



Ad Variations (beta) Setup Guide

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Creating a new Experiment

1. Go to the “Labs” tab in Adwords and select “Ad Variations”. Click on “+ EXPERIMENT



2. Name your experiment
3. Select where you want the ads to vary. You can choose between the entire account, selected campaigns or selected ad groups :

New ad variation experiment

Name

Vary ads in

Include all ads in selected campaigns or ad groups
 Further filter ads in selected campaigns or ad groups

Start/end date -

Note :

When choosing selected campaigns, or selected ad groups, you may use the search feature, to quickly select multiple campaigns or ad groups simultaneously :

ad group|

Campaigns search results: 0

Ad groups search results: 2

Test >

● Ad Group #1

test >

● Ad Group #1

Selected ad groups: 0

- You may also filter your experiment to ads that match a certain filter. You may now choose more options when filtering ads affected by their experiment : Start with, does not contain, contains, or is.

Further filter ads in selected campaigns or ad groups

Headline contains + OR

+ AND

Start/end date -

Experiment traffic %

Variation

contains
does not contain
is
starts with

Note :

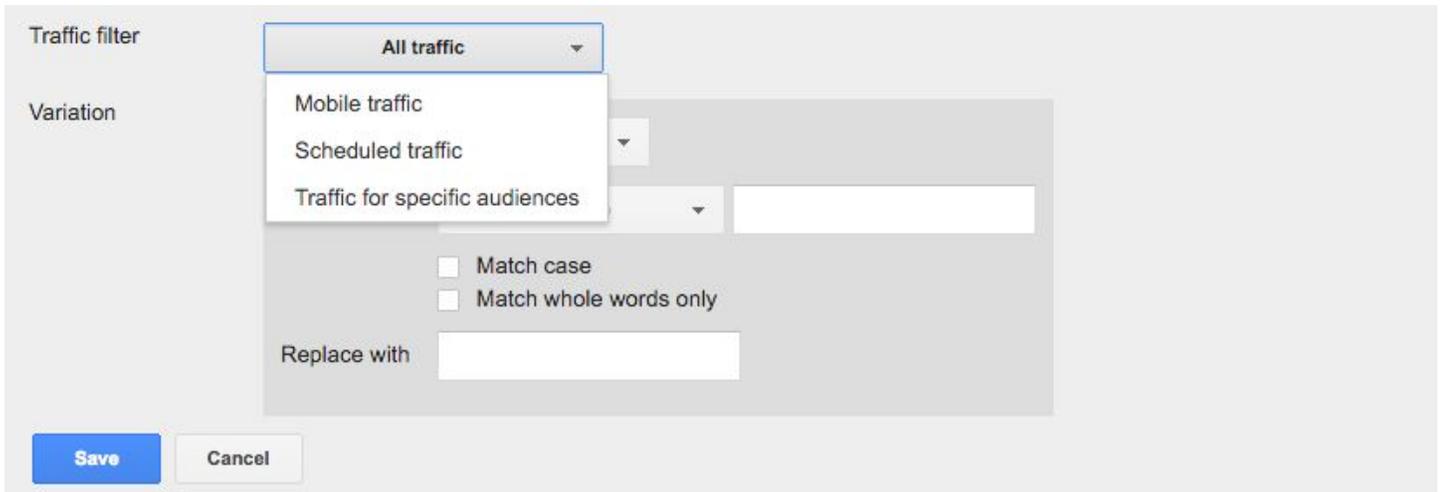
- You cannot combine more than 5 filters simultaneously (AND), and you may not use more than 3 criteria per filter (OR)
- Filters are case insensitive : for example the variation describe above will affect an ad that contains "mobile.Domain.com".

- Choose your experiment start date and end date. Here you need to make sure that :
 - The start date is not in the past.
 - The end date is after the start date.

Start/end date -

You will be able to extend the end date for an existing experiment.

