

# Test *Hundreds* of Search Headlines in Google Ads

Written by ChatGPT &  
Implemented with Python

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# Benefits

- The limited reporting of Response Search Ads makes creative testing and iteration almost impossible.
- This solution provides concrete data on the headlines with the best ROI.
- With Python, tests run automatically, eliminating cost overruns.



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# 1: Write Python Script

- Use ChatGPT4's Code Interpreter for Python scripting.
- Script will:
  - Check performance threshold
  - Fetch a new headline from a CSV if the threshold is met
  - Pause the current RSA ad
  - Create a new RSA with the fetched headline, pinning all assets



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## 2: Connect to Google Ads API

- Setup Google Ads test account.
- Create project in Google Cloud.
- Setup OAUTH credentials.
- Configure YAML file.



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# 3: Write Headlines

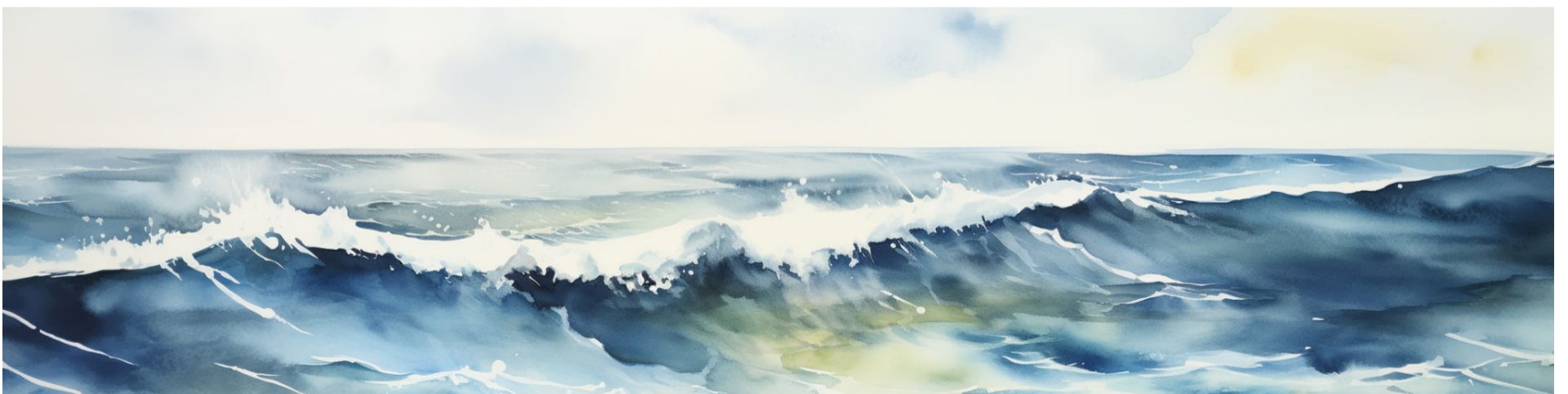
- Identify messaging themes.
- Use ChatGPT to craft headlines for each theme.



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# 3: Execution & Results Analysis

- Debug and run the Python script.
- After testing all headlines, determine:
  - The headline with the highest ROAS
  - The messaging theme with the best average ROAS



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# Notes

- It's crucial to get stakeholder buy-in regarding the time and cost expectations for extensive tests.
- Consider dividing the testing budget into primary and secondary campaigns. The secondary campaign can rapidly test successful headlines during the ongoing test, rather than waiting for the end.

Thank you!



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