

Package ‘adwordsR’

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Type Package

Title Access the 'Google Adwords' API

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Description Allows access to selected services that are part of the 'Google Adwords' API <<https://developers.google.com/adwords/api/docs/guides/start>>. 'Google Adwords' is an online advertising service by 'Google', that delivers Ads to users. This package offers a authentication process using 'OAUTH2'. Currently, there are two methods of data of accessing the API, depending on the type of request. One method uses 'SOAP' requests which require building an 'XML' structure and then sent to the API. These are used for the 'ManagedCustomerService' and the 'TargetingIdeaService'. The second method is by building 'AWQL' queries for the reporting side of the 'Google Adwords' API.

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addToGitignore	<i>Add to .gitignore</i>
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Description

Adds saved credentials to .gitignore so they are not saved.

Usage

```
addToGitignore(addGitignore = NULL)
```

Arguments

addGitignore Option to add the credentials to the .gitignore file (Optional)

Details

By default, this does not add to or create a .gitignore file.

Value

Adds credentials to the .gitignore file.

apiDetails	<i>Google API Authentication Details</i>
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Description

Enter the currently available Google Login Details

Usage

```
apiDetails()
```

Value

lists all credentials needed for loading Adwords data

buildAwqlStatement	<i>AWQL Statement</i>
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Description

Build the AWQL statement before posting to the API

Usage

```
buildAwqlStatement(reportType, startDate, endDate, attributes = NULL,
  segment = NULL, metrics = NULL, where = NULL)
```

Arguments

reportType	The report being queries.
startDate	The start date for the request.
endDate	The end date for the request.
attributes	The attributes of the report.
segment	The segment of the report.
metrics	The metrics of the report.
where	The conditions of the report. (Optional)

Details

Arguments attributes, segment and metrics are not currently validated so any of these can be used for a request.

Value

Returns the statement that will be posted to the Adwords API.

Examples

```
buildAwqlStatement("KEYWORDS_PERFORMANCE_REPORT", "2018-01-01", "2018-01-31",
    attributes = "AdGroupName",
    segment = "Month",
    metrics = "Clicks")
```

buildXmlBody	<i>Build XML Body</i>
--------------	-----------------------

Description

Build the XML Body for the XML Envelope.

Usage

```
buildXmlBody(adwordsService, ManagedCustomerService_Selector_fields = NULL,
    categoryProductsAndServices = NULL, competition = NULL,
    ideaTextFilter_included = NULL, ideaTextFilter_excluded = NULL,
    includeAdultContent = NULL, language = NULL, location = NULL,
    network_GoogleSearch = NULL, network_SearchNetwork = NULL,
    relatedToQuery = NULL, relatedToUrl = NULL, searchVolumeMinimum = NULL,
    searchVolumeMaximum = NULL, seedAdGroupId = NULL, requestType = NULL,
    attributeTypes = NULL, pagingStartIndex = NULL,
    pagingNumberResults = NULL, apiVersion)
```

Arguments

- adwordsService The chosen Adwords Service for the request
- ManagedCustomerService_Selector_fields The requested fields from the ManagedCustomerService, such as CustomerId.
- categoryProductsAndServices A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
- competition Vector of Levels of competition that should be included in the results
- ideaTextFilter_included The vector of strings that should be included
- ideaTextFilter_excluded The vector of strings that should be excluded

includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
requestType	Represents the type of the request.
attributeTypes	Vector of Attributes Types.
pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API being used.

Value

Returns the XML Body for the Envelope

Examples

```
buildXmlBody("ManagedCustomerService",
             c("Name", "CustomerId"),
             apiVersion = "v201806")
```

buildXmlEnvelope	<i>Build XML Envelope</i>
------------------	---------------------------

Description

Build the XML Envelope that contains the Header and Body needed for the SOAP request.

