# Google Ads Ad A/B/N Test

The Ad A/B/N Test report is your go-to ad tester report for ad optimization.

## What does it do?

The Ad A/B/N Test template report is your automated ad tester!  Every PPCer knows the vital importance of testing ads, so it goes without saying that this report should be utilized on all of your accounts.  Not only does PPC Robot automatically setup and start running ad tests, but any time a new ad is created, PPC Robot will determine when this happens and start a new test automatically.

## What does the output look like?

There are 3 tabs in the output, Test Results, Undecided, and Only 1 Ad with impressions.

The first tab, Test Results, will be empty until there is enough data for the ad test to be completed.  Once completed, data from the selected metrics will be displayed at the ad group level in the blue section, and the start date of the test with the number of ads in the ad group will be displayed in the red section.  In addition to this, there is a yellow ad section with color-coded output showing the winning (green) and losing (red) formatted ad(s), including CTR, impressions, clicks, cost, conversions, and average position for each ad since the start date of the ad test.  The significance column shows you the statistical significance of the test, or, in other words, the probability that the test is correct given the amount of data available. At least 95% significance must be reached before the test will be completed, anything below this will be shown in the second tab.



In the second tab, Undecided, you will have the same information for all ads that have less than 95% significance, meaning there is not enough data yet to complete the test.  As there isn't yet a winning or losing ad, there is no color-coding applied to the formatted ads, and the result columns will show N/A.

In the third tab, Only 1 Ad with impressions, you will only see data for ad groups that have only 1 ad with impressions.  The significance, A/B/N Test, and Ad 2 columns are not included in this tab as they do not apply. Keep in mind, this does not mean that there are no other enabled ads in the ad group, but that there is only 1 ad which has any impressions.

## Step by step guide to setup Ad A/B/N Test reports

### Step 1: Select Ad A/B/N Test template

From the Reports overview screen in PPC Robot, click on "+ Create A New Report" and then select the Ad A/B/N Test template.

## Create New Report



## Step 2: Report Parameters

Select and arrange any metrics that you wish to see in your report, and you can also remove any of the default metrics.  In addition to all the standard Google Ads API metrics, you can also utilize some of our custom metrics.  Data reflected in this report is from the ad group level.



To add a metric to the report, simply click on the search field and start typing the name of the metric.  Then click "+ Add To Report".

| Ad Group Metrics: | Impr. | × |
| --- | --- | --- |
| | Clicks | × |
| | Cost | × |
| | All conv. | × |
| | Avg. Pos. | × |
| | Quality Score | × |
| | Ad relevance | × |
| | Expected clickthrough rate | × |
| | Landing page experience | × |

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Metrics > Active View avg. CPM                    + Add to Report

Metrics > Avg. CPM                                        + Add to Report

Attributes > CPM Bid                                       + Add to Report

Attributes > Max CPM                                     + Add to Report

Metrics > Avg. CPC                                         + Add to Report

Metrics > Avg. CPC 2 week comparison          + Add to Report

Metrics > Avg. CPC 30 days                           + Add to Report

Metrics > Avg. CPC 7 days                             + Add to Report

Metrics > Avg. CPC last 8 - 14 days               + Add to Report

Metrics > Avg. CPC last month                       + Add to Report

Metrics > Avg. CPC last week                        + Add to Report

Metrics > Avg. CPC sparkline 12 weeks          + Add to Report

Metrics > Avg. CPC sparkline 14 days            + Add to Report

Metrics > Avg. CPC sparkline 8 weeks           + Add to Report

Metrics > Avg. CPC this month                       + Add to Report

Metrics > Avg. CPC trend 12 weeks                + Add to Report

Metrics > Avg. CPC trend 14 days                  + Add to Report

Or, if you aren't sure what you are looking for by name, you can click on "Show All" and see a list of all available metrics by category with descriptions.  Once you have found the right metric, simply click and drag it to the list on the left.

| Impr. | × |
| --- | --- |
| Clicks | × |
| Cost | × |
| All conv. | × |
| Avg. Pos. | × |
| Quality Score | × |
| Ad relevance | × |
| Expected clickthrough rate | × |
| Landing page experience | × |

Type to search...                                        ×

**Ad Group**

Ad Group gives you the name of the ad group.

