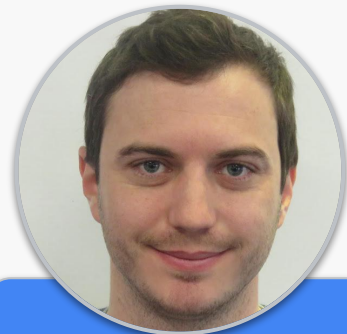


Deep Dive: Recommendations

Optimization Score & Recommendations



The Google Ads API Developer Series



Pierrick Voulet

Developer Relations Engineer



Google Ads API



Reporting



GAQL (Google Ads Query Language)

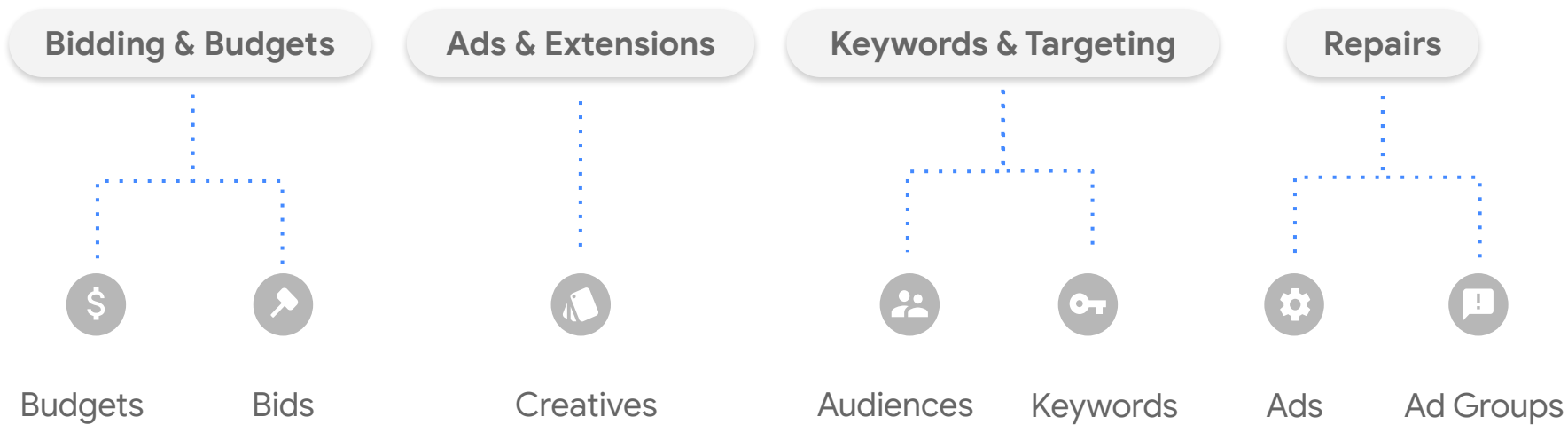


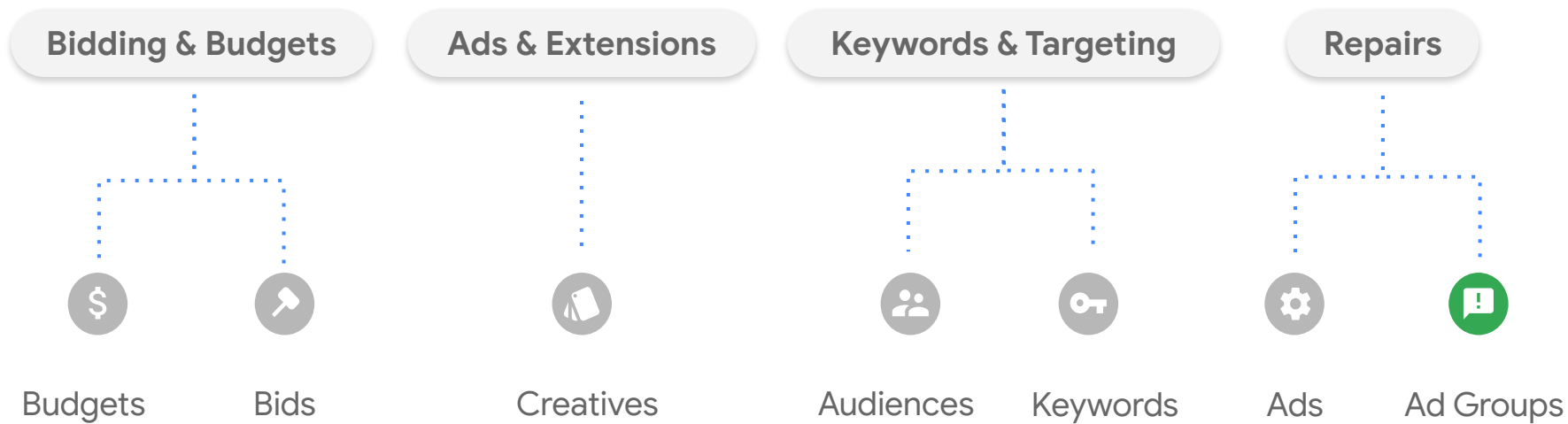


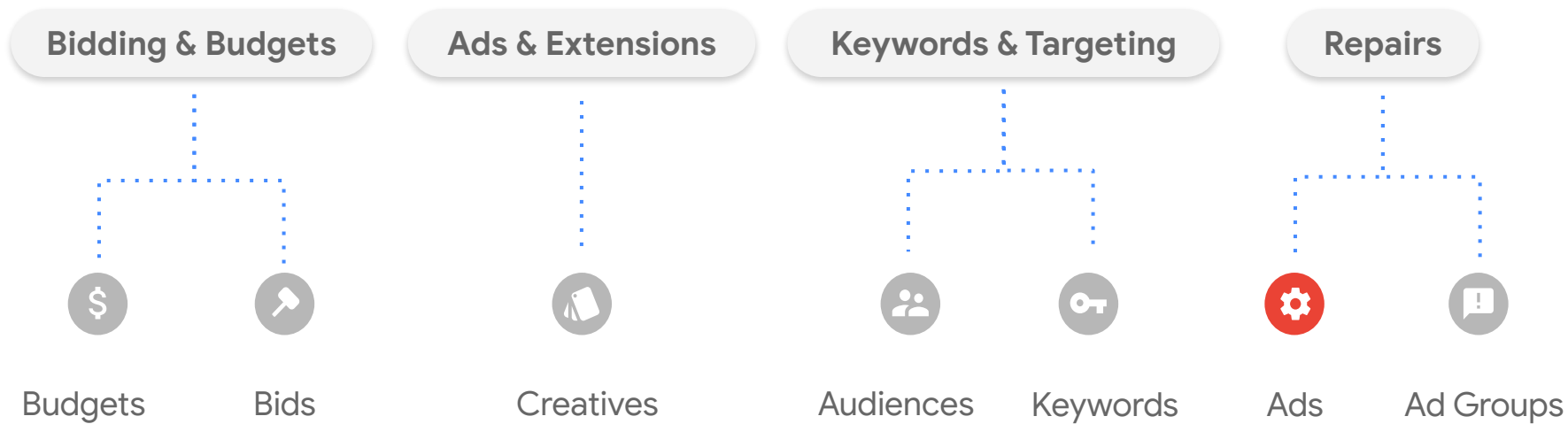
Recommendation

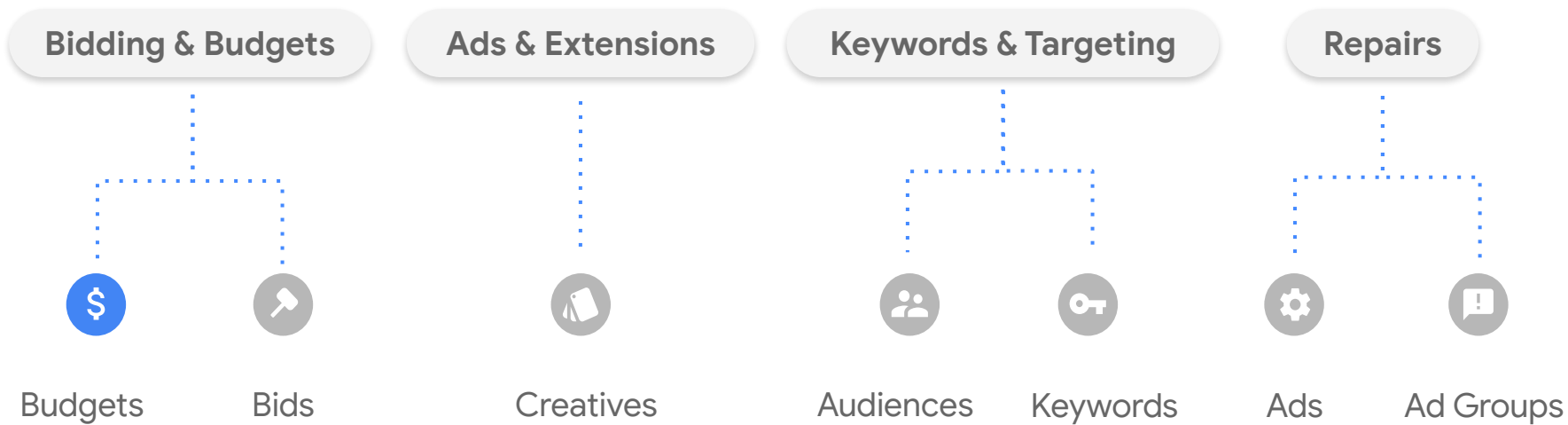
A change to optimize the performance of a campaign





