

Category	Script Name	Description	Source	URL	Working?
Account Structure	Pull Salesforce Data into AdWords Using Scripts	CRM data integration	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2014/09/pull-salesforce-data-into-adw	Working - last checked 2025
Account Structure	Connect Zoho CRM Data with AdWords Using Scripts	CRM data integration	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2014/05/connect-zoho-crm-data-with-a	Working - last checked 2025
Account Structure	Auto Add ValueTrack Params To All Destination URLs	Adds tracking parameters	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/12/auto-add-valuetrack-params-t	Working - last checked 2025
Account Structure	Pause AdGroups With No Active Keywords	Pauses ad groups without act	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/pause-adgroups-with-no-activ	Working - last checked 2025
Account Structure	Copy Labels Between Levels	Cross-level label copying	Brainlabs	https://www.brainlabsdigital.com/keyword-labelling/	404 error - finding replacement
Account Structure	Copy Audiences to Campaigns	Replicates audiences across c	Brainlabs	https://www.brainlabsdigital.com/copy-audiences-to-campaigns/	Working - last checked 2025
Account Structure	Keyword Match Type Account Structure Checker	Checks match type consistent	Brainlabs	https://searchengineland.com/manage-your-match-types-with-this-structure	Working - last checked 2025
Account Structure	MCC-level script to find and delete "dud" keywords	Removes poor performing key	Search Engine Land	https://searchengineland.com/keep-accounts-clutter-free-adwords-script-23	Working - last checked 2025
Account Structure	Copying Labels From Keywords To Ads Or Vice-Versa	Label copying between eleme	Brainlabs	https://searchengineland.com/how-to-sync-your-keywords-and-ad-labels-29	Working - last checked 2025
Account Structure	Automate Alpha Beta Campaign Structure	Campaign structure automatic	Search Engine Land	https://searchengineland.com/automate-alpha-beta-campaign-structure-usi	Working - last checked 2025
Account Structure	Pause Empty Ad Groups	Pauses ad groups without ads	gscripits.eu	https://gscripits.eu/stop-empty-adgroups-without-ads-or-keywords/	404 error - finding replacement
Account Structure	Remove Unused Labels in Shared Library	Cleans up unused labels	gscripits.eu	https://gscripits.eu/remove-unused-labels-in-shared-library/	404 error - finding replacement
Account Structure	Create new label if needed	Creates labels as needed	gscripits.eu	https://gscripits.eu/createlabelifneeded/	404 error - finding replacement
Account Structure	Add parts of Campaign name as a Label to the campaigns	Labels campaigns based on n	Victor Kaugesaar	https://github.com/kaugesaar/adwords-scripts/blob/master/Scripts/Labels/A	Working - last checked 2025
Account Structure	Keyword Labeler	Labels keywords based on rul	Google	https://developers.google.com/google-ads/scripts/docs/solutions/labels	Working - last checked 2025
Account Structure	Campaign-level Audiences Transition Tool	Promotes Ad Group level Audi	Google	https://developers.google.com/google-ads/scripts/docs/solutions/campaign-	Working - last checked 2025
Account Structure	ETA Transition Helper	Bulk creation of ETAs from ST	Google	https://developers.google.com/google-ads/scripts/docs/solutions/adsmang	Working - last checked 2025
Account Structure	Account Structure Auditor	Audits account structure	Google	https://developers.google.com/google-ads/scripts/docs/solutions/account-a	Working - last checked 2025
Account Structure	Account Management with Trello	Account management integral	Clickteq	https://clickteq.com/adwords-script-automate-account-management-with-trel	Working - last checked 2025
Account Structure	Rename campaigns in Bulk on MCC level	Bulk campaign renaming	Adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/rename-campaigns-in-bulk	Working - last checked 2025
Ad Management	Pause campaigns automatically when a site is down	Monitors site status	Greenhouse Group	https://www.themarketingtechnologist.co/pause-your-adwords-campaigns-a	Working - last checked 2025
Ad Management	Enable/Disable Ads Based on Time Schedule in Sheets	Time-based ad control via she	Ryan Satuna	https://www.satunaryan.com/2017/11/automate-adding-to-the-schedule-ena	404 error - finding replacement
Ad Management	Create Ads In Bulk	Makes sure all ad groups have	PPC Hero	https://www.ppchero.com/the-adwords-script-to-create-ads-in-bulk/	Working - last checked 2025
Ad Management	Track Expanded Text Ads' Performance	Monitors ETA performance	Karooya	https://www.karooya.com/blog/track-expanded-text-ads-performance-adwo	Working - last checked 2025
Ad Management	Compare performance of Responsive Search Ads with ETAs	Performance comparison betw	Karooya	https://www.karooya.com/blog/adwords-script-track-responsive-search-ads-	Working - last checked 2025
Ad Management	Find Poor Performing Ads	Identifies underperforming ads	Karooya	https://www.karooya.com/blog/adwords-script-find-poor-performing-ads/	Working - last checked 2025
Ad Management	Compare Performance of ETAs 3 Headlines vs 2 Headlines	Compares headline performar	Karooya	https://www.karooya.com/blog/adwords-script-compare-performance-of-eta	Working - last checked 2025
Ad Management	Automatically pause "Added by AdWords" ads	Pauses auto-generated ads	impression.co.uk	https://www.impression.co.uk/blog/6003/auto-pause-added-by-adwords-ads	Working - last checked 2025
Ad Management	Automated Ad Testing With Statistical Significance	Statistical testing for ad creati	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/12/automated-creative-testing-wi	Working - last checked 2025
Ad Management	Ad Creative Test Automation Script	Automates creative testing	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/06/ad-creative-test-automation-s	Working - last checked 2025
Ad Management	Put Current Crime Statistics in Your Ad Creatives	Adds current statistics to ads	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/04/put-current-crime-statistics-in-	Working - last checked 2025
Ad Management	Pause or Enable Campaigns, Keywords or Ads on a Given Date	Schedule campaign changes	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/04/pause-or-enable-keywords-or	Working - last checked 2025
Ad Management	Manage Ads Based on Airport Delays	Dynamically manages ads bas	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/03/manage-ads-based-on-airpor	Working - last checked 2025
Ad Management	Fixing ALL CAPS Capitalization Errors In Your Ads	Corrects capitalization issues	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/03/fixing-capitalization-errors-in-y	Working - last checked 2025
Ad Management	Enable/Disable Ads Based on Your Baseball Team's Schedule	Sports schedule-based ad cor	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/03/automate-your-ads-based-on-	Working - last checked 2025
Ad Management	Update Ad Copy for the New Year	Refreshes ad copy for the new	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/update-ads-for-new-year.html	Working - last checked 2025
Ad Management	Delete All Disapproved Ads in an Account	Removes all disapproved ads	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/delete-all-disapproved-ads-in-	Working - last checked 2025
Ad Management	Automatically Pause Ads With Low CTR	Pauses underperforming ads	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/automatically-pause-ads-with-	Working - last checked 2025
Ad Management	Fill Empty Ad Groups	Identify and automatically fill a	Brainlabs	https://www.brainlabsdigital.com/fill-empty-ad-groups/	404 error - finding replacement
Ad Management	Dynamic Ad Extensions	Automated ad extensions	Brainlabs	https://www.brainlabsdigital.com/dynamic-ad-extensions/	404 error - finding replacement
Ad Management	A/B Testing Tool with Statistical Relevance Calculator	Tests ad variations with statist	Brainlabs	https://www.brainlabsdigital.com/ab-testing/	404 error - finding replacement
Ad Management	Pause low inventory items	Pauses ads when inventory is	Blue Bird Media	https://www.bluebirdmedia.se/low-inventory-adwords-script/	404 error - finding replacement
Ad Management	Analyse Ads and Pause Underperforming Ads	Analysis and pausing of unde	Brainlabs	https://searchengineland.com/pause-underperforming-ads-with-this-update	Working - last checked 2025
Ad Management	Stop ads from showing next to offensive videos	Content safety control	Search Engine Land	https://searchengineland.com/heres-script-stop-ads-showing-next-offensive	Working - last checked 2025
Ad Management	Generate Expanded Text Ads From Landing Page Meta Data	Create ETAs from page meta	Search Engine Land	https://searchengineland.com/expand-ads-30-seconds-flat-254827	Working - last checked 2025
Ad Management	Auto-optimize Search Terms	Add performing search terms	Remko van der Zwaag	https://remkovanderzwaag.nl/blog/adwords-script-auto-optimalisatie-zoekte	Working - last checked 2025
Ad Management	Check Ad Groups without Expanded Text Ads	Identifies ad groups missing E	Optimization Up	https://optimizationup.com/adwords-scripts-check-expanded-text-ads/	Working - last checked 2025
Ad Management	Pause Campaigns When your Prices aren't Competitive	Adjusts campaigns based on	Optimization Up	https://optimizationup.com/adwords-script-pause-ads-prices-competitive/	Working - last checked 2025
Ad Management	Report Ad Groups that don't have RSA's	Identifies ad groups missing R	NilsRoijmans	https://nilsroijmans.com/google-ads-script-report-ad-groups-that-dont-have	Working - last checked 2025
Ad Management	Past Violations Alert	Alerts on ads with previous vic	NilsRoijmans	https://nilsroijmans.com/google-ads-script-past-violations-alert/	Working - last checked 2025
Ad Management	Disapproved Ads Alerts	Alerts on disapproved ads	NilsRoijmans	https://nilsroijmans.com/google-ads-script-disapproved-ads-alerts/	Working - last checked 2025