6. Set your experiment traffic % : choose from 10%, 20%, 30%, 40%, or 50%. Note that you will be able to edit this traffic split after the experiment starts running.
7. **NEW:** You may also filter your experiment based on traffic filters. Advertisers can choose from three traffic filters: Mobile traffic, scheduled traffic, or Traffic for specific audience.



8. Setup your actual variation. Here you can choose between 6 actions :
 - a. **Find Text and replace** : This is particularly useful if you want to change part of the Headline, Description Line 1, Description Line 2 or Visible URL. For example, you may want to test a variation in your call to action and replace “Book now” with “Order now”. You can also specify to “Match Case” or “Match whole words only.”

Advertisers may now use Wildcards in order to test even more variations. Wildcards can be used in filters, and / or in find & replace and must used the following syntax. For instance :

Variation action	Ads affected
Find	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><i>Original ad</i></p> <p>Nexus 6P at Google Store. Security at your fingertip. Great deals in Mountain View. store.google.com/nexus6P</p> </div> <div style="width: 10%; text-align: center;">→</div> <div style="width: 45%;"> <p><i>Modified ad</i></p> <p>Nexus 6P at Google Store. Security at your fingertip. See Great Mountain View deal. store.google.com/nexus6P</p> </div> </div>
and replace with	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Nexus 6P at Google Store. Security at your fingertip. Awesome deals in Bay Area. store.google.com/nexus6P</p> </div> <div style="width: 10%; text-align: center;">→</div> <div style="width: 45%;"> <p>Nexus 6P at Google Store. Security at your fingertip. See Awesome Bay Area deals. store.google.com/nexus6P</p> </div> </div>

- b. **Set Text** : This is particularly useful if you want to modify the Headline, DL1, DL2 or Visible URL in its entirety.
- c. **Change case** : Change to Title case or Sentence case within the Headline, description line 1 or description line 2.

- d. **Swap description lines 1 & 2** : Replace description line 1 with description line 2, and description line 2 with description line 1.
- e. **Change ad rotation settings** : For all ads in selected campaigns, choose between “Optimize for clicks, or rotate indefinitely. Learn more about Ad Rotation settings here : <https://support.google.com/adwords/answer/112876?hl=en>
- f. **Set text with ad customizers**: This allows advertisers to experiment with Ad Customizer ads :

Detailed instructions to test Ad Customizers in Ad Variations :

Step 1 : Create and upload an Ad Customizers feed.

Shared library > Business data > tickets_feed
 Type: Ad customizer data
 Attributes: Performer_name (text), Venue_name (text), Price (price) + Add

Items Upload history

All but removed Filter Columns Download Search

+ ITEM Edit

	Performers	Venue_name	Price	Target campaign	Target ad group	Target location	Clicks
<input type="checkbox"/>	Beyoncé	SAP Center	55 USD	Performers	Beyoncé		0
<input type="checkbox"/>	Madonna	Verizon Center	70 USD	Performers	Madonna		0
<input type="checkbox"/>	Bruno Mars	Staples Center	65 USD	Performers	Bruno Mars		0

Step 2 : Go the Ad Variations tab in Adwords Labs and create a new experiment.

- Important: Your experiment scope must match the targeting attributes that you specified in your business data feed.
- Select the Set text with ad customizers action.

New ad variation experiment

Name: Test Ad Customizers

Vary ads in: Selected campaigns Campaign #1 Edit

Include all ads in selected campaigns or ad groups
 Further filter ads in selected campaigns or ad groups

Start/end date: Apr 1, 2016 - Apr 30, 2016

Experiment traffic %: 50%

Traffic filter: All traffic

Variation: Action: Set text with ad customizers
 Headline is {=Hotels.Destination} H
 + AND

Save Cancel

Please note: one new creative will be created within the experiment scope in a random ad group. This is necessary to test with ad customizers and should be ignored.

In the control arm, the ads that are in the affected campaigns & ad groups will serve normally.

