RESPONSIVE DISPLAY ADS

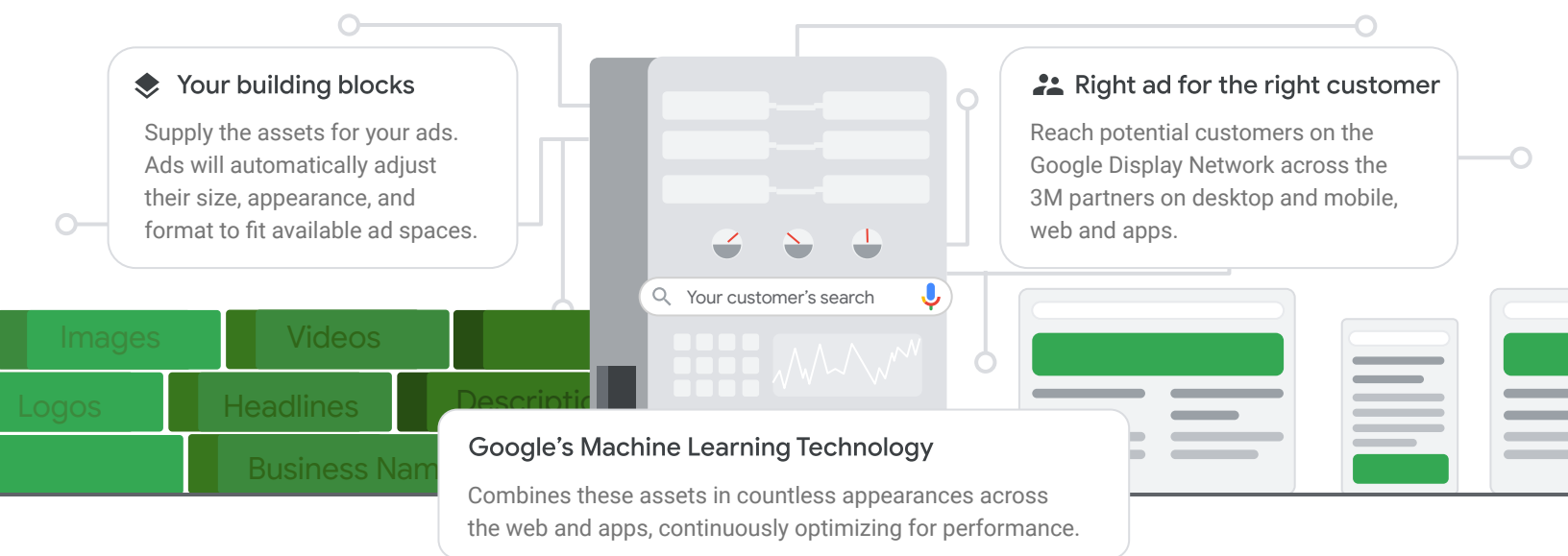# Build customized ads, automatically with responsive display ads

Supercharge your existing Display campaigns with the newest Display format

◆ Your building blocks

Supply the assets for your ads. Ads will automatically adjust their size, appearance, and format to fit available ad spaces.

👥 Right ad for the right customer

Reach potential customers on the Google Display Network across the 3M partners on desktop and mobile, web and apps.

Images
Videos
Logos
Headlines
Descripti...
Business Nam...

🔍 Your customer's search 🎤

Google's Machine Learning Technology

Combines these assets in countless appearances across the web and apps, continuously optimizing for performance.

Launched in October 2018, responsive display ads combine the best of Legacy responsive ads and the Smart Display Campaign ad format to allow for scale and performance.

+50%
more conversions when running image + responsive display ads

+10%
more conversions with responsive display ads

What's new?

Asset-Based Ads

Provide 1 Long Headline, up to 5 Short Headlines, Logos, Videos, Descriptions + 5-15 Images, Business Name, URL

Real time feedback & scorecard

Ad Strength measures the quantity and diversity of assets and provides ad setup next steps

Format Control

Choose which formats to run ads in: All formats, non-native only, and native only.

Custom Colors

Choose primary & secondary colors for your brand.

Ad strength ⃝?	Next Steps	Asset Progress
◯ Excellent	Your ad setup looks excellent! You're all set.	✅ Images ✅ Headlines ✅ Descriptions

Understand how responsive display ads perform

Asset report:
Understand when to replace poorly performing assets with new ones. Assets are measured according to volume of conversions, conversion rate, and cost-per-acquisition (CPA) per impression, per asset.

Top combination report:
Understand which asset combinations perform best together.

Label	What it means
🔴 Learning	Not enough data
🟡 Low	This is the worst performing asset of its type within this creative
🔵 Good	Performing well compared to other assets of its type within this creative
🟢 High	Highest performing asset of its type within this creative

Pro Tip Monitor the performance and status of your ads every 1-2 weeks by reviewing your asset report.

✅ Best Practices

⚙ Campaign and ad group setup

Set-up your responsive display ad via the Google Ads interface, the API or the Editor tool.

🎴 Creative Best Practices

Your ads are as good as the assets you provide. Adhere to [these creative guidelines](#) to create high-performing responsive display ads.

🖼 Supply the recommended number of assets

Include all possible variations of each asset within each ad group when setting to your responsive display ad.

Starting out with responsive display ads

● Transitioning to RDA from legacy responsive ads

Easily transition **from legacy responsive ads** to the new format without changing/adding new assets. You can do this by saving the existing set of assets as a new 'responsive display ad'. We recommend **adding more assets in order to boost the performance of your new ads.**

● Transitioning to RDA from Smart Display ads

Similar to legacy responsive ads, transition **from Smart Display ads** to the new format without changing/adding new assets. Save the existing set of assets as a new 'responsive display ad'. Note that for **Smart Display ads you will need to add a Business Name.**

● Add your new ads to your existing ad groups

If transitioning from older ad formats, add your new responsive display ad in the same ad group as responsive ads. **Run both ads in parallel for at least two weeks** before pausing the old responsive ad format.

Examples of responsive display ads