

# AdSense Auto ads

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Google AdSense



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# Agenda

1. What are AdSense Auto ads? How do they work?
2. Why should publishers try AdSense Auto ads?
3. How to implement AdSense Auto ads
4. Myth Busting
5. Q&A

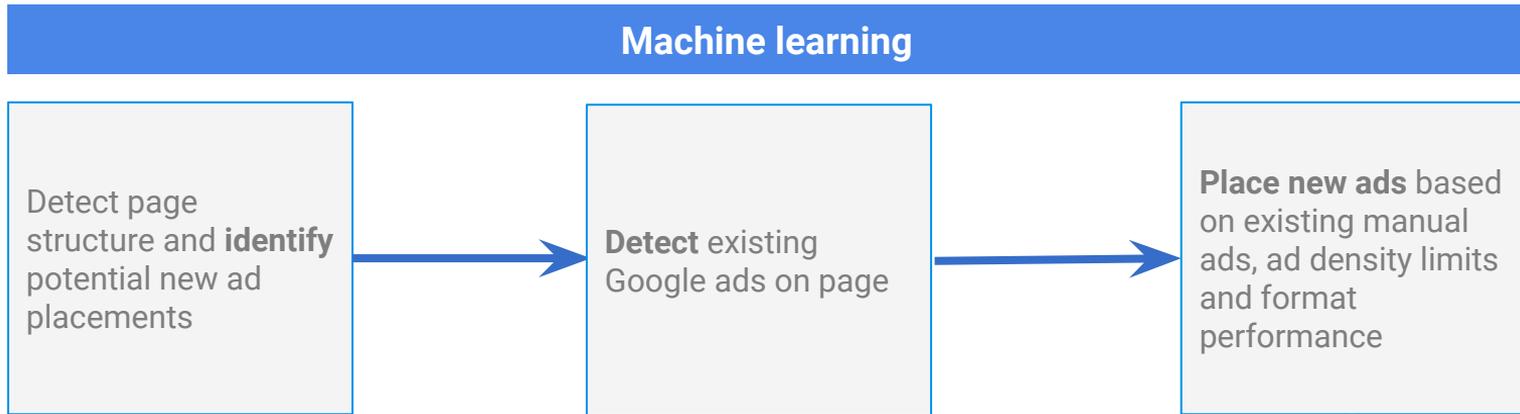
# 1. What are AdSense Auto ads? How do they work?

AdSense Auto ads can help monetize new placements while maintaining a good user experience.

AdSense Auto ads are a **simple, innovative** way for publishers to automatically monetize their pages with just a **single piece of ad code**.

# Auto ads uses Google's machine learning technology to identify placement opportunities

Publishers **add the code once** and make all the changes in the UI.



If a publisher makes a change to their site, retrigger analysis.

2. Why should publishers try Auto ads?

# Auto ads help publishers to move towards a more dynamic and scalable ads experience

## Today

1. Publishers need to use different tags for different sizes, formats, placements and pages
2. Publishers spend a lot of time optimizing ads on their pages to maximize revenue

## Auto Ads

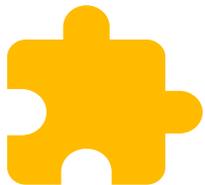


## Future

1. One tag solution (simple and customizable within UI)
2. Optimization done by Google to keep the user experience and revenue high

# With AdSense Auto ads publishers can focus on content and leave monetization/optimization to AdSense

AdSense Auto ads provide three major benefits:



