

# Best scripts for Google Ads and eCommerce and how to use them

Nils Rooijmans





Next Level eCommerce | Webinar series

# Level up your PPC skills

Guided by the best in the industry!

- Hands-on tips
- Ready-to-use frameworks
- Step-by-step scripts

Bob Meijer



Andrew Lolk



Ruben Runneboom



Mike Rodes



Aaron Young



Nils Rooijmans





## Nils Rooijmans

- Search Specialist and expert in PPC Automation & Google Ads Scripts.
- Recognized as a Top 10 PPC Influencer in 2024.
- International speaker at major marketing conferences and publisher of the ultimate Google Ads Scripts list.
- Passionate about helping businesses grow by attracting more clients at lower costs.

# **Best scripts for Google Ads and eCommerce and how to use them**

# CASE

## Client profile:

- “Small” online retailer selling professional video recording equipment (high ticket items)
- Inventory of only ~50 products
- Google Ads
  - Setup: ROAS based PMax campaigns segmented by product category
  - Spend: ~10k per month
- Challenge:
  - Google Ads was nearly break even
  - Growth had stalled for over a year
  - Short term profits needed to increase
  - Simply increasing ROAS targets resulted in unacceptable decline in number of orders

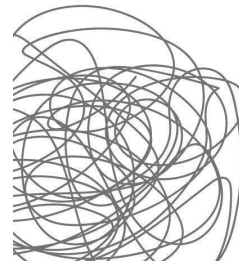


# How I scale e-Commerce accounts

1. Fix conversion tracking
2. Fix product feed
3. Standard Shopping + DSA campaigns
4. Data Driven Standard Text Ads
5. Dynamic Remarketing
6. YouTube / Demand Gen
7. Performance Max

...

All with the help of scripts!



**PREDICTABLE  
GROWTH**



# PROFIT BASED CONVERSION TRACKING (via GTM + javascript)

1. New conversion actions (add as “secondary”)
2. Small number of items -> profit tracking via GTM


Variable Type

 Custom JavaScript

Custom JavaScript ⓘ

```
1 function () {
2
3   var profit = {{dlv - purchase value}}-{{dlv - purchase tax}}-{{dlv - purchase shipping}}-{{JS - Aankoop
Kosten - Totaal - Nils}}
4
5   return profit
6
7 }
```

Variable Type

 Custom JavaScript

Custom JavaScript ⓘ

```
1 function () {
2
3   var aankoopkosten = 0;
4
5   if (parseFloat('{{Lookup Table - Variant Inkoop Kosten - 1}}') !== 0) {
6     aankoopkosten += parseFloat('{{Lookup Table - Variant Inkoop Kosten - 1}}')*{{dlv - purchase - item
quantity 0}};
7   }
8
9   if (parseFloat('{{Lookup Table - Variant Inkoop Kosten - 2}}') !== 0) {
10    aankoopkosten += parseFloat('{{Lookup Table - Variant Inkoop Kosten - 2}}')*{{dlv - purchase - item
quantity 1}};
11  }
```

Variable Type

 Lookup Table

Input Variable ⓘ

{{dlv - purchase - item id 0}} ⓘ

Lookup Table ⓘ

Input	Output
637813565572	13.4
640206221627	5.35
640206221641	11.79
640206221665	13.4
640206221672	13.4

# PROFIT BASED CONVERSION TRACKING (via GTM + javascript)





- Restate conversion value for returns
- **PRO TIP:** Include (predicted) returns by dynamically reducing conversion value in tracking
  - Multiple items with the same *item\_group\_id* in the order? Only count one.

Variable Type



Custom JavaScript

Shopping Bag

Item	Item Price	Quantity	
 <p>UO Bri Double Bow Satin Mini Dress Style # 90005802 Color Khaki Size S <a href="#">Edit</a></p>	<del>\$69.00</del> \$39.00	1	<del>\$69.00</del> \$39.00 <a href="#">Remove</a>   <a href="#">Save for Later</a>
 <p>UO Bri Double Bow Satin Mini Dress Style # 90005802 Color Khaki Size M <a href="#">Edit</a></p>	<del>\$69.00</del> \$39.00	1	<del>\$69.00</del> \$39.00 <a href="#">Remove</a>   <a href="#">Save for Later</a>
 <p>UO Bri Double Bow Satin Mini Dress Style # 90005802 Color Navy Size M <a href="#">Edit</a></p>	<del>\$69.00</del> \$39.00	1	<del>\$69.00</del> \$39.00 <a href="#">Remove</a>   <a href="#">Save for Later</a>
 <p>UO Bri Double Bow Satin Mini Dress Style # 90005802 Color Navy Size S <a href="#">Edit</a></p>	<del>\$69.00</del> \$39.00	1	<del>\$69.00</del> \$39.00 <a href="#">Remove</a>   <a href="#">Save for Later</a>



# PRODUCT FEED AUDITING

- Use feed management tool
- Scripts to alert missing attributes
- Use scripts and AI to add missing data
  - GTINs
  - Titles + Descriptions
  - Additional images
  - Product type (!)
  - ...



