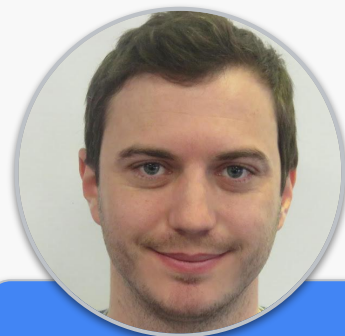


# Deep Dive: Recommendations

Optimization Score & Recommendations



The Google Ads API Developer Series



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*Developer Relations Engineer*



## Google Ads API



## Reporting



## GAQL (Google Ads Query Language)

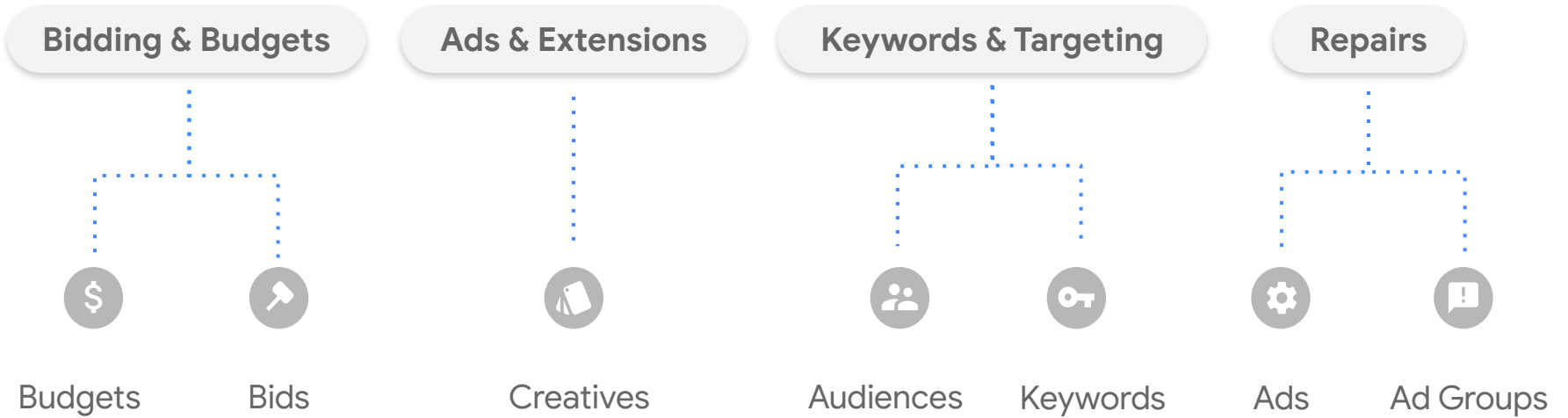




## Recommendation

*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

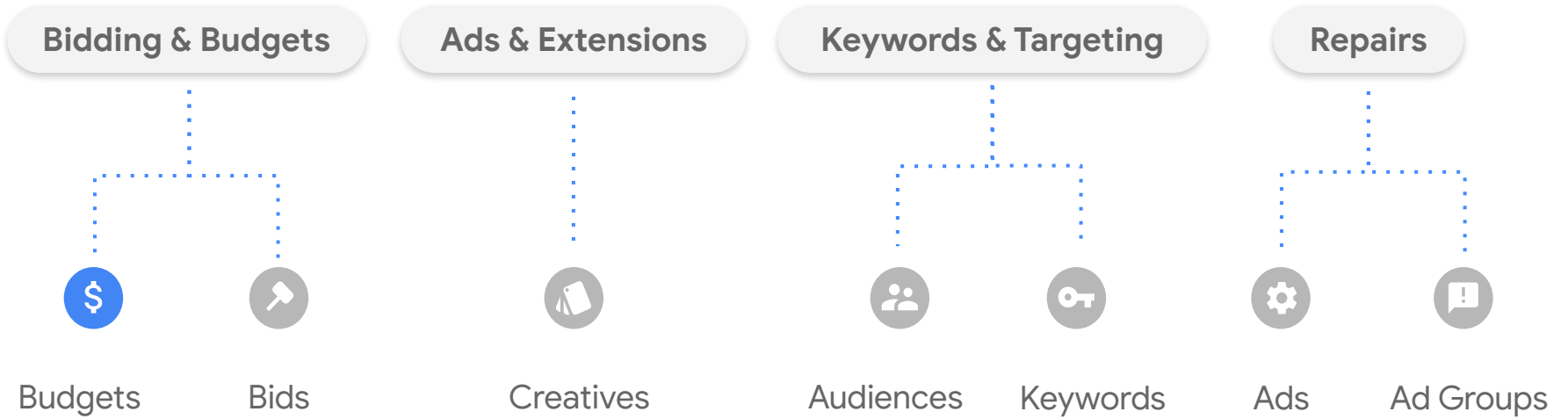


Ads



