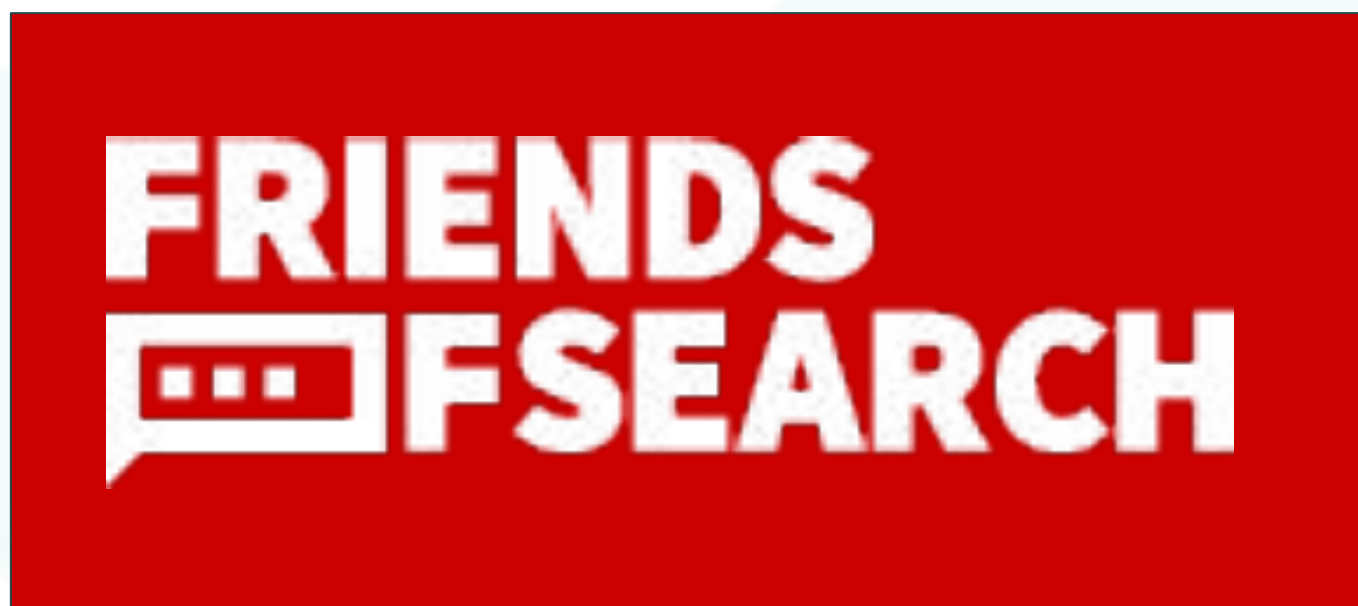




# How to Use ChatGPT, Bard, and Other AI To Become a Better PPC Marketer

Frederick Vallaey



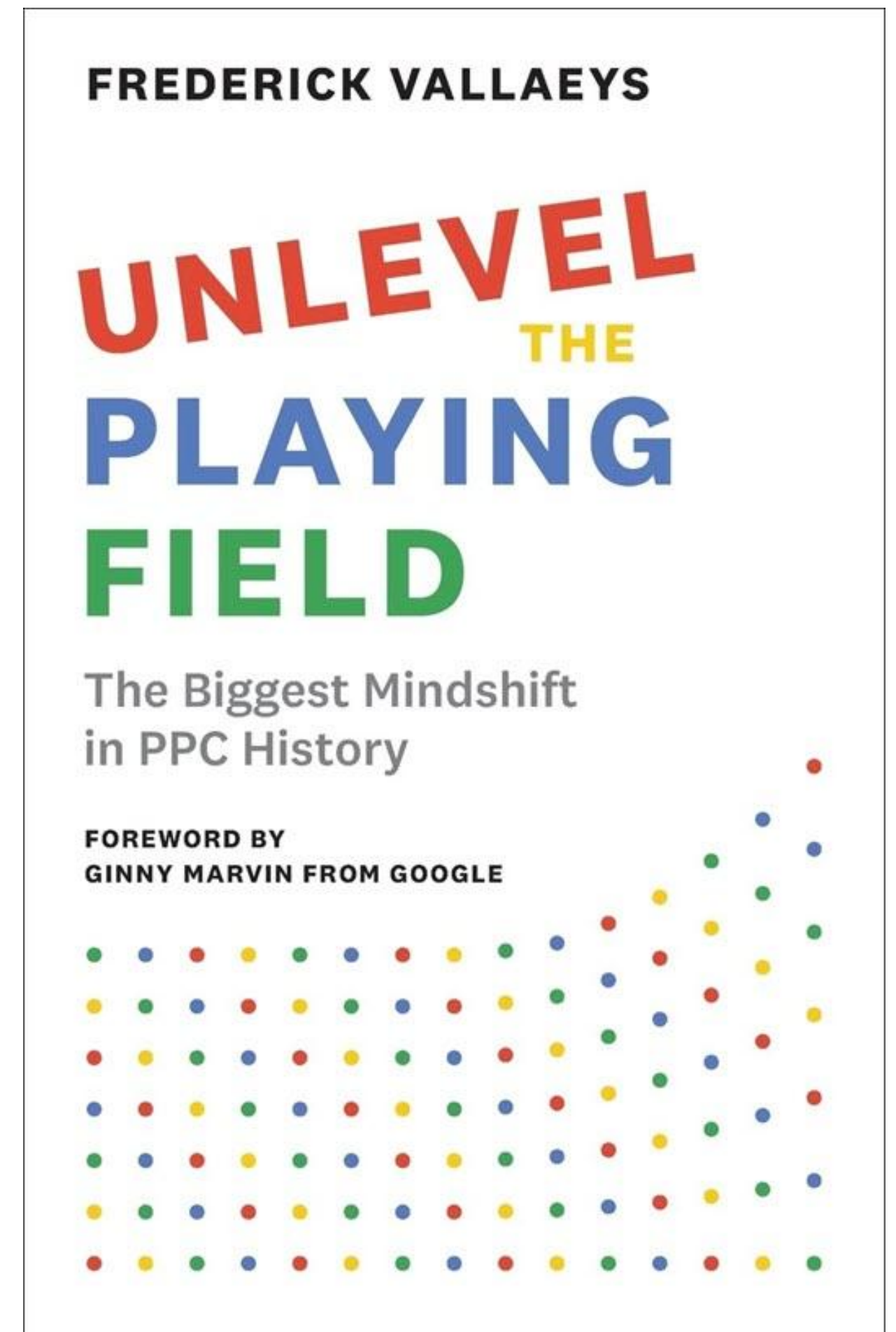


# HELLO!

I am Frederick Vallaeys  
I am the Cofounder of



Find me on Twitter  
(@SiliconVallaeys), YouTube,  
the Optmyzr blog, or at PPC  
Town Hall.



# Agenda

1. Generative AI's Impact on Advertisers
2. Generate an entire campaign with GPT
3. GPT tips and tricks
4. Use GPT in Ad Scripts

# Generative AI - A New Wave of Innovation

1960s	1990s	2020s
<b>Micro Chips</b>	<b>Internet</b>	<b>Generative AI (GPT, Bard)</b>
Moore's Law helps make marginal cost of computing approach \$0	Marginal cost of distribution approaches \$0	Marginal cost of creation will approach \$0

We're at the beginning of a new wave of disruptive innovation

“We’ll have self-driving cars before we have fully automated PPC.”

- Fred Vallaey's @ FoS

# AI Remains Narrow

## Narrow AI:

- Solves a specific problem

## General AI:

- Solves any problem

What happens with self-driving cars when they encounter an obstacle?

- They cannot back up! This would require an entirely new AI model...



**Taylor Ogan**

@TaylorOgan · [Follow](#)



Some [@Cruise](#) robotaxis appeared to be stuck in SF last night at the corner of Gough St. and Fulton St.

Human ops apparently had to rescue them. Still some kinks to iron out.



8:16 PM · Jun 29, 2022



[Read the full conversation on Twitter](#)



280



Reply



Copy link

[Read 45 replies](#)

# What is the future of ads?

# Running a Search Engine (or Chatbot) is Expensive

GPT-3 would take 355 years to train on a single NVIDIA Tesla V100 GPU

→ Training would cost ~\$5 million in compute time

ChatGPT (GPT-3.5) is estimated to cost \$100k / day to operate

→ The cost of every word generated is \$0.0003





# Ads Pay the Bills to Run Search

- Only 1 million people use Neeva
- Only 180,000 people pay for Twitter Blue (less than 0.2% of users)
- 70% of Hulu users choose the ad-supported viewing plan

✓ Searching for: **hotel in sydney**

✓ Generating answers for you...

Hello, this is Bing. I found some hotels in Sydney for you. You can see them on this link <sup>1</sup>. Some of the popular hotels are **The Grace Sydney, Amora Hotel Jamison Sydney, Swissôtel Sydney and Ovolo**

**B.** Hotels in Sydney, Australia | Great Rates & No Booking Fees.  
[http://www.booking.com/sydney\\_au/hotels](http://www.booking.com/sydney_au/hotels) ▾  
Ad Book your **Hotel in Sydney**, Australia. Best Price Guarantee. Good Availability!

<https://www.bing.com/travel/hotel-search?q=hotel+in+sydney&cin=2023-04-30&cout...>  
<https://www.bing.com/travel/hotel-search?q=hotel+in+sydney&cin=2023-04-30&cout=2023-05-0...>

The 10 best hotels & places to stay in Sydney, Australia - Sydney hotels  
<https://www.booking.com/city/au/sydney.en-gb.html>

A map of Sydney, Australia, showing various suburbs including Hoxton Park, Bankstown, Beverly Hills, Rockdale, Yagoona, Leichhardt, Woollahra, and Randwick. A price tag of \$111 is displayed on the map. The map is credited to © 2023 Microsoft Corporation and © 2022 TomTom, with OpenStreetMap data.

Sun, Apr, 30, 2023 Mon, May, 1, 2023 2 guests ▾

\$0 \$500+

Rating ▾ Hotel class ▾ Amenities ▾ Brand ▾

New topic Ask me anything...

Bottom Line: Ads are here to stay

# The end of Google?

# SERP Comparison

Google

what does the winner of the super bowl get

All News Videos Images Shopping More Tools

About 1,820,000,000 results (0.54 seconds)

<https://www.thepioneerwoman.com> > ... > TV Shows

### How Much Do the Super Bowl LVII Winners and Losers Get ...



6 days ago — Get ready for this: In 2023, players on the winning team receive **\$157,000**, according to NBC Sports! This is more than last year, which saw each ...

People also ask

- How much money does the winner of the Super Bowl get?
- What do Super Bowl winners and losers get?

### Super Bowl LVII

NFL · Sun, Feb 12 Final

 **38** - **35** 

Kansas City Chiefs (17 - 3) Philadelphia Eagles (16 - 4)

Super Bowl

Team	1	2	3	4	T
Kansas City Chiefs	7	7	7	17	38
Philadelphia Eagles	7	17	3	8	35

Microsoft Bing

what does the winner of the super bowl get

SEARCH CHAT NEWS IMAGES VIDEOS MAPS MORE

About 41,700,000 results Any time Open links in new tab

Welcome to the new Bing  
Your AI-powered answer engine  
Ask anything

# \$150,000

According to 2 sources

How much do **winners of the Super Bowl** get paid? Each member of the winning team will receive **\$150,000**, according to the NFL's Collective Bargaining Agreement. This cash bonus is up \$20,000 from last year, when the **winners of the 2020 Super Bowl** each took home \$130,000.

[How Much Do the Super Bo...  
thepioneerwoman.com](https://www.thepioneerwoman.com)

How much do Super Bowl winners get paid? Each Rams team member will receive **\$150,000**, according to the NFL's Collective Bargaining Agreement. That's a \$20,000 increase from last year's bonus when Super Bowl-winning Bucs each took home \$130,000.

[How Much Money Do tl  
nbcsports.com](https://www.nbcsports.com)

Seattle 10 best places Who was the president of United States in 1970 Why whe

Type a message...

Feedback

## Super Bowl

Annual Championship Game

Share All images

The Super Bowl is the annual final playoff game of the National Football League to determine the league champion. It has served as the final game of every NFL season since 1966, replacing the NFL Championship Game.

[Wikipedia](https://www.wikipedia.org)

[nfl.com](https://www.nfl.com)

First played **January 15, 1967**

Each game gets its own unique coin crafted by the **Highland Mint**.

In 1980, the **Pittsburgh Steelers** were the first

# Chat Answer on Bing

what does the winner of the super bowl get

✓ Searching for: **what does the winner of the super bowl get**

✓ Generating answers for you...

The winner of the Super Bowl receives the **Vince Lombardi Trophy**<sup>1</sup>, a **championship ring**<sup>2</sup> and a **cash bonus**<sup>2 3 4 5</sup>.

According to the latest Collective Bargaining Agreement with the NFL, each member of the winning team will pocket **\$157,000** for the Super Bowl LVII in 2023<sup>3 4 5</sup>. This is more than last year, when the winners of the 2020 Super Bowl each took home \$130,000<sup>2</sup>.

