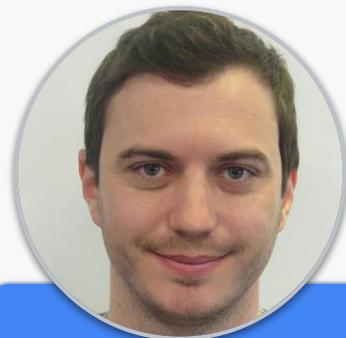


Recommendations: Take Action

Optimization Score & Recommendations



The Google Ads API Developer Series



Pierrick Voulet

Developer Relations Engineer



Google Ads API

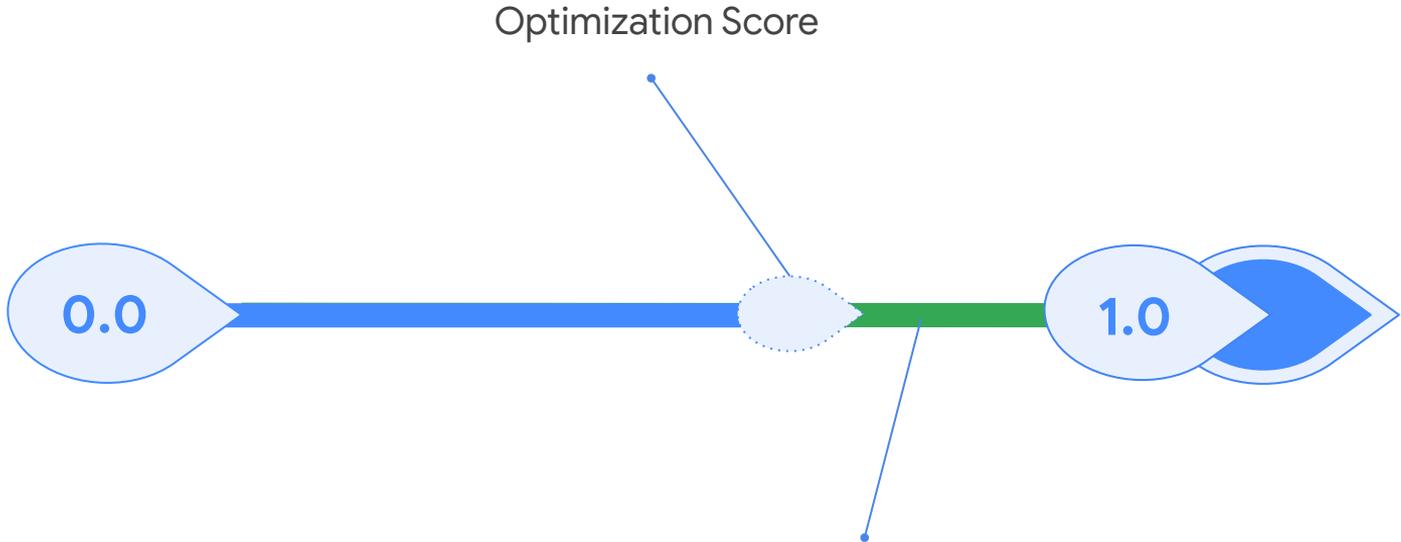


Mutating



Reporting





Headroom





Recommendation

A change to optimize the performance of a campaign



recommendation

Request

GAQL

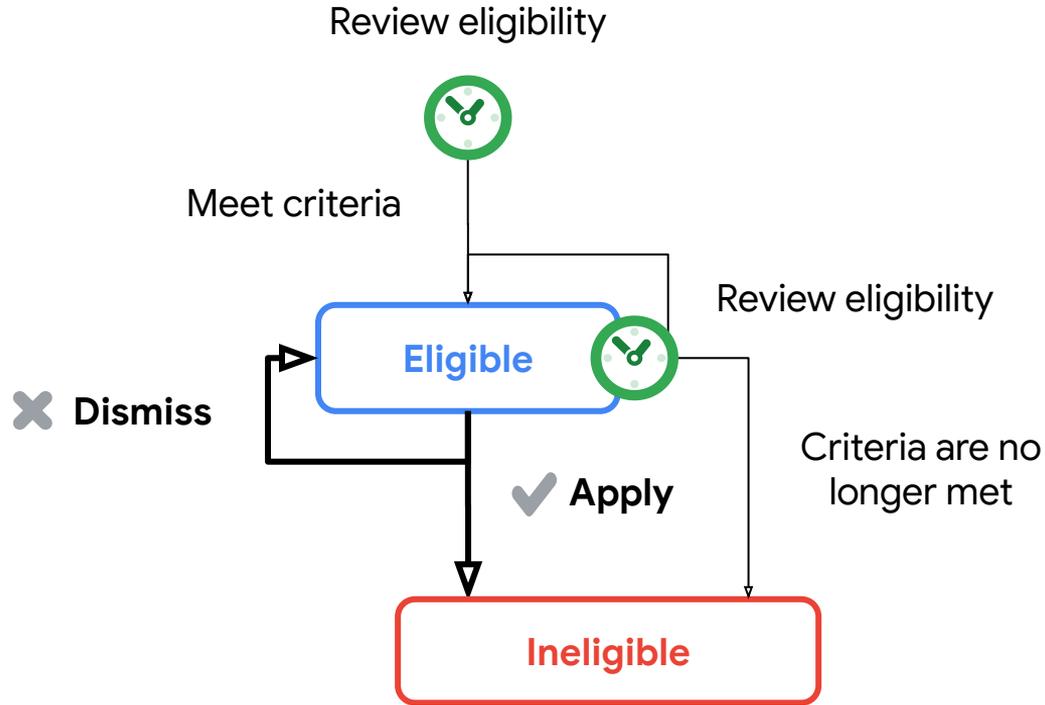
```
SELECT
  customer.descriptive_name,
  campaign.name,
  recommendation.resource_name,
  recommendation.type,
  recommendation.dismissed
FROM recommendation
WHERE recommendation.dismissed = FALSE
AND recommendation.type = KEYWORD
AND campaign.id = 3452
```