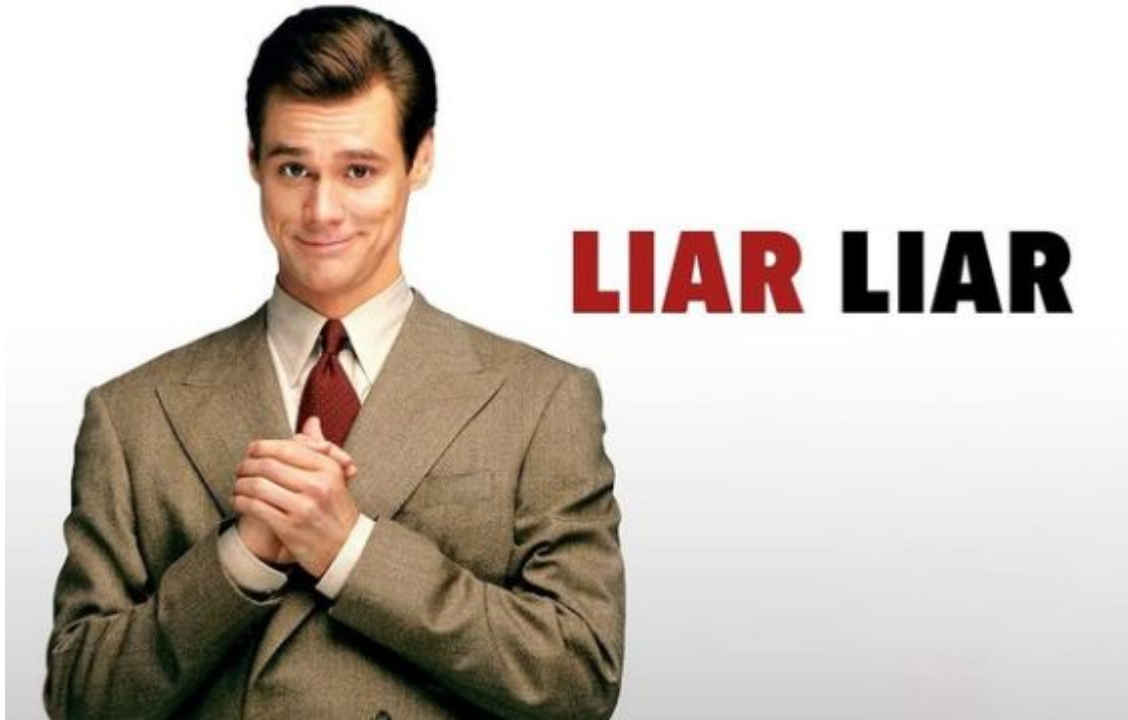
google-marketing-  
solutions/**feedgen**

Optimise Shopping feeds with Generative AI

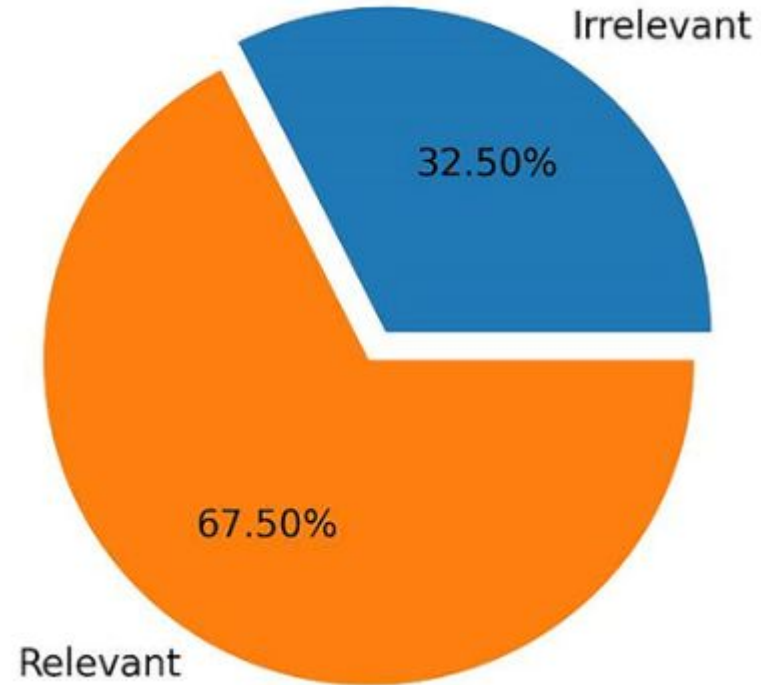


# PMAX FOR SHOPPING ADS

AGGREGATE NUMBERS



SEARCH TERMS

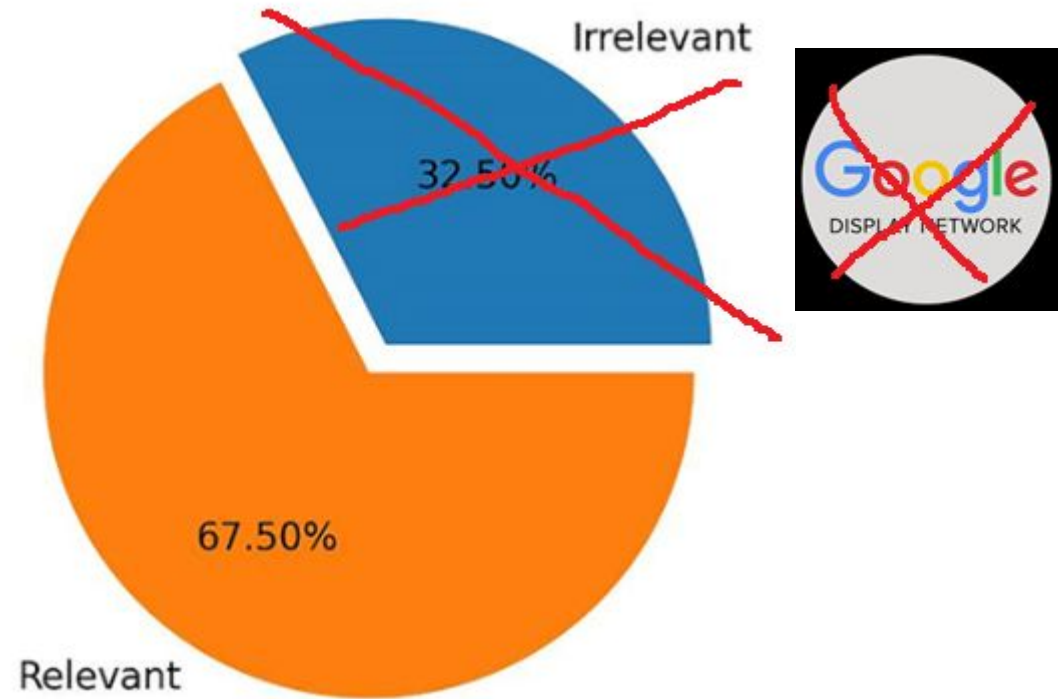


PERFORMANCE OF LOW CONVERSION VALUE CLICKS HIDDEN BY GOOD PERFORMING CLICKS !