The championship ring is generally valued between **\$30,000 and \$50,000**<sup>2</sup>, but collectors might pay much more for it. The Vince Lombardi Trophy is made of sterling silver and weighs about 7 pounds. It is worth about **\$50,000**, but it is not sold or auctioned off by the NFL.

Learn more: [1. en.wikipedia.org](#) [2. ksdk.com](#) [3. thepioneerwoman.com](#) [4. finance.yahoo.com](#) [+1 more](#)



Who won the Super Bowl LVII?

How much do the losers of the Super Bowl get paid?

What is the Vince Lombardi Trophy?



Ask me anything...

# The New Bing

The first 30 days post launch of the new Bing (with ChatGPT integration):

- 45M total chats
- 1/3 of daily preview users chat daily
- 1/3 of preview users are brand new to Bing
- Bing (new and old) passes 100M DAU.

# Google Bard vs OpenAI GPT

- **Prompt:** write an announcement that Fred is speaking at Friends of Search and work in the phrase that he is a friend of search.

## GPT 3

- **Response:** We are thrilled to announce that Fred, a true friend of search, will be speaking at the upcoming Friends of Search event! With his extensive knowledge and experience in the industry, Fred is sure to deliver an insightful and engaging presentation that will leave attendees feeling inspired and informed. Don't miss out on this opportunity to hear from one of the most respected voices in search - register for Friends of Search today!

- Good at ***creative writing***

## Bard

- **Response:** We are excited to announce that Fred, a friend of search, will be speaking at Friends of Search on March 25, 2023. Fred will be discussing the latest trends in search and how businesses can use search to improve their online presence...

We hope you will join us for this informative and engaging presentation.

- Intended to ***improve search***

# GPT-4

 Exciting News! 

We are thrilled to announce that our very own Fred, a renowned expert in the field of digital marketing, will be a featured speaker at this year's Friends of Search conference! As a true "friend of search," Fred brings a wealth of knowledge and experience to the table, which he is eager to share with all attendees...

Mark your calendars now for this must-attend event! The Friends of Search conference will take place from April 18th to 20th, and Fred's keynote speech is scheduled for April 19th at 1:00 PM.

...

See you there! 



Bottom Line: Search will improve across the board so more people will use it and this will benefit advertisers...

But maybe not by doing the same we've been doing for 20 years

# Using GPT for Automating Every Aspect of PPC

Keywords

Ad Groups

Ads

Search Terms

Shopping

## Find Keywords for a New Ad Group



Find some keyword ideas to advertise the landing page at <https://www.optmyzr.com/solutions/reporting/>



1. Reporting automation
2. Custom reporting
3. PPC reporting
4. Performance reporting
5. Analytics reporting
6. Data visualization
7. Reporting dashboards
8. Marketing reporting
9. Report templates
10. Ad campaign reporting
11. Reporting software
12. Multi-channel reporting
13. Real-time reporting
14. Business intelligence
15. Reporting insights.

## Let's Use GPT for Sheets...

The screenshot shows a Google Sheets interface with the 'Extensions' menu open. The 'GPT for Sheets™ and Docs™' option is highlighted with a green border. The extension's sub-menu is also open, displaying various options for enabling and configuring GPT functions. The background spreadsheet contains a table with columns A and D, and rows 1 through 5. Row 1 has a 'Query' in column A and a 'Static Result' in column D. Row 3 contains the text 'find 5 keywords similar to these' in column A and a list of two items in column D: '1. Pay-per-click advertising' and '2. Adwords management'. Row 4 contains the text 'find 5 keywords similar to these' in column A and a list of various Amazon-related keywords in column D. Row 5 contains a paragraph of text in column A and the text 'Automate your strategies or use proven pre-built strategies to improve ad performance, Automatically adjust bids to make the right bid at the right time on the right keywords, Automatically pause or enable ads based on your inventory levels and seasonality, Outperform your competitors on Amazon with automated campaign. bid &' in column D.

	A	D
1	Query	Static Result
3	find 5 keywords similar to these	1. Pay-per-click advertising 2. Adwords management
4	find 5 keywords similar to these	amazon ppc,"amazon advertising software","amazon ads automation","amazon ppc automation","amazon ppc software","amazon ppc management tools","amazon ppc automation software","amazon ads software","amazon sponsored ads management","amazon ppc management software"
5	Automate your strategies or use proven pre-built strategies to improve ad performance, Automatically adjust bids to make the right bid at the right time on the right keywords, Automatically pause or enable ads based on your inventory levels and seasonality, Outperform your competitors on Amazon with automated campaign. bid &	with automated strategi

# Find More Keywords for an Ad Group

Using the GPT extension for Google Sheets:

find 5 keywords similar to these:

"amazon ppc tools","optimize amazon ppc","amazon advertising software","amazon ads automation","amazon ppc automation","amazon ppc software","amazon ppc management tools","amazon ppc automation software","amazon ads software","amazon sponsored ads management","amazon ppc management software"

1. Amazon PPC Optimization
2. Amazon Advertising Strategies
3. Amazon Ads Optimization
4. Amazon PPC Strategies
5. Amazon Sponsored Ads Automation

# Keyword Classifier



Categorize search marketing keywords like this:

pay per click programs

pay per click affiliate programs without website

ppc management

best ppc management tools

quartile advertising

software ppc

marketing automation software

ppc management for small business

pay to click

ppc campaign management tools

pay per click platforms

ppc bid management tools



Here's a suggested categorization:


PPC (Pay-Per-Click):

- pay to click ads
- ppc
- ppc management tools
- ppc tools
- pay per click
- ppc campaign management tools
- pay per click platforms
- ppc bid management tools
- ppc automation
- pay per click ads
- pay per click advertising
- ppc traffic
- ppc advertising firm

Automation:

- automate click with clickseo
- automated email marketing
- automate website actions
- facebook ads automation tools
- facebook marketing automation software
- payment automation solutions
- automated ads

# Create new headlines from scratch

 write a few ad headlines of 30 characters or less for those keywords and that landing page



1. Boost PPC ROI with Automated Reporting
2. Customize Your Reports & Impress Clients
3. Streamline Your PPC Reporting Today
4. Unlock Insights with Performance Reports
5. Visualize Your Data for Better Decisions
6. Get a Bird's Eye View with Dashboards
7. Transform Your Marketing Reporting
8. Save Time with Report Templates
9. Optimize Ad Campaigns with Analytics
10. Track Multi-Channel Campaigns Easily.

# Create descriptions similar to others you've used

suggest 2 ad descriptions like these

1. Automate your strategies or use proven pre-built strategies to improve ad performance
2. Automatically adjust bids to make the right bid at the right time on the right keywords
3. Automatically pause or enable ads based on your inventory levels and seasonality
4. Outperform your competitors on Amazon with automated campaign, bid & budget management.

5. Get the most out of your ad budget with automated optimization and targeting.
6. Maximize your ad performance with automated bidding and budgeting strategies.



# Translate Ad Text

Text to translate: Optmyzr is a ppc management software that helps advertisers save time and get more results from search marketing

translate from english to dutch	Optmyzr is een ppc-beheersoftware die adverteerders helpt tijd te besparen en meer resultaten te behalen uit zoekmarketing.
translate from english to spanish	Optmyzr es un software de gestión de PPC que ayuda a los anunciantes a ahorrar tiempo y obtener mejores resultados de la publicidad en motores de búsqueda.
translate from english to finnish	Optmyzr on ppc-hallintaohjelmisto, joka auttaa mainostajia säästämään aikaa ja saamaan enemmän tuloksia hakumarkkinoinnista.

# Search Terms Scoring



create a table of all the keywords in this list and sort them from most to least relevant for a company that sells PPC management software:

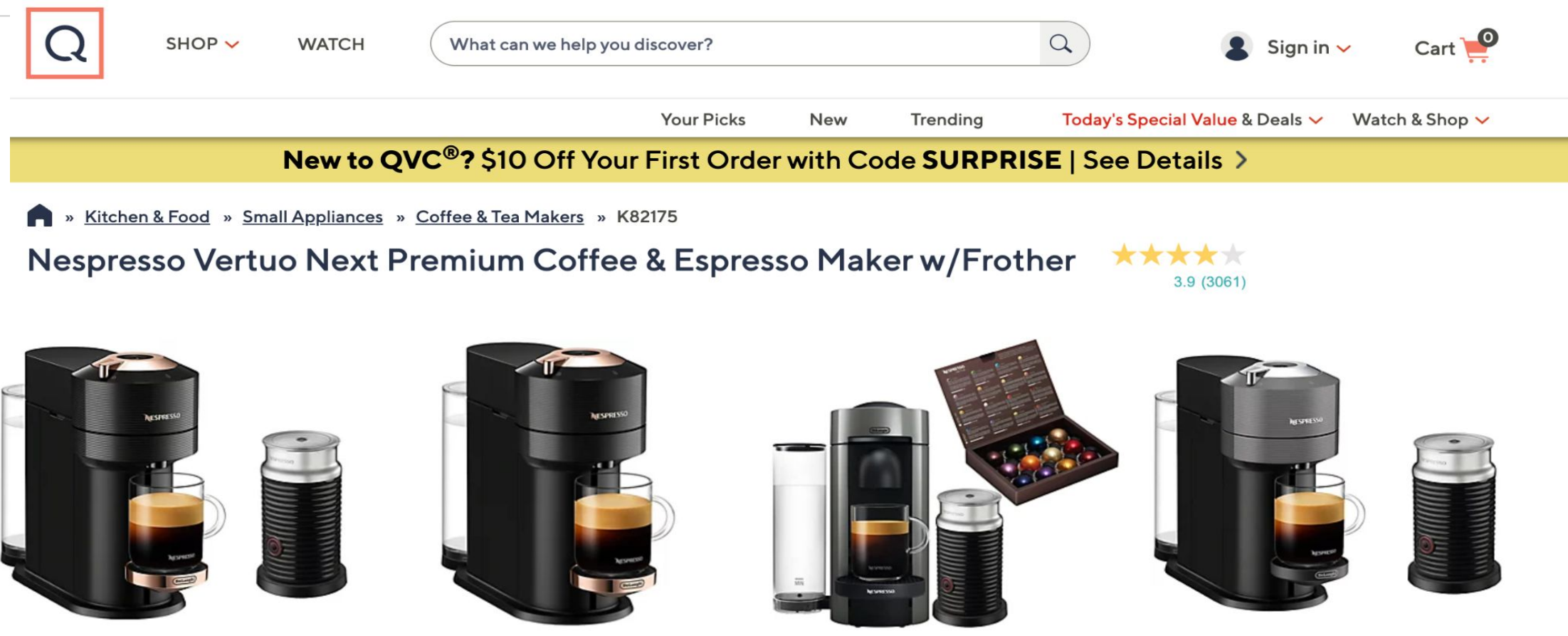
- pay per click programs
- pay per click affiliate programs without website
- ppc management
- best ppc management tools
- quartile advertising
- software ppc
- marketing automation software
- ppc management for small business
- pay to click
- ppc campaign management tools
- pay per click platforms
- ppc bid management tools
- ppc automation
- pay per click affiliate programs south africa
- ptclab pay per click platform
- digital marketing ki
- ppc firm
- ppc
- facebook ads automation tools
- pay per click ads
- automate website actions
- facebook marketing automation software
- scale insights
- payment automation solutions
- ads click bot
- pay per click advertising
- automated ads



Keywords	Relevance Score (1-10)		
PPC management software	10	Automate website actions	4
PPC management	9	Facebook marketing automation software	4
Pay per click programs	9	Scale insights	4
Best PPC management tools	8	Payment automation solutions	4
PPC campaign management tools	8	Ads click bot	4
PPC bid management tools	8	Automated feed ads dpa	4
PPC automation	8	Ads clicker bot	4
PPC platform	8	Affiliate marketing platform	4
Pay per click platforms	7	Online campaign apps management platform	4
Automated advertising platforms	7	Marketing automation module for perfex crm	4
Marketing automation platforms	7	CPABuild self click	3
Adtomic	7	Social media automation marketing software	3
PPC keyword tool	7	Best accounts payable automation	3
Optmyzr	7	Pay per click advertisers	3
Adspy	7	Pay per click affiliate programs in nigeria	3
PPC software	7	Auto posting tools	3
PPC traffic	6	PPC AI	3
PPC advertising firm	6		
PPC management for small business	6		
Pay per click advertising	6		

# Shopping Feed Cleanup

what's the brand of the product on the page	<a href="https://www.qvc.com/Nespresso-Vertuo-Next-Premium-Coffee-%26-Espresso-Maker-wFrother.product.K82175.html?sc=TSV&amp;TZ=EST">https://www.qvc.com/Nespresso-Vertuo-Next-Premium-Coffee-%26-Espresso-Maker-wFrother.product.K82175.html?sc=TSV&amp;TZ=EST</a>	Nespresso
what's the product on the page	<a href="https://www.qvc.com/Nespresso-Vertuo-Next-Premium-Coffee-%26-Espresso-Maker-wFrother.product.K82175.html?sc=TSV&amp;TZ=EST">https://www.qvc.com/Nespresso-Vertuo-Next-Premium-Coffee-%26-Espresso-Maker-wFrother.product.K82175.html?sc=TSV&amp;TZ=EST</a>	Nespresso Vertuo Next Premium Coffee & Espresso Maker with Frother
what's the category of the product on the page	<a href="https://www.qvc.com/Nespresso-Vertuo-Next-Premium-Coffee-%26-Espresso-Maker-wFrother.product.K82175.html?sc=TSV&amp;TZ=EST">https://www.qvc.com/Nespresso-Vertuo-Next-Premium-Coffee-%26-Espresso-Maker-wFrother.product.K82175.html?sc=TSV&amp;TZ=EST</a>	Kitchen Appliances



# Relevance Checker

what is the topic of this page, in 5 words or less  
<https://www.optmyzr.com/solutions/integrations/>  
→ **Integrations Solutions**

what is the topic of this page, in 5 words or less  
<https://www.optmyzr.com/solutions/reporting/>  
→ **PPC Reporting Solutions**

The screenshot shows the Google Ads interface for a campaign named 'Generic Kwds - PPC'. The left sidebar contains a navigation menu with 'Landing pages' selected. The main content area displays a list of landing pages with checkboxes and 'View expanded landing pages' links. A ChatGPT icon is overlaid on the right side of the screenshot.

