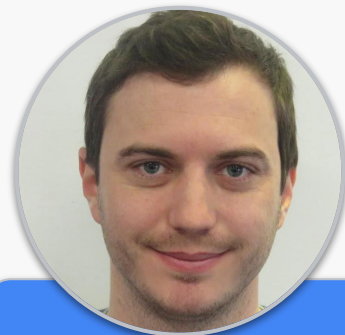


# Recommendations: Take Actions In Bulk

Optimization Score & Recommendations



The Google Ads API Developer Series



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*Developer Relations Engineer*



## Google Ads API



## Mutating

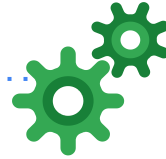


## Reporting





Pull recommendations  
GoogleAdsService



Apply / Dismiss recommendations  
RecommendationService





## Recommendation

*A change to optimize the performance of a campaign*





# recommendation

## Request

GAQL

```
SELECT
  recommendation.resource_name
FROM recommendation
WHERE recommendation.type = KEYWORD
```

## Response

JSON

```
[{
  "recommendation": {
    "resourceName": "customers/xxx/recommendations/zzz"
  }
}]
```





# RecommendationService.applyRecommendation

Proprietary + Confidential

## Request

JSON

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

## Response

JSON

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





# RecommendationService.dismissRecommendation

Proprietary + Confidential

## Request

JSON

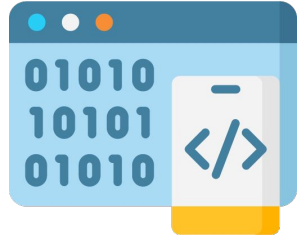
```
{  
  "resourceName": "customers/x/recommendations/y"  
}
```