Usage

```
buildXmlEnvelope(myMcc, userAgent, developerToken, adwordsService,
    ManagedCustomerService_Selector_fields = NULL,
    categoryProductsAndServices = NULL, competition = NULL,
    ideaTextFilter_included = NULL, ideaTextFilter_excluded = NULL,
    includeAdultContent = NULL, language = NULL, location = NULL,
    network_GoogleSearch = NULL, network_SearchNetwork = NULL,
    relatedToQuery = NULL, relatedToUrl = NULL, searchVolumeMinimum = NULL,
    searchVolumeMaximum = NULL, seedAdGroupId = NULL, requestType = NULL,
    attributeTypes = NULL, pagingStartIndex = NULL,
    pagingNumberResults = NULL, apiVersion = NULL)
```

Arguments

<code>myMcc</code>	The Manager Account (MCC) needed to access the Adwords API
<code>userAgent</code>	The user agent required for the header of the XML request
<code>developerToken</code>	The developerToken required for accessing the API. Found in the API settings of the Adwords Account.
<code>adwordsService</code>	The chosen Adwords Service for the request
<code>ManagedCustomerService_Selector_fields</code>	The requested fields from the ManagedCustomerService, such as CustomerId.
<code>categoryProductsAndServices</code>	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
<code>competition</code>	Vector of Levels of competition that should be included in the results
<code>ideaTextFilter_included</code>	The vector of strings that should be included
<code>ideaTextFilter_excluded</code>	The vector of strings that should be excluded
<code>includeAdultContent</code>	TRUE or FALSE option for including the targeting of Adult Content.
<code>language</code>	The Language (or Criterion ID) that all results should be targeted against.
<code>location</code>	The Location (or Criterion ID) that all results should be targeted against.
<code>network_GoogleSearch</code>	Whether search should be targeting Google Search
<code>network_SearchNetwork</code>	Whether search should be targeting the Google Search Network (AFS)
<code>relatedToQuery</code>	The vector of queries to post to the API as a Search Parameter.
<code>relatedToUrl</code>	The vector of URLs to post to the API, which results will be related to.
<code>searchVolumeMinimum</code>	The minimum Search Volume that should be targeted.
<code>searchVolumeMaximum</code>	The maximum Search Volume that should be targeted.
<code>seedAdGroupId</code>	The Adgroup ID that should be used as a seed for generating new ideas.

requestType	Represents the type of the request.
attributeTypes	Vector of Attributes Types.
pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API being used.

Details

The only required parameters are as follows: *myMcc*, *userAgent*, *developerToken*, *adwordsService*.

Value

Returns the fully built XML text ready for sending to the API.

Examples

```
buildXmlEnvelope(myMcc = "123-456-7890",
    userAgent = "myUserAgent",
    developerToken = "myD3v3l0p3r70k3n",
    adwordsService = "ManagedCustomerService",
    ManagedCustomerService_Selector_fields = c("Name", "CustomerId"),
    apiVersion = "v201806")
```

buildXmlHeader	<i>Build XML Header</i>
----------------	-------------------------

Description

Build the XML Header for the XML Envelope.

Usage

```
buildXmlHeader(myMcc, userAgent, developerToken, apiVersion)
```

Arguments

myMcc	The Manager Account (MCC) needed to access the Adwords API
userAgent	The user agent required for the header of the XML request
developerToken	The developerToken required for accessing the API. Found in the API settings of the Adwords Account.
apiVersion	Version of the API being used.

Value

Returns the XML Header for the Envelope

Examples

```
buildXmlHeader("123-456-7890", "myUserAgent", "myD3v3l0p3r70k3n", "v201806")
```

checkAdwordsToken	<i>Check Adwords Token</i>
-------------------	----------------------------

Description

Checks the existing Adwords token to determine whether it needs updating, and updates if necessary

Usage

```
checkAdwordsToken(credentials, saveNewToken = NULL, addGitignore = NULL)
```

Arguments

credentials	The current available token credentials which includes the access token
saveNewToken	Option to save the credentials to the file. (Optional)
addGitignore	Option to add the credentials to the .gitignore file (Optional)

Value

The credentials that will work in a request

generateAdwordsToken	<i>Initial Adwords Token</i>
----------------------	------------------------------

Description

Generates the initial Adwords Token

Usage

```
generateAdwordsToken(saveNewToken = NULL, addGitignore = NULL)
```

Arguments

saveNewToken	Option to save the credentials to the file. (Optional)
addGitignore	Option to add the credentials to the .gitignore file (Optional)

Value

credentials entered and generates the initial token

`getReportData`*Retrieve Adwords Data*

Description

Retrieve the Adwords Data from the Adwords API

Usage

```
getReportData(reportType, startDate, endDate, clientCustomerId, credentials,  
    attributes = NULL, segment = NULL, metrics = NULL, where = NULL,  
    apiVersion = NULL, useRawEnumValues = NULL,  
    includeZeroImpressions = NULL, useRequestedHeaders = NULL)
```

