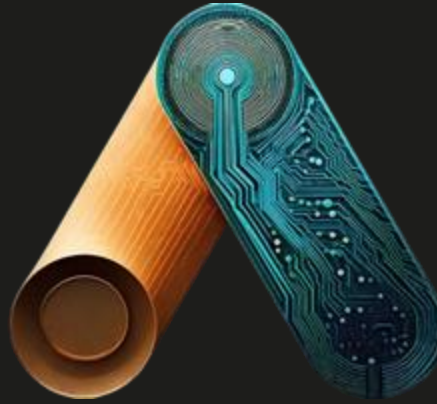




# Problem → Prompt → Script → Lösung

Jonas Kleespies

# Jonas Kleespies

Product Lead SEA @ The Boutique Agency

Seit 2015 im SEA

Studium: E-Commerce @ THWS Würzburg

Schwerpunkte:

- ★ Automatisierung von SEA-Prozessen mittels Python, JavaScript und BigQuery
- ★ Integration von LLMs in SEA-Prozesse



- 1 **Welche Probleme kann ein Skript lösen?**
- 2 **Vom Prompt zum Skript**
- 3 **Richtiges Prompt Engineering**
- 4 **Analysen mit GenAI Tools**

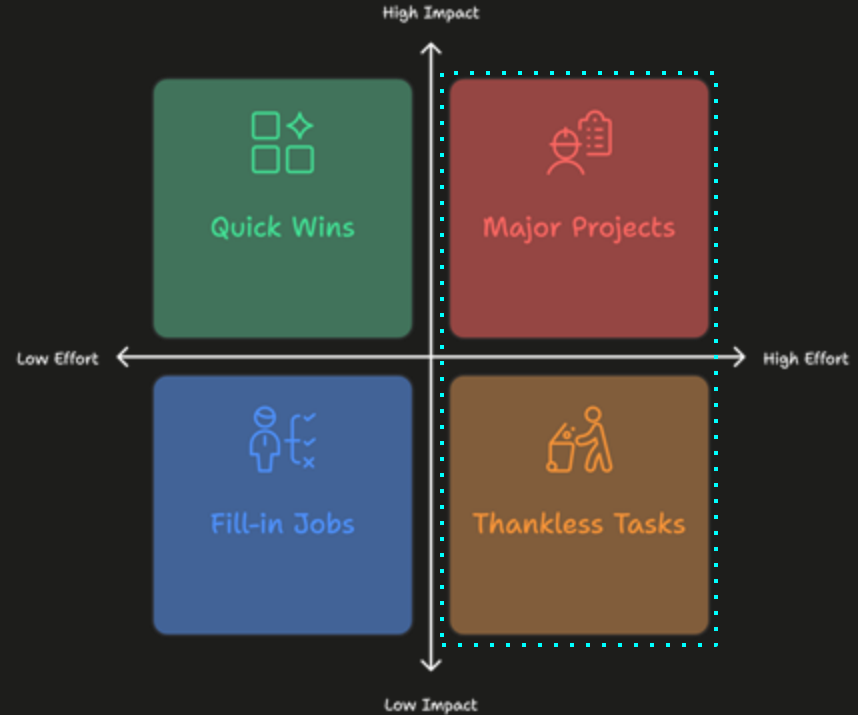
- 1 **Welche Probleme kann ein Skript lösen?**
- 2 **Vom Prompt zum Skript**
- 3 **Richtiges Prompt Engineering**
- 4 **Analysen mit GenAI Tools**

# Warum Skripte unverzichtbar sind

👉 Skripte sparen Zeit und verändern das Kosten/Nutzen-Verhältnis von SEA Aufgaben

✅ Kleinste Optimierungen machen sich langfristig bemerkbar

✅ Hohe Frequenz = großer Impact

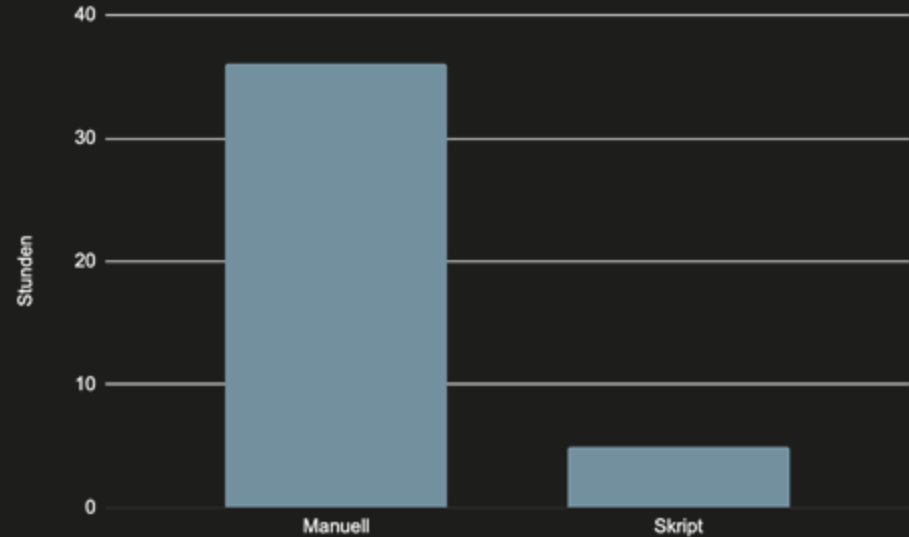


# Beispiel: Price Assets

## Preis Assets täglich aktuell halten

| Elemente            |                                                                                                                                                                                                                                                 |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Element 1           |                                                                                                                                                                                                                                                 |
| Überschrift 1       | iPhone 15 Pro 13                                                                                                                                                                                                                                |
| 1. Textzeile        | 128 GB Speicher 15                                                                                                                                                                                                                              |
| Preis 1 (EUR)       | 1.199,00                                                                                                                                                                                                                                        |
| Einheit 1           | <Keine Einheit>                                                                                                                                                                                                                                 |
| Finale URL 1        | <a href="http://example.com/iphone15pro">http://example.com/iphone15pro</a>   |
| Finale mobile URL 1 |                                                                               |
| Element 2           |                                                                                                                                                                                                                                                 |
| Überschrift 2       | Samsung S23 Ultra 17                                                                                                                                                                                                                            |
| 2. Textzeile        | 512 GB Speicher 15                                                                                                                                                                                                                              |
| Preis 2 (EUR)       | 1.399,00                                                                                                                                                                                                                                        |
| Einheit 2           | <Keine Einheit>                                                                                                                                                                                                                                 |
| Finale URL 2        | <a href="http://example.com/s23ultra">http://example.com/s23ultra</a>         |
| Finale mobile URL 2 |                                                                           |

## Aufwand pro Jahr in Stunden



\* 50 Price Assets / 10 Sekunden je Element / jeden Werktag

# So identifizierst du Automatisierungspotenziale

- 1) Welche Aufgaben **nerven**, weil sie immer wieder anfallen?
- 2) Wo treten **wiederkehrende Fehler** oder Inkonsistenzen in Kampagnen auf?
- 3) Welche Aufgaben stehen dauerhaft **ganz unten auf der To Do Liste**?

