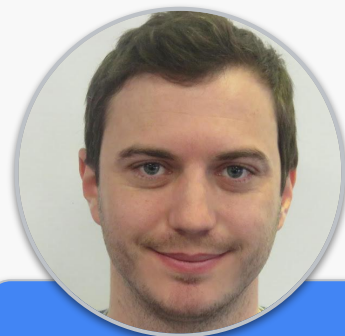


Recommendations: Apply Parameters

Optimization Score & Recommendations



The Google Ads API Developer Series



Pierrick Voulet

Developer Relations Engineer



Google Ads API



Mutating

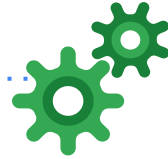


Reporting





Pull recommendations
GoogleAdsService



Apply recommendations
RecommendationService





Recommendation

A change to optimize the performance of a campaign





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

```
[
  {
    "customer": {
      "descriptiveName": "Serving Customer #1"
    },
    "campaign": {
      "resourceName": "Campaign #1"
    },
    "recommendation": {
      "resourceName": "customers/xxx/recommendations/zzz",
      "type": KEYWORD,
      "dismissed": FALSE
    }
  }
]
```





RecommendationService.applyRecommendation

Proprietary + Confidential

Request

JSON

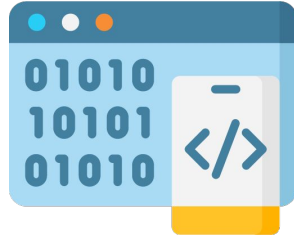
```
{  
  "resourceName": "customers/x/recommendations/y",  
  "applyParameters": { ... }  
}
```

Response

JSON

```
{  
  "resourceName": "customers/x/recommendations/y"  
}
```





Coding



Key Technical Details

RecommendationService.applyRecommendation

Request

JSON

```
{  
  "resourceName": "customers/x/recommendations/y"  
}
```

Response

JSON

```
{  
  "resourceName": "customers/x/recommendations/y"  
}
```



RecommendationService.applyRecommendation

Request

JSON

```
{  
  "resourceName": "customers/x/recommendations/y",  
  "applyParameters": { ... }  
}
```

Response

JSON

```
{  
  "resourceName": "customers/x/recommendations/y"  
}
```



RecommendationService.applyRecommendation

Request

JSON

```
{
  "resourceName": "customers/x/recommendations/y",
  "applyParameters": {
    "keyword": {
      "adGroup": "customers/x/adGroups/z",
      "matchType": BROAD,
      "cpcBidMicros": 1000000
    }
  }
}
```

Response

JSON

```
{
  "resourceName": "customers/x/recommendations/y"
}
```



KeywordParameters

Fields

resource_name

string

The resource name of the recommendation to apply.

Union field

apply_parameters

keyword

[KeywordParameters](#)

Optional parameters to use when applying keyword recommendation.



KeywordParameters

Fields	
<code>match_type</code>	<p>KeywordMatchType</p> <p>The match type of the keyword. This is a required field.</p>
<code>ad_group</code>	<p><code>string</code></p> <p>The ad group resource to add keyword to. This is a required field.</p>
<code>cpc_bid_micros</code>	<p><code>int64</code></p> <p>Optional, CPC bid to set for the keyword. If not set, keyword will use bid based on bidding strategy used by target ad group.</p>



RecommendationService.applyRecommendation

Request

JSON

```
{
  "resourceName": "customers/x/recommendations/y",
  "applyParameters": {
    "keyword": {
      "adGroup": "customers/x/adGroups/z",
      "matchType": BROAD,
      "cpcBidMicros": 1000000
    }
  }
}
```

Response

JSON

```
{
  "resourceName": "customers/x/recommendations/y"
}
```



recommendation.<type>_recommendation

Request

GAQL

```
SELECT
  recommendation.ad_group,
  recommendation.keyword_recommendation
FROM recommendation
AND recommendation.type = KEYWORD
```

Response

JSON

```
[{
  "adGroup": "customers/x/adGroups/z"
  "keywordRecommendation": {
    "recommendedCpcBidMicros": 0,
    "keyword": {
      "text": "shoe",
      "matchType": BROAD
    }
  }
}]
```



RecommendationService.applyRecommendation

Recommendation response

JSON

```
[{
  "adGroup": "customers/x/adGroups/z",
  "keywordRecommendation": {
    "recommendedCpcBidMicros": 0,
    "keyword": {
      "text": "shoe",
      "matchType": BROAD
    }
  }
}]
```

Apply request

JSON

```
{
  "resourceName": "customers/x/recommendations/y",
  "applyParameters": {
    "keyword": {
      "adGroup": "customers/x/adGroups/z",
      "matchType": BROAD,
      "cpcBidMicros": 1000000
    }
  }
}
```





errors





errors





errors





Product documentation



Technical Guide

API Reference



- [recommendation](#)
- [Types](#)
- [Apply](#)
- [Errors](#)



Thanks for watching

- We welcome your feedback at googleadsapi-support@google.com
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