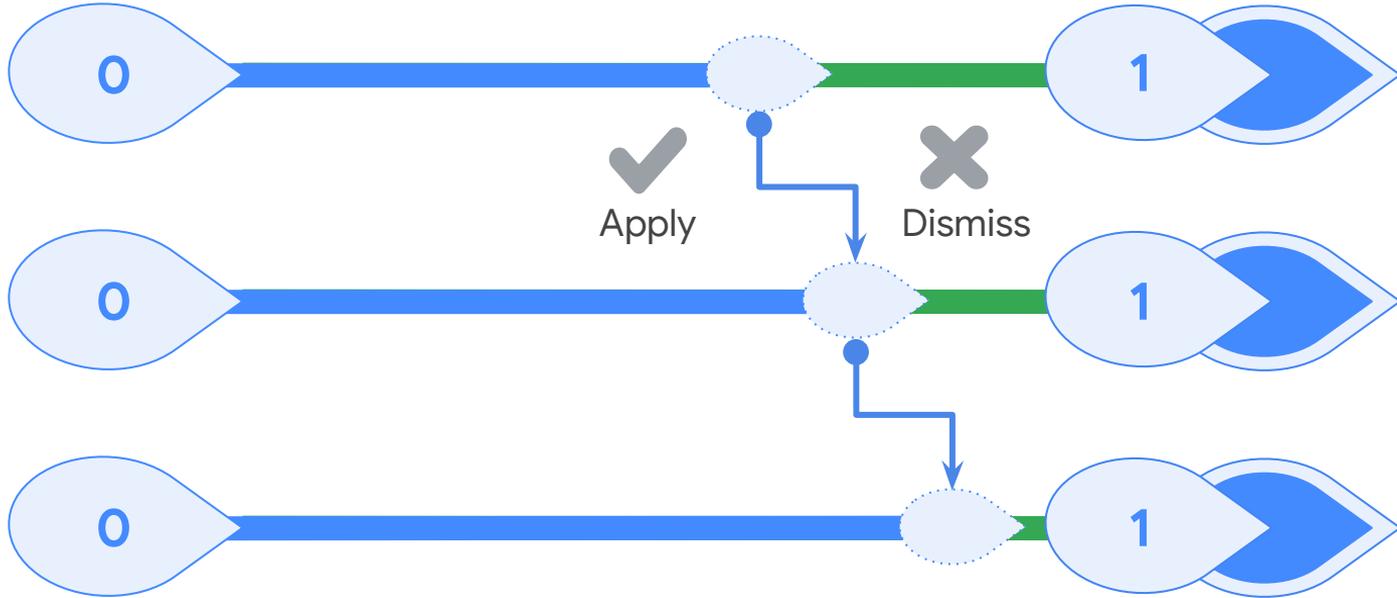
Optimization Score

An estimate of how well things are set to perform





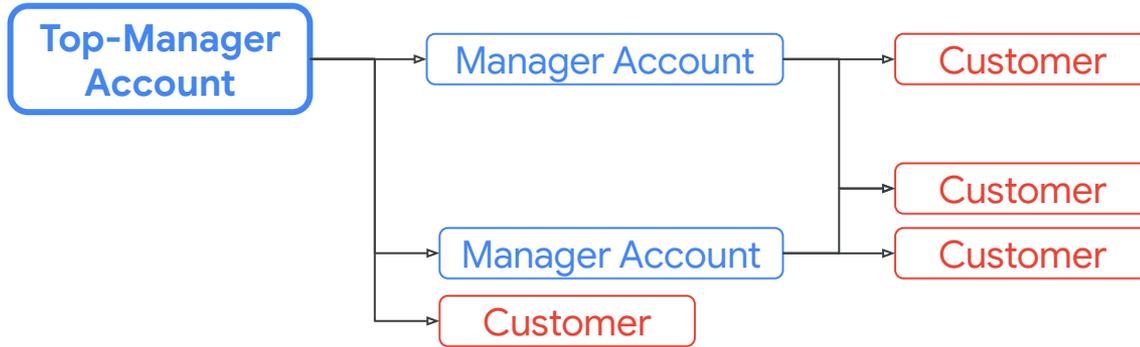






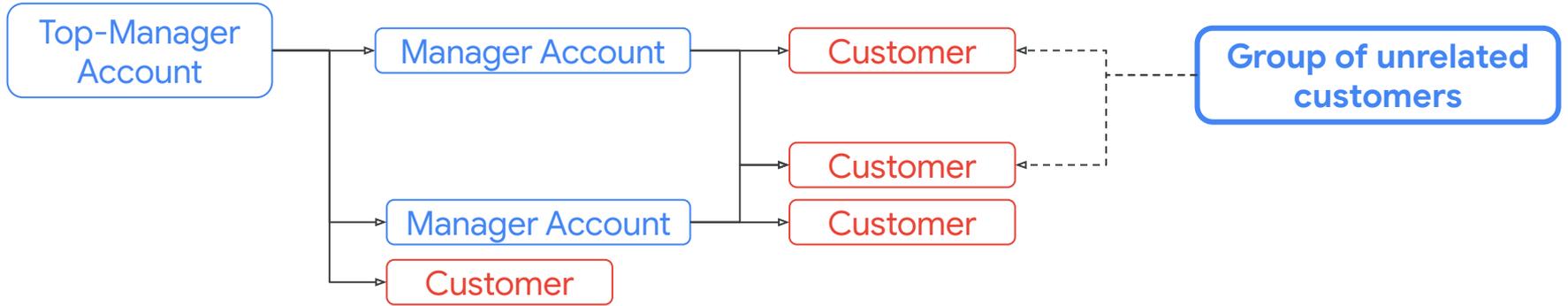
Weighted Average

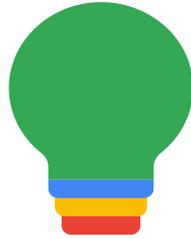
$$\frac{\sum_{i=1}^n \text{optimization_score} * \text{optimization_score_weight}}{\sum_{i=1}^n \text{optimization_score_weight}}$$



Weighted Average

$$\frac{\sum_{i=1}^n optimization_score * optimization_score_weight}{\sum_{i=1}^n optimization_score_weight}$$