# Bevor du loslegst...

## Gibt es schon ein Skript dafür?

→ Liste von Nils Rooijmans:

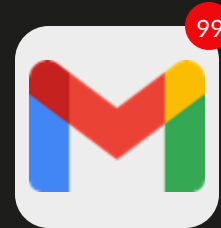
## Free Google Ads Scripts Library – The Ultimate List for 2024 and Beyond

[illegible]

<https://nilsrooijmans.com/free-google-ads-scripts-the-ultimate-list/>

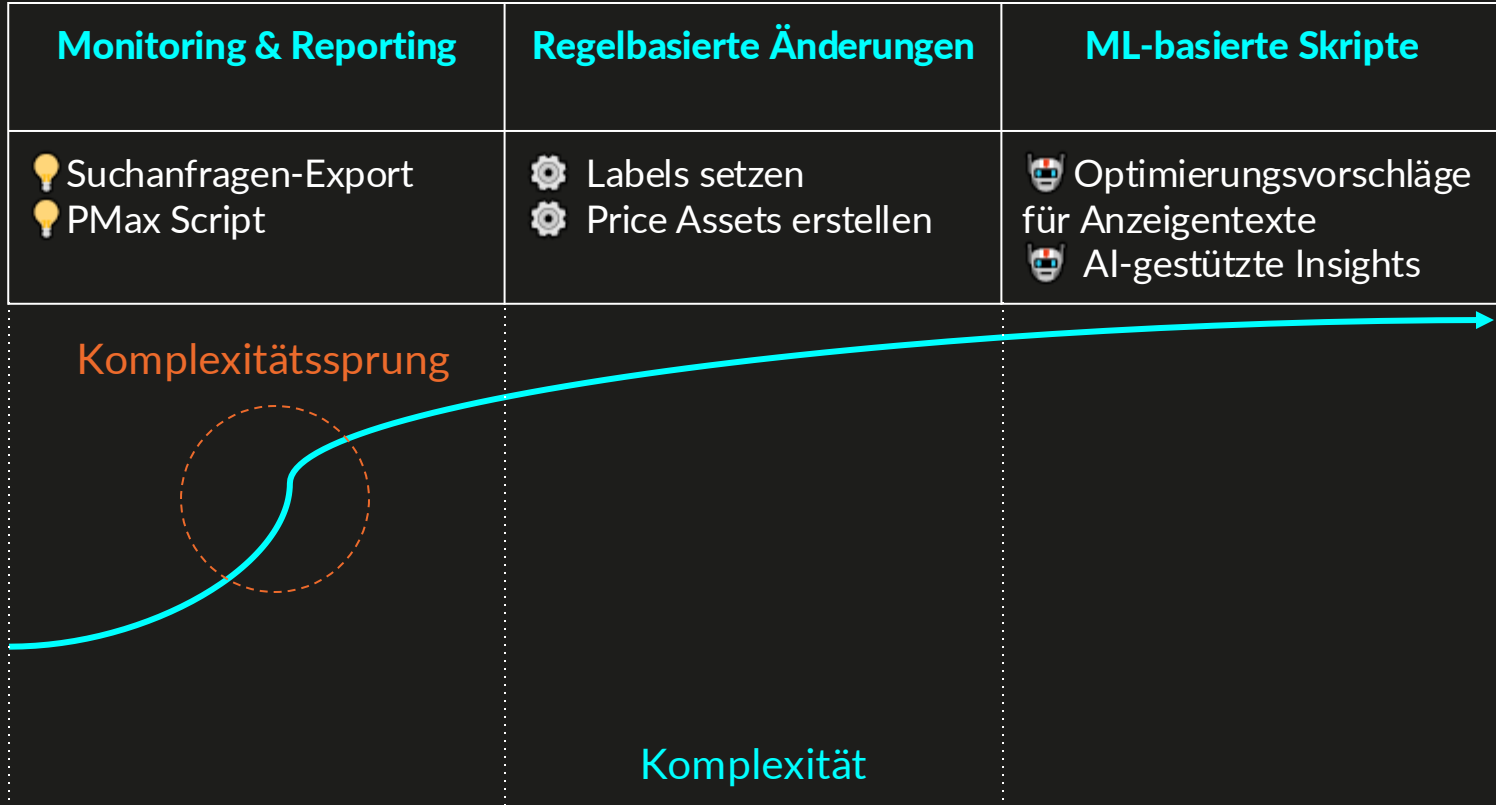
# Funktion & Sinn hinterfragen

z.B. zu viele Alerts können auch kontraproduktiv sein

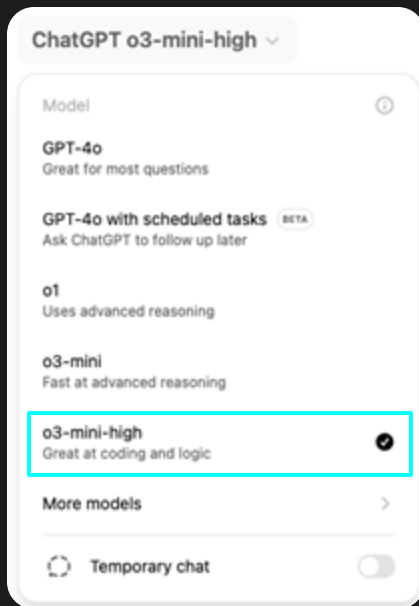


# Drei Stufen der Skript-Komplexität

## Beispiele



# Welches AI-Modell?



| Modell              | Input                                                                                                                                                                                                                                                                             | Internetzugriff                                                                     | Zweck                       |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-----------------------------|
| GPT-4o              | Text <br>Bild <br>Audio  |  | Allrounder                  |
| o1                  | Text <br>Bild                                                                                               |  | Komplexe<br>Fragestellungen |
| <b>o3-mini-high</b> | Text                                                                                                                                                                                           |  | Skripte /<br>Coding         |

- 1 Welche Probleme kann ein Skript lösen?
- 2 **Vom Prompt zum Skript**
- 3 Richtiges Prompt Engineering
- 4 Analysen mit GenAI Tools



# Erstes Skript mit ChatGPT

# Unser erstes Skript mit ChatGPT

**ChatGPT:** Schreibe mir ein kleines Google Ads Script, das "Hallo SMX" ausgibt und übersichtlich kommentiert ist.

Hier ist ein einfaches Google Ads Script, das "Hallo SMX" in die Protokolle ausgibt. Ich habe es mit ausführlichen Kommentaren versehen, damit du die Struktur besser verstehst.

Google Ads Hello Smx

```
1  /**
2   * Google Ads Script: Hallo SMX
3   * Dieses Skript gibt "Hallo SMX" in die Protokolle aus.
4   */
5
6  function main() {
7      // Log-Nachricht ausgeben
8      Logger.log("Hallo SMX");
9  }
10
```

Änderungen

Protokolle

Fertig (0:03)

24.1.2025 11:57:22 Hallo SMX



# Suchbegriffe Skript

# Reporting Skript: Suchbegriffe



Here's a Google Ads Script that exports search query data from all active campaigns in the last 30 days into a given Google Sheet. You'll need to replace "YOUR\_SHEET\_URL" with the URL of your Google Sheet.

