



# Re-Activating Zombies

Getting more out of products with <1 click in 30d



Friends of Search

Nov 2021

# Walkthrough + Script: Reactivating Zombie SKUs

- **Identify Zombies:** Leveraging automation to always have the latest list of offers that meet criteria (eg. Clicks<1 in last 30D)
- **Labeling Zombies:** Using AFM to update Custom Label values automatically
- **Targeting Zombies:** Assign these items their own budget and leverage query level bidding solutions

The screenshot displays the Google Ads Scripts interface. On the left, a sidebar shows navigation options: 'All bulk actions', 'Rules', 'Scripts', and 'Uploads'. The 'Scripts' section is active, showing a list of existing scripts. A red box highlights the 'Shopping products with 0 clicks' script, with a red arrow pointing to a plus sign icon and the text 'To create new script' and 'Test Script created here'.

The main area shows the script editor for 'Shopping products with 0 click'. The script name is 'Code.gs\*'. The script code is as follows:

```
1
2
3 // Create a copy of the google sheet here: https://docs.google.com/spreadsheets/d/1CNKQD-i38SZDTa5AqDeMt-SKIGHZkDX
4 // Copy the link of the new sheet and paste it below -
5 var SPREADSHEET_URL = "https://docs.google.com/spreadsheets/u/0/d/1QKpzSic-usBCY5qxrZ2EKGEqt1GkqNE2PmGsp2DyiDo/edi
6
7 // Enter your filters below, for multiple filters use AND clause. E.g. Impressions > 100 AND Clicks < 1
8 // Currently default filter is Clicks < 1 i.e. Zero Clicks
9 var FILTERS = "Clicks < 1 AND MerchantId = 1234";
10
11 // Enter time duration below. Possibilities:
12 // TODAY | YESTERDAY | LAST_7_DAYS | LAST_WEEK | LAST_BUSINESS_WEEK | THIS_MONTH | LAST_MONTH |
13 // LAST_14_DAYS | LAST_30_DAYS | THIS_WEEK_SUN_TODAY | THIS_WEEK_MON_TODAY | LAST_WEEK_SUN_SAT
14 // Currently default time duration is set to: LAST_30_DAYS
15 var TIME_DURATION = "LAST_30_DAYS";
16
17 var COUNT_LIMIT = 999999;
18
19
20 function main(){
21
22   var products = getFilteredShoppingProducts();
23   products.sort(function(a,b){return a[0] > b[0]});
24   products = products.slice(0, COUNT_LIMIT);
25   pushToSpreadsheet(products);
26
27 }
28
29
30 function getFilteredShoppingProducts(){
31   var query = "SELECT OFFER_ID FROM SHOPPING PERFORMANCE REPORT WHERE " + FILTERS + " SINCE " + TIME_DURATION;
```

At the bottom of the script editor, there are buttons for 'CLOSE', 'RUN', 'SAVE', and 'PREVIEW'. The script is currently 'Enabled' and has a 'Daily at 12:00 AM' schedule.

# Increasing offer coverage by activating Zombies i.e. Items with 0 clicks in last 30D

## Pre Requisites

- Merchant Center is compatible with Supplemental feeds, and Feed Rules
- A custom label (0,1,2,3 or 4) is free for use. The supplemental feed will need this to overwrite values
- It is recommended to test the script for your account, especially with expected Zombie count > 1M.
  - Google Sheets has limitations with respect to the number of cells in use
  - Scripts can time out when fetching large volume of data

## Workflow

1. [Identify Zombies](#) - Create a self refreshing Google sheet with the latest list ([example format](#))
2. [Label zombies](#) - Use self refreshing sheet as a Supplemental Feed to label these items as Zombies
3. [Targeting Zombies](#) - Using the Zombie label in Google Ads interface, and leveraging autobidding solutions

# Identifying Zombies

Leveraging automation to always have the latest list of offers that meet criteria (eg. Clicks<1 in last 30D)

# Step 1: Creating New Script in Google Ads

All bulk actions

Rules

Scripts

Uploads

**SCRIPTS**    SCRIPT HISTORY

Later in 2019, the history of bulk actions (edits, rules, scripts, and uploads) will only be visible in the account you're signed into. [Learn more](#)