Checkbox	URL	Action
<input type="checkbox"/>	Landing page	
<input type="checkbox"/>	<a href="https://www.optmyzr.com/">https://www.optmyzr.com/</a>	View expanded landing pages
<input type="checkbox"/>	<a href="https://www.optmyzr.com/one-click-optimizations">https://www.optmyzr.com/one-click-optimizations</a>	View expanded landing pages
<input type="checkbox"/>	<a href="https://www.optmyzr.com/shopping-campaign-tool">https://www.optmyzr.com/shopping-campaign-tool</a>	View expanded landing pages
<input type="checkbox"/>	<a href="https://www.optmyzr.com/bid-management">https://www.optmyzr.com/bid-management</a>	View expanded landing pages
<input type="checkbox"/>	<a href="https://www.optmyzr.com/data-insights">https://www.optmyzr.com/data-insights</a>	View expanded landing pages


what is the topic of each of these pages, in 5 words or less


- <https://www.optmyzr.com/one-click-optimizations>
- <https://www.optmyzr.com/>
- <https://www.optmyzr.com/data-insights>
- <https://www.optmyzr.com/reporting>
- <https://www.optmyzr.com/bid-management>
- <https://www.optmyzr.com/shopping-campaign-tools>

A ChatGPT icon is positioned to the left of a list of topics.


- One-click PPC optimizations.
- PPC optimization and management tools.
- PPC data analysis and insights.
- PPC reporting and analytics.
- PPC bid management tools.
- Tools for managing shopping campaigns.


# Audience Development

 what characteristics or attributes of a hotel would a budget conscious traveler care about? Things such as the following: "cheap price clean rooms"

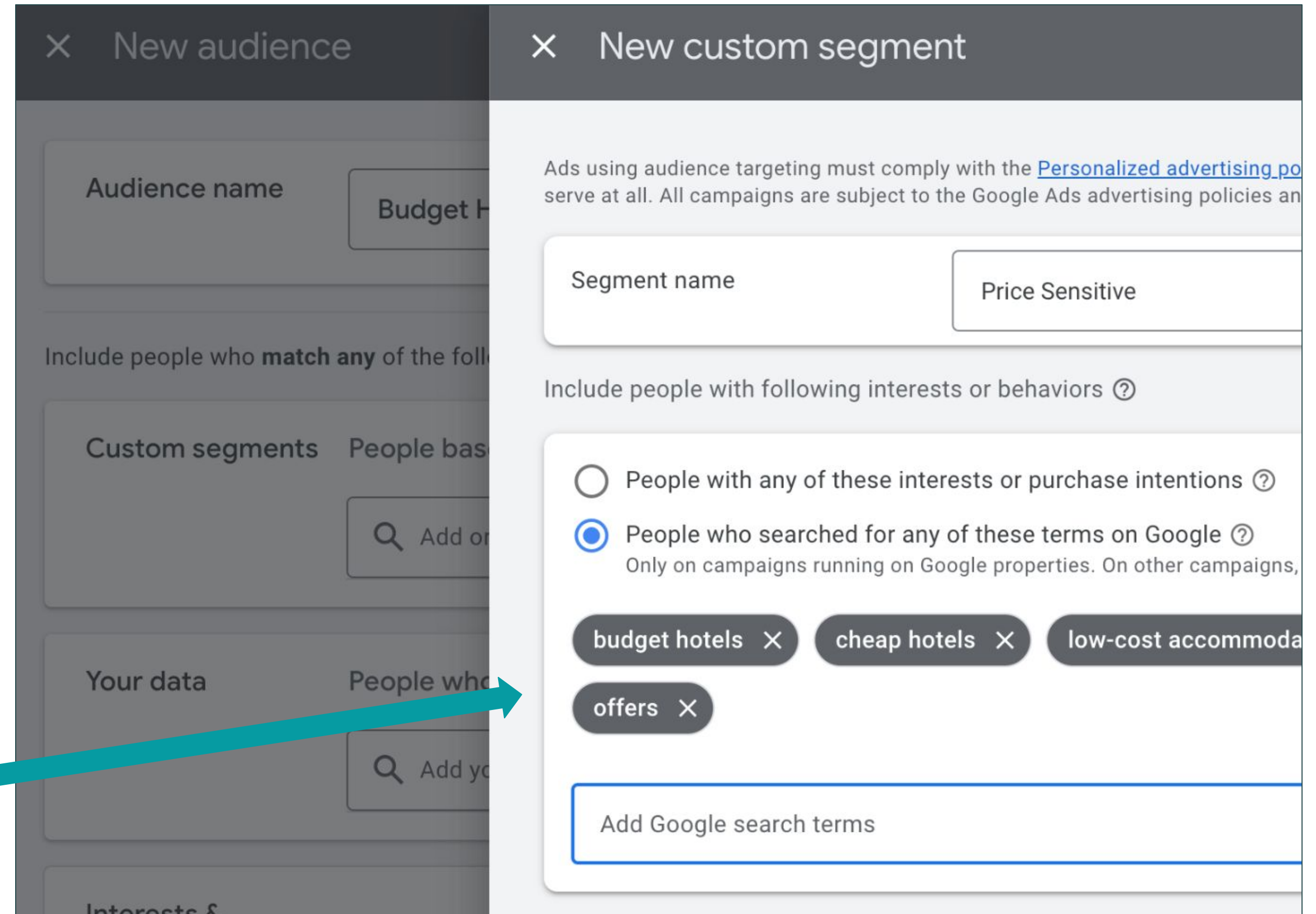
 A budget-conscious traveler would typically look for the following characteristics or attributes in a hotel:

1. Affordable price: The most important factor for budget-conscious travelers is finding a hotel that offers a reasonable price for their budget. They want to get the most value for their money.
2. Location: Budget-conscious travelers may prioritize a hotel that is centrally located or

 For each of these, can you suggest some related search keywords and put them in a table

 Sure! Here's a table with some related search keywords for each characteristic or attribute:

Characteristic/Attribute	Related Search Keywords
Affordable price	budget hotels, cheap hotels, low-cost accommodations, discounts, deals, offers
Location	central location, public transportation, proximity to attractions, walkability, accessibility
Cleanliness	clean rooms, hygiene, sanitation, housekeeping, spotless



**New audience**

Audience name: Budget H

Include people who **match any** of the following

Custom segments: People based on

Your data: People who

**New custom segment**

Ads using audience targeting must comply with the [Personalized advertising policies](#) that apply to the ads you serve at all. All campaigns are subject to the Google Ads advertising policies and restrictions.

Segment name: Price Sensitive

Include people with following interests or behaviors

People with any of these interests or purchase intentions

People who searched for any of these terms on Google  
Only on campaigns running on Google properties. On other campaigns, you can use search terms from any website.

budget hotels × cheap hotels × low-cost accommodations × offers ×

Add Google search terms

# GPT Tips and Tricks

# GPT Settings - Temperature Determines Creativity

How creative do you want GPT to be with its responses?

1 - Creative, but possibly not true

0 - Deterministic, more likely to be true

0 (deterministic) ...

... 1 (creative)

Temperature is a value between 0 and 1 that essentially lets you control how confident the model should be when making these predictions. Lowering temperature means it will take fewer risks, and completions will be more accurate and deterministic. Increasing temperature will result in more diverse completions.

# Temperature

temperature is more important when you request longer answers.

→ Keywords

not very impactful

→ Descriptions

more impactful

"I have a Google Ads ad group.

Find 5 more keywords for this ad group like this:

- "pay per click software"
- "paid search campaign management"
- "ppc management platform"
- "ppc management tool"
- "ppc reporting software"
- automated ppc
- "ppc ad campaign management software"
- "ppc software"
- "ppc automation"
- ppc automation tools
- "ppc bid management tools"
- "ppc management software"

Temperature	Static Response
0	- "keyword research tool for PPC" - "PPC bid optimization software" - "PPC ad optimization tool" - "PPC campaign analysis software" - "PPC conversion tracking tool"
0.1	- "keyword research tool for PPC" - "PPC bid optimization software" - "PPC ad optimization tool" - "PPC ad tracking software" - "PPC campaign analysis tool"
0.2	- "keyword research tool for PPC" - "PPC optimization software" - "PPC bid optimization" - "PPC ad tracking software" - "PPC ad copy generator"
0.8	- PPC bid optimization software - Keyword research tool for PPC - AdWords campaign management software - PPC ad optimization tool - PPC bid automation software
0.9	- "pay per click optimization" - "ppc bid optimization tool" - "keyword research for ppc" - "ad copy optimization software" - "ad tracking for ppc"
1	- "advanced ppc optimization" - "keyword research tool for ppc" - "smart bidding strategies for ppc" - "conversion tracking for ppc campaigns" - "ad copy optimization for ppc"



# The prompt determines the output

## Prompt 1:

suggest 2 ad descriptions like these

Automate your strategies or use proven pre-built strategies to improve ad performance, Automatically adjust bids to make the right bid at the right time on the right keywords, Automatically pause or enable ads based on your inventory levels and seasonality, Outperform your competitors on Amazon with automated campaign, bid & budget management.

- 1. Maximize your ad performance with automated strategies and pre-built strategies. Easily adjust bids to get the most out of your campaigns and optimize your budget.**
- 2. Get ahead of the competition with automated campaign, bid & budget management. Automatically pause or enable ads based on your inventory levels and seasonality for maximum efficiency.**

→ **Excessively long suggestions**

## Prompt 2:

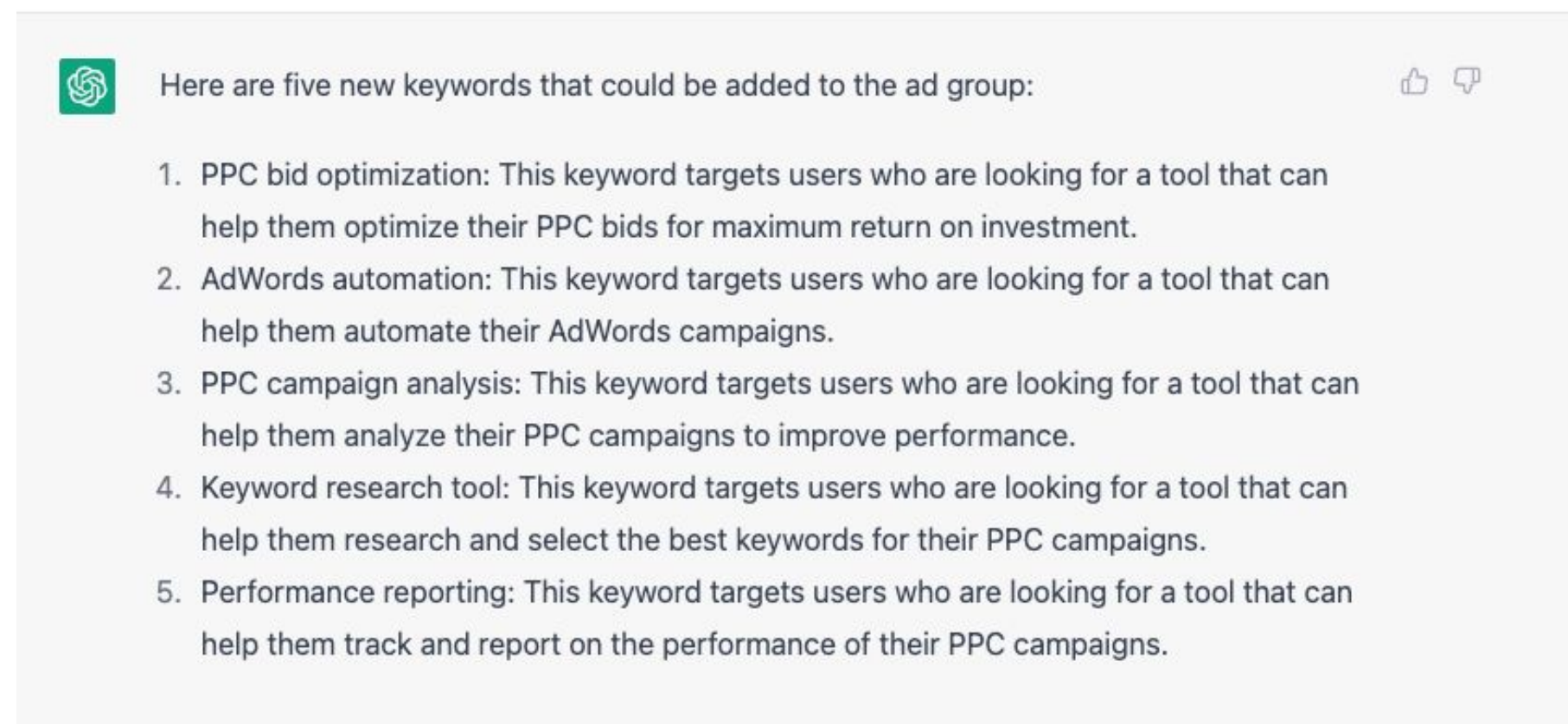
Suggest 2 ad descriptions like these

1. Automate your strategies or use proven pre-built strategies to improve ad performance
2. Automatically adjust bids to make the right bid at the right time on the right keywords
3. Automatically pause or enable ads based on your inventory levels and seasonality
4. Outperform your competitors on Amazon with automated campaign, bid & budget management.
- 5. Get the most out of your ad budget with automated optimization and targeting.**
- 6. Maximize your ad performance with automated bidding and budgeting strategies.**