1. Ease of use



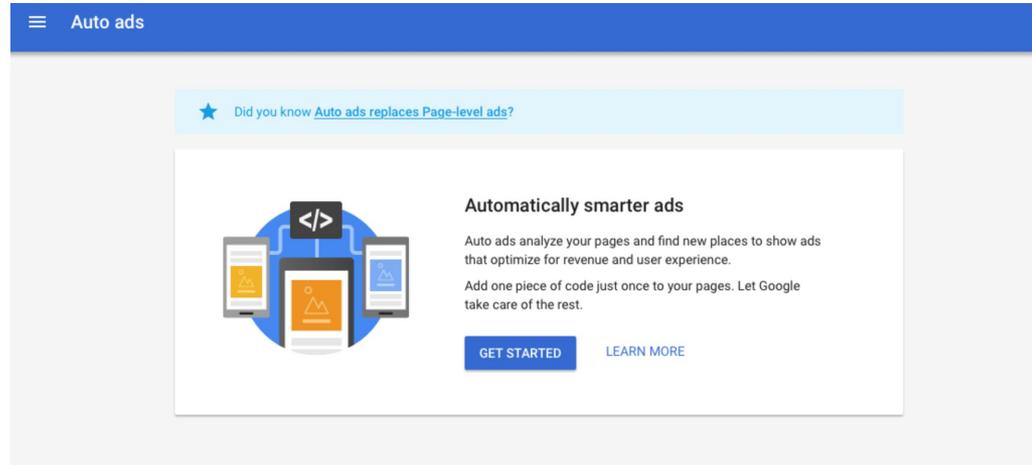
2. Incremental revenue



3. Customization options with more formats and control

# Auto ads are easy to set up and allow publishers to customize their settings within their AdSense account

- Publishers tag their site **only once** and they don't need to paste their code again.
- They can **customize their settings in their AdSense account** at any time without making changes to the ad code.



Auto ads

★ Did you know Auto ads replaces Page-level ads?

**Automatically smarter ads**

Auto ads analyze your pages and find new places to show ads that optimize for revenue and user experience.

Add one piece of code just once to your pages. Let Google take care of the rest.

[GET STARTED](#) [LEARN MORE](#)



# Auto ads can bring incremental revenue, maintaining a good user experience

According to beta results, Auto ads provides **revenue uplift**.

- Auto ads work well on their own and/or with manually placed ads and publishers don't have to choose between them.
- For each page, AdSense will choose the placement and the right format for each placement, **maintaining good user experience**.
- Average revenue uplift depends on how well the page is currently monetized.



# Multiple ad formats are available for publishers to try within Auto ads

Publishers can choose among multiple different formats including:

- [Text and display ads](#)
- [In-article ads](#)
- [In-feed ads](#) (Mobile only)
- [Matched content](#) (Mobile only)
- [Anchor ads](#) (Mobile only)
- [Vignettes ads](#) (Mobile only)

Read more about these [here](#).

Get started with Auto ads

1 Choose global settings 2 Place code on your page

**A powerful way to control your ads**  
Create a global setting that works across your entire site. Google will then optimize ad placement for maximum revenue and a great user experience. You can also create custom settings for specific URLs. [Learn more](#)

In-page ads

- Text & display ads**  
A simple way to get banner ads on your page. Google will choose the size, placement, and style of ads you show. [Learn more](#)
- In-feed ads**  
Native ads that flow naturally inside a feed (for example, a list of articles or products) offering a great user experience. [Learn more](#)
- In-article ads**  
Native ads that fit seamlessly in between the paragraphs of your pages for an enhanced reading experience. [Learn more](#)
- Matched content**  
Native ads that combine ads with content recommendations from your site, designed to increase overall user engagement. [Learn more](#)

Overlay ads

- Anchor ads**  
Mobile ads that stick to the edge of the user's screen and are easily dismissible. [Learn more](#)
- Vignette ads**  
Full-screen mobile ads that appear in between page loads on your site, also easily dismissible. [Learn more](#)