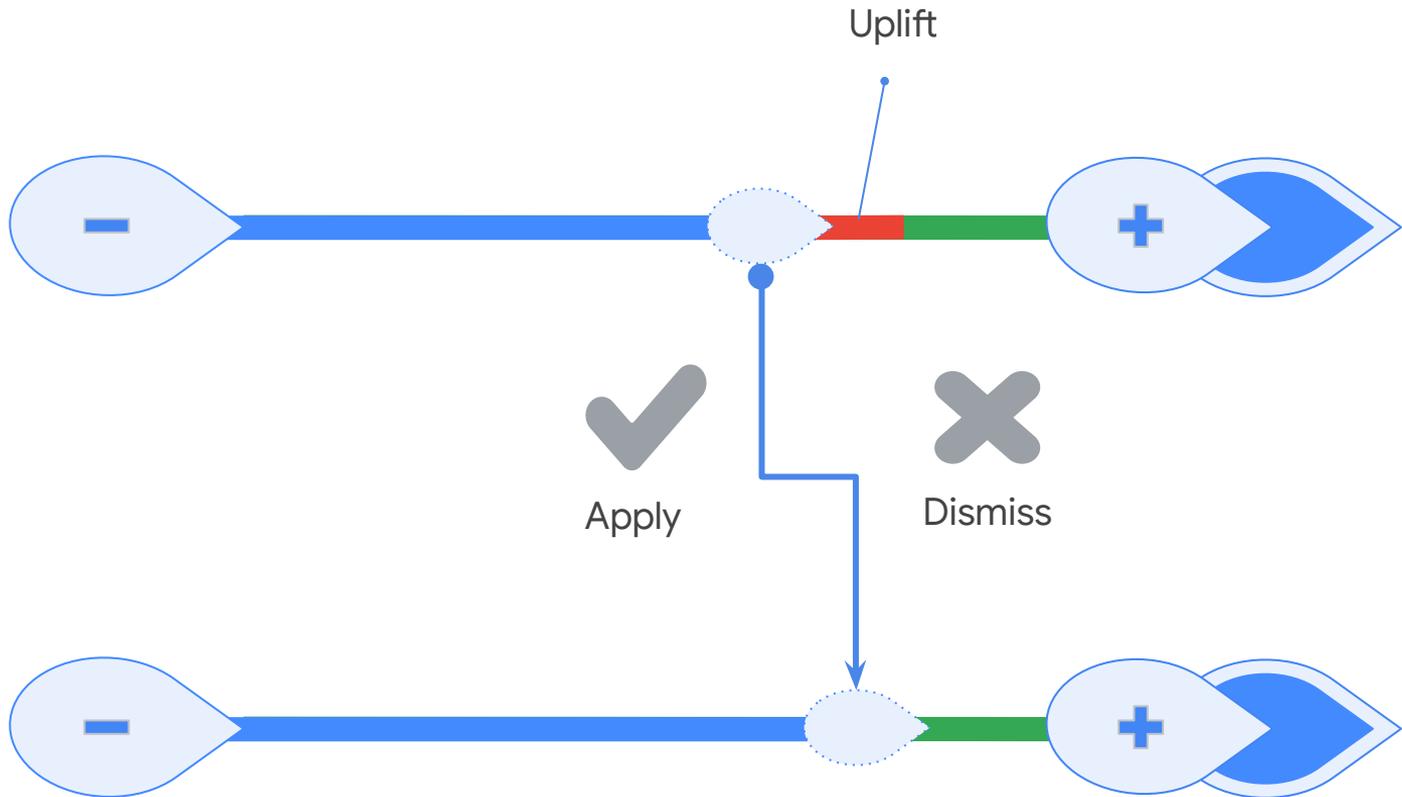
Response

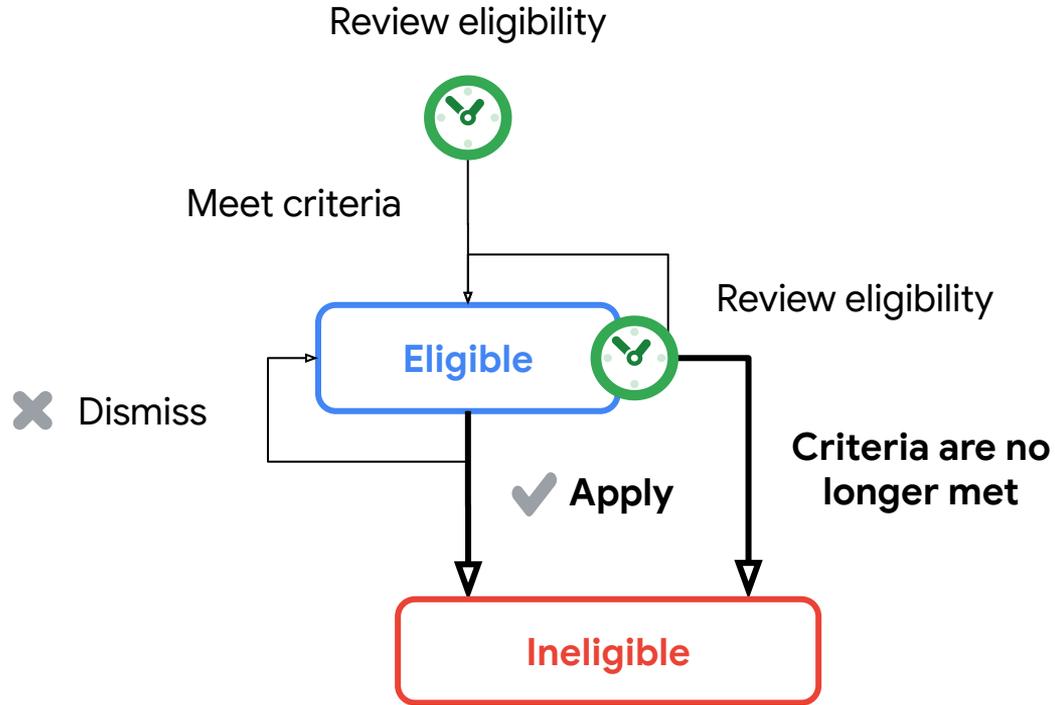
JSON

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











Coding

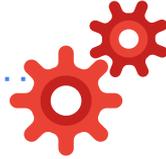


Pull recommendations
GoogleAdsService



Take direct actions
Apply / dismiss recommendations
RecommendationService





Pull recommendations

GoogleAdsService

Take indirect actions

Manage campaigns: CampaignService

Manage ad groups: AdGroupService

...