→ **More appropriate length of suggestions**

# No need to be wordy

## 1. Additional detail may not help get a better response



Here are five new keywords that could be added to the ad group:

1. PPC bid optimization: This keyword targets users who are looking for a tool that can help them optimize their PPC bids for maximum return on investment.
2. AdWords automation: This keyword targets users who are looking for a tool that can help them automate their AdWords campaigns.
3. PPC campaign analysis: This keyword targets users who are looking for a tool that can help them analyze their PPC campaigns to improve performance.
4. Keyword research tool: This keyword targets users who are looking for a tool that can help them research and select the best keywords for their PPC campaigns.
5. Performance reporting: This keyword targets users who are looking for a tool that can help them track and report on the performance of their PPC campaigns.



Suggest 5 new keywords for a Google Ads ad group.

The ad group already contains the keywords

- "pay per click software"
- "paid search campaign management"
- "ppc management platform"
- "ppc management tool"
- "ppc reporting software"
- automated ppc
- "ppc ad campaign management software"
- "ppc software"
- "ppc automation"
- ppc automation tools
- "ppc bid management tools"
- "ppc management software"

The top search queries matching the ad group are:

- pay to click ads
- ppc management tools
- ppc tools
- pay per click
- automate click with clickseo
- pay per click programs
- pay per click affiliate programs without website
- ppc management
- automated email marketing
- best ppc management tools

The ads in this ad group contain text like this:

- Optmyzr - PPC Tool for Experts
- Grow PPC Revenue with Optmyzr
- Powerful optimizations to help agencies and marketing teams of all sizes manage

PPC faster

- PPC Users in 30+ Countries
- PPC Management Software
- Trusted by 75K+ Advertisers
- PPC Management Tool
- PPC Software
- Automate PPC Ads with Optmyzr
- Rated 4.7+ on Top Review Sites
- Automate tedious PPC tasks & spend less time managing campaigns, more time

driving growth

- Pay Per Click Software
- Easily manage multiple PPC accounts & campaigns with greater control over any bid strategy
- Optmyzr for PPC Automation
- 75K+ Users Across the Globe
- Audit accounts, manage keywords, search queries, ads, budgets, bids, placements & more

The ads direct to this landing page:

- <https://www.optmyzr.com/>



Suggest 5 new keywords for a Google Ads ad group.

The ad group already contains the keywords

- "pay per click software"
- "paid search campaign management"
- "ppc management platform"
- "ppc management tool"
- "ppc reporting software"
- automated ppc
- "ppc ad campaign management software"
- "ppc software"
- "ppc automation"
- ppc automation tools
- "ppc bid management tools"
- "ppc management software"

The top search queries matching the ad group are:

- pay to click ads
- ppc management tools
- ppc tools
- pay per click
- automate click with clickseo
- pay per click programs
- pay per click affiliate programs without website
- ppc management
- automated email marketing
- best ppc management tools

The ads in this ad group contain text like this:

- Optmyzr - PPC Tool for Experts
- Grow PPC Revenue with Optmyzr
- Powerful optimizations to help agencies and marketing teams of all sizes manage

PPC faster

- PPC Users in 30+ Countries
- PPC Management Software
- Trusted by 75K+ Advertisers
- PPC Management Tool
- PPC Software
- Automate PPC Ads with Optmyzr
- Rated 4.7+ on Top Review Sites
- Automate tedious PPC tasks & spend less time managing campaigns, more time

driving growth

- Pay Per Click Software
- Easily manage multiple PPC accounts & campaigns with greater control over any bid

strategy

- Optmyzr for PPC Automation
- 75K+ Users Across the Globe
- Audit accounts, manage keywords, search queries, ads, budgets, bids, placements &

more

The ads direct to this landing page:

- <https://www.optmyzr.com/>

# No need to be wordy

1. Don't make your list too long or GPT is likely to drift.
2. GPT knows what a campaign and an ad group is so no need to explain this
3. This prompt confused GPT about what output you expected



Here are five new keywords that could be added to the ad group:



1. PPC bid optimization: This keyword targets users who are looking for a tool that can help them optimize their PPC bids for maximum return on investment.
2. AdWords automation: This keyword targets users who are looking for a tool that can help them automate their AdWords campaigns.
3. PPC campaign analysis: This keyword targets users who are looking for a tool that can help them analyze their PPC campaigns to improve performance.
4. Keyword research tool: This keyword targets users who are looking for a tool that can help them research and select the best keywords for their PPC campaigns.
5. Performance reporting: This keyword targets users who are looking for a tool that can help them track and report on the performance of their PPC campaigns.



I have a Google Ads ad group.

The top search queries matching the ad group are:

- pay to click ads
- ppc management tools
- ppc tools
- pay per click
- automate click with clickseo
- pay per click programs
- pay per click affiliate programs without website
- ppc management
- automated email marketing
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- Trusted by 75K+ Advertisers
- PPC Management Tool
- PPC Software
- Automate PPC Ads with Optmyzr
- Rated 4.7+ on Top Review Sites
- Automate tedious PPC tasks & spend less time managing campaigns, more time

driving growth

- Pay Per
- Easily m

strategy

- Optmyz
- 75K+ Us
- Audit ac

more

The ads dire

- https://v

Find 5 more l

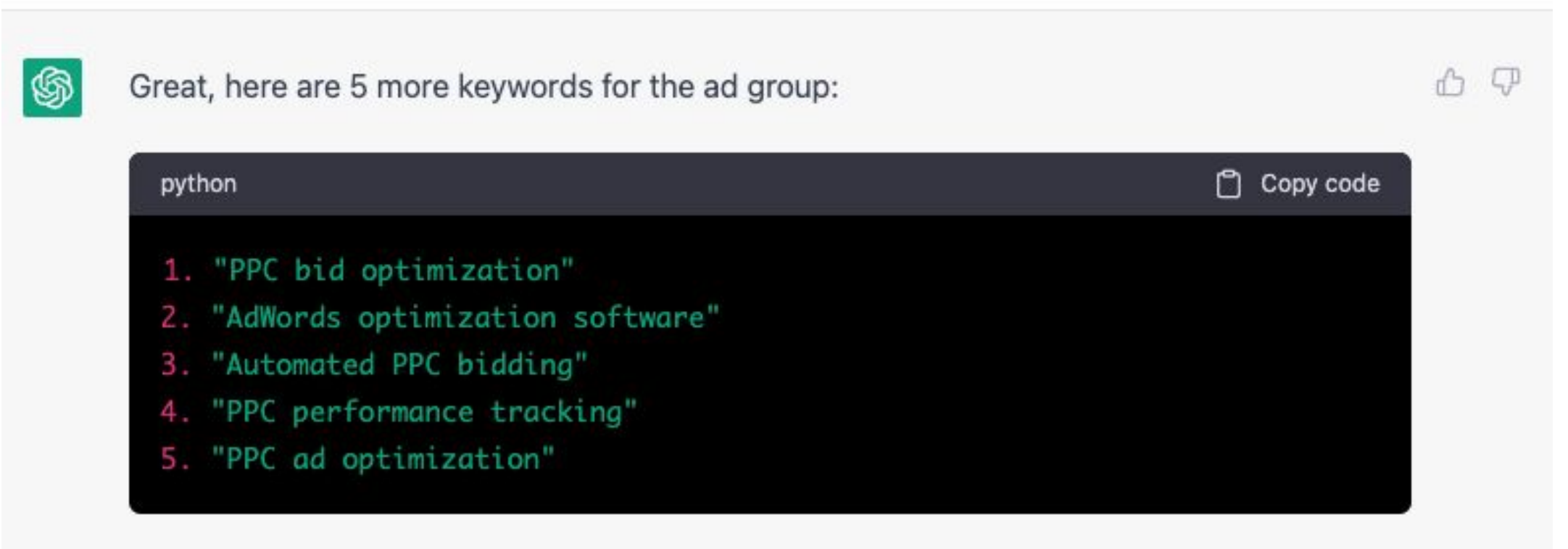
- "pay pe
- "paid se
- "ppc ma
- "ppc ma
- "ppc re
- automa
- "ppc ad
- "ppc so
- "ppc au
- ppc aut
- "ppc bid
- "ppc management software"

Find 5 more keywords for this ad group like this:

- "pay per click software"
- "paid search campaign management"
- "ppc management platform"
- "ppc management tool"
- "ppc reporting software"
- automated ppc
- "ppc ad campaign management software"
- "ppc software"
- "ppc automation"
- ppc automation tools
- "ppc bid management tools"
- "ppc management software"

# Same inputs but optimized prompt

The prompt has all the same data as last slide but ends with a list of keywords. The system continues the flow and now produces useful keyword suggestions




# You Can Ask GPT for Data in Tables




categorize the following keywords and put them in two columns, the first column is the keyword, the second column the categorization:

ppc advertising firm  
marketing automation platforms list  
ppc ai  
efficient email marketing software  
best accounts payable automation  
marketing automation module for perfex crm  
cpabuild self click  
ppc management software  
email marketing tools  
adcash pay per click  
pay per click advertisers  
marketing content automation  
crm and marketing automation platforms  
ppc ninja  
kdp automation tool  
google ppc campaign management  
pay per click affiliate programs in nigeria  
marketing automation b2b

 Here are the categories for the given keywords:

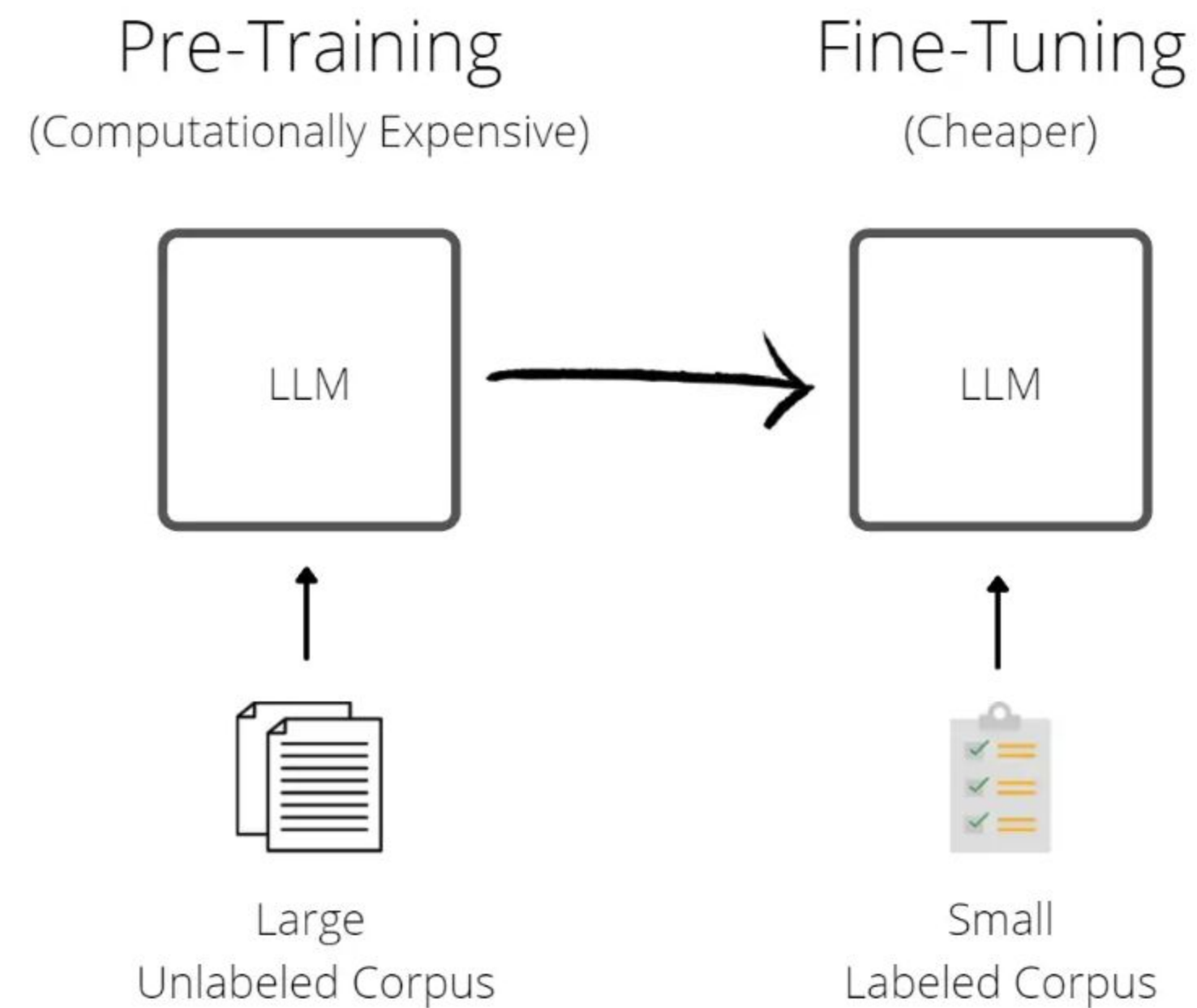
Keyword	Categorization
ppc advertising firm	PPC management
marketing automation platforms list	Marketing Automation
ppc ai	PPC
efficient email marketing software	Marketing Automation
best accounts payable automation	Automation
marketing automation module for perfex crm	Marketing Automation
cpabuild self click	PPC
ppc management software	PPC management
email marketing tools	Marketing Automation
adcash pay per click	PPC
pay per click advertisers	PPC

