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PPCnerd Automation Scripts for Google Ads

Shopping Campaigns

Increase Clicks

- [Increase Campaign Budgets](#)
- [Increase Product Impression Bids](#)
- [Improve Ad Click-Through Performance](#)
- [Targeted Location Expansion](#)
- [Targeted Device Expansion](#)

Increase Conversions

- [Increase Converting Product Impression Bids](#)
- [Increase Converting Location Bids](#)
- [Increase Converting Device Bids](#)
- [Increase Converting Audience Bids](#)
- [Increase Bids for Converting Hours](#)
- [Increase Bids for Converting Days](#)

Improve ROAS

- [Decrease Campaign Budgets](#)
- [Decrease Product Impression Bids](#)
- [Negative Keyword Expansion](#)
- [Master Negative Keyword Expansion](#)
- [Targeted Location Exclusion](#)
- [Targeted Device Exclusion](#)
- [Pause Campaigns During Site Downtime](#)
- [Stop Spend on Broken Links](#)

Decrease CPA

- [Decrease Non-Converting Product Impression Bids](#)
- [Remove Non-Converting Campaign Entities](#)
- [Negative Keyword Expansion](#)
- [Decrease Non-Converting Location Bids](#)
- [Decrease Non-Converting Device Bids](#)
- [Decrease Non-Converting Audience Bids](#)
- [Decrease Bids for Non-Converting Hours](#)
- [Decrease Bids for Non-Converting Days](#)

Performance Monitoring

- [Detect Daily Performance Deviations](#)
- [Monitor Weekly Performance Trends](#)
- [Monitor Key Performance Metrics](#)

Video Campaigns

Increase Clicks

- [Increase Campaign Budgets](#)
- [Increase Video View Bids](#)
- [Positive Placement Expansion](#)
- [Improve Ad Click-Through Performance](#)
- [Targeted Location Expansion](#)
- [Targeted Device Expansion](#)

Increase Conversions

- [Increase Converting View Bids](#)
- [Positive Placement Expansion](#)
- [Increase Converting Location Bids](#)
- [Increase Converting Device Bids](#)
- [Increase Converting Audience Bids](#)
- [Increase Bids for Converting Hours](#)
- [Increase Bids for Converting Days](#)

Improve ROAS

- [Decrease Campaign Budgets](#)
- [Decrease Video View Bids](#)
- [Negative Placement Expansion](#)
- [Master Negative Placement Expansion](#)
- [Prevent Click Fraud](#)
- [Targeted Location Exclusion](#)
- [Targeted Device Exclusion](#)
- [Pause Campaigns During Site Downtime](#)
- [Stop Spend on Broken Links](#)

Decrease CPA

- [Decrease Non-Converting View Bids](#)
- [Remove Non-Converting Campaign Entities](#)
- [Negative Placement Expansion](#)
- [Decrease Non-Converting Location Bids](#)
- [Decrease Non-Converting Device Bids](#)
- [Decrease Non-Converting Audience Bids](#)
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- [Decrease Bids for Non-Converting Days](#)

Performance Monitoring

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Search Campaigns

Increase Clicks

- [Increase Campaign Budgets](#)
- [Increase Keyword Ad Positions](#)
- [Positive Keyword Expansion](#)
- [Improve Ad Click-Through Performance](#)
- [Targeted Location Expansion](#)
- [Targeted Device Expansion](#)

Increase Conversions

- [Increase Converting Keyword Bids](#)
- [Positive Keyword Expansion](#)
- [Increase Converting Location Bids](#)
- [Increase Converting Device Bids](#)
- [Increase Converting Audience Bids](#)
- [Increase Bids for Converting Hours](#)
- [Increase Bids for Converting Days](#)

Improve ROAS

- [Decrease Campaign Budgets](#)
- [Decrease Keyword Ad Positions](#)
- [Improve Keyword Quality Score](#)
- [Negative Keyword Expansion](#)
- [Master Negative Keyword Expansion](#)
- [Remove Keyword Duplicates](#)
- [Targeted Location Exclusion](#)
- [Targeted Device Exclusion](#)
- [Pause Campaigns During Site Downtime](#)
- [Stop Spend on Broken Links](#)

Decrease CPA

- [Decrease Non-Converting Keyword Bids](#)
- [Remove Non-Converting Campaign Entities](#)
- [Negative Keyword Expansion](#)
- [Decrease Non-Converting Location Bids](#)
- [Decrease Non-Converting Device Bids](#)
- [Decrease Non-Converting Audience Bids](#)
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Performance Monitoring

- [Detect Daily Performance Deviations](#)
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- [Monitor Key Performance Metrics](#)

Display Campaigns

Increase Clicks

- [Increase Campaign Budgets](#)
- [Increase Display Impression Bids](#)
- [Positive Placement Expansion](#)
- [Improve Ad Click-Through Performance](#)
- [Targeted Location Expansion](#)
- [Targeted Device Expansion](#)

Increase Conversions

- [Increase Converting Impression Bids](#)
- [Positive Placement Expansion](#)
- [Increase Converting Location Bids](#)
- [Increase Converting Device Bids](#)
- [Increase Converting Audience Bids](#)
- [Increase Bids for Converting Hours](#)
- [Increase Bids for Converting Days](#)

Improve ROAS

- [Decrease Campaign Budgets](#)
- [Decrease Display Impression Bids](#)
- [Negative Placement Expansion](#)
- [Master Negative Placement Expansion](#)
- [Prevent Click Fraud](#)
- [Targeted Location Exclusion](#)
- [Targeted Device Exclusion](#)
- [Pause Campaigns During Site Downtime](#)
- [Stop Spend on Broken Links](#)

Decrease CPA

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Performance Monitoring

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