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Ad Management	Dynamic prices with Ad params	Based on prices in webpage	marthijnholting.com	https://marthijnholting.com/google-adwords-dynamic-prices-with-ad-params	404 error - finding replacement
Ad Management	Pause and Enable ads based on time of day	Pauses/enables ads at specific AdWords Scripts Forum		https://groups.google.com/forum/#!topic/adwords-scripts/MNVnhCdGbzY	Working - last checked 2025
Ad Management	Add converting Search Terms as KW	Adds converting search terms AdWords Scripts Forum		https://groups.google.com/forum/#!topic/adwords-scripts/kVcFWQrK5Q	Working - last checked 2025
Ad Management	Generate G Sheet with RSAs variants based on ETAs	Creates RSA variants from ET Google		https://github.com/googlearchive/eta-to-rsa-scripts/blob/master/generate_rs	Working - last checked 2025
Ad Management	MCC Level check for Disapproved Ads	Account-level disapproved ads	Google	https://github.com/googlearchive/account_hygiene_ads_scripts/blob/master	Working - last checked 2025
Ad Management	RSA Builder	Tool to build Responsive Search	Google	https://github.com/google/responsive-search-ads-builder/blob/master/rsa_b	Working - last checked 2025
Ad Management	Verify ad destination URLs	Check URLs for 404 HTTP Redirects	GitHub	https://github.com/derekmartinla/adwords_scripts/blob/master/Management	Working - last checked 2025
Ad Management	Ad Rotate Analysis & Pause Losing Ads	Analysis and rotation of ads	Brainlabs	https://github.com/Brainlabs-Digital/Google-Ads-Scripts/blob/master/Analyz	Working - last checked 2025
Ad Management	Ad Copy Length Analysis	Create a sheet with aggregate	Brainlabs	https://github.com/Brainlabs-Digital/Google-Ads-Scripts/blob/master/Analyz	Working - last checked 2025
Ad Management	Automatically Create mobile preferred ads	Use one with highest CTR	Suisseo	https://gist.github.com/vhsu/f252ab32f49c5328ba376dfdc37371c3	Working - last checked 2025
Ad Management	Keep 2 best performing ads enabled, pause the rest	Performance-based ad rotation	Roy Harmon	https://gist.github.com/rharmon/ace1b11592db3f718d13901b3c6024a	404 error - finding replacement
Ad Management	Update ad copy with current year	Updates ad copy with current	Roy Harmon	https://gist.github.com/rharmon/a3b1b419514e1e4f0643600f9434e28b	404 error - finding replacement
Ad Management	Find ads ready for optimization	Identifies ads needing improvement	Roy Harmon	https://gist.github.com/rharmon/8d0614e1fe8c3e5734d1ef3d0713012	404 error - finding replacement
Ad Management	Create ads based on spreadsheet copy	Copy optimization scripts (part)	Roy Harmon	https://gist.github.com/rharmon/7de3dd8a4ba1f197a1e84ebcf0e6ff	404 error - finding replacement
Ad Management	Use This Adwords Script To Update Stale Countdown Ads	Refreshes countdown ads	GitHub	https://gist.github.com/derekmartinla/b719840542406322bb27	Working - last checked 2025
Ad Management	Create a Google Ads Script That Uses GPT to Write RSAs	AI-powered RSA creation	Search Engine Land	https://docs.google.com/document/d/1anA5FR3g9NTcRYmSlip13p9RPo5h	Working - last checked 2025
Ad Management	Sales Countdown Calendar	Update ad parameters hourly	Google	https://developers.google.com/google-ads/scripts/docs/solutions/sales-count	Working - last checked 2025
Ad Management	Sale Countdown	Updates ad parameters hourly	Google	https://developers.google.com/google-ads/scripts/docs/solutions/sale-count	Working - last checked 2025
Ad Management	The Ad Customizer script	Shows how to setup parameters	Google	https://developers.google.com/google-ads/scripts/docs/solutions/customize	Working - last checked 2025
Ad Management	Add your favorite Remarketing Lists and Similar Audiences to campaigns	Adds audiences to campaigns	Google	https://developers.google.com/google-ads/scripts/docs/solutions/adsmang	Working - last checked 2025
Ad Management	Automated Ad Testing With Statistical Significance	Tests ads with statistical analysis	Clickteq	https://clickteq.com/adwords-script-expanded-text-ads-split-testing-script-bui	404 error - finding replacement
Ad Management	Ad template report script	Analyzes and aggregates performance	Clickteq	https://clickteq.com/adwords-script-ad-template-report-script/	404 error - finding replacement
Ad Management	Ad variant creator	Mixes headlines and descriptions	Automating Adwords	https://automatingadwords.com/free-adwords-script-ad-variant-creator/	Working - last checked 2025
Ad Management	Count how many ads are in each Ad group	Counts ads per ad group	Automating Adwords	https://automatingadwords.com/free-adwords-script-ad-counter-2/	Working - last checked 2025
Ad Management	Test different Ad Rotation Settings	Tests different rotation settings	Automating Adwords	https://automatingadwords.com/free-adwords-script-ab-test-ad-rotation-sett	Working - last checked 2025
Ad Management	Check text ad copy for up-to-date price info	Updates based on merchant ads	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/update-prices-in-textads	Working - last checked 2025
Ad Management	Fix redirects	Automatically replace ETA/RSAs	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/redirect-ad-updater	Working - last checked 2025
Ad Management	Automatically Create Responsive Search Ads	Creates responsive search ads	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/create-responsive-search-	Working - last checked 2025
Ad Management	Automatically add Keywords from Converting Search Terms into SK	Creates single keyword ad group	Ad Evolver	https://adevolvor.com/single-keyword-ad-group-script/	404 error - finding replacement
Bidding & Budget	Extending Google's MultiBidder to include Cost Per Conversion Target	Enhanced bidding tool	themarketingeye.com	https://www.themarketingeye.com/blog/marketing-tips/post/extending_multi	Working - last checked 2025
Bidding & Budget	Dynamically Change TROAS	Target ROAS adjustment	Search Engine Journal	https://www.searchenginejournal.com/roas-google-ads-script/437988/	Working - last checked 2025
Bidding & Budget	Google Ads Budget Script	General budget management	Search Engine Journal	https://www.searchenginejournal.com/free-google-ads-budget-script/47345-	Working - last checked 2025
Bidding & Budget	Updating Bids with Sheets and Scripts	Updates bids using sheets	PPC Hero	https://www.ppchero.com/updates-bids-and-monitoring-changes-with-adw	Working - last checked 2025
Bidding & Budget	Update Bids and Monitor Changes	Monitors bid changes	PPC Hero	https://www.ppchero.com/updates-bids-and-monitoring-changes-with-adw	Working - last checked 2025
Bidding & Budget	Automate Bidding using Google Sheets and Bulk Upload	Bulk bidding automation	PPC Hero	https://www.ppchero.com/automating-bidding-with-google-sheets-and-adw	Working - last checked 2025
Bidding & Budget	Advanced Monthly budget management	Comprehensive budget management	PPC Hero	https://www.ppchero.com/advanced-adwords-budget-script/	Working - last checked 2025
Bidding & Budget	Pause Campaigns, Ad Groups, or Keywords When They Spend Too	Spend-based pausing	Optmyzr	https://www.optmyzr.com/scripts/pause-campaigns-ad-groups-or-keywords-	Working - last checked 2025
Bidding & Budget	Calculate and Set Mobile Bid Modifiers	Sets mobile bid adjustments	Optmyzr	https://www.optmyzr.com/scripts/calculate-and-set-mobile-bid-modifiers/	Working - last checked 2025
Bidding & Budget	Pause and reenable campaigns when they pass budget thresholds	Budget-based campaign control	lviju.com	https://www.lviju.com/blog/google-ad-campaign-scripts/	404 error - finding replacement
Bidding & Budget	Report campaigns that reach percentage of daily budget	Budget threshold reporting	lnbiz.de	https://www.lnbiz.de/wp-content/uploads/2017/03/SMX-Full-Script-check-de	404 error - finding replacement
Bidding & Budget	Get alerted when keywords or product groups spend too much	Same day alert system	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2017/12/get-alerted-when-keywords-or	Working - last checked 2025
Bidding & Budget	Limit AdWords Overdelivery to Any Amount You Want	Controls ad spend	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2017/10/limit-adwords-overdelivery-to-	Working - last checked 2025
Bidding & Budget	Dynamically Adjust Campaign Budgets	Dynamic budget adjustment	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/04/dynamically-adjust-campaign-	Working - last checked 2025
Bidding & Budget	Update Keyword Bids from Spreadsheet	Updates bids from a spreadsheet	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/02/update-your-bids-from-google	Working - last checked 2025
Bidding & Budget	Unique Bid Updates By Campaign	Campaign-specific bid updates	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/01/unique-bidding-rules-for-each	Working - last checked 2025
Bidding & Budget	Increase Bids Cheap Conversion Keywords	Raises bids on cost-effective keywords	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/12/automating-maintenance-task	Working - last checked 2025
Bidding & Budget	Pause Keywords That Are Not Performing	Pauses underperforming keywords	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/12/automating-maintenance-task	Working - last checked 2025
Bidding & Budget	Reduce Bids on High Cost per Conversion Keywords	Lowers bids on expensive keywords	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/automating-maintenance-task	Working - last checked 2025
Bidding & Budget	Easily pause/enable all your currently active campaigns	Bulk campaign pause control	excellinppc.com	https://www.excellinppc.com/master-switcher-script-for-google-ads/	404 error - finding replacement
Bidding & Budget	Email alerts when campaigns reach a percentage of their daily budget	Budget alert system	excellinppc.com	https://www.excellinppc.com/free-google-ads-script-for-monitoring-campaig	404 error - finding replacement
Bidding & Budget	Pause campaigns when monthly budget is reached	Monthly budget management	Evernote	https://www.evernote.com/pub/narch2002002/adwordsscripts#st=p&n=5c81	404 error - finding replacement