 Regenerate response

# Optimize the prompt to save cost

GPT usage is based on number of tokens in the prompt and response

Fine-tuning a model is cheaper when your prompts need to be long to get the right response



source:  
<https://clive-gomes.medium.com/pre-training-large-language-models-at-scale-d2b133d5e219>

# GPT + Ad Scripts

# GPT Ad Script

1. Find RSAs with missing headlines
2. Use GPT to suggest new variations
3. <https://bit.ly/GPT-for-RSAs>



Optmyzr Google Ads: RSA Report ☆ 📁 🔗

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

100% \$ % .0 .00 123 Default (Ari... 10 B I S A

	C	D	F	G	H	I	J	S	T	U	V	W	X
1	Campaign	Ad Group	# Headlines	# Descriptions	Ad Strength	Headline 1	Headline 2	Headline 11	Headline 12	Headline 13	Headline 14	Headline 15	Description Line 1 D
2	Optmyzr - Brand	Optmyzr - Brand	15	4	AVERAGE	Optmyzr - PPC Toc Grow PPC Revenue	1 Platform For 4 A Trusted By 75K+ Advertisers			75K+ Users Across PPC Users In 30+ C Rated 4.7+ On Top	Helping marketing Pr		
3	Optmyzr - Brand	Optmyzr - Brand	11	4	POOR	Optmyzr for PPC A Optmyzr for PPC N Free Trial - Get Sta	Simplify PPC Management			Streamline Your PI Save Time with Au	Revolutionize Your	Power your PPC ca M	
4	Optmyzr - Brand	Optmyzr - Brand	15	4	AVERAGE	Optmyzr for PPC A Optmyzr for PPC N Start Free Trial - Fu	Start 14-Days Free Trial Now			PPC Users in 30+ C Rated 4.7+ on Top	Trusted by 75K+ A	Helping marketing Pr	
10	Generic Kwds - GA	Google Ads	13	4	AVERAGE	Google Ads Autom Automate Google	75K+ Users Across PPC Users in 30+ Countries			Rated 4.7+ on Top	Maximize ROI with	Boost PPC Perform	Google ads autom Ai
11	Generic Kwds - GA	Google Ads	12	4	POOR	Designed by Goog Tool for Paid Adve	Free Trial - Get Sta Try Optmyzr for Free			Boost PPC Perform	Maximize Google	Streamlined Ad Ca	Google ads autom Ai
12	Generic Kwds - GA	Google Ads	11	4	AVERAGE	Google Ads Autom Automate Google	Try Optmyzr for Fr	Automate Your Ad Campaign		Maximize Your Go	Effortlessly Manag	Streamline Your Ai	Google ads autom Ai
13	Generic Kwds - PP	PPC Kwds	12	4	AVERAGE	Pay Per Click Softw PPC Software	75K+ Users Across Rated 4.7+ on Top Review Sites			Boost PPC Success	Optimize PPC Cam	PPC Made Easy wi	Automate tedious Pr
14	Generic Kwds - PP	PPC Kwds	12	4	AVERAGE	Pay Per Click Softw PPC Software	Start Free Trial - Fu	Free Trial - Get Started Today		Maximize PPC ROI	Boost Profits with	Optimize PPC Ads	Automate tedious Pr
15	Generic Kwds - PP	PPC Kwds	15	4	GOOD	Pay Per Click Softw PPC Software	1 Platform for 4 Ac	Tool that Experts Use & Trust		Start Free Trial - Fu	Start 14-Days Free	Free Trial - Get Sta	Automate tedious Pr
16	Amazon - Compet	Amazon - Sellics	15	4	GOOD	Sellics alternative	Trusted alternative	Optmyzr -Trusted	Rated 4.7+ on top review sites	PPC users in 30+ c	75K+ users across	Trusted by 75K+ ai	Get Optmyzr & aci Ai
17	Amazon - Generic	Amazon PPC Kwds	15	4	GOOD	Amazon PPC softw	Amazon PPC tools	Get control over a	Start free trial - Full access	Start 14-day free t	Free trial - Get sta	Try Optmyzr for fri	Automate your str Ai
18	Amazon - Generic	Amazon PPC Kwds	15	4	AVERAGE	Tool for Amazon P	AI driven PPC opti	Maximize your Arr	Rated 4.7+ on top review sites	PPC users in 30+ c	75K+ users across	Trusted by 75K+ ai	Automate your str Ai
19	Amazon - Generic	Amazon PPC Kwds	15	4	GOOD	Optmyzr - AMZ PP	Optmyzr - PPC too	Get control over a	Start free trial - Full access	Start 14-day free t	Free trial - Get sta	Try Optmyzr for fri	Automate your str Se



# Write a Google Ads Script in GPT-4

Model: GPT-4



write a google ads script to create a google sheet with all keywords with over 100 impressions in the last 30 days. Include clicks, impressions and conversions in the report



To create a Google Ads script that generates a report of all keywords with over 100 impressions in the last 30 days and saves it to a Google Sheet, follow the steps below:

1. Make sure you have enabled the Google Sheets API in your Google Ads account.
2. Create a new Google Sheet where the data will be saved.
3. Replace `YOUR\_SPREADSHEET\_URL` in the code below with the URL of the Google Sheet you created in step 2.
4. Copy and paste the following script into the Google Ads Scripts Editor and click "Preview" to check

Stop generating



# Thanks

Frederick Vallaey's (@SiliconVallaey's)

Connect with me on LinkedIn

Try Optmyzr's 2-week free trial (we use GPT)

# How to Use GPT

## chat.openai.com

- Free or \$20/month for premium
- Uses GPT-3.5
- Tuned for conversations (context is carried forward)

## GPT Playground

- Requires paid API key
- Try any model GPT-1... GPT-4
- Pay \$20/mo to get priority access to GPT-4

## GPT for Sheets and Docs

- Use GPT in tools you already use

## Jasper.ai

- Multi-LLM
- Templates

## MS Edge

- Chat integrated in search
- Content generation tools accessible from browser

## Optmyzr

- GPT integrated in existing toolset to help advertisers

# AI Needs Us for Guidance

Narrow AI solves PPC problems, but humans need to guide it what to solve for...

## 1. Connect Business Data to PPC

Feeds  
Assets

SEARCH NETWORK PARTNER

OPERATING SYSTEM

DAY OF WEEK

CONVERSION RATE AND VALUE

CONVERSION PATH

TIME

## 3. Quantify Business Results from PPC

Leads → Customers  
Sales → Profits

## 2. Turn Business Goals into PPC Targets

Account Structure  
tCPA or tROAS

AUDIENCE SEGMENT

AD CREATIVE

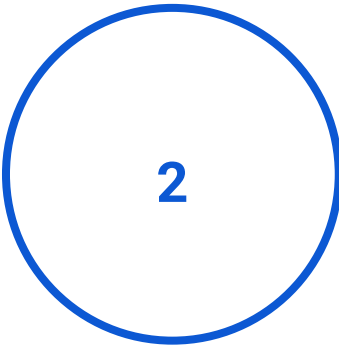
DEVICE



# Is it more noise

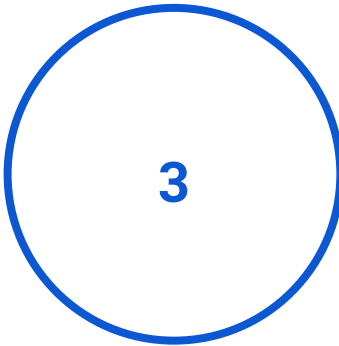
Optmyzr cuts through it

# History of GPT



## 2 Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing.



## 3 Generate Text

Creative ways to get text answers to text prompts



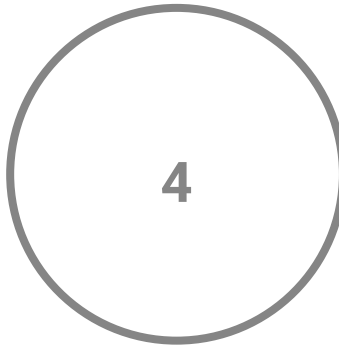
## 3.5 Conversational

Have a chat where the system remembers context from what was discussed so far

**Default (GPT-3.5)**

Optimized for speed, currently available to Plus users

Reasoning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Conciseness	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## 4 Multi-Modal

Show a picture of your fridge and get recipe ideas written in the

**GPT-4**

Our most advanced model, available to Plus subscribers.

GPT-4 excels at tasks that require advanced reasoning, complex instruction understanding, and more creativity.

Reasoning	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Speed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conciseness	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Other Applications of OpenAI