## Response

JSON

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



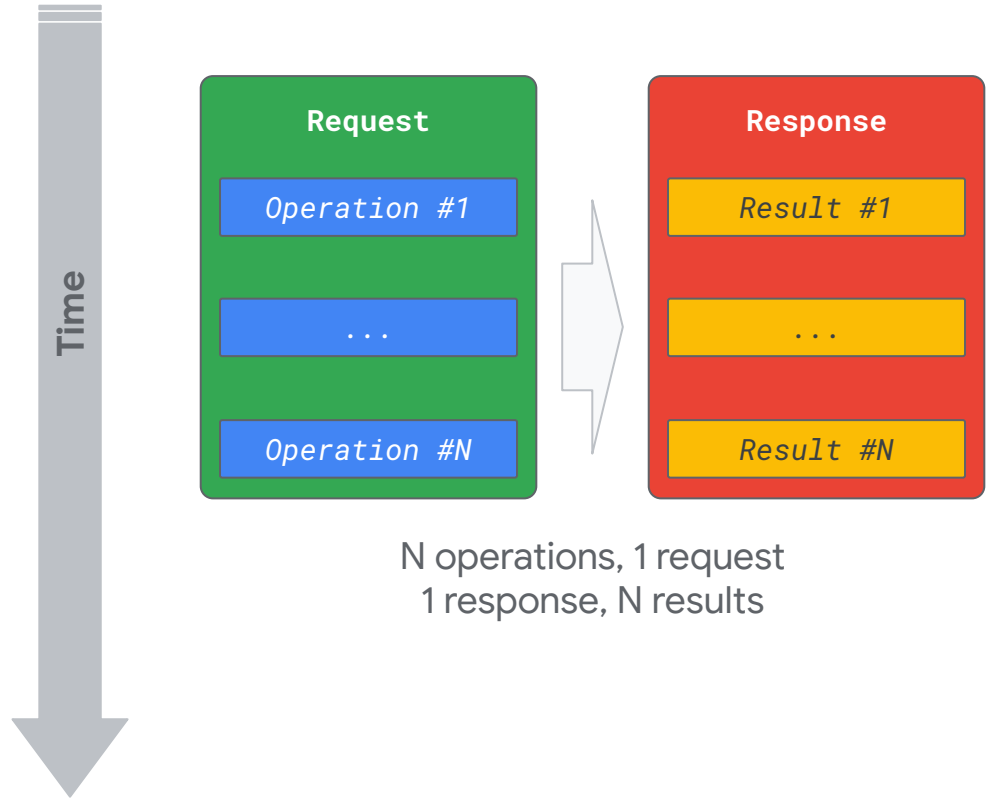


Coding



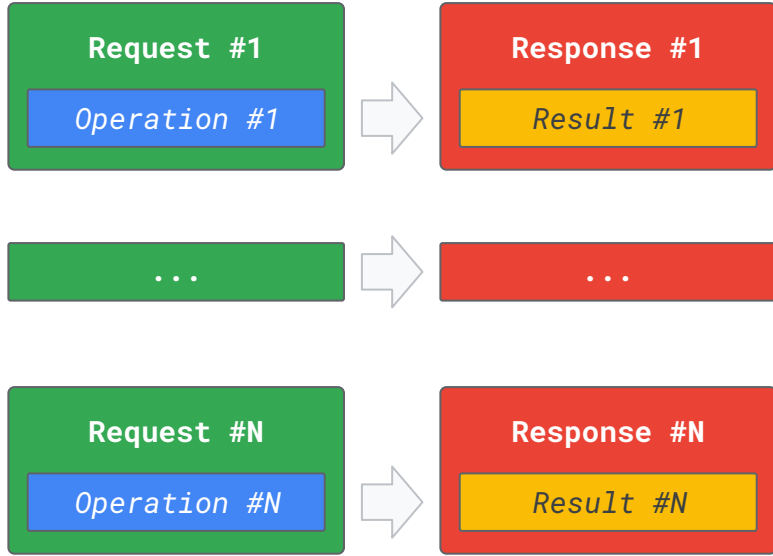


# Key Technical Details

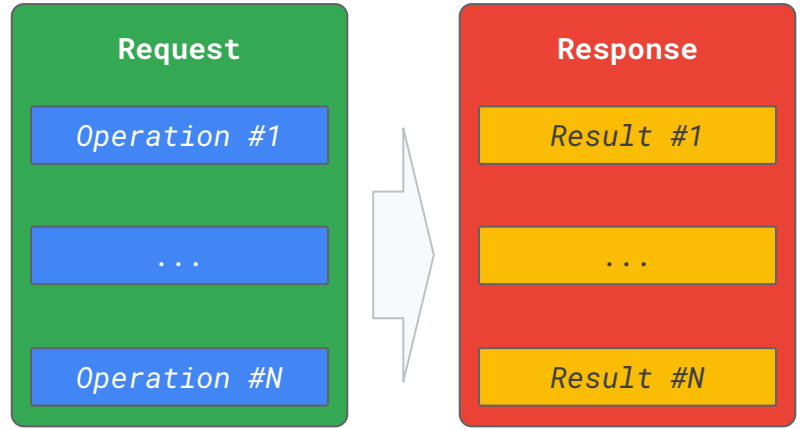
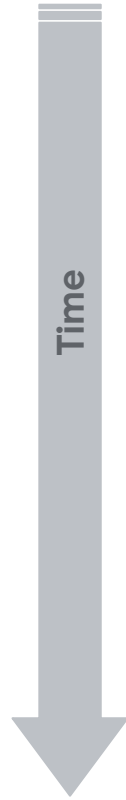


N operations, 1 request  
1 response, N results





N operations, N requests  
N responses, N results



N operations, 1 request  
1 response, N results





Better performance and scalability



# RecommendationService.applyRecommendation

## Request

JSON

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

## Response

JSON

```
[{  
  "resourceName": "customers/x/recommendations/y"  
},  
...  
{  
  "resourceName": "customers/x/recommendations/z"  
}]
```



# RecommendationService.dismissRecommendation

## Request

JSON

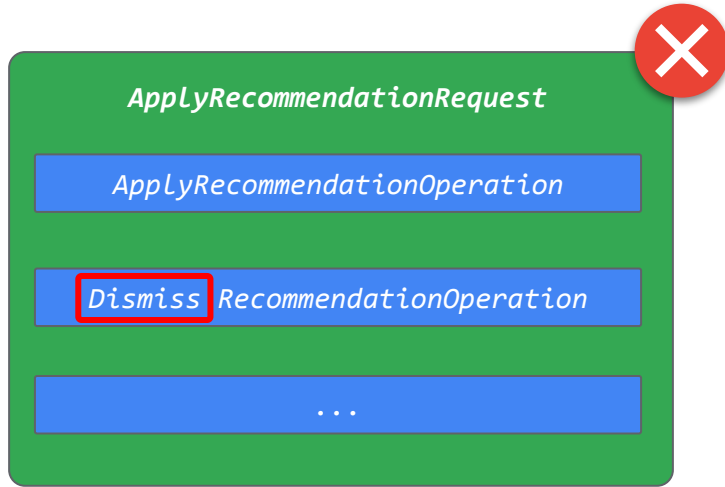
```
[{  
  "resourceName": "customers/x/recommendations/y"  
},  
...  
{  
  "resourceName": "customers/x/recommendations/z"  
}]
```

