

Google Ads Ad Extensions

The Ad Extensions report is a fast and easy way to check the number of ads and ad extensions in each ad group.

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What does it do?

The Ad Extensions template report pulls data about all expanded text ads, and selected ad extensions, for all active campaigns and ad groups. This quick and easy report should be utilized on all accounts as a way of monitoring how many ads and ad extensions there are in each ad group, in addition to checking the performance of the ad groups.

What does the output look like?

The output is clean and color-coded showing you performance, number of expanded text ads, quality score information, ad ctr, ad headlines, and the ad extensions you select with impressions in the last 30 days (or whatever time duration you select).

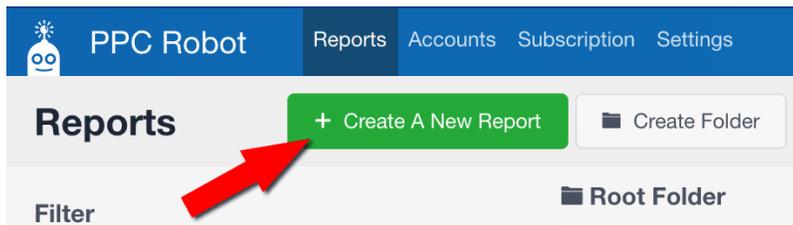
Campaign Name		Ad Group Name		Labels	Cost	Performance			Ad Information			Quality Score			Ad CTR			Ad Headline			Ad Extensions (with impressions in last 30 days)		
						Clicks	Impr.	Conversions	# of Exp. Text Ads	Quality Score	Landing page experience	Ad relevance	Expected clickthrough rate	Ad 1	Ad 2	Ad 3	Ad 1	Ad 2	Ad 3	Sitelink	Callout	Structured Snippet	
3	Sample Campaign	Sample Ad Group	A		\$3.40	4	143	0.0	2	8.0	10.0	10.0	10.0	2.50%	3.08%	Sample Headline	Sample Headline				7	7	2
4	Sample Campaign	Sample Ad Group	B		\$39.23	45	451	0.0	2	6.0	8.0	5.5	10.0	11.07%	8.59%	Sample Headline	Sample Headline				7	7	2
5	Sample Campaign	Sample Ad Group	A		\$18.71	24	549	5.0	2	8.0	9.0	10.0	10.0	4.69%	3.93%	Sample Headline	Sample Headline				7	7	2
6	Sample Campaign	Sample Ad Group	B		\$3.02	4	99	1.0	2	7.0	8.0	10.0	10.0	3.51%	4.78%	Sample Headline	Sample Headline				7	7	2
7	Sample Campaign	Sample Ad Group	A		\$57.31	69	721	54.0	2	7.0	9.0	10.0	10.0	9.65%	9.48%	Sample Headline	Sample Headline				7	7	2
8	Sample Campaign	Sample Ad Group	B		\$21.63	17	166	4.0	2	7.0	9.0	10.0	10.0	10.84%	9.64%	Sample Headline	Sample Headline				7	7	2
9	Sample Campaign	Sample Ad Group	A		\$31.90	74	347	42.0	2	7.0	9.0	10.0	10.0	24.85%	17.28%	Sample Headline	Sample Headline				7	7	2
10	Sample Campaign	Sample Ad Group	B		\$20.10	22	389	57.0	2	7.0	8.0	10.0	10.0	8.50%	2.85%	Sample Headline	Sample Headline				7	7	2
11	Sample Campaign	Sample Ad Group	A		\$0.00	0	0	0.0	2	7.0	8.0	10.0	10.0	0.00%	0.00%	Sample Headline	Sample Headline				7	7	2
12	Sample Campaign	Sample Ad Group	B		\$1.31	3	182	1.0	2	8.0	7.0	10.0	10.0	2.06%	1.18%	Sample Headline	Sample Headline				7	7	2
13	Sample Campaign	Sample Ad Group	A		\$4.04	7	85	0.0	2	7.0	6.0	10.0	10.0	8.16%	8.33%	Sample Headline	Sample Headline				7	7	2
14	Sample Campaign	Sample Ad Group	B		\$57.00	88	818	0.0	2	7.0	9.0	10.0	10.0	10.77%	10.75%	Sample Headline	Sample Headline				7	7	2
15	Sample Campaign	Sample Ad Group	A		\$7.28	15	161	0.0	2	6.0	9.0	5.5	10.0	5.88%	13.18%	Sample Headline	Sample Headline				7	7	2
16	Sample Campaign	Sample Ad Group	B		\$6.16	13	121	0.0	2	7.0	8.0	10.0	10.0	7.50%	14.55%	Sample Headline	Sample Headline				7	7	2

Some of the columns have conditional formatting ready to go. For example, the Ad Information # of Exp. Text Ads column will show red if you have less than 2 ads per ad group. In the Quality Score section, the columns have a gradient from green (highest) to white (middle) to red (lowest). And, in the Ad Extensions (with impressions in last 30 days) columns, the cell will show red if the number is below the conditions you set while creating the report.