Automatically get new formats

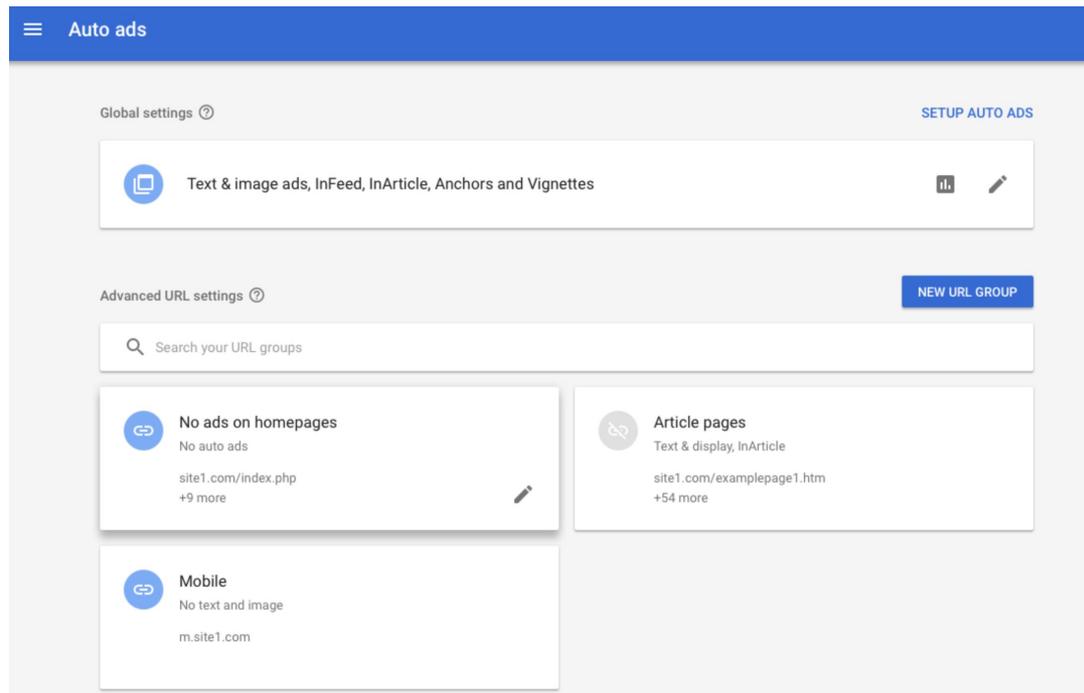
CANCEL SAVE



# Publishers can show different ad formats on different pages of their site using URL Groups

- Set specific settings at **page/url level** using URL groups (e.g. only In-article ads on homepage)
- Disable Auto ads on specific pages (e.g. homepage)

Read more about these [here](#).



The screenshot displays the 'Auto ads' configuration page. At the top, there is a blue header with a menu icon and the text 'Auto ads'. Below this, the 'Global settings' section is visible, featuring a 'SETUP AUTO ADS' button and a card for 'Text & image ads, InFeed, InArticle, Anchors and Vignettes'. The 'Advanced URL settings' section includes a 'NEW URL GROUP' button and a search bar labeled 'Search your URL groups'. Three URL group cards are shown: 'No ads on homepages' (No auto ads, site1.com/index.php, +9 more), 'Article pages' (Text & display, InArticle, site1.com/examplepage1.htm, +54 more), and 'Mobile' (No text and image, m.site1.com).



# Auto ads are especially recommended for AdSense publishers who are under-monetizing their sites



- Publishers who hardcode AdSense or use DFP to manage all their ads
- Publishers who don't already have too many ads on some or all of their pages
- Publishers who are struggling with monetization



- Publishers with [floating menus](#) may not be a good fit for Auto Ads, since it may break the layout of the page
- Sites that use an [inflexible layout](#) may not be a good fit for Auto ads (e.g some table-based layouts or pages that rely on css absolute positioning)

# 3. How to implement Auto ads

# For publishers already using Anchor/Vignette ads, we automatically migrated their settings to Auto ads

Auto ads

**You've now got Auto ads**

Ads based on your global settings will start showing automatically on every page you've added the code

[OK, GOT IT](#)

Global settings [⌵](#) [SETUP AUTO ADS](#)

Text & image ads, InFeed, InArticle, Anchors and Vignettes

Advanced URL settings [⌵](#) [NEW URL GROUP](#)

Create different settings for specific groups of URLs (domains, subdomains, site sections or pages). For example, you might want to show no ads on your homepage. URL group settings will override your global settings.

[LEARN MORE](#)