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Bidding & Budget	Stop Daily Campaign Overspending	Prevents budget overruns	Robert Brady	https://www.clixmarketing.com/blog/2018/07/23/stop-google-ads-budget-ov	404 error - finding replacement
Bidding & Budget	Track Currency Exchange Rates	Monitors currency rates for b	Brainlabs	https://www.brainlabsdigital.com/track-currency-exchange-rates/	404 error - finding replacement
Bidding & Budget	Bid adjustments for every hour of the day	Hourly bid adjustments	Brainlabs	https://www.brainlabsdigital.com/marketing-library/24-7-bidding-script/	404 error - finding replacement
Bidding & Budget	Bid to Position	Position-based bidding	Brainlabs	https://www.brainlabsdigital.com/adwords-script-real-time-position-bidding/	404 error - finding replacement
Bidding & Budget	Optimize Bids Every Hour Of The Day	Hourly bid optimization	Brainlabs	https://www.brainlabsdigital.com/247-bidding/	404 error - finding replacement
Bidding & Budget	Recieve email warning when campaigns are close to running out of	Budget depletion warning	Search Engine Land	https://searchengineland.com/stop-running-out-of-budget-with-this-google-	Working - last checked 2025
Bidding & Budget	Stacked Bidding	Manage bids by keyword mat	Search Engine Land	https://searchengineland.com/script-help-manage-bids-keyword-match-type	Working - last checked 2025
Bidding & Budget	Prevent grant accounts from underspending	Prevents Google Grant under	Brainlabs	https://searchengineland.com/how-to-stop-underspending-your-free-ad-gra	Working - last checked 2025
Bidding & Budget	Set bid modifiers for in-market and remarketing audiences	Audience bid modifier manag	Search Engine Land	https://searchengineland.com/google-ads-script-how-to-automatically-apply	Working - last checked 2025
Bidding & Budget	Change in Campaign Spending Alert	Campaign spend change notif	Brainlabs	https://searchengineland.com/find-anomalies-in-your-campaign-spending-w	Working - last checked 2025
Bidding & Budget	Compare and monitor performance of manual and Smart Bidding	Bidding strategy comparison	Search Engine Land	https://searchengineland.com/compare-and-monitor-performance-of-manua	Working - last checked 2025
Bidding & Budget	Automate your in-market audience bidding	In-market audience bid autom	Search Engine Land	https://searchengineland.com/automate-your-in-market-audience-bidding-w	Working - last checked 2025
Bidding & Budget	Limit Monthly Cost By Postal Codes in a Campaign	Geographic budget control	Optmyzr	https://searchengineland.com/advanced-budget-management-made-easy-s	Working - last checked 2025
Bidding & Budget	AdWords Overdelivery Prevention Script	Prevents spend overages	righteousmarketing	https://righteousmarketing.com/adwords-overdelivery-prevention-script	Working - last checked 2025
Bidding & Budget	Report on Budget vs Spend (Hybrid)	Budget reporting	Remko van der Zwaag	https://remkovanderzwaag.nl/blog/updated-adwords-script-budget-vs-spenc	Working - last checked 2025
Bidding & Budget	Stable Daily Budget Script	Maintains stable daily budget	ppchubbub.com	https://ppchubbub.com/google/google-adwords/breaking-adwords-200-over	Working - last checked 2025
Bidding & Budget	Set location Radius Targeting in Bulk	Bulk location targeting	Optimization Up	https://optimizationup.com/adwords-script-set-radius-targeting-bulk/	Working - last checked 2025
Bidding & Budget	Receive High CPC Bid Alerts	Alerts for high CPC bids	NilsRooijmans	https://nilsrooijmans.com/script-to-receive-high-cpc-bid-alerts/	Working - last checked 2025
Bidding & Budget	Monthly Budget Target Email Alert	Monthly budget alerts	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-monthly-budget-target-email-ale	Working - last checked 2025
Bidding & Budget	Gender Bid Adjustment Suggestions	Suggests gender-based bid a	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-gender-bid-adjustment-suggest	Working - last checked 2025
Bidding & Budget	Daily Budget Overdelivery Alerts	Budget overrun alerts	NilsRooijmans	https://nilsrooijmans.com/daily-budget-overdelivery-alerts-script/	Working - last checked 2025
Bidding & Budget	Search Partner Alerts	Search Partner Alerts	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-search-partner-alerts/	
Bidding & Budget	Pause search and regular display campaigns when cost exceeds th	Cost-based pausing with notif	Google Ads Scripts Fo	https://groups.google.com/g/adwords-scripts/c/OT98iStNeQg	Working - last checked 2025
Bidding & Budget	Pause campaigns when total spend exceeds your limit	Budget-based campaign paus	Google Ads Script For	https://groups.google.com/g/adwords-scripts/c/farQCli3xjo	Working - last checked 2025
Bidding & Budget	Pause campaigns when monthly budget target has been reached	Monthly budget control	Google Ads Scripts for	https://groups.google.com/g/adwords-scripts/c/BDukDoLEbFY	Working - last checked 2025
Bidding & Budget	Pause list of campaigns after they spend their shared monthly budg	Budget-based campaign paus	AdWords Scripts Foru	https://groups.google.com/forum/#!topic/adwords-scripts/UF_YdjttdtL8	Working - last checked 2025
Bidding & Budget	Manage budget on different levels	Account, campaign, ad group,	Google Ads Script For	https://groups.google.com/forum/#!topic/adwords-scripts/JHaeHdKjwzw	Working - last checked 2025
Bidding & Budget	Apply ad schedules to campaigns	Sets ad schedule bid modifier	Said Tezel	https://github.com/saidtezel/google-ads-scripts/blob/master/tag-based-bid-s	Working - last checked 2025
Bidding & Budget	Pause campaigns that have spend all time budget	Budget management	Victor Kaugesaar	https://github.com/kaugesaar/adwords-scripts/blob/master/Scripts/Maximum	Working - last checked 2025
Bidding & Budget	Pause campaigns if they spent more than daily budget	Reactivates them the next day	Frederic Harnois	https://github.com/fredericharnois/stable-budgets-adwords-script	Working - last checked 2025
Bidding & Budget	MCC Location Bid Modifier Script	Adds locations with high conv	Frederic Harnois	https://github.com/fredericharnois/location-bid-modifier-adwords-script/blob	Working - last checked 2025
Bidding & Budget	Pause campaigns when allocated budget is depleted	Budget management	Doug R. Thomas	https://github.com/ferkungamaboobo/magniveniris-adwords-scripts/blob/ma	404 error - finding replacement
Bidding & Budget	Pause labelled campaigns at total budget limit	Budget-based campaign paus	Camil Tang-Turcotte	https://github.com/camiltang/google-ads_pause-campaigns-at-budget-limit	Working - last checked 2025
Bidding & Budget	In-market audiences bidding	Audience-specific bidding	Brainlabs	https://github.com/Brainlabs-Digital/Google-Ads-Scripts/blob/master/Bidding	Working - last checked 2025
Bidding & Budget	Extended Devices, Locations and Audiences Bidding	Comprehensive bidding adjus	Brainlabs	https://github.com/Brainlabs-Digital/Google-Ads-Scripts/blob/master/Bidding	Working - last checked 2025
Bidding & Budget	Bid average position	Position bidding strategy	Brainlabs	https://github.com/Brainlabs-Digital/Google-Ads-Scripts/blob/master/Bidding	Working - last checked 2025
Bidding & Budget	Budget depletion warning	Warns about depleting budget	Brainlabs	https://gist.github.com/BrainlabsDigital/751797c7804cf69795bb159650163c	Working - last checked 2025
Bidding & Budget	Performance Max V2, V3, and V4 scripts	Budget and performance man	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/1Fc56vmnZiRwujYXOyXoTlQ	Working - last checked 2025
Bidding & Budget	7/14/28/90 Day ROI Lookback Script	Multi-timeframe ROI analysis	Jack Felsted	https://docs.google.com/spreadsheets/d/1UIMdiXLx3Jz0guujRy-Qlqb9j5HE	Working - last checked 2025
Bidding & Budget	Break-even ROI & Required KPI Script	ROI and KPI requirement ana	Jack Felsted	https://docs.google.com/spreadsheets/d/1gyLhnI0-n3ACY0Yx-AyWm0KhN	Working - last checked 2025
Bidding & Budget	Black Friday Budget Pacer Script	Budget management for Black	Jack Felsted	https://docs.google.com/spreadsheets/d/1Eo3AA-r9xPJ0Qt_waLVOWsmPf	Working - last checked 2025
Bidding & Budget	ROI Tiering Script	ROI-based bid adjustments	Jack Felsted	https://docs.google.com/spreadsheets/d/153mZAnrUSxO_kS73sHqX4Jjml	Working - last checked 2025
Bidding & Budget	Weather-based Campaign and Bid Management	Weather-based optimization	Google	https://developers.google.com/google-ads/scripts/docs/solutions/weather-b	Working - last checked 2025
Bidding & Budget	TV Schedule Bid Coordination	TV schedule integration	Google	https://developers.google.com/google-ads/scripts/docs/solutions/tv-schedul	Working - last checked 2025
Bidding & Budget	Flexible Budgets	Dynamically adjusts campaig	Google	https://developers.google.com/google-ads/scripts/docs/solutions/flexible-bu	Working - last checked 2025
Bidding & Budget	Bid to Impression Share	Bids to achieve impression sh	Google	https://developers.google.com/google-ads/scripts/docs/solutions/bid-to-imp	Working - last checked 2025
Bidding & Budget	Multi Bidder script	Manage bids via Google Shee	Google	https://developers.google.com/adwords/scripts/docs/solutions/multi-bidder	Working - last checked 2025
Bidding & Budget	Multi Bidder script to manage bids via Google Sheets	Spreadsheet-based bid mana	Google	https://developers.google.com/adwords/scripts/docs/solutions/multi-bidder	Working - last checked 2025
Bidding & Budget	Bid Testing	Try different levels of bids	Google	https://developers.google.com/adwords/scripts/docs/solutions/bid-testing	Working - last checked 2025
Bidding & Budget	Prevent your account from overspending	Controls account spend	cypressnorth.com	https://cypressnorth.com/paid-search-marketing/a-simple-customizable-goc	Working - last checked 2025
Bidding & Budget	Pause text and video ads when daily spend reaches maximum	Budget-based ad pausing	cypressnorth.com	https://cypressnorth.com/paid-search-marketing/a-simple-customizable-goc	Working - last checked 2025

Category	Script Name	Description	Source	URL	Working?
