

# Package 'adwordsR'

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**Type** Package

**Title** Access the 'Google Adwords' API

**Version** 0.3.1

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**Description** Allows access to selected services that are part of the 'Google Adwords' API <<https://developers.google.com/adwords/api/docs/guides/start>>. 'Google Adwords' is an online advertising service by 'Google', that delivers Ads to users. This package offers a authentication process using 'OAUTH2'. Currently, there are two methods of data of accessing the API, depending on the type of request. One method uses 'SOAP' requests which require building an 'XML' structure and then sent to the API. These are used for the 'ManagedCustomerService' and the 'TargetingIdeaService'. The second method is by building 'AWQL' queries for the reporting side of the 'Google Adwords' API.

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---

addToGitignore	<i>Add to .gitignore</i>
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---

### Description

Adds saved credentials to .gitignore so they are not saved.

### Usage

```
addToGitignore(addGitignore = NULL)
```

**Arguments**

addGitignore    Option to add the credentials to the .gitignore file (Optional)

**Details**

By default, this does not add to or create a .gitignore file.

**Value**

Adds credentials to the .gitignore file.

---

apiDetails	<i>Google API Authentication Details</i>
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**Description**

Enter the currently available Google Login Details

**Usage**

apiDetails()

**Value**

lists all credentials needed for loading Adwords data

---

buildAwqlStatement	<i>AWQL Statement</i>
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---

**Description**

Build the AWQL statement before posting to the API

**Usage**

```
buildAwqlStatement(reportType, startDate, endDate, attributes = NULL,
  segment = NULL, metrics = NULL, where = NULL)
```

**Arguments**

reportType	The report being queries.
startDate	The start date for the request.
endDate	The end date for the request.
attributes	The attributes of the report.
segment	The segment of the report.
metrics	The metrics of the report.
where	The conditions of the report. (Optional)

**Details**

Arguments attributes, segment and metrics are not currently validated so any of these can be used for a request.

**Value**

Returns the statement that will be posted to the Adwords API.

**Examples**

```
buildAwqlStatement("KEYWORDS_PERFORMANCE_REPORT", "2018-01-01", "2018-01-31",
    attributes = "AdGroupName",
    segment = "Month",
    metrics = "Clicks")
```

---

buildXmlBody

*Build XML Body*

---

**Description**

Build the XML Body for the XML Envelope.

**Usage**

```
buildXmlBody(adwordsService, ManagedCustomerService_Selector_fields = NULL,
    categoryProductsAndServices = NULL, competition = NULL,
    ideaTextFilter_included = NULL, ideaTextFilter_excluded = NULL,
    includeAdultContent = NULL, language = NULL, location = NULL,
    network_GoogleSearch = NULL, network_SearchNetwork = NULL,
    relatedToQuery = NULL, relatedToUrl = NULL, searchVolumeMinimum = NULL,
    searchVolumeMaximum = NULL, seedAdGroupId = NULL, requestType = NULL,
    attributeTypes = NULL, pagingStartIndex = NULL,
    pagingNumberResults = NULL, apiVersion)
```

**Arguments**

**adwordsService** The chosen Adwords Service for the request

**ManagedCustomerService\_Selector\_fields**  
The requested fields from the ManagedCustomerService, such as CustomerId.

**categoryProductsAndServices**  
A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.

**competition** Vector of Levels of competition that should be included in the results

**ideaTextFilter\_included**  
The vector of strings that should be included

**ideaTextFilter\_excluded**  
The vector of strings that should be excluded

includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
requestType	Represents the type of the request.
attributeTypes	Vector of Attributes Types.
pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API being used.

**Value**

Returns the XML Body for the Envelope

**Examples**

```
buildXmlBody("ManagedCustomerService",
             c("Name", "CustomerId"),
             apiVersion = "v201806")
```

---

buildXmlEnvelope	<i>Build XML Envelope</i>
------------------	---------------------------

---

**Description**

Build the XML Envelope that contains the Header and Body needed for the SOAP request.

