```
function main() {
  // Define the Google Sheet URL
  var SPREADSHEET_URL = 'xxxxxxx';

  var spreadsheet = SpreadsheetApp.openByUrl(SPREADSHEET_URL);
  var sheet = spreadsheet.getActiveSheet();

  // Clear previous data
  sheet.clear();

  // Write headers
  sheet.appendRow([
    'Search Query',
    'Impressions',
    'Clicks',
    'Conversions',
    'Cost',
    'CTR (%)',
    'Cost/Conversion',
    'Suggested Action'
  ]);

  // Fetch search query performance report
  var report = AdsApp.report(
    "SELECT Query, Impressions, Clicks, Conversions, Cost " +
    "FROM SEARCH_QUERY_PERFORMANCE_REPORT " +
    "WHERE Impressions > 10 " +
    "DURING 20240829,20250528"
  );

  // Parse the report and append data to the sheet
  var rows = report.rows();
  while (rows.hasNext()) {
    var row = rows.next();
    var query = row['Query'];
    var impressions = parseInt(row['Impressions']);
    var clicks = parseInt(row['Clicks']);
    var conversions = parseFloat(row['Conversions']);
    var cost = parseFloat(row['Cost']);
    var ctr = ((clicks / impressions) * 100).toFixed(2);
    var costPerConversion = conversions > 0 ? (cost /
conversions).toFixed(2) : 'N/A';

    // Define suggested action
    var action = '';
    if (conversions == 0 && cost > 10) {
      action = 'Consider as Negative';
    } else if (conversions > 0 && costPerConversion < 50) {
      action = 'Good Performance';
    } else {
      action = 'Monitor';
    }

    // Append row to sheet
```

```
    sheet.appendRow([
      query, impressions, clicks, conversions, cost, ctr,
costPerConversion, action
    ]);
  }

  // Apply conditional formatting
  applyConditionalFormatting(sheet);

  Logger.log('Search Query Performance Report has been generated!');
}

// Apply Conditional Formatting
function applyConditionalFormatting(sheet) {
  var range = sheet.getRange(2, 1, sheet.getLastRow() - 1,
sheet.getLastColumn());

  // Red for poor performance (e.g., "Consider as Negative")
  var redRule = SpreadsheetApp.newConditionalFormatRule()
    .whenTextContains('Consider as Negative')
    .setBackground('#f4cccc') // Light red
    .setRanges([range])
    .build();

  // Yellow for "Monitor"
  var yellowRule = SpreadsheetApp.newConditionalFormatRule()
    .whenTextContains('Monitor')
    .setBackground('#fff2cc') // Light yellow
    .setRanges([range])
    .build();

  // Green for "Good Performance"
  var greenRule = SpreadsheetApp.newConditionalFormatRule()
    .whenTextContains('Good Performance')
    .setBackground('#d9ead3') // Light green
    .setRanges([range])
    .build();

  // Clear previous rules and apply new ones
  var rules = sheet.getConditionalFormatRules();
  rules.push(redRule, yellowRule, greenRule);
  sheet.setConditionalFormatRules(rules);
}
```