Bidding & Budget	Automate calculating and setting location bid modifiers	Location-based bid adjustment	ClickIQ	https://clickiq.com/adwords-scripts-automate-calculating-and-setting-locati	Working - last checked 2025
Bidding & Budget	Exchange Rate Based Bidding Script	Currency exchange rate-base	ClickIQ	https://clickiq.com/adwords-script-bid-based-on-forex-rates/	Working - last checked 2025
Bidding & Budget	Automate audience bidding	Automated audience bid adjust	ClickIQ	https://clickiq.com/adwords-script-automate-audience-bidding-in-adwords/	Working - last checked 2025
Bidding & Budget	Google Ads budget tracker	Tracks budget performance	ClickIQ	https://clickiq.com/adwords-script-adwords-budget-tracker/	Working - last checked 2025
Bidding & Budget	Plots spend vs budget on a daily basis	Visual budget monitoring	ClickIQ	https://clickiq.com/adwords-script-adwords-budget-tracker/	Working - last checked 2025
Bidding & Budget	Set Target CPA bids for Shopping Product Groups	Sets CPA targets for shopping	Bitbucket	https://bitbucket.org/snippets/vallaey/KReog	404 error - finding replacement
Bidding & Budget	Bidadjustments for locations	Location-specific bid adjustment	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/bidding-campaign-location	Working - last checked 2025
Bidding & Budget	Bidadjustments for devices	Device-specific bid adjustment	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/bidding-campaign-device	Working - last checked 2025
Bidding & Budget	Bidadjustments for audiences	Audience-specific bid adjustment	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/bidding-campaign-audience	Working - last checked 2025
Bidding & Budget	Bid adjustments for ad schedule	Schedule-based bid adjustment	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/bidadjustment-adschedule	Working - last checked 2025
Bidding & Budget	Automatically adds a bidadjustment to every hour of the day, based	Hourly bid adjustment based on	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/247-bidding-2	Working - last checked 2025
Bidding & Budget	Bid By Campaign Locations	Location-based bidding	Rankhammer	http://www.rankhammer.com/blog/2593/adwords-script-to-bid-by-campaign-	Working - last checked 2025
Bidding & Budget	Set mobile bid modifier	Sets mobile bid adjustments	Rankhammer	http://www.rankhammer.com/blog/1642/set-mobile-bids-using-adwords-scri	Working - last checked 2025
Helper & Misc	executeInParallel on More than 50 Accounts	Script execution across account	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2014/11/executeinparallel-on-more-tha	Working - last checked 2025
Helper & Misc	Build Deep Link Urls for Entities	Deep link creation	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/11/building-entity-deep-links-with	Working - last checked 2025
Helper & Misc	Store Report data in Amazon S3	Report storage in S3	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/06/store-keyword-performance-r	Working - last checked 2025
Helper & Misc	Put AdWords data in Amazon S3	Data storage in S3	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/05/put-adwords-data-to-amazon-	Working - last checked 2025
Helper & Misc	Authenticating to OAuth Services Using AdWords Scripts	OAuth authentication	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/02/authenticating-to-oauth-servic	Working - last checked 2025
Helper & Misc	Bulk rename Google AdWords campaigns	Campaign renaming utility	Brightstep.nl	https://www.brightstep.nl/adwords/bulk-rename-google-adwords-campaigns	Working - last checked 2025
Helper & Misc	Execute MCC Script over >50 accounts	Large-scale script execution	Outshine.com	https://outshine.com/blog/run-your-adwords-scripts-across-a-lot-of-account	404 error - finding replacement
Helper & Misc	Create new label if needed	Label creation utility	gscrip.ts.eu	https://gscrip.ts.eu/createlabelifneeded/	404 error - finding replacement
Helper & Misc	Filter campaigns that are ENABLED but have end date	Identifies inactive campaigns	Victor Kaugesaar	https://github.com/kaugesaar/adwords-scripts/blob/master/Scripts/Campaig	Working - last checked 2025
Helper & Misc	Large Manager Hierarchy Template	Runs script logic on all client a	Google	https://developers.google.com/google-ads/scripts/docs/solutions/adsmanga	Working - last checked 2025
Helper & Misc	Wrapper for using variables from Google Sheet	Spreadsheet integration	Optmyzr	https://bitbucket.org/snippets/vallaey/boEpo	404 error - finding replacement
Keyword Management	Near Exact Match, Close Variant Monitoring	Monitors close variants	Rankhammer	https://www.thesempost.com/near-exact-match-monitoring-adwords-script/	404 error - finding replacement
Keyword Management	Calculate the Lin-Rodnitzky ratio for your account	L/R ratio calculation	Optmyzr	https://www.optmyzr.com/scripts/lin-rodnitzky-ratio/	Working - last checked 2025
Keyword Management	Put Raw AdWords Data In a Spreadsheet using AWQL	Raw keyword data extraction	Optmyzr	https://www.optmyzr.com/blog/a-script-to-put-any-adwords-data-in-a-spread	Working - last checked 2025
Keyword Management	Keywords Impacted by No Side Ads	Analysis of side ad removal in	Karooya	https://www.karooya.com/blog/no-side-ads-adwords-script-to-identify-keywo	Working - last checked 2025
Keyword Management	Generate phrase match keywords from modified broad	Creates phrase match variant	internet-marketing-insi	https://www.internet-marketing-inside.de/Google-Ads-Scripts/create-phrase	404 error - finding replacement
Keyword Management	Convert your keywords from Broad Match to Broad Match Modified	Updates match types	Hallam	https://www.hallaminternet.com/adwords-script-broad-match-modified/	404 error - finding replacement
Keyword Management	Report on how close variants relate to your keywords	Analyzes close variant matchi	Search Engine Land	https://www.freeadwordsscripts.com/2018/09/check-close-variants-your-ads	404 error - finding replacement
Keyword Management	Update ad keyword ad params at a large scale using Google Sheet	Bulk keyword parameter upda	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/01/update-ad-params-from-goog	Working - last checked 2025
Keyword Management	Pause Keywords That Are Not Performing	Pauses underperforming keyw	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/12/automating-maintenance-task	Working - last checked 2025
Keyword Management	Auto Add ValueTrack Params To All Destination URLs	Adds tracking parameters	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/12/auto-add-valuetrack-params-t	Working - last checked 2025
Keyword Management	Update Your Keywords for the Holiday Season	Seasonal keyword updates	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/update-your-keywords-for-hol	Working - last checked 2025
Keyword Management	Pause All Keywords With No Impressions	Pauses zero-impression keyw	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2012/11/pause-all-keywords-with-no-in	Working - last checked 2025
Keyword Management	Adjective Analysis Tool	Analyzes performance of phra	Brainlabs	https://www.brainlabsdigital.com/search-term-performance/	Working - last checked 2025
Keyword Management	Label keywords with Organic ranking data	Cross-channel keyword analys	Brainlabs	https://www.brainlabsdigital.com/label-your-keywords-with-organic-rank-dat	Working - last checked 2025
Keyword Management	Report the scope and impact of search terms being hidden by Goo	Hidden search term analysis	SMEC	https://smarter-ecommerce.com/en/ppc-scripts/search-query-illuminator/	Working - last checked 2025
Keyword Management	Report on how close variants relate to your exact match keywords	Exact match variant analysis	Search Engine Land	https://searchengineland.com/the-impact-of-close-variants-in-exact-match-t	Working - last checked 2025
Keyword Management	Find and Pause Low Quality Score Keywords	Quality-based keyword mana	Brainlabs	https://searchengineland.com/say-goodbye-to-low-quality-score-with-this-q	Working - last checked 2025
Keyword Management	Use IBM Watson API to analyse keywords on landing pages	AI-based keyword analysis	Search Engine Land	https://searchengineland.com/leverage-power-ibm-watson-adwords-campa	Working - last checked 2025
Keyword Management	Keyword Clean Up	Removes keywords that do no	Search Engine Land	https://searchengineland.com/keep-accounts-clutter-free-adwords-script-23	Working - last checked 2025
Keyword Management	Keep accounts clutter free with AdWords script	Removes underperforming ele	Search Engine Land	https://searchengineland.com/keep-accounts-clutter-free-adwords-script-23	Working - last checked 2025
Keyword Management	Mine Your Search Query Reports	Extracts insights from query r	Search Engine Land	https://searchengineland.com/heres-adwords-script-mine-search-query-rep	Working - last checked 2025
Keyword Management	Find Best And Worst Search Queries Using N-Grams	N-gram based query analysis	Search Engine Land	https://searchengineland.com/heres-a-new-script-to-find-the-best-text-for-n	Working - last checked 2025
Keyword Management	Find the best text for new ads using an n-gram analysis	Analyzes search terms for ad	Search Engine Land	https://searchengineland.com/heres-a-new-script-to-find-the-best-text-for-n	Working - last checked 2025
Keyword Management	Track keyword spend efficiency	Pulls keywords and ROAS fro	Search Engine Land	https://searchengineland.com/e-commerce-brands-track-spend-efficiency-w	Working - last checked 2025
Keyword Management	Search Query Mining Tool	Find best/worst performing n	Brainlabs	https://searchengineland.com/brainlabs-script-find-best-worst-search-queri	Working - last checked 2025
Keyword Management	Pause/Remove Low Search Volume Keywords	Removes low traffic keywords	Optimization Up	https://optimizationup.com/adwords-script-stop-low-search-volume-keywor	Working - last checked 2025
Keyword Management	Search Query Mining Tool (UPDATE from Brainlab's script)	Updated n-gram analysis	NilsRooijmans	https://nilsrooijmans.com/updated-google-ads-script-brainlabs-search-quer	Working - last checked 2025

Category	Script Name	Description	Source	URL	Working?