Step by step guide to setup Ad Extensions reports

Step 1: Select Ad Extensions template

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



Create New Report

1 Select Type

2 Report Parameters

AdWords

Sklik

Ad A/B/N Test

[View Details](#)

Performs an A/B/N test of your ads in each Ad Group.

Select

Ad Extensions

[View Details](#)

Combination of Ad Group and Ad performance data with an overview of active Ad Extensions.

Select

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](#). A few important things to keep in mind:

1. The Ad Extensions template report utilizes data at the ad group level.
2. Only enabled campaigns, ad groups, and ads will be shown.
3. Data reflected in this report is from Google Search only and does not include Search Partners.

Create New Report

1 Select Type

2 Report Parameters

3 Output Settings and Account Selection

Ad Group Metrics:

Clicks x
Cost x
Impr. x
Avg. Pos. x
Conversions x
All conv. x

Type to Quickly Add a Field...

Metrics Segments and Attributes

Show All

% New Visitors	Clicks last 8 - 14 days	Engagement rate
All conv. 2 week comparison	Clicks last month	Engagements
All conv. 30 days	Clicks last week	Impr. 2 week comparison
All conv. 7 days	Clicks this month	Impr. 30 days
All conv. last 8 - 14 days	Clicks yesterday	Impr. 7 days
All conv. last month	Conversions 2 week comparison	Impr. last 8 - 14 days
All conv. last week	Conversions 30 days	Impr. last month
All conv. rate	Conversions 7 days	Impr. last week
All conv. rate 2 week comparison	Conversions last 8 - 14 days	Impr. this month
All conv. rate 30 days	Conversions last month	Impr. yesterday
All conv. rate 7 days	Conversions last week	Interactions
All conv. rate last 8 - 14 days	Conversions this month	PNQ
All conv. rate last month	Conversions yesterday	PNQ 2 week comparison

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".

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.

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: Set duration

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.

Duration: Last 30 Days ▲

Ad Extensions:
 Last 30 Days
 Last 90 Days
 This Month
 Last Month
 Custom Range
 Last ... Days:
 Last ... Weeks:

Ad Customizer

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 4: Ad Extension Selection

Tick the box to select the extensions that should be utilized in the account. Also, put the minimum number of each extension that you want in each ad group, this will allow the conditional formatting to better reflect when an ad group does not have the right amount of extensions.

Ad Extensions:	Extension	Require at least	
<input checked="" type="checkbox"/>	Sitelink	6	extension(s) of this type per Ad Group
<input checked="" type="checkbox"/>	Call	1	extension(s) of this type per Ad Group
<input type="checkbox"/>	App	1	extension(s) of this type per Ad Group
<input type="checkbox"/>	Review	1	extension(s) of this type per Ad Group
<input type="checkbox"/>	Ad Customizer	1	extension(s) of this type per Ad Group
<input checked="" type="checkbox"/>	Callout	6	extension(s) of this type per Ad Group
<input checked="" type="checkbox"/>	Structured Snippet	1	extension(s) of this type per Ad Group
<input checked="" type="checkbox"/>	Message	1	extension(s) of this type per Ad Group
<input type="checkbox"/>	Price	1	extension(s) of this type per Ad Group
<input type="checkbox"/>	Promotion	1	extension(s) of this type per Ad Group

Show ad extensions with impressions during:

Last 30 Days ▼

It is important to note that the report will only show ad extensions which have had impressions for the selected duration, which is Last 30 Days by default. You change this by selecting the necessary time period in the dropdown box.

Step 5: Download/upload parameters (optional)

If you would like to save and share your Ad Extensions 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 6: Name report

Once you have your Ad Extensions 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 Extensions reports in the [Reports Browser](#) 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 Extensions" and the final output name will be "Account: Ad Extensions". If you select multiple accounts for this report then you can rename each report individually in the reports overview screen.

Report Name: Ad Extensions

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.

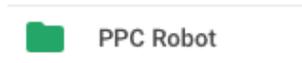
Step 7: Select output type

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

Output Type:

Update Frequency:

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).



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: Ad extensions	Ad Extensions

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 8: 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 9: 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 10: 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 Extensions	Ad Extensions			Never