Ad Groups







Real-time



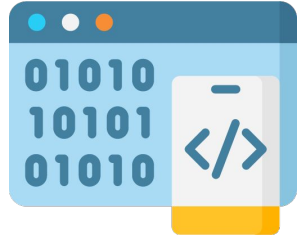
Tailored



Actionable







Coding

### Bidding & Budgets



Budgets



Bids

### Ads & Extensions



Creatives

### Keywords & Targeting



Audiences



Keywords

### Repairs

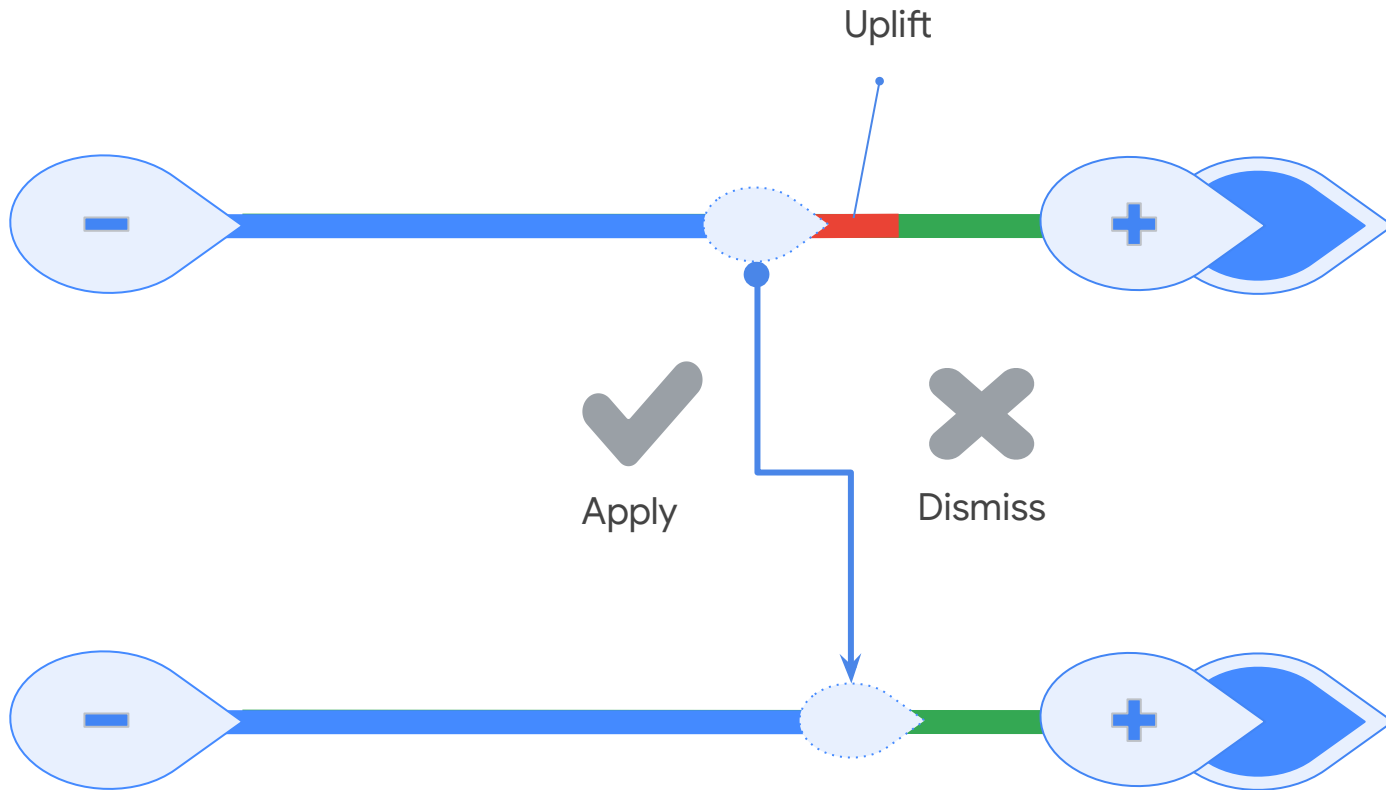


Ads



Ad Groups

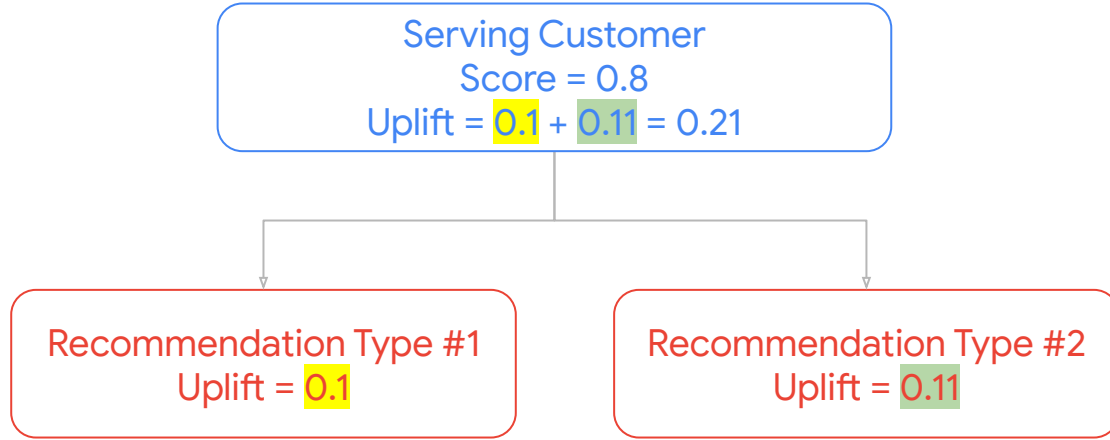


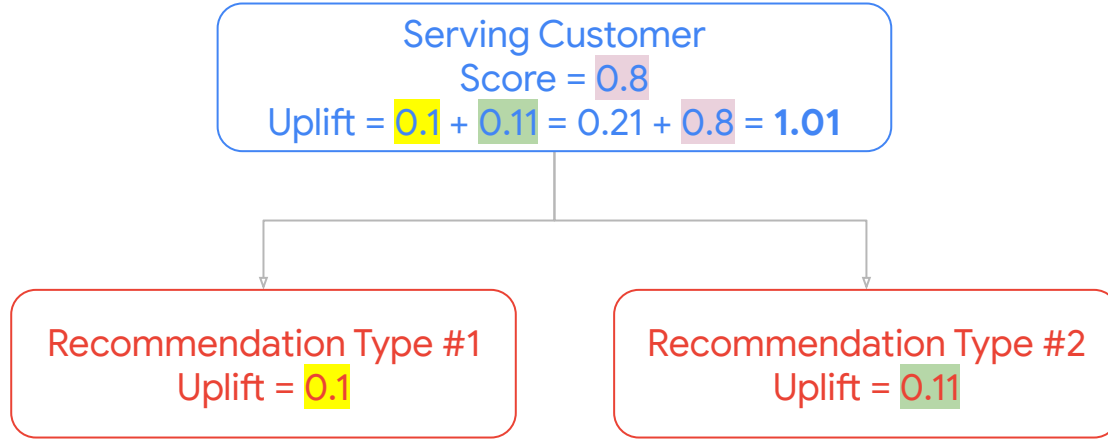


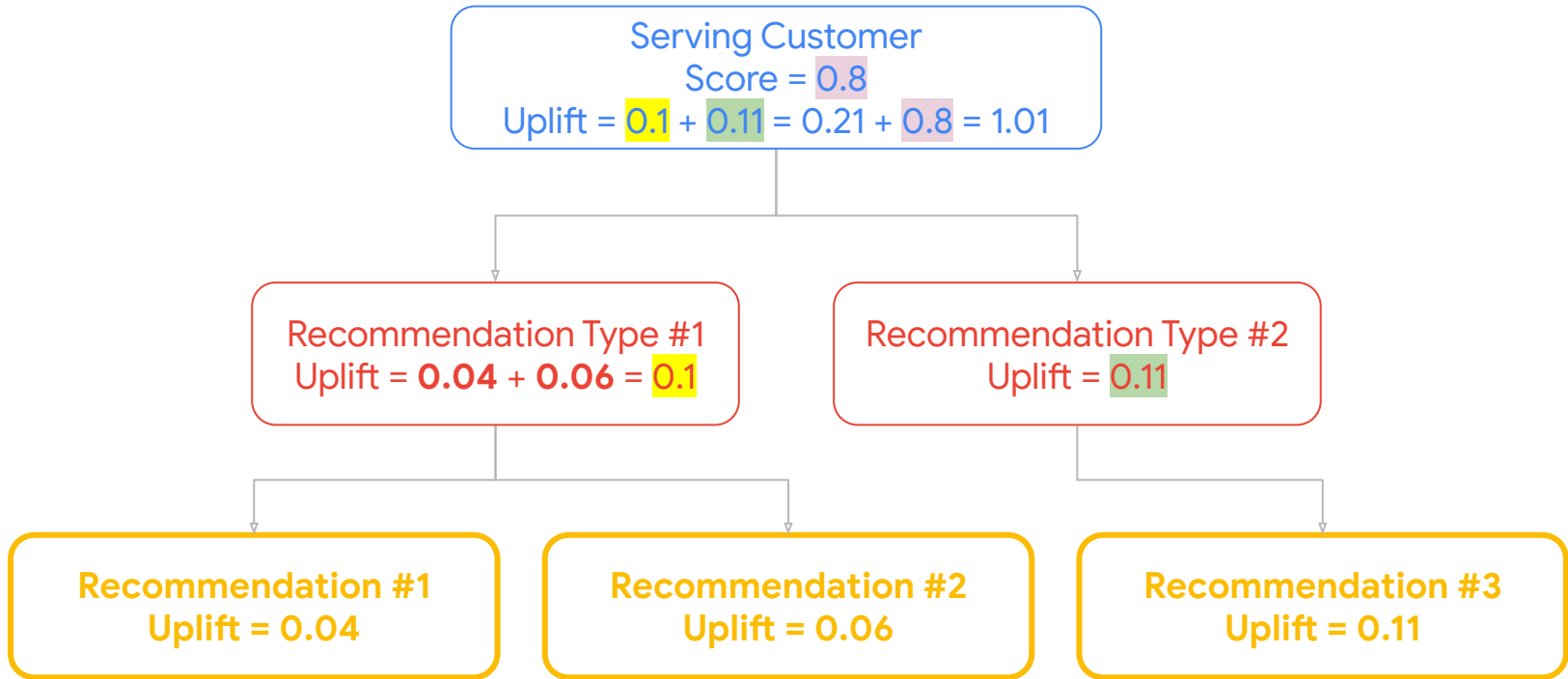
The screenshot shows the Google Ads interface for a campaign named 'Search Happyclothes'. The left sidebar contains navigation options: Overview, Recommendations (selected), Campaigns, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Demographics, Topics, Placements, Settings, Locations, 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 showing more relevant ads to potential customers, with a potential score of +1.2%. At the bottom, there is a table of recommendations for two ad groups: 'MOTORES' and 'REPUESTOS'.