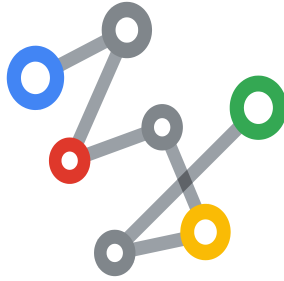








Real-time

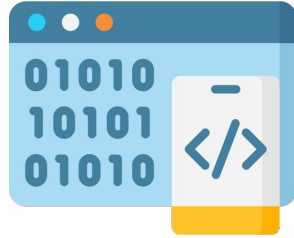


Tailored

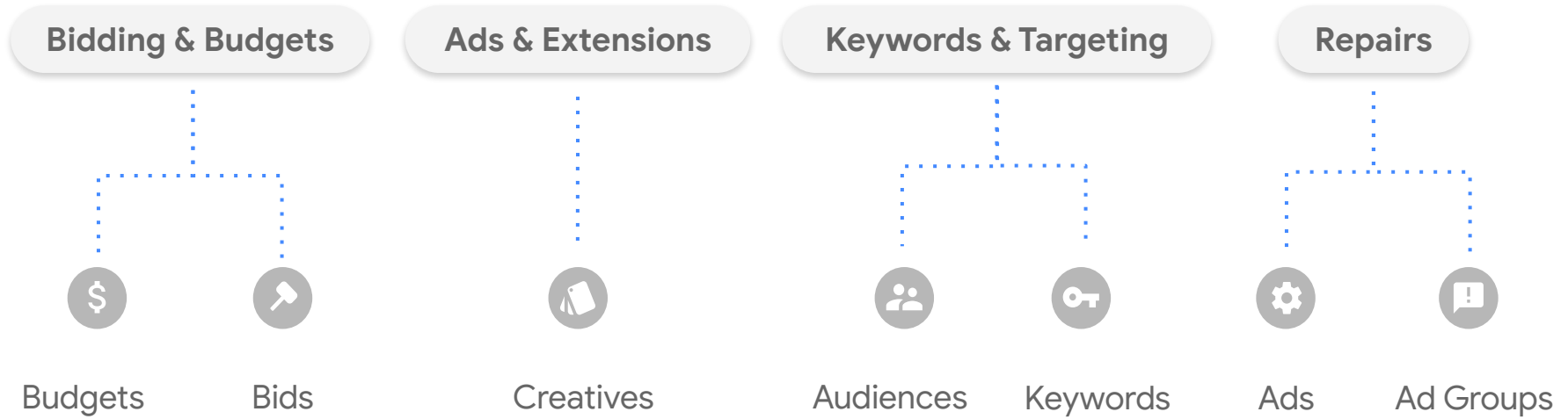


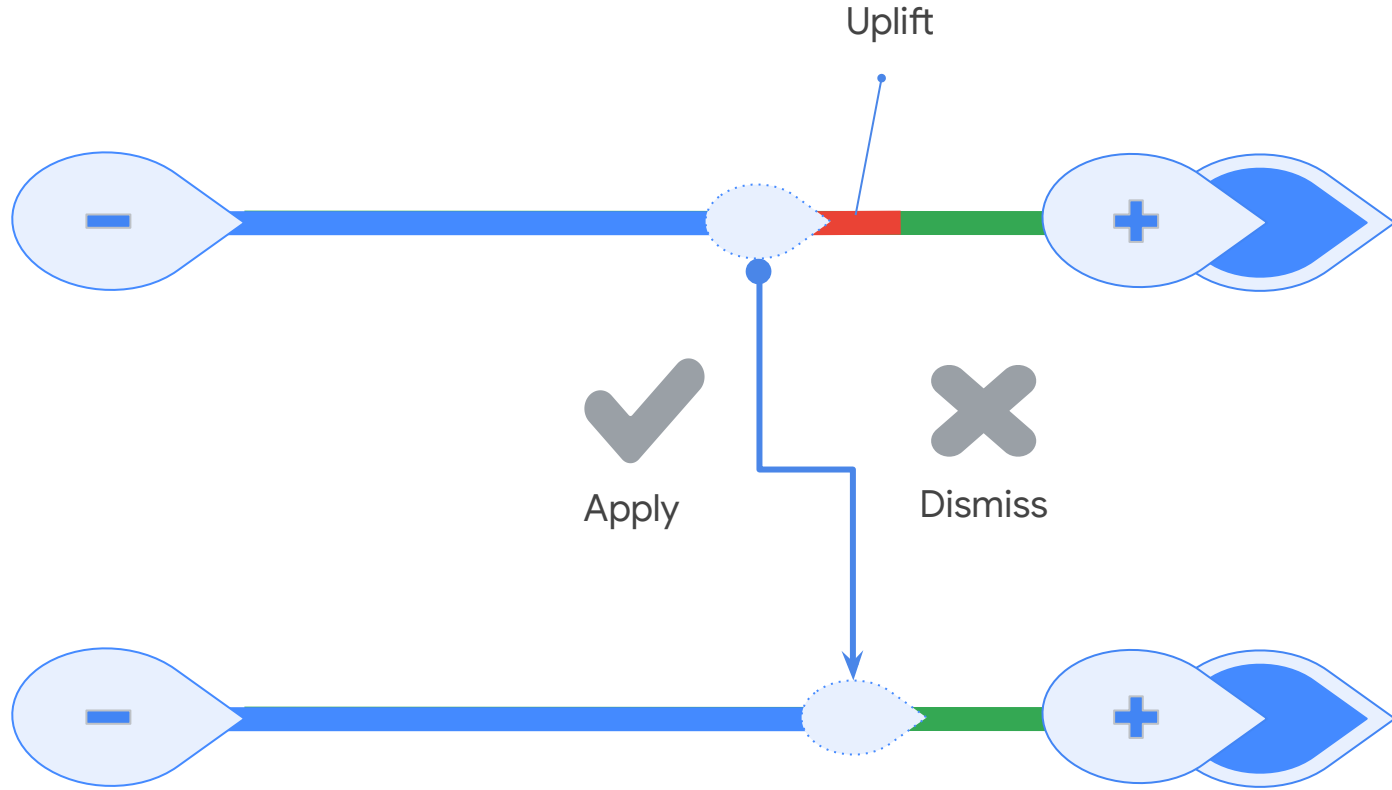
Actionable

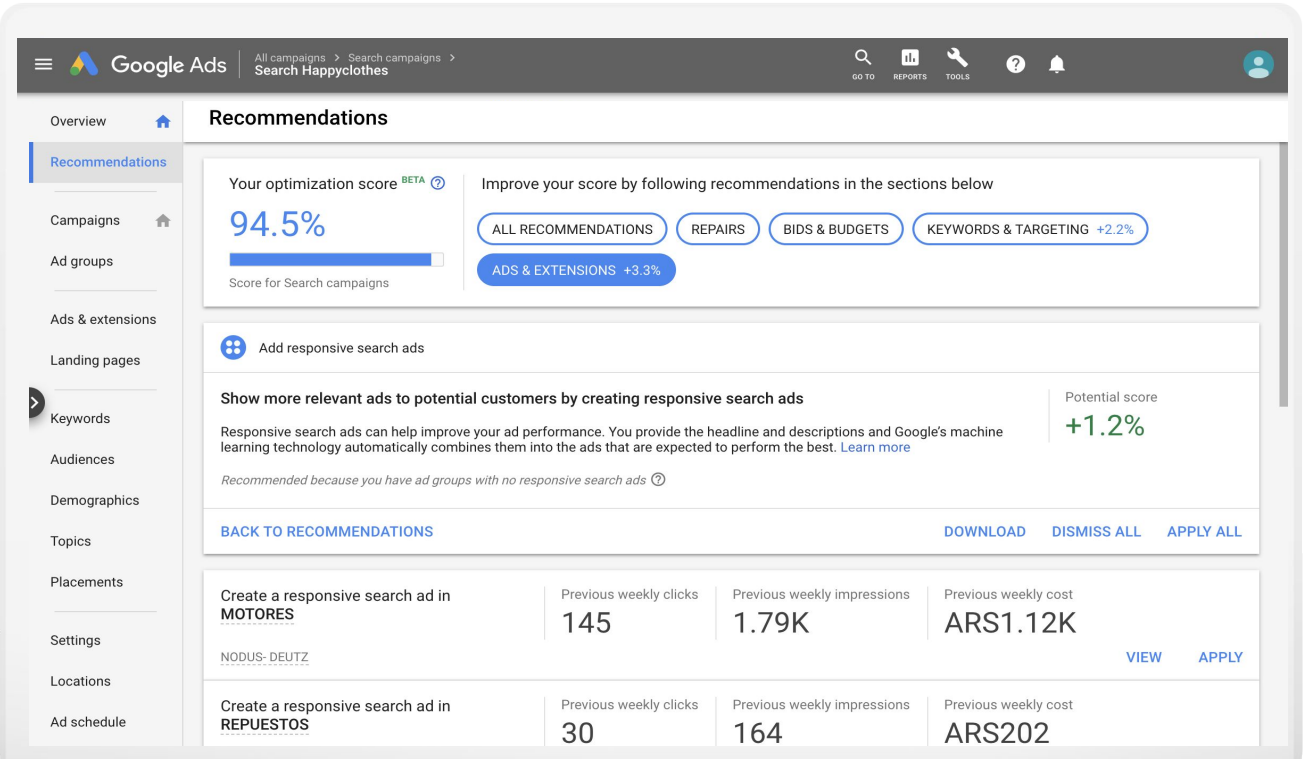


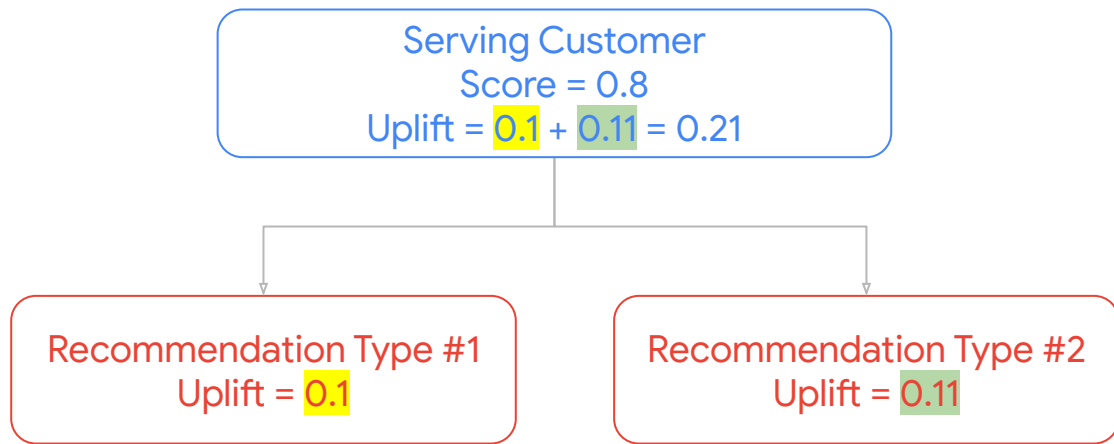