Arguments

<code>reportType</code>	The report being queries.
<code>startDate</code>	The start date for the request.
<code>endDate</code>	The end date for the request.
<code>clientCustomerId</code>	The Client Customer Id to retrieve data for. This should be in the format ("123-456-7890").
<code>credentials</code>	The credentials for accessing the Adwords API.
<code>attributes</code>	The attributes of the report.
<code>segment</code>	The segment of the report.
<code>metrics</code>	The metrics of the report.
<code>where</code>	The conditions of the report. (Optional)
<code>apiVersion</code>	The API version that will be accessed. Defaults to "v201806".
<code>useRawEnumValues</code>	Use specified column headers used with the request, or the Adwords Display Names for column headers. Defaults to TRUE.
<code>includeZeroImpressions</code>	Whether Entries with zero impressions should be included in the data. Defaults to FALSE.
<code>useRequestedHeaders</code>	Use the headers used to retrieve the Adwords data or the Display names.

Value

Returns Data for the requested report.

getXmlRequest	<i>Send XML Request</i>
---------------	-------------------------

Description

Send XML Get Request to get a XML response.

Usage

```
getXmlRequest(adwordsService, xmlEnvelope, credentials, saveNewToken = NULL,  
              addGitignore = NULL, apiVersion = NULL)
```

Arguments

adwordsService	The Adwords service that is being requested
xmlEnvelope	The full XML request to be sent to the Adwords API
credentials	The list that contains the access token. This does not need to be valid.
saveNewToken	Option to save the new access token if access token has been refreshed. (Optional)
addGitignore	Option to add new access token to Gitignore if required. (Optional)
apiVersion	The version of the API being requested. Defaults to v201806.

Details

Please note that sending your XML request to the API does check and refresh the token automatically, if necessary.

Value

Returns the XML output from the API request.

loadAdwordsToken	<i>Load Adwords Token</i>
------------------	---------------------------

Description

Loads a pre-existing token if it exists, or generates a token if it does not exist.

Usage

```
loadAdwordsToken(saveNewToken = NULL, addGitignore = NULL)
```

Arguments

- | | |
|--------------|---|
| saveNewToken | Option to save the credentials to the file. (Optional) |
| addGitignore | Option to add the credentials to the .gitignore file (Optional) |

Value

loads credentials from existing token or new token

ManagedCustomerService_get

Customer Manager Service Get Request

Description

ManagedCustomerService.get

Usage

```
ManagedCustomerService_get(ManagedCustomerService_Selector_fields, apiVersion)
```

Arguments

- | | |
|--|--|
| ManagedCustomerService_Selector_fields | The fields required from the ManagedCustomerService API |
| apiVersion | Version of the API for the request. Argument is passed through from buildXMLEnvelope |

Value

Returns the XML text for the .get request

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

Examples

```
ManagedCustomerService_get(c("Name", "CustomerId"), "v201806")
```

ManagedCustomerService_serviceSelector
Customer Manager Service Selector

Description

ManagedCustomerService.serviceSelector

Usage

```
ManagedCustomerService_serviceSelector(ManagedCustomerService_Selector_fields,  
    apiVersion)
```

Arguments

ManagedCustomerService_Selector_fields	The fields required from the ManagedCustomerService API
apiVersion	Version of the API for the request. Argument is passed through from buildXMLEnvelope

Details

This is used to specify the type of information to return.

Value

Returns the XML text for the Service Selector

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

Examples

```
ManagedCustomerService_get(c("Name", "CustomerId"), "v201806")
```

refreshAdwordsToken	<i>Refresh Adwords Token</i>
---------------------	------------------------------

Description

Refresh the Adwords token to access the API.

Usage

```
refreshAdwordsToken(credentials, saveNewToken = NULL, addGitignore = NULL)
```

Arguments

credentials	The current available token credentials which includes the access token
saveNewToken	Option to save the credentials to the file. (Optional)
addGitignore	Option to add the credentials to the .gitignore file (Optional)

Value

The credentials containing the access token that needs updating using the refresh token

TargetingIdeaService_categoryProductsAndServicesSearchParameter
<i>TargetingIdeaService - Category Products and Services Search Parameter</i>

Description

TargetingIdeaService.CategoryProductsAndServicesSearchParameter

Usage

```
TargetingIdeaService_categoryProductsAndServicesSearchParameter(
  categoryProductsAndServices)
```

Arguments

categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
-----------------------------	---

Details

Idea Type supported: KEYWORD

Request Type supported: IDEAS

Value

Returns the XML text for CategoryProductsAndServicesSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_competitionSearchParameter

TargetingIdeaService - Competition Search Parameter

Description

TargetingIdeaService.CompetitionSearchParameter

Usage

TargetingIdeaService_competitionSearchParameter(competition)

Arguments

competition Vector of Levels of competition that should be included in the results

Details

LOW - competition rate [0.0000, 0.3333]

MEDIUM - competition rate (0.3333, 0.6667]

HIGH - competition rate (0.6667, 1.0000]

Value

This is not currently supported.