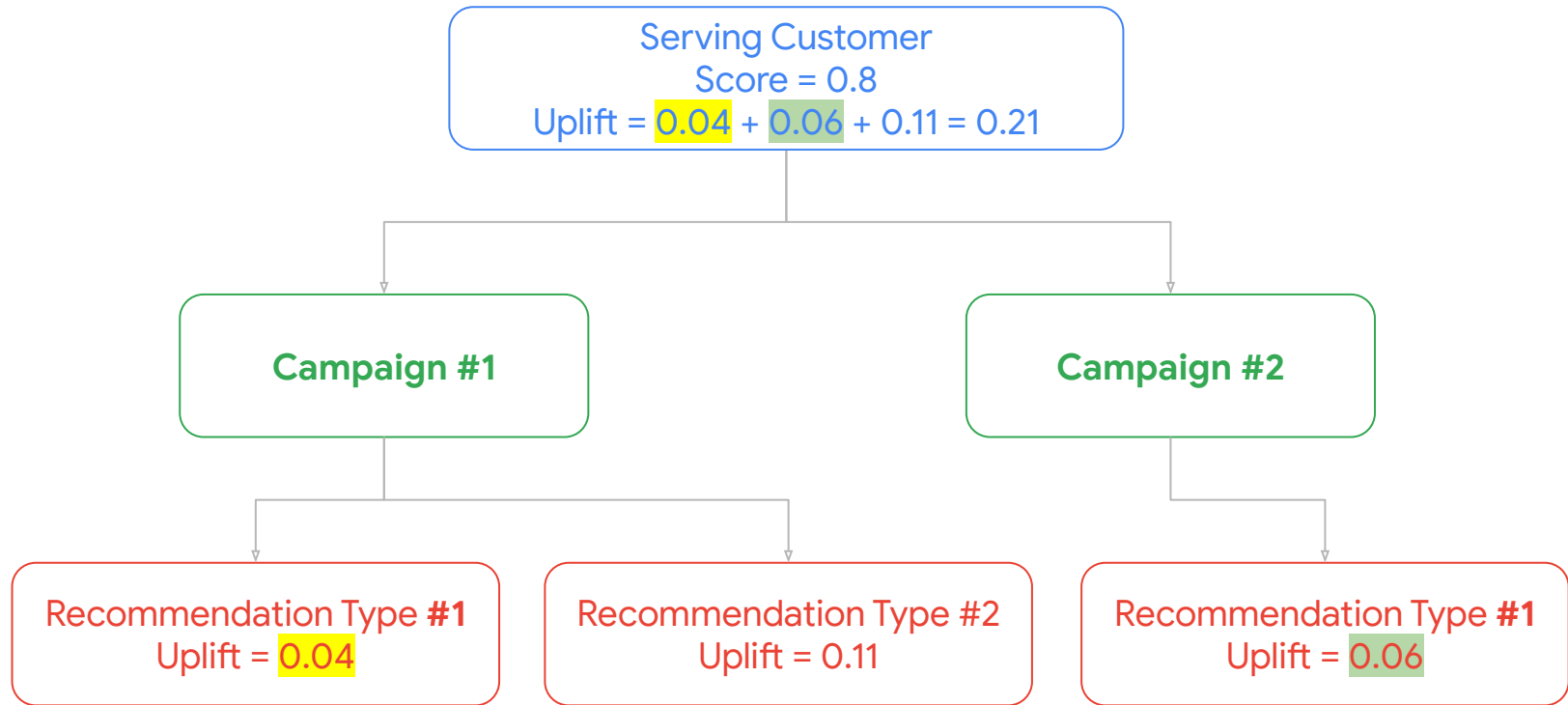
Recommendation	Previous weekly clicks	Previous weekly impressions	Previous weekly cost	Actions
Create a responsive search ad in MOTORES	145	1.79K	ARS1.12K	<a href="#">VIEW</a> <a href="#">APPLY</a>
<small>NODUS- DEUTZ</small>				
Create a responsive search ad in REPUESTOS	30	164	ARS202	