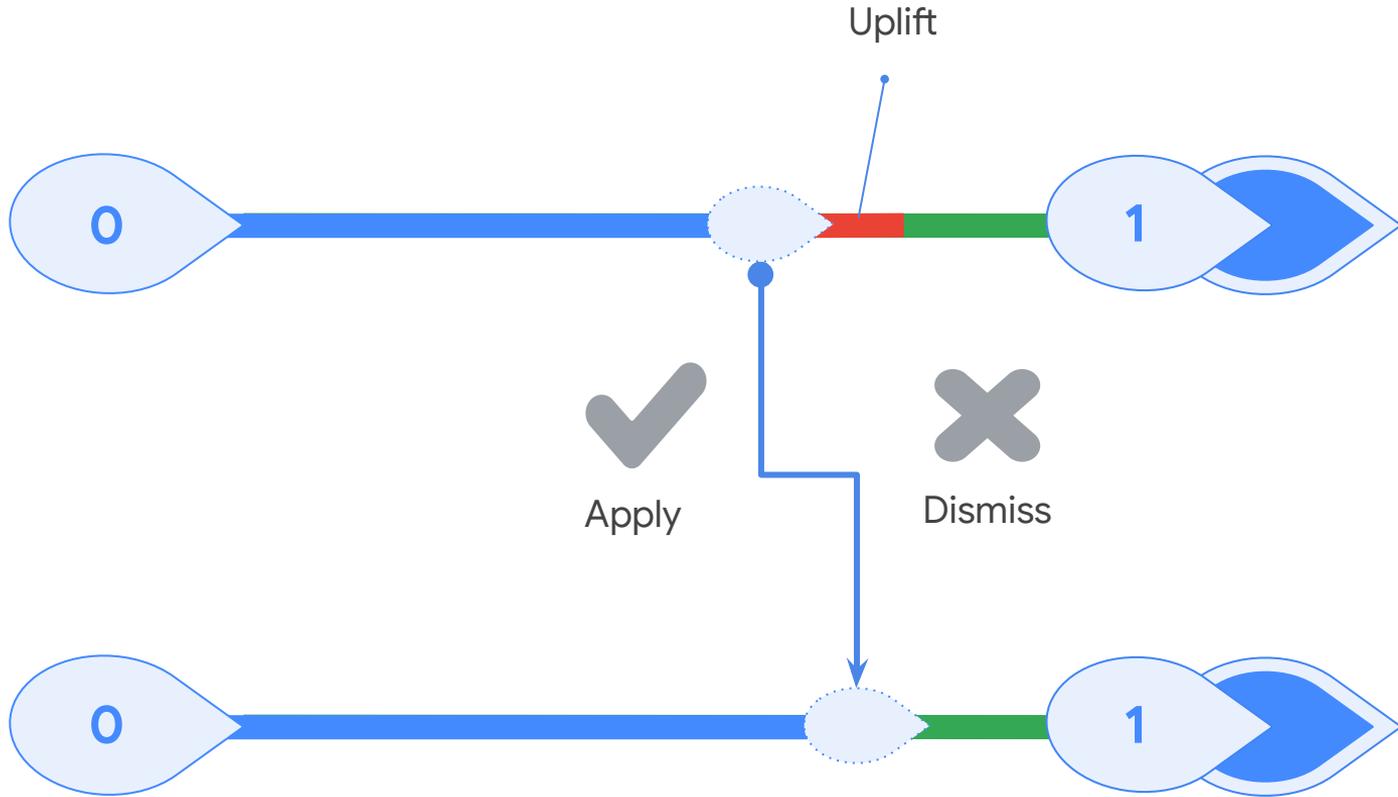


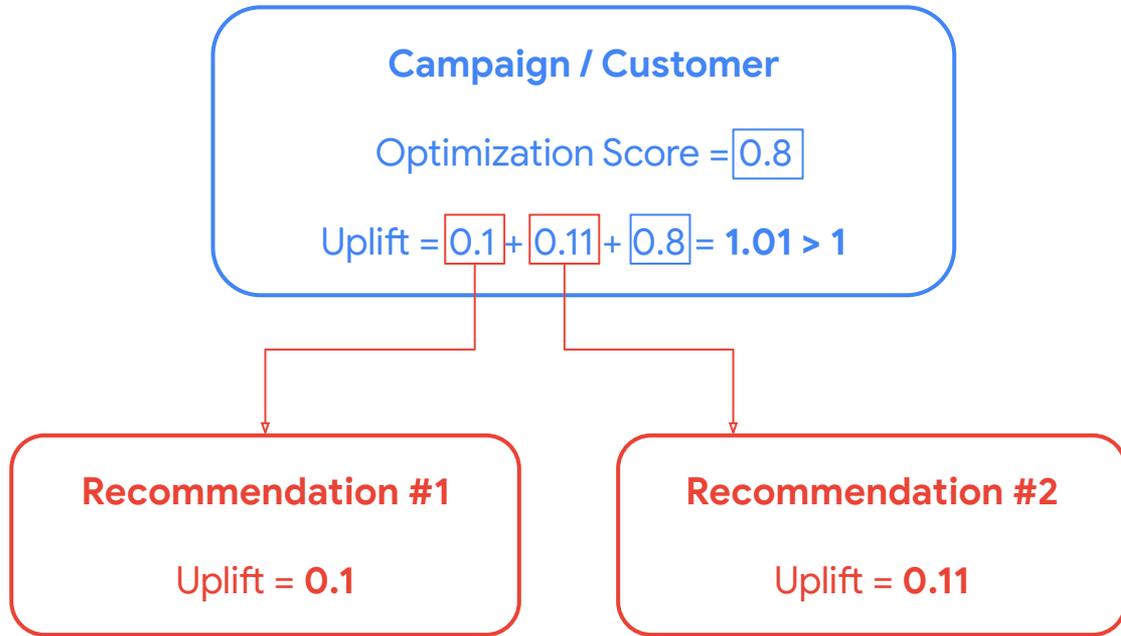


Recommendation

A change to optimize the performance of a campaign







potential

-

base

=

relative impact

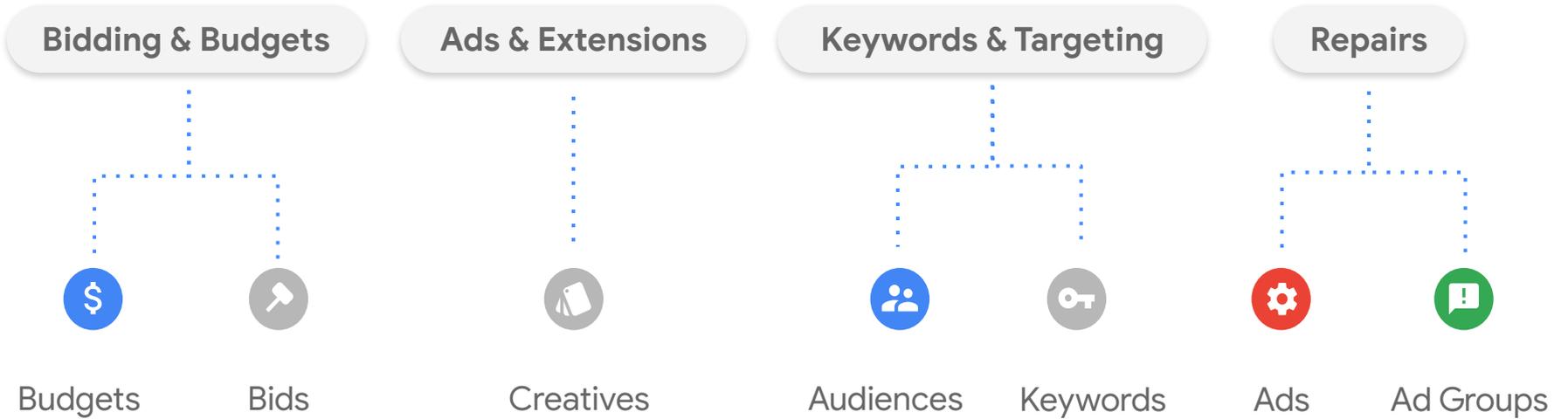
```
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}
```

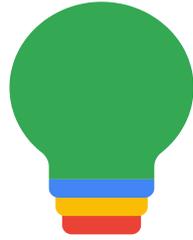
```
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  "clicks": 24,  
  "costMicros": 345,  
  "conversions": 2,  
  "videoViews": 0  
}
```

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

JSON







Retrieve recommendations
(Google Ads API)



<https://ads.google.com/...>

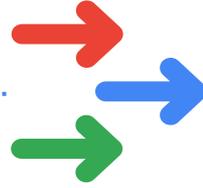


Take manual actions
(Google Ads UI)