Export Search Queries

```
1 function exportSearchQueries() {  
2   var SPREADSHEET_URL = "YOUR_SHEET_URL"; // Replace with your Google S  
3   var sheet = SpreadsheetApp.openByUrl(SPREADSHEET_URL).getActiveSheet()  
4  
5   // Clear existing data in the sheet  
6   sheet.clear();  
7  
8   // Set up headers  
9   sheet.appendRow(["Date", "Campaign Name", "Ad Group Name", "Search Que  
10  
11   var query = `  
12     SELECT  
13       SearchQuery,  
14       CampaignName,  
15       AdGroupName
```



## Prompt

Help me write a Google Ads Script, that can export **search query data** from all **active campaigns** from the **last 30 days** into a given (empty) **Google Sheet**.

# Reporting Skript: Suchbegriffe

|    | A                                 | B             | C                   | D           | E      | F     |
|----|-----------------------------------|---------------|---------------------|-------------|--------|-------|
| 1  | Search Query                      | Campaign Name | Ad Group Name       | Impressions | Clicks | Cost  |
| 2  | sem boutique                      | [SEA] Brand   | SEM Boutique [TBA]  | 26          | 8      | 4.04  |
| 3  | sem boutique gmbh                 | [SEA] Brand   | SEM Boutique [TBA]  | 1           | 0      | 0     |
| 4  | sem boutique münchen              | [SEA] Brand   | SEM Boutique [TBA]  | 2           | 1      | 0.79  |
| 5  | boutique agency                   | [SEA] Brand   | The Boutique Agency | 92          | 22     | 14.87 |
| 6  | boutique agentur                  | [SEA] Brand   | The Boutique Agency | 58          | 3      | 2.35  |
| 7  | boutique marketing agency         | [SEA] Brand   | The Boutique Agency | 2           | 1      | 0.79  |
| 8  | digital marketing boutique agency | [SEA] Brand   | The Boutique Agency | 2           | 1      | 0.78  |
| 9  | marketing boutique agency         | [SEA] Brand   | The Boutique Agency | 1           | 1      | 0.79  |
| 10 | online boutique agency            | [SEA] Brand   | The Boutique Agency | 1           | 0      | 0     |
| 11 | the boutique agency               | [SEA] Brand   | The Boutique Agency | 207         | 76     | 16.52 |
| 12 | was ist eine boutique agentur     | [SEA] Brand   | The Boutique Agency | 5           | 0      | 0     |

Das Skript funktioniert, ABER es enthält noch nicht alle interessanten Metriken.



## Prompt

Please add the metrics: **Conversions**, **CPA** and **CPC**

# Reporting Skript: Suchbegriffe

|    | A                                 | B             | C                   | D           | E      | F     | G           | H   | I    |
|----|-----------------------------------|---------------|---------------------|-------------|--------|-------|-------------|-----|------|
| 1  | Search Query                      | Campaign Name | Ad Group Name       | Impressions | Clicks | Cost  | Conversions | CPA | CPC  |
| 2  | sem boutique                      | [SEA] Brand   | SEM Boutique [TBA]  | 20          | 8      | 4.04  | 0           | 0   | 0.51 |
| 3  | sem boutique gmbh                 | [SEA] Brand   | SEM Boutique [TBA]  | 1           | 0      | 0     | 0           | 0   | 0    |
| 4  | sem boutique münchen              | [SEA] Brand   | SEM Boutique [TBA]  | 2           | 1      | 0.79  | 0           | 0   | 0.79 |
| 5  | botique agency                    | [SEA] Brand   | The Boutique Agency | 2           | 0      | 0     | 0           | 0   | 0    |
| 6  | boutique agency                   | [SEA] Brand   | The Boutique Agency | 95          | 24     | 16.48 | 0           | 0   | 0.69 |
| 7  | boutique agentur                  | [SEA] Brand   | The Boutique Agency | 49          | 3      | 2.36  | 0           | 0   | 0.79 |
| 8  | boutique marketing agency         | [SEA] Brand   | The Boutique Agency | 2           | 1      | 0.79  | 0           | 0   | 0.79 |
| 9  | digital marketing boutique agency | [SEA] Brand   | The Boutique Agency | 2           | 1      | 0.78  | 0           | 0   | 0.78 |
| 10 | marketing boutique agency         | [SEA] Brand   | The Boutique Agency | 1           | 1      | 0.79  | 0           | 0   | 0.79 |
| 11 | online boutique agency            | [SEA] Brand   | The Boutique Agency | 1           | 0      | 0     | 0           | 0   | 0    |
| 12 | the boutique agency               | [SEA] Brand   | The Boutique Agency | 207         | 74     | 16.28 | 0           | 0   | 0.22 |
| 13 | was ist eine boutique agentur     | [SEA] Brand   | The Boutique Agency | 3           | 0      |       |             |     |      |





# Abgelehnte Assets Skript

# Ziel: Abgelehnte Assets überwachen

**Aufgabe:** Wir wollen ein Skript schreiben, das uns hilft, den Überblick über unsere abgelehnten Assets zu behalten.

| <input type="checkbox"/> ● Asset                                                             | Asset-Typ | Ebene    | Status                                                               | Richtliniendetails                                                       | Quelle          |
|----------------------------------------------------------------------------------------------|-----------|----------|----------------------------------------------------------------------|--------------------------------------------------------------------------|-----------------|
| <a href="#">[SEA] SEA Audit</a>                                                              |           |          |                                                                      |                                                                          |                 |
| <input type="checkbox"/> ● <u>Kontakt</u><br>Schreiben Sie uns<br>oder rufen Sie einfach an. | Sitelink  | Kampagne | <u>Nicht aktiv</u><br><u>Abgelehnt</u><br><u>(Abweichendes Ziel)</u> | <u>Abgelehnt</u><br><u><a href="#">Abweichendes Ziel</a></u> (Abgelehnt) | Werbetreibender |
| <a href="#">[SEA] SEO Beratung</a>                                                           |           |          |                                                                      |                                                                          |                 |
| <input type="checkbox"/> ● <u>Kontakt</u><br>Schreiben Sie uns<br>oder rufen Sie einfach an. | Sitelink  | Kampagne | <u>Nicht aktiv</u><br><u>Abgelehnt</u><br><u>(Abweichendes Ziel)</u> | <u>Abgelehnt</u><br><u><a href="#">Abweichendes Ziel</a></u> (Abgelehnt) | Werbetreibender |

# Tipp: Aufgabe selbst durchführen

| Asset-St:  | Asset                                                                                                                                             |  Asset-Typ  | Ebene  | Status  | Grund für den Status  | Quelle  |
|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Aktiviert                                                                                   | Kontakt<br>Schreiben Sie uns<br>oder rufen Sie einfach an.<br><a href="https://sem-boutique.de/de/kontakt">https://sem-boutique.de/de/kontakt</a> | Sitelink                                                                                                                                                                        | Anzeigengruppe                                                                            | Nicht aktiv                                                                                | Abgelehnt                                                                                                | Werbetreibender                                                                            |
| Aktiviert                                                                                   | Kontakt<br>Schreiben Sie uns<br>oder rufen Sie einfach an.<br><a href="https://sem-boutique.de/de/kontakt">https://sem-boutique.de/de/kontakt</a> | Sitelink                                                                                                                                                                        | Kampagne                                                                                  | Nicht aktiv                                                                                | Abgelehnt                                                                                                | Werbetreibender                                                                            |
| Aktiviert                                                                                   | Kontakt<br>Schreiben Sie uns<br>oder rufen Sie einfach an.<br><a href="https://sem-boutique.de/de/kontakt">https://sem-boutique.de/de/kontakt</a> | Sitelink                                                                                                                                                                        | Kampagne                                                                                  | Nicht aktiv                                                                                | Abgelehnt                                                                                                | Werbetreibender                                                                            |

Hilft immer beim Verstehen und Prompt schreiben.