Keyword Management	Trending Search Terms	Monitors trending search term	NilsRoijmans	https://nilsroijmans.com/google-ads-script-trending-search-terms/	Working - last checked 2025
Keyword Management	Performance MaxTrending Search Categories	Tracks trending search category	NilsRoijmans	https://nilsroijmans.com/google-ads-script-pmax-trending-search-categories/	Working - last checked 2025
Keyword Management	Effortlessly Monitor Close Variants	Easy close variant monitoring	NilsRoijmans	https://nilsroijmans.com/effortlessly-monitor-close-variants-with-this-google-ads-script/	Working - last checked 2025
Keyword Management	Keyword vs Search Bubble Report	Visualizes keyword vs search bubble	Mike Rhodes	https://github.com/mikerhodesideas/free/blob/main/keyword_v_search	Working - last checked 2025
Keyword Management	Add label to keywords that have at least X conversions	Labels high-converting keywords	GitHub	https://github.com/martididonato/Google-Ads-Scripts/blob/master/AutomaticLabeling.js	404 error - finding replacement
Keyword Management	Add the final URLs to KW URL	Updates keyword URLs	Victor Kaugesaar	https://github.com/kaugesaar/adwords-scripts/blob/master/Scripts/KeywordURLs.js	Working - last checked 2025
Keyword Management	Find keywords that fall from their 10/10 position	Position drop detection	withSeismic.com	https://github.com/dougwithseismic/ppc-scripts/blob/master/requests/compl	Working - last checked 2025
Keyword Management	Analysis of the impact of Phrase Match and Broad Match Modified	Match type change impact analysis	Optmyzr	https://gist.github.com/siliconvallaeys/924a01f49d07b5309535ed570aa45e	Working - last checked 2025
Keyword Management	AdWords Script That Leverages Google Autocomplete	Similar to above, uses Google Autocomplete	GitHub	https://gist.github.com/derekmartinla/db3e86a279baa84e69fe	Working - last checked 2025
Keyword Management	The Amazon Autocomplete feature	Finds commercial keyword opportunities	GitHub	https://gist.github.com/derekmartinla/cda983bba50ac3ed7964	Working - last checked 2025
Keyword Management	Switch all broad match keywords to modified broad match	Updates match types	Wolf+Bar Agency	https://gist.github.com/alewolf/e6fcecfa548c765a4ad52d46abcd81e	Working - last checked 2025
Keyword Management	Triple Match MCC - Add missing match types for each keyword	Adds missing match types	Wolf+Bar Agency	https://gist.github.com/alewolf/ae90ea9c658df09b08d129f58575213c	Working - last checked 2025
Keyword Management	Add the missing match types of each keyword in every ad group	Completes match types	Wolf+Bar Agency	https://gist.github.com/alewolf/ae90ea9c658df09b08d129f58575213c	Working - last checked 2025
Keyword Management	Keyword CPA Tier Script	Organizes keywords by CPA tier	Jack Felsted	https://docs.google.com/spreadsheets/d/1KbPvWKV6JK26gCQJ5XL59Lof	Working - last checked 2025
Keyword Management	Close Variants Detector Script	Identifies close variant matches	Jack Felsted	https://docs.google.com/spreadsheets/d/196JZbcSBJJLgfODThAiqgJWQX7	Working - last checked 2025
Keyword Management	Export AdWords Reports into BigQuery	Exports keyword data to BigQuery	Google	https://developers.google.com/google-ads/scripts/docs/solutions/bigquery-e	Working - last checked 2025
Keyword Management	Advanced Keyword Analyser	Match type, string length and character count	Clicteq	https://clicteq.com/adwords-script-advanced-keyword-analyser-match-type-	Working - last checked 2025
Keyword Management	Keyword Quality Report	Reports on quality score factors	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/report-keyword-quality	Working - last checked 2025
Keyword Management	Keyword match type validator	Checks match type consistency	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/keyword-match-type-valid	Working - last checked 2025
Keyword Management	Add search terms as a keyword when they perform well	Keyword addition based on performance	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/add-search-queries-as-key	Working - last checked 2025
Negative Keyword	Prevent Query Bleed in Priority-Segmented Shopping Campaigns	Prevents query cannibalization	ZATO	https://zatomarketing.com/blog/the-google-shopping-script-to-prevent-query	Working - last checked 2025
Negative Keyword	Check for Negatives Blocking Converting Queries	Prevents conversion blocking	Optmyzr	https://www.searchenginejournal.com/recover-lost-conversions-google-ads-	Working - last checked 2025
Negative Keyword	Manage shared negative keyword lists from Google Sheet	Sheet-based negative keyword management	excellinppc.com	https://www.excellinppc.com/shared-negative-keywords-manager-in-google	404 error - finding replacement
Negative Keyword	Add your keywords from exact campaign as negatives	Adds to related broad campaign	excellinppc.com	https://www.excellinppc.com/how-to-quickly-negate-exact-keywords-in-broa	404 error - finding replacement
Negative Keyword	Build Negative Keyword List	Based on search term performance	excellinppc.com	https://www.excellinppc.com/free-google-ads-script-for-building-negative-ke	404 error - finding replacement
Negative Keyword	Add all active exact match keyword to a NKL	Adds to Negative Keyword List	Brightstep.nl	https://www.brightstep.nl/adwords/adwords-script-for-adding-exact-match-k	Working - last checked 2025
Negative Keyword	Pause Duplicate Broad Keywords	Avoids broad match equivalent	Brainlabs	https://www.brainlabsdigital.com/pause-duplicate-broad-keywords/	404 error - finding replacement
Negative Keyword	Exact Match For Shopping	Excludes non-matching shopping queries	Brainlabs	https://www.brainlabsdigital.com/google-shopping-keywords/	404 error - finding replacement
Negative Keyword	Make Exact Match Exact	Enforces exact match type	Brainlabs	https://www.brainlabsdigital.com/exact-match/	404 error - finding replacement
Negative Keyword	Add negatives from Google Sheet to Campaigns	Adds negatives from spreadsheet	Optmyzr	https://tools.optmyzr.com/scriptdownload/getscriptinstant/55	Working - last checked 2025
Negative Keyword	Reverse "close variant matching"	Makes exact matching exact	Brainlabs	https://searchengineland.com/seriously-google-can-just-make-exact-match-	Working - last checked 2025
Negative Keyword	Shared Negative List Copying	Copies negative lists across campaigns	Brainlabs	https://searchengineland.com/heres-adwords-script-apply-shared-campaig	Working - last checked 2025
Negative Keyword	Expanding Phrase Match Negatives	Expands negative phrase matching	Brainlabs	https://searchengineland.com/expanded-phrase-match-negatives-a-script-f	Working - last checked 2025
Negative Keyword	Search Query Mining Tool	Finds best and worst performing queries	Brainlabs	https://searchengineland.com/brainlabs-script-find-best-worst-search-quer	Working - last checked 2025
Negative Keyword	Auto add negative keywords to DSA	Automates DSA negative keyword addition	Remko van der Zwaag	https://remkovanderzwaag.nl/blog/updated-adwords-script-auto-add-negati	Working - last checked 2025
Negative Keyword	Automated Whitelist in Google Shopping	Negates search that doesn't match	racecon.io	https://racecon.io/en/blog/automated-whitelist-in-google-shopping-with-adw	404 error - finding replacement
Negative Keyword	Negate queries from other places in your account in DSA campaign	Prevents cannibalization	racecon.io	https://racecon.io/en/blog/adwords-scripts-keep-dsa-campaigns-clean/	Working - last checked 2025
Negative Keyword	Keep DSA campaigns clean	Negates terms from Non-DSA omr.ruhr		https://omr.ruhr/adwords-scripts-keep-dsa-campaigns-clean-4d4f99f5893	Working - last checked 2025
Negative Keyword	Negative Keyword Conflicts alert script update	Updated version of conflicts script	NilsRoijmans	https://nilsroijmans.com/negative-keyword-conflicts-alert-script-update/	Working - last checked 2025
Negative Keyword	Negative Keyword Suggestions	Suggests potential negative keywords	NilsRoijmans	https://nilsroijmans.com/google-ads-script-negative-keyword-suggestions/	Working - last checked 2025
Negative Keyword	Add negative keywords from Google Sheet to different Shopping campaigns	Sheet-based shopping negative keyword management	GitHub	https://github.com/peakace/Shopping-Campaign-Split-Negatives	Working - last checked 2025
Negative Keyword	Exclude Keywords Based On Sentiment Analysis	Uses sentiment analysis for negative keywords	Frederic Harnois	https://github.com/fredericharnois/negative-keywords-sentiment-adwords-s	404 error - finding replacement
