

# Available on GitHub



## Negative Keyword Cleaner

Easily clean your negative  
keyword lists with AI

Google

Challenge



# Challenge

**Negative keywords** let you exclude search terms to focus on keywords that matter. Better targeting can put your Search ad in front of interested users and increase your return on investment. But, managing negative keyword lists can be tricky, and you might inadvertently block your ads from appearing in relevant searches.



Question



# Solution



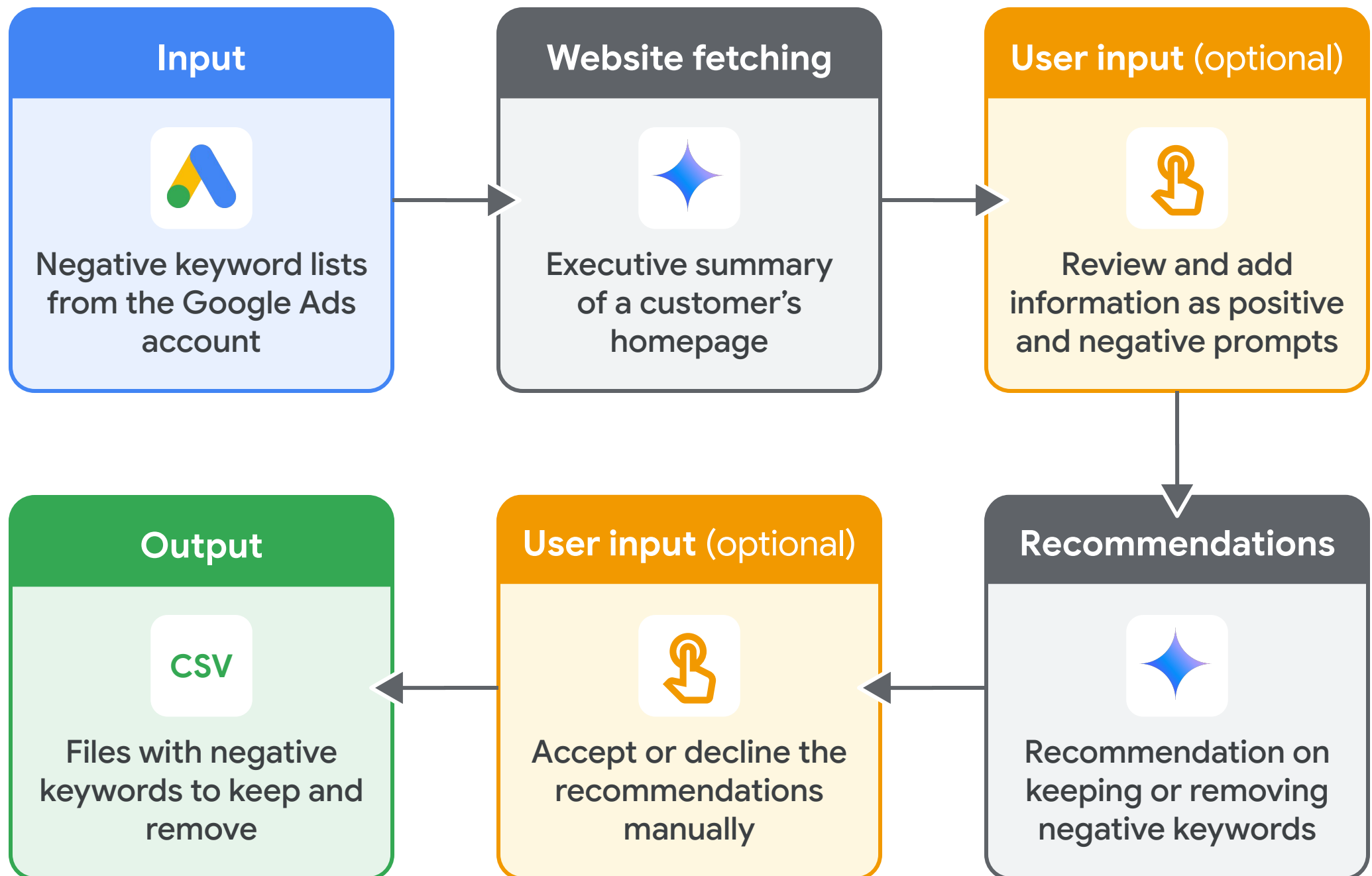
**Negative Keyword Cleaner**, powered by Gemini, analyzes your website and other information you provide to build a thorough understanding of your business. The tool can then assess the relevance of your negative keywords and highlight those that may be blocking potential customers from finding you.



Illustration



# Illustration





# Use cases



Improve Search ad performance



Easy negative keyword list handling



Spring-clean older accounts



# Benefits



Time and cost saving



Works for all languages & industries



Open-source

# Requirements



- Google Cloud with billing enabled
- Google Ads account
- Manager account ID (MCC ID)
- Google Ads Developer token



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# Learn more

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Thank you