# Unsere Anforderungen an das Skript

## 1) Report laden

Abgelehnte Assets (Extensions) aus Google Ads abrufen

## 2) Google Sheets

Ablehnungen mit Datum in einem Google Spreadsheet speichern

## 3) Abgleich neu/bestehend

Neue Ablehnungen durch Abgleich mit bestehenden Daten erkennen

## 4) Benachrichtigung

E-Mail-Warnung nur für neu abgelehnte Assets

# Aufgabe mit 5 Testpersonen

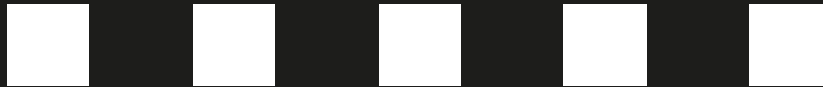
Report laden



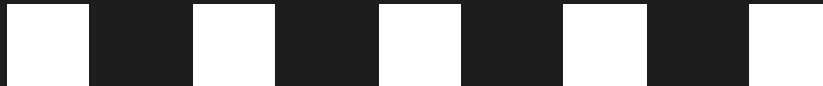
Google Sheets



Abgleich



Benachrichtigung



# Aufgabe mit 5 Testpersonen

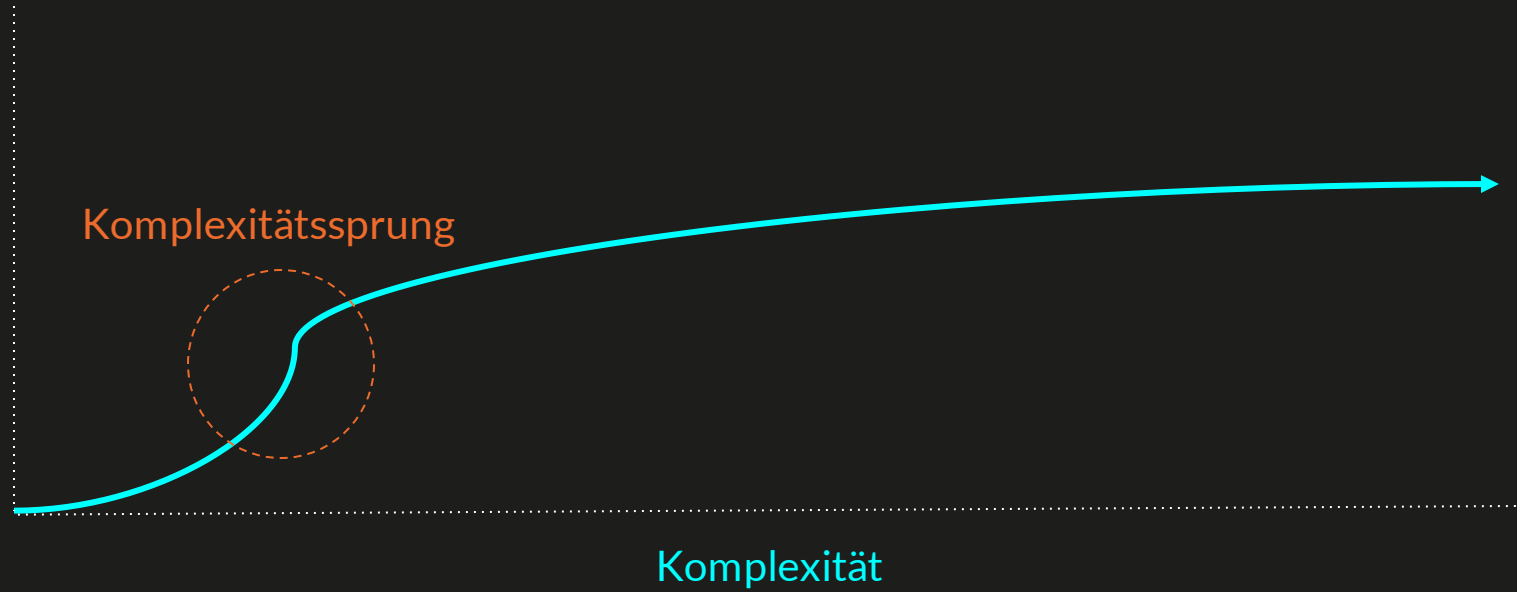
|                  |                |                                                                                   |                                                                                   |                                                                                     |                                                                                                                                                                         |           |
|------------------|----------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Report laden     | Kleiner Fehler |  |  |  |   | Ohne GAQL |
| Google Sheets    |                |  |  |  |   |           |
| Abgleich         |                |  |  |  |   |           |
| Benachrichtigung |                |  |  |  |   |           |

# Halluzinieren führt zu Fehlern

| Änderungen                                                                                                                                                                                                                                                                                                                                        | Protokolle | Fertig (0:09) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------|
| <div>4.3.2025 14:17:22    <code>TypeError: sitelink.isDisapproved is not a function</code><br/>                          <code>at getRejectedSitelinks (Code:42:22)</code><br/>                          <code>at main (Code:8:25)</code><br/>                          <code>at Object.&lt;anonymous&gt; (adsapp_compiled:20555:54)</code></div> |            |               |

**Fehlermeldungen** sind gute Anhaltspunkte für ChatGPT

# Komplexitätssprung



- 1 Welche Probleme kann ein Skript lösen?
- 2 Vom Prompt zum Skript
- 3 **Richtiges Prompt Engineering**
- 4 Analysen mit GenAI Tools

# Prompt Engineering

ChatGPT eine Persona geben 🧑💻



Schritt für Schritt Anleitung

Iterative Verbesserungen

Englisch vs. Deutsch



# Prompt Engineering

ChatGPT eine Persona geben

**Schritt für Schritt Anleitung** 

Iterative Verbesserungen

Englisch vs. Deutsch

- 1 Erstelle ein Google Sheet
- 2 Füge die Headlines A, B und C ein
- 3 Berechne die CTR in Spalte D
- 4 Sortiere nach CTR absteigend

# Prompt Engineering

ChatGPT eine Persona geben

Schritt für Schritt Anleitung

**Iterative Verbesserungen** 🔄 ✨

Englisch vs. Deutsch

Testing &  
Fehleranalyse

Idee

Iteration

Prompt

# Prompt Engineering

ChatGPT eine Persona geben

Schritt für Schritt Anleitung

Iterative Verbesserungen

Englisch vs. Deutsch GB ⚡ DE

GB

Mehr Trainingsdaten

DE

Schneller Prompts erstellen

ChatGPT muss übersetzen

# Vorgehen bei komplexen Skripten

# AdsApp: Die “Wurzel” aller Daten

Das Objekt der Google Ads Scripts API für das Abrufen von Google Ads Elementen und Berichten.

javascript

Copy Edit

```
function main() {  
  let kampagnen = AdsApp.campaigns().get();  
  Logger.log("Anzahl der Kampagnen: " + kampagnen.totalNumEntities());  
}
```

Änderungen

Protokolle

Fertig (0:04)

18.2.2025 10:39:47 Anzahl der Kampagnen: 19

# Daten mit AdsApp abrufen

**AdsApp.search()**

gleicher Output

**AdsApp.campaigns().get()**

Schneller und leistungsfähiger für große Datenmengen.