Pull recommendations
GoogleAdsService

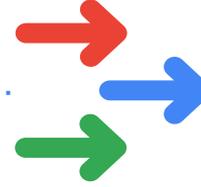


Take direct actions
Apply / dismiss recommendations
RecommendationService





Pull recommendations
GoogleAdsService



Take direct actions
Apply / dismiss recommendations
RecommendationService

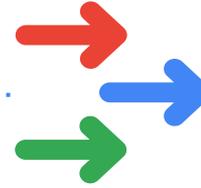


Automatic
or manual





Pull recommendations
GoogleAdsService



Take direct actions
Apply / dismiss recommendations
RecommendationService



Automatic
or manual

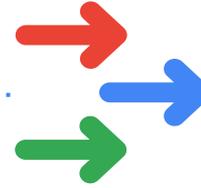


Development
and maintenance





Pull recommendations
GoogleAdsService



Take direct actions
Apply / dismiss recommendations
RecommendationService



Automatic
or manual



Development
and maintenance

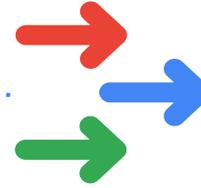


Live updates





Pull recommendations
GoogleAdsService



Take direct actions
Apply / dismiss recommendations
RecommendationService



Automatic
or manual



Development
and maintenance



Live updates

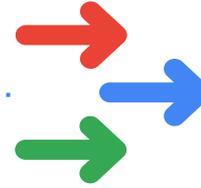


Quality of
recommendations





Pull recommendations
GoogleAdsService



Take direct actions
Apply / dismiss recommendations