# SOLUTION FOR INCREASING SHORT TERM PROFITS

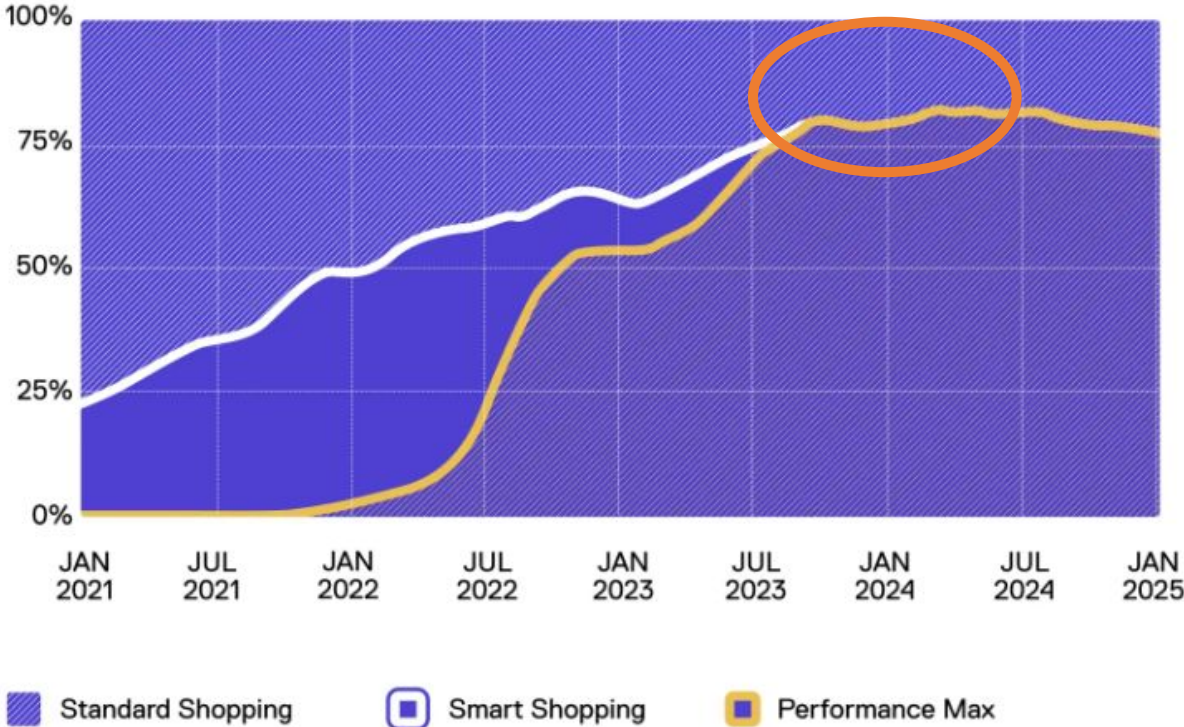


SEARCH TERMS



# Standard Shopping... The new go-to for eCommerce!

### Cost Share per Campaign Type



Standard Shopping Smart Shopping Performance Max



# TAKING GOOGLE SHOPPING TO THE NEXT LEVEL: STANDARD SHOPPING CAMPAIGNS

Campaign Structure

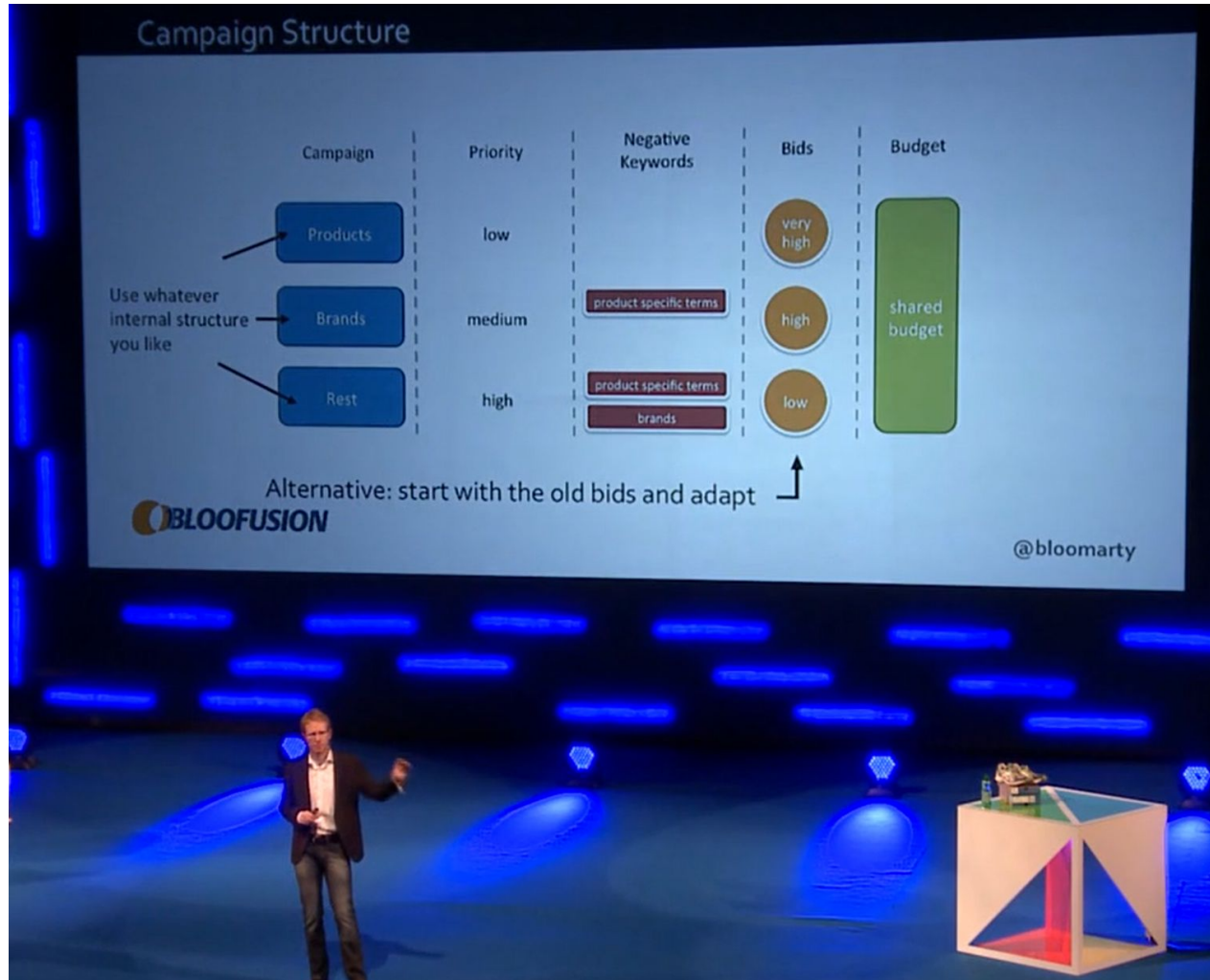
Campaign	Priority	Negative Keywords	Bids	Budget
Products	low		very high	shared budget
Brands	medium	product specific terms	high	
Rest	high	product specific terms brands	low	

