

Test with confidence using Google Ads Campaign Experiments

Experiments can help you understand whether proposed changes to your account will help you reach your marketing objectives. You can measure the impact of those changes (holding all other variables constant) without affecting your original campaigns.



Campaign Experiments benefits

Perform a true A/B test

A/B tests can help you understand whether proposed changes to your account will help improve campaign performance. Experiment campaigns run at the same time as your original campaign. This controls for external factors (e.g. seasonality) that may otherwise bias results.

Easily take action on successful experiments

Statistical significance indicators will help you quickly decide whether to take action on your results. If you are happy with your experiment's results, you can turn that experiment campaign into a regular campaign with a push of a button or apply changes back to the original campaign.

No additional budget required

Experiments use a portion of your original campaign's budget to create an "Trial" copy of your campaign. You can make changes to the Trial campaign and monitor how performance changes over time.

Test at scale with new features in betas*

- ⚡ - **Multi-campaign experiments (Beta)** allows experiment campaigns meeting certain criteria to be treated as a group. Users are assigned to control or treatment consistently across the group (using cookie-based splits) and you can get aggregated reporting across experiments.
- **Experiments page (Beta)** gives you access to a simplified experiment creation workflow (no more need to create 'Drafts') and improved reporting for all your experiments.
- **Account limits (Beta)** ensures you do not run into account limit issues when creating experiments.

**Reach out to your Account Managers for more information*



What to test using Campaign Experiments?

Bidding

Compare different bid strategies -

- Manual bidding vs Google autobidding
- 3rd party bidding vs Google autobidding
- tCPA vs tROAS

Compare standard vs portfolio bid strategies

Targeting

Test a new keyword strategy -

- Expand match-types (e.g., broad match) on Smart Bidding campaigns
- Add/remove keywords or try different groupings

Test a new audience set-up

Other Tests

Explore changes to your campaign/account structure -

- New ad types in rotation with legacy ads
- Exclusion lists

Availability

Campaign Experiments can be used to test most features in **Google Ads Search and Display** campaigns.

Implementation Resources

- [Front End Implementation Guide](#)
- [Experiments Best Practices Guide](#)
- [Google Ads Editor Guide](#)
- [Google Ads API Guide](#)



Tips

Focus your tests on **one variable at a time**

Pick **one metric** to determine the winner of the test

Avoid making changes to your base or trial campaigns during the test

Evaluate results from the experiment excluding the **ramp-up period** (typically ~1 week)

Coming Soon!

- Automatically sync all changes made to the base campaign with the experiment campaign
- Templates to easily create experiments (e.g., 1-click bidding)

Trip.com

Used Experiments to test tCPA bidding to unlock incremental conversions in their Search campaigns

Trip.com, one of the leading online travel agencies in the world, provides one-stop travel booking services in 19 languages. To optimise their search campaigns, especially during Covid-19 where there were fewer queries, they were keen to explore if automated smart bidding solutions could help drive incremental conversions at an efficient cost.

Test objective: Measure impact on conversions through optimizing Search campaigns with Smart Bidding

Methodology: Cookie-based control and test groups with 50% traffic split

- **Control group:** Search campaigns x eCPC bidding
- **Test group:** Search campaigns x tCPA bidding with no max. cpc

Results: The tCPA smart bidding campaign unlocked scale & efficiency

+263%

More conversions

-69%

Lower cost-per-conversion

compared to the campaign with eCPC bidding

MYTOYS GROUP

Used Experiments to test Broad Match with tROAS to drive growth on Search

Berlin-based MYTOYS GROUP is one of the leading e-commerce businesses in Germany. They wanted to increase conversions with a clear focus on profitability. Especially on Search, they were experiencing declining growth rates and were therefore looking for new growth opportunities in this channel.

Test objective: Measure impact on conversion value when broad match modified and phrase keywords are replaced with broad match keywords

Methodology: Multi-campaign experiments with cookie-based split

- **Control group:** Search campaign x tROAS bidding x BMM and Phrase keywords
- **Test group:** Search campaigns x tROAS bidding x Broad match keywords

Results: The Broad match keyword strategy led to revenue growth

+47%

More Conversion Value

+43%

More Conversions

compared to the campaigns with restrictive keyword match types