Key Technical Details



Direct



React



Indirect



RecommendationService.dismissRecommendation

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"  
}
```





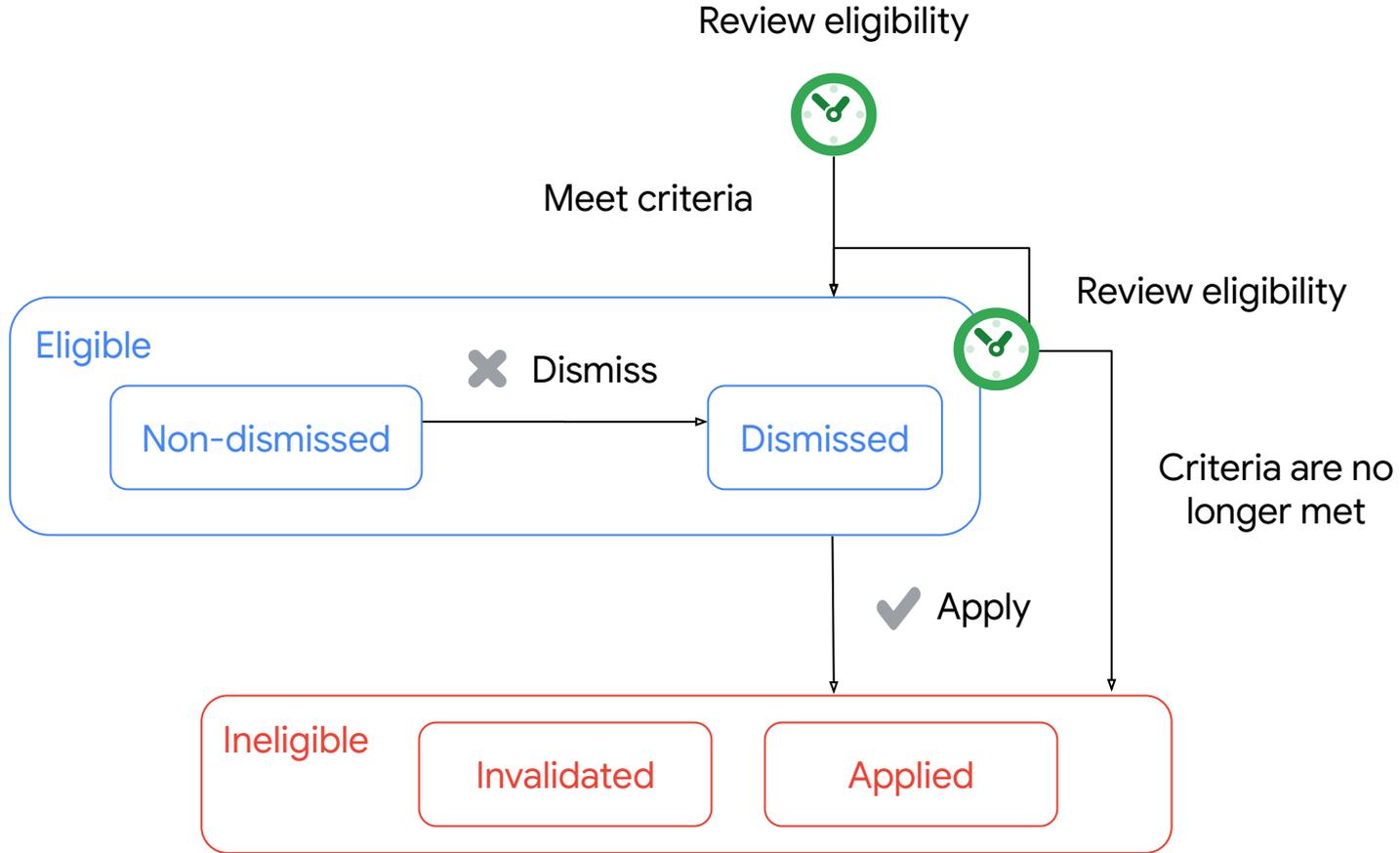
`change_status` & `change_event`

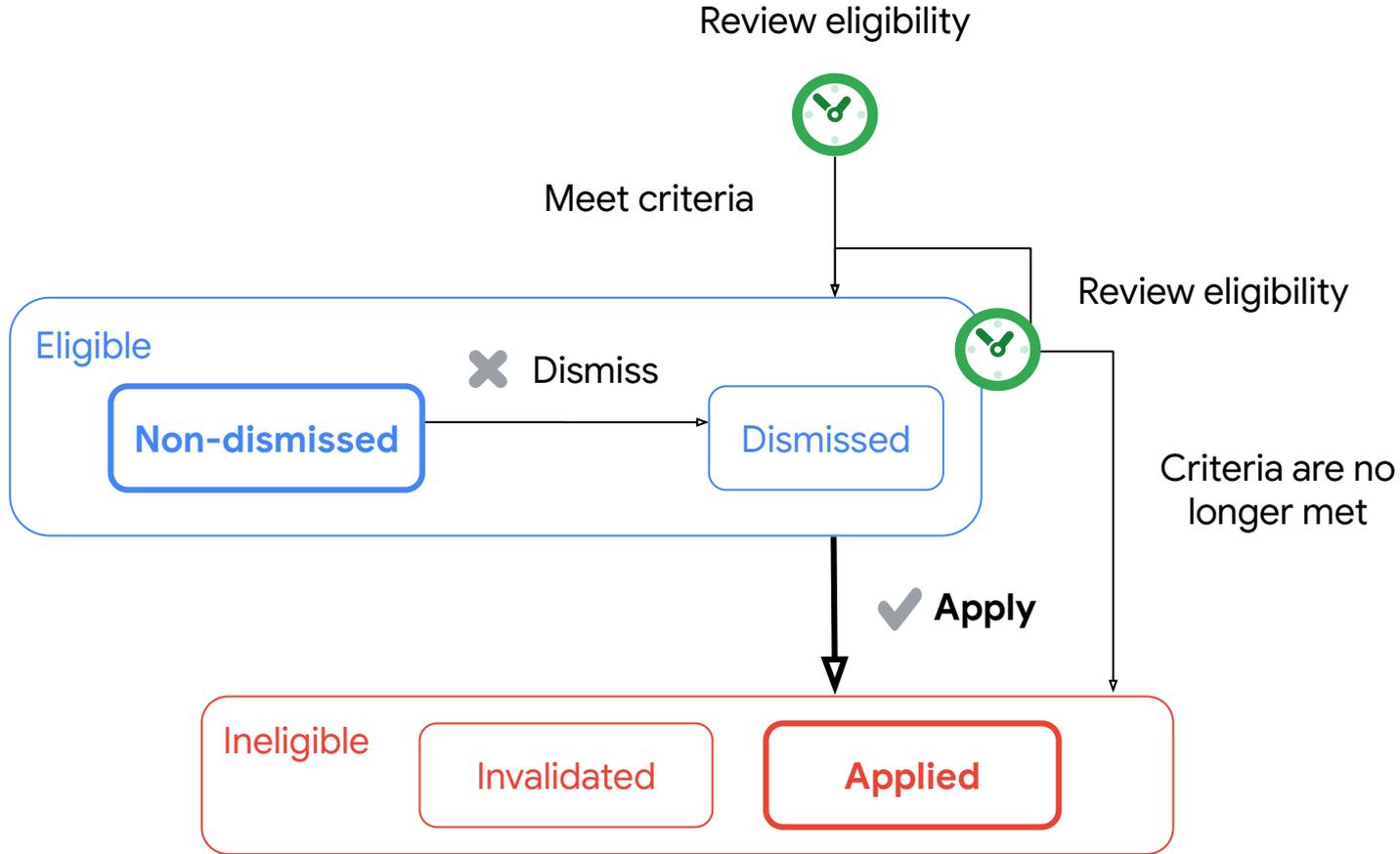




`change_status` & `change_event`

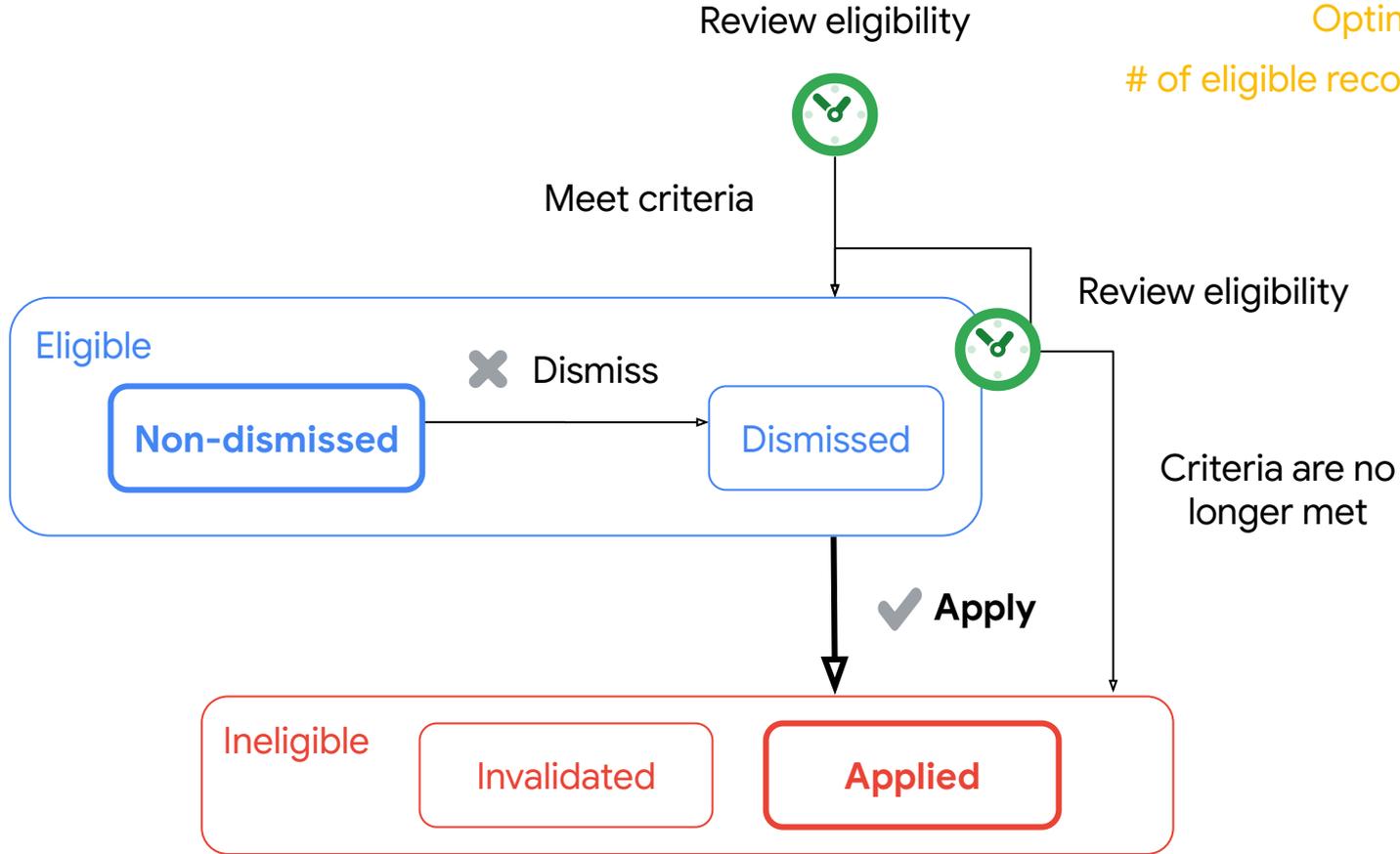