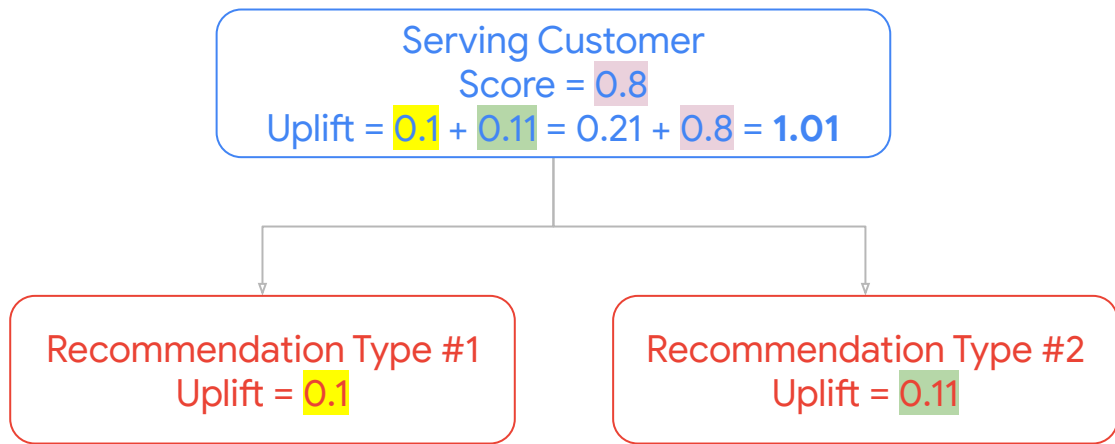
Coding

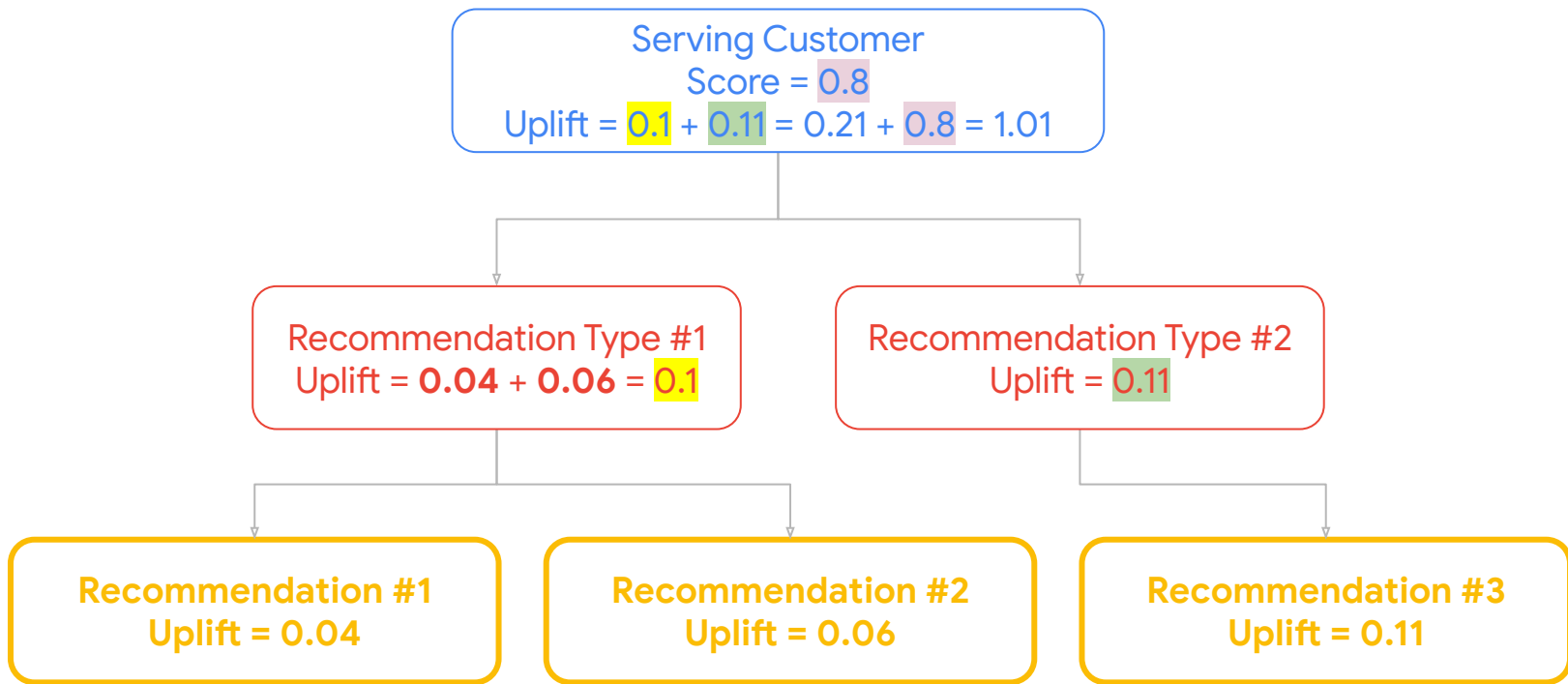


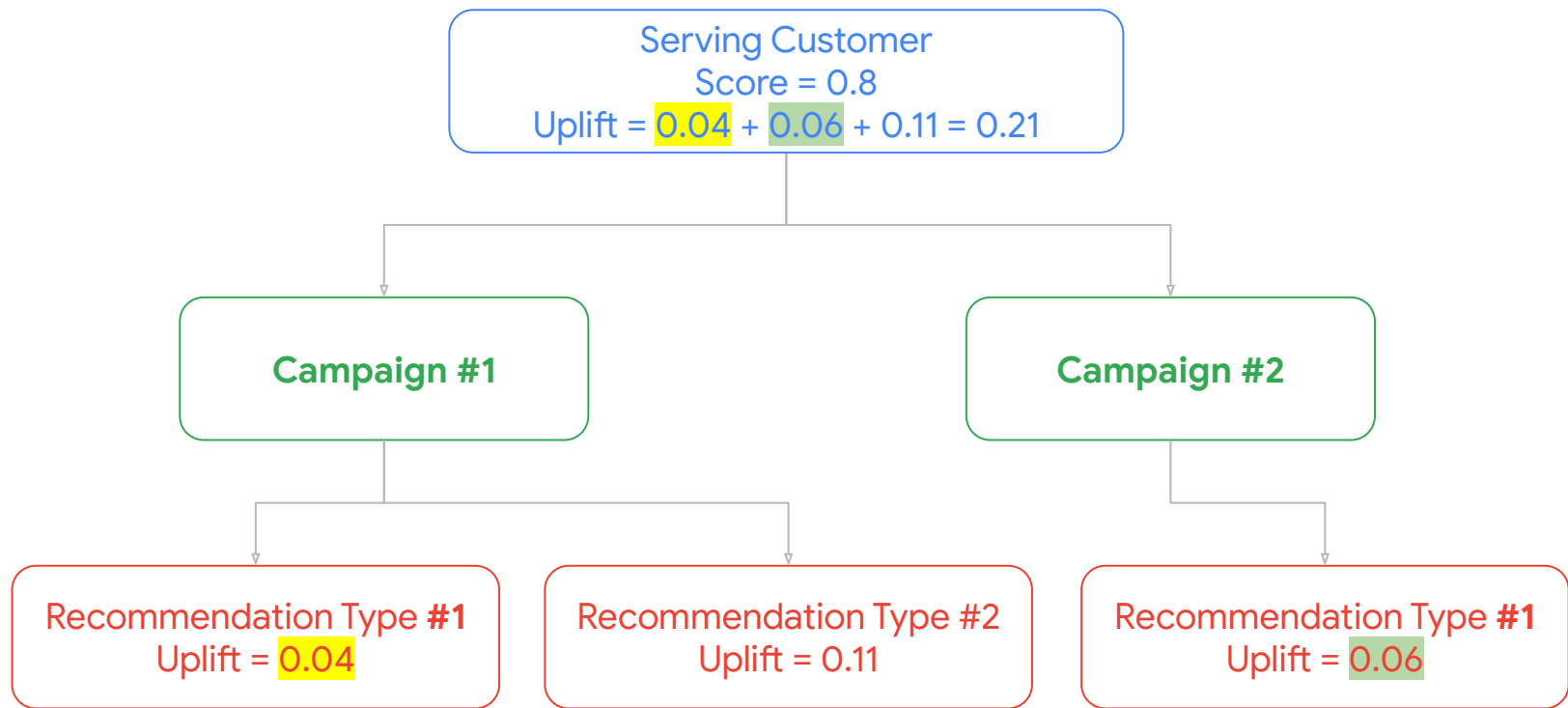


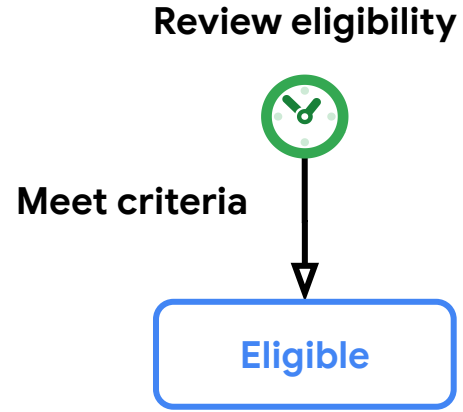














Regularly review eligibility



Use account data &
eligibility criteria



Update
recommendations