▼Commonly Used

% New Visitors
Ad Group
Ad Group Desktop Bid Modifier
Ad Group Mobile Bid Modifier
Ad Group Status
Ad Group Tablet Bid Modifier
Ad Group Type
All conv. 2 week comparison
All conv. 30 days
All conv. 7 days
All conv. last 8 - 14 days
All conv. last month
All conv. last week
All conv. rate
All conv. rate 2 week comparison
All conv. rate 30 days
All conv. rate 7 days
All conv. rate last 8 - 14 days
All conv. rate last month
All conv. rate last week
All conv. rate this month
All conv. rate yesterday
All conv. this month
All conv. value
All conv. value 2 week comparison
All conv. value 30 days
All conv. value 7 days
All conv. value last 8 - 14 days
All conv. value last month
All conv. value last week

Drag and drop fields to this area.
You can also reorder already defined fields.

Close

You can also click and drag to rearrange the metrics in the left column.  This is the order that the metrics will appear in your report.

## Step 3: Filter

By default, PPC Robot will only retrieve data from enabled Campaigns and Ad Groups, which makes the most sense for this report.

| Ad Group Filter: | Campaign Status | ▼ | = | ▼ | Enabled | ▼ | ✕ |
| | AND | | | | | | |
| | Ad Group Status | ▼ | = | ▼ | Enabled | ▼ | ✕ |
| | AND | | | | | | |
| | Add Filter Field... | ▼ | | | | | |

However, you can add additional filters, as well as remove the current filters using the red "x" button.  Keep in mind, though, if you remove the Campaign Status and/or Ad Group Status filters, then you will need to add the Campaign Status and/or Ad Group Status metric accordingly.

## Step 4: Set duration

To set the duration for the selected metrics (displayed in the blue, Ad Group Performance columns), from the drop-down menu select the duration of time for how far back the data will go.  You can select all of the standard durations (i.e. All Time, Today, Yesterday, This Week, This Month, etc.), and you can also utilize our custom date range where you specify how many days or weeks you would like the data to go back.

Ad Group Duration:  Last 30 Days   ▲

**/B/N Test Settings**

Presets

All Time

Today

Yesterday

Last 7 Days

This Week, Sunday to Today

This Week, Monday to Today

Max. Displayed Ads:

Maximum Duration:

Please keep in mind, if a metric has a specific duration specified in it's name or description, then the duration you select will have no effect on that metric.

CPA

CPA 2 week comparison

CPA 30 day

CPA 7 days

CPA last 8 - 14 days

You can use this to your advantage by selecting a date range that is not covered in the metric and including the default metric along with the other date range metrics to see how the data has changed over time.

For example, you can set the duration to 90 days and include the metrics CPA, CPA 30 days, CPA 7 days, CPA yesterday and in your report you will have 4 CPA columns right next to each other with data from the last 90 days, 30 days, 7 days, and yesterday for easy comparison.

| Performance | | | |
|---|---|---|---|
| **CPA** | **CPA 30 day** | **CPA 7 days** | **CPA yesterday** |
| $123.77 | $204.53 | $147.57 | $7.79 |
| $16.78 | $17.17 | $16.22 | $8.17 |
| $115.12 | $162.43 | $220.04 | $299.36 |

## Step 5: A/B/N Test Settings

The first setting is Max. Displayed Ads, which by default is set to 10 (with 12 being the maximum and 2 being the minimum), lets PPC Robot know the maximum number of ads to show in the first, Test Results, tab of the output. This does not tell PPC Robot how many ads to test, as PPC Robot will try to test all the ads in each ad group, but it does limit the number of ad columns that will appear in the output.

**A/B/N Test Settings**

Max. Displayed Ads: `10`

PPC Robot will try to test all ads in an Ad Group, but only best and worst ads will be displayed.

