

Expanded text ads

AdWords Implementation guide

AdWords Implementation

Expanded text ads (ETA) is available [for all customers](#)! All tools are ready to support bulk ads creation: AdWords, Editor, Bulksheets and API.

In this deck, we'll review workflow required to launch ETA in each tool.

BEFORE

New York Budget Hotel

Ad www.example.com/NewYork

Book comfortable hotels in New York City. Students Save 20%

DESKTOP

AFTER

New York Budget Hotel - Best NY Hotel Rates in Seconds

Ad www.example.com/NewYorkCity/Budget

Book stylishly comfortable hotels in New York City today! Students save 20%.

MOBILE

New York Budget Hotel

Ad www.example.com/NewYork

Book comfortable hotels in New York City.
Students Save 20%

New York Budget Hotel - Best NY Hotel
Rates in Seconds

Ad www.example.com/NewYorkCity/Budget

Book stylishly comfortable hotels in New York City
today! Students save 20%.

AdWords

Implementation workflow

The option to create an Expanded Text Ad in AdWords is found in the same place as always: in the Ads tab

7, 2016 - Mar 13, 2016

All campaigns >

Campaign: Campaign

Enabled Type: Search Network with Display Select - All features Edit Budget: \$1.00/day Edit Targeting: Canada; United States Edit

- Ad groups
- Settings
- Ads
- Keywords
- Audiences
- Ad extensions
- Dimensions
- Display Network

All but removed ads Segment Filter Columns Search View Change History

Clicks vs None Daily



- + AD
- Edit
- Automate
- More actions...
- Labels

- Text ad
- Image ad
- Ad gallery
- Dynamic search ad
- Mobile app engagement ad

Show headline text, a description, and your website URL

Status	Labels	% Served	Campaign type	Campaign subtype	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Approved (limited)	--	100.00%	Search Network with Display Select	All features	5	1,406	0.36%	\$0.41	\$2.07	2.2
Total - all but removed ads					5	1,406	0.36%	\$0.41	\$2.07	2.2
Total - all campaign					5	1,406	0.36%	\$0.41	\$2.07	2.2

Note: The default for creating a new text ad will now be Expanded text ads

Select an ad group

Choose... ▾

New text ad

Write your text below. Remember to be clear and specific. [Learn how to write a great text ad](#)

Text ads have been expanded to give you more headline and description space. [Learn more](#)

Final URL [?]

Headline 1 [?] 30

Headline 2 [?]

Path [?] / /

Description [?]

+ [Ad URL options \(advanced\)](#)

What happens next?

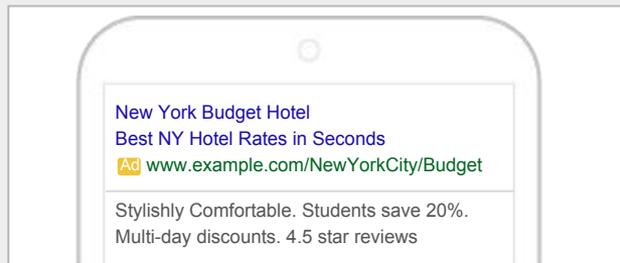
Your new ad will be reviewed by Google, and might not run until that review is complete. We review most of the Ads within 1 business day. [Learn more](#)

Save ad

Cancel

Ad preview [?]

Mobile ad



Desktop ad



Ad extensions expand your ad with additional information like a business address or phone number.

[Take a tour](#)

Updates to input fields in the creative implementation flow

Select an ad group

Choose... ▾

The URL Path field is now above Description to mirror the order of fields in the ad preview.

Final URL [?] http:// [⌵] www.example.com

Headline 1 [?] | 30

Headline 2 [?] Best NY Hotel Rates in Seconds

Path [?] example.com / New York City / Budget

Description [?] Stylishly Comfortable. Students save 20%. Multi-day discounts. 4.5 star reviews

+ Ad URL options (advanced)

Ad preview [?]