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_get

TargetingIdeaService - Get

Description

TargetingIdeaService#get

Usage

```
TargetingIdeaService_get(categoryProductsAndServices, competition,
    ideaTextFilter_included, ideaTextFilter_excluded, includeAdultContent,
    language, location, network_GoogleSearch, network_SearchNetwork,
    relatedToQuery, relatedToUrl, searchVolumeMinimum, searchVolumeMaximum,
    seedAdGroupId, requestType, attributeTypes, pagingStartIndex,
    pagingNumberResults, apiVersion)
```

Arguments

categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
competition	Vector of Levels of competition that should be included in the results
ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded
includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
requestType	Represents the type of the request.

attributeTypes	Vector of Attributes Types.
pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API for the request

Details

The main request that returns a page of ideas that match the query described by the specified TargetingIdeaSelector.

Value

Returns the XML text for Targeting Idea Service Selector

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_ideaTextFilterSearchParameter
<i>TargetingIdeaService - Idea Text Filter Search Parameter</i>

Description

TargetingIdeaService.IdeaTextFilterSearchParameter

Usage

TargetingIdeaService_ideaTextFilterSearchParameter(ideaTextFilter_included, ideaTextFilter_excluded)

Arguments

ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded

Details

A maximum 200 included/excluded strings can be used

Value

Returns the XML text for IdeaTextFilterSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_ideaType

TargetingIdeaService - Idea Types

Description

TargetingIdeaService.IdeaType

Usage

TargetingIdeaService_ideaType()

Details

Idea Type is currently limited to "KEYWORD" only.

Value

Returns the XML text for Idea Type. By default, the Idea Type will be "KEYWORD" as this is the only option.

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_includeAdultContentSearchParameter

TargetingIdeaService - Include Adult Content Search Parameter

Description

TargetingIdeaService.IncludeAdultContentSearchParameter

Usage

TargetingIdeaService_includeAdultContentSearchParameter()

Details

If used, this function specifies whether adult content should be returned.

Value

Returns the XML text for IncludeAdultContentSearchParameter Search Parameter if Adult content is requested to be included.

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_languageSearchParameter

TargetingIdeaService - Language Search Parameter

Description

TargetingIdeaService.LanguageSearchParameter

Usage

TargetingIdeaService_languageSearchParameter(language, apiVersion)

Arguments

language	The Language (or Criterion ID) of the desired languages being targeted in the results.
apiVersion	The API version.

Details

Multiple languages can be chosen, as a list. This must be in vector format.

Value

Returns the XML text for LanguageSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

`TargetingIdeaService_locationSearchParameter`*TargetingIdeaService - Location Search Parameter*

Description`TargetingIdeaService.LocationSearchParameter`**Usage**`TargetingIdeaService_locationSearchParameter(location, apiVersion)`**Arguments**

<code>location</code>	The location (or Criterion ID) of the desired locations being targeted in the results.
<code>apiVersion</code>	The API version.

Details

Multiple locations can be chosen.

Value

Returns the XML text for LocationSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

`TargetingIdeaService_networkSearchParameter`*TargetingIdeaService - Network Search Parameter*

Description`TargetingIdeaService.NetworkSearchParameter`**Usage**`TargetingIdeaService_networkSearchParameter(network_GoogleSearch,
network_SearchNetwork, apiVersion)`

Arguments

network_GoogleSearch	Whether results should be targeting Google Search
network_SearchNetwork	Whether results should be targeting the Google Search Network (AFS)
apiVersion	The API version

Value

Returns the XML text for NetworkSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_paging
TargetingIdeaService - Paging Request

Description

TargetingIdeaService.Paging

Usage

TargetingIdeaService_paging(pagingStartIndex, pagingNumberResults, apiVersion)

Arguments

pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API for the request

Details

pagingNumberResults is limited to 700. Any figure over 700 will be reduced to 700.