Maximum Duration: `Last ... Days:` ▼ last `365` days

PPC Robot will try to determine when a new ad has been added to an Ad Group and it will get statistics for its Ads starting at this date. This setting affects

only the maximum duration of the report. Higher values require PPC Robot to fetch more data for all ads, so try keeping this at a reasonable value.

For example, if you have 20 ads in an ad group, and PPC Robot finds that 5 of the ads are performing well, while 6 are performing badly, leaving 9 somewhere in the middle. If the Max. Displayed Ads is set to 10, the output will show 10 columns of ads, 5 that are performing well and 5 that are performing badly, and the 6th badly performing ad will not be shown.

The second setting is Maximum Duration, which is set to 365 days by default, and it tells PPC Robot how many days worth of data to utilize for the ads. This setting does not affect the metrics you selected and which are displayed in the blue, Ad Group Performance columns of the output.

## Step 6: Download/upload parameters (optional)

If you would like to save and share your Ad A/B/N Test setup, or if you would like to use someone else's, you can easily download and upload the parameters using the options at the bottom of the report.

⬇ Download parameters as file        ⬆ Upload parameters from file

## Step 7: Name report

Once you have your Ad A/B/N Test report setup how you like it, click "Next" in the bottom right-hand corner to go to the Output Settings and Account Selection screen. Here you can add a report name that will help you to identify your Ad A/B/N Test reports in the Reports Overview screen. PPC Robot automatically adds the name of the account to the beginning of each report name, so you can simply name this report "Ad A/B/N Test" and the final output name will be "Account: Ad A/B/N Test". If you select multiple accounts for this report then you can rename each report individually in the reports overview screen.

Report Name: `Ad A/B/N Test`

Report names will be automatically generated. The name you enter above will be prepended with the name of the account and separated with a colon.

You can rename the report for each of the accounts you select below independently.

## Step 8: Select output type

There are two options for output, Google Sheets and Microsoft Excel (XLSX) stored in Google Drive.

Output Type: Google Spreadsheets

Google Spreadsheets

late Frequency: Microsoft Excel (XLSX) stored in Google Drive

Both of these options will create a file in your Google Drive (in the folder called PPC Robot which is automatically created by PPC Robot).

PPC Robot
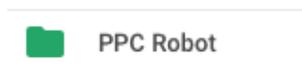
With Google Sheets you will be able to simply click on the report name in the Reports Overview screen and be taken to the online spreadsheet.  With the Excel file, once you click on the report name, the report will download to your default local downloads folder on your computer.

| Name ↓ | Type |
|---|---|
| Account: A/B/N Test | Ad A/B/N Test |

The benefit of Google Sheets output is that it is saved online, it is easy to update, and it is easy to share with others.  Also, any filtering, formatting, or additional columns added after the last column in the report will be saved even after updating the report.

The benefit of Excel output is that there is no limit to how many cells the report may contain.  Google Sheets has a limit of 400,000 cells, a maximum of 256 columns, only 40,000 cells containing formulas, and other limitations.

If possible, we recommend using the Google Sheets output for ease of viewing, sharing, and updating.

## Step 9: Set update frequency

You can select from Monthly, Weekly, Daily, and Hourly for the automatic update frequency of your report.  We recommend that you select daily and an early hour so that your report is up-to-date when you arrive at the office in the morning.

And, if you utilize the email notifications, we recommend that you set those to arrive in the morning after your reports have run.

## Step 10: Select Accounts

One of the great aspects of PPC Robot is the ability to apply your report to any and all of your accounts, and you can do this a number of ways.  You can simply "Select All" to create the report for all of your accounts, or you can click on the account names individually, or you can search by account name or label by beginning to type them in the search box.

You can always come back later and add more accounts to the same report.

## Step 11: Save and run report

The final step is to click "Save" which will take you back to the reports overview screen.  Then you can find the report using the search filter, and click on the play button to run the report for the first time.

| Name ↓ | Type | # of Reports | Warnings | Last Updated | |
|---|---|---|---|---|---|
| Account: Ad A/B/N Test | Ad A/B/N Test | | | Never | ✎ ▶ ⋯ |