Mobile ad

A second headline field is added. Character counts for the two headline fields are increased to 30 each.

Two "Path" fields are available to customers, to illustrate to users where they will be brought

Single description field with character count increased to 80. The description field is now a text area.

Ad extensions expand your ad with additional information like a business address or phone number. [Take a tour](#)

What happens next?

Your new ad will be reviewed by Google, and might not run until that review is complete. We review most of the Ads within 1 business day. [Learn more](#)

Save ad

Cancel

Inline editing an Expanded Text Ad is done in exactly the same way as for a standard text ad

All campaigns

Campaigns Ad groups Settings Ads Keywords Audi

All but removed ads Segment Filter Columns

Clicks vs None Daily

Monday, March 14, 2016

+ AD Edit Automate More actions...

	Campaign
<input type="checkbox"/>	Campaign #1
<input type="checkbox"/>	Save on Apparel items Find Everything You Need at Macy's Free shipping. Free returns. Always macy's.com
<input type="checkbox"/>	Lose fat by lifting weigh Jump start your workout Want to lose weight and tired of ca rdio? Try HIIT weight conditioning weebly.com/weights/routine
Total - all but removed ads	
Total - Search	

A standard text ad

An expanded text ad

Last 7 days: Mar 14, 2016 - Mar 20, 2016

Mobile ad

http:// liftweightsnow.weebly.com

Lose fat by lifting weights

Jump start your workout

www.weebly.com / Weights / Routine

Want to lose weight and tired of cardio? Try HIIT weight conditioning

+ URLs for mobile ?

+ Ad URL options (advanced) ?

Your edited ad will be reviewed by Google, and might not run until that review is complete. We review most of the Ads within 1 business day. [Learn more](#)

Save Cancel

Desktop ad

Lose fat by lifting weights - Jump start your workout

weebly.com/Weights/Routine

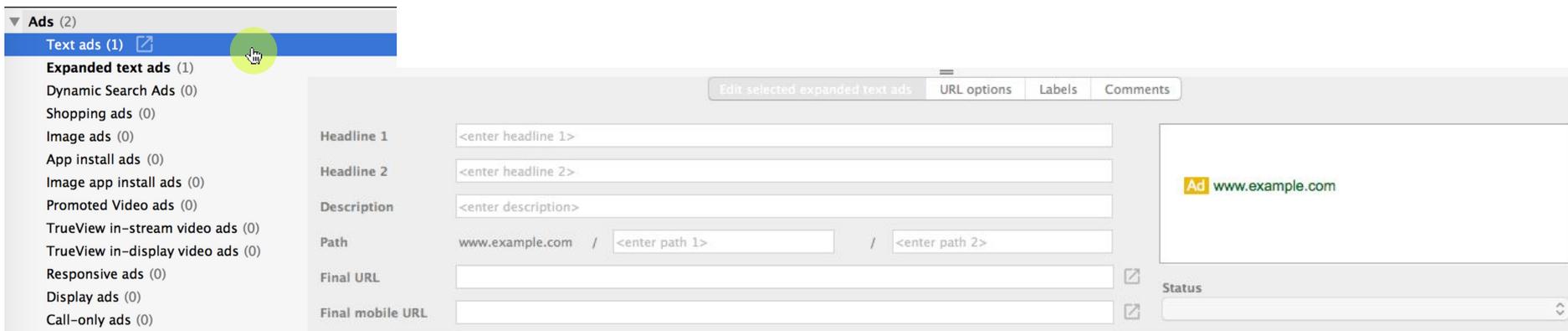
Want to lose weight and tired of cardio? Try HIIT weight conditioning

53	3,903	1.36%	\$0.13	\$6.70	1.5
53	3,903	1.36%	\$0.13	\$6.70	1.5

EDITOR

AdWords Editor: ETA template option in 'Ads and Extensions'

1. Select CID and filter campaigns that are relevant to start creating ETA



The screenshot displays the AdWords Editor interface. On the left, a sidebar titled 'Ads (2)' lists various ad types: Text ads (1), Expanded text ads (1), Dynamic Search Ads (0), Shopping ads (0), Image ads (0), App install ads (0), Image app install ads (0), Promoted Video ads (0), TrueView in-stream video ads (0), TrueView in-display video ads (0), Responsive ads (0), Display ads (0), and Call-only ads (0). A green circle highlights the 'Text ads (1)' link. The main area shows the 'Expanded text ads' form with fields for Headline 1, Headline 2, Description, Path, Final URL, and Final mobile URL. The Path field is pre-filled with 'www.example.com / <enter path 1> / <enter path 2>'. A preview window on the right shows the ad as 'Ad www.example.com' with a status dropdown menu.

2. Start creating ads using ETA template in 'Ads and Extensions'

* Feel free to check ['Edit text ads'](#) in Editor help center for more information

BULK UPLOAD

Implementation workflow

Creating Expanded text ads in bulk via spreadsheet upload

How can you create ETA using Bulksheets?

Quick summary

1. Create one ETA ad in AdWords
2. Download spreadsheet in Excel format
3. Start creating ETA ads in Excel
4. Upload spreadsheet in AdWords

1. Create one ETA ad in AdWords

1. How to create an Expanded Text Ad from the AdWords:

All campaigns > ETA Implementation Demo >
Ad group: Ad Group 1 Previous | Next
Drafts Last 7 days: Jul 7, 2016 - Jul 13, 2016

Enabled Type: Standard Ad group bids (Max. CPC) \$1.00 Edit

Settings Ads Keywords Ad extensions Dimensions

All enabled ads Segment Filter Columns Search View Change History

Clicks VS None Daily

+ AD Edit Automate More actions... Labels

	Ad	Status ?	Engagements ?	Engagement rate ?	Avg. CPE ?	Clicks ?	CTR ?
	Old Text Ads Description line 1 Description line 2 www.test-domain.com	Eligible	0	0.00%	\$0.00	0	0.00%
Total - all enabled ads ?			0	0.00%	\$0.00	0	0.00%
Total - all ad group			0	0.00%	\$0.00	0	0.00%

Show rows: 50 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

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Key steps:

1. Navigate to the desired ad group
2. Navigate to the "Ads" tab.
3. Click on add new ad

1. Create one ETA ad in AdWords

1. Create one Expanded Text Ad from the AdWords UI

New expanded text ad BETA | [Switch back to standard text ads](#)

While in beta, expanded text ads won't have the same potential reach as standard text ads and their performance stats may fluctuate. We recommend using a mix of standard text ads and expanded text ads in each of your ad groups during this time.

Final URL ?

Headline 1 ? 5

Headline 2 ?

Path ? / /

Description ?

Ad URL options (advanced)

Ad preview ?

Mobile ad

This is the best headline - This is the best headline 2
 [www.test-domain.com/path1/path2](#)
Enter description here

Desktop ad

This is the best headline - This is the best headline 2
 [www.test-domain.com/path1/path2](#)
Enter description here

Ad extensions expand your ad with additional information like a business address or phone number. [Take a tour](#)

What happens next?
Your new ad will be reviewed by Google, and might not run until that review is complete. We review most ads within 1 business day. [Learn more](#)

Key steps:

1. Headline 1
2. Headline 2
3. Description
4. Final URL
5. (optional) Path 1
6. (optional) Path 2

*Make sure to not exceed character limits

Don't forget to save ad!

1. Create one ETA ad in AdWords

1. In case this message appears:

 This ad doesn't follow our policies. Here's what you need to fix:

Important:

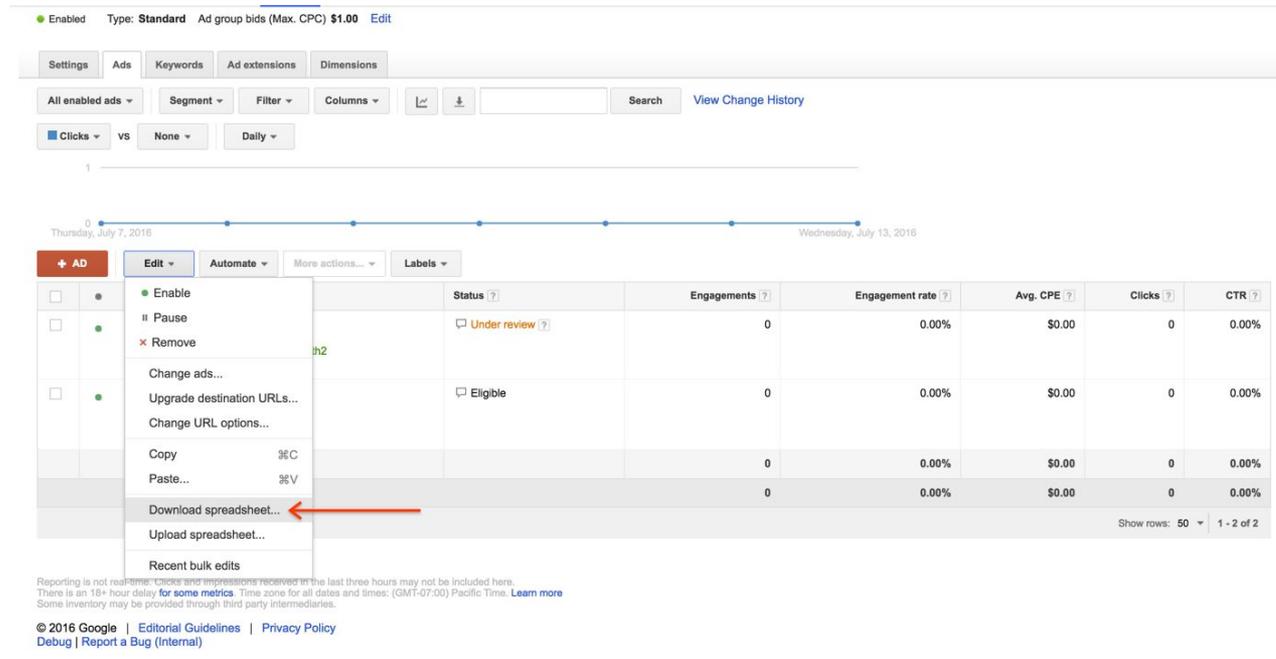
If the above message appears, the ad requires additional review.

Please note that **ads that require additional reviews cannot be created via bulksheet**. Consider using AdWords Editor or API to create ETAs in bulk.

Please verify the rest of your ads follow our policies before proceeding with bulksheet implementation.

2. Download spreadsheet in Excel format

2. How to download spreadsheet:



The screenshot displays the Google Ads interface for an ad group. At the top, it shows the ad group is 'Enabled', 'Type: Standard', and 'Ad group bids (Max. CPC) \$1.00'. Below this are tabs for 'Settings', 'Ads', 'Keywords', 'Ad extensions', and 'Dimensions'. A toolbar includes 'All enabled ads', 'Segment', 'Filter', 'Columns', a search box, and 'View Change History'. A comparison section shows 'Clicks' selected over 'None' and 'Daily'. A timeline at the bottom indicates the date range from Thursday, July 7, 2016, to Wednesday, July 13, 2016.

The main table lists ad creatives with columns for 'Status', 'Engagements', 'Engagement rate', 'Avg. CPE', 'Clicks', and 'CTR'. An 'Edit' menu is open over the first row, with 'Download spreadsheet...' highlighted by a red arrow. Other options in the menu include 'Enable', 'Pause', 'Remove', 'Change ads...', 'Upgrade destination URLs...', 'Change URL options...', 'Copy', 'Paste...', 'Upload spreadsheet...', and 'Recent bulk edits'.

	Status ?	Engagements ?	Engagement rate ?	Avg. CPE ?	Clicks ?	CTR ?
<input type="checkbox"/>	<input type="checkbox"/> Under review ?	0	0.00%	\$0.00	0	0.00%
<input type="checkbox"/>	<input type="checkbox"/> Eligible	0	0.00%	\$0.00	0	0.00%
<input type="checkbox"/>		0	0.00%	\$0.00	0	0.00%

Reporting is not real-time: clicks and impressions received in the last three hours may not be included here.
There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-07:00) Pacific Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.

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[Debug](#) | [Report a Bug \(internal\)](#)

3. Start creating ETA ads in Excel

3. In the Excel file, create ETAs

	A	B	C	D	E	F	G	H	I		
1	Ad report (Jul 7, 2016-Jul 13, 2016)										
2	Ad state	Ad	Description line 1	Description line 2	Display URL	Destination URL	Final URL	Mobile final URL	Tracking template	Custom	
3	enabled						http://www.test-domain.com				
4	enabled	Old Text Ads	Description line 1	Description line 2	www.test-domain.com		http://www.test-domain.com				
5	Total - filtered	--	--	--	--	--	--	--	--	--	--
6	Total - all paused	--	--	--	--	--	--	--	--	--	--
7	Total	--	--	--	--	--	--	--	--	--	--
8	enabled						http://www.test-domain.com				
9	paused						http://www.test-domain.com/sample1				
10											
11											
	J	K	L	M	N	O	P	Q	R		
	Custom parameter	Headline 1	Headline 2	Description	Path 1	Path 2	Video Thumbnail	YouTube Destination	Ad group		
		This is the best headline	This is the best headline 2	Enter description path1		path2	default		Ad Group 1		
	--	--	--	--	--	--	default		Ad Group 1		
	--	--	--	--	--	--	--	--	--		
	--	--	--	--	--	--	--	--	--		
		Headline 1 for ETA 2	Headline 2 for ETA 2	Description field					Ad Group 1		
		This is another test headline	Test headline 2 for a new E	This is a description	NewPath1	NewPath2			Ad Group 1		
	R	S	T	U	V	W	X	Y	Z	AA	AB
	Ad group	Status	Engagements	Engagement rate	Avg. CPE	Clicks	CTR	Ad ID	Ad group ID	Campaign	Ad type
	Ad Group 1	site suspended	0	0.00%	0	0	0.00%	101779374259	28186966099	ETA Implementation	Expanded text ad
	Ad Group 1	site suspended	0	0.00%	0	0	0.00%	101779112539	28186966099	ETA Implementation	Text ad
	--	--	0	0.00%	0	0	0.00%	--	--	--	--
	--	--	0	0.00%	0	0	0.00%	--	--	--	--
	--	--	0	0.00%	0	0	0.00%	--	--	--	--
	Ad Group 1									ETA Implementation Demo	
	Ad Group 1									ETA Implementation Demo	

1 ad per row

Important:
 "Ad", "Description line 1", "Description line 2", and "Display URL" are used by old text ads.
 "Destination URL" no longer in use.

Must use to create ETA:
 Use these columns instead.

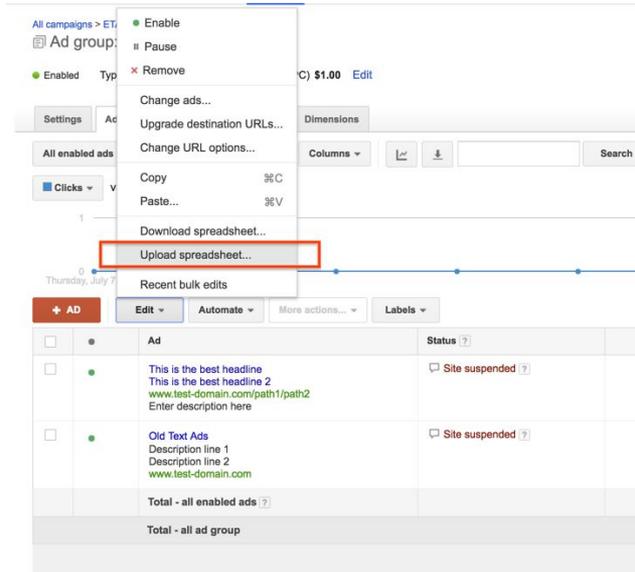
Don't forget!
 Make sure the proper Campaign and Ad group names are used.

Important

Do not edit existing ad. Bulksheets only allows you to add / remove existing ads.

4. Upload spreadsheet in AdWords

4. Upload and preview spreadsheet in AdWords

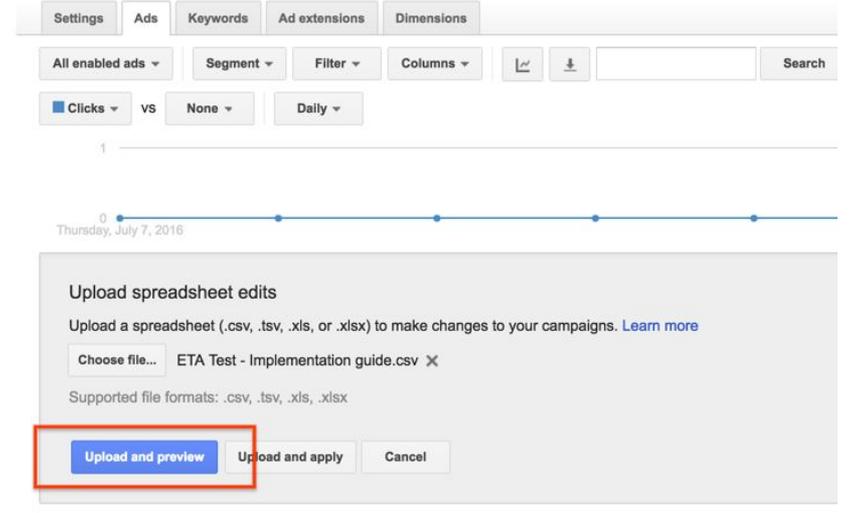


The screenshot shows the AdWords interface with a context menu open over an ad. The menu options are:

- Enable
- Pause
- Remove
- Change ads...
- Upgrade destination URLs...
- Change URL options...
- Copy ⌘C
- Paste... ⌘V
- Download spreadsheet...
- Upload spreadsheet...** (highlighted with a red box)
- Recent bulk edits

The background shows a table of ads with columns for Ad, Status, and Site suspended. The table contains two ads and a total row.

Ad	Status	Site suspended
This is the best headline This is the best headline 2 www.test-domain.com/path1/path2 Enter description here	Site suspended	<input type="checkbox"/>
Old Text Ads Description line 1 Description line 2 www.test-domain.com	Site suspended	<input type="checkbox"/>
Total - all enabled ads		
Total - all ad group		



The screenshot shows the 'Upload spreadsheet edits' dialog box. The dialog has a title bar with tabs for Settings, Ads, Keywords, Ad extensions, and Dimensions. Below the tabs are several dropdown menus: All enabled ads, Segment, Filter, Columns, and a search box. There are also buttons for Clicks, VS, None, and Daily. The main content area contains the following text:

Upload spreadsheet edits

Upload a spreadsheet (.csv, .tsv, .xls, or .xlsx) to make changes to your campaigns. [Learn more](#)

Choose file... ETA Test - Implementation guide.csv X

Supported file formats: .csv, .tsv, .xls, .xlsx

At the bottom, there are three buttons: **Upload and preview** (highlighted with a red box), Upload and apply, and Cancel.

4. Upload spreadsheet in AdWords

4. Preview changes

Upload spreadsheet edits

Upload a spreadsheet (.csv, .tsv, .xls, or .xlsx) to make changes to your campaigns. [Learn more](#)

Previewed 2 changes

Expected ad changes	Additions	Errors
	1	1

[Apply changes](#) [Cancel](#) [Preview changes](#)

Click here for detailed preview

Important:
AdWords will only preview up to the first 1000 rows. Applying/approving changes will process the entire uploaded file.

Preview: ETA Test - Implementation guide.csv

Uploaded on Jul 14, 2016, 4:03:44 PM by joeyiam124@gmail.com
Previewed 2 changes
Uploaded in ETA Implementation Demo > Ad Group 1

[Approve changes](#) [Reject changes](#)

Expected ad changes	Additions	Errors
	1	1

All changes ▾

CHANGE TO	CHANGE TYPE	PREVIOUS VALUE	NEW VALUE	STATUS
ETA Implementation Demo > Ad Group 1 > Headline 1 for ETA 2 - Headline 2 for ETA 2 Description field	Add > Ad	--	--	Success
ETA Implementation Demo > Ad Group 1 > This is another test headline 1 - Test headline 2 for a new ETA This is a description for your new ad	Add > Ad	--	--	Line is too long

Show rows: 50 | 1 - 2 of 2

Make sure to check:
“Success” or issue with corresponding ad.

Recommended!
[“Common bulksheet errors”](#) to avoid Bulksheet uploading issues

Common Bulksheet Errors

1	<p><i>"Line too long..."</i></p> <p>Please review all fields of the ad to ensure they are under the character limits:</p> <ul style="list-style-type: none">❖ Headline 1 & Headline 2: 30 characters Description: 80 characters Path 1 & Path 2: 15 characters
2	<p><i>"Unrecognized type of ad. Please make sure all required columns are populated..."</i></p> <p>Please make sure the proper columns for ETA are used:</p> <ul style="list-style-type: none">❖ Headline 1, Headline 2, Description, Path 1, Path 2, Ad type = "Expanded Text Ad"
3	<p><i>"Could not find the specified Ad Group"</i></p> <p>Please make sure the campaign + ad group combination exists in the account.</p>
4	<p><i>"Item does not meet the editorial guidelines"</i></p> <p>(1) Try manually creating the ad in AWFE → (2) If a <i>"This ad doesn't follow our policies..."</i> message appears, please note that ads that require policy exceptions cannot be created via bulksheet.</p>
5	<p><i>Preview only showing first 1000 rows of file</i></p> <p>Note that bulksheet preview will only preview the first 1000 rows of the file. However, "apply changes" will process every row of the file. Change details will be reported in the Results file.</p>
6	<p><i>"An internal error occurred."</i></p> <p>You cannot create a "mobile preferred" ETA. Uploading a "Device Preference" for ETA will result in this error message.</p>

Bulksheets tips and tricks

“Device Preference” column is NOT supported

You cannot create a “mobile preferred” ETA. Uploading a “Device Preference” value via bulksheet will result in an “An internal error occurred.” error message.

Edit → Download spreadsheet gives you everything you need for a bulksheet

Simply downloading an ad or keyword report doesn’t give you all the fields you need to create and edit a bulksheet. Instead, always click Edit → Download spreadsheet in AdWords (AdWords > Campaigns > Ads) to get the proper bulksheet format.

Bulksheets will only preview the first 1000 rows of a bulksheet

If you upload a bulksheet with greater than 1000 rows and preview it, we will only see the first 1000 rows in the preview. If you upload the file, all rows in the file will be applied, though! You can always see what changes were made in the Results file.

Pharma / policy exceptions

There is no way you can post pharma, steroid and other policy exception ads via bulksheets, as there’s no way to request an exception during a bulksheet upload.

ETA: Ads Best Practices

Implementation workflow

Tips for managing Expanded text ads

1	Review your ad performance reports as normal . Filter by “Expanded text ads” ad type to see stats specifically for the new creative type.
2	Use AdWords labels to tag Expanded text ads; making it even easier to filter & report on this creative type specifically.
3	Share Best Practice suggestions with your customer, using marketing collateral such as our “Creatives that click” FAQ.
4	All ad extensions are compatible with Expanded text ads , so remember to opt-into all relevant extensions!
5	Use your additional ad copy space to highlight your unique product offering / position to users that are less familiar with your brand .

Thank you