**Usage**

```
buildXmlEnvelope(myMcc, userAgent, developerToken, adwordsService,
    ManagedCustomerService_Selector_fields = NULL,
    categoryProductsAndServices = NULL, competition = NULL,
    ideaTextFilter_included = NULL, ideaTextFilter_excluded = NULL,
    includeAdultContent = NULL, language = NULL, location = NULL,
    network_GoogleSearch = NULL, network_SearchNetwork = NULL,
    relatedToQuery = NULL, relatedToUrl = NULL, searchVolumeMinimum = NULL,
    searchVolumeMaximum = NULL, seedAdGroupId = NULL, requestType = NULL,
    attributeTypes = NULL, pagingStartIndex = NULL,
    pagingNumberResults = NULL, apiVersion = NULL)
```

**Arguments**

myMcc	The Manager Account (MCC) needed to access the Adwords API
userAgent	The user agent required for the header of the XML request
developerToken	The developerToken required for accessing the API. Found in the API settings of the Adwords Account.
adwordsService	The chosen Adwords Service for the request
ManagedCustomerService_Selector_fields	The requested fields from the ManagedCustomerService, such as CustomerId.
categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
competition	Vector of Levels of competition that should be included in the results
ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded
includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.

requestType	Represents the type of the request.
attributeTypes	Vector of Attributes Types.
pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API being used.

### Details

The only required parameters are as follows: *myMcc*, *userAgent*, *developerToken*, *adwordsService*.

### Value

Returns the fully built XML text ready for sending to the API.

### Examples

```
buildXmlEnvelope(myMcc = "123-456-7890",
                 userAgent = "myUserAgent",
                 developerToken = "myD3v3l0p3r70k3n",
                 adwordsService = "ManagedCustomerService",
                 ManagedCustomerService_Selector_fields = c("Name", "CustomerId"),
                 apiVersion = "v201806")
```

---

buildXmlHeader	<i>Build XML Header</i>
----------------	-------------------------

---

### Description

Build the XML Header for the XML Envelope.

### Usage

```
buildXmlHeader(myMcc, userAgent, developerToken, apiVersion)
```

### Arguments

myMcc	The Manager Account (MCC) needed to access the Adwords API
userAgent	The user agent required for the header of the XML request
developerToken	The developerToken required for accessing the API. Found in the API settings of the Adwords Account.
apiVersion	Version of the API being used.

### Value

Returns the XML Header for the Envelope

**Examples**

```
buildXmlHeader("123-456-7890", "myUserAgent", "myD3v3l0p3r70k3n", "v201806")
```

---

checkAdwordsToken      *Check Adwords Token*

---

**Description**

Checks the existing Adwords token to determine whether it needs updating, and updates if necessary

**Usage**

```
checkAdwordsToken(credentials, saveNewToken = NULL, addGitignore = NULL)
```

**Arguments**

credentials      The current available token credentials which includes the access token  
 saveNewToken    Option to save the credentials to the file. (Optional)  
 addGitignore    Option to add the credentials to the .gitignore file (Optional)

**Value**

The credentials that will work in a request

---

generateAdwordsToken    *Initial Adwords Token*

---

**Description**

Generates the initial Adwords Token

**Usage**

```
generateAdwordsToken(saveNewToken = NULL, addGitignore = NULL)
```

**Arguments**

saveNewToken    Option to save the credentials to the file. (Optional)  
 addGitignore    Option to add the credentials to the .gitignore file (Optional)

**Value**

credentials entered and generates the initial token



---

getReportData	<i>Retrieve Adwords Data</i>
---------------	------------------------------

---

**Description**

Retrieve the Adwords Data from the Adwords API

**Usage**

```
getReportData(reportType, startDate, endDate, clientCustomerId, credentials,
  attributes = NULL, segment = NULL, metrics = NULL, where = NULL,
  apiVersion = NULL, useRawEnumValues = NULL,
  includeZeroImpressions = NULL, useRequestedHeaders = NULL)
```