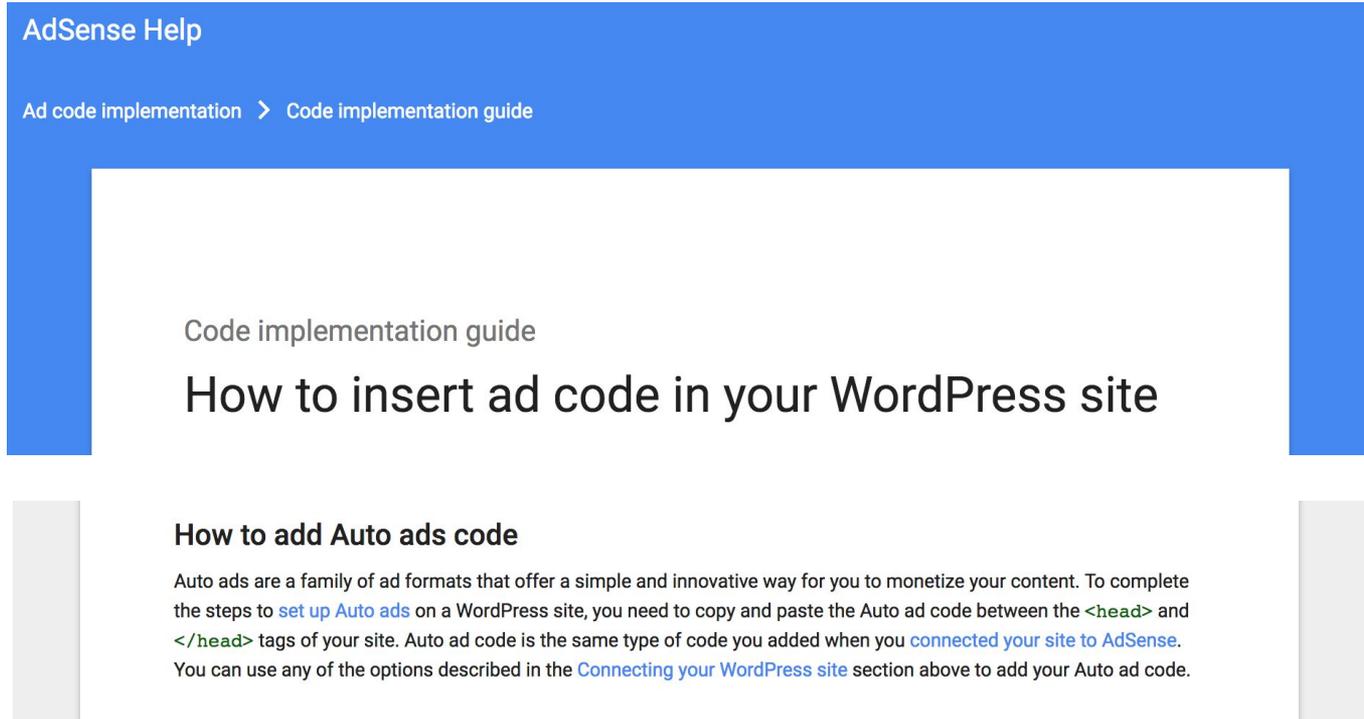
- They don't need to paste the ad code again. **Auto ads and Page-level ads use the same ad code.**
- Use the toggle buttons from within the AdSense UI to try new formats.
- They can make changes to their Auto ads settings at any time without having to change the ad code.

# Publishers new to Auto ads can create Auto ads through My Ads section in their AdSense account

1. [Sign in](#) to your AdSense account.
2. In the left navigation panel, go to [My Ads](#).
3. Click [Auto Ads](#).
4. On the [Choose your global settings](#) page, use the controls to select the ad formats that you'd like to show.
5. Leave [Automatically get new formats](#) selected if you want AdSense to automatically add new ad formats to your global settings as they become available.
6. Click [Next](#).
7. On the [Place code on your page](#) page, click Copy code.
8. Paste the ad code between the `<head></head>` tags of each page that you want to show Auto Ads. See our [Code implementation guide](#) for details.

Auto ads will start to appear on your pages within about 10-20 minutes.

# Wordpress publishers can place Auto Ads code via a plugin or by pasting it into their theme file



AdSense Help

Ad code implementation > Code implementation guide

Code implementation guide

## How to insert ad code in your WordPress site

[Guide](#)

### How to add Auto ads code

Auto ads are a family of ad formats that offer a simple and innovative way for you to monetize your content. To complete the steps to [set up Auto ads](#) on a WordPress site, you need to copy and paste the Auto ad code between the `<head>` and `</head>` tags of your site. Auto ad code is the same type of code you added when you [connected your site to AdSense](#). You can use any of the options described in the [Connecting your WordPress site](#) section above to add your Auto ad code.

# In the AdSense UI, My Ads → Auto ads → Get Started

## Step 1

Google AdSense

Home

My ads ^

Ad units

Auto ads

Ad balance

Allow & block ads v

Performance reports v

Optimization v

My sites

Settings

Send feedback

## Step 2

Auto ads

★ Did you know [Auto ads replaces Page-level ads?](#)



### Automatically smarter ads

Auto ads analyze your pages and find new places to show ads that optimize for revenue and user experience.

Add one piece of code just once to your pages. Let Google take care of the rest.