Negative Keyword	Add Keywords from multiple Campaign(s)/AdGroup(s) as Negatives	Adds to other Campaign(s)/AdGroup(s)	Digishuffle	https://gist.github.com/RitwikGA/fdfb8c2d956e95f8fd243ea14eeac812	404 error - finding replacement
Negative Keyword	Convert close variants into negative keywords	Converts variants to negative keywords	Klientboost	https://gist.github.com/chrisfikin/7dc32f1099433ef2756298950d62358	404 error - finding replacement
Negative Keyword	Make Phrase match Exact	Enforces exact phrase matching	Brainlabs	https://gist.github.com/BrainlabsDigital/961b7c094a502881516c5e1481990	404 error - finding replacement
Negative Keyword	Search Query Report Analyses for (Negative) Keyword Suggestions	Automated negative keyword analysis	Google	https://developers.google.com/google-ads/scripts/docs/solutions/search-qu	Working - last checked 2025
Negative Keyword	Negative Keyword Conflicts alert	Alerts on conflicts between keywords	Google	https://developers.google.com/google-ads/scripts/docs/solutions/negative-k	Working - last checked 2025
Negative Keyword	Master Negative Keywords List	Comprehensive negative keyword list	Google	https://developers.google.com/google-ads/scripts/docs/solutions/master-ne	Working - last checked 2025
Negative Keyword	Master Negative Keywords List Script	Comprehensive negative keyword list script	Google	https://developers.google.com/google-ads/scripts/docs/solutions/master-ne	Working - last checked 2025
Negative Keyword	Exact Match Shopping Fencing	Restricts shopping queries	norisk GmbH	https://colab.research.google.com/drive/1H5RY4ZX-U1FAUF-9C5yW9wcm	Working - last checked 2025
Negative Keyword	You define a list of positive keywords in a Google Spreadsheet	Adds negatives for non-matching keywords	Automating Adwords	https://automatingadwords.com/auto-negative-keywords/	Working - last checked 2025

Category	Script Name	Description	Source	URL	Working?
Negative Keyword	Clean your negative keywords	Removes redundant duplicate	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/nkl-cleaner	Working - last checked 2025
Negative Keyword	Exclude search queries with a high CPA	Cost-based query exclusion	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/exclude-queries-high-cpa	Working - last checked 2025
Negative Keyword	Exclude Nonbrand queries in Brand Shopping campaign	Brand protection for shopping	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/exclude-nonbrand-in-shop	Working - last checked 2025
Negative Keyword	Automatically add all exact keywords as negative to DSA	Prevents DSA cannibalization	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/exclude-exact-in-dsa	Working - last checked 2025
Negative Keyword	Export all selected Exact match keywords to a NKL	Applies to BMM campaign	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/exclude-exact-in-bmm	Working - last checked 2025
Negative Keyword	Exclude brand names in product feed from NON-BRAND campaign	Prevents brand term conflicts	adsscripts.com	https://adsscripts.com/scripts/exclude-brands-in-negative-keyword-list	Working - last checked 2025
Performance Max	Performance MaxTrending Search Categories	Tracks trending search categ	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-pmax-trending-search-categories	Working - last checked 2025
Performance Max	Performance Max Non-Converting Search Term Alerts	Alerts on non-converting sear	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-pmax-non-converting-search-te	Working - last checked 2025
Performance Max	Black Friday Predictor	Black Friday performance prei	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/1Rh9oiPW8BQitg1GOWowrq/	Working - last checked 2025
Performance Max	Google Ads Correlation Report	Correlation analysis for Googl	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/1kcgJG1lv7Qfu9wNlJ9oUTzJh	Working - last checked 2025
Performance Max	Performance Max V2	PMax management script	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/11Fc56vmnZiRwujYXOyXoTlQ	Working - last checked 2025
Performance Max	Performance Max V3	Enhanced PMax managemen	Jack Felsted	https://docs.google.com/spreadsheets/d/1vSpYyjiZrlx0BO89B3B_t66jaW-(	Working - last checked 2025
Performance Max	7/14/28/90 Day ROI Lookback Script	Multi-timeframe ROI analysis	Jack Felsted	https://docs.google.com/spreadsheets/d/1UIMdiXLx3Jz0guujRy-Qlqb9j5HE	Working - last checked 2025
Performance Max	Performance Max V4	Latest PMax management ver	Jack Felsted	https://docs.google.com/spreadsheets/d/1gbdJ8hLz-jS_-O0_IDNg8uykCxL	Working - last checked 2025
Performance Max	Black Friday Budget Pacer Script	Budget management for Black	Jack Felsted	https://docs.google.com/spreadsheets/d/1Eo3AA-r9xPJ0Qt_waLVOWSmPf	Working - last checked 2025
Performance Max	ROI Tiering Script	ROI-based bid adjustments	Jack Felsted	https://docs.google.com/spreadsheets/d/153mZAnrUSxO_kS73sHQx4Jjml	Working - last checked 2025
Quality Assurance	Emergency Stop Button	Pauses and labels broken ele	PPC Hero	https://www.ppchero.com/how-to-build-your-own-emergency-stop-button-fo	Working - last checked 2025
Quality Assurance	Detect and label duplicate keywords	Similar to above, likely duplic	Pemavor	https://www.pemavor.com/detect-duplicate-keywords-across-campaigns-an	Working - last checked 2025
Quality Assurance	Detect and Remove Duplicate Keywords	Identifies and removes duplic	Karooya	https://www.karooya.com/blog/adwords-script-identify-duplicate-keywords-i	Working - last checked 2025
Quality Assurance	AdWords LinkChecker deluxe	Advanced link checking	internet-marketing-insi	https://www.internet-marketing-inside.de/AdWords-Scripts/linkchecker.html	Working - last checked 2025
Quality Assurance	Duplicate query checker	Reports same search query in	Brainlabs	https://searchengineland.com/dont-see-search-query-appearing-different-a	Working - last checked 2025
Quality Assurance	Check accounts for mistakes in setup and settings	General account audit	Brainlabs	https://searchengineland.com/are-small-errors-like-worldwide-targeting-drai	Working - last checked 2025
Quality Assurance	Check Sitelinks for broken urls	Verifies sitelink URLs	Suisseo	https://gist.github.com/vhsu/1269f41d7d2082f72deb	Working - last checked 2025
Quality Assurance	Larger-scale Link Checker	More comprehensive link che	Google	https://developers.google.com/google-ads/scripts/docs/solutions/larger-scal	Working - last checked 2025
Quality Assurance	Account Anomaly Detector Script	Detects account anomalies	Google	https://developers.google.com/google-ads/scripts/docs/solutions/account-a	Working - last checked 2025
Quality Assurance	Broken Link Checker	Identifies broken links	Google	https://developers.google.com/google-ads/scripts/docs/solutions/account-a	Working - last checked 2025
Reporting & Analytics	AdWords Quality Score Tracker Version 3.0	Comprehensive QS tracking	PPC Epiphany	https://www.ppc-epiphany.com/2016/03/11/introducing-the-quality-score-tra	Working - last checked 2025
Reporting & Analytics	Keep track of account QS's	Account-level QS tracking	PPC Epiphany	https://www.ppc-epiphany.com/2016/03/11/introducing-the-quality-score-tra	Working - last checked 2025
Reporting & Analytics	Calculate the Lin-Rodnitzky ratio for your account	Advanced account analysis	Optmyzr	https://www.optmyzr.com/scripts/lin-rodnitzky-ratio/	Working - last checked 2025
Reporting & Analytics	Account Dashboard By Label	Label-based account dashboa	Optmyzr	https://www.optmyzr.com/scripts/account-dashboard-by-label/	Working - last checked 2025
Reporting & Analytics	Put Data From AdWords Reports In a Spreadsheet	General report export	Optmyzr	https://www.optmyzr.com/blog/a-script-to-put-any-adwords-data-in-a-sprea	Working - last checked 2025
Reporting & Analytics	Put Raw AdWords Data In a Spreadsheet using AWQL	Raw data export to sheets	Optmyzr	https://www.optmyzr.com/blog/a-script-to-put-any-adwords-data-in-a-sprea	Working - last checked 2025
Reporting & Analytics	Automate Google AdWords Performance Reports	Automated performance repor	Kurno Digital	https://www.kurnodigital.co.uk/google-adwords-performance-reports-with-g	Working - last checked 2025
Reporting & Analytics	Ads Performance Report	General ad performance analy	Karooya	https://www.karooya.com/blog/rsa-responsive-search-ads-ad-performance-	Working - last checked 2025
Reporting & Analytics	Quality Score Analysis	In-depth quality score analysi	Karooya	https://www.karooya.com/blog/raise-your-quality-score-with-our-adwords-sc	Working - last checked 2025
Reporting & Analytics	Analyze QS component scores	Component-level QS analysis	Karooya	https://www.karooya.com/blog/free-adwords-script-to-analyze-quality-score	Working - last checked 2025