Value

Returns the XML text for paging

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_relatedToQuerySearchParameter

TargetingIdeaService - Related to Query Search Parameter

Description

TargetingIdeaService.RelatedToQuerySearchParameter

Usage

TargetingIdeaService_relatedToQuerySearchParameter(relatedToQuery)

Arguments

relatedToQuery The vector of queries to post to the API as a Search Parameter.

Value

Returns the XML text for RelatedToQuerySearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_relatedToUrlSearchParameter

TargetingIdeaService - Related to URL Search Parameter

Description

TargetingIdeaService.RelatedToUrlSearchParameter

Usage

TargetingIdeaService_relatedToUrlSearchParameter(relatedToUrl)

Arguments

relatedToUrl The vector of URLs to post to the API, which results will be related to.

Details

For KEYWORD queries, only one URL may be submitted.

Value

Returns the XML text for RelatedToUrlSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_requestedAttributeTypes
TargetingIdeaService - Attribute Types

Description

TargetingIdeaService.AttributeType

Usage

TargetingIdeaService_requestedAttributeTypes(attributeTypes)

Arguments

attributeTypes Vector of Attributes Types.

Value

Returns the XML text for attributeTypes

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_requestType
TargetingIdeaService - Request Types

Description

TargetingIdeaService.RequestType

Usage

TargetingIdeaService_requestType(requestType)

Arguments

requestType Represents the type of the request.

Details

The *Request Type* is limited to "IDEAS" and "STATS".
"IDEAS" is currently unsupported.

Value

Returns the XML text for request type.

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_searchParameters
<i>TargetingIdeaService - Search Parameter</i>

Description

TargetingIdeaService.SeedAdGroupIdSearchParameter

Usage

```
TargetingIdeaService_searchParameters(categoryProductsAndServices, competition,
    ideaTextFilter_included, ideaTextFilter_excluded, includeAdultContent,
    language, location, network_GoogleSearch, network_SearchNetwork,
    relatedToQuery, relatedToUrl, searchVolumeMinimum, searchVolumeMaximum,
    seedAdGroupId, apiVersion)
```

Arguments

categoryProductsAndServices A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.

competition Vector of Levels of competition that should be included in the results

ideaTextFilter_included The vector of strings that should be included

ideaTextFilter_excluded The vector of strings that should be excluded

includeAdultContent TRUE or FALSE option for whether results would include the targeting of Adult Content.

language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether results should be targeting Google Search
network_SearchNetwork	Whether results should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
apiVersion	The version of the API

Value

Returns the XML text for all of the requested Search Parameters

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_searchVolumeSearchParameter

TargetingIdeaService - Search Volume Search Parameter

Description

TargetingIdeaService.SearchVolumeSearchParameter

Usage

```
TargetingIdeaService_searchVolumeSearchParameter(searchVolumeMinimum,
searchVolumeMaximum)
```

Arguments

searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.

Details

Using both parameters returns results with search volume in this region.

Value

Returns the XML text for SearchVolumeSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_seedAdGroupIdSearchParameter

TargetingIdeaService - Seed Ad Group Id Search Parameter

Description

TargetingIdeaService.SeedAdGroupIdSearchParameter

Usage

TargetingIdeaService_seedAdGroupIdSearchParameter(seedAdGroupId)

Arguments

seedAdGroupId The Adgroup ID that should be used as a seed for generating new ideas.

Value

Returns the XML text for SeedAdGroupIdSearchParameter Search Parameter

References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

TargetingIdeaService_selector

TargetingIdeaService - Selector

Description

TargetingIdeaService.TargetingIdeaSelector

Usage

```
TargetingIdeaService_selector(categoryProductsAndServices, competition,
    ideaTextFilter_included, ideaTextFilter_excluded, includeAdultContent,
    language, location, network_GoogleSearch, network_SearchNetwork,
    relatedToQuery, relatedToUrl, searchVolumeMinimum, searchVolumeMaximum,
    seedAdGroupId, requestType, attributeTypes, pagingStartIndex,
    pagingNumberResults, apiVersion)
```

Arguments

categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
competition	Vector of Levels of competition that should be included in the results
ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded
includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
requestType	Represents the type of the request.

`attributeTypes` Vector of Attributes Types.
`pagingStartIndex` Index of the first result to return. (Optional)
`pagingNumberResults` Maximum number of results to return. This figure is limited to 700. (Optional)
`apiVersion` Version of the API for the request

Details

The main descriptor for choosing specified criteria.

Value

Returns the XML text for Targeting Idea Service Selector

References

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