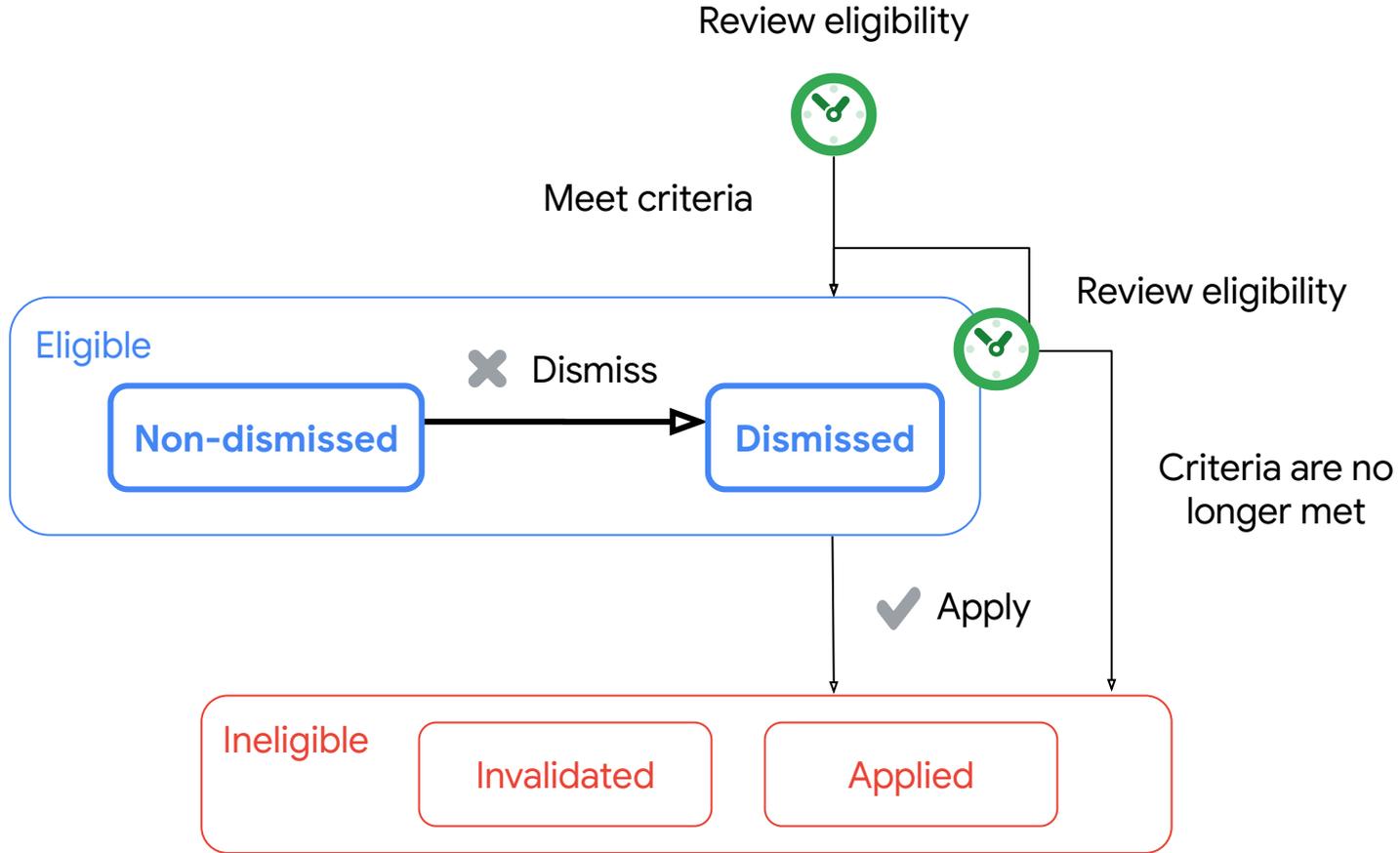




Optimization Score 

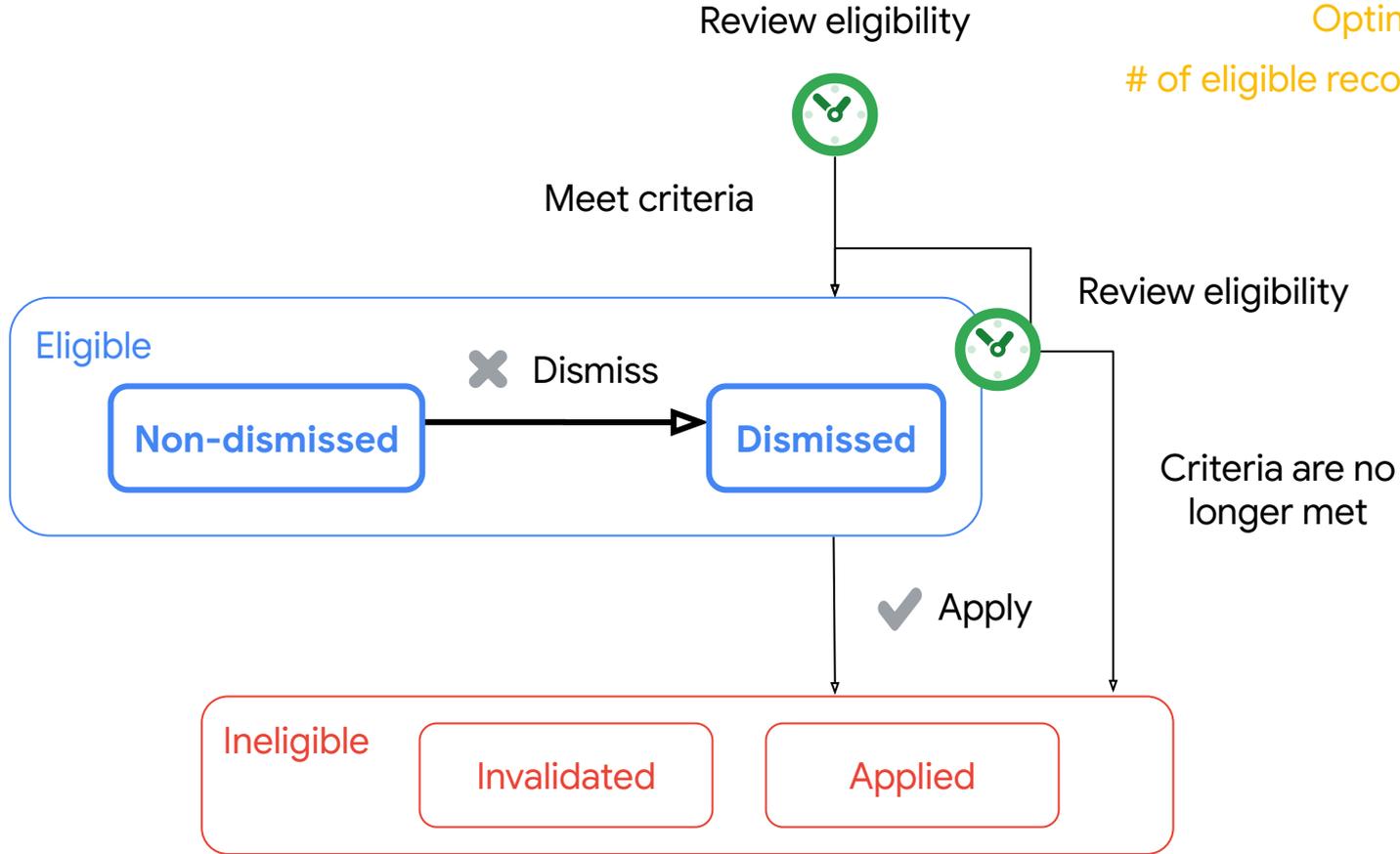
of eligible recommendations 

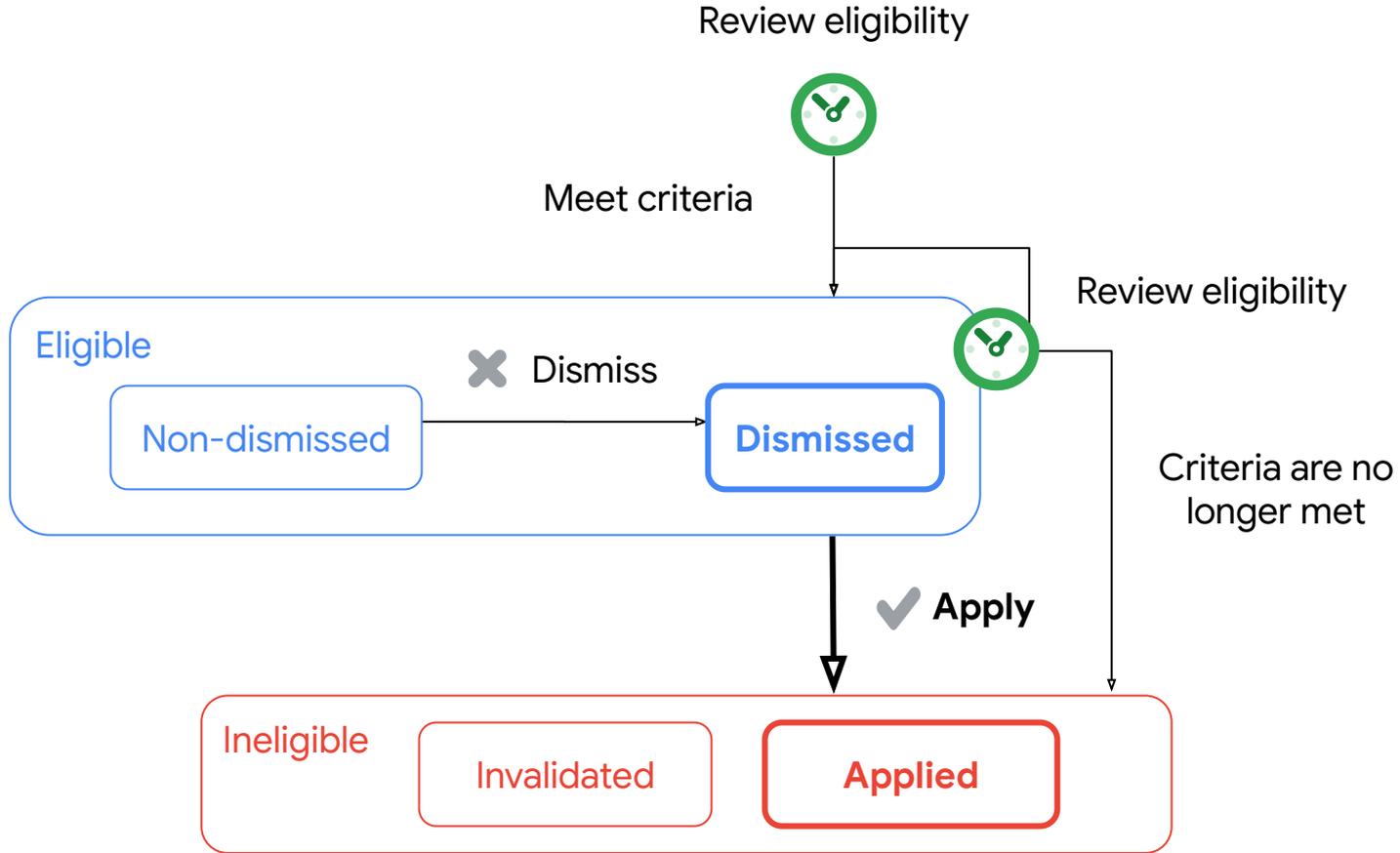