## Response

JSON

```
[{  
  "resourceName": "customers/x/recommendations/y"  
},  
...  
{  
  "resourceName": "customers/x/recommendations/z"  
}]
```

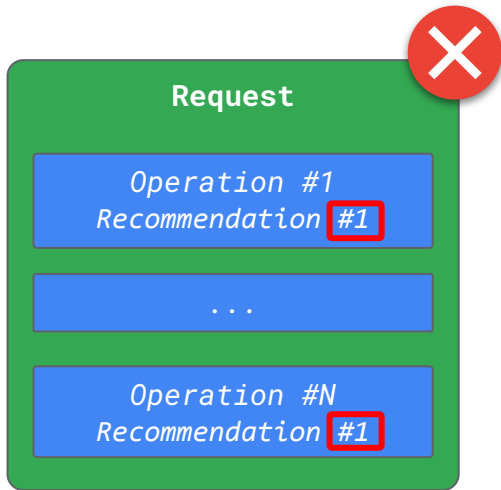




Cannot apply and dismiss recommendations in same request



DUPLICATE\_RESOURCE\_NAME

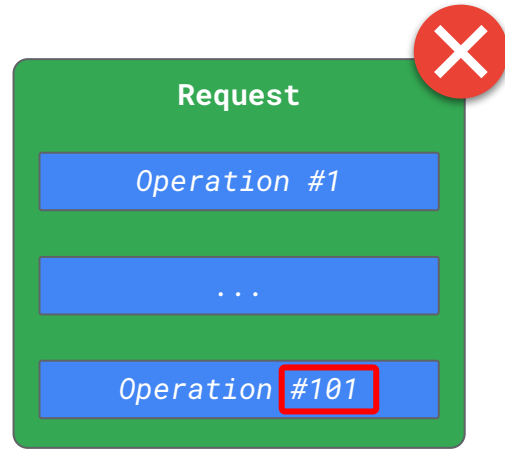


Can take only one action per recommendation





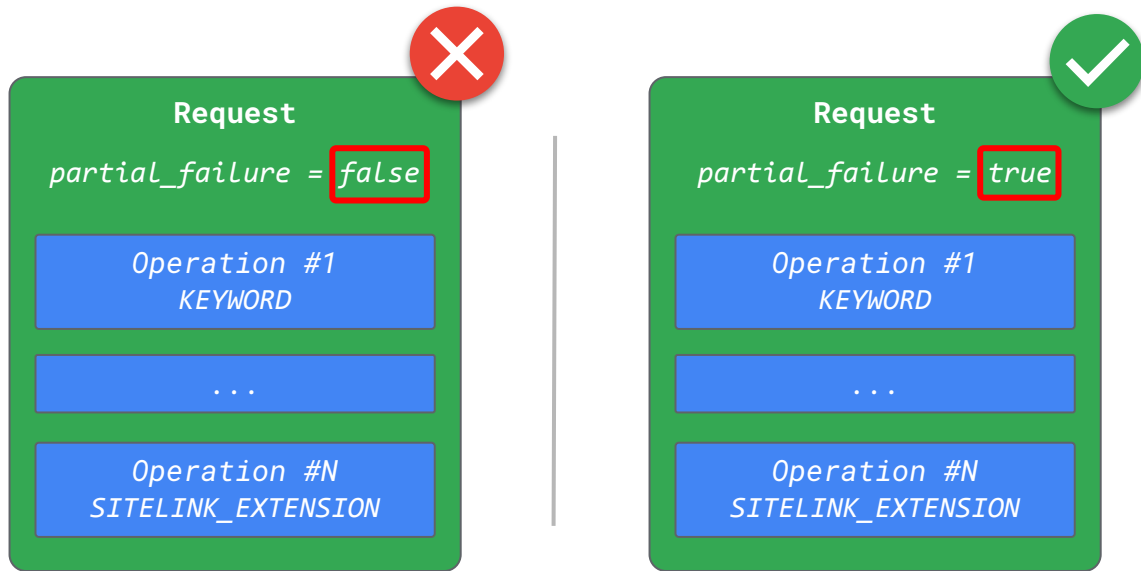
TOO\_MANY\_OPERATIONS



Do not send more operations than authorized

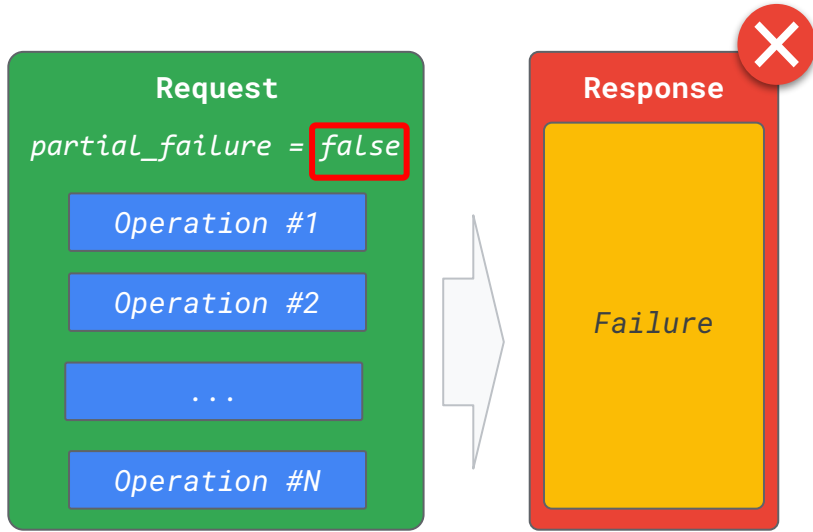


## DIFFERENT\_TYPES\_NOT\_SUPPORTED

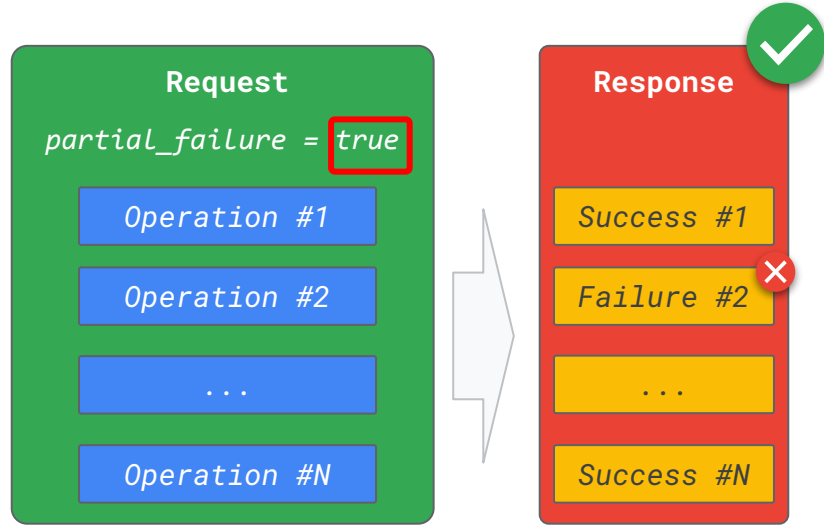


Enable `partial_failure` to take actions on different recommendation types





Complete failure



Partial failure





errors



# RecommendationError

BUDGET_AMOUNT_TOO_SMALL	The specified budget amount is too low e.g. lower than minimum currency unit or lower than ad group minimum cost-per-click.
BUDGET_AMOUNT_TOO_LARGE	The specified budget amount is too large.
INVALID_BUDGET_AMOUNT	The specified budget amount is not a valid amount. e.g. not a multiple of minimum currency unit.
POLICY_ERROR	The specified keyword or ad violates ad policy.
INVALID_BID_AMOUNT	The specified bid amount is not valid. e.g. too many fractional digits, or negative amount.
ADGROUP_KEYWORD_LIMIT	The number of keywords in ad group have reached the maximum allowed.
RECOMMENDATION_ALREADY_APPLIED	The recommendation requested to apply has already been applied.
RECOMMENDATION_INVALIDATED	The recommendation requested to apply has been invalidated.
TOO_MANY_OPERATIONS	The number of operations in a single request exceeds the maximum allowed.
NO_OPERATIONS	There are no operations in the request.
DIFFERENT_TYPES_NOT_SUPPORTED	Operations with multiple recommendation types are not supported when partial failure mode is not enabled.
DUPLICATE_RESOURCE_NAME	Request contains multiple operations with the same resource_name.
RECOMMENDATION_ALREADY_DISMISSED	The recommendation requested to dismiss has already been dismissed.
INVALID_APPLY_REQUEST	The recommendation apply request was malformed and invalid.





## Product documentation



## Technical Guide



## API Reference

- [Apply](#), [Dismiss](#)
- [Errors](#)
- [Partial failures](#)
- [recommendation](#)
- [Types](#)



# Thanks for watching

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