Reporting & Analytics	Expanded Text Ads vs Responsive Search Ads Performance Analysis	Comparative ad format analys	Karooya	https://www.karooya.com/blog/adwords-script-track-responsive-search-ads	Working - last checked 2025
Reporting & Analytics	Experiments Performance Report	Analysis of experiment results	Karooya	https://www.karooya.com/blog/adwords-script-to-track-performance-of-adw	Working - last checked 2025
Reporting & Analytics	Automatically Put Pivoted AdWords Data in a Spreadsheet	Data pivoting and export	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2018/03/ive-written-several-free-script	Working - last checked 2025
Reporting & Analytics	Automatically Put Pivoted AdWords Data in a Spreadsheet	Automated data pivoting	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2018/03/ive-written-several-free-script	Working - last checked 2025
Reporting & Analytics	Track Account, Campaign, and Ad Group Level Quality Score	QS tracking at multiple levels	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/04/store-account-campaign-and-	Working - last checked 2025
Reporting & Analytics	Store Account Level Quality Score in a Google Spreadsheet	Quality score tracking	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/02/store-account-level-quality-sc	Working - last checked 2025
Reporting & Analytics	Store Account Level Quality Score in a Google Spreadsheet	QS data storage	FreeAdWordsScripts	https://www.freeadwordsscripts.com/2013/02/store-account-level-quality-sc	Working - last checked 2025
Reporting & Analytics	Email report QS and Weighted QS	Email-based QS reporting	Mike Rhodes	https://www.dropbox.com/s/rm3zwwwb3v5pci/WQS%20script.txt?dl=0	Working - last checked 2025
Reporting & Analytics	Tracking AdWords Competitors Over Time	Auction Insights Report Tool	Brainlabs	https://www.brainlabsdigital.com/tracking-auction-insights-over-time/	404 error - finding replacement
Reporting & Analytics	Adjective Analysis Tool	Analyzes phrases in search q	Brainlabs	https://www.brainlabsdigital.com/search-term-performance/	404 error - finding replacement
Reporting & Analytics	Label keywords with Organic ranking data	Cross-channel keyword analy	Brainlabs	https://www.brainlabsdigital.com/label-your-keywords-with-organic-rank-dat	404 error - finding replacement
Reporting & Analytics	Monitor daily budget and overdeliveries	Budget monitoring	Brainlabs	https://www.brainlabsdigital.com/heres-brainlabs-script-regain-control-adwo	404 error - finding replacement
Reporting & Analytics	Associated Search Analysis	Analyzes associated search t	Brainlabs	https://www.brainlabsdigital.com/associated-phrases/	404 error - finding replacement
Reporting & Analytics	Report the scope and impact of search terms hidden by Google	Analysis of hidden search term	SMEC	https://smarter-ecommerce.com/en/ppc-scripts/search-query-illuminator/	404 error - finding replacement
Reporting & Analytics	Associated Search Analysis	Analysis of associated search	Brainlabs	https://searchengineland.com/word-association-heres-script-analysing-phra	Working - last checked 2025

Category	Script Name	Description	Source	URL	Working?
Reporting & Analytics	ETA vs RSA Test	Measures incrementality for R	Search Engine Land	https://searchengineland.com/will-rsas-help-or-hurt-your-account-this-script	Working - last checked 2025
Reporting & Analytics	Eight graphs that quickly allow you to see how your Quality Score is	Visual QS analytics	Search Engine Land	https://searchengineland.com/track-quality-score-daily-with-this-advanced-g	Working - last checked 2025
Reporting & Analytics	Ad Performance With Covid Timeline	Timeline analysis during COV	Search Engine Land	https://searchengineland.com/track-how-ppc-performance-changed-when-s	Working - last checked 2025
Reporting & Analytics	See Time Trends With Heatmaps	Visual time trend analysis	Search Engine Land	https://searchengineland.com/see-hour-hour-trends-adwords-heat-maps-23	Working - last checked 2025
Reporting & Analytics	Create Google Slides with Google Ads data	Slide-based reporting	Search Engine Land	https://searchengineland.com/script-creates-google-slides-adwords-data-27	Working - last checked 2025
Reporting & Analytics	Put Data From AdWords Report In Google Sheets	Data export to sheets	Search Engine Land	https://searchengineland.com/script-automates-adding-adwords-data-googl	Working - last checked 2025
Reporting & Analytics	Undefined Search Terms Report	Shows percentage of hidden s	Search Engine Land	https://searchengineland.com/how-much-does-googles-new-search-term-fil	Working - last checked 2025
Reporting & Analytics	Undefined Search Terms Report	Analysis of hidden search terr	Search Engine Land	https://searchengineland.com/how-much-does-googles-new-search-term-fil	Working - last checked 2025
Reporting & Analytics	Report on how close variants relate to your keywords	Close variant analysis	Search Engine Land	https://searchengineland.com/how-keyword-match-types-work-after-the-nev	Working - last checked 2025
Reporting & Analytics	Heat Map Creation Tool	Creates performance heatmap	Brainlabs	https://searchengineland.com/hot-off-presses-make-heat-maps-device-perf	Working - last checked 2025
Reporting & Analytics	Track hourly spend	Hourly spend monitoring	Brainlabs	https://searchengineland.com/heres-script-track-adwords-spend-every-hou	Working - last checked 2025
Reporting & Analytics	Track keyword spend efficiency	Pulls keywords and ROAS fro	Search Engine Land	https://searchengineland.com/e-commerce-brands-track-spend-efficiency-w	Working - last checked 2025
Reporting & Analytics	Track keyword spend efficiency	Pulls keywords and ROAS fro	Search Engine Land	https://searchengineland.com/e-commerce-brands-track-spend-efficiency-w	Working - last checked 2025
Reporting & Analytics	MCC Script dashboard	Shows daily spend compariso	Search Engine Land	https://searchengineland.com/adwords-mcc-script-will-save-hour-every-day	Working - last checked 2025
Reporting & Analytics	MCC performance dashboard	Dashboard for all accounts	Search Engine Land	https://searchengineland.com/adwords-mcc-script-will-save-hour-every-day	Working - last checked 2025
Reporting & Analytics	MCC performance dashboard	Comprehensive MCC perform	Search Engine Land	https://searchengineland.com/adwords-mcc-script-will-save-hour-every-day	Working - last checked 2025
Reporting & Analytics	Create a Google Ads Experiments dashboard	Dashboard for experiment tra	Search Engine Land	https://searchengineland.com/a-script-to-create-a-google-ads-experiments-	Working - last checked 2025
Reporting & Analytics	Geo Anomalies Report	Alerts on regional performanc	Search Engine Land	https://searchengineland.com/a-script-that-detects-anomalies-at-a-local-lev	Working - last checked 2025
Reporting & Analytics	Automate Weekly Reports in Google Sheets	Weekly report automation	Optimization Up	https://optimizationup.com/automate-weekly-reports-using-adwords-scripts/	Working - last checked 2025
Reporting & Analytics	MCC Account Export Monthly Spend Report including PO Numbers	Export spend with PO number	Optimization Up	https://optimizationup.com/adwords-script-export-spend-report-po-numbers	Working - last checked 2025
Reporting & Analytics	Generate Landing Page performance report	Landing page analysis	Github	https://github.com/Webmasters/google_ads_landingpage_cats/blob/master/	404 error - finding replacement
Reporting & Analytics	Large Manager Report Tool	Reporting tool for account ma	Google	https://github.com/google/agency-ads-management-solutions/tree/master/r	Working - last checked 2025
Reporting & Analytics	This script pushes Google Doubleclick Campaign Manager Reports	DCM report integration	Frederic Harnois	https://github.com/fredericharnois/campaign-manager-reporting-google-app	Working - last checked 2025
Reporting & Analytics	Analysis of Phrase Match and Broad Match Modified merging	Impact analysis of match type	Optmyzr	https://gist.github.com/siliconvallaey/s924a01f49d07b5309535ed570aa45e/	Working - last checked 2025
Reporting & Analytics	Four simple charts per account	Charts for clicks, cost, conver	softwarepromotions.co	https://gist.github.com/nakitadog/20cc99eab2732bf2b6f46149d7fba57	404 error - finding replacement
Reporting & Analytics	Google Display Network (GDN) Placement analyses	Analysis of GDN placements	Github	https://gist.github.com/derekmartinla/06e51b8a4298b8bbb8ff	Working - last checked 2025
Reporting & Analytics	Log budget spend to Google Sheet	Tracks spend in default curren	Corey Jansen	https://gist.github.com/coreyjansen/251065f6a0849f7f9ce87bb38135c08b	Working - last checked 2025