**To create new script**  
+    ADD FILTER

EXPAND    MORE

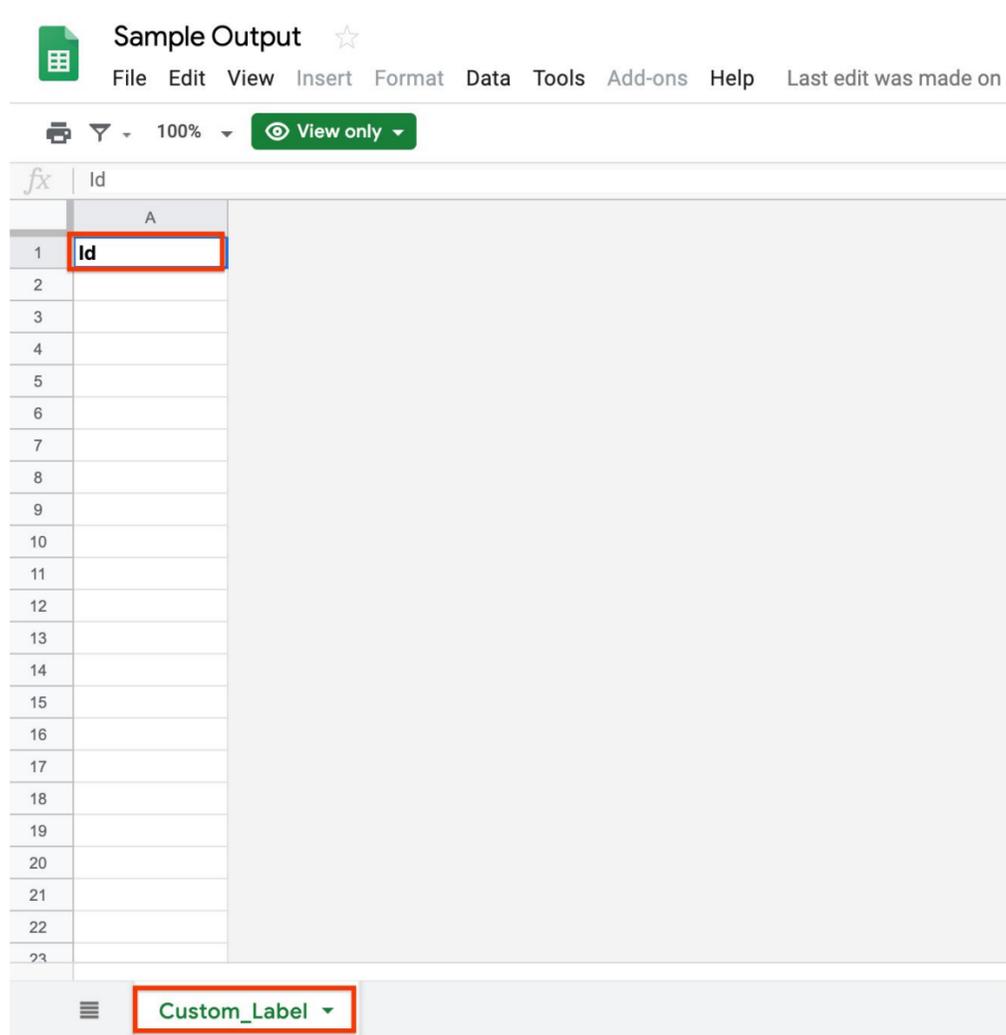
Script ↑	Created by	Frequency	Last edit date/time	Status	Actions
<a href="#">404 URL Checker</a>		—	Nov 6, 2015 7:45:24 PM	● Enabled	Options
<a href="#">LF UK Quality Score Tracker - THG</a>		—	Feb 26, 2015 5:49:08 PM	● Enabled	Options
<a href="#">Shopping Ad Scheduling</a>		Hourly	Aug 13, 2019 8:01:52 PM	● Enabled	Options
<a href="#">Shopping products with 0 clicks</a>	Your Google Account Team	Daily at 12:00 AM	Dec 23, 2019 12:33:49 PM	● Enabled	Options

**Test Script created here**

1 - 4 of 4

In Google Ads Front End, go to Tools&Settings > Bulk Actions > Scripts.. Click on the '+' icon to create a new script.