Vector scoring

This is Optmyzr's model but it can be done with OpenAI as well



# How GPT Works



# GPT: Generative Pre-trained Transformer

# Transformers in AI - Invented by Google Brain

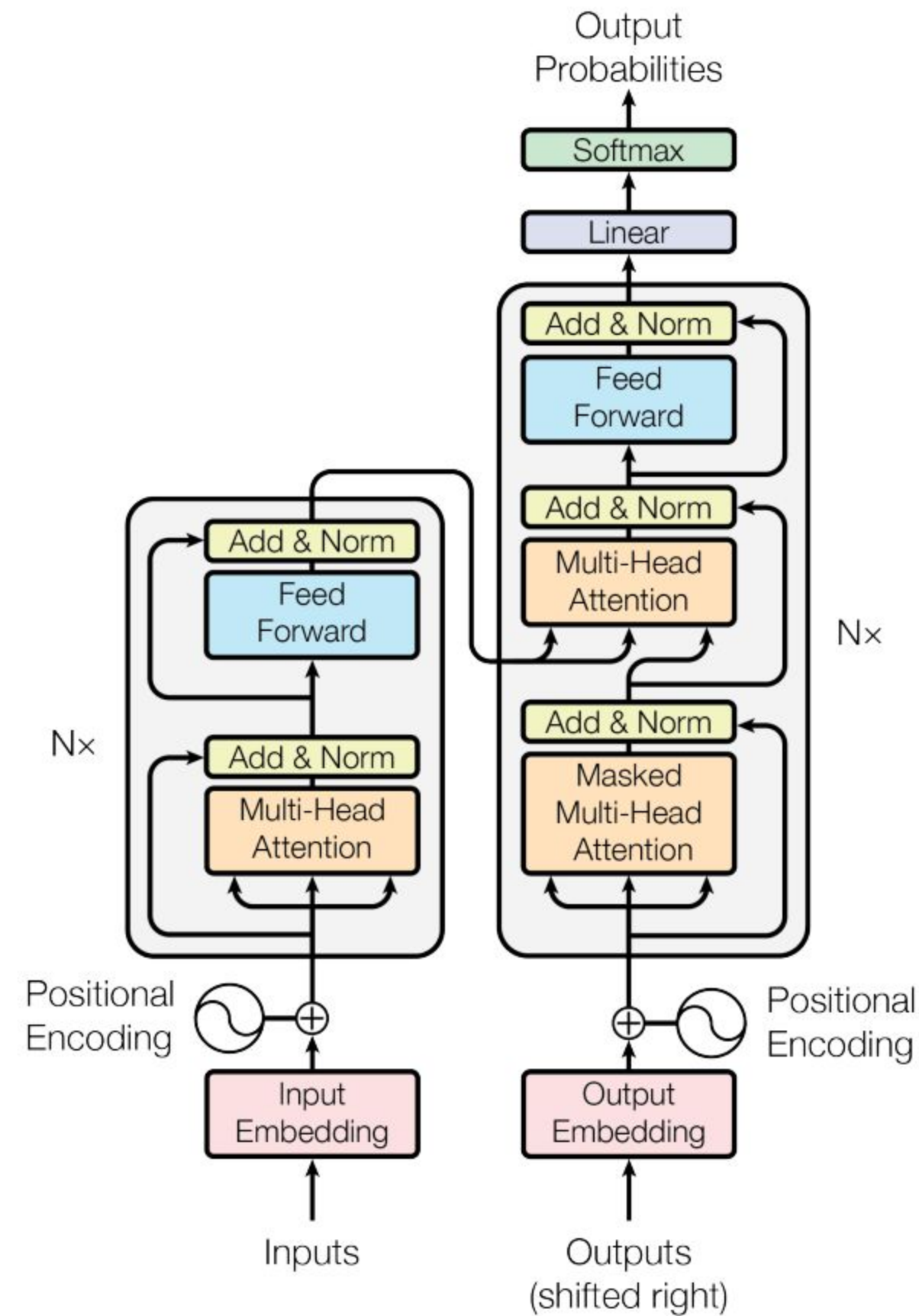
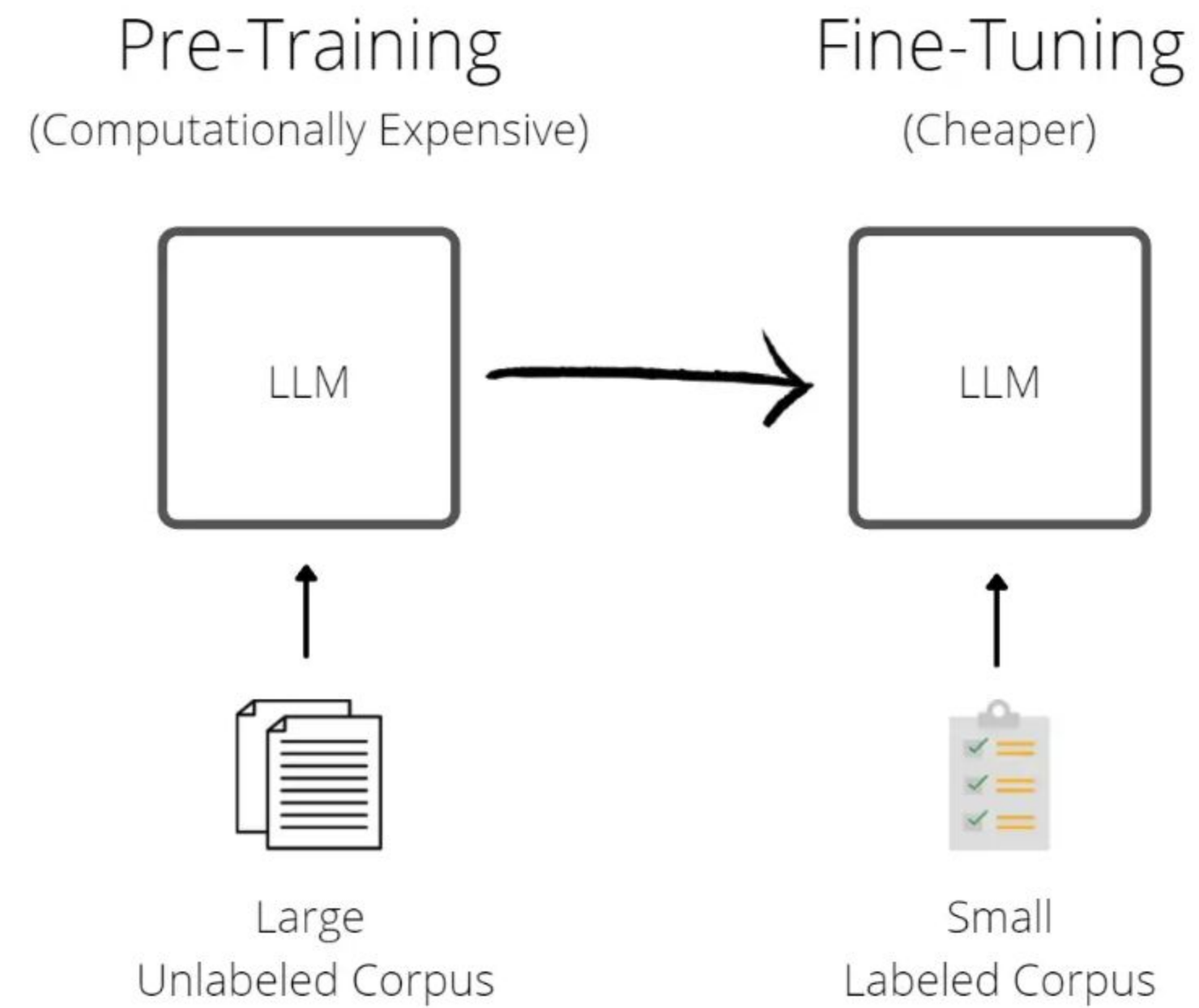


Figure 1: The Transformer - model architecture.

<https://proceedings.neurips.cc/paper/2017/file/3f5ee243547dee91fbd053c1c4a845aa-Paper.pdf>

# Training vs Tuning



source:

<https://clive-gomes.medium.com/pre-training-large-language-models-at-scale-d2b133d5e219>

# Fine Tuning

Provide curated examples of prompts and expected responses

- example interactions of your support team
- example FAQs
- examples with no answer (stop GPT from guessing)

Q: Who is Batman?

A: Batman is a fictional comic book character.

Q: What is torsalplexity?

A: ?

Q: What is Devz9?

A: ?

Q: Who is George Lucas?

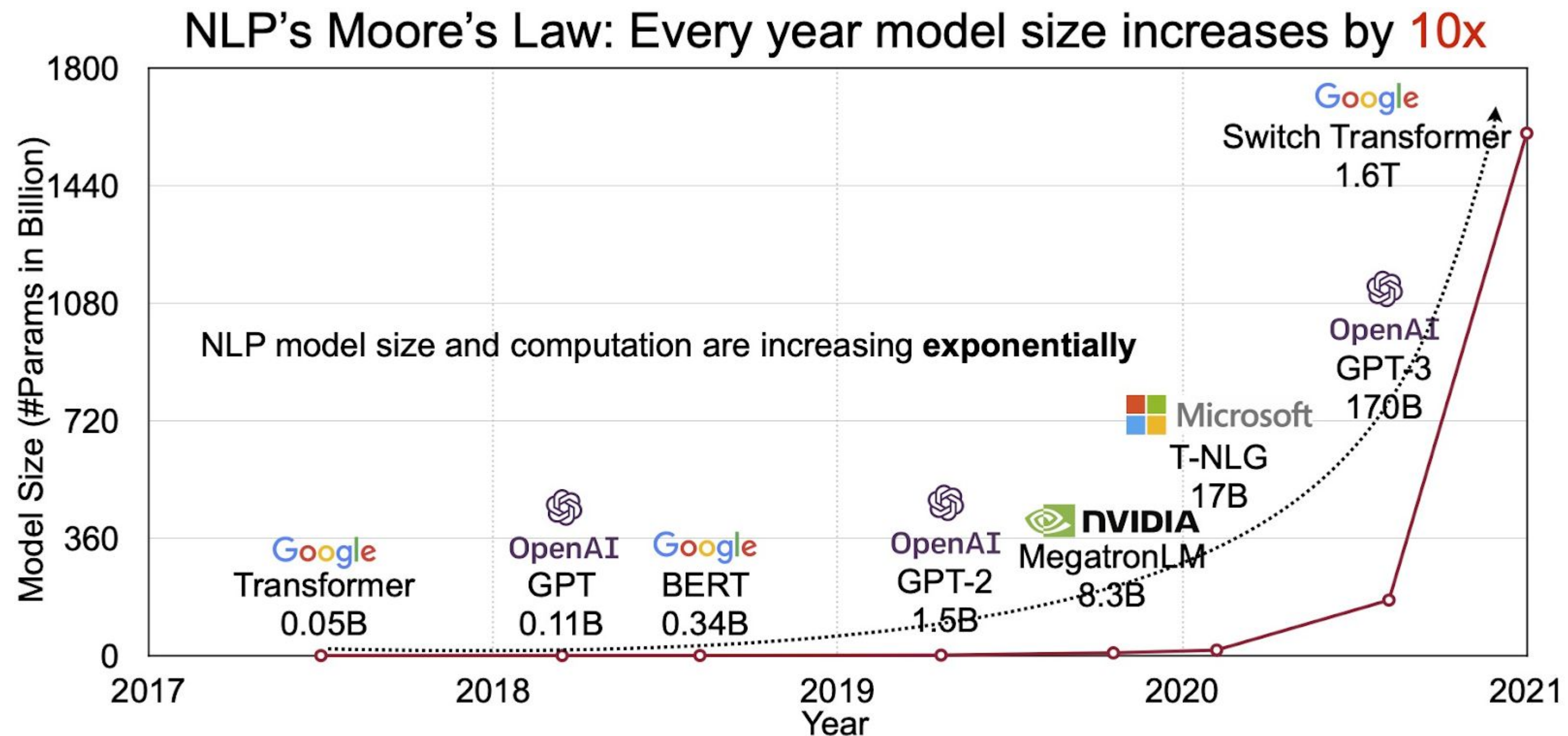
A: George Lucas is American film director and producer famous for creating Star Wars.

Q: What is the capital of California?

A: Sacramento.

# Large Language Models and Moore's Law

## Exponential Growth



Who won the Super Bowl LVII?

✓ Searching for: **who won the Super Bowl LVII**

✓ Generating answers for you...

The winner of the Super Bowl LVII was the **Kansas City Chiefs** <sup>1 2 3 4</sup>. They defeated the Philadelphia Eagles 38-35 in a thrilling game at State Farm Stadium in Glendale, Arizona on February 12, 2023 <sup>1 2 3 4</sup>.

The Chiefs, led by star quarterback Patrick Mahomes, who was named the MVP, came back from a 10-point deficit in the fourth quarter and scored 17 unanswered points to clinch their second Super Bowl title in four years <sup>1 3 4</sup>. Mahomes threw two touchdown passes and ran for 26 yards on the game-winning drive before Harrison Butker kicked a 27-yard field goal with 8 seconds left to seal the victory <sup>4</sup>.

Learn more: [1. foxsports.com](#) [2. foxsports.com](#) [3. cnn.com](#) [4. kold.com](#) [5. bing.com](#) [6. parade.com](#)

### News about Who Won The Super Bowl LVII

[bing.com/news](#)



#### Rihanna Rocked Super Bowl LVII, But We Missed The Real Halftime Show

The world was focused on pop star Rihanna, and without question she offered one of ...

Forbes · 3h

The Winners and Losers

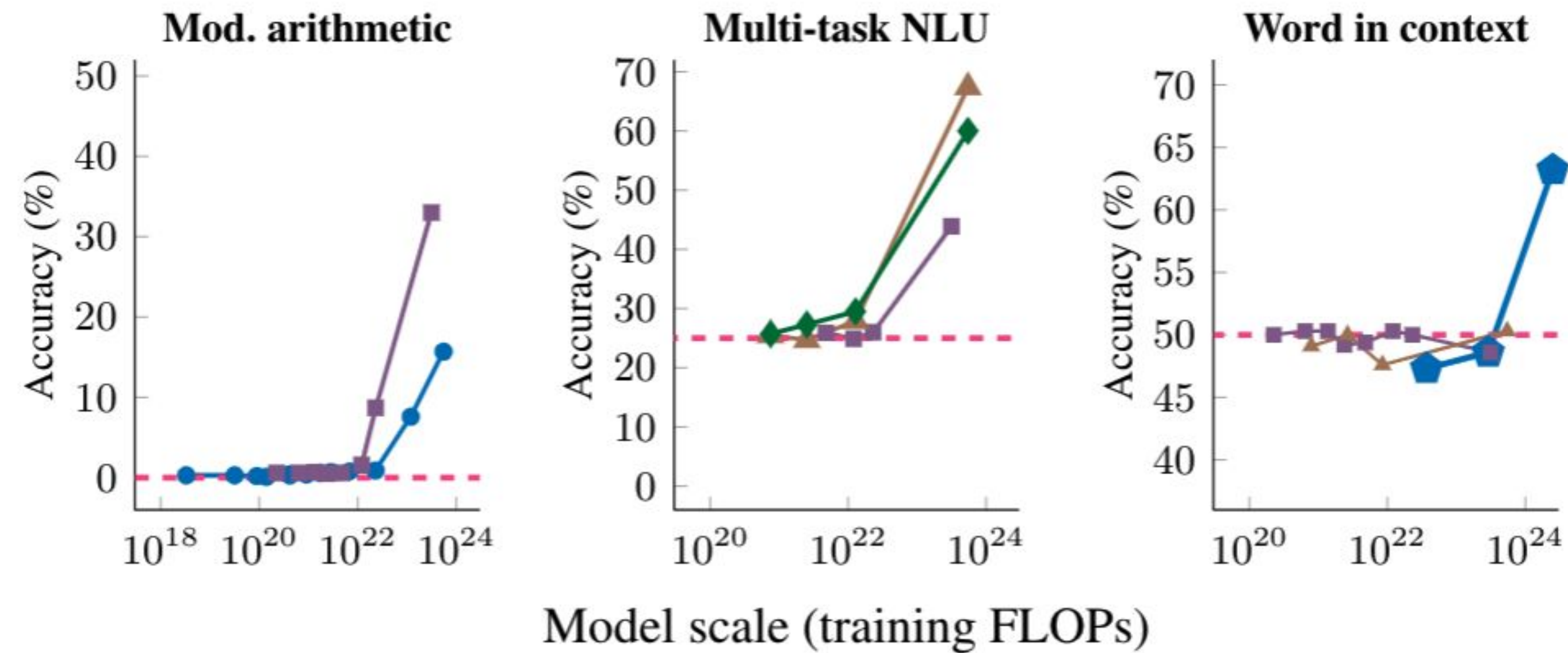
Come-from-behind win by



Ask me anything...