**Arguments**

reportType	The report being queried.
startDate	The start date for the request.
endDate	The end date for the request.
clientCustomerId	The Client Customer Id to retrieve data for. This should be in the format ("123-456-7890").
credentials	The credentials for accessing the Adwords API.
attributes	The attributes of the report.
segment	The segment of the report.
metrics	The metrics of the report.
where	The conditions of the report. (Optional)
apiVersion	The API version that will be accessed. Defaults to "v201806".
useRawEnumValues	Use specified column headers used with the request, or the Adwords Display Names for column headers. Defaults to TRUE.
includeZeroImpressions	Whether Entries with zero impressions should be included in the data. Defaults to FALSE.
useRequestedHeaders	Use the headers used to retrieve the Adwords data or the Display names.

**Value**

Returns Data for the requested report.

---

getXmlRequest	<i>Send XML Request</i>
---------------	-------------------------

---

**Description**

Send XML Get Request to get a XML response.

**Usage**

```
getXmlRequest(adwordsService, xmlEnvelope, credentials, saveNewToken = NULL,
              addGitignore = NULL, apiVersion = NULL)
```

**Arguments**

adwordsService	The Adwords service that is being requested
xmlEnvelope	The full XML request to be sent to the Adwords API
credentials	The list that contains the access token. This does not need to be valid.
saveNewToken	Option to save the new access token if access token has been refreshed. (Optional)
addGitignore	Option to add new access token to Gitignore if required. (Optional)
apiVersion	The version of the API being requested. Defaults to v201806.

**Details**

Please note that sending your XML request to the API does check and refresh the token automatically, if necessary.

**Value**

Returns the XML output from the API request.

---

loadAdwordsToken	<i>Load Adwords Token</i>
------------------	---------------------------

---

**Description**

Loads a pre-existing token if it exists, or generates a token if it does not exist.

**Usage**

```
loadAdwordsToken(saveNewToken = NULL, addGitignore = NULL)
```

### Arguments

- saveNewToken Option to save the credentials to the file. (Optional)
- addGitignore Option to add the credentials to the .gitignore file (Optional)

### Value

loads credentials from existing token or new token

---

ManagedCustomerService\_get  
*Customer Manager Service Get Request*

---

### Description

ManagedCustomerService.get

### Usage

```
ManagedCustomerService_get(ManagedCustomerService_Selector_fields, apiVersion)
```

### Arguments

- ManagedCustomerService\_Selector\_fields  
The fields required from the ManagedCustomerService API
- apiVersion Version of the API for the request. Argument is passed through from buildXMLEnvelope

### Value

Returns the XML text for the .get request

### References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

### Examples

```
ManagedCustomerService_get(c("Name", "CustomerId"), "v201806")
```

---

ManagedCustomerService\_serviceSelector  
*Customer Manager Service Selector*

---

### Description

ManagedCustomerService.serviceSelector

### Usage

```
ManagedCustomerService_serviceSelector(ManagedCustomerService_Selector_fields,  
    apiVersion)
```

### Arguments

ManagedCustomerService_Selector_fields	The fields required from the ManagedCustomerService API
apiVersion	Version of the API for the request. Argument is passed through from buildXMLEnvelope

### Details

This is used to specify the type of information to return.

### Value

Returns the XML text for the Service Selector

### References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

### Examples

```
ManagedCustomerService_get(c("Name", "CustomerId"), "v201806")
```

---

refreshAdwordsToken    *Refresh Adwords Token*

---

**Description**

Refresh the Adwords token to access the API.