# Step 2: Create New Supplemental Feed using Google Sheets



Create a copy of [this sheet](#). Ensure you retain the value in Col A1 (i.e. 'id'), and the name of the tab (i.e. 'Custom\_Label')

This Sheet will now act as your Supplemental Feed.

# Step 3: Paste the Script [pasted in comments] with updated Spreadsheet URL

```
1
2
3 // Create a copy of the google sheet here: https://docs.google.com/spreadsheets/d/1CNKQD-i38SZDTa5AqDeMt-SKIGHZkDX
4 // Copy the link of the new sheet and paste it below -
5 var SPREADSHEET_URL = https://docs.google.com/spreadsheets/u/0/d/1QKpzSIc-usBCY5qxrZ2EKGEqt1GKqNE2PmGsp2DyiDo/edi
6
7 // Enter your filters below, for multiple filters use AND clause. E.g. Impressions > 100 AND Clicks < 1
8 // Currently default filter is Clicks < 1 i.e. Zero Clicks
9 var FILTERS = "Clicks < 1 AND MerchantId = 1234";
10
11 // Enter time duration below. Possibilities:
12 // TODAY | YESTERDAY | LAST_7_DAYS | LAST_WEEK | LAST_BUSINESS_WEEK | THIS_MONTH | LAST_MONTH |
13 // LAST_14_DAYS | LAST_30_DAYS | THIS_WEEK_SUN_TODAY | THIS_WEEK_MON_TODAY | LAST_WEEK_SUN_SAT
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25   pushToSpreadsheet(products);
26
27 }
28
29
30 function getFilteredShoppingProducts(){
31   var query = "SELECT * FROM SHOPPING_PERFORMANCE_REPORT WHERE " + FILTERS + " DURING " + TIME_DURATION;
```

Paste [this script](#) (also mentioned in notes) into the code section. Ensure that you update the Doc URL to the Supplemental sheet from Step 2 as highlighted in the image. Also update Merchant Center account ID.

You will need to enable authorization the first time you run the script for any account. Click Save and Run

# Step 4: Set frequency of Data Refresh

All bulk actions

SCRIPTS SCRIPT HISTORY

Rules

Later in 2019, the history of bulk actions (edits, rules, scripts, and uploads) will only be visible in the account you're signed into. [Learn more](#)

Scripts

+

ADD FILTER

EXPAND MORE

Uploads

Script ↑	Created by	Frequency	Last edit date/time	Status	Actions
		—	Nov 6, 2015 7:45:24 PM	● Enabled	Options
		—	Feb 26, 2015 5:49:08 PM	● Enabled	Options
		Hourly	Aug 13, 2019 8:01:52 PM	● Enabled	Options
<a href="#">Shopping products with 0 clicks</a> ✎	Your Google Account Team	<div data-bbox="1582 1159 2275 1467" style="border: 2px solid red; padding: 5px;">Frequency Daily ▾ 12:00 AM ▾  CANCEL SAVE</div>	Aug 23, 2019 18:10 PM	● Enabled	Options ▾

1 - 4 of 4

Go back to Bulk Actions>Scripts and edit the frequency of the script run

# Labeling Zombies

Using AFM to update Custom Label values automatically

# Step 1: Creating New Supplemental Feeds

Surfaces across Google

## Supplemental feeds

Use supplemental feeds as a secondary data source to provide additional attributes to your primary feeds, or to provide additional data that you want to use in Feed Rules.

[ADD SUPPLEMENTAL FEED](#) [ADD LOCAL PRODUCT INVENTORY FEED](#)

Feed name	Feed type	Input method	Last upload date	Used in
<a href="#">Custom Label 3 Update</a>	Supplemental	<a href="#">Google Sheets</a> <a href="#">Open</a>	Jan 9, 2020 03:00:00 EST	

Navigate to the Feeds Section of the Merchant Center account. Click on Add Supplemental Feed

# Step 2: Select Format as Google Sheets

← Google Merchant Center | New supplemental feed

1 Name and input method — 2 Setup — 3 Add to primary feeds

Name your feed and choose an input method.

Supplemental feed name

Custom Label 3 update

Choose how to set up your feed and connect your data to Merchant Center.