RecommendationService



Automatic
or manual



Development
and maintenance



Live updates

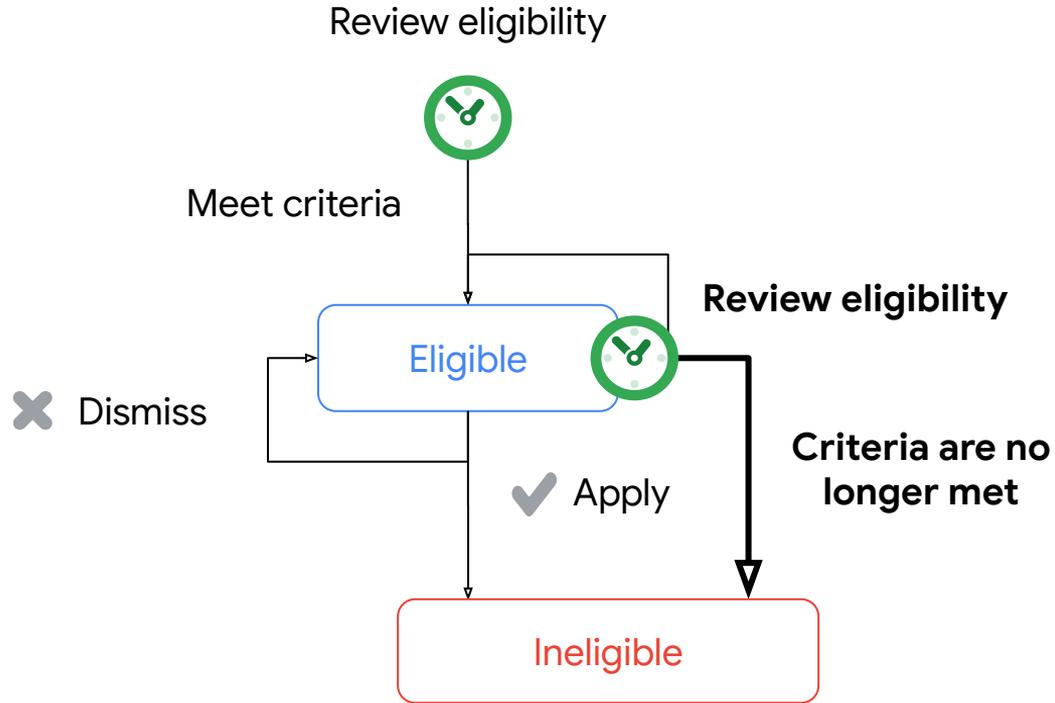


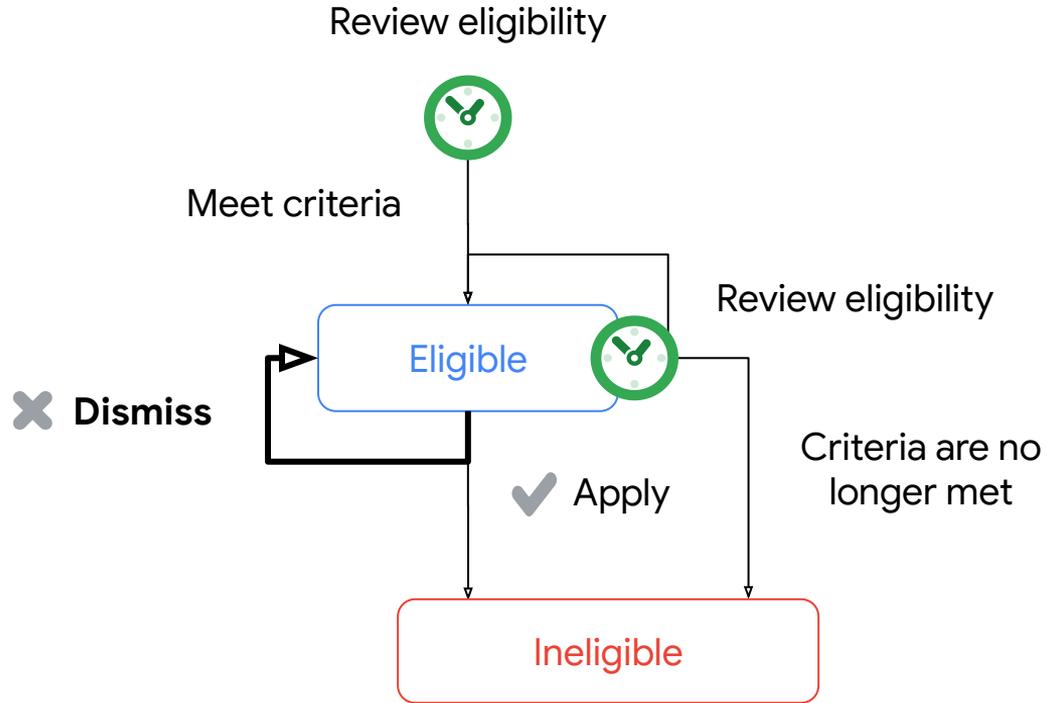
Quality of
recommendations

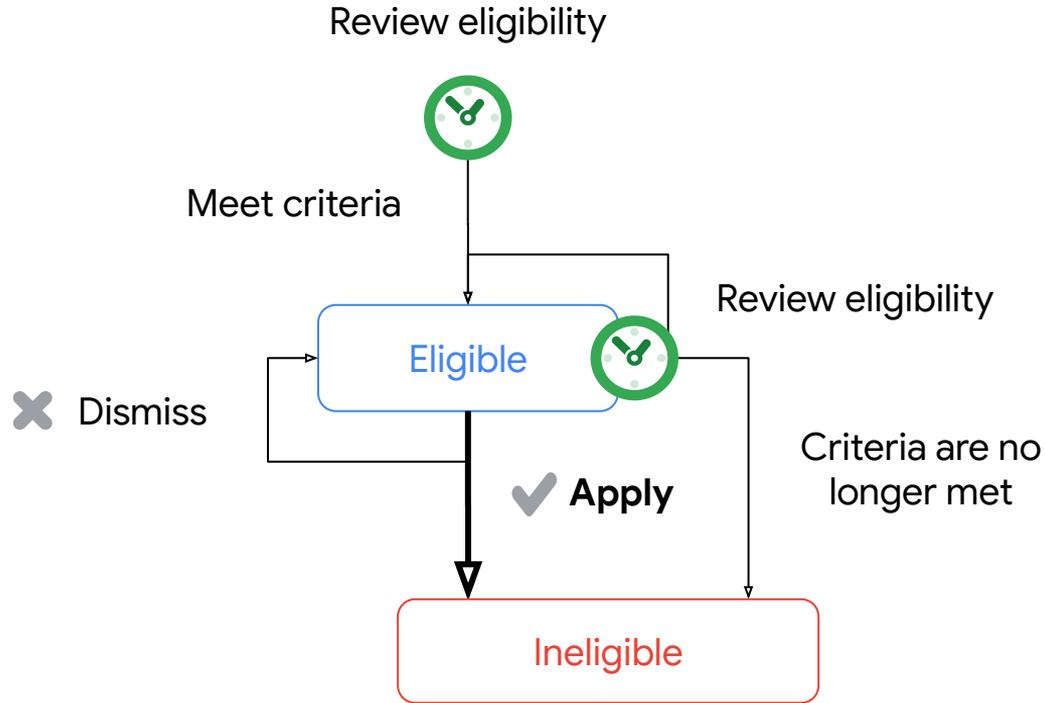


All use cases











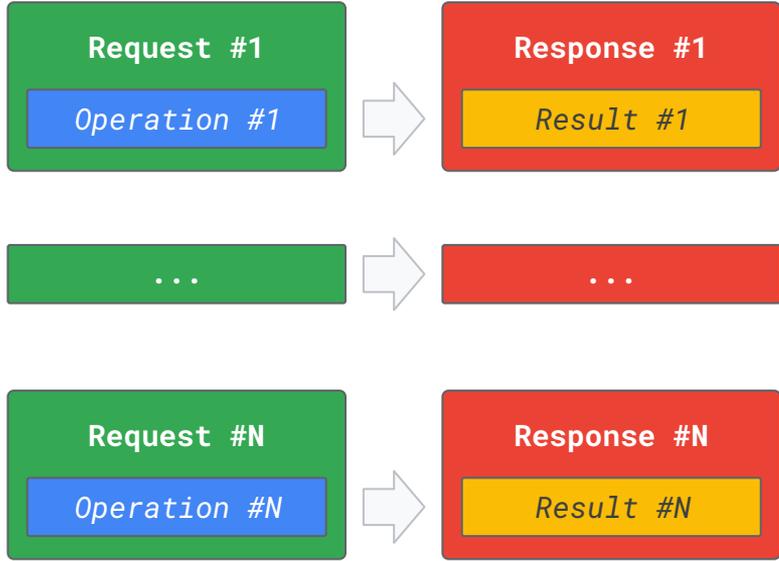
`change_status` & `change_event`



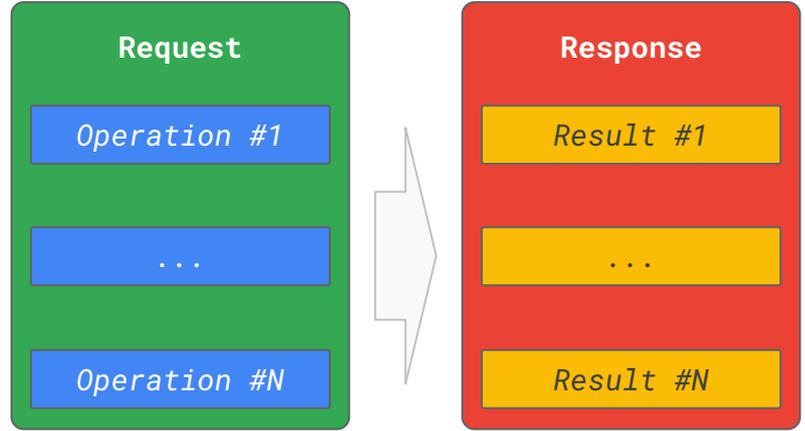


change_status & change_event





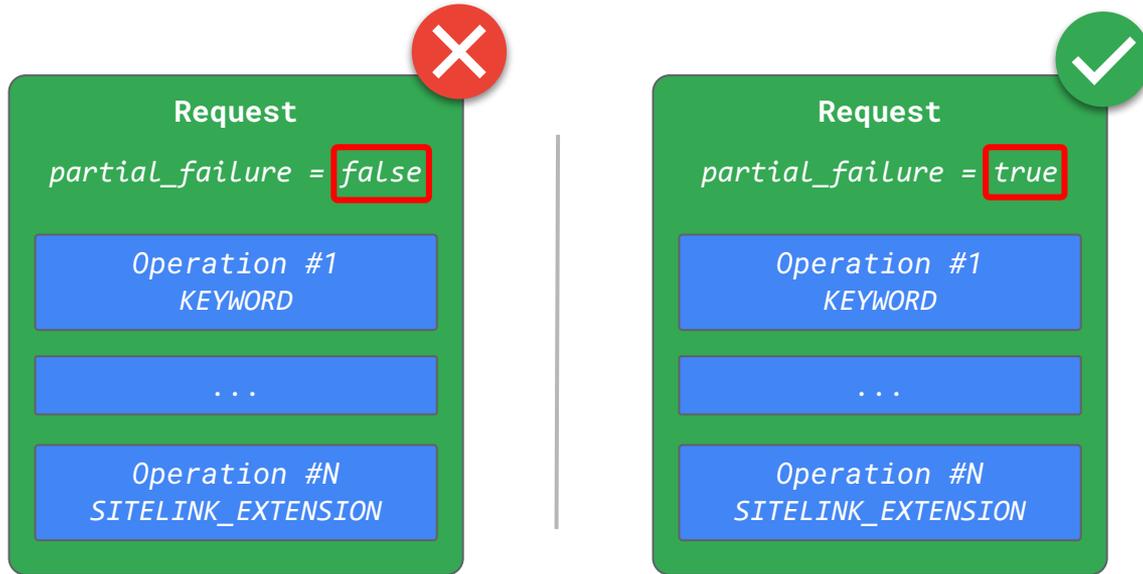
N requests



1 request



DIFFERENT_TYPES_NOT_SUPPORTED



DUPLICATE_RESOURCE_NAME



Request

Operation #1
Recommendation #1

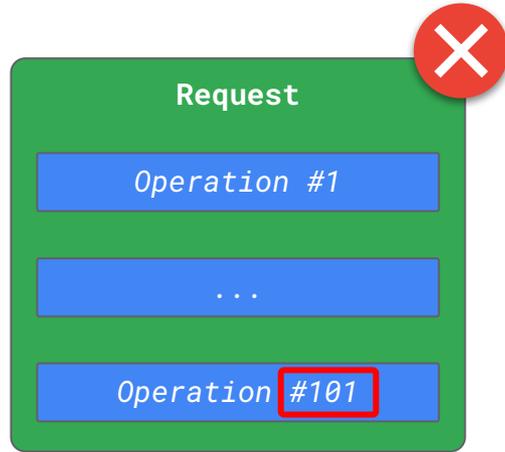
...

Operation #N
Recommendation #1

The diagram shows a green rounded rectangle labeled "Request" containing three blue rounded rectangles. The top and bottom blue rectangles contain the text "Operation #1 Recommendation #1" and "Operation #N Recommendation #1" respectively. The middle blue rectangle contains three dots "...". A red circle with a white "X" is positioned at the top right corner of the green rectangle, indicating an error. The "#1" in both recommendation labels is highlighted with a red square.