Nur Reporting

Direkter Zugriff, gut für kleine Datenmengen.

**Achtung: Lieblingsweg von ChatGPT**

```
javascript Copy Edit

function main() {
  let query = "SELECT campaign.id, campaign.name FROM campaign WHERE campaign.status = 'ENABLED'";
  let kampagnen = AdsApp.search(query);

  while (kampagnen.hasNext()) {
    let kampagne = kampagnen.next();
    Logger.log(kampagne.campaign.name);
  }
}
```



```
javascript Copy Edit

function main() {
  let kampagnen = AdsApp.campaigns()
    .withCondition("Status = ENABLED")
    .get();

  while (kampagnen.hasNext()) {
    let kampagne = kampagnen.next();
    Logger.log(kampagne.getName());
  }
}
```

# Google Ads Query Language (GAQL)

**Tipp 1:** Vorschau im Report Editor

Spalten

The screenshot shows the Google Ads Report Editor interface. At the top, there is a 'Generate report' button with a 'BETA' label. Below this, the 'Table' view is selected. The interface is divided into two main sections: 'Row' and 'Column'. The 'Row' section contains three items: 'Campaign ID', 'Campaign', and 'Labels on Campaign', each with a dropdown arrow. The 'Column' section contains two items: 'Clicks' (with a downward arrow) and 'Cost'. On the right side, there is a search bar with the text 'Campaign bid str' and a search icon. Below the search bar, there are two items: 'Campaign bid strategy' and 'Campaign bid strategy type'. The 'Row' section is highlighted with a red box.

# Google Ads Query Language (GAQL)

## Tipp 2: Query Builder nutzen

Query

### Google Ads Query Builder

Send feedback

**campaign**

Use this page to build a GAQL query that selects fields from the campaign resource. The list below includes all of the resources, fields, segments, and metrics that are selectable when **campaign** is the resource in the FROM clause of your GAQL query. The list below will update dynamically based on your selections.

Your GAQL Query

```
SELECT campaign.id, campaign.name, campaign.labels, metrics.clicks, campaign.bidding_strategy_type, campaign.bidding_strategy FROM campaign WHERE segments.date DURING LAST_7_DAYS
```

☒ Standard☐ Pretty Print☐ Interactive Mode

Clear Selections

Enter or edit a query

Start typing to search for fields, segments, and metrics below

campaign.bidding

#### Choose a Clause to Select From

SELECT

WHERE

ORDER BY

LIMIT

PARAMETERS

Attribute Resource Fields

☒ campaign.bidding\_strategy

☐ campaign.bidding\_strategy\_system\_status

☒ campaign.bidding\_strategy\_type

# Google Ads Query Language (GAQL)

## Tipp 3: Hinweis in Prompt



**Note:** When using `AdsApp.search`, the fields returned will be in `lowerCamelCase` even though they are specified in `underscore_case` in the query. For example, if your field in the query is `campaign.start_date`, then to fetch the result from the row, you would use `campaign.startDate`.

## Typische Fehlermeldung:

```
TypeError: Cannot read properties of undefined (reading 'policy_topic_entries')  
    at main (Code:47:50)  
    at Object.<anonymous> (adsapp_compiled:20555:54)
```

# Einfachere Fehlersuche mit Logging

| Änderungen         | Protokolle                                                                           | Fertig (0:20) |
|--------------------|--------------------------------------------------------------------------------------|---------------|
| 11.3.2025 13:50:45 | Script execution started at: Tue Mar 11 2025 08:50:45 GMT-0400 (GMT-04:00)           |               |
| 11.3.2025 13:50:46 | Sheet 'Sheet1' found and cleared.                                                    |               |
| 11.3.2025 13:50:46 | Header row added to the sheet.                                                       |               |
| 11.3.2025 13:50:46 | Executing query: SELECT Query, CampaignName, AdGroupName, Impressions, Clicks, Cost, |               |
| 11.3.2025 13:50:58 | Export complete!                                                                     |               |
| 11.3.2025 13:50:58 | Total search queries exported: 11                                                    |               |
| 11.3.2025 13:50:58 | Total clicks: 120                                                                    |               |
| 11.3.2025 13:50:58 | Total cost: 54.489999999999995                                                       |               |
| 11.3.2025 13:50:58 | Total conversions: 0                                                                 |               |
| 11.3.2025 13:50:58 | Script execution finished at: Tue Mar 11 2025 08:50:58 GMT-0400 (GMT-04:00)          |               |
| 11.3.2025 13:50:58 | Total execution time: 12.701 seconds                                                 |               |

- **Fehlersuche:** Hilft Probleme in Skripten schnell zu identifizieren
- **Transparenz:** Ermöglichen eine genaue Analyse der Skriptausführung



# Abgelehnte Assets Skript

# 1. Prompt: Neuer Versuch



Du bist Google Ads Script Experte. Bitte schreibe mir ein Google Ads Script, das folgende Anforderungen erfüllt:

1. Das Skript soll täglich alle abgelehnten Assets (aka Extensions) aus einem Google Ads-Konto abrufen.
2. Die neuen abgelehnten Assets sollen in einem Google Sheet gespeichert werden, inklusive des Datums.
3. Das Skript soll in der Lage sein, neu abgelehnte Assets zu identifizieren, indem es frühere Ablehnungen mit den aktuellen Daten vergleicht.
4. Das Skript soll außerdem eine Warnung per E-Mail verschicken, wenn neue abgelehnte Assets gefunden werden.

Als Spalten nutze bitte mindestens:

Campaign, Asset Id, Asset Name, Asset Type, Approval Status, Reason, Date

Für die Daten Nutze dafür folgende GAQL Query als Basis, du kannst sie trotzdem gerne erweitern.