**Usage**

```
refreshAdwordsToken(credentials, saveNewToken = NULL, addGitignore = NULL)
```

**Arguments**

credentials	The current available token credentials which includes the access token
saveNewToken	Option to save the credentials to the file. (Optional)
addGitignore	Option to add the credentials to the .gitignore file (Optional)

**Value**

The credentials containing the access token that needs updating using the refresh token

---

TargetingIdeaService\_categoryProductsAndServicesSearchParameter  
*TargetingIdeaService - Category Products and Services Search Parameter*

---

**Description**

TargetingIdeaService.CategoryProductsAndServicesSearchParameter

**Usage**

```
TargetingIdeaService_categoryProductsAndServicesSearchParameter(
categoryProductsAndServices)
```

**Arguments**

categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
-----------------------------	---

**Details**

Idea Type supported: KEYWORD

Request Type supported: IDEAS

**Value**

Returns the XML text for CategoryProductsAndServicesSearchParameter Search Parameter

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_competitionSearchParameter

*TargetingIdeaService - Competition Search Parameter*

---

**Description**

TargetingIdeaService.CompetitionSearchParameter

**Usage**

TargetingIdeaService\_competitionSearchParameter(competition)

**Arguments**

competition      Vector of Levels of competition that should be included in the results

**Details**

LOW - competition rate [0.0000, 0.3333]

MEDIUM - competition rate (0.3333, 0.6667]

HIGH - competition rate (0.6667, 1.0000]

**Value**

This is not currently supported.

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

 TargetingIdeaService\_get

*TargetingIdeaService - Get*


---

## Description

TargetingIdeaService#get

## Usage

```
TargetingIdeaService_get(categoryProductsAndServices, competition,
  ideaTextFilter_included, ideaTextFilter_excluded, includeAdultContent,
  language, location, network_GoogleSearch, network_SearchNetwork,
  relatedToQuery, relatedToUrl, searchVolumeMinimum, searchVolumeMaximum,
  seedAdGroupId, requestType, attributeTypes, pagingStartIndex,
  pagingNumberResults, apiVersion)
```

## Arguments

categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
competition	Vector of Levels of competition that should be included in the results
ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded
includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
requestType	Represents the type of the request.

attributeTypes	Vector of Attributes Types.
pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API for the request

**Details**

The main request that returns a page of ideas that match the query described by the specified TargetingIdeaSelector.

**Value**

Returns the XML text for Targeting Idea Service Selector

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_ideaTextFilterSearchParameter  
*TargetingIdeaService - Idea Text Filter Search Parameter*

---

**Description**

TargetingIdeaService.IdeaTextFilterSearchParameter

**Usage**

```
TargetingIdeaService_ideaTextFilterSearchParameter(ideaTextFilter_included,
ideaTextFilter_excluded)
```

**Arguments**

ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded

**Details**

A maximum 200 included/excluded strings can be used

**Value**

Returns the XML text for IdeaTextFilterSearchParameter Search Parameter



**References**

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---

TargetingIdeaService\_ideaType  
*TargetingIdeaService - Idea Types*

---

**Description**

TargetingIdeaService.IdeaType

**Usage**

TargetingIdeaService\_ideaType()

**Details**

Idea Type is currently limited to "KEYWORD" only.

**Value**

Returns the XML text for Idea Type. By default, the Idea Type will be "KEYWORD" as this is the only option.

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_includeAdultContentSearchParameter  
*TargetingIdeaService - Include Adult Content Search Parameter*

---

**Description**

TargetingIdeaService.IncludeAdultContentSearchParameter

**Usage**

TargetingIdeaService\_includeAdultContentSearchParameter()

**Details**

If used, this function specifies whether adult content should be returned.

**Value**

Returns the XML text for IncludeAdultContentSearchParameter Search Parameter if Adult content is requested to be included.

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_LanguageSearchParameter

*TargetingIdeaService - Language Search Parameter*

---

**Description**

TargetingIdeaService.LanguageSearchParameter

**Usage**

TargetingIdeaService\_LanguageSearchParameter(language, apiVersion)

**Arguments**

language	The Language (or Criterion ID) of the desired languages being targeted in the results.
apiVersion	The API version.

