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// v28 - additional 180 day product data on new tab r_prod_t_180
// make a copy
https://docs.google.com/spreadsheets/d/1aGOBOLNUjEIwwlYuS0D3fcIimRnzGdLSJxVd9rHOQ0E/copy

function main() {
  let ss = SpreadsheetApp.openByUrl(''); // v28
  let zombieDays = 366 // how many days data do you want to use to identify zombie (0
click) products?
  let prodDays = 181 // how many days data do you want to use to identify 'long range'
products?

  // don't change any code below this line -----

  // define query elements. wrap with spaces for safety
  let impr      = ' metrics.impressions ';
  let clicks    = ' metrics.clicks ';
  let cost      = ' metrics.cost_micros ';
  let conv      = ' metrics.conversions ';
  let value     = ' metrics.conversions_value ';
  let allConv   = ' metrics.all_conversions ';
  let allValue  = ' metrics.all_conversions_value ';
  let views     = ' metrics.video_views ';
  let cpv       = ' metrics.average_cpv ';
  let segDate   = ' segments.date ';
  let prodTitle = ' segments.product_title ';
  let prodID    = ' segments.product_item_id ';
  let prodC0    = ' segments.product_custom_attribute0 ';
  let prodC1    = ' segments.product_custom_attribute1 ';
  let prodC2    = ' segments.product_custom_attribute2 ';
  let prodC3    = ' segments.product_custom_attribute3 ';
  let prodC4    = ' segments.product_custom_attribute4 ';
  let prodT1    = ' segments.product_type_l1 ';
  let prodT2    = ' segments.product_type_l2 ';
  let prodT3    = ' segments.product_type_l3 ';
  let prodT4    = ' segments.product_type_l4 ';
  let prodT5    = ' segments.product_type_l5 ';
  let campName  = ' campaign.name ';
  let chType    = ' campaign.advertising_channel_type ';
  let adgName   = ' ad_group.name ';
  let adStatus  = ' ad_group_ad.status ';
  let adPerf    = ' ad_group_ad_asset_view.performance_label ';
  let adType    = ' ad_group_ad_asset_view.field_type ';
  let aIdAsset  = ' asset.resource_name ';
  let aId       = ' asset.id ';
  let assetType = ' asset.type ';
  let aFinalUrl = ' asset.final_urls ';
  let assetName = ' asset.name ';
  let assetText = ' asset.text_asset.text ';
  let assetSource = ' asset.source ';
  let adUrl     = ' asset.image_asset.full_size.url ';
  let ytTitle   = ' asset.youtube_video_asset.youtube_video_title ';
  let ytId      = ' asset.youtube_video_asset.youtube_video_id ';
  let agId      = ' asset_group.id ';
  let assetFtype = ' asset_group_asset.field_type ';
  let adPmaxPerf = ' asset_group_asset.performance_label ';
  let agStrength = ' asset_group.ad_strength ';
  let agStatus  = ' asset_group.status ';
  let asgName   = ' asset_group.name ';
  let lgType    = ' asset_group_listing_group_filter.type ';
  let aIdCamp   = ' segments.asset_interaction_target.asset ';
  let interAsset = ' segments.asset_interaction_target.interaction_on_this_asset ';
  let pMaxOnly  = ' AND campaign.advertising_channel_type = "PERFORMANCE_MAX" ';
  let searchOnly = ' AND campaign.advertising_channel_type = "SEARCH" ';
  let agFilter  = ' AND asset_group_listing_group_filter.type != "SUBDIVISION" ';
  let adgEnabled = ' AND ad_group.status = "ENABLED" AND campaign.status = "ENABLED" AND
ad_group_ad.status = "ENABLED" ';
  let asgEnabled = ' asset_group.status = "ENABLED" AND campaign.status = "ENABLED" ';

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    let notInter      = ' AND segments.asset_interaction_target.interaction_on_this_asset !=
"TRUE" ' ;
    let inter         = ' AND segments.asset_interaction_target.interaction_on_this_asset =
"TRUE" ' ;
    let date07        = ' segments.date DURING LAST_7_DAYS ' ;
    let date30        = ' segments.date DURING LAST_30_DAYS ' ;
    let order          = ' ORDER BY campaign.name ' ;
    let orderImpr      = ' ORDER BY metrics.impressions DESC ' ;