"""

```
SELECT campaign_asset.asset, campaign_asset.campaign,
```

Persona

Schritte

Spalten der Tabelle

GAQL Query

Hinweis auf Syntax

# 1. Prompt: Ergebnis

## Spaltenüberschriften fehlen

|    | A                                         | B                                       | C                           | D         | E            | F                            | G          |
|----|-------------------------------------------|-----------------------------------------|-----------------------------|-----------|--------------|------------------------------|------------|
| 1  | customers/8831405159/campaigns/1674207119 | customers/8831405159/assets/12382351241 | Kostenlose Audit-Checkliste | LEAD_FORM | NOT_ELIGIBLE | [Ljava.lang.Object;@e7d507   | 2025-03-04 |
| 2  | customers/8831405159/campaigns/257647249  | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK  | PAUSED       | [Ljava.lang.Object;@4d535c90 | 2025-03-04 |
| 3  | customers/8831405159/campaigns/257647249  | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK  | PAUSED       | [Ljava.lang.Object;@26ff7bdc | 2025-03-04 |
| 4  | customers/8831405159/campaigns/1012948987 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@2038711c | 2025-03-04 |
| 5  | customers/8831405159/campaigns/1033103214 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@738070f2 | 2025-03-04 |
| 6  | customers/8831405159/campaigns/1033103214 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@1c961b5e | 2025-03-04 |
| 7  | customers/8831405159/campaigns/1033103214 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@67745bc7 | 2025-03-04 |
| 8  | customers/8831405159/campaigns/1045785747 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@2ac8f33  | 2025-03-04 |
| 9  | customers/8831405159/campaigns/1045785747 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@354efdb8 | 2025-03-04 |
| 10 | customers/8831405159/campaigns/1075309869 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@53095dcb | 2025-03-04 |
| 11 | customers/8831405159/campaigns/1075309869 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@520309a6 | 2025-03-04 |
| 12 | customers/8831405159/campaigns/1075309869 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@526374a1 | 2025-03-04 |
| 13 | customers/8831405159/campaigns/1078504735 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@20af55a7 | 2025-03-04 |
| 14 | customers/8831405159/campaigns/1503776770 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@1ba0bfd6 | 2025-03-04 |
| 15 | customers/8831405159/campaigns/1503776770 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@1debdfa  | 2025-03-04 |
| 16 | customers/8831405159/campaigns/1503776770 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK  | NOT_ELIGIBLE | [Ljava.lang.Object;@4c51e61a | 2025-03-04 |

kryptisch

Fehler

## 2. Prompt: Titel + Reason



Füge bitte noch die Titel der Spalten in Google Sheets hinzu.

Außerdem sehe ich in der 6. Spalte einen kryptische Werte z.B. "  
[Ljava.lang.Object;@e7d507"

Löse das bitte.

## 2. Prompt: Verbesserungen

### Überschriften

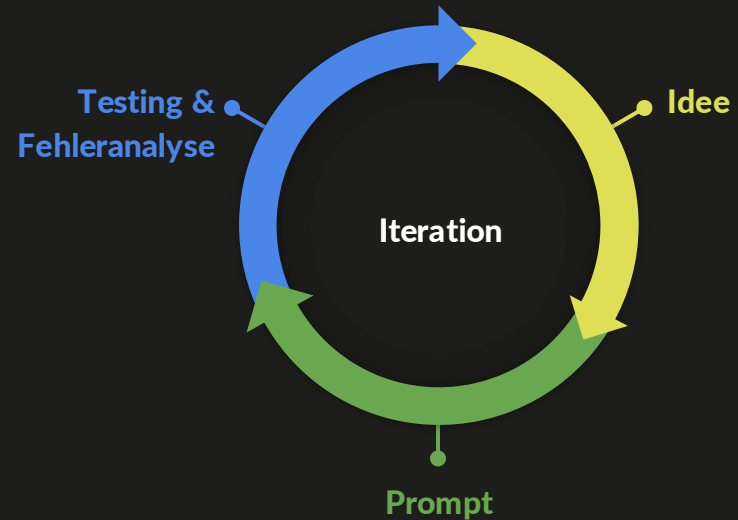
|    | A                                         | B                                       | C                           | D          | E               | F                       | G          |
|----|-------------------------------------------|-----------------------------------------|-----------------------------|------------|-----------------|-------------------------|------------|
| 1  | Campaign                                  | Asset Id                                | Asset Name                  | Asset Type | Approval Status | Reason                  | Date       |
| 2  | customers/8831405159/campaigns/1674207119 | customers/8831405159/assets/12382351241 | Kostenlose Audit-Checkliste | LEAD_FORM  | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 3  | customers/8831405159/campaigns/257647249  | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK   | PAUSED          | ASSET_LINK_PAUSED, ASSE | 2025-03-04 |
| 4  | customers/8831405159/campaigns/257647249  | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK   | PAUSED          | ASSET_LINK_PAUSED, ASSE | 2025-03-04 |
| 5  | customers/8831405159/campaigns/1012948987 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 6  | customers/8831405159/campaigns/1033103214 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 7  | customers/8831405159/campaigns/1033103214 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 8  | customers/8831405159/campaigns/1033103214 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 9  | customers/8831405159/campaigns/1045785747 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 10 | customers/8831405159/campaigns/1045785747 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 11 | customers/8831405159/campaigns/1075309869 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 12 | customers/8831405159/campaigns/1075309869 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 13 | customers/8831405159/campaigns/1075309869 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 14 | customers/8831405159/campaigns/1078504735 | customers/8831405159/assets/46270025661 | SEM Boutique Magazin        | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 15 | customers/8831405159/campaigns/1503776770 | customers/8831405159/assets/46270025598 | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |
| 16 | customers/8831405159/campaigns/1503776770 | customers/8831405159/assets/46270025616 | SEM Boutique @SMX 2019      | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED       | 2025-03-04 |

Nicht die Erklärung  
der Ablehnung

# Weitere Iterationen

## Prompts

3. Kampagnenname
4. "Policy Summary" hinzufügen
5. Policy Summary lesbarer
6. Policy Summary filtern
7. Policy Summary mit Zeilenumbruch
8. E-Mail Formatierung
9. Logging



# Google Sheet Ergebnis

|    | B                          | D                           | E          | F               | G                        | H                                                                                                                                                                               | I          |
|----|----------------------------|-----------------------------|------------|-----------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
|    | Campaign Name              | Asset Name                  | Asset Type | Approval Status | Reason                   | Policy Summaries                                                                                                                                                                | Date       |
| 1  | [SEA] SEA Audit            | Kostenlose Audit-Checkliste | LEAD_FORM  | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_NOT_WORKING, "destinationNotWorking": {"device": "DESKTOP", "limited": true, "resellerConstraint": {}}, TRADEMARKS_IN_AD_TEXT, "resellerConstraint": {} | 2025-03-04 |
| 2  | [SEA] Brand                | Referenzen                  | SITELINK   | PAUSED          | ASSET_LINK_PAUSED, ASSET | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 3  | [SEA] SA360 Agentur        | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 4  | [SEA] Google Ads Agentur   | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 5  | [SEA] Magazinartikel       | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 6  | [SEA] Leistungen           | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 7  | [SEA] Events               | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 8  | [GDN] SEA Audit Checkliste | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 9  | [SEA] Amazon Agentur       | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 10 | [SEA] SEA Audit            | Referenzen                  | SITELINK   | REMOVED         | ASSET_LINK_REMOVED, ASSE | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |
| 11 | [SEA] K5-Promo             | Referenzen                  | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED        | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "c                                                                                          | 2025-03-04 |