**Details**

Multiple languages can be chosen, as a list. This must be in vector format.

**Value**

Returns the XML text for LanguageSearchParameter Search Parameter

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_locationSearchParameter

*TargetingIdeaService - Location Search Parameter*

---

**Description**

TargetingIdeaService.LocationSearchParameter

**Usage**

TargetingIdeaService\_locationSearchParameter(location, apiVersion)

**Arguments**

location	The location (or Criterion ID) of the desired locations being targeted in the results.
apiVersion	The API version.

**Details**

Multiple locations can be chosen.

**Value**

Returns the XML text for LocationSearchParameter Search Parameter

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_networkSearchParameter

*TargetingIdeaService - Network Search Parameter*

---

**Description**

TargetingIdeaService.NetworkSearchParameter

**Usage**

TargetingIdeaService\_networkSearchParameter(network\_GoogleSearch, network\_SearchNetwork, apiVersion)

**Arguments**

network_GoogleSearch	Whether results should be targeting Google Search
network_SearchNetwork	Whether results should be targeting the Google Search Network (AFS)
apiVersion	The API version

**Value**

Returns the XML text for NetworkSearchParameter Search Parameter

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_paging  
*TargetingIdeaService - Paging Request*

---

**Description**

TargetingIdeaService.Paging

**Usage**

TargetingIdeaService\_paging(pagingStartIndex, pagingNumberResults, apiVersion)

**Arguments**

pagingStartIndex	Index of the first result to return. (Optional)
pagingNumberResults	Maximum number of results to return. This figure is limited to 700. (Optional)
apiVersion	Version of the API for the request

**Details**

*pagingNumberResults* is limited to 700. Any figure over 700 will be reduced to 700.

**Value**

Returns the XML text for paging

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_relatedToQuerySearchParameter

*TargetingIdeaService - Related to Query Search Parameter*

---

**Description**

TargetingIdeaService.RelatedToQuerySearchParameter

**Usage**

TargetingIdeaService\_relatedToQuerySearchParameter(relatedToQuery)

**Arguments**

relatedToQuery The vector of queries to post to the API as a Search Parameter.

**Value**

Returns the XML text for RelatedToQuerySearchParameter Search Parameter

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_relatedToUrlSearchParameter

*TargetingIdeaService - Related to URL Search Parameter*

---

**Description**

TargetingIdeaService.RelatedToUrlSearchParameter

**Usage**

TargetingIdeaService\_relatedToUrlSearchParameter(relatedToUrl)

**Arguments**

relatedToUrl The vector of URLs to post to the API, which results will be related to.

**Details**

For KEYWORD queries, only one URL may be submitted.

**Value**

Returns the XML text for RelatedToUrlSearchParameter Search Parameter

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_requestedAttributeTypes  
*TargetingIdeaService - Attribute Types*

---

**Description**

TargetingIdeaService.AttributeType

**Usage**

TargetingIdeaService\_requestedAttributeTypes(attributeTypes)

**Arguments**

attributeTypes Vector of Attributes Types.

**Value**

Returns the XML text for attributeTypes

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_requestType  
*TargetingIdeaService - Request Types*

---

**Description**

TargetingIdeaService.RequestType

**Usage**

TargetingIdeaService\_requestType(requestType)

**Arguments**

requestType      Represents the type of the request.

**Details**

The *Request Type* is limited to "IDEAS" and "STATS".  
"IDEAS" is currently unsupported.

**Value**

Returns the XML text for request type.