# Accuracy depends on size of learning model - tipping points

—●— LaMDA —■— GPT-3 —◆— Gopher —▲— Chinchilla —◆— PaLM - - - Random



The ability to perform multi-step arithmetic (left), succeed on college-level exams (middle), and identify the intended meaning of a word in context (right) all emerge only for models of sufficiently large scale. The models shown include LaMDA, GPT-3, Gopher, Chinchilla, and PaLM.

source: <https://ai.googleblog.com/2023/01/google-research-2022-beyond-language.html?m=1>

# Chain of thought prompting - Explain your work

Standard Prompting	Chain of Thought Prompting
<p><b>Input</b></p> <p>Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?</p> <p>A: The answer is 11.</p> <p>Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?</p>	<p><b>Input</b></p> <p>Q: Roger has 5 tennis balls. He buys 2 more cans of tennis balls. Each can has 3 tennis balls. How many tennis balls does he have now?</p> <p>A: Roger started with 5 balls. 2 cans of 3 tennis balls each is 6 tennis balls. <math>5 + 6 = 11</math>. The answer is 11.</p> <p>Q: The cafeteria had 23 apples. If they used 20 to make lunch and bought 6 more, how many apples do they have?</p>
<p><b>Model Output</b></p> <p>A: The answer is 27. ❌</p>	<p><b>Model Output</b></p> <p>A: The cafeteria had 23 apples originally. They used 20 to make lunch. So they had <math>23 - 20 = 3</math>. They bought 6 more apples, so they have <math>3 + 6 = 9</math>. The answer is 9. ✅</p>

Models that use standard prompting directly provide the answer to a multi-step reasoning problem. In contrast, chain of thought prompting teaches the model to deconstruct the problem into intermediate reasoning steps, better enabling it to reach the correct final answer.

source: <https://ai.googleblog.com/2023/01/google-research-2022-beyond-language.html?m=1>



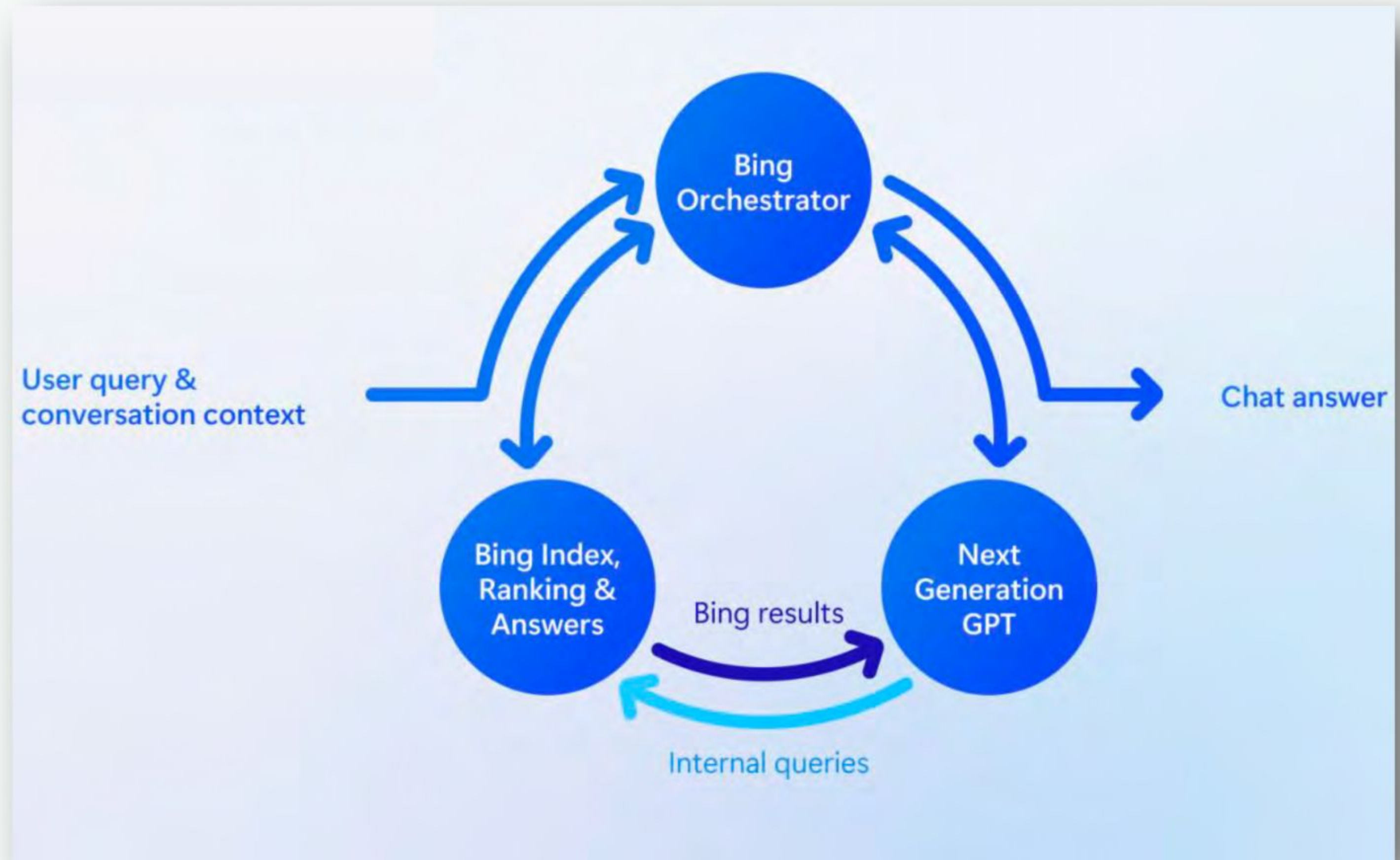
# [https://en.wikipedia.org/wiki/Generative\\_pre-trained\\_transformer](https://en.wikipedia.org/wiki/Generative_pre-trained_transformer)

Transformers were introduced in 2017 by a team at [Google Brain](#)<sup>[1]</sup> and are increasingly the model of choice for NLP problems,<sup>[3]</sup> replacing RNN models such as [long short-term memory](#) (LSTM). The additional training parallelization allows training on larger datasets. This led to the development of [pretrained systems](#) such as [BERT](#) (Bidirectional Encoder Representations from Transformers) and [GPT](#) (Generative Pre-trained Transformer), which were trained with large language datasets, such as the [Wikipedia Corpus](#) and [Common Crawl](#), and can be fine-tuned for specific tasks.<sup>[4][5]</sup>

Architecture	Parameter count	Training data	
<a href="#">GPT-1</a>	12-level, 12-headed Transformer decoder (no encoder), followed by linear-softmax.	0.12 billion	<a href="#">BookCorpus</a> : <sup>[6]</sup> 4.5 GB of text, from 7000 unpublished books of various genres.
<a href="#">GPT-2</a>	GPT-1, but with modified normalization	1.5 billion	WebText: 40 GB of text, 8 million documents, from 45 million webpages upvoted on Reddit.
<a href="#">GPT-3</a>	GPT-2, but with modification to allow larger scaling.	175 billion	570 GB plaintext, 0.4 trillion tokens. Mostly CommonCrawl, WebText, English Wikipedia, and two books corpora (Books1 and Books2).



# Prometheus Model



- Accounts
- Dashboard
- Insights
- Optimizations
- Reports
- Workflow
- Scripts
- Campaign Automator
- Feed Optimization
- L >



## Keyword Cluster

Analyse keywords and group them into related clusters based on their semantic similarity and relevance to each other.

Keywords

German engineering  
 Electric cars  
 Sedans  
 SUVs  
 Sports cars  
 Innovative technology  
 Driving experience  
 Horror movies  
 Thrillers  
 Scary films  
 Suspense  
 Haunted  
 Gothic  
 Psychological horror  
 Supernatural  
 Terror  
 Dark comedy

Keyword Separator

New Line ( \n )

Cluster Count

3

Use System Recommended Clustering

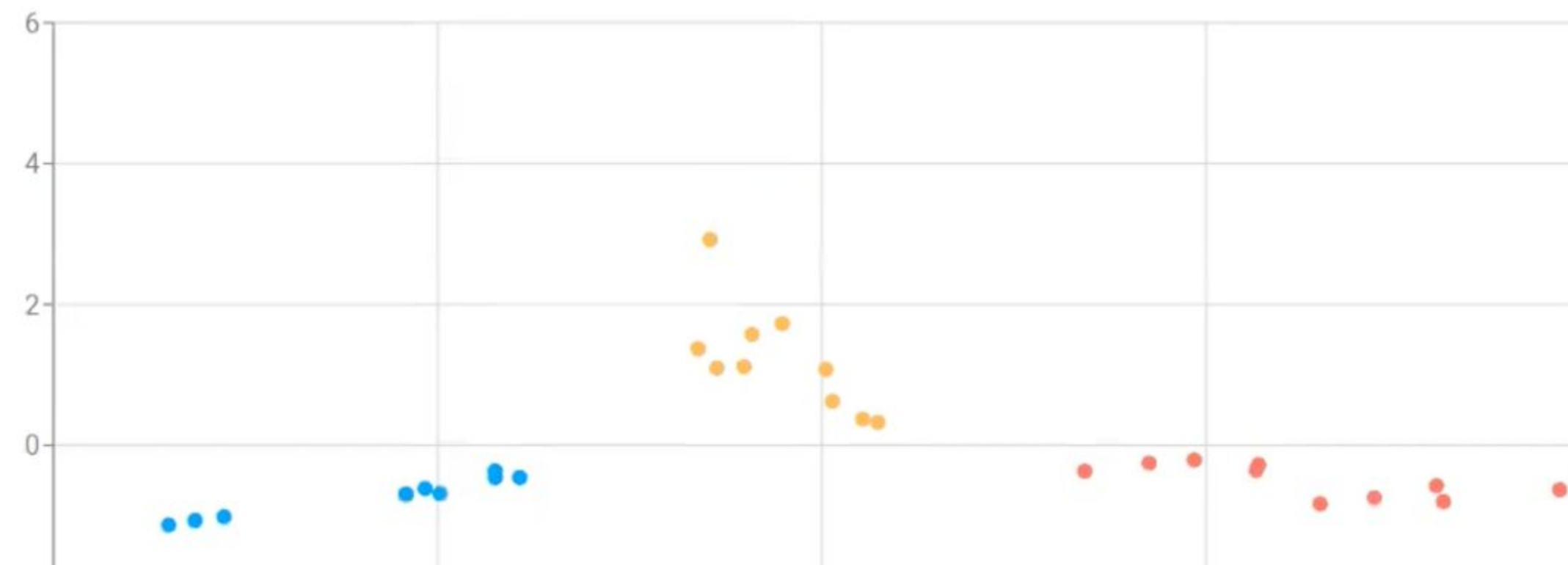
Embedding Model

Word2vec-inhouse + 300-News-pretrained

Keywords Added

30

Generate Clusters



Gordon Moore who coined Moore's Law and whose predictions about computing power held. Processors got faster and data storage cheaper. With these 2 factors combined, we are now in a world with unimaginable computing power and lots of data it can use to learn. Hence Machine Learning was able to take off, a subset of AI that has made search better. Just look at how humans are now conversing with AI like ChatGPT and soon Bard. And what it means to be an advertiser has been affected as well. We rely more on AI automations and less on button-pushing to achieve great results.

# 20 Years of AI in Google Ads

2023

## Large Language Models (GPT)

Lorem ipsum dolor sit amet, consectetur adipiscing. Donec risus dolor, porta venenatis neque sit amet, pharetra luctus felis.

20XX

## Similar Audiences

Lorem ipsum dolor sit amet, consectetur adipiscing. Donec risus dolor, porta venenatis neque sit amet, pharetra luctus felis.

20XX

## Smart Bidding (eCPC, tCPA, tROAS)

Lorem ipsum dolor sit amet, consectetur adipiscing. Donec risus dolor, porta venenatis neque sit amet, pharetra luctus felis.

20XX

## Matching Broad Match Keywords to Queries

Lorem ipsum dolor sit amet, consectetur adipiscing. Donec risus dolor, porta venenatis neque sit amet, pharetra luctus felis.

2003

## Predicted CTR and Quality Score

Lorem ipsum dolor sit amet, consectetur adipiscing. Donec risus dolor, porta venenatis neque sit amet, pharetra luctus felis.

# Optimize the prompt to save cost

Multiple models, each with different capabilities and price points. Prices are per 1,000 tokens. You can think of tokens as pieces of words, where 1,000 tokens is about 750 words. This paragraph is 35 tokens.