Kampagnenname

Policy Summary



# Alert E-Mail

**jonas.kleespies@the-boutique-agency.de**  
an mich ▾

10:18 (vor 0 Minuten) ☆ ↶ ⋮

Es wurden 2 neue abgelehnte Assets gefunden:

| Campaign                                  | Campaign Name      | Asset Id                                | Asset Name           | Asset Type | Approval Status | Reason            | Policy Summaries                                                                                                                        | Date       |
|-------------------------------------------|--------------------|-----------------------------------------|----------------------|------------|-----------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------|------------|
| customers/8831405159/campaigns/1897554209 | [SEA] K5-Promo     | customers/8831405159/assets/46270025661 | SEM Boutique Magazin | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "destinationMismatch": {"uriTypes": "TRACKING_URL"} | 2025-03-05 |
| customers/8831405159/campaigns/8636859484 | [SEA] SEO Beratung | customers/8831405159/assets/46270025661 | SEM Boutique Magazin | SITELINK   | NOT_ELIGIBLE    | ASSET_DISAPPROVED | PROHIBITED, DESTINATION_MISMATCH, "destinationMismatch": {"uriTypes": "FINAL_URL"}, "destinationMismatch": {"uriTypes": "TRACKING_URL"} | 2025-03-05 |



# Was könnte man noch verbessern?



Jetzt schau dir das Skript nochmal genau an und mache Vorschläge welche Features man noch hinzufügen kann.

- ✅ **Zentrale Konfiguration** für E-Mail-Empfänger, GAQL-Parameter, Filter
- 📊 **Detaillierte Änderungsübersicht** per E-Mail: z. B. Anzahl neuer Ablehnungen pro Kampagne oder Asset-Typ
- 📅 **Historische Protokollierung**: Ablehnungen über mehrere Tage verfolgen
- 🎯 **Erweiterte Filteroptionen**: Filter auf Asset-Typen oder Kampagnen
- 📢 **Mehrere Benachrichtigungswege**: Zusätzlich zur E-Mail **Benachrichtigung per Slack** oder Teams einbinden.

# Grenzen von Google Ads Skripten

**Laufzeitbegrenzung:** Max. 30 Minuten pro Skript-Ausführung

**Datenverarbeitung:** Begrenzte Speicher- und Verarbeitungsmöglichkeiten für große Datenmengen

**Zeitliche Steuerung:** Max. einmal pro Stunde ausführbar

- 1 **Welche Probleme kann ein Skript lösen?**
- 2 **Vom Prompt zum Skript**
- 3 **Richtiges Prompt Engineering**
- 4 **Analysen mit GenAI Tools**

# Analyse Tools



Google Sheets Formeln



App Scripts



BigQuery



Google Colab



+ Data Science Agent

# Beispiel für Asset Überprüfung



GAudit | Ads & Extensions.ipynb

File Edit View Insert Runtime Tools Help

+ Code + Text

Connect

> Ad Asset Table

Show code

|   | customer.descriptiveName | campaign.name | adGroup.name | SITELINK_sum | CALLOUT_sum | PRICE_sum | STRUCTURED_SNIPPET_sum | PROMOTION_sum |
|---|--------------------------|---------------|--------------|--------------|-------------|-----------|------------------------|---------------|
| 0 |                          |               |              | 5            | 5           | 3         | 2                      | 0             |
| 1 |                          |               |              | 3            | 6           | 0         | 3                      | 0             |
| 2 |                          |               |              | 2            | 7           | 0         | 3                      | 0             |
| 3 |                          |               |              | 9            | 4           | 1         | 2                      | 0             |
| 4 |                          |               |              | 9            | 4           | 1         | 2                      | 0             |
| 5 |                          |               |              | 5            | 6           | 1         | 2                      | 0             |
| 6 |                          |               |              | 2            | 6           | 0         | 3                      | 0             |
| 7 |                          |               |              | 8            | 6           | 1         | 2                      | 0             |
| 8 |                          |               |              | 9            | 13          | 1         | 2                      | 0             |