Use whatever internal structure you like

Alternative: start with the old bids and adapt

**BLOOFUSION**

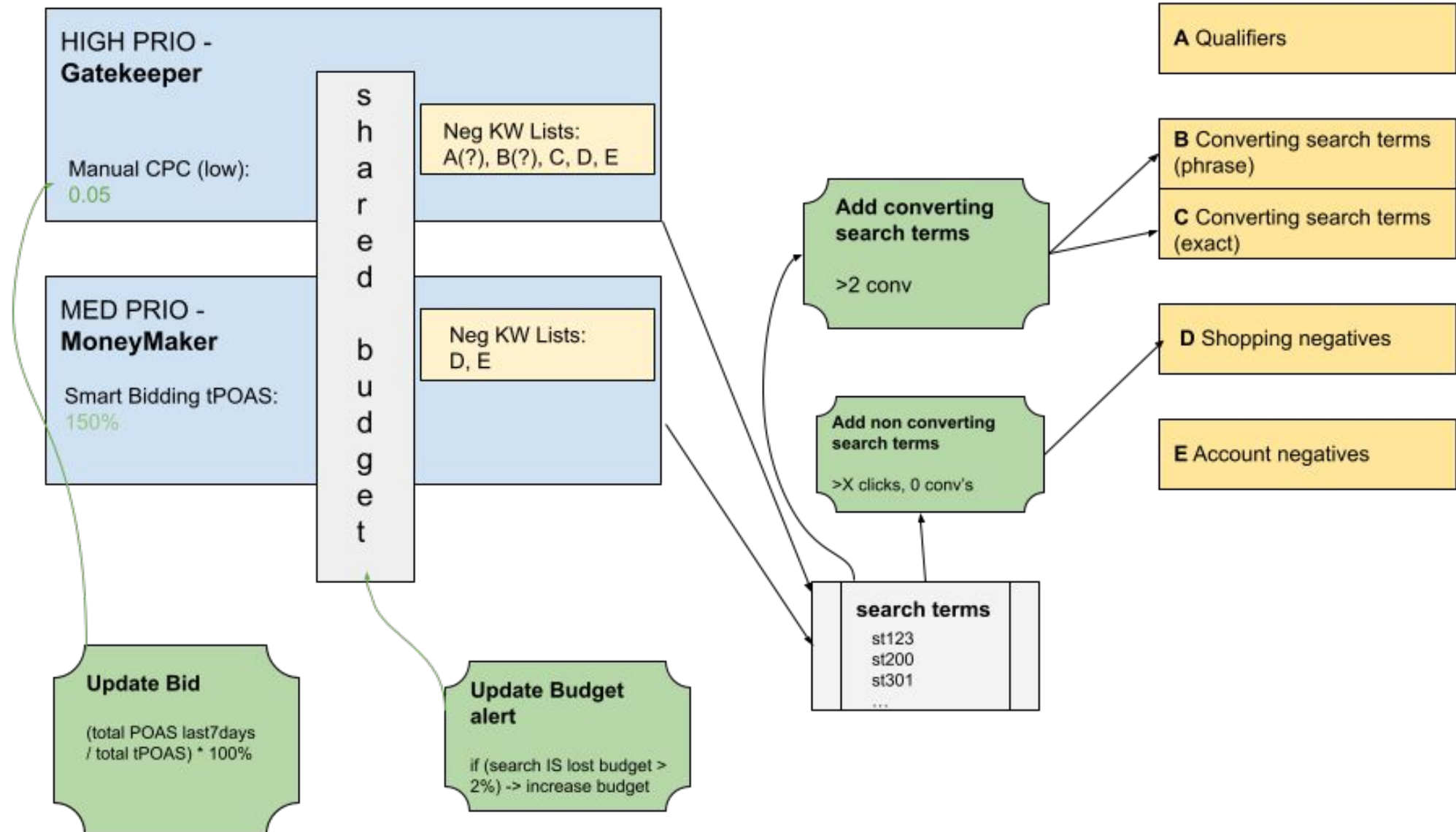
@bloomarty



**OLD**  
*is the new*  
**NEW**

HT to Martin Rötgerding

# STANDARD SHOPPING USING GATEKEEPER ARCHITECTURE



# SPAGs DSA CAMPAIGNS

- Feed based Dynamic Search Ads
- Single Product Ad Groups
  - Each ad group targets only one Product Detail Page
  - The ad copy descriptions can be optimized towards the specific product !
    - The script reads properties from the product feed and adds them to the ad copy.
- Pause ad groups for out of stock items

