

Diu: GBO to AML Bidding Migration

AML-2554 Existing merchant accounts use AML bidding instead of GBO

AML-2555 Bids will pick up from GBO at the start of AML Bidding

Testing Overview

Part I: Run the migration for one account and verify that everything is correct.

Part II: Run the migration for all the accounts of the system.

Part I : Run the migration for one account

First pick an account ID and gather all the current data

Account ID = 414

Get the search engine user IDs for the account

```
mysql> SELECT id, accountID, searchEngineIdentifier, description, managerIDs FROM tsaccommon.searchEngineUsers where accountID = 414;
```

id	accountID	searchEngineIdentifier	description	managerIDs
510	414	5022097140	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_1	5920698163

Search Engine User ID = 510

Get the search engine accounts. Make sure biddingStrategy = "BudgetOptimizer".

```
mysql> SELECT id, accountID, searchEngineUserID, description, budgetAmount, biddingStrategy FROM tsaccommon.searchEngineAccounts where accountID = 414;
```

id	accountID	searchEngineUserID	description	budgetAmount	biddingStrategy
5563	414	510	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT	0.09	BudgetOptimizer
5564	414	510	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM	0.09	BudgetOptimizer

Search Engine Account IDs = 5563, 5564

Use the search engine account ids to get the ad groups

```
mysql> select a.id as SEAccountID, ag.id, ag.campaignID, ag.searchEngineIdentifier, ag.name, ag.keywordMaxCPC, ag.keywordContentMaxCPC from tsaccommon.searchEngineAccounts a join content_editor_google.gce_campaign c on a.description = c.name join content_editor_google.gce_adGroup ag on c.id = ag.campaignID where a.id in (5563, 5564);
```

SEAccountID	id	campaignID	searchEngineIdentifier	name	keywordMaxCPC	keywordContentMaxCPC
5563	11597	5591	10919614149	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727	0.086	0.086
5564	11598	5592	10919614269	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_England	0.086	0.086

**Ad group names = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727
daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_England**

Use the search engine account ids to get the budgets

```
mysql> select a.id as searchEngineAccountID, c.id, c.searchEngineUserID, c.searchEngineIdentifier, c.name, c.budgetAmount from tsaccommon.searchEngineAccounts a join content_editor_google.gce_campaign c on a.description = c.name where a.id in (5563, 5564);
```

searchEngineAccountID	id	searchEngineUserID	searchEngineIdentifier	name	budgetAmount
5563	5591	510	175980669	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT	0.090
5564	5592	510	175980789	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM	0.090

**Budgets = campaign name: daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT, budget: 0.090
campaign name: daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM, budget: 0.090**

Check that the Bid strategy type is set to “Auto” for each of the campaigns in AdWords.

All online campaigns

Campaigns													
Ad groups													
Settings													
Ads													
Keywords													
Audiences													
Ad extensions													
Dimensions													
All settings													
Locations													
Ad schedule													
Devices													
All but deleted campaigns													
Columns													
+ CAMPAIGN													
Edit													
Change status...													
Copy locations to ...													
<input type="checkbox"/>	<input type="checkbox"/>	↑ Campaign	Status	Budget	Location	Language	Networks	Devices	Campaign start date	Ad schedule	Bid strategy type	Bid strategy	
<input type="checkbox"/>	<input type="checkbox"/>	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM	Paused	\$0.09/day	United States	English	Search	All	Mar 10, 2014	All the time	Auto	--	
<input type="checkbox"/>	<input type="checkbox"/>	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT	Paused	\$0.09/day	England, United Kingdom	English	Search	All	Mar 10, 2014	All the time	Auto	--	

Check the current bids (Default Max. CPC) for the ad groups in AdWords.

All online campaigns

Last 7 days: Mar 28, 2014 - Apr 3, 2014

Campaigns													
Ad groups													
Settings													
Ads													
Keywords													
Audiences													
Ad extensions													
Dimensions													
All but deleted ad groups													
Segment													
Filter													
Columns													
Search													
Clicks													
VS													
None													
Daily													
View Change History													
1													
Friday, March 28, 2014													
Thursday, April 3, 2014													
+ AD GROUP													
Edit													
Details													
Bid strategy													
Automate													
Labels													
<input type="checkbox"/>	<input type="checkbox"/>	Ad group	Campaign name	Campaign type	Campaign subtype	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT	Search Network only	All features	Campaign paused	auto: \$0.09	0	0	0.00%	\$0.00	\$0.00	0.0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_England	daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM	Search Network only	All features	Campaign paused	auto: \$0.09	0	0	0.00%	\$0.00	\$0.00	0.0
Total - all but deleted ad groups (in all but deleted campaigns)								0	0	0.00%	\$0.00	\$0.00	0.0
Total - Search								0	0	0.00%	\$0.00	\$0.00	0.0
Total - Display Network								0	0	0.00%	\$0.00	\$0.00	0.0
Total - all ad groups								0	0	0.00%	\$0.00	\$0.00	0.0

