

# adCore

## Rule Writing Exercise

## Sample Rule 1 – Pause Keywords

Low Quality Score and No Conversions	
Type:	Pause keywords
Author:	Talia Schmidt
Privacy:	<b>Public</b>
Description:	This rule pauses keywords that have a "Low Quality Score" and have not converted. A keyword with a quality score of 5 or less and no conversions will be paused.
Requirements:	kwQuality<=5 AND kwConv=0
Periods:	30d, 90d, 1y
Frequency:	Every Day

Exercise 1 - Using the sample rule above, create the following rules:

- A. Create a rule which will pause all keywords with a Quality Score of 3 or less and which has a 3 or less conversions.

**New Rule Pause keywords** [X]

Name

☐ Copy from existing rule

Privacy [?](#) edit Private ▼

Description [?](#) edit

Requirements [?](#) edit

r# reference

Periods [?](#) edit ☐ 1d ☐ 7d ☐ 30d ☐ 90d ☐ 1y

Frequency [?](#) edit Every Day ▼

Save Cancel

- B. Create a rule which will pause all keywords where the number of clicks is less than 20 and the average position of that keyword is higher than 4 (5<sup>th</sup> position, 6<sup>th</sup> position, etc.).

**New Rule Pause keywords** [X]

Name

☐ Copy from existing rule

Privacy [?](#) edit Private ▼

Description [?](#) edit

Requirements [?](#) edit

r# reference

Periods [?](#) edit ☐ 1d ☐ 7d ☐ 30d ☐ 90d ☐ 1y

Frequency [?](#) edit Every Day ▼

Save Cancel

- C. Create a Rule which will pause all keywords that have an average CPC of more than \$0.75 and have received less than 10 clicks.

New Rule Pause keywords

X

Name

☐ Copy from existing rule

Privacy ? edit

Private ▼

Description ? edit

Requirements ? edit

r# reference

Periods ? edit

☐ 1d ☐ 7d ☐ 30d ☐ 90d ☐ 1y

Frequency ? edit

Every Day ▼

Save

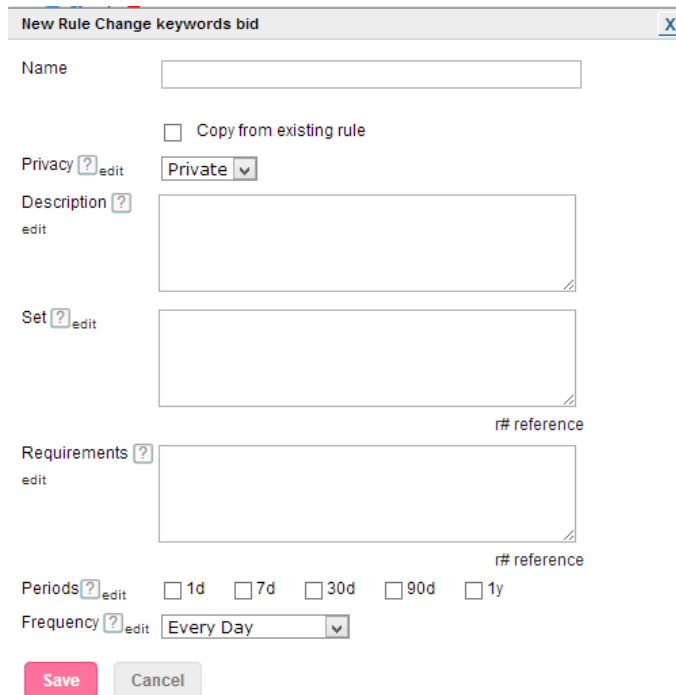
Cancel

## Sample Rule 2 – Change Keywords Bid

Decrease Bid by 20% When Costs are Twice the Ad-Group Average	
Type:	Change keywords bid
Author:	Talia Schmidt
Privacy:	<b>Public</b>
Description:	When keyword costs are more than twice the average of the ad-group (over the last 30 days) and there are no conversions decrease the CPC by 20%.
Set	<div>kwCpcMax*0.8</div>
Requirements:	<div>(kwCost &gt;=(2*agCpcAvg)) AND kwConv=0</div>
Periods:	30d
Frequency:	Every Day