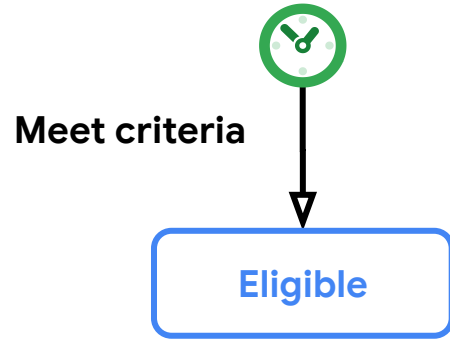








## Review eligibility





Regularly review eligibility



Use account data & eligibility criteria



Update recommendations





Regularly review eligibility

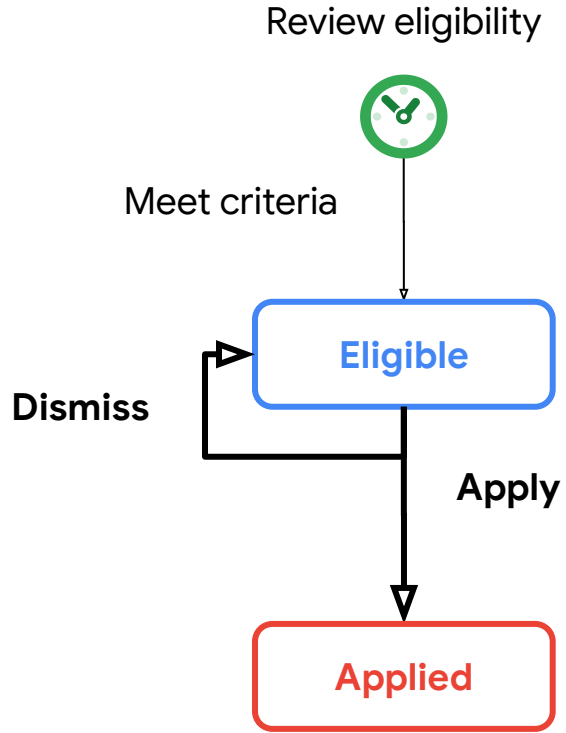


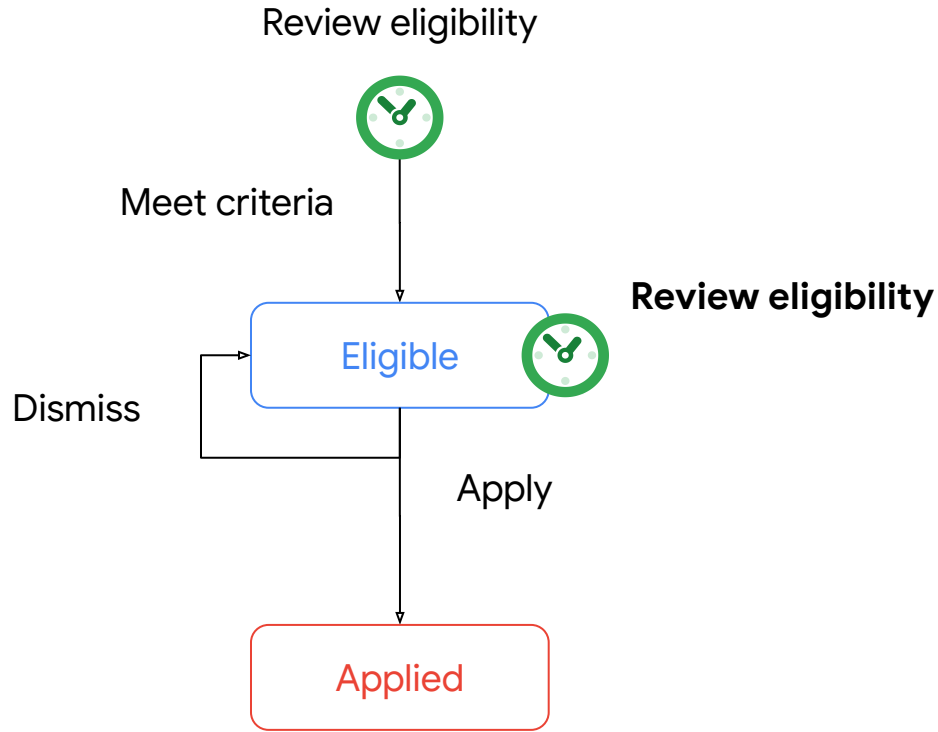
Use account data & **eligibility criteria**

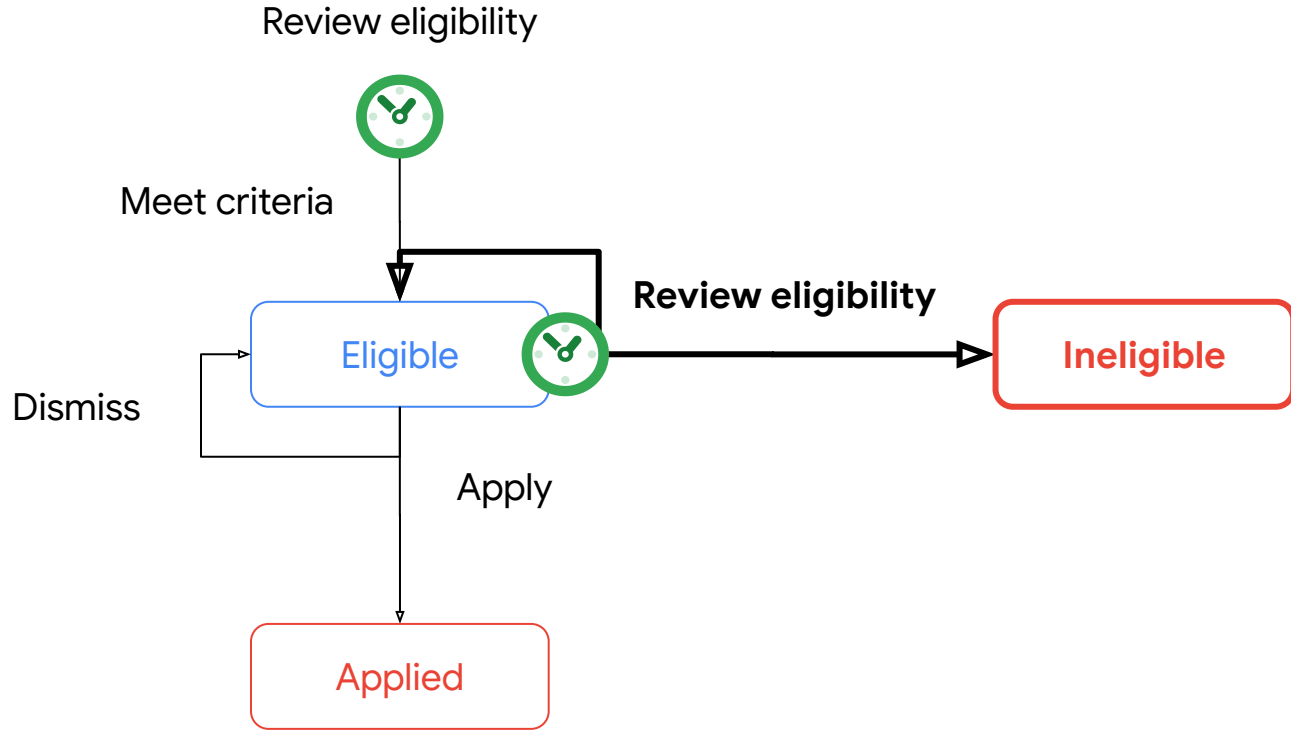


Update recommendations









# 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

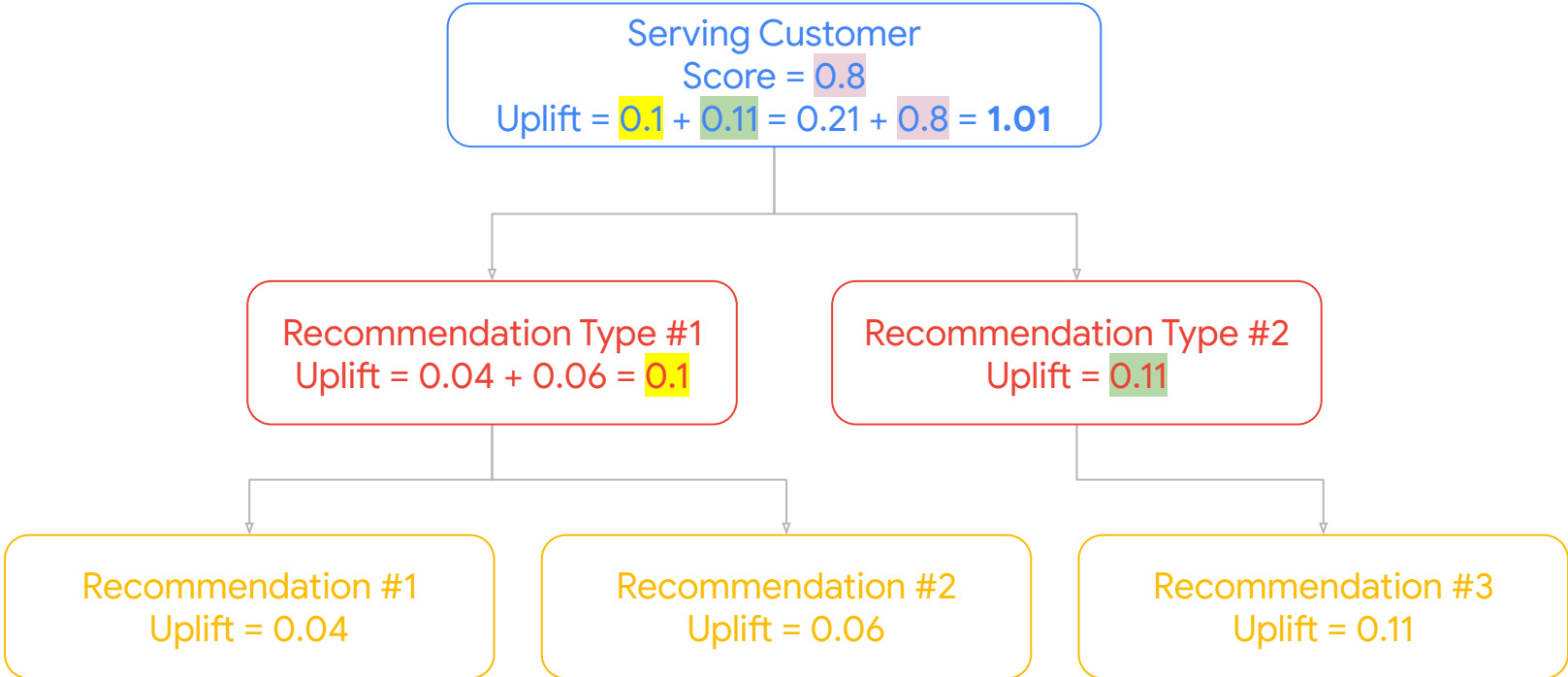
```
SELECT
  customer.resource_name,
  customer.test_account,
  metrics.optimization_score_uplift,
  metrics.optimization_score_url,
  segments.recommendation_type
FROM customer
```