In the experiment arm, the text will be replaced by the text from the ad that was created.

Advertisers can now use the “Assemble Ads Automatically” function. This feature automatically optimizes the content of text ads by deconstructing an existing ads into shorter, interchangeable blocks, and reconstructing ads into new combinations for improved performance.

1. First, the advertisers ads in a given Ad Variations account are crawled
2. Then, the the most frequent blocks of text are extracted
3. Third, advertiser can suggest multiple variations for a given text block
4. Finally, the variations are assembled together and served in the experiment

New ad variation experiment

Name

Vary ads in

Include all ads in selected campaigns or ad groups
 Further filter ads in selected campaigns or ad groups

Start/end date -

Experiment traffic %

Traffic filter

Variation

This action replaces sentences in your ads with alternative sentences provided by you to form new ads.

Original sentence	Affected ads	Alternative sentence(s)
<input type="checkbox"/> Call Now for Appointment	4 ads	<input type="text"/> + Add another
<input type="checkbox"/> We Have Offices in {%phrase1} and {%phrase2}	4 ads	<input type="text"/> + Add another
<input type="checkbox"/> Doctors Who Care	3 ads	<input type="text"/> + Add another
<input type="checkbox"/> Board-Certified Doctors	2 ads	<input type="text"/> + Add another

- Ensure “Vary ads in” is set to “Entire account”
- Select “Assemble ads automatically” as “Variation Action”

Variation

Action: Assemble ads automatically

This action replaces sentences in your ads with alternative sentences provided by you to form new ads.

Original sentence	Affected ads	Alternative sentence(s)
Call Now for Appointment	4 ads	Book your appointment online Book an appointment today Make an appointment in one click + Add another
Doctors Who Care	3 ads	<input type="text"/> + Add another
Board-Certified Doctors	2 ads	Short Wait Times Extended hours Personal, World Class Care + Add another
Clinics In Albany and Scio	1 ads	Medical Centers in Albany & Scio Get Care in Albany & Scio + Add another
A Family of Doctors	1 ads	Trusted Doctors Find Doctors who Listen + Add another
Same-Day Appt. Many Insurance Plans	1 ads	<input type="text"/> + Add another
Accepting many types of insurance	1 ads	Most Insurance Accepted We Accept Most Insurance Types + Add another

{%phrase} can match multiple strings. For instance, replace "hotels in {%phrase}" with "{%phrase} hotels":

- Replaces "Hotels in San Francisco" with "San Francisco hotels"
- And "Hotels in Los Angeles" with "Los Angeles Hotels"

- Add multiple alternative sentences (up to max 10) for more scale

Note :

- Only one variation can be applied within an experiment.
- "Find text" is case insensitive : for example the variation described above will affect an ad that contains "book now", in lower caps.
- "Replace text" is case sensitive : Replace with "Book Now" is different that Replace with "book now".

Reviewing your experiments

Once you setup your experiment, it will appear under the Ad Variations section of the Labs tab in Adwords.

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Auto targets Dimensions Display Network Labs

All features Ad variations Annotations

+ EXPERIMENT

Name	Vary ads in	Filter	Variation(s)	Start/end date
Ad Variation 1	Entire account	Visible URL contains one of (mobile.domain.com)	Find "official site" and replace with "mobile site"	Dec 14, 2014 – Dec 20, 2014

After your experiment starts, we will start showing the number of affected ads as well as the number of disapproved ads. Sometimes, a variation may cause experiment ads to be disapproved. For instance, if you're using trademarks that are not used in the original ad, or if the variation is causing the ad to go over character limits. In this case, we will show the number of disapproved ads next to the number of affected ads.

●	test 40394	Entire account	May 11, 2015 – May 14, 2015	50%	Change headline to title case 12 affected ads (3 disapproved) 42633
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Editing your experiment

In the first version of Ad Variations (beta), it is only possible to edit :

- The end date of your experiment

To edit other attributes of your experiment, you will have to remove an existing experiment and create a new one.