- Google Sheets  
You'll make updates to your product data in a Google Sheet, and they'll automatically be applied to your account. [Learn more](#)
- Scheduled fetch  
You'll host a file on your website that contains data and schedule a regular time for Google to fetch updates. Updates are only applied to your account when the fetch occurs. [Learn more](#)
- Upload  
You'll keep a file on your computer that contains data and regularly upload it to your account through SFTP, FTP, Google Cloud Storage, or a manual upload. [Learn more](#)
- Content API  
The Content API for Shopping enables you to automatically upload product listings and so make your products easily discoverable through Google Shopping. [Learn more](#)

Choose a descriptive name that helps you understand the content of the feed. The feed name does not need to match the name of the actual file you're submitting.

Name the Supplemental Feed and Select Google Sheets as the input format

# Step 3: Schedule refresh of feed to align with Script refresh

Fetch schedule

**PAUSE SCHEDULE**

Fetch frequency

Daily ▼

Fetch time

1:00 AM ▼

Time zone

(GMT+05:30) India Standard Time (Kolkata) ▼

CANCEL

SAVE

Select the time of feed refresh. The latest list of values in the Google Sheet will be fetched.

# Step 4: Use Feed Rules to assign the right custom label

## CREATE RULE

Attribute	Rule
custom label 3	<div data-bbox="1192 602 2315 714" style="border: 1px solid black; border-radius: 10px; padding: 5px; margin-bottom: 10px;"><b>&lt;Name of Supplemental Feed&gt;.&lt;Column name&gt;</b></div> <div data-bbox="1049 859 3058 1018" style="background-color: #f0f0f0; padding: 10px; margin-bottom: 10px;">If <b>Custom Label 3 Update.id</b> has a value › Set to: 'No Clicks last 30D'</div> <div data-bbox="1049 1052 3058 1219" style="background-color: #f0f0f0; padding: 10px;">If <b>custom label 3</b> has no value yet Set to: 'Received Clicks'</div>

Create a Feed Rule to assign the right labels to the entire feed

The second rule can help excluding zombie items from the main campaign (recommended). You can leverage inventory filters within Google Ads to target only Zombies in the zombie campaign, and non-zombies in other campaigns,.

# Targeting Zombies

Assign these items their own budget and leverage query level bidding solutions

# Step 1: Creating New Campaign with only Zombies

Filter: Advertise only products that match all of your requirements

Custom label 1



is

Enter value

AND

Custom label 1

Products

**Zombies**

429,191

Create a new Zombie campaign and use inventory filter to target the required custom label value.

## Step 2 & 3: Creating New Campaign with only Zombies

2. Create a single ad group + single product group. Multiple ad groups are recommended only if you need to surface auction insights basis other feed attributes (like category).

3a. To ensure no overlap of inventory between Zombie and the other main campaigns, you can use inventory filters to target the rest of the feed (non Zombie items) for all the other campaigns. This can only work if the Feed Rules mentioned earlier has been implemented.

3b. Alternatively, set the Zombie campaign at high priority to ensure that bids for the Zombie inventory gets triggered from this campaign.

Once the campaign has been setup, it is ready to be taken live in two phases:

# Step 4: Taking it Live with Autobidding

## **Phase 1: Ramping up to 20 conversions**

Since tRoAS\* is the recommended bidding strategy for this setup, it is a best practice to build up some traction for this portfolio. Launching the campaign with eCPC or Maximize Clicks till the campaign reaches 20 conversions can ensure sufficient ramp up and allow tRoAS/SSC to learn quicker.

## **Phase 2: Switching to Full auto-bidding**

Assign a relaxed RoAS goal that will allow the algo sufficient headroom to bid aggressively on the Zombie items and offset any cold start related issues that may have throttled it's auction presence.

The size of the daily budget will determine the maximum number of items that can now get activated daily.

Remember that a Zombie item can get more than 1 click before it leaves the campaign, either automatically or manually.

With the above setup in place, an activated Zombie item will no longer be targeted in the Zombie campaign and will automatically be targeted only in it's original campaign post the feed refresh.

*\*SSC is a similarly effective strategy with an increased reach and doesn't require Phase 1*