Google

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

All bulk actions

Rules

Scripts

Uploads

SCRIPTS   SCRIPT HISTORY

Later in 2019, the history of bulk actions (edits, rules, scripts, and up

To create new script
ADD FILTER

Script ↑   Created by

404 URL Checker

LF UK Quality Score Tracker - THG

Shopping Ad Scheduling

Shopping products with 0 clicks   Your Google Account Team   Daily at 12:00 AM   12:33:49 PM   ● Enabled   Options

Test Script created here

1 - 4 of 4

Script name: Shopping products with 0 click

ADVANCED APIS   DOCUMENTATION

Code.gs*

```
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(){
```

CLOSE   RUN   SAVE   PREVIEW

Google

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

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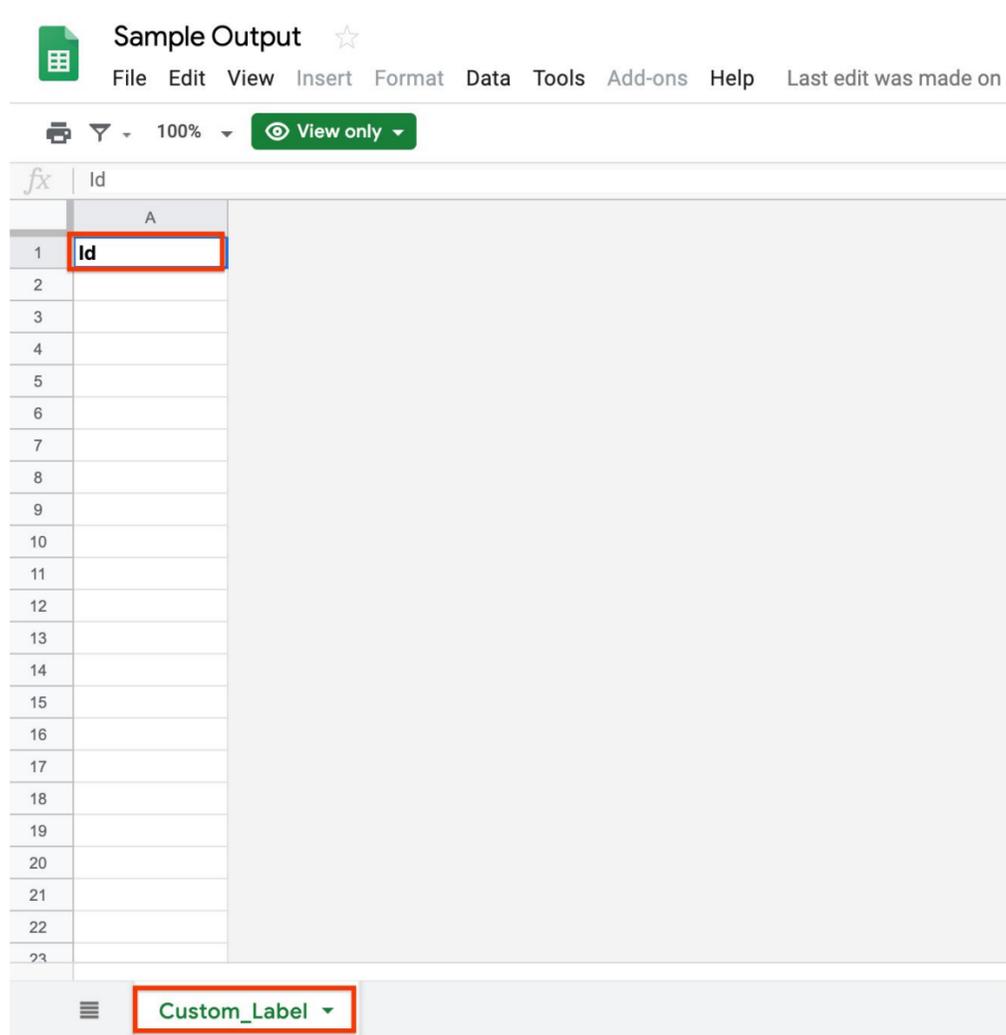
Create a copy of [this sheet](#). Ensure you retain the value in Col A1 (i.e. 'id'), and the name of the tab (i.e. 'Custom_Label')

This Sheet will now act as your Supplemental Feed.

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

Script name: Shopping products with 0 click

All bulk actions

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```
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6
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25    pushToSpreadsheet(products);
26
27  }
28
29
30  function getFilteredShoppingProducts(){
```

Change to supplemental feed URL

Optional: Update Merchant Center ID (if CID linked to multiple MCIDs)

CLOSE   RUN   SAVE   PREVIEW

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

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

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

Step 2: Select Format as Google Sheets

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

<Name of Supplemental Feed>.<Column name>

Attribute | Rule

custom label 3

If Custom Label 3 Update.id has a value ›

Set to: 'No Clicks last 30D'

If custom label 3 has no value yet

Set to: 'Received Clicks'

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

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