Stats reporting

Control vs Experiment stats :

The Adwords front end will provide statistics on affected ads directly in the Ad Variations section. You can choose the level of detail you want to see (Experiment level, segmented by Campaign, ad group, or ad) by selecting columns > modify columns > level of detail.

Use the date picker to select the date range.

The screenshot shows a 'Modify columns' dialog box. At the top, there are buttons for 'All but removed' and 'Columns'. Below these is a 'Modify columns...' button. The main area is titled 'Modify columns' and contains a 'Select metrics' section with a list of metrics: 'Level of detail', 'Attributes', 'Performance', and 'Conversions'. Each metric has a right-pointing arrow. To the right of this list is a table with columns for 'Campaign', 'Ad Group', and 'Ad ID', each with an 'Add' button. At the top right of the table is a button labeled 'Add all columns'.

Additional reporting :

If some of your experiment ads are disapproved, we will provide additional reporting on these disapproved ads in a spreadsheet. This spreadsheet will be accessible from the Ad Variations tab and will display the columns below :

Campaign	AdGroup	CreativeId	Variation	Creative Text	Variation Text	Approval Status
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Reporting format :

When uplift numbers are not statistically valid, they will be shown in grey. When they are statistically valid, they will be shown in red / green.

Note :

Decrease in Ad position may be shown in **red**, even if it should be analyzed as an **improvement** of the metric (ad position decreasing = ad showing higher on the page). Same logic applies to Cost / Conversion.

- A number is shown in red means that the experiment impact on the metric is :
 - statistically relevant
 - negative
- A number is shown in green means that the experiment impact on the metric is :
 - statistically relevant
 - positive
- A number is shown in grey without confidence interval (squared brackets) means that the experiment hasn't got enough volume to be statistically significant.
- A Number is shown in grey with confidence interval (numbers in squared brackets) when confidence interval is too large (impact number is too noisy to be statistically valid).

Examples :

Clicks	<ul style="list-style-type: none">● On average, over the experiment period, affected ads saw a -5% impact on clicks from the experiment.● There was not enough data to calculate a confidence interval (numbers within brackets). It is recommended to keep the experiment running.
240	
-5%	

Clicks	<ul style="list-style-type: none">● On average, over the experiment period, affected ads saw a -5% impact on clicks from the experiment.● We're confident that the experiment will have an impact within -23% and +13%.● Because this confidence interval contains both a positive and a negative value, we do not color the cell in green because we don't recommend that the advertiser should make decision based on this metric.
240	
-5%	
[-23%, +13%]	

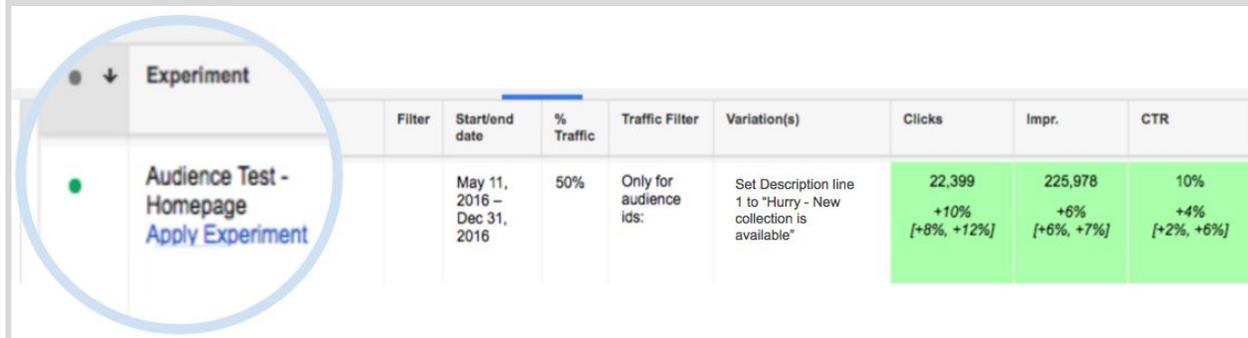
CTR	<ul style="list-style-type: none">● On average, over the experiment period, affected ads saw a -4% impact on CTR from the experiment.● We're confident that the experiment will have an impact within -4% and -3%.● Because we're confident enough that the experiment will negatively impact the metric, we show the cell in red.
35%	
-4%	
[-4%, -3%]	