Regularly review eligibility

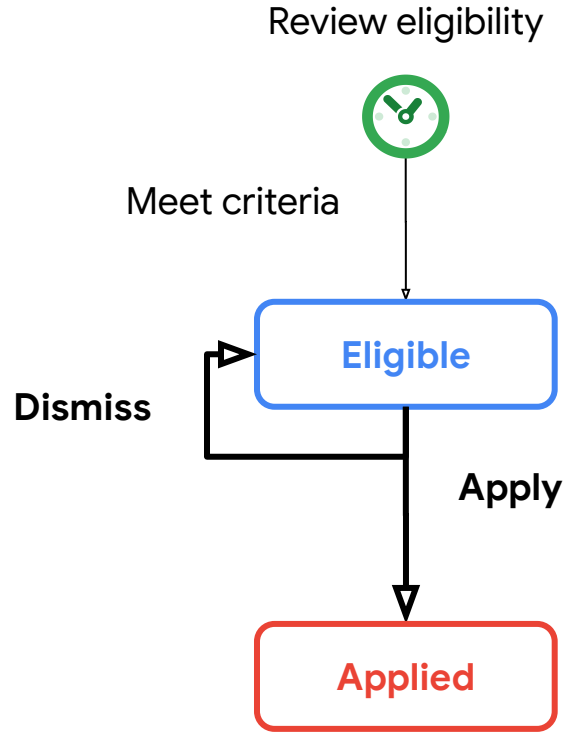


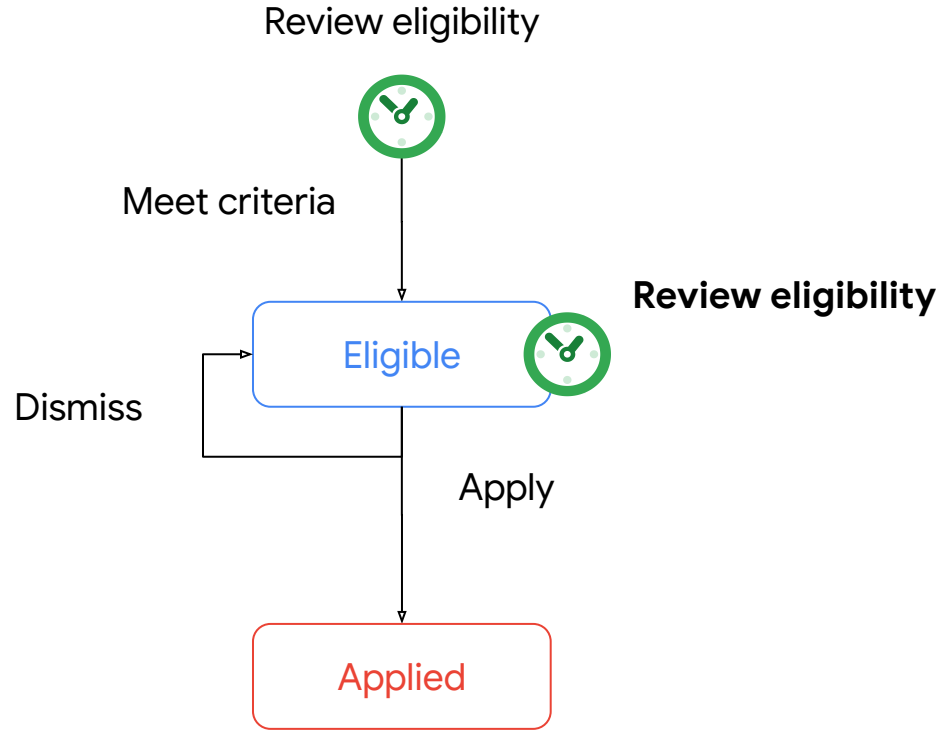
Use account data &
eligibility criteria

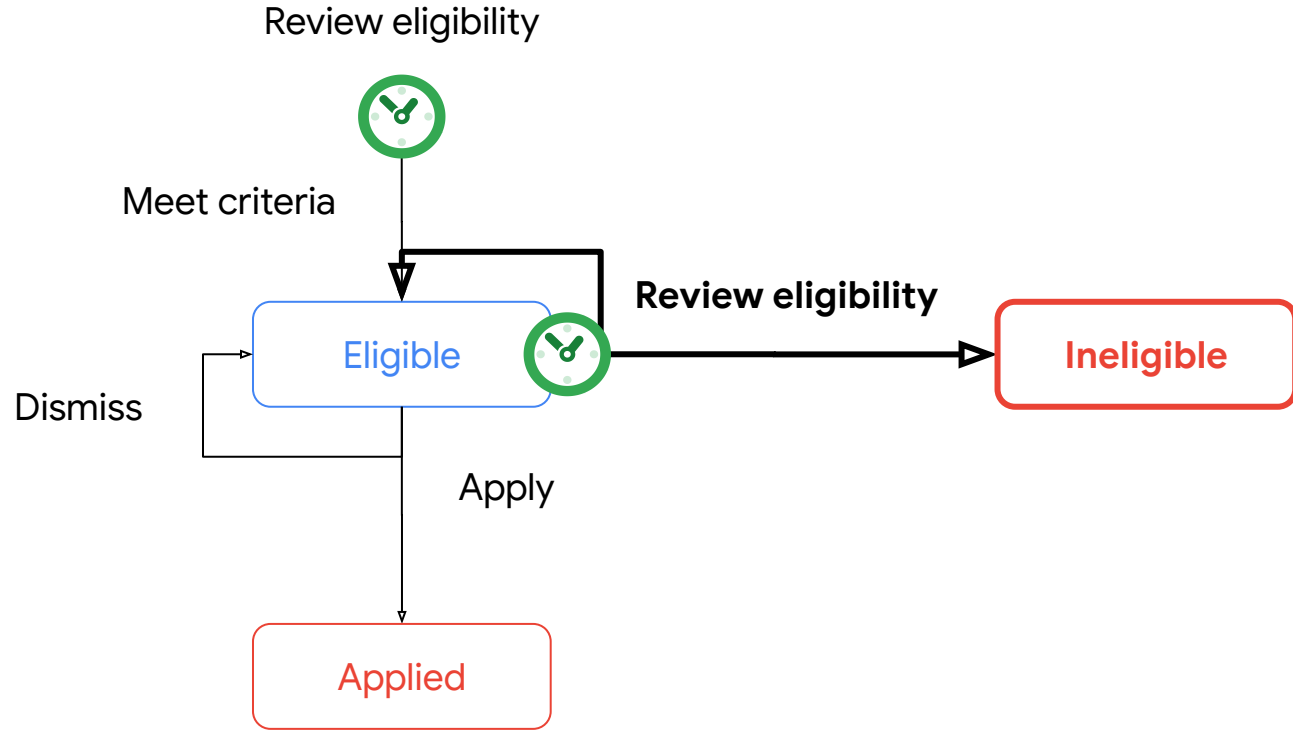


Update
recommendations









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
```