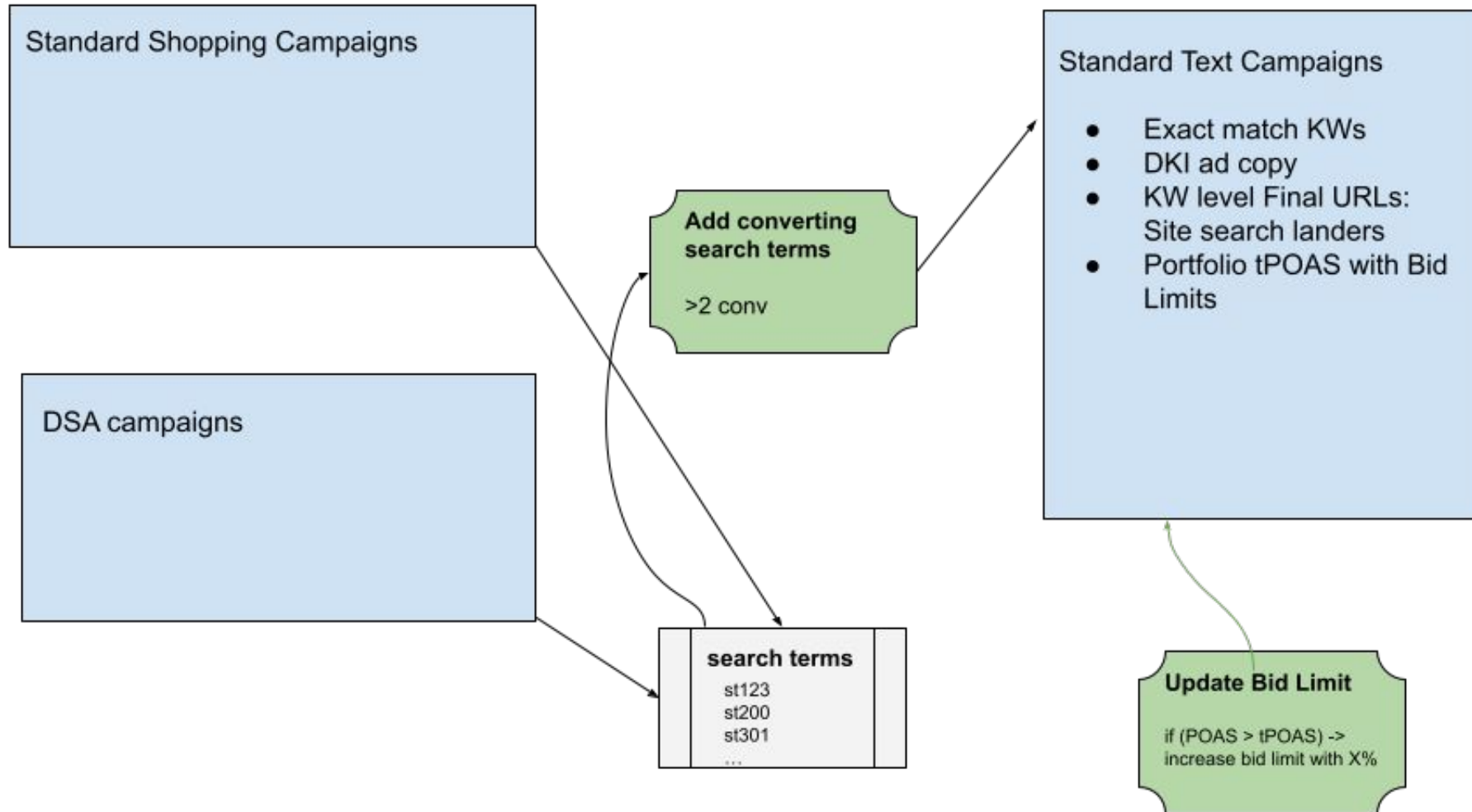


*HT to Matthieu Tran-Van and Frederick Vallaeys*





# DATA DRIVEN STANDARD TEXT ADS



SEARCH RESULTS · Running Shoes (73 Items Found)

REFINE YOUR SEARCH

Sort By: Relevancy | Price: Low to High | Price: High to Low | Top Rated | Clearance | Best Seller

You Narrowed By: Women's X Clear Options

Shoe Category

- Running Shoes (70)
- Therapeutic (4)
- Trail/Hiking (3)

Shoe Style

- Sneakers (67)
- Slip-Ons (2)
- Lace-Ups/Oxfords (2)

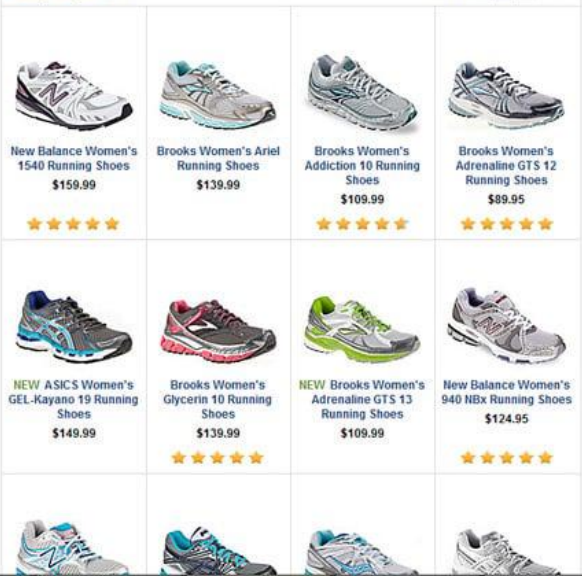
Shoe Size

- 5 (23)
- 5.5 (25)
- 6 (64)
- 6.5 (57)
- 7 (60)
- 7.5 (58)
- 8 (58)
- 8.5 (55)

See More Options

Shoe Width

- Narrow (5)
- Medium (72)