CTR	<ul style="list-style-type: none">● On average, over the experiment period, affected ads saw a +4% impact on CTR from the experiment.● We're confident that the experiment will have an impact within +4% and +5%.● Because we're confident enough that the experiment will positively impact the metric, we show the cell in green.
35%	
+4%	
[+4%, +5%]	

Applying variations to existing ads

Advertisers can apply variations of experiments with significant results up to 30 days after the end of the experiment with bulk upload or AdWords Editor.

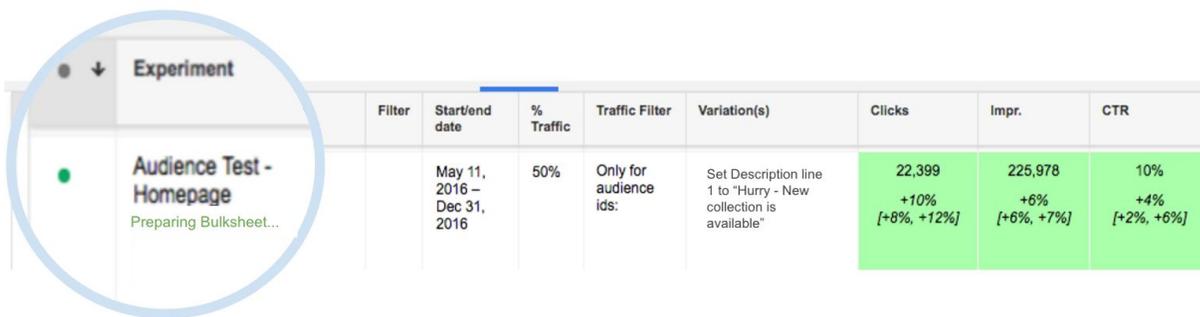
1) Active experiments with significant results will surface a “Apply Experiment” link which allows advertisers to easily apply variations to their ads.



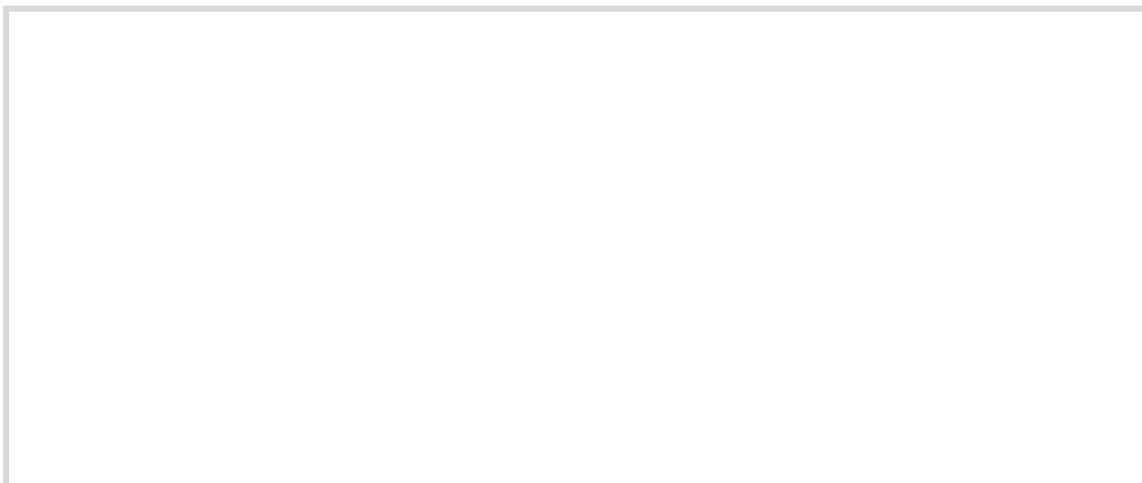
Experiment	Filter	Start/end date	% Traffic	Traffic Filter	Variation(s)	Clicks	Impr.	CTR
Audience Test - Homepage Apply Experiment		May 11, 2016 – Dec 31, 2016	50%	Only for audience ids:	Set Description line 1 to "Hurry - New collection is available"	22,399 +10% [+8%, +12%]	225,978 +6% [+6%, +7%]	10% +4% [+2%, +6%]