Optimization Score 

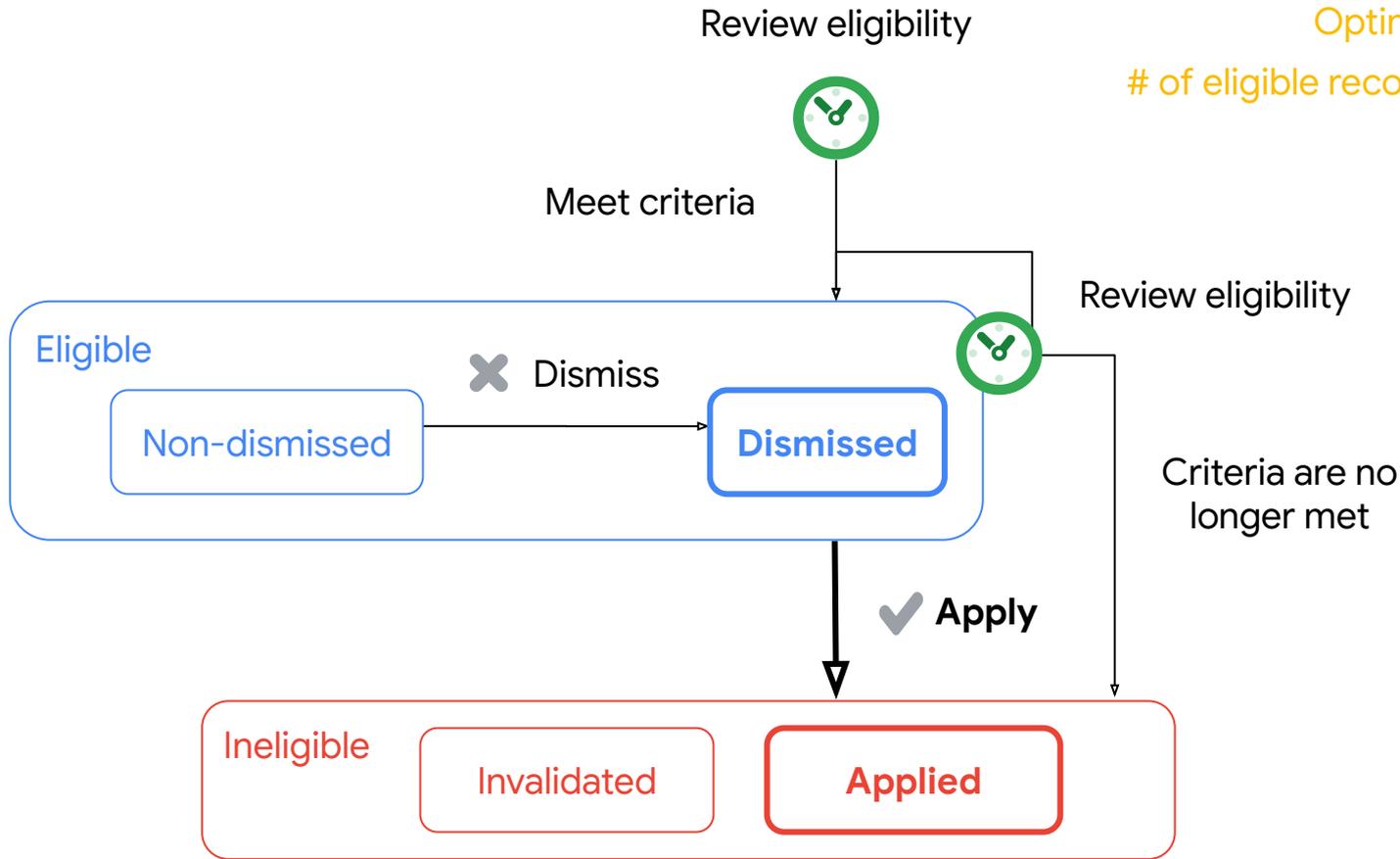
of eligible recommendations 

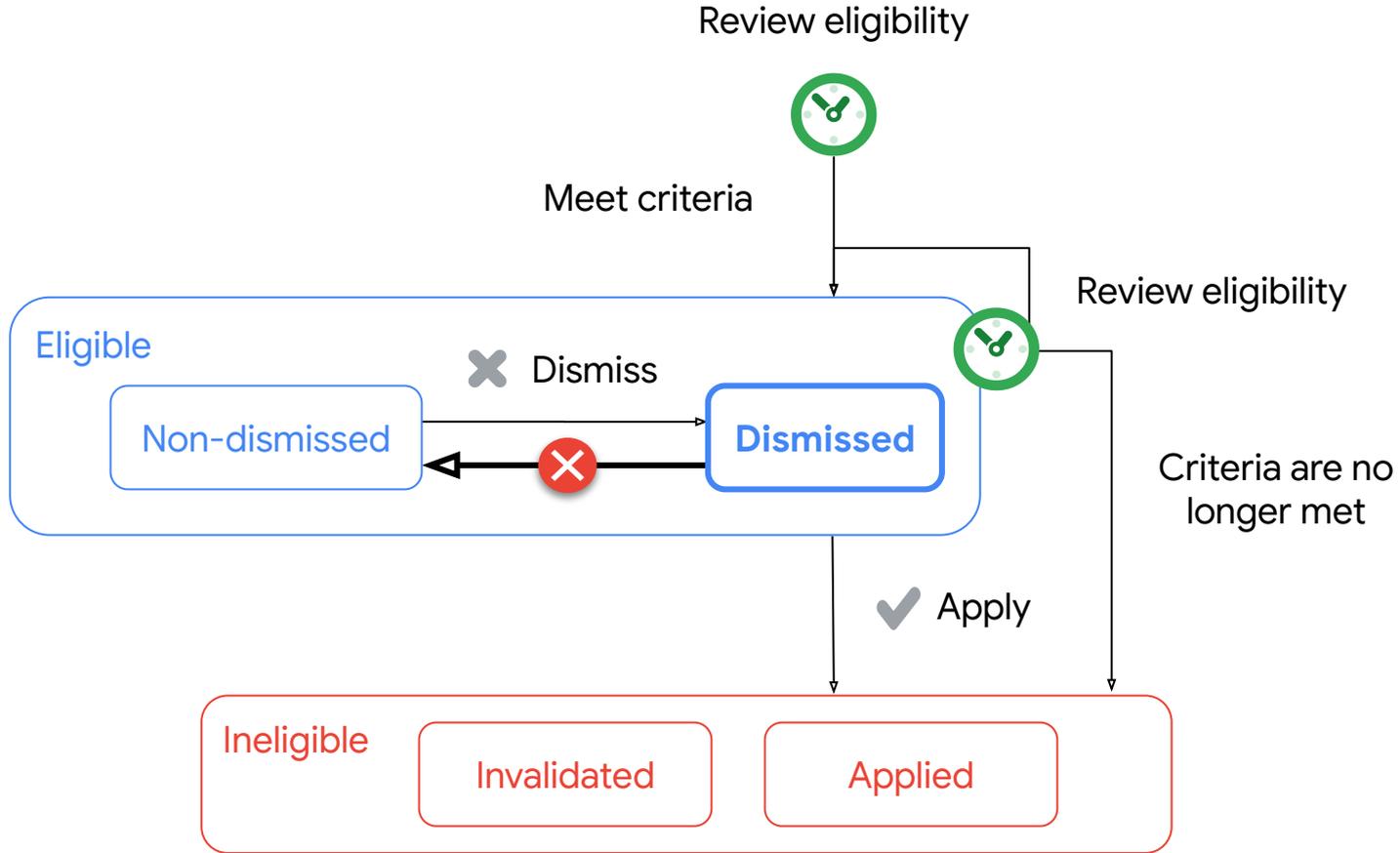


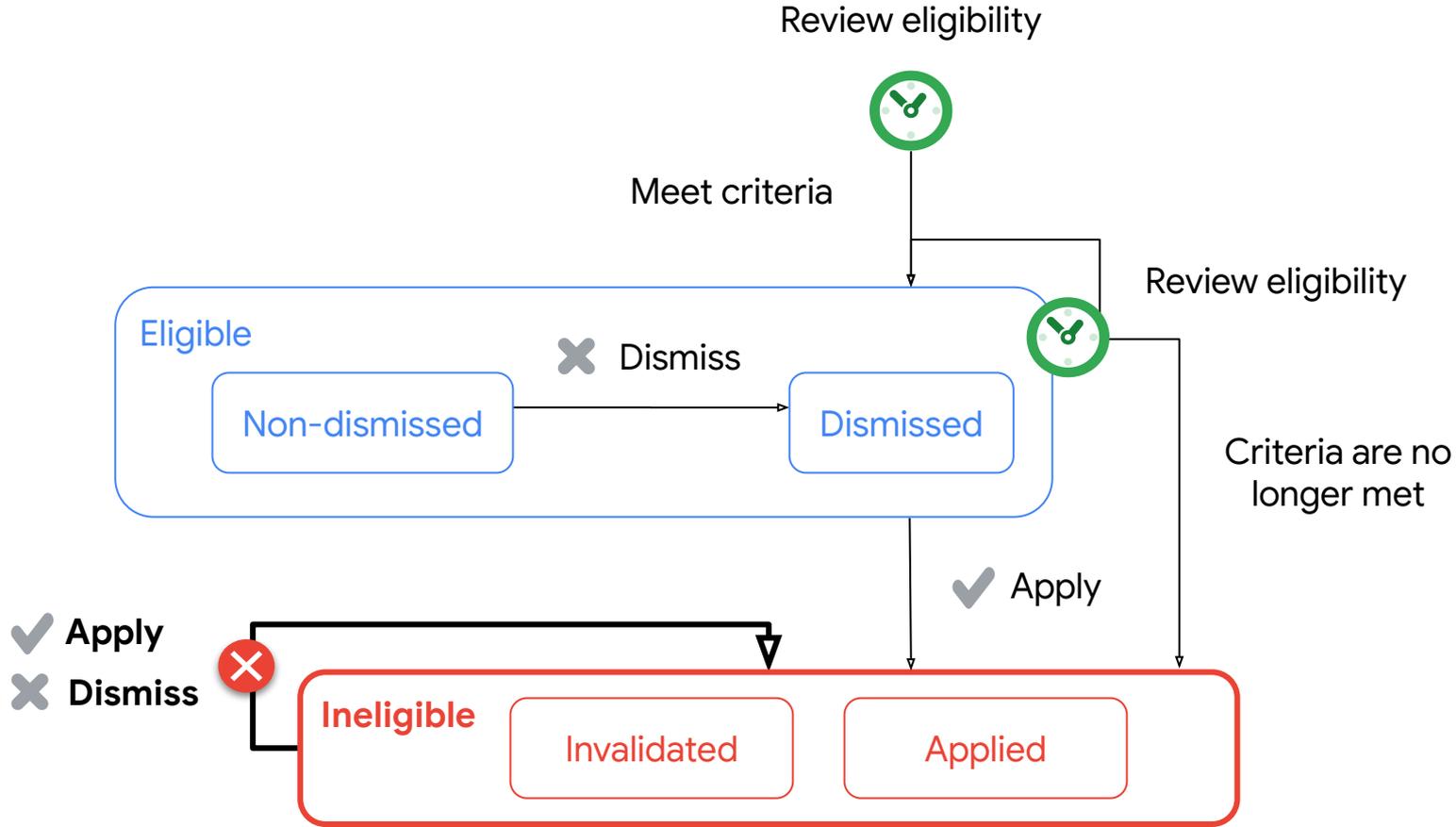