GET STARTED

[LEARN MORE](#)

# Select the ad formats to keep, copy the ad code and paste it within `<head></head>` tag of the site

## Step 3

Get started with Auto ads

1 Choose global settings 2 Place code on your page

### A powerful way to control your ads

Create a global setting that works across your entire site. Google will then optimize ad placement for maximum revenue and a great user experience. You can also create custom settings for specific URLs. [Learn more](#)

In-page ads

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Automatically get new formats

CANCEL SAVE

## Step 4

Get started with Auto ads

1 Choose global settings 2 Place code on your page

### It's the same code for every page

Copy and paste the code on every page you want to show ads. There's no need to change the code again. Google will show the right ads at the right time to your users. [Learn more](#)

★ Auto ads replaces Page-level ads. If your pages are using Page-level code you don't need to add code again.

Copy and paste this code on your pages

```
<head>  
  
<script async src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>  
<script> (adsbygoogle = window.adsbygoogle || []).push({ google_ad_client: "ca-pub-8123456789123456", enable_page_level_ads: true }); </script>  
  
</head>
```

**Where** - Place the code in between the `<head>` tags of your page. Add the same code to every page you want to show ads.

WordPress user? [Learn how to insert ad code in your WordPress site.](#)

**How** - Auto ads appear automatically on your page and take into account any manual ads you already have. It usually takes 10-20 minutes for ads to appear on the page. See our [code implementation guide](#) for more details.

COPY CODE

BACK **DONE**

# Publishers can also create URL groups to customize Auto ads further (Optional)

Auto ads

Global settings ⓘ

SETUP AUTO ADS

Text & image ads, InFeed, InArticle, Anchors and Vignettes

Advanced URL settings ⓘ

NEW URL GROUP

Create different settings for specific groups of URLs (domains, subdomains, site sections or pages). For example, you might want to show no ads on your homepage. URL group settings will override your global settings.

LEARN MORE

Assigning Url groups is optional and publishers can keep their settings global if they choose to do so.

# Step 1: Publishers can select URLs (domains, subdomains etc.) and add them to a specific URL group

**New URL group**

1 Select URLs — 2 Select ad settings — 3 Review

### Select URLs for your new group

After you add URLs here, you can select different ad settings for your group in the next step. These group settings will override your global settings. Note that URLs can be domains, subdomains, site sections or pages on your site. [Learn more](#)

Search or filter your sites

0 selected Expand all | Collapse all **ADD URL**

- site1.com
- site2.com
- site3.com
- site4.com
- site5.com
- site6.com
- site7.com
- site8.com
- site9.com
- site10.com

Note that your URL paths may be publicly visible. [Learn more](#)

BACK NEXT

If they cannot see a specific URL they wanted, they can click on “Add URL” to add it.

**New URL group**

1 Select URLs — 2 Select ad settings — 3 Review

### Select URLs for your new group

After you add URLs here, you can select different ad settings for your group in the next step. These group settings will override your global settings. Note that URLs can be domains, subdomains, site sections or pages on your site. [Learn more](#)