## 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

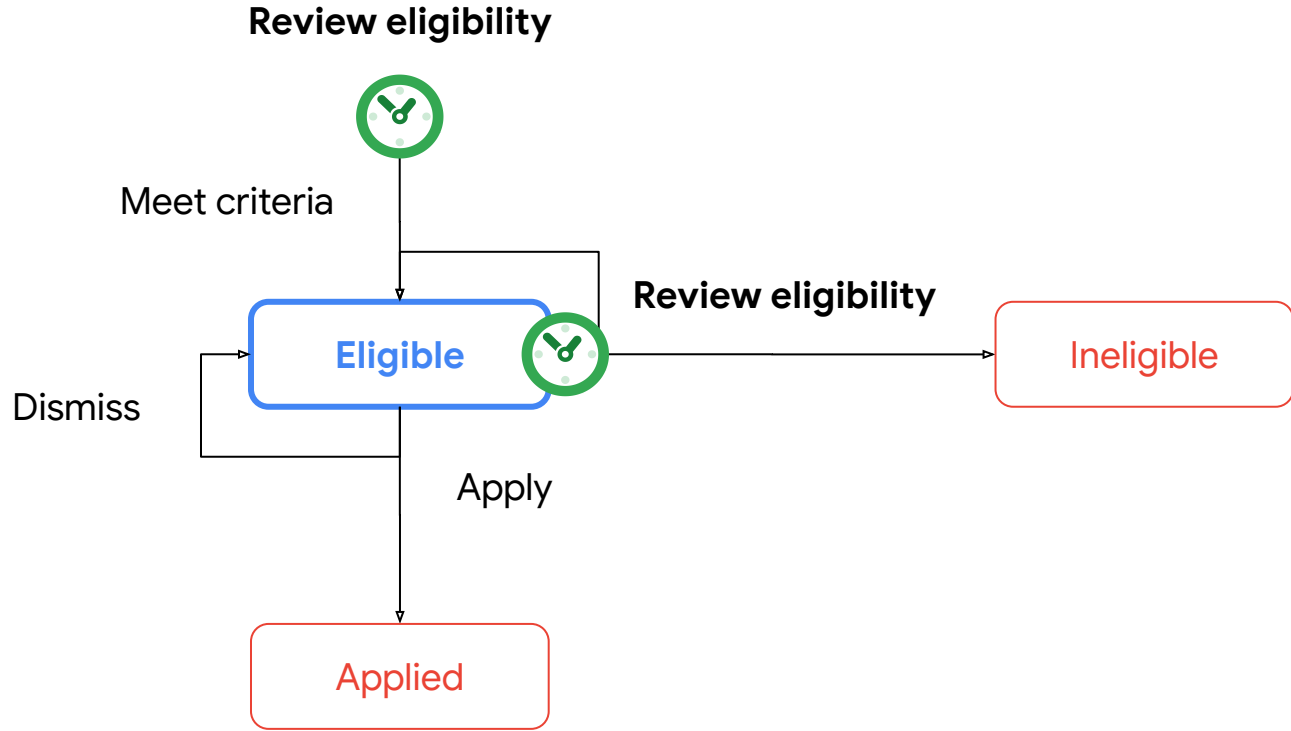
```
SELECT
  customer.descriptive_name,
  campaign.name,
  recommendation.resource_name,
  recommendation.type,
  recommendation.dismissed
FROM recommendation
WHERE recommendation.dismissed = FALSE
AND recommendation.type = KEYWORD
AND campaign.id = 3452
```