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_searchParameters

*TargetingIdeaService - Search Parameter*

---

**Description**

TargetingIdeaService.SeedAdGroupIdSearchParameter

**Usage**

```
TargetingIdeaService_searchParameters(categoryProductsAndServices, competition,
ideaTextFilter_included, ideaTextFilter_excluded, includeAdultContent,
language, location, network_GoogleSearch, network_SearchNetwork,
relatedToQuery, relatedToUrl, searchVolumeMinimum, searchVolumeMaximum,
seedAdGroupId, apiVersion)
```

**Arguments**

categoryProductsAndServices

A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.

competition      Vector of Levels of competition that should be included in the results

ideaTextFilter\_included

The vector of strings that should be included

ideaTextFilter\_excluded

The vector of strings that should be excluded

includeAdultContent

TRUE or FALSE option for whether results would include the targeting of Adult Content.

language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether results should be targeting Google Search
network_SearchNetwork	Whether results should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
apiVersion	The version of the API

**Value**

Returns the XML text for all of the requested Search Parameters

**References**

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_searchVolumeSearchParameter

*TargetingIdeaService - Search Volume Search Parameter*

---

**Description**

TargetingIdeaService.SearchVolumeSearchParameter

**Usage**

```
TargetingIdeaService_searchVolumeSearchParameter(searchVolumeMinimum,
searchVolumeMaximum)
```

**Arguments**

searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.



### Details

Using both parameters returns results with search volume in this region.

### Value

Returns the XML text for SearchVolumeSearchParameter Search Parameter

### References

Documentation content adapted from [Google Adwords API documentation](#) under license from [CC BY 3.0](#)

---

TargetingIdeaService\_seedAdGroupIdSearchParameter

*TargetingIdeaService - Seed Ad Group Id Search Parameter*

---

### Description

TargetingIdeaService.SeedAdGroupIdSearchParameter

### Usage

TargetingIdeaService\_seedAdGroupIdSearchParameter(seedAdGroupId)

### Arguments

seedAdGroupId The Adgroup ID that should be used as a seed for generating new ideas.

### Value

Returns the XML text for SeedAdGroupIdSearchParameter Search Parameter

### References

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 TargetingIdeaService\_selector

*TargetingIdeaService - Selector*


---

## Description

TargetingIdeaService.TargetingIdeaSelector

## Usage

```
TargetingIdeaService_selector(categoryProductsAndServices, competition,
  ideaTextFilter_included, ideaTextFilter_excluded, includeAdultContent,
  language, location, network_GoogleSearch, network_SearchNetwork,
  relatedToQuery, relatedToUrl, searchVolumeMinimum, searchVolumeMaximum,
  seedAdGroupId, requestType, attributeTypes, pagingStartIndex,
  pagingNumberResults, apiVersion)
```

## Arguments

categoryProductsAndServices	A keyword category ID (Integer) in the "Products and Services" taxonomy that all search results should belong to.
competition	Vector of Levels of competition that should be included in the results
ideaTextFilter_included	The vector of strings that should be included
ideaTextFilter_excluded	The vector of strings that should be excluded
includeAdultContent	TRUE or FALSE option for including the targeting of Adult Content.
language	The Language (or Criterion ID) that all results should be targeted against.
location	The Location (or Criterion ID) that all results should be targeted against.
network_GoogleSearch	Whether search should be targeting Google Search
network_SearchNetwork	Whether search should be targeting the Google Search Network (AFS)
relatedToQuery	The vector of queries to post to the API as a Search Parameter.
relatedToUrl	The vector of URLs to post to the API, which results will be related to.
searchVolumeMinimum	The minimum Search Volume that should be targeted.
searchVolumeMaximum	The maximum Search Volume that should be targeted.
seedAdGroupId	The Adgroup ID that should be used as a seed for generating new ideas.
requestType	Represents the type of the request.

attributeTypes Vector of Attributes Types.  
pagingStartIndex Index of the first result to return. (Optional)  
pagingNumberResults Maximum number of results to return. This figure is limited to 700. (Optional)  
apiVersion Version of the API for the request

### Details

The main descriptor for choosing specified criteria.

### Value

Returns the XML text for Targeting Idea Service Selector

### References

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