Search or filter your sites

0 selected Expand all **ADD URL**

#### Add a URL (domain, subdomain, section or page)

Make sure you've added Auto ad code to all your pages

New URL

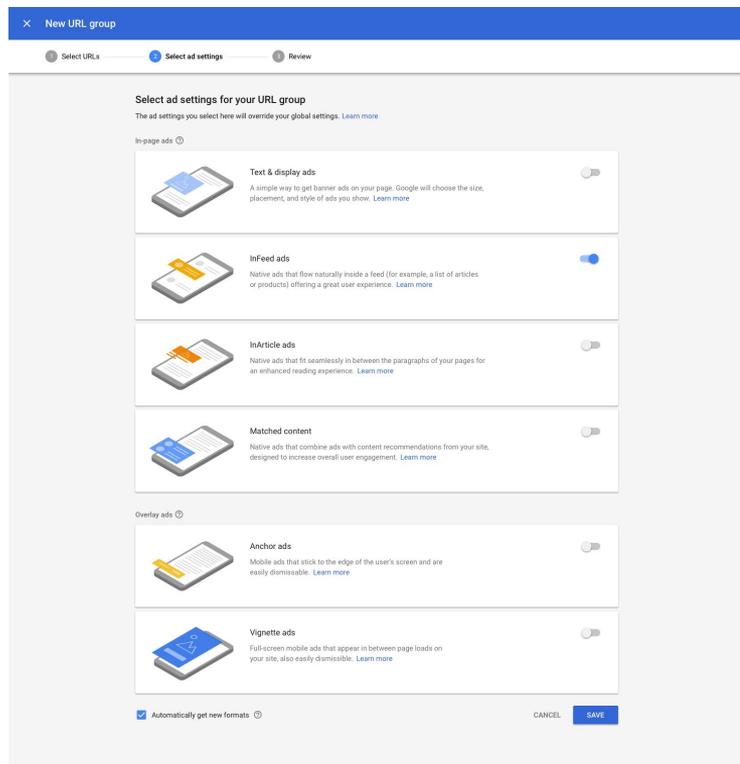
CANCEL ADD

- site1.com
- site2.com
- site3.com
- site4.com
- site5.com
- site6.com
- site7.com
- site8.com
- site9.com
- site10.com

Note that your URL paths may be publicly visible. [Learn more](#)

BACK NEXT

# Step 2: Publishers can select the ad formats to enable in that URL group



Example cases to use this feature:

- Enable a specific ad format on specific pages (e.g In-feed only on homepage)
- Disable a specific ad format on specific pages

# Step 3: Publishers can review the URL group and save it

× New URL group

1 Select URLs — 2 Select ad settings — 3 **Review**

### Review your URL group

Remember, URL group settings override your global settings on the domains, subdomains, site sections or pages you've selected

Name

Ad settings summary No auto ad formats selected

URLs summary 38 URLs selected

- site1.com/index.php
- site2.com/index.php
- site3.com/index.php
- site4.com/index.php
- site5.com/index.php
- site6.com/index.php
- site7.com/index.php
- site8.com/index.php

BACK **DONE**

Their URL settings will override their global settings for the URLs they selected.

**Note:** One URL group can override another. For example, you assign a URL group to `example.com` and another to `forums.example.com`. Your URL group settings for `example.com` will override the settings of all the URLs under `forums.example.com`.

# Ad Formats report in the left-hand navigation can help publishers track the performance of Auto ads

Google AdSense

Home

My ads

Allow & block ads

**Performance reports**

Verified sites

Served ad types

**Ad formats**

Ad behavior

Ad sizes

Creative sizes

Targeting types

Bid types

Ad networks

Ad formats

Report type > Requested ad types > Ad formats > Ad placements > + add

Filter + add

Overview Clicks Views Active Views Engagements Matched content Ad sessions

Requested ad type	Ad format	Ad placement
Text & display	In-page	Ad unit
Text & display	In-page	Other
Text & display	In-page	Auto/Global settings
Display	Vignette	Auto/Global settings
Text & display	Anchor	Auto/Global settings
Text & display	Anchor	Other
Display	Vignette	Other
Link unit	In-page	Ad unit
Display	In-page	Other
Totals		
Averages		

# Best Practices

1. Before customizing for different pages, opt-in to all formats to see what works best
2. Suggest your publishers to test Auto ads in addition to their existing ad units to compare results
3. Exclude Auto ads on pages where competitor tags are hardcoded
4. **Don't include Auto ads on pages with floating menus or inflexible layout**

# 4. Myth Busting

# Myth Busting

- **I must delete my manually placed ads to use Auto Ads.**

Auto Ads work with existing manual ads. There is no need for publishers to remove existing ads before trying out Auto Ads. Auto Ads will insert ads only in additional placements (if there are any) without affecting the user experience.

- **Auto Ads will cause latency in ad serving because of all the ad placement detections.**

AdSense is analyzing the page before the ad request is sent, there will be no latency or more CPU usage on the client (browser) side.

# Myth Busting

- **AMP Auto Ads code is the same as Auto Ads code.**

No. The AMP Auto Ads code is different from the non-AMP Auto Ads code and they aren't interchangeable. Publishers have to be sure to include AMP Auto Ads code for all their AMP pages and include regular Auto Ads ad code to show Auto Ads on their non-AMP pages. You can read more about AMP Auto ads implementation here ([Link](#))

- **You can't blacklist pages so that certain URL groups won't serve ads.**

You can leverage the URL groups and blacklist pages by turning off all formats in that group. This way the URL group will be deactivated.

## 5. Q&A

# Thank you



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