weniger als  
4 Sitelinks

weniger als  
ein Price  
Asset



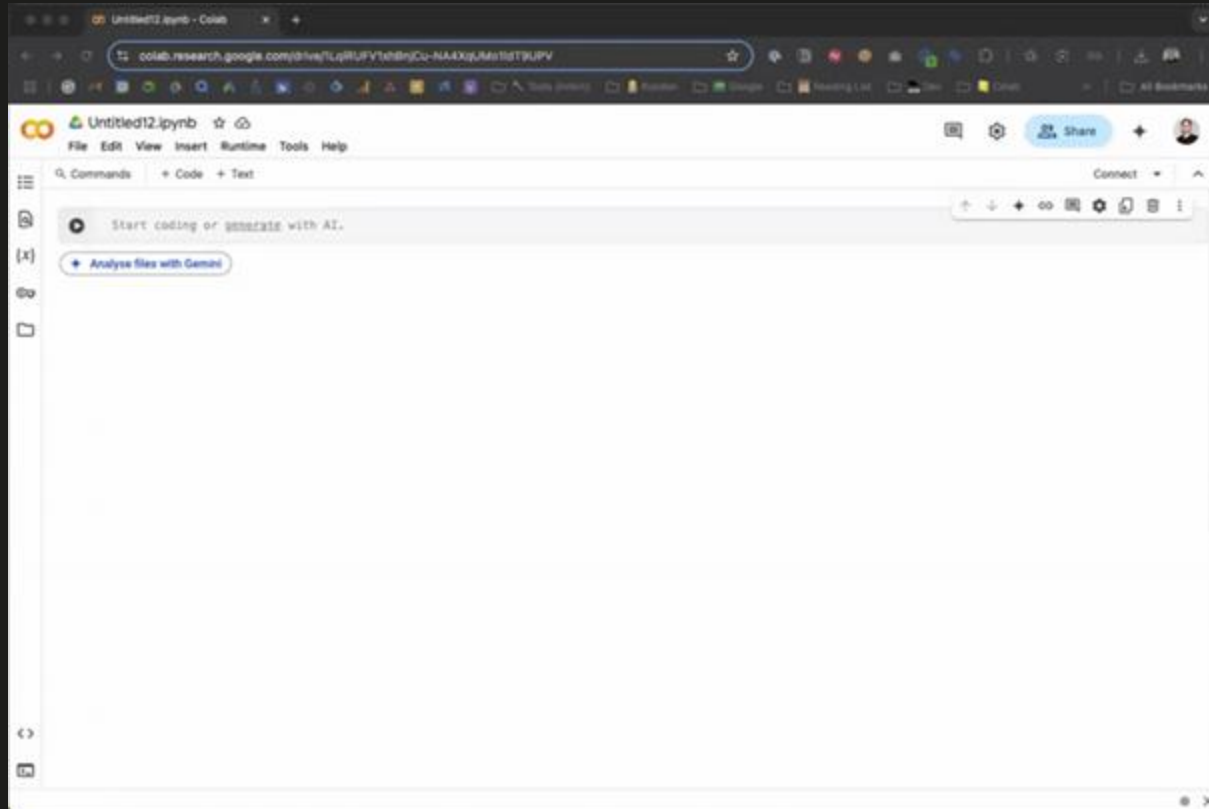
# Prompts für den Data Science Agent

new

The screenshot shows the Google Colab interface. The top bar includes the Colab logo, the file name 'Untitled1.ipynb', and various menu items like File, Edit, View, Insert, Runtime, Tools, and Help. On the right, there are icons for chat, settings, a 'Share' button, and the 'Gemini' AI model. Below the top bar, there's a 'Commands' section with '+ Code' and '+ Text' options. The main workspace is divided into two panes. The left pane contains a code editor with a prompt 'Start coding or generate with AI.' and a button 'Analyze files with Gemini'. The right pane is a chat window titled 'Gemini'. It displays the Gemini logo and a message: 'Gemini is a powerful AI tool built by Google that helps you to use Colab. Not sure what to ask? Try a suggested prompt below'. Below this message are three suggested prompts in buttons: 'How do I filter a Pandas DataFrame?', 'How can I create a plot in Colab?', and 'Show me a list of publicly available datasets'. At the bottom of the chat window, there is a text input field containing the prompt 'Analyze the search queries by N-Gram and show the tops and flops by impressions.' and a file upload button labeled 'Search terms report.csv'. To the right of the input field are icons for adding a new prompt (+) and sending the prompt (➤).

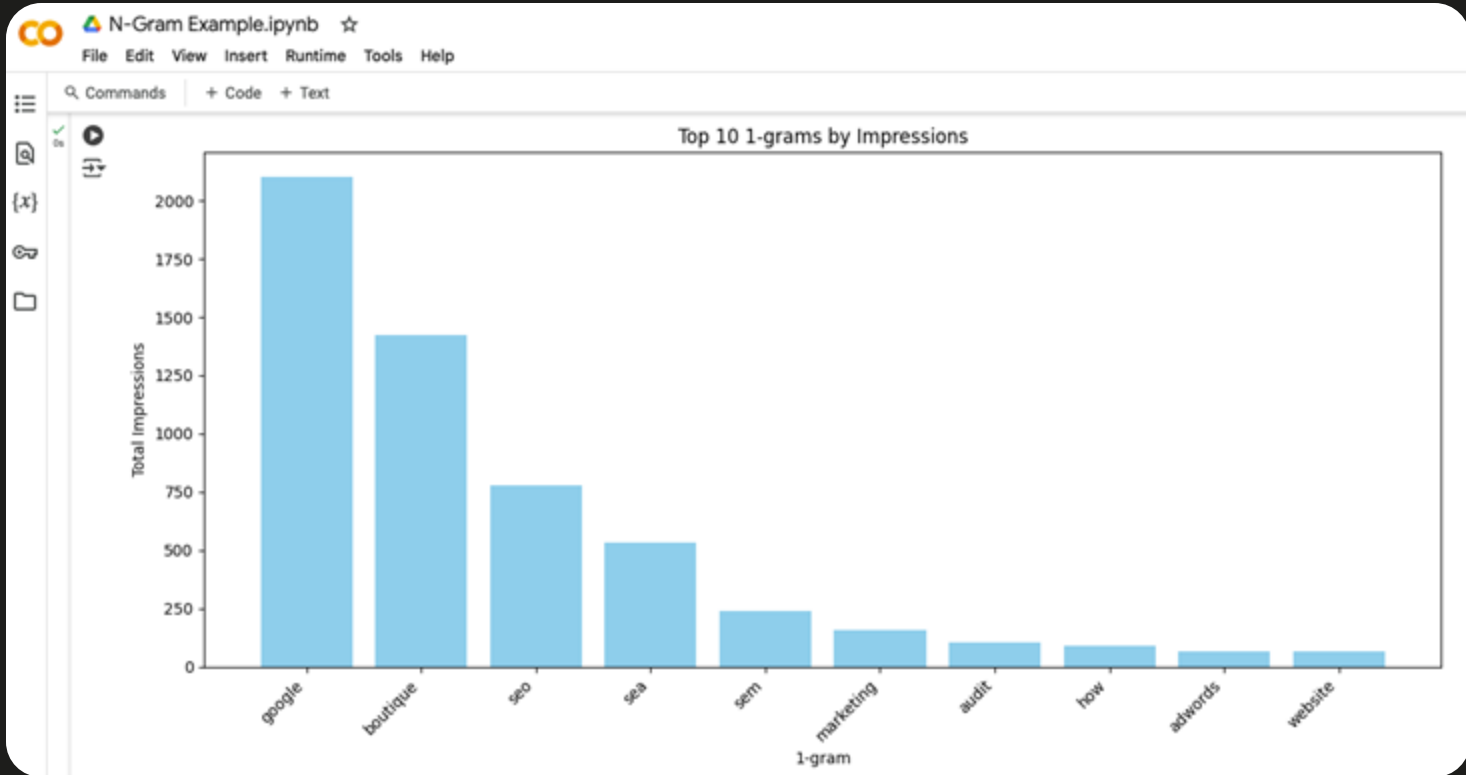
Prompt

# Planung und Ausführung





# Ergebnis-Visualisierung





# Automatische Zusammenfassung

Data Science Agent liefert  
eine Zusammenfassung:

## Summary:

### 1. Q&A

The analysis aims to identify the top 10 1-grams (the first word of each search query) based on the total impressions from a search query report. The top 10 1-grams are: "google" (2101 impressions), "boutique" (1423 impressions), "seo" (779 impressions), "sea" (534 impressions), "sem" (240 impressions), "marketing" (155 impressions), "audit" (102 impressions), "how" (88 impressions), "adwords" (66 impressions), and "website" (64 impressions).

### 2. Data Analysis Key Findings

- The "Impr." column, initially of object type, contained 5 missing values which were imputed with the median value (1).
- No negative impression values were found after converting the column to numeric.
- The top 10 1-grams by impressions are: "google" (2101), "boutique" (1423), "seo" (779), "sea" (534), "sem" (240), "marketing" (155), "audit" (102), "how" (88), "adwords" (66), and "website" (64).

### 3. Insights or Next Steps

- **Focus on high-impression 1-grams:** The significant difference in impressions between "google" (2101) and the subsequent 1-grams suggests that search queries starting with "google" are driving a large portion of the traffic. Further analysis should investigate the specific search terms related to "google" to optimize campaigns.
- **Investigate low-impression 1-grams:** Analyze the search terms associated with lower-impression 1-grams to identify potential areas for improvement. Some of these terms may represent valuable long-tail keywords that could be targeted more effectively with specific ad groups and keywords.

# Key Takeaways

# Key Takeaways

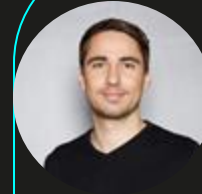
**Google Ads Wissen** + Prompts = nützliche Skripte

Die Herausforderung liegt in den **Ideen**, nicht im Programmieren

GPT-Modelle liefern unterschiedliche Ergebnisse – das richtige Modell wählen!

Link zu Skripten und den Prompts:  
<https://the-boutique-agency.de/smx-2025>

QR Code:



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