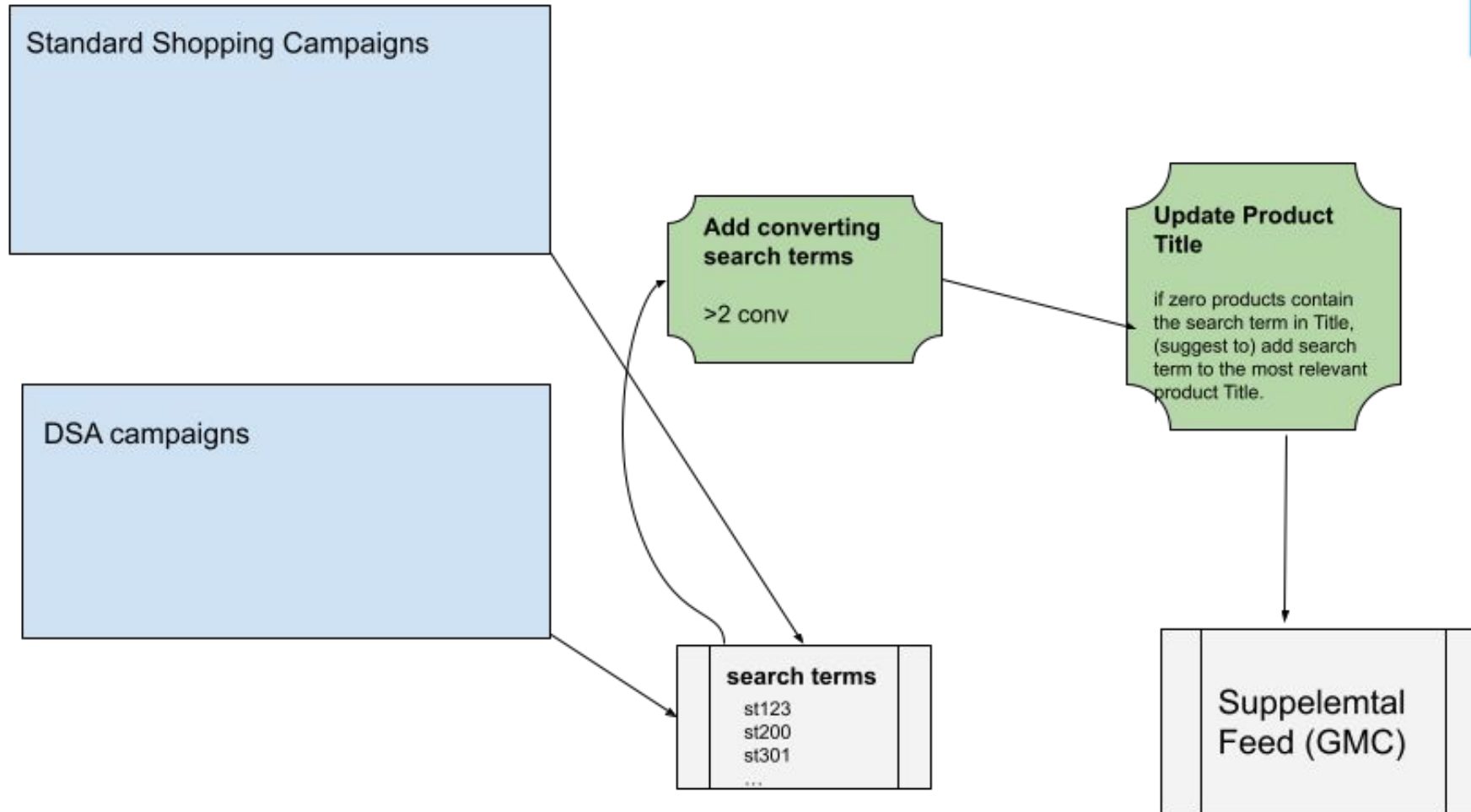


Keyword	Match type	Ad group	Status	Conv. value	Conv. value / cost	Final URL	Clicks	Quality Score	Conv. rate	Ad relevance	Landing page exp.	Exp. CTR
[REDACTED]	Exact match	alpha (exact)	Eligible	606.08	3.20	[REDACTED]searchresult.aspx?keyword=[REDACTED]	173	8/10	7.10%	Above average	Above average	Average
[REDACTED]	Exact match	alpha (exact)	Eligible	790.69	5.35	[REDACTED]searchresult.aspx?keyword=[REDACTED]	98	10/10	7.23%	Above average	Above average	Above average
[REDACTED]	Exact match	alpha (exact)	Eligible	839.93	7.79	[REDACTED]searchresult.aspx?keyword=[REDACTED]	98	10/10	5.03%	Above average	Above average	Above average
[REDACTED]	Exact match	alpha (exact)	Eligible	331.65	3.67	[REDACTED]searchresult.aspx?keyword=[REDACTED]	62	8/10	6.45%	Above average	Above average	Average
[REDACTED]	Exact match	alpha (exact)	Eligible	123.90	3.75	[REDACTED]searchresult.aspx?keyword=[REDACTED]	24	10/10	8.33%	Above average	Above average	Above average
[REDACTED]	Exact match	alpha (exact)	Eligible	103.86	4.78	[REDACTED]searchresult.aspx?keyword=[REDACTED]	21	10/10	4.76%	Above average	Above average	Above average
[REDACTED]	Exact match	alpha (exact)	Eligible	179.95	8.22	[REDACTED]searchresult.aspx?keyword=[REDACTED]	14	7/10	14.29%	Above average	Above average	Below average
[REDACTED]	Exact match	alpha (exact)	Eligible	127.73	8.10	[REDACTED]searchresult.aspx?keyword=[REDACTED]	14	5/10	13.30%	Above average	Average	Below average
[REDACTED]	Exact match	alpha (exact)	Eligible	61.44	3.46	[REDACTED]searchresult.aspx?keyword=[REDACTED]	12	8/10	4.69%	Above average	Above average	Average
[REDACTED]	Exact match	alpha (exact)	Eligible	266.15	17.55	[REDACTED]searchresult.aspx?keyword=[REDACTED]	11	7/10	9.96%	Above average	Above average	Below average

# PRODUCT FEED IMPROVEMENTS



Impr. Goes Up!



# PRODUCT FEED UPLOADS TO MERCHANT CENTER

Google Merchant Center | Products > Feeds > Feed NL + BE

Overview  
Products  
Diagnostics  
All products  
**Feeds**  
Performance  
Marketing  
Growth

Pause schedule  
Fetch frequency: Daily  
Fetch time: 12:00 AM  
Time zone: (GMT+01:00) Central European Standard Time (Amsterdam)  
File URL: [redacted]