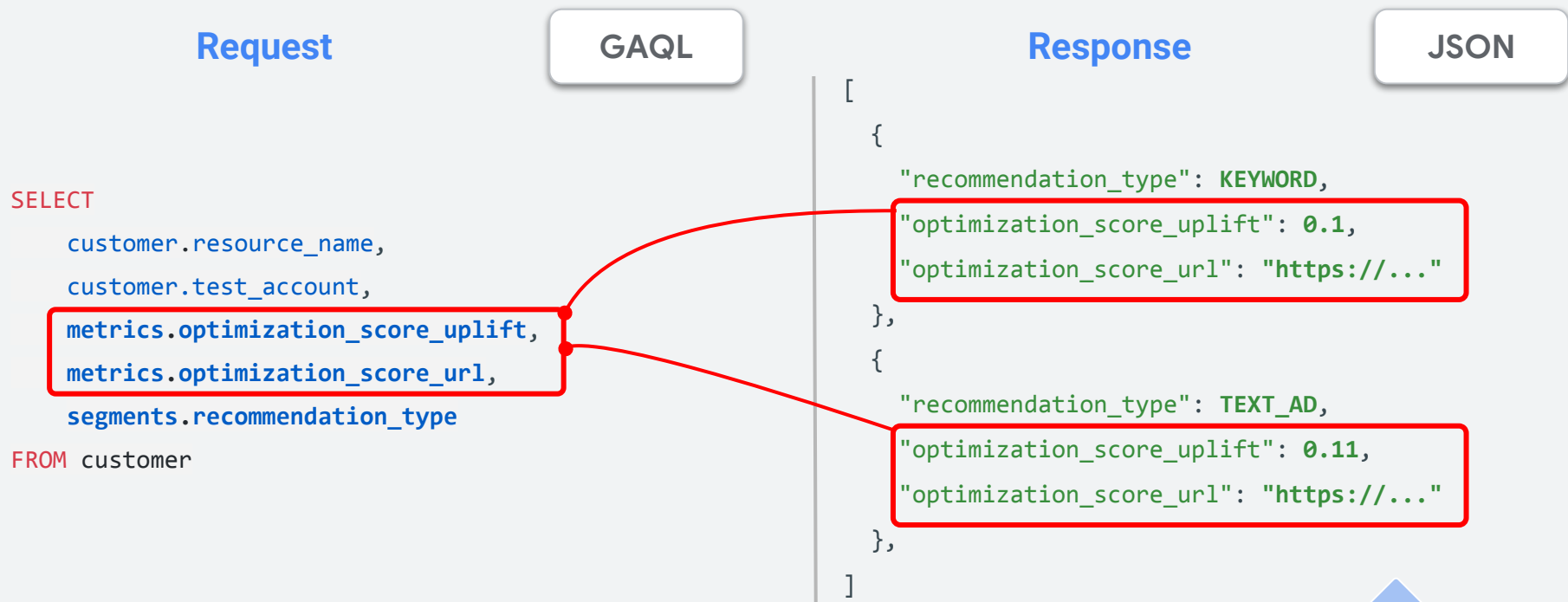
```
WHERE (  
  recommendation.impact.potential_metrics.clicks  
  - recommendation.impact.base_metrics.clicks > 5  
)
```

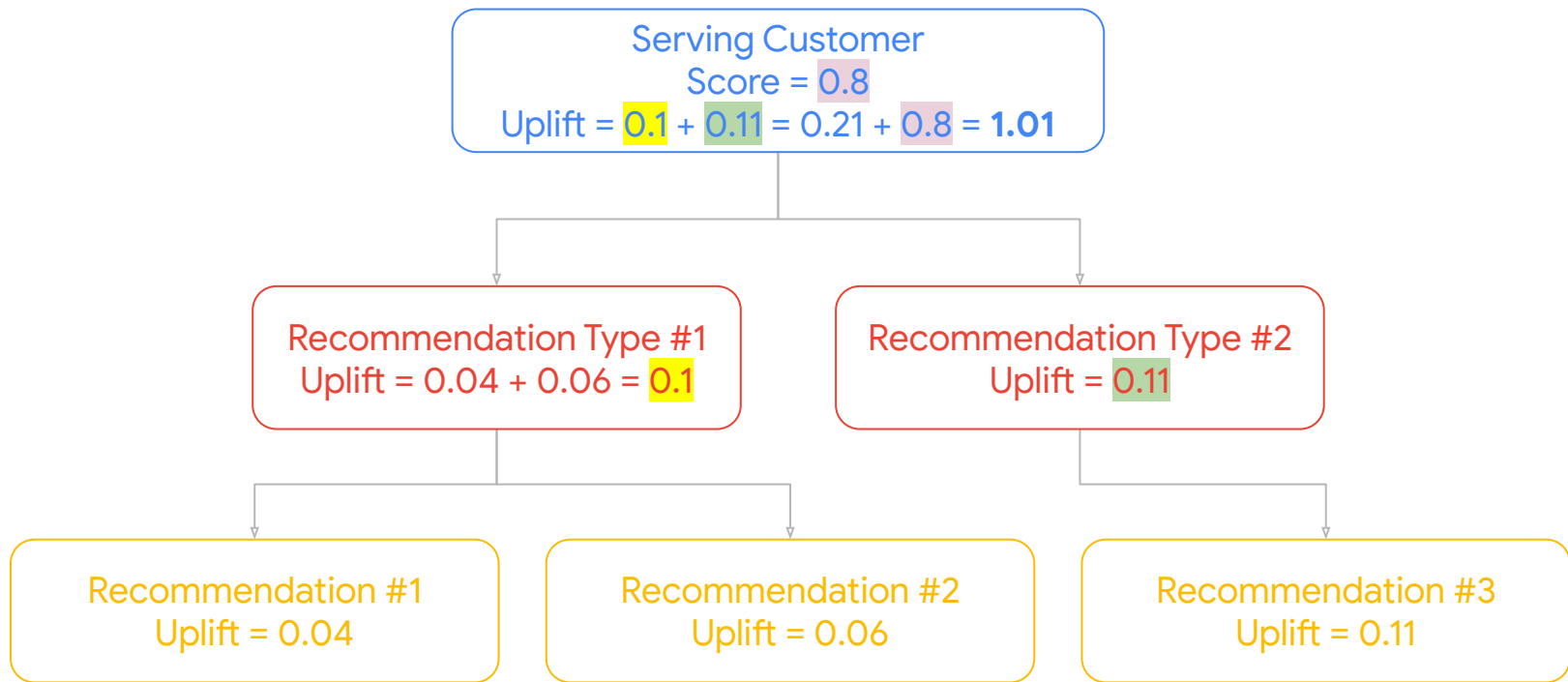




Key Technical Details

metrics.optimization_score_uplift & url





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