2) A "preparing bulksheet" message will appear where advertiser can enter email addresses (comma separated) to send the bulksheet to and a label for the old and new ads. The experiment will be paused once the advertiser clicks the "Apply" link. The “Labels” fields are required and

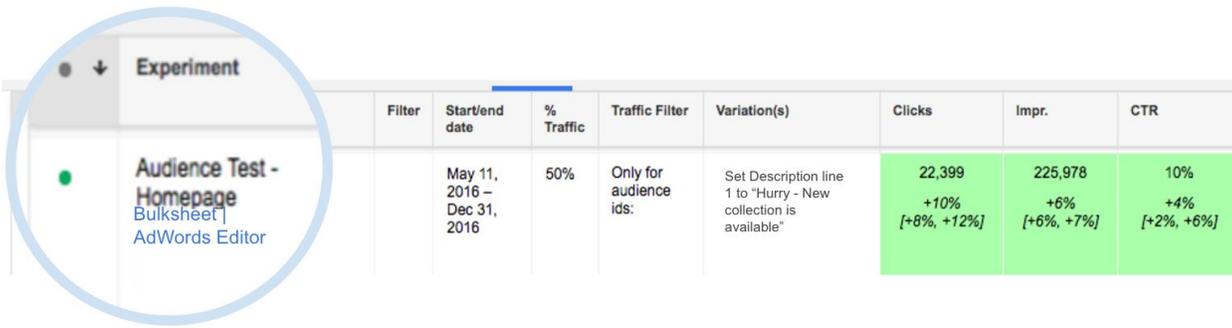
- Label for new ads must be different from Label for old ads
- and Label for new ads and old ads cannot be already in use in the account



Experiment	Filter	Start/end date	% Traffic	Traffic Filter	Variation(s)	Clicks	Impr.	CTR
Audience Test - Homepage Preparing Bulksheet...		May 11, 2016 – Dec 31, 2016	50%	Only for audience ids:	Set Description line 1 to "Hurry - New collection is available"	22,399 +10% [+8%, +12%]	225,978 +6% [+6%, +7%]	10% +4% [+2%, +6%]



3) The creation and sharing of the bulk spreadsheet upload file will be notified in the Experiment column. Two new links will be surfaced to access the bulksheet upload and the AdWords Editor upload file.



The screenshot shows a table with the following columns: Filter, Start/end date, % Traffic, Traffic Filter, Variation(s), Clicks, Impr., and CTR. A callout circle highlights the 'Audience Test - Homepage' experiment, which includes links for 'Bulksheet' and 'AdWords Editor'.

Filter	Start/end date	% Traffic	Traffic Filter	Variation(s)	Clicks	Impr.	CTR
	May 11, 2016 – Dec 31, 2016	50%	Only for audience ids:	Set Description line 1 to "Hurry - New collection is available"	22,399 +10% [+8%, +12%]	225,978 +6% [+6%, +7%]	10% +4% [+2%, +6%]

4) Advertisers can either open the bulksheet using the links or check the email they had provided earlier. Upload to either AdWords or Editor will surface a preview and once the advertiser confirms, the old ads will be paused and new ads will be created with the variation applied.