Fetch schedule

Max is once per day



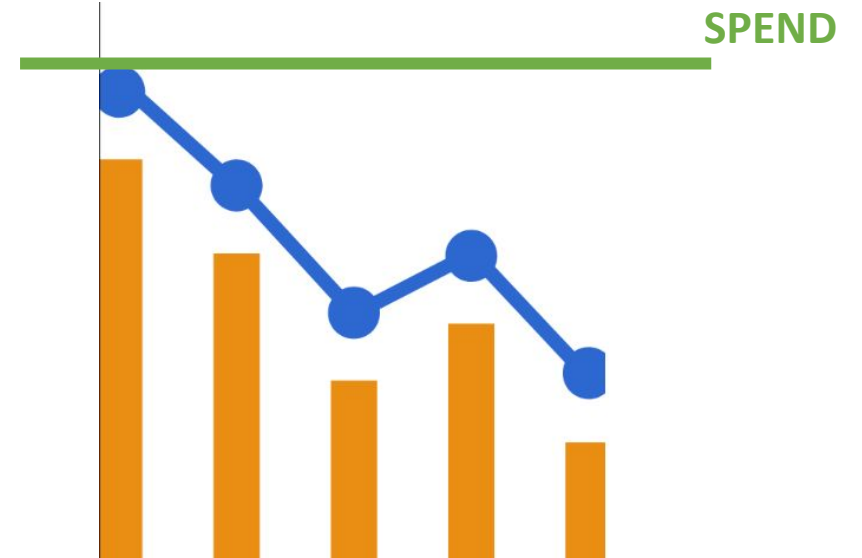
```
/**  
 *  
 * Fetch Google Shopping Feeds Every Hour of the day  
 **  
 * @author: Nils Rooijmans  
 *  
 * INSTRUCTIONS:  
 * Add your Google Merchant Center ID (Line 17)  
 * Create a new Google Sheet (tip for Chrome users: simply type 'sheets.new' in the address bar)  
 * Make sure the account that runs the Google Ads Script has access to the merchant center  
 * Add the complete URL of the spreadsheet to the script (line 19)  
 * Enable the Shopping API: Go to the top right corner of the script, there is a button 'Enable API'  
 * Schedule script to run hourly  
 *  
 * Contact nils@nilsrooijmans.com for questions and the MCC version of the script  
 */  
  
var MERCHANT_ID = 12345678; // replace '12345678' with your Google Merchant Center ID  
  
var SPREADSHEET_URL = ""; // insert spreadsheet url  
  
function main() {  
  
  Logger.log("Fetching enabled feeds for GMC id: "+MERCHANT_ID)  
  var fetchedFeeds = fetchEnabledProductFeeds(MERCHANT_ID);  
  
  if (fetchedFeeds.length > 0) {  
    reportResults(fetchedFeeds);  
  } else {  
    Logger.log("### zero feeds fetched");  
  }  
}
```

# Out of stock alerts → seasonality adjustments?

Best selling item

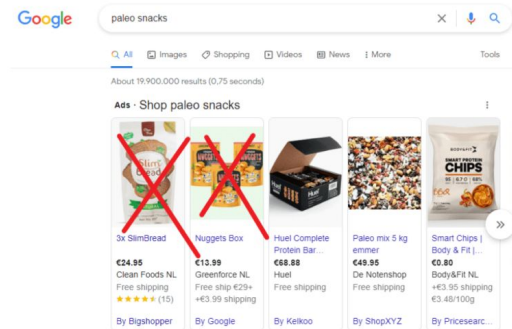


Conv. Rate



# Disapproved product alerts

## -> fix / seasonality adjustments ?



DISAPPROVED 



Product ID	Product Title	Product Link	Clicks	Disapproval Reason	Solution	Documentation
29087		<a href="https://www.go">https://www.go</a>	75	Unavailable mobile landing page	Update your website or landing page URL to enable access from	<a href="https://support.google.com/merchants/answer/6098296">https://support.google.com/merchants/answer/6098296</a>
28642		<a href="https://www.go">https://www.go</a>	73	Limited performance due to missing identifiers	Add a brand and either a GTIN or MPN. If this product is one-of-a	<a href="https://support.google.com/merchants/answer/6098296">https://support.google.com/merchants/answer/6098296</a>
21583		<a href="https://www.go">https://www.go</a>	26	Unavailable mobile landing page	Update your website or landing page URL to enable access from	<a href="https://support.google.com/merchants/answer/6098296">https://support.google.com/merchants/answer/6098296</a>
1374		<a href="https://www.go">https://www.go</a>	3	Unavailable desktop landing page	Update your website or landing page URL to enable access from	<a href="https://support.google.com/merchants/answer/6098155">https://support.google.com/merchants/answer/6098155</a>

# Exclude Non-Converting Products

- 200 clicks
- 0 conversions



Google Ads Script - PMax Waste

File Edit View Insert Format Data

Search Menu 100%

	A	B	C
1	id	custom_label_5	
2	6344964	pmax-waste	
3	89023337	pmax-waste	
4	109300640	pmax-waste	
5	139450579	pmax-waste	
6	148366715	pmax-waste	
7	241149804	pmax-waste	
8	253194072	pmax-waste	
9	255290151	pmax-waste	
10	261638130	pmax-waste	
11	291065447	pmax-waste	

# PMAX TRENDING PRODUCTS

View from my office during the Dutch winter (Nov – Jan)



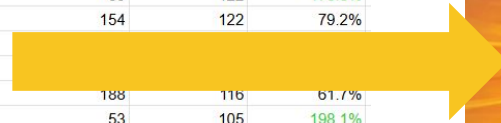
# PMAX TRENDING PRODUCTS

Can you guess: what type of product is this?

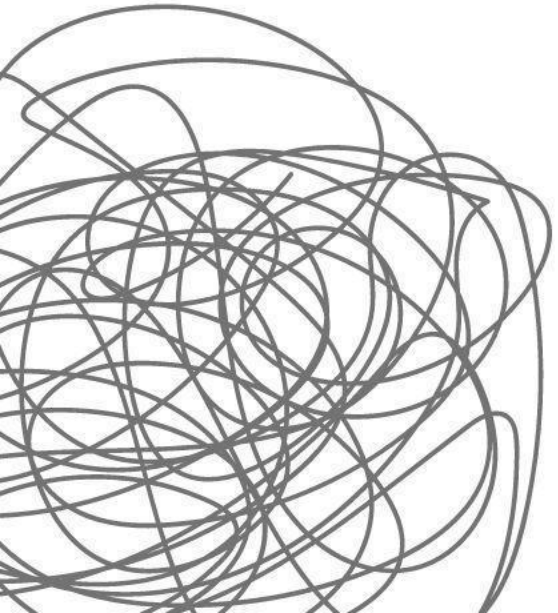


# PMAX TRENDING PRODUCTS

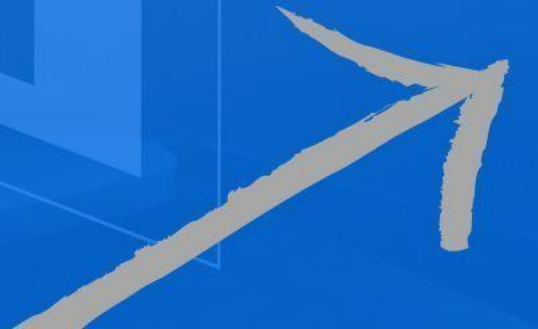
	A	B	C	D	E	F
1	Product ID	Title	Impressions Last 7 Days	Impressions 7 Days Before	Diff	Relative Diff
2	1884		993	614	379	61.7%
3	2983		662	295	367	124.4%
4	2280		802	465	337	72.5%
5	4794		373	208	165	79.3%
6	1074		322	171	151	88.3%
7	3428		403	256	147	57.4%
8	6430		307	167	140	83.8%
9	2065		385	253	132	52.2%
10	1640		221	94	127	135.1%
11	212		191	69	122	176.8%
12	3642		276	154	122	79.2%
13	1093		158			
14	8323		213			
15	6951		304	188	116	61.7%
16	6743		158	53	105	198.1%
17	5128		166	61	105	172.1%
18	2585		158	57	101	177.2%
19	4503		221	120	101	84.2%
20	1764		5	112	-107	-95.5%
21	7640		56	164	-108	-65.9%
22	7933		18	147	-129	-87.8%