208 chars = 35 tokens

6000 chars = 1000 tokens

You need fewer examples for familiar tasks. For this classifier, we don't provide any examples. This is because the API already has an understanding of sentiment and the concept of a Tweet. If you're building a classifier for something the API might not be familiar with, it might be necessary to provide more examples.

# GPT-3.5 vs GPT-4



write an ad for the vacation home rental pictured in this image:  
[https://cms.inspirato.com/ImageGen.ashx?image=%2Fmedia%2FMita\\_Real-del-Mar\\_Casa-de-las-Hamacas\\_Exterior\\_2560.jpg&compression=70&width=555](https://cms.inspirato.com/ImageGen.ashx?image=%2Fmedia%2FMita_Real-del-Mar_Casa-de-las-Hamacas_Exterior_2560.jpg&compression=70&width=555)



Escape to paradise and experience luxury at its finest in our stunning Punta de Mita. Nestled in the gated community of Real del Mar, Hamacas is the ultimate tropical oasis.

With breathtaking ocean views and exquisite architecture, this 4-villa is perfect for families, couples, or a group of friends seeking Lounge in the expansive outdoor living area, complete with comfortable seating, a sparkling pool, surrounded by lush palm trees and vibrant tropical landscaping.

Indoors, you'll find elegant furnishings, high-end appliances, and everything you need for a comfortable stay. Each bedroom boasts its own en-suite bathroom. The spacious master suite features a private balcony with panoramic views of the Ocean.



**Welcome to Casa de las Hamacas: Your Dream Vacation Home in Punta de Mita!**

*🌴 Experience tropical luxury in this stunning oceanfront villa 🌴*

**📸 View of the luxurious Casa de las Hamacas with its lush gardens and private pool area**

Step into paradise at Casa de las Hamacas, a breathtaking oceanfront vacation home located in the exclusive Punta de Mita, Mexico. This luxurious villa offers everything you need for an unforgettable vacation experience, surrounded by vibrant gardens and spectacular ocean views.

**🏠 Luxurious Living 🏠**

Casa de las Hamacas is designed with your comfort in mind, featuring stylish interiors, spacious living areas, and lavish accommodations for up to 10 guests. With five beautifully decorated bedrooms, each with an en-suite bathroom, you'll have plenty of space to relax and unwind after a day spent exploring the area.



# RSA Script



Here's a Google Ads script to create a Google Spreadsheet with RSA ads that have less than X headlines or Y descriptions. Please make sure you've enabled the Google Sheets API in your Google Ads Scripts by following the instructions in this guide:

<https://developers.google.com/google-ads/scripts/docs/features/google-sheets>

javascript

Copy code

```
function main() {
  // Input Settings
  var SPREADSHEET_URL = ''; // If blank, create a new spreadsheet. If not blank, use the provided URL.
  var SHEET_NAME = 'RSA Ads';
  var INCLUDE_PAUSED = false; // Change to true if you want to include paused ads.
  var MAX_HEADLINES = 15;
  var MAX_DESCRIPTIONS = 4;

  // Spreadsheet setup
  var spreadsheet;
  if (SPREADSHEET_URL === '') {
    spreadsheet = SpreadsheetApp.create('RSA Ads Spreadsheet');
    SPREADSHEET_URL = spreadsheet.getUrl();
  } else {
```



in that same script, if the RSA has fewer than 15 headlines, could you use the GPT API to suggest new headlines and add those in the same spreadsheet?



To integrate GPT API in the Google Ads script, you'll first need to deploy a simple proxy using Google Cloud Functions or another serverless service to call the OpenAI API. Due to restrictions in Google Ads scripts, you cannot directly call external APIs with authentication headers.

Once you have set up a serverless function, you can use the URL in your Google Ads script to make requests.

Here's the updated script with GPT API integration to suggest new headlines and add them to the spreadsheet:

javascript

 Copy code

```
// Other parts of the script remain the same

// Add this function to call the GPT API
function callGPTApi(prompt) {
```

# ChatGPT Looks Like Google Before Ads in 2001


What are chores a 9 year old could do to earn an allowance?

All Images News Books Shopping More Tools

About 1,040,000 results (0.57 seconds)

Age-appropriate chores 8-9 year olds

- Loading dishwasher.
- Emptying dishwasher.
- Helping with dinner (e.g. peeling carrots)
- Hoovering.
- Raking leaves.



Age	Average Pocket Money
4	\$3.21
5	\$3.36
6	\$3.45
7	\$4.31
8	\$4.44
9	\$4.77
10	\$5.40
11	\$5.34
12	\$8.21
13	\$9.74
14	\$15.48

Rooster Money  
https://roostermoney.com › pocket-money-chores-list

**Pocket Money Chores List – A Parent's Guide**

About featured snippets • Feedback

Related questions :

What are reasonable chores for a 9 year old?

What is a good allowance for a 9 year old?

Do kids do chores for allowance?

Feedback

Money Crashers  
https://www.moneycrashers.com › allowance-kids-cho...

**Allowance for Kids – Types and How Much You Should Pay ...**

What are chores a 9 year old could do to earn an allowance?

There are many age-appropriate chores that a 9-year-old can do to earn an allowance. Here are some examples:

1. Making their bed every morning
2. Putting away their clean laundry
3. Sweeping or vacuuming the floor
4. Dusting the furniture
5. Setting the table for meals
6. Washing dishes or loading the dishwasher
7. Taking out the garbage or recycling
8. Watering plants or helping with yard work
9. Feeding and caring for pets
10. Helping with grocery shopping by making a list or carrying items

Of course, the specific chores will depend on the individual child's abilities and interests, as well as the family's needs and expectations. It's important to communicate clearly with your child about what is expected of them and how much they will earn for completing each chore. This will help them develop a sense of responsibility and work ethic, as well as an understanding of how money is earned and managed.

# Different Queries, Different Need for Ads

Level of commercial intent



## Low

What is 1cm in inches

→ no ads

Ads can't add much value to this factual answer which gives little indication about who the user is or commercial intents

## Mid

BMI calculator

→

**audience-list member**

Someone who searches this may not care to see ads but they may be interested in weight loss which could be a great audience signal

## High

hotels in Amsterdam

→ lots of ads

Ads can help the user choose a hotel they like

# New skill you need: Prompt Design

**PRE-SOFTWARE:  
SPECIAL-PURPOSE  
COMPUTER**



**SOFTWARE 1.0:  
DESIGN  
THE ALGORITHM**



**SOFTWARE 2.0:  
DESIGN  
THE DATASET**



**SOFTWARE 3.0:  
DESIGN  
THE PROMPT**



Source: *Tweeted by Andrej Karpathy on June 18, 2020*

# Which result do you prefer?

SEARCH CHAT

✓ Searching for: **Hotels in Santiago, Chile**

✓ Generating answers for you...

Here are some hotels in Santiago, Chile that you might be interested in. I have sorted them by their ratings and hotel classes. You can click on the links to see more details and book your stay.

- **Hotel Cumbres Lastarria**<sup>1</sup>: A 4-star hotel in the trendy Lastarria neighborhood with a rating of 9 out of 10 from Tripadvisor. The top comment says: "Lastarria itself is a safe and vibrant neighborhood with fantastic restaurants and bars."
- **NH Collection Plaza Santiago**<sup>1</sup>: A 5-star hotel with a rating of 9 out of 10 from Tripadvisor. The top comment says: "Love to stay at the Radisson."
- **Radisson Blu Hotel**<sup>1</sup>: A 4-star hotel with a rating of 8 out of 10 from Booking.com. The top comment says: "Unimart across road and near great parks and an excellent mall."
- **Hotel Altiplanico Bellas Artes**<sup>1</sup>: A 3-star hotel with a rating of 8.6 out of 10 from Booking.com. The top comment says: "Agree, a lovely boutique hotel in a great central location."
- **Hotel Pullman Santiago Vitacura (ex Atton)**<sup>1</sup>: A 3-star hotel with a rating of 9 out of 10 from Tripadvisor. The top comment says: "Great for business - located in the beautiful upscale section of Santiago."
- **Four Points by Sheraton Santiago**<sup>1</sup>: A 4-star hotel with a rating of 8 out of 10 from Tripadvisor. The top comment says: "The reception staff were excellent with a perfect command of English and always offering help;"
- **\*\*DoubleTree by Hilton Hotel Santiago - Vitacura**

Learn more: [1. bing.com](https://www.bing.com)


Travel Explore Things to do Flights Hotels Vacation rentals

santiago chile Tue, Mar 14 Wed, Mar 15 2


4+ rating Under \$75 Pool Spa 4- or 5-star Price Property type

Where to stay When to visit What you'll pay


results



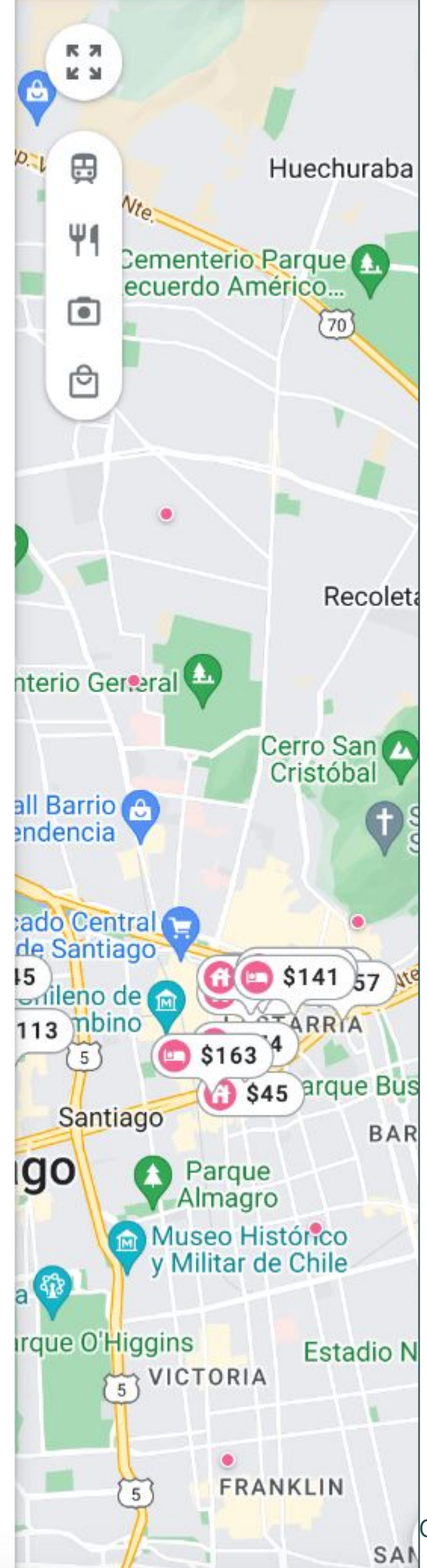
**ICON Hotel Santiago** \$98  
Ad · From Hotels.com  
4.4 ★ (3,374)  
4-star hotel Free breakfast Free Wi-Fi  
Free parking Outdoor pool Hot tub  
Air conditioning Fitness center Spa  
[View offer](#)



**Hilton Garden Inn Santiago Airport** \$121  
Ad · From Hilton Garden Inn Santiago Airport  
4.5 ★ (2,487) · Eco-certified  
3-star hotel Breakfast (\$) Free Wi-Fi  
Free parking Indoor pool Hot tub  
Air conditioning Pet-friendly Fitness center  
[View offer](#)



**ICON Hotel Santiago** GREAT DEAL \$61  
4.4 ★ (3,376)  
32% less than usual  
4-star hotel Free breakfast Free Wi-Fi



# Reasonable Expectations

GPT output needs fact checking and human review

Think of it as a research assistant intern

- good at summarizing complex data
- good for ideation

The things we don't like about GPT are the same qualities we dislike in humans (we trained it!)

# Top P

An alternative to temperature.

How confident to be in the next word selected.

→ e.g. 0.3 means it will only consider the top 30% of probable next tokens

0 (consider few options) ...

... 1 (consider all options)



# Regenerate the response

Temperature and P-level can control how similar new responses will be



I have a Google Ads ad group.

The top search queries matching the ad group are:

- pay to click ads
- ppc management tools
- ppc tools
- pay per click
- automate click with clickseo
- pay per click programs
- pay per click affiliate programs without website
- ppc management
- automated email marketing
- best ppc management tools

Find 5 more keywords for this ad group like this:

- "pay per click software"
- "paid search campaign management"
- "ppc management platform"
- "ppc management tool"
- "ppc reporting software"
- automated ppc
- "ppc ad campaign management software"
- "ppc software"
- "ppc automation"
- ppc automation tools
- "ppc bid management tools"
- "ppc management software"



Here are five more potential keywords for your ad group:

1. "Keyword research tools for PPC"
2. "Pay-per-click advertising strategies"
3. "Cost per click calculator"
4. "Conversion tracking for PPC"
5. "AdWords campaign optimization"



Here are five additional keywords for your ad group:

1. "Click fraud prevention"
2. "Keyword research for PPC"
3. "Ad copy optimization for PPC"
4. "PPC competitor analysis"
5. "Conversion tracking for PPC"