Ad group bids = ad group name: daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727, bid: auto: \$0.09
 ad group name: daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_England, bid: auto \$0.09

Run the diu_bidding_migrator.sh script for the account (make sure you installed the new bidmgr build)

Optional: You can do a dry run of the migration by leaving out the -m migration switch

```
/usr/local/tsa/bidmgr$ ./diu_bidding_migrator.sh -d3 -a 414 &> /tmp/diu-migration-dry-run-account-414
```

Otherwise, run the migration script for the account

```
/usr/local/tsa/bidmgr$ ./diu_bidding_migrator.sh -d3 -a 414 -m &> /tmp/diu-migration-account-414
```

Options explained

-d: Logging level, can be 1, 2, 3 (DEBUG), or 4 (TRACE)

-a: account id, if you do not provide an account the script will run for all accounts

-m: the migrate switch, if you leave this out the database changes and AdWords updates will not be made.

Sample output:

```
/usr/local/tsa/bidmgr$ ./diu_bidding_migrator.sh -d3 -a 414 -m
2014-04-04 18:17:42.109 (3) [main]: Debug Level set to 3
2014-04-04 18:17:42.110 (3) [main]: Debug Level set to 3
2014-04-04 18:17:42.621 (3) [main]: ===== Starting AML 2.4.1 Bidding Migrator =====
2014-04-04 18:17:42.621 (3) [main]: -----AML 2.4.1 Bidding Migrator starting
2014-04-04 18:17:45.449 (3) [P1T1]: Migrating account 414 from GBO to AML bidding
2014-04-04 18:17:45.449 (3) [P1T1]: Getting search engine accounts for account ID 414
2014-04-04 18:17:45.452 (3) [P1T1]: DatabasePool with a limit of 7 created
2014-04-04 18:17:47.891 (3) [P1T1]: Found SEAccount for account id = 414, SEAccount id = 5563, description = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT
2014-04-04 18:17:47.917 (3) [P1T1]: Found SEAccount for account id = 414, SEAccount id = 5564, description = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM
2014-04-04 18:17:47.919 (3) [P1T1]: -----Account worker: search engine user dispatcher starting
2014-04-04 18:17:50.136 (3) [P1T1]: Getting search engine accounts for search engine user ID 510
2014-04-04 18:17:50.550 (3) [P1T1]: Found SEAccount for search engine user id = 510, SEAccount id = 5563, description = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT
2014-04-04 18:17:50.551 (3) [P1T1]: Found SEAccount for search engine user id = 510, SEAccount id = 5564, description = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM
2014-04-04 18:17:50.556 (3) [P1T1]: LicensingFileRefresher: modification detected on 1395072502000 for licensing.properties
2014-04-04 18:17:50.556 (3) [P1T1]: Licensing environment detected, loading configuration.
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.google.mcc.email=tsadevamlapi@gmail.com
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.google.mcc.password=potato4dlc
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.google.mcc.developerToken=ojCnjZaM6RD1h0yt_DOJZg
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.google.mcc.applicationToken=none
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.google.mcc.isReseller=true
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.google.mcc.userAgent=AdMaxLocal AdWords Software TSA DEV
2014-04-04 18:17:50.557 (3) [P1T1]: Loaded property: tsa.timezone=UTC
2014-04-04 18:17:57.669 (3) [P1T1]: Created shared sesystem connection rw
2014-04-04 18:17:59.661 (3) [P1T1]: Changing the bidding strategy in AdWords to MANUAL_CPC for each campaign
2014-04-04 18:17:59.664 (3) [P2T1]: Setting bidding strategy to MANUAL_CPC for [searchEngineAccount id = 5563, description = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GT, campaign search engine identifier = 175980669], [searchEngineAccount id = 5564, description = daf3ba85-2f05-49ec-9e4d-3d7d7124b853_93018_300002_5727_GM, campaign search engine identifier = 175980789]
2014-04-04 18:18:04.346 (3) [P2T1]: Setting bids for each ad group
2014-04-04 18:18:04.346 (3) [P2T1]: Getting ad groups
2014-04-04 18:18:04.844 (3) [P2T1]: Found 1 ad group(s) for search engine account 5563
2014-04-04 18:18:05.348 (3) [P2T1]: Found 1 ad group(s) for search engine account 5564
2014-04-04 18:18:05.348 (3) [P2T1]: Found a total of 2 AdGroup(s) for search engine user 510
2014-04-04 18:18:05.349 (3) [P2T1]: * * * Getting bids for search engine account 5563
2014-04-04 18:18:07.907 (3) [P2T1]: DatabasePool with a limit of 7 created
2014-04-04 18:18:14.744 (3) [P2T1]: Bid for ad group 11597 = 0.09
2014-04-04 18:18:14.744 (3) [P2T1]: aCurrencyValue(0.09000000357627869) : aCurrencyCode(USD)
2014-04-04 18:18:14.744 (3) [P2T1]: * * * search engine account id = 5563, bid = 0.09
2014-04-04 18:18:14.744 (3) [P2T1]: * * * Getting bids for search engine account 5564
2014-04-04 18:18:19.342 (3) [P2T1]: Bid for ad group 11598 = 0.09
2014-04-04 18:18:19.342 (3) [P2T1]: aCurrencyValue(0.09000000357627869) : aCurrencyCode(USD)
2014-04-04 18:18:19.342 (3) [P2T1]: * * * search engine account id = 5564, bid = 0.09
2014-04-04 18:18:19.342 (3) [P2T1]: Setting the initial bids for the ad groups
2014-04-04 18:18:21.900 (3) [P2T1]: Writing bids to database
2014-04-04 18:18:22.153 (3) [P2T1]: Writing bid to db: seaid = 5563, bid = 0.09
2014-04-04 18:18:22.398 (3) [P2T1]: Writing bid to db: seaid = 5564, bid = 0.09
2014-04-04 18:18:22.650 (3) [P1T1]: -----Account worker: search engine user dispatcher done
2014-04-04 18:18:22.651 (3) [P1T1]: Updating bidding strategy. Setting tsacommon.searchEngineAccounts.biddingStrategy = ManualCPC for account id = 414
2014-04-04 18:18:23.165 (3) [main]: -----AML 2.4.1 Bidding Migrator done
2014-04-04 18:18:23.165 (3) [main]: ===== Completed AML 2.4.1 Bidding Migrator =====
2014-04-04 18:18:23.166 (3) [main]: AML 2.4.1 Bidding Migrator:      40.545s
2014-04-04 18:18:23.166 (3) [main]:   by key:
2014-04-04 18:18:23.166 (3) [main]:     db:      15.057s
2014-04-04 18:18:23.166 (3) [main]:   by thread:
2014-04-04 18:18:23.166 (3) [main]:     P2T1:   12.421s
2014-04-04 18:18:23.166 (3) [main]:     P1T1:    2.424s
2014-04-04 18:18:23.166 (3) [main]:     main:    0.212s
2014-04-04 18:18:23.166 (3) [main]:     google:  5.557s
2014-04-04 18:18:23.166 (3) [main]:     other:  19.931s
```

After the script finishes check the bid strategy type for each of the campaigns in AdWords. It should be set to “CPC”.

All online campaigns

All online campaigns												
Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions												
All settings Locations Ad schedule Devices												
All but deleted campaigns Columns												
+ CAMPAIGN Edit Change status... Copy locations to ...												
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Also check the bids (Default Max. CPC) for the ad groups. It should have the same bid as before, except the word “auto” will be gone.

All online campaigns

Last 7 days: Mar 28, 2014 - Apr 3, 2014

All online campaigns												
Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions												
All but deleted ad groups Segment Filter Columns ↶ ↵ <input type="text"/> Search												
<input checked="" type="checkbox"/> Clicks VS <input type="checkbox"/> None <input type="checkbox"/> Daily												
+ AD GROUP Edit Details Bid strategy Automate Labels												
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Now you can run migration for all the accounts. I recommend gathering the data in AdWords for a few random accounts so you can verify the data again.

```
Dry run: /usr/local/tsa/bidmgr$ ./diu_bidding_migrator.sh -d3 &> /tmp/diu-migration-dry-run-all-accounts
```

```
Migration: /usr/local/tsa/bidmgr$ ./diu_bidding_migrator.sh -d3 -m &> /tmp/diu-migration-all-accounts
```