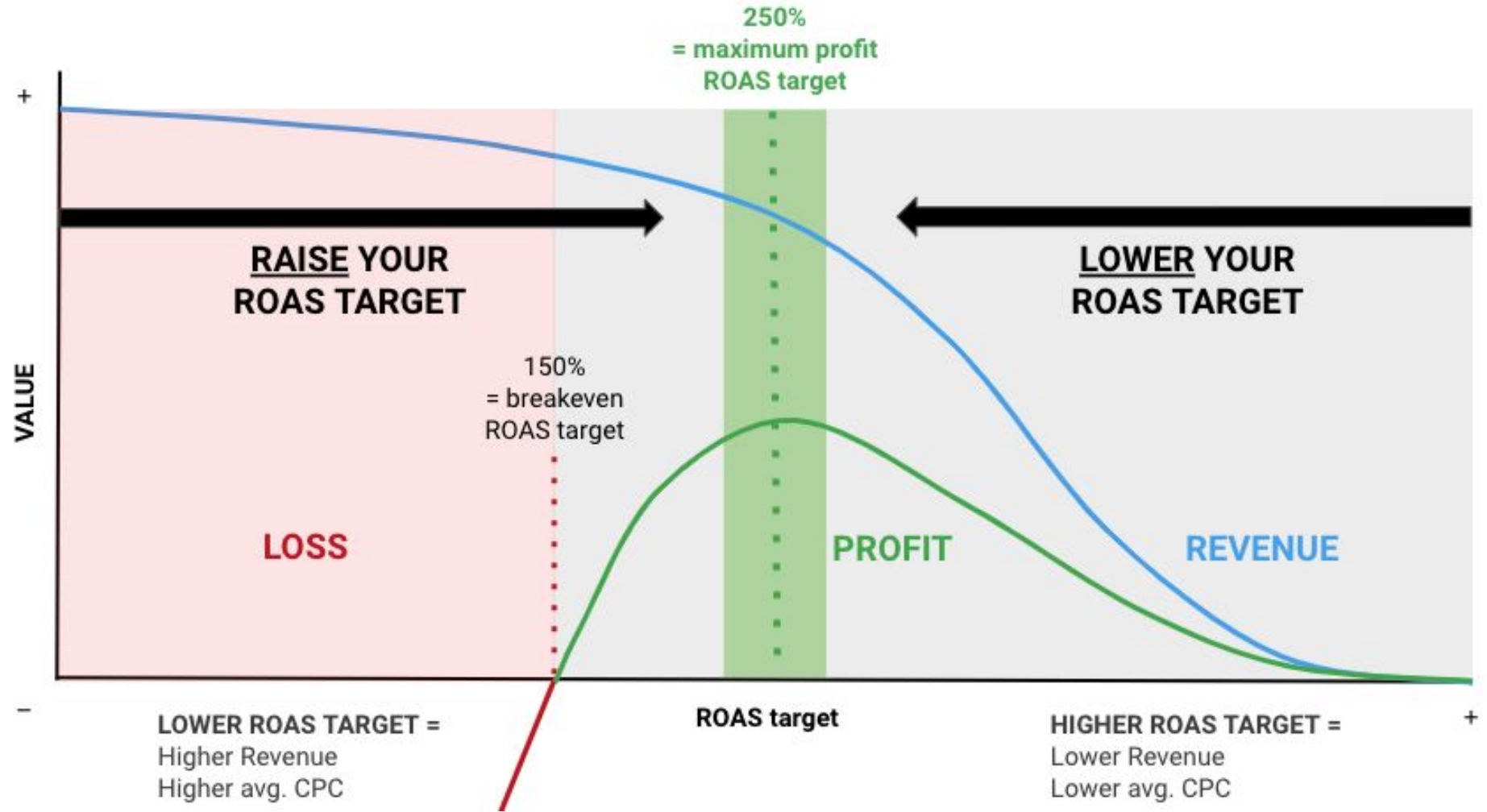
# PREDICTABLE GROWTH



**VALUEPROP**  
BUSINESS GROWTH ON PURPOSE




# MAXIMIZE PROFIT WITH DIFFERENT PAOS TARGETS 1/2



# MAXIMIZE PROFIT WITH DIFFERENT PAOS TARGETS 2/2

1. Create custom column



## Edit a custom column

 This custom column is owned by [redacted]. Editing it here will also affect other accounts where it is shown.

Name\*  27 / 40

Description (optional)  56 / 180

Data format

 Column  Function ( ) + - × ÷

`All_conversion_value.conversion_action("Gross Profit - Browser", "Gross Profit - OCI") - Cost`

2. Run AB test (geo split)

Campaign ↑	Bid strategy type	Target ROAS	Gross Profit After Ad Spend
 NL / SHOPPING / [redacted] (1 - HIGH PRIO)	Manual CPC	-	122.72
 NL / SHOPPING / [redacted] (2 - MED PRIO) #GE01	Target ROAS	130.00%	764.56
 NL / SHOPPING / [redacted] (2 - MED PRIO) #GE02	Target ROAS	150.00%	938.24

# RESULTS

## Before

- Monthly spend: 10k
- Hardly break even
- Zero growth

## After (8 weeks)

- Monthly spend: 8k
- POAS > 1.3 → >2k profit each month
- Steadily growing spend and revenue with similar monthly profit

You can do this too!



# Next Level eCommerce is powered by...