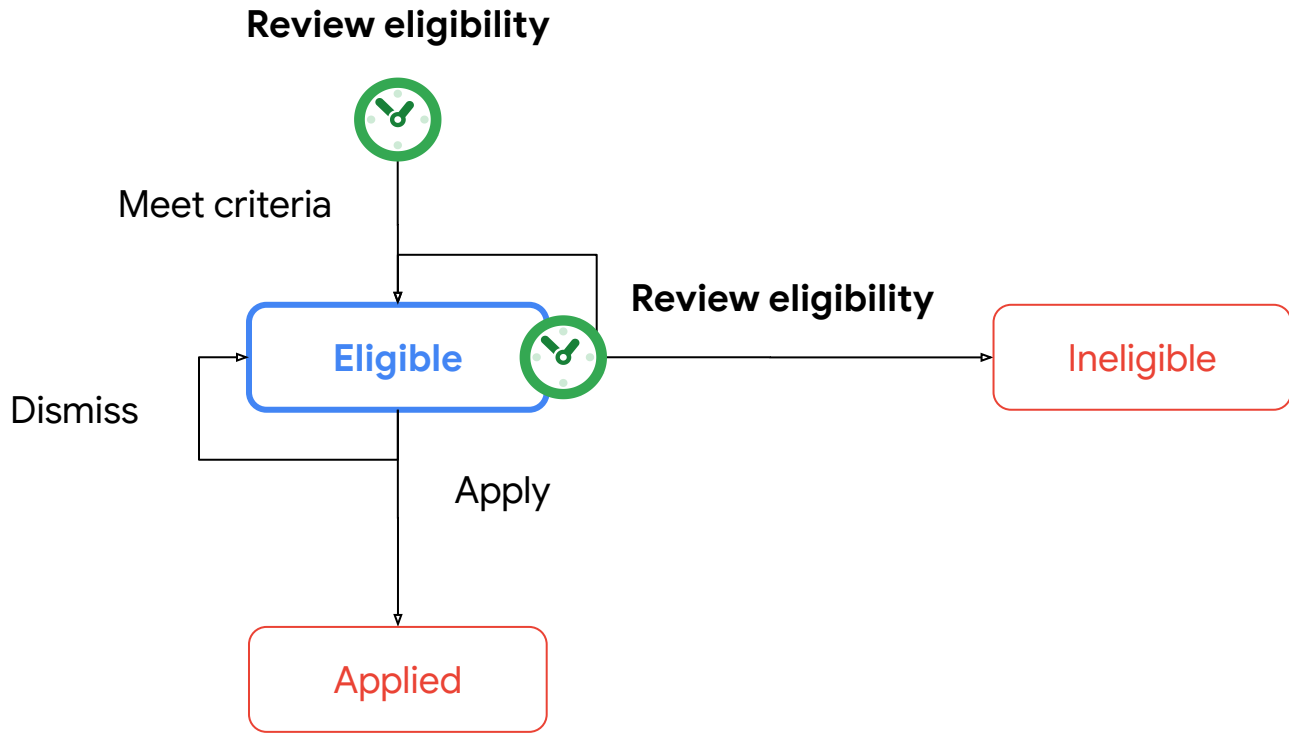
Response

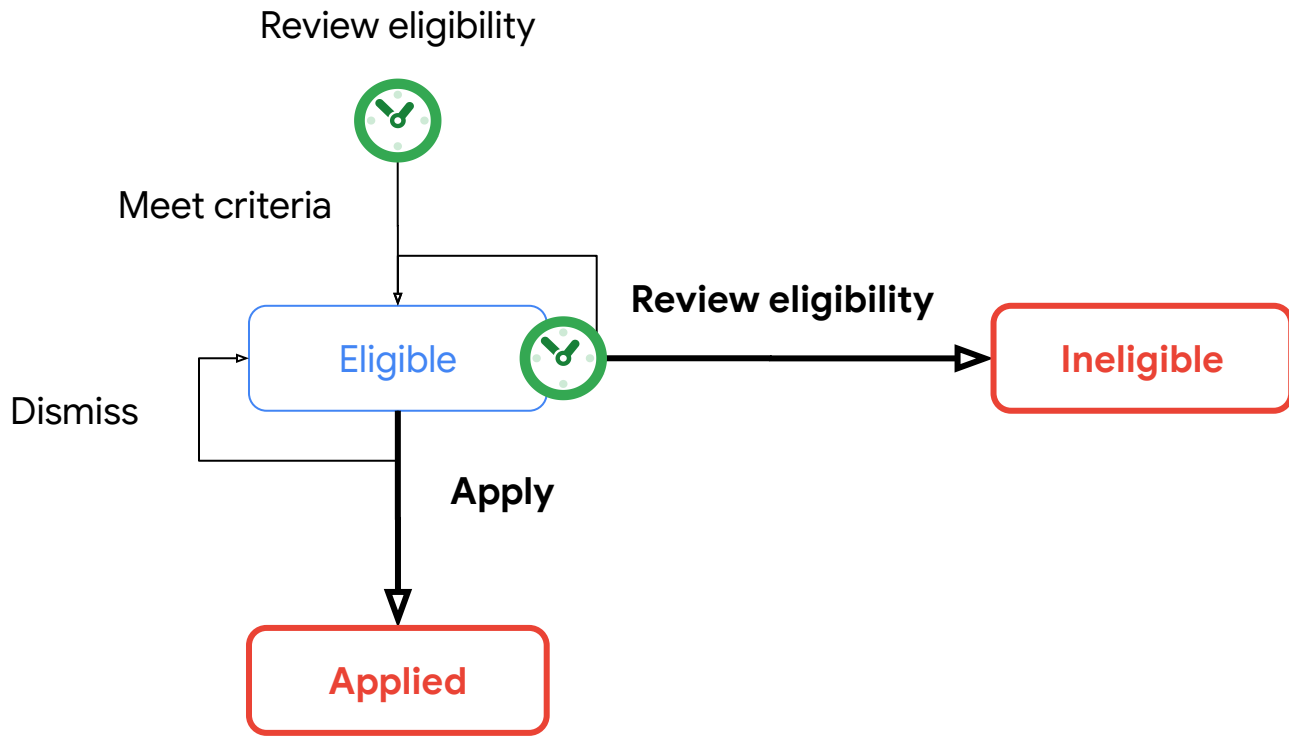
JSON

```
[  
  {  
    "resourceName": "customers/xxx/recommendations/zzz",  
    "type": KEYWORD,  
    "dismissed": FALSE  
  }  
]
```

```
"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": {  
        
    },  
    "potentialMetrics": {  
        
    }  
  }  
}]
```



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
- Check out the full Optimization Score & Recommendations [playlist](#) for related content
- See more episodes on our [YouTube channel](#)