TOO_MANY_OPERATIONS



DEADLINE_EXCEEDED



Development



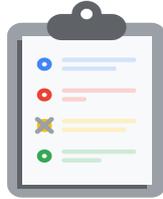
Track history



Development



Track history



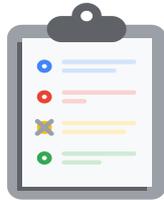
No assumptions



Development



Track history



No assumptions



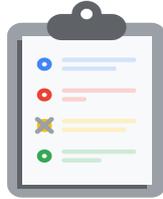
Avoid cache



Development



Track history



No assumptions



Avoid cache



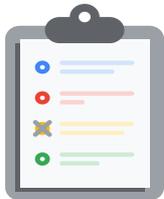
Quotas & limits



Development



Track history



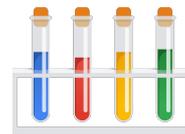
No assumptions



Avoid cache



Quotas & limits



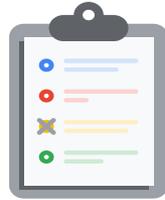
Tests



Development



Track history



No assumptions



Avoid cache



Quotas & limits

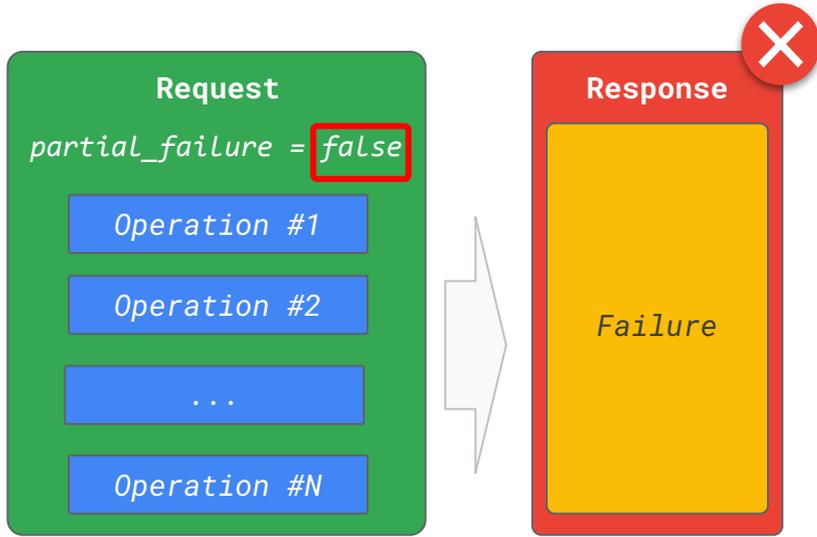


Tests

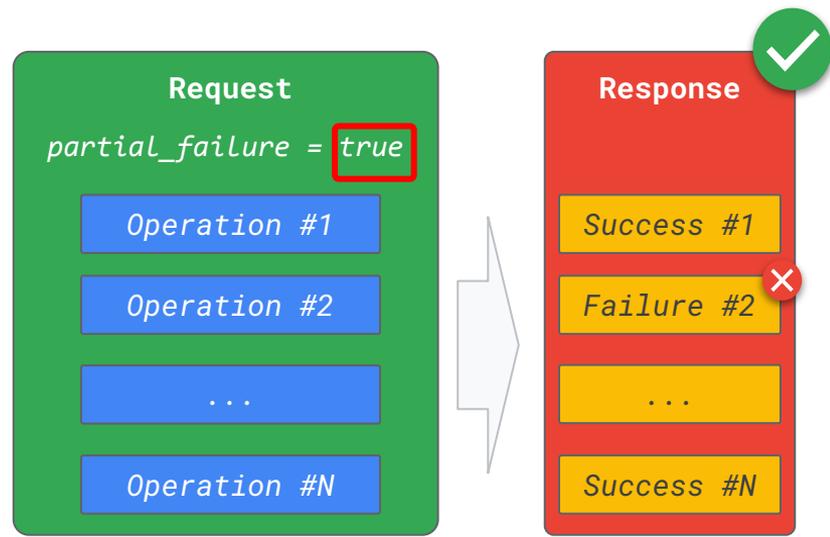


Resilience





Complete failure



Partial failure



Fail



Wait



Retry





Product documentation



Technical Guide



API Reference

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](#)