    // Date stuff
    let MILLIS_PER_DAY = 1000 * 60 * 60 * 24 ;
    let now = new Date() ;
    let from = new Date(now.getTime() - zombieDays * MILLIS_PER_DAY) ;           // xx days in
the past - default 366
    let prod180 = new Date(now.getTime() - prodDays * MILLIS_PER_DAY) ;           // xx days in
the past - default 181
    let to = new Date(now.getTime() - 1 * MILLIS_PER_DAY) ;                       // yesterday
    let timeZone = AdsApp.currentAccount().getTimeZone() ;
    let zombieRange = ' segments.date BETWEEN "' + Utilities.formatDate(from, timeZone,
'yyyy-MM-dd') + '" AND "' + Utilities.formatDate(to, timeZone, 'yyyy-MM-dd') + '"'
    let prodDate = ' segments.date BETWEEN "' + Utilities.formatDate(prod180, timeZone,
'yyyy-MM-dd') + '" AND "' + Utilities.formatDate(to, timeZone, 'yyyy-MM-dd') + '"'

    // build queries
    let cd = [segDate, campName, cost, conv, value, views, cpv, impr, clicks, chType] //
campaign by day
    let campQuery = 'SELECT ' + cd.join(',') +
        ' FROM campaign ' +
        ' WHERE ' + date30 + pMaxOnly + order ;

    let dv = [segDate, campName, aIdCamp, cost, conv, value, views, cpv, impr, chType,
interAsset] // inter by day
    let dvQuery = 'SELECT ' + dv.join(',') +
        ' FROM campaign ' +
        ' WHERE ' + date30 + pMaxOnly + notInter + order ;

    let p = [campName, prodTitle, cost, conv, value, impr,
chType, prodID, prodC0, prodC1, prodC2, prodC3, prodC4] // product totals
    let pQuery = 'SELECT ' + p.join(',') +
        ' FROM shopping_performance_view ' +
        ' WHERE ' + date30 + pMaxOnly + order ;
    let pl80Query = 'SELECT ' + p.join(',') +
        ' FROM shopping_performance_view ' +
        ' WHERE ' + prodDate + pMaxOnly + order ;

    let ag = [segDate, campName, asgName, agStrength, agStatus, lgType, impr, clicks, cost,
conv, value] // asset group by day
    let agQuery = 'SELECT ' + ag.join(',') +
        ' FROM asset_group_product_group_view ' +
        ' WHERE ' + date30 + agFilter ;

    let assets = [aId, aFinalUrl, assetSource, assetType, ytTitle, ytId, assetText, aIdAsset,
assetName] // names, IDs, URLs for all ad assets in account
    let assetQuery = 'SELECT ' + assets.join(',') +
        ' FROM asset ' ;

    let ads = [campName, asgName, agId, aIdAsset, assetFtype, adPmaxPerf, agStrength,
agStatus, assetSource] // pMax ads
    let adsQuery = 'SELECT ' + ads.join(',') +
        ' FROM asset_group_asset ' ;

    let zombies = [prodID, clicks, impr, prodTitle] // zombie (0click) products - last xx
days, set xx days at top of script
    let zQuery = 'SELECT ' + zombies.join(',') +
        ' FROM shopping_performance_view ' +
        ' WHERE metrics.clicks < 1 AND ' + zombieRange + orderImpr ;

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// call report function to pull data & push it to the named tabs in the sheet
runReport(campQuery,  ss.getSheetByName('r_camp'));
runReport(dvQuery,    ss.getSheetByName('r_dv'));
runReport(pQuery,     ss.getSheetByName('r_prod_t'));
runReport(pl80Query,  ss.getSheetByName('r_prod_t_180'));
runReport(agQuery,    ss.getSheetByName('r_ag'));
runReport(assetQuery, ss.getSheetByName('r_allads'));
runReport(adsQuery,   ss.getSheetByName('r_ads'));
runReport(zQuery,     ss.getSheetByName('zombies'));

} // end main


// query & export report data to named sheet
function runReport(q,sh) {
  const report = AdsApp.report(q);
  report.exportToSheet(sh);
}

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