

Other - Feature #1912

see if we can quickly add affiliate PPC AdGroups via spreadsheet

08/03/2024 04:25 AM - Kevin Zaleski

| | | | |
|---|-------------------|------------------------|------------|
| Status: | Open | Start date: | 08/02/2024 |
| Priority: | High | Due date: | |
| Assignee: | Alexander Zaleski | % Done: | 0% |
| Category: | | Estimated time: | 0.00 hour |
| Target version: | | | |
| Description | | | |
| Ref: http://dev.classygroundcovers.com/issues/1867 | | | |
| This task is to do the "Setup Google PPC" subtask remaining from that issue above. | | | |
| <ul style="list-style-type: none">- create a template adgroup- populate BRAND and CODE in headlines and descriptions- make sure headlines and descriptions do not exceed limits- create a new AdGroup spreadsheet that can be imported in Google Ads | | | |
| See attached file Classy Groundcovers+Affiliate Doors, Low Max CPC+Rokne+2024-08-02.csv - it contains a "basic" ad and set of set of keywords for BRAND = Rokne. | | | |
| Import it, make it into a template by replacing: <ul style="list-style-type: none">- Rokne with BRAND- CELIAYANG with CODE- 10% with DISCOUNT everywhere. | | | |
| This becomes the template. | | | |
| How do we make a new spreadsheet? Not sure. Perhaps make a new sheet "New Affiliates" with columns BRAND, CODE, DISCOUNT and we populate it manually? For example, we need to add: | | | |
| Poach, CELIA15, 15% | | | |
| If you could make a spreadsheet that clones the template, and makes those three global replacements, I think it could quickly be imported into Google. | | | |
| If we had to do a large number perhaps TinyTask could collect multiple importable adgroup spreadsheets. | | | |
| Ideally make the name of the new sheet "{BRAND} adgroup to import" - if that is not possible, we need to discuss. | | | |
| You must check that the created spreadsheet does not violate field size limits. | | | |
| If any limits are violated, make it obvious with color-coding and possibly some other alert; allow manual editing of that field and remove the magenta background color alert once the field length no longer violates the restriction. | | | |
| The contents of the fields in "headlines" (row 27, columns A-BZ) must not exceed 30 characters. | | | |
| The contents of the fields in "descriptions" (row 27, columns CA-CH) must not exceed 90 characters. | | | |

History

#1 - 08/03/2024 04:39 AM - Kevin Zaleski

- File Classy Groundcovers+Affiliate Doors, Low Max CPC+5_Ad groups+2024-08-03.csv added

#2 - 08/03/2024 05:36 AM - Kevin Zaleski

We need to add these affiliate adgroups to Google (note: we setup Microsoft Ads to automatically import these affiliate adgroups from Google, do NOT automate importation of any other adgroups without SUBSTANTIAL consideration - it is CRITICAL that we NOT

automate importation of ANY Classy Groundcovers adgroups from Google to Microsoft because the destination URLs are different so we can track performance.)

We need to add these affiliate adgroups: (please confirm that % off and \$ off display correctly - we may need to revise).

BestPaddle, HAPPY, 15%
Dingk, ELIXIR, 10%
Gamma, ba_edwards20, 20%
Glory, CE10, 10%
Gruvn, carleye15, 15%
Holbrook, CELIAYANG20, 20%
Jolle, Celia10, 10%
JustPaddles, HAPPY10, 10%
Lix Pickleball, Xuan15, \$15
Mozi Pickleball, PICKLEBALLPSYCHO, 10%
OM Pickleball, OMxNAMASTE, 10%
Onix, 8VY4H7ZP8EV8, 15%
Owl, CLEO32323, 15%
Poach, CELIA15, 15%

#3 - 08/03/2024 06:21 AM - Alexander Zaleski

https://docs.google.com/spreadsheets/d/11Wjn9fWALW-1wsIE_a7nxNSR8udNKUuwXBv3VYPIKc/edit?usp=sharing

I finished everything except column AK and the last several columns.

Column AK:

The structure is not consistent — The first cell in each “category” is different.

The last several columns — not completely consistent (see color coding), but maybe those columns should be blank. They seem to be the status within Microsoft Ads, rather than something intrinsic to the ad itself.

#4 - 08/03/2024 04:21 PM - Kevin Zaleski

For AK you need to use SUBSTITUTE.

I suggested you change the template, replacing:

- Rokne with BRAND
- CELIAYANG with CODE
- 10% with DISCOUNT

everywhere.

Then for AK if you are processing

BestPaddle, HAPPY, 15%
you do

```
=SUBSTITUTE(AK, "BRAND", "BestPaddle")
```

... and similar substitutions for BRAND, CODE and DISCOUNT in other cells.

Note: we only need to add these (the others are already done):

BestPaddle, HAPPY, 15%
Gamma, ba_edwards20, 20%
Glory, CE10, 10%
Gruvn, carleye15, 15%
Holbrook, CELIAYANG20, 20%
Jolle, Celia10, 10%
JustPaddles, HAPPY10, 10%
Lix Pickleball, Xuan15, \$15
Mozi Pickleball, PICKLEBALLPSYCHO, 10%
OM Pickleball, OMxNAMASTE, 10%
Onix, 8VY4H7ZP8EV8, 15%
Owl, CLEO32323, 15%

#5 - 08/04/2024 04:16 AM - Kevin Zaleski

To do: conditional formatting:

check if cell has more than a certain length (too long description -> make red). Then alert (in the "Information" spreadsheet? if there are any such cells.

Tell users where it's done (check for when the import list is done, and starts being blank thereafter, and then make the relevant rows in the export list (everything from there down) grayed out or red or similar. OR, have a different spreadsheet that copies all of the values of the original output

spreadsheet, but only copies if the relevant line in the import (currently "List") is filled.

#6 - 08/04/2024 04:18 AM - Kevin Zaleski

- Description updated

#7 - 08/09/2024 07:11 PM - Kevin Zaleski

- File Padel Adgroup.csv added

Last step to do is support non-pickleball programs.
Make one for padel and perhaps I can figure out how to add other types later.
Example padel adgroup attached (NAME = "Padel USA").

Files

| | | | |
|---|---------|------------|---------------|
| Classy Groundcovers+Affiliate Doors, Low Max CPC+Rokne+2024-08-02.11 | 12.8 KB | 08/03/2024 | Kevin Zaleski |
| Classy Groundcovers+Affiliate Doors, Low Max CPC+5_Ad groups+2024-08-03 | 24.7 KB | 08/03/2024 | Kevin Zaleski |
| Padel Adgroup.csv | 15.7 KB | 08/09/2024 | Kevin Zaleski |