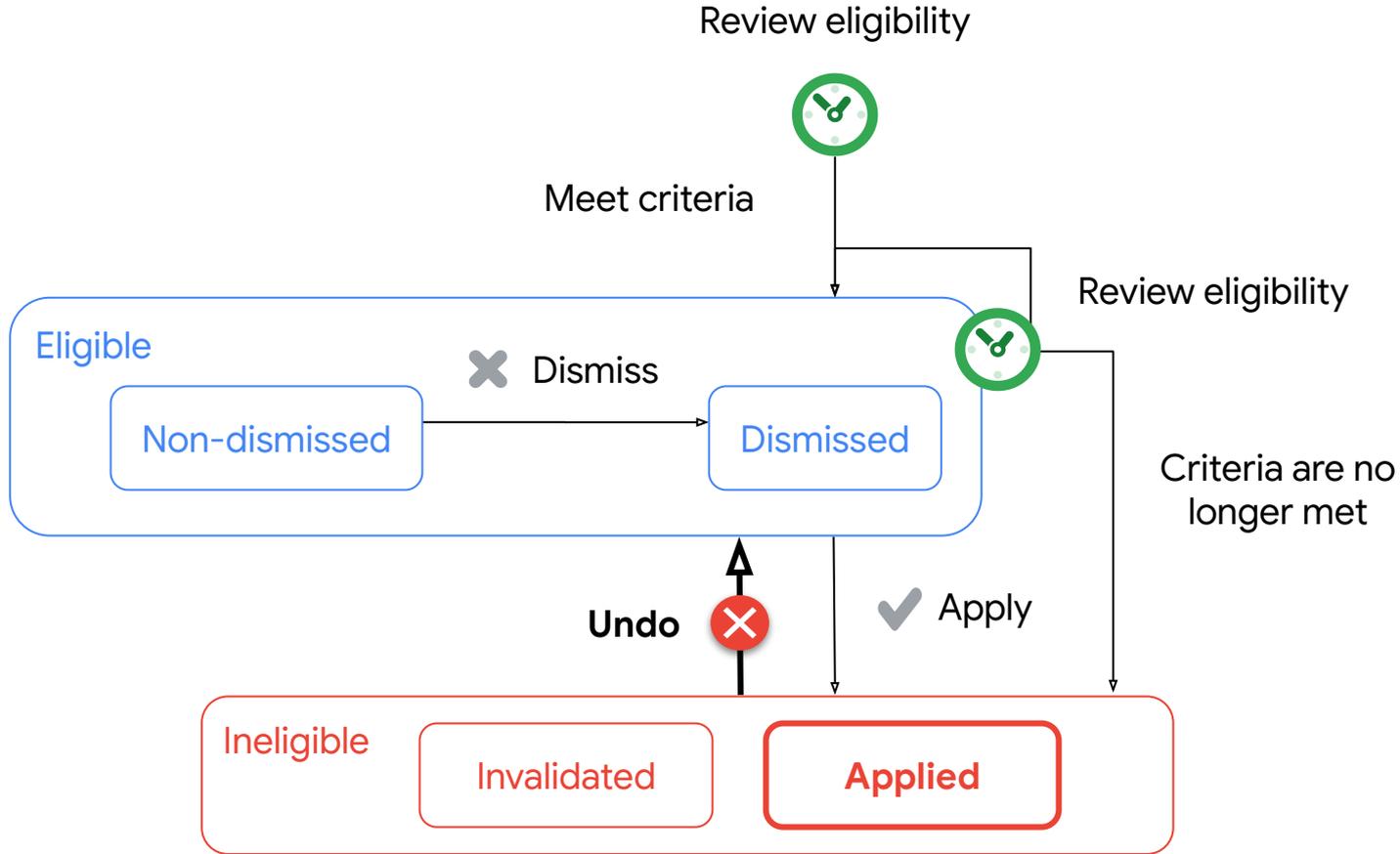
Optimization Score ➡

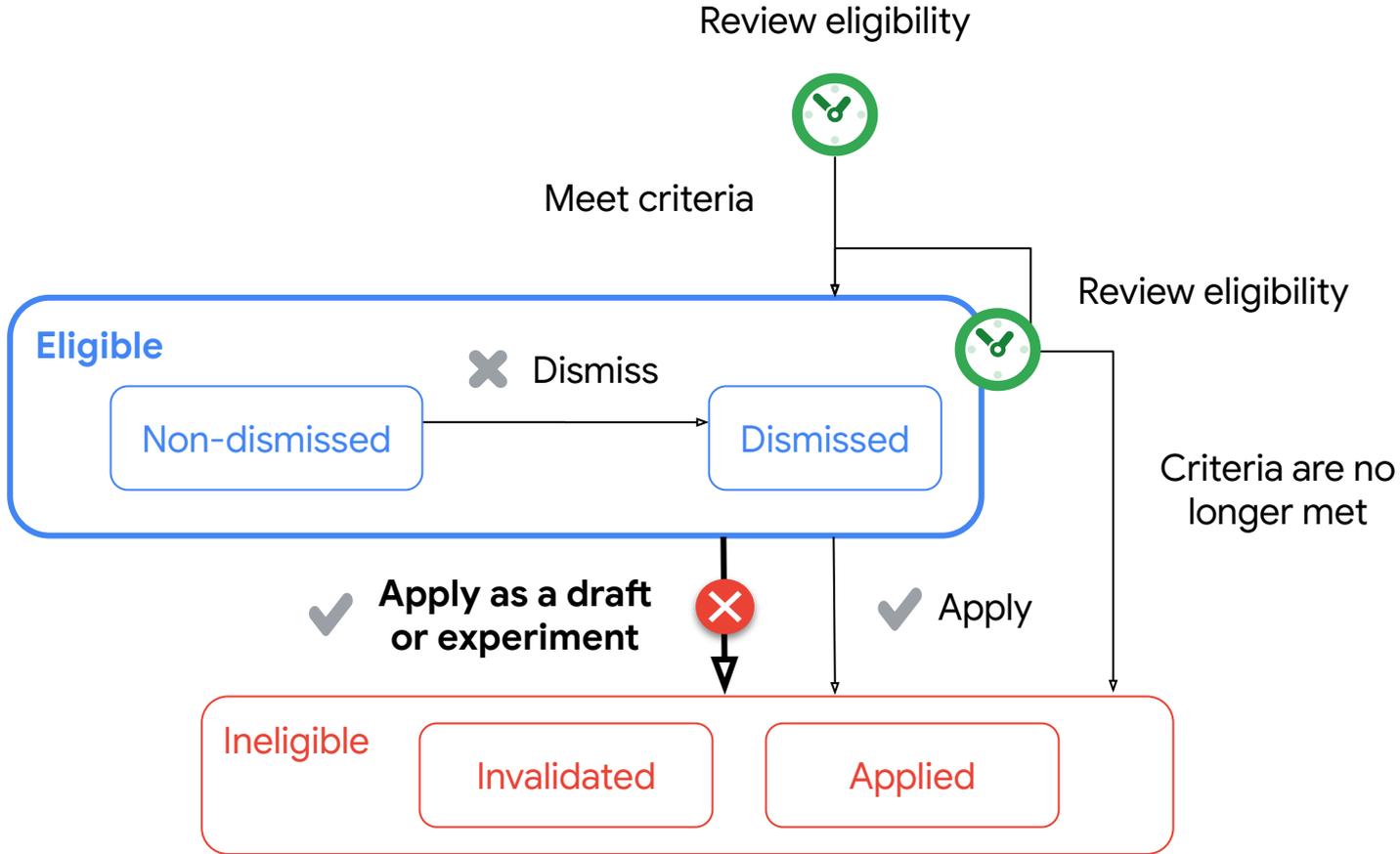
of eligible recommendations ⬇













Product documentation



Technical Guide



API Reference

- [Recommendation](#)
- [Types](#)
- Operations: [Apply](#), [Dismiss](#)
- [Errors](#)
- [Changes](#)



Thanks for watching

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