Reporting & Analytics	Report Ad spend of all accounts in MCC, in dollars	MCC-level spend reporting	Corey Jansen	https://gist.github.com/coreyjansen/251065f6a0849f7f9ce87bb38135c08b	Working - last checked 2025
Reporting & Analytics	Google Ads Correlation Report	Correlation analysis for Googl	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/1kcgJG1lv7Qfu9wNlL9oUTzJh	Working - last checked 2025
Reporting & Analytics	7/14/28/90 Day ROI Lookback Script	Multi-timeframe ROI analysis	Jack Felsted	https://docs.google.com/spreadsheets/d/1UIMdIXLx3Jz0guujRy-Qlqb9j5HE	Working - last checked 2025
Reporting & Analytics	Break-even ROI & Required KPI Script	ROI and KPI requirement ana	Jack Felsted	https://docs.google.com/spreadsheets/d/1gyLhnl0-n3ACY0Yx-AyWm0KhN	Working - last checked 2025
Reporting & Analytics	Gross Profit Analysis Script	Profit analysis for ads	Jack Felsted	https://docs.google.com/spreadsheets/d/1a4sOD3Y21dqdZH00JMuQKlerH	Working - last checked 2025
Reporting & Analytics	2024 Google Ads Targets Script	Target tracking for 2024	Jack Felsted	https://docs.google.com/spreadsheets/d/17ps0rxJdcyBIAaI7FbLN1FuM_8w	Working - last checked 2025
Reporting & Analytics	Mobile Performance from PageSpeed Insights	Mobile speed analysis	Google	https://developers.google.com/google-ads/scripts/docs/solutions/mobile-pa	Working - last checked 2025
Reporting & Analytics	Keyword Performance Report	Keyword-level performance at	Google	https://developers.google.com/google-ads/scripts/docs/solutions/keyword-p	Working - last checked 2025
Reporting & Analytics	Keyword Performance Report	Detailed keyword performanc	Google	https://developers.google.com/google-ads/scripts/docs/solutions/keyword-p	Working - last checked 2025
Reporting & Analytics	Kratu Report	Performance KPIs per Accour	Google	https://developers.google.com/google-ads/scripts/docs/solutions/adsmanag	Working - last checked 2025
Reporting & Analytics	Account Performance Report	Detailed account performance	Google	https://developers.google.com/google-ads/scripts/docs/solutions/ad-perform	Working - last checked 2025
Reporting & Analytics	Account Summary Report	Overview of account performa	Google	https://developers.google.com/google-ads/scripts/docs/solutions/account-su	Working - last checked 2025
Reporting & Analytics	Performance by Position Report	Position-based performance a	Clicteq	https://clicteq.com/adwords-script-performance-by-position-report/	Working - last checked 2025
Reporting & Analytics	Export account data from one MCC to Google Sheet	MCC data export	claracommutes.com	https://claracommutes.com/fetch-data-google-ads-script-mcc/	Working - last checked 2025
Shopping Management	Prevent Query Bleed in Priority-Segmented Shopping Campaigns	Prevents query cannibalization	ZATO	https://zatomarketing.com/blog/the-google-shopping-script-to-prevent-query	Working - last checked 2025
Shopping Management	Vallaaeys Shopping Efficiency (VSE) Score	Evaluates shopping campaign	Optmyzr	https://www.optmyzr.com/scripts/vallaaeys-shopping-efficiency-score/	Working - last checked 2025
Shopping Management	Exact Match For Shopping	Enforces exact match for sho	Brainlabs	https://www.brainlabsdigital.com/google-shopping-keywords/	404 error - finding replacement
Shopping Management	Text Ad builder based on Google Sheet with Shopping Data	Creates text ads for shopping	Smarter Ecommerce C	https://smarter-ecommerce.com/en/adwords-scripts/text-ad-builder/	404 error - finding replacement
Shopping Management	Sitelink builder based on Google Sheet with Shopping Data	Creates sitelinks for shopping	Smarter Ecommerce C	https://smarter-ecommerce.com/en/adwords-scripts/sitelink-builder/	404 error - finding replacement
Shopping Management	Export Google Shopping items	Exports converting search ter	Smarter Ecommerce C	https://smarter-ecommerce.com/en/adwords-scripts/shopping-explorer/	404 error - finding replacement
Shopping Management	Shopping: assess your long tail	Analyzes long tail product per	Smarter Ecommerce C	https://smarter-ecommerce.com/en/adwords-scripts/budget-eater/	404 error - finding replacement
Shopping Management	Exact Match For Shopping	Reads exact match keywords	Search Engine Land	https://searchengineland.com/keywords-back-google-shopping-campaigns-	Working - last checked 2025
Shopping Management	Automated Whitelist in Google Shopping	Negative search not matching	racecon.io	https://racecon.io/en/blog/automated-whitelist-in-google-shopping-with-adv	Working - last checked 2025
Shopping Management	Control shopping search terms	Excludes non-matching search	omr.ruhr	https://omr.ruhr/automated-whitelist-in-google-shopping-with-adwords-scrip	Working - last checked 2025

Category	Script Name	Description	Source	URL	Working?
Shopping Management	Increase shopping feed update frequency	Increases feed refresh rate	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-increase-shopping-feed-update	Working - last checked 2025
Shopping Management	Disapproved Products Alerts	Alerts on disapproved product	NilsRooijmans	https://nilsrooijmans.com/google-ads-script-disapproved-products-alerts/	Working - last checked 2025
Shopping Management	Add negative keywords from Google Sheet to Shopping campaigns	Adds negative keywords to sh	Github	https://github.com/peakace/Shopping-Campaign-Split-Negatives	Working - last checked 2025
Shopping Management	Build SPAGs	Creates Single Product Ad Gr	Frederic Harnois	https://github.com/fredericharnois/build-spags-google-apps-script	Working - last checked 2025
Shopping Management	Review Google Shopping Products	Alerts on sharp performance c	Github	https://github.com/derekmartinla/adwords_scripts/blob/master/Optimization	Working - last checked 2025
Shopping Management	Automatically fetch Google Merchant Center data feeds	Retrieves merchant center da	Martijn Holting	https://gist.github.com/martijnholting/b28d819f641bbb5efa2f7f9a551516b7	404 error - finding replacement
Shopping Management	Top 100 Best Seller by Conversion Volume Script	Lists top converters	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/1NwqTEEHIPO3KGetnWRTjZl	Working - last checked 2025
Shopping Management	Performance Max V2, V3, and V4 scripts	Advanced shopping campaigr	Jack Felsted	https://docs.google.com/spreadsheets/u/1/d/11Fc56vmnZiRwujYXOyXoTlo	Working - last checked 2025
Shopping Management	Google Ads Best Seller Script	Identifies best selling products	Jack Felsted	https://docs.google.com/spreadsheets/d/1v4qEAYvWKWN-F959g9JyPQE2	Working - last checked 2025
Shopping Management	Word Count Analysis for Shopping Item Titles	Analyzes shopping title effecti	Jack Felsted	https://docs.google.com/spreadsheets/d/1TkB7YFADuqn_LCVR0D2iFnEd_	Working - last checked 2025
Shopping Management	Top 100 Best Seller Script	Lists top 100 best sellers	Jack Felsted	https://docs.google.com/spreadsheets/d/1pRTLyZZNaqOOckITDxSTkSdbj	Working - last checked 2025
Shopping Management	Duplicate Item ID Script	Identifies duplicate product ID	Jack Felsted	https://docs.google.com/spreadsheets/d/1LkSv_qnyG6j565fSgA6i7Sr4yWU	Working - last checked 2025
Shopping Management	Revenue Maximiser Tiering Script for Pmax/Shopping Items	Optimizes revenue for shoppi	Jack Felsted	https://docs.google.com/spreadsheets/d/1DGE-1FfGL76oNdFRjBz371KFz/	Working - last checked 2025
Shopping Management	Inventory management script	Manages shopping inventory	Google	https://developers.google.com/google-ads/scripts/docs/solutions/inventory-i	Working - last checked 2025
Shopping Management	Bulk Shopping Ad Group Creator	Creates ad groups and produ	Google	https://developers.google.com/google-ads/scripts/docs/solutions/bulk-shopi	Working - last checked 2025
Shopping Management	Set Target CPA bids for Shopping Product Groups	Sets CPA targets for shopping	Bitbucket	https://bitbucket.org/snippets/vallaey/KReog	404 error - finding replacement
Shopping Management	Find Duplicate Shopping Targets	Identifies same product target	Frederick Vallaey	https://bitbucket.org/snippets/vallaey/9KXyM	404 error - finding replacement
Shopping Management	Export productdata from Shopping campaigns to a sheet	Exports product data	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/export-product-data	Working - last checked 2025
Shopping Management	Automatically create SPAGs	Creates Single Product Ad Gr	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/create-shopping-adgroups	Working - last checked 2025
Shopping Management	Build and Maintain Shopping Campaigns	Shopping campaign manager	adsscripts.com	https://adsscripts.com/scripts/google-ads-scripts/build-maintain-google-sho	Working - last checked 2025