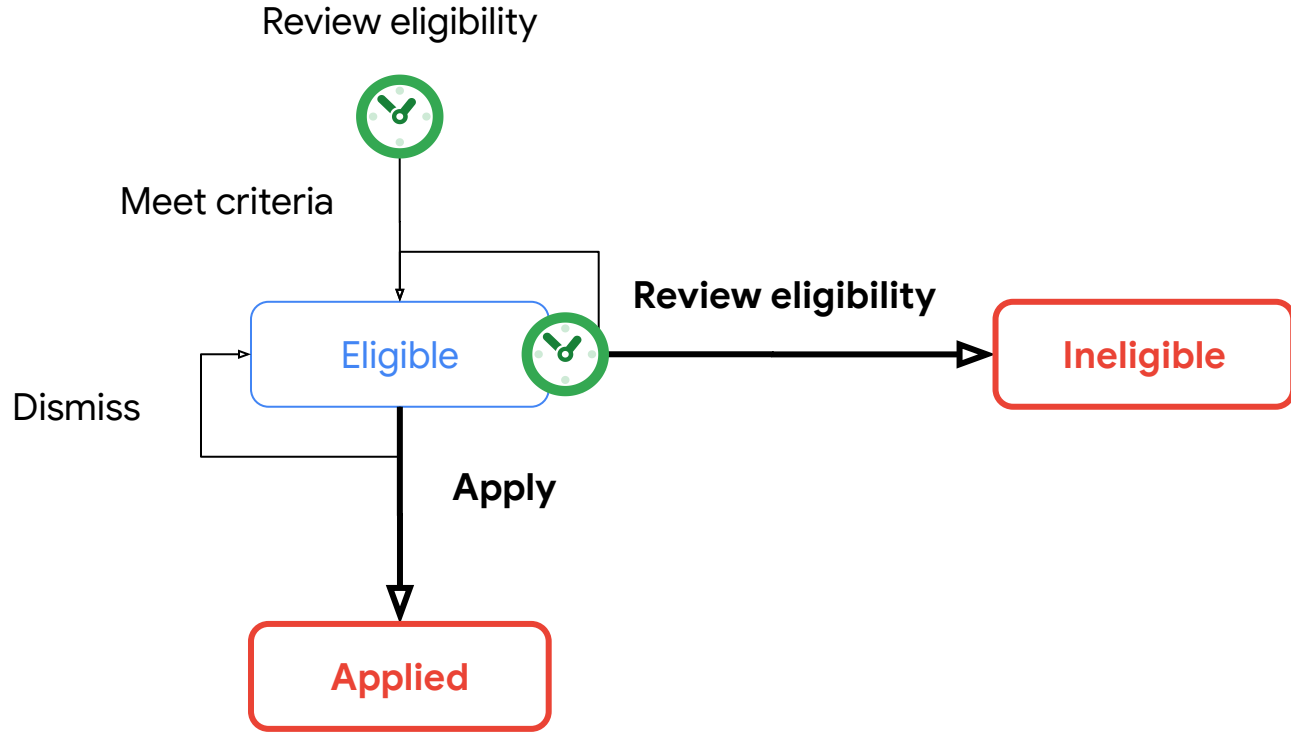
## Response

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