**Exercise 2 -** Using the sample rule above, create the following rules:

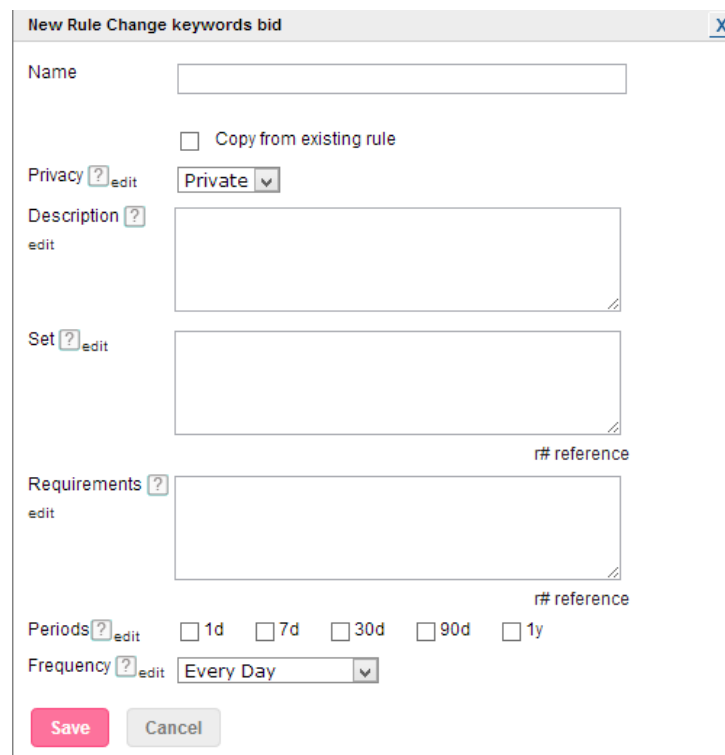
A. Create a rule which will decrease keyword bids by 40% when keyword costs are more than 4 times the ad-group average (over the last 90d) and there are 2 or less conversions.



The screenshot shows the 'New Rule Change keywords bid' form. The fields are as follows:

- Name:** An empty text input field.
- Copy from existing rule:** An unchecked checkbox.
- Privacy:** A dropdown menu set to 'Private'.
- Description:** A large text area for the rule description.
- Set:** A large text area for the rule set, with a small 'r# reference' label to its right.
- Requirements:** A large text area for the rule requirements, with a small 'r# reference' label to its right.
- Periods:** A row of checkboxes for '1d', '7d', '30d', '90d', and '1y'.
- Frequency:** A dropdown menu set to 'Every Day'.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom.

B. Create a rule which will increase keyword bids by 10% when keyword costs are less than the ad-group average (over the last 30d) and there are 5 or more conversions.



The screenshot shows the 'New Rule Change keywords bid' form. The fields are as follows:

- Name:** An empty text input field.
- Copy from existing rule:** An unchecked checkbox.
- Privacy:** A dropdown menu set to 'Private'.
- Description:** A large text area for the rule description.
- Set:** A large text area for the rule set, with a small 'r# reference' label to its right.
- Requirements:** A large text area for the rule requirements, with a small 'r# reference' label to its right.
- Periods:** A row of checkboxes for '1d', '7d', '30d', '90d', and '1y'.
- Frequency:** A dropdown menu set to 'Every Day'.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom.

C. Create a rule which will boost the keyword bid by 15% if keywords are in 4<sup>th</sup> position or higher (5<sup>th</sup> position, 6<sup>th</sup> position, etc.) and have a CTR of 3%.

New Rule Change keywords bid

Name

☐ Copy from existing rule

Privacy ? edit

Private ▼

Description ? edit

Set ? edit

Requirements ? edit

Periods ? edit

☐ 1d ☐ 7d ☐ 30d ☐ 90d ☐ 1y

Frequency ? edit

Every Day ▼

Save

Cancel

### Exercise 3:

- A. You created new campaign about 1 month ago but it is not generating many click and the CTR is really low. Outline the types of rules you could create to help boost the campaign performance. (You are not expected to write the rules, just provide ideas of types of rules)



Exercise 4:

- A. Create a brand new rule which pauses all ad groups that have had no conversions in the last 90 days and have more than 450 clicks.

**New Rule Pause ad-groups** X

Name

☐ Copy from existing rule

Privacy ? edit

Private ▼

Description ? edit

Requirements ? edit

Periods ? edit

☐ 1d ☐ 7d ☐ 30d ☐ 90d ☐ 1y

Frequency ? edit

Every Day ▼

r# reference

Save Cancel

- B. Create a brand new rule which will raise the budget of a campaign by 10 percent if the Goal you have set in adCore has been met, and the campaign budget has been reached.

New Rule Change campaign budget

Name

☐ Copy from existing rule

Privacy ? edit

Private v

Description ? edit

Set ? edit

Requirements ? edit

Periods ? edit

☐ 1d ☐ 7d ☐ 30d ☐ 90d ☐ 1y

Frequency ? edit

Every Day v

Save

Cancel

# reference

# reference

Think about one of your existing campaigns that you would like to improve.

Think about its current performance and how you would like it to be performing.

Try to think of an idea for a rule (don't write the rule, just the idea) that would improve this campaign.

On the next page, write your rule idea twice.

Detach the bottom half, and pass to the front!

## Your homework

Over the next week, try to write the actual rule in adCore to action your idea.

We will be in touch with you at the end of that week to make sure you have completed the rule and help you make it perfect!



NAME:

COMPANY:

MY RULE IDEA:

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NAME:

COMPANY:

MY RULE IDEA: