

Instrucciones en Español:

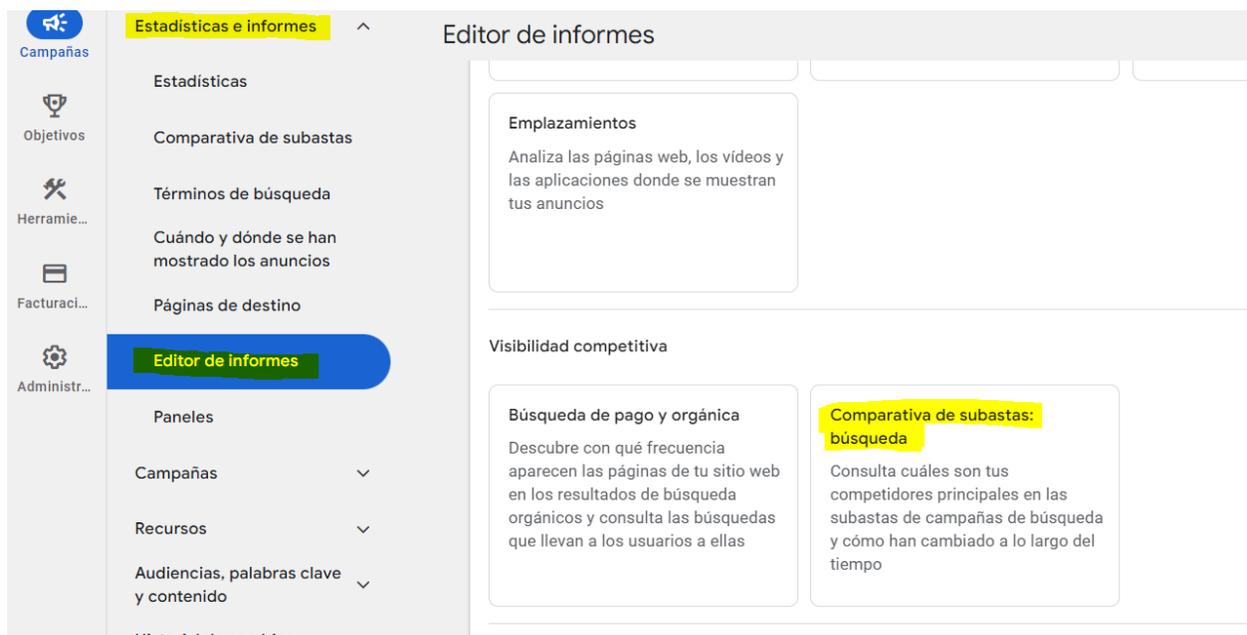
A) Nueva interfaz de Google Ads

B) Antigua Interfaz de Google Ads

a) Descarga de Reportes de Competidores en la **nueva interfaz** de Google Ads

1) Reporte Competidores a nivel KW (nueva interfaz Google Ads):

- a) Abre la sección de **Estadísticas e Informes > Editor de Informes > Visibilidad Competitiva > Comparativa de subastas: búsqueda**



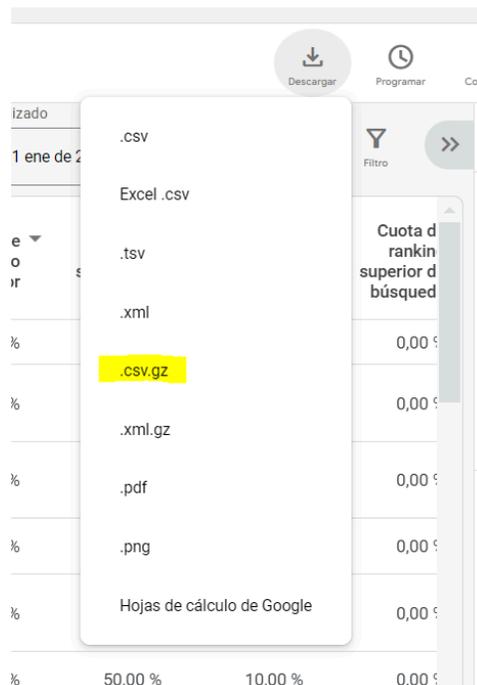
- b) Selecciona las fechas con las que vas a realizar el reporte en la plataforma de Dolnai y añade las columnas de: **Palabra Clave de Búsquedas, ID de la Campaña, ID de Grupo de Anuncios y ID de Palabra Clave**

The screenshot shows the Dolnai reporting interface. At the top, there are navigation buttons: 'Descargar', 'Programar', 'Comentarios', 'Restablecer', 'Guardar', 'Guardar como', and 'Añadir al panel'. Below these is a date range selector set to '5 - 31 ene de 2024'. The main table displays search metrics for four different keywords. The columns are: 'ID de palabra clave', 'Cuota de impresiones de búsqueda (comparativa de subastas)', 'Tasa de superposición de búsqueda', 'Tasa de clicionamiento superior', 'Tasa de parte superior de la página', 'Cuota parte superior de página abs.', and 'Cuota d ranking superior d búsqued'. The data rows are as follows:

ID de palabra clave	Cuota de impresiones de búsqueda (comparativa de subastas)	Tasa de superposición de búsqueda	Tasa de clicionamiento superior	Tasa de parte superior de la página	Cuota parte superior de página abs.	Cuota d ranking superior d búsqued
350728067682	< 10 %	0,00 %	0,00 %	50,00 %	0,00 %	0,00 %
1653846503485	22,54 %	0,00 %	0,00 %	96,25 %	58,75 %	0,00 %
992051990598	33,33 %	0,00 %	0,00 %	100,00 %	0,00 %	0,00 %
2070096696371	25,00 %	0,00 %	0,00 %	60,00 %	20,00 %	0,00 %

On the right side, there is a sidebar for column selection. It includes a search bar 'Buscar métricas y dimen...', a 'Fila' section with dropdowns for 'Dominio de URL visible', 'Palabra clave de búsqueda', 'ID de la campaña', 'ID de grupo de anuncios', and 'ID de palabra clave', and a 'Columna' section with a dropdown for 'Cuota de impresiones de búsqueda...'. Below the sidebar are sections for 'Columnas recomendadas' (including 'Campaña' and 'Grupo de anuncios') and 'Columnas usadas frecuentemente' (including 'Tipo de emplazamiento' and 'Máximo rendimi...').

- c) Descarga el archivo en formato **csv.gz**.



- d) Selecciona el periodo anterior del analizado pulsando en el símbolo “<” situado a la derecha de las fechas y vuelve a descargar en formato **csv.gz**.

Personalizado

5 – 31 ene de 2024

Filtro

D de palabra clave	Cuota de impresiones de búsqueda (comparativa de subastas)	Tasa de superposición de búsqueda	Tasa de posicionamiento superior	Tasa de parte superior de la página	Cuota parte superior de página abs.	Cuota de ranking superior de búsqueda
150728067682	< 10 %	0,00 %	0,00 %	50,00 %	0,00 %	0,00 %

Fila

- Domino de URL visible
- Palabra clave de búsqueda
- ID de la campaña
- ID de grupo de anuncios

2) Dolnai Report (Dolnai Platform):

Lanza un reporte en la plataforma Dolnai para las fechas deseadas, subiendo (en la sección “Competitors”) los dos reportes:

- En la primera fila subir el reporte de las fechas del periodo analizado.
- En la segunda fila subir el reporte del periodo anterior.

Auction Insights Report (KW Level) Ninguno archivo selec.

Auction Insights Report Prev (KW) Ninguno archivo selec.

Categories By Campaign (Optional) Ninguno archivo selec.

XLSX File With Columns: Campaign, Category

3) Pulsar a Run

Accede a la plataforma Dolnai en: <https://adcreator.dolnai.com>

B) Descarga de Reportes de Competidores desde la **antigua** **Interfaz** de Google Ads

1. Reporte Competidores a nivel KW (antigua interfaz Google Ads):

a) Ve a **Informes Predefinidos > Comparativa de subastas > Búsqueda: palabra clave**



b) Escribe “ID” en la caja de búsqueda

Search - Keyword

The screenshot shows the 'Search - Keyword' interface. At the top, there are navigation buttons (Undo, Redo) and a date range selector set to 'Jan 1 - May 9, 2022'. Below this is a table with columns: Search keyword, Display URL domain, Search Impr. share (Auction Insights), Search overlap rate, Position above rate, Top of page rate, Abs. Top of page rate, and Search outranking share. The table contains 14 rows of data for various search terms like 'adeslas animales' and 'adeslas mascota'. On the right side, there is a sidebar with a search box containing 'id'. Below the search box are sections for 'Row' and 'Column' with various filters and options. The 'Row' section includes 'Search keyword', 'Display URL domain', 'Keyword ID', 'Campaign ID', and 'Ad group ID'. The 'Column' section includes 'Search Impr. share (Auction Insight...)', 'Search overlap rate', 'Position above rate', 'Top of page rate', 'Abs. Top of page rate', and 'Search outranking share'.

Search keyword	Display URL domain	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Search outranking share
adeslas animales	You	57.14%	-	-	100.00%	25.00%	-
adeslas animales	You	60.00%	-	-	100.00%	33.33%	-
adeslas animales	You	90.48%	-	-	94.74%	52.63%	-
adeslas animales	You	50.00%	-	-	100.00%	75.00%	-
adeslas animales	You	61.47%	-	-	98.51%	52.24%	-
Adeslas Animales	You	31.25%	-	-	100.00%	80.00%	-
Adeslas Animales	You	66.04%	-	-	85.71%	54.29%	-
Adeslas Animales	You	50.81%	-	-	88.89%	61.90%	-
adeslas mascota	You	66.67%	-	-	100.00%	0.00%	-
adeslas mascota	You	27.27%	-	-	66.67%	0.00%	-
adeslas mascota	You	55.56%	-	-	100.00%	0.00%	-
adeslas mascota	You	66.67%	-	-	75.00%	75.00%	-

c) Añade “ID de Campaña”, “ID de grupo de anuncios” e “ID palabra clave” como filas

Búsqueda: palabra clave

The screenshot shows the 'Búsqueda: palabra clave' interface. At the top, there are navigation buttons (Destacar, Borrador) and a date range selector set to '20 abr - 17 may de 2022'. Below this is a table with columns: Palabra clave de búsqueda, Dominio de URL visible, ID de la campaña, ID de grupo de anuncios, ID de palabra clave, Cuota de impresiones de búsqueda (comparativa de subastas), Tasa de superposición de búsqueda, Tasa de posicionamiento superior, Tasa de parte superior de la página, and Cuota parte superior de página abs. The table contains 10 rows of data for various search terms like 'adeslas animales' and 'adeslas mascota'. On the right side, there is a sidebar with a search box containing 'id'. Below the search box are sections for 'Fila' and 'Columna' with various filters and options. The 'Fila' section includes 'Palabra clave de búsqueda', 'Dominio de URL visible', 'ID de la campaña', 'ID de grupo de anuncios', and 'ID de palabra clave'. The 'Columna' section includes 'Cuota de impresiones de búsqueda...', 'Tasa de superposición de búsqueda', 'Tasa de posicionamiento superior', 'Tasa de parte superior de la página', 'Cuota parte superior de página abs.', and 'Cuota de ranking superior de búsqueda...'.

Palabra clave de búsqueda	Dominio de URL visible	ID de la campaña	ID de grupo de anuncios	ID de palabra clave	Cuota de impresiones de búsqueda (comparativa de subastas)	Tasa de superposición de búsqueda	Tasa de posicionamiento superior	Tasa de parte superior de la página	Cuota parte superior de página abs.
adeslas animales	Usted	16801512444	133724379005	1290579893721	100,00 %	-	-	100,00 %	0,00 %
adeslas animales	Usted	16801512444	133724379005	418994526457	94,12 %	-	-	93,75 %	62,50 %
adeslas animales	Usted	14051112179	134580074074	418994526457	84,21 %	-	-	93,75 %	75,00 %
Adeslas Animales	Usted	16801512444	133724379005	1585860955352	59,65 %	-	-	85,29 %	44,12 %
Adeslas Animales	Usted	14051112179	134580074074	1585860955352	69,09 %	-	-	100,00 %	76,32 %
adeslas mascota	Usted	16801512444	133724379005	810220884642	60,00 %	-	-	100,00 %	100,00 %
adeslas mascota	Usted	16801512444	133724379005	418994526697	82,35 %	-	-	100,00 %	57,14 %
adeslas mascota	Usted	14051112179	134580074074	810220884642	81,82 %	-	-	92,59 %	55,56 %

d) Descarga el reporte como un archivo en formato **.csv.gz** (con las mismas fechas usadas en el Dolnai report)

Search keyword	Display URL domain	Campaign ID	Ad group ID	Keyword ID	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
adeslas animales	You	16010810317	130524673097	418994526457	57.14%	-	-	100.00%	25.00%
adeslas animales	You	15843767442	131538611425	418994526457	60.00%	-	-	100.00%	33.33%
adeslas animales	You	16801512444	133724379005	418994526457	90.48%	-	-	94.74%	52.63%
adeslas animales	You	14051112179	134580074074	1290579893721	50.00%	-	-	100.00%	75.00%
adeslas animales	You	14051112179	134580074074	418994526457	61.47%	-	-	98.51%	52.24%
Adeslas Animales	You	15843767442	131538611425	1585860955352	31.25%	-	-	100.00%	80.00%
Adeslas Animales	You	16801512444	133724379005	1585860955352	66.04%	-	-	85.71%	54.29%
Adeslas Animales	You	14051112179	134580074074	1585860955352	50.81%	-	-	88.89%	61.90%
adeslas mascota	You	16010810317	130524673097	418994526697	66.67%	-	-	100.00%	0.00%

e) Sustituye las fechas introducidas anteriormente e introduce el periodo previo con el que quieres realizar la comparativa. Descarga este reporte en formato **.csv.gz**

Search keyword	Display URL domain	Campaign ID	Ad group ID	Keyword ID	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
adeslas animales	You	16010810317	130524673097	418994526457	57.14%	-	-	100.00%	25.00%
adeslas animales	You	15843767442	131538611425	418994526457	60.00%	-	-	100.00%	33.33%
adeslas animales	You	16801512444	133724379005	418994526457	90.48%	-	-	94.74%	52.63%
adeslas animales	You	14051112179	134580074074	1290579893721	50.00%	-	-	100.00%	75.00%
adeslas animales	You	14051112179	134580074074	418994526457	61.47%	-	-	98.51%	52.24%
Adeslas Animales	You	15843767442	131538611425	1585860955352	31.25%	-	-	100.00%	80.00%
Adeslas Animales	You	16801512444	133724379005	1585860955352	66.04%	-	-	85.71%	54.29%
Adeslas Animales	You	14051112179	134580074074	1585860955352	50.81%	-	-	88.89%	61.90%
adeslas mascota	You	16010810317	130524673097	418994526697	66.67%	-	-	100.00%	0.00%

f) Nombra y Guarda este Reporte Predefinido para futuras ocasiones.

Search - Keyword 
Unsaved

undo redo Custom
Jan 1 - May 9, 2022 < > Filter

Search keyword	Display URL domain	Campaign ID	Ad group ID	Keyword ID	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
adeslas animales	You	16010810317	130524673097	418994526457	57.14%	-	-	100.00%	25.00%
adeslas animales	You	15843767442	131538611425	418994526457	60.00%	-	-	100.00%	33.33%
adeslas animales	You	16801512444	133724379005	418994526457	90.48%	-	-	94.74%	52.63%
adeslas animales	You	14051112179	134580074074	1290579893721	50.00%	-	-	100.00%	75.00%
adeslas animales	You	14051112179	134580074074	418994526457	61.47%	-	-	98.51%	52.24%
Adeslas Animales	You	15843767442	131538611425	1585860955352	31.25%	-	-	100.00%	80.00%
Adeslas Animales	You	16801512444	133724379005	1585860955352	66.04%	-	-	85.71%	54.29%
Adeslas

2) Dolnai Report (Dolnai Platform):

Lanza un reporte en la plataforma Dolnai para las fechas deseadas, subiendo (en la sección "Competitors") los dos reportes:

- En la primera fila subir el reporte de las fechas del periodo analizado.
- En la segunda fila subir el reporte del periodo anterior.

Auction Insights Report (KW Level) Ninguno archivo selec.

Auction Insights Report Prev (KW) Ninguno archivo selec.

Categories By Campaign (Optional)  Ninguno archivo selec.

XLSX File With Columns: Campaign, Category

3) Pulsar botón "Run"

Accede a la plataforma en: <https://adcreator.dolnai.com/>

English Version:

- [Google Ads New Interface](#)
- [Google Ads Old Interface](#)

Download reports in Google Ads New Interface

- a) **Insights and Reports section** > Click on **Report Editor** > **Competitive Visibility** > **Auction Insights - search**

The screenshot displays the Google Ads interface. On the left is a vertical navigation menu with the following items: Insights and reports (expanded), Insights, Auction insights, Search terms, When and where ads showed, Landing pages, Shops, Report editor (highlighted with a blue bar and a right-pointing arrow), Dashboards, Campaigns (with a lock icon), Ad groups, Ads and assets, Keywords, and Audiences. The main content area is divided into three sections:

- When and where ads showed**: This section contains three cards:
 - Search terms**: See how your Search or Shopping ads performed when triggered by searches on Google's Search Network.
 - Retail categories**: Review each product category performance across Search and Shopping campaigns.
 - When and where ads showed**: See how your campaigns are driving shop visits.
- Competitive visibility**: This section contains one card:
 - Auction insights - search**: See your top competitors in search campaign auctions and review how they have changed over time.

- b) Choose the same dates you have chosen to analyze in the report and add the columns of **Search Keyword, Keyword ID, Ad group ID y Campaign ID.**

Age rate	Abs. Top of page rate	Search outranking share
81.60%	26.70%	0.00%
92.36%	22.76%	20.42%
88.00%	36.67%	19.55%
69.93%	22.64%	19.51%
56.13%	8.75%	20.36%
78.00%	23.89%	19.76%
66.57%	18.71%	19.57%

- c) Download the report in csv.gz format. Save it to your device.

Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate
66.67%	0.00%	0.00%	100.00%	0.00%
16.67%	0.00%	0.00%	0.00%	0.00%
34.48%	0.00%	0.00%	90.00%	20.00%
100.00%	0.00%	0.00%	100.00%	0.00%

- d) Select the previous period with which you want to compare the competitors (for the immediately preceding period click on "<").

Display URL	Search keyword	Campaign ID	Ad group ID	Keyword ID	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Search outranking share
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File upload to the Dolnai Platform.

e) Upload the reports to [AdCreator \(adcreator.dolnai.com\)](https://adcreator.dolnai.com):

- 1st box for the report downloaded in step d
- 2nd box for the report downloaded in step e (previous period)



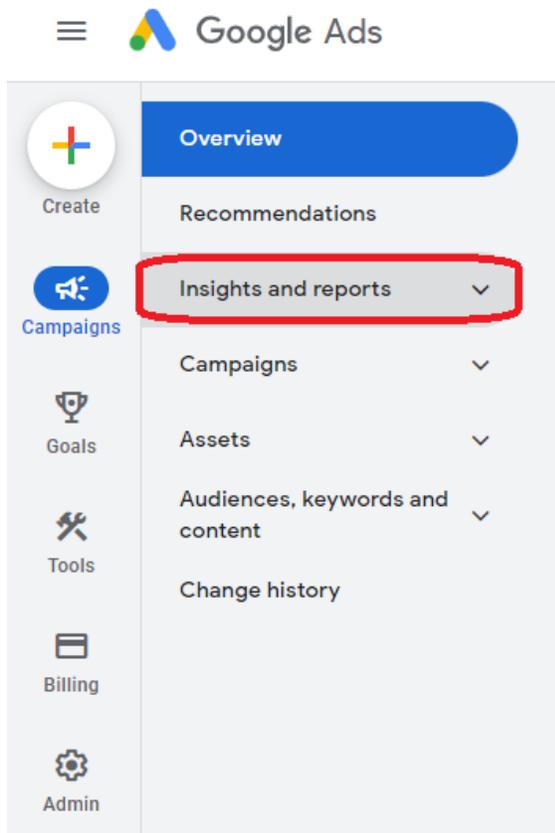
The screenshot shows a web interface for uploading reports. On the left, there is a table with three rows:

Competitors	
Auction Insights Report (KW Level)	Seleccionar archivo Ninguno archivo selec.
Auction Insights Report Prev (KW)	Seleccionar archivo Ninguno archivo selec.
Categories By Campaign File (XLSX)	Seleccionar archivo Ninguno archivo selec.

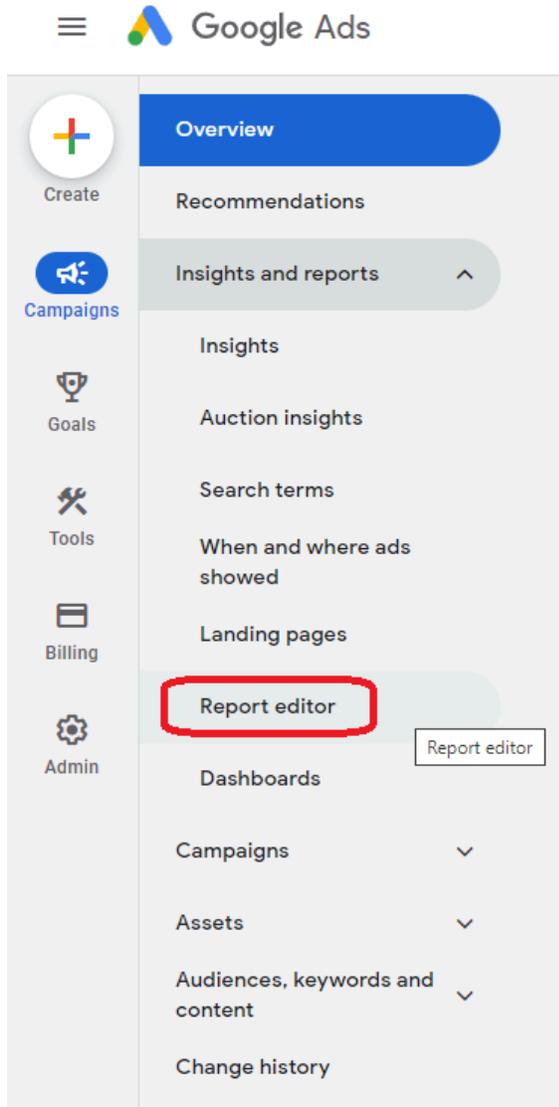
Each row has a blue button labeled "Seleccionar archivo" and a text field containing "Ninguno archivo selec.". A red box highlights the first two rows. Below the table is a blue button labeled "Run". To the right of the table is a large grey rectangular area.

Download reports in Google Ads Old Interface

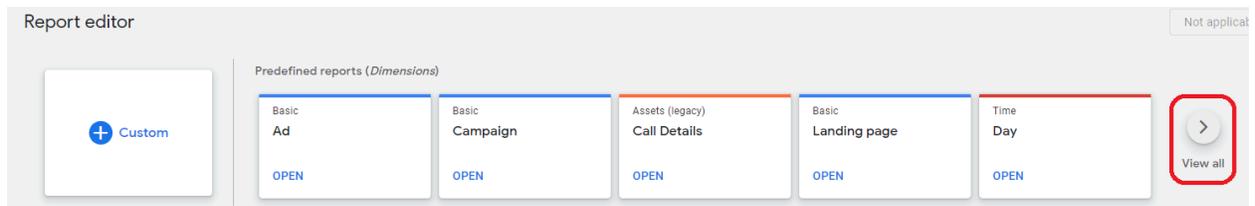
1. Under “**Campaigns**” section click on “**Insights and reports**”



2. Then click on “Report editor”



3. Click on “View all” at the top right



4. Look for the section “Auction Insights” and select the “Search-keyword” report

The screenshot shows the Google Ads interface. On the left is a navigation menu with options like Overview, Recommendations, Insights and reports, Insights, Auction insights, Search terms, When and where ads showed, Landing pages, Report editor, Dashboards, Campaigns, and Assets. The main area displays 'Auction insights' with several report cards. The 'Search - Keyword' report card is highlighted with a red box. Above the reports, there are filters for Workspace (2 filters), Campaigns (36), and Campaign status (Enabled).

5. Type “id” in the search-box and add Campaign ID, AdGroup ID and Keyword ID to the report

The screenshot shows the 'Search - Keyword' report in Google Ads. The search box at the top right contains the text 'id'. The report table displays various metrics for different search keywords. The 'Campaign ID', 'Ad group ID', and 'Keyword ID' columns are highlighted with red boxes. The table has columns for Search keyword, Display URL domain, Search Impr. share (Auction Insights), Search overlap rate, Position above rate, Top of page rate, Abs. Top of page rate, and Search outranking share.

Search keyword	Display URL domain	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Search outranking share
+affitto +auto +alicante	You	37.50%	—	—	100.00%	33.33%	—
+affitto +auto +tenerife	You	57.14%	—	—	100.00%	25.00%	—
+affitto +auto +tenerife +sud	You	100.00%	—	—	100.00%	66.67%	—
+autonoleggio +gran +canaria	You	50.00%	—	—	100.00%	50.00%	—
+autonoleggio +tenerife	You	65.22%	—	—	80.00%	26.67%	—
+autonoleggio +tenerife +sud	You	100.00%	—	—	100.00%	40.00%	—
+doyouspain	You	97.14%	—	—	98.04%	95.10%	—
+doyouspain	You	97.50%	—	—	100.00%	100.00%	—
+fuerteventura +mietwagen	You	31.91%	—	—	33.33%	0.00%	—
+fuerteventura							
Total							

6. Download it as an **.csv.gz** file



7. Now click on the **left arrow** to select the previous period. Once selected, **download this report as explained in the previous step (6).**

A screenshot of the Google Ads search performance report interface. The top navigation bar includes "Search - Keyword", "Download", "Refresh", "Feedback", "Reset", "Save", "Save as", and "Add to dashboard". The main area shows a table with columns: Search keyword, Display URL domain, Campaign ID, Ad group ID, Keyword ID, Search Impr. share (Auction Insights), Search overlap rate, Position above rate, Top of page rate, Abs. Top of page rate, and Search outranking share. The date range is "10 Feb - 11 Mar 2023", and a left arrow is highlighted with a red box. The table contains 8 rows of data, including a "Total" row. The bottom of the interface shows "Show rows 50" and "1 - 50 of 155,635".

Search keyword	Display URL domain	Campaign ID	Ad group ID	Keyword ID	Search Impr. share (Auction Insights)	Search overlap rate	Position above rate	Top of page rate	Abs. Top of page rate	Search outranking share
+affitto+auto+alicante	You	31444741	114023218544	300573777758	37.50%	-	-	100.00%	33.33%	-
+affitto+auto+tenerife	You	31444741	126229929968	300573779038	57.14%	-	-	100.00%	25.00%	-
+affitto+auto+tenerife+sud	You	31444741	122421959162	320048121108	100.00%	-	-	100.00%	66.67%	-
+autonoleggio+gran+canaria	You	31444741	114023219424	297173063267	50.00%	-	-	100.00%	50.00%	-
+autonoleggio+tenerife	You	31444741	126229929808	300573787398	65.22%	-	-	80.00%	26.67%	-
+autonoleggio+tenerife+sud	You	31444741	122421958962	319585104705	100.00%	-	-	100.00%	40.00%	-
+doyouspain	You	388378757	25795377677	18325574520	97.14%	-	-	98.04%	95.10%	-
+doyouspain	You	1579451641	62364079849	18325574520	97.50%	-	-	100.00%	100.00%	-
Total					-	-	-	-	-	-

8. Upload the reports to [AdCreator \(adcreator.dolnai.com\)](https://adcreator.dolnai.com):

- 1st box for the report downloaded in step 6
- 2nd box for the report downloaded in step 7 (previous period)

The screenshot shows the 'Full Account Health Settings' form in the Dolnai AdCreator interface. The form is titled 'Full Account Health Settings' and contains several input fields and a table for report uploads. The 'Competitors' dropdown menu is expanded, showing three report upload options, each with a 'Seleccionar archivo' button and a 'Ninguno archivo selec.' option. A red rectangle highlights these three options. The 'Run' button is located at the bottom right of the form.

Report Type	File Selection
Auction Insights Report (KW Level)	Seleccionar archivo Ninguno archivo selec.
Auction Insights Report Prev (KW)	Seleccionar archivo Ninguno archivo selec.
Categories By Campaign File (XLSX)	Seleccionar archivo Ninguno archivo selec.