

SCRIPT:

```
/******
```

```
* Label By Performance - Lower Bids
```

```
* @version: 1.0.
```

```
* @author: KlientBoost
```

```
*****/
```

```
var LABEL_NAME = 'LOWER BIDS';
```

```
var CPA_ABOVE = 300;
```

```
var COST_ABOVE = 500;
```

```
var LAST_N_DAYS = 30;
```

```
function main() {
```

```
    var DATE_FROM = getAdWordsFormattedDate(LAST_N_DAYS, 'yyyyMMdd');
```

```
    var DATE_TO = getAdWordsFormattedDate(1, 'yyyyMMdd');
```

```
    resetLabel(LABEL_NAME);
```

```
    var iter = AdWordsApp.keywords()
```

```
        .withCondition('Cost > ' + COST_ABOVE)
```

```
        .withCondition('CostPerConversion > ' + CPA_ABOVE)
```

```
        .forDateRange(DATE_FROM, DATE_TO)
```

```
        .get();
```

```
    while(iter.hasNext()) {
```

```
        var kw = iter.next();
```

```
        var stats = kw.getStatsFor(DATE_FROM, DATE_TO);
```

```
        var cost = stats.getCost();
```

```
        var conv = stats.getConversions();
```

```
        var cpa = cost / conv;
```

```
        if(cpa <= CPA_ABOVE) { continue; }
```

```
        kw.applyLabel(LABEL_NAME);
```

```
    }
```

```
}
```

```
function resetLabel(name) {
```

```
    if(AdWordsApp.labels().withCondition('Name = "' + name + '"').get().hasNext()) {
```

```
        AdWordsApp.labels().withCondition('Name = "' + name + '"').get().next().remove();
```

```
    }
```

```
    AdWordsApp.createLabel(name);
```

```
}
```

```
function getAdWordsFormattedDate(d, format){  
  var date = new Date();  
  date.setDate(date.getDate() - d);  
  return Utilities.formatDate(date,AdWordsApp.currentAccount().getTimeZone(),format);  
}
```