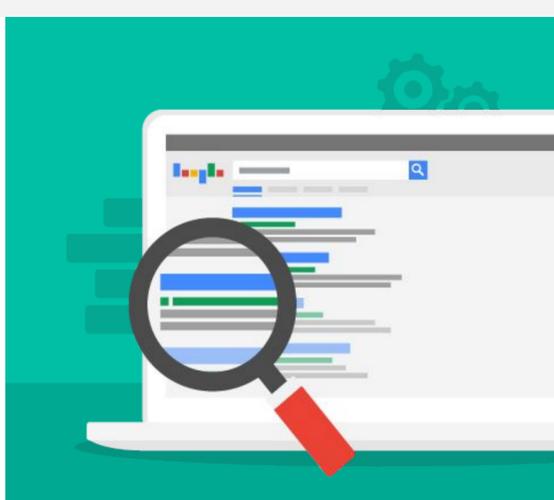


Responsive Search Ads

Over 3.5 billion searches are made on Google every day, making it harder for marketers to serve relevant ads for each query. Responsive Search Ads adapt automatically to make sure you stand out from the crowd with targeted messaging.



What are Responsive Search Ads



Enter multiple headlines and descriptions for the same ad, and Google will automatically test different combinations to learn which perform best over time.



These ads dynamically adapt to show more text and more relevant information to your customers.

What are the benefits?



Simplicity

Save time by creating one ad with multiple headlines and description options so Google Ads can show the most relevant message to your customers.



Flexibility

Create flexible ads that adapt to device widths that could show up to three headlines and two descriptions, giving you more room to share your message to potential customers.



Control

You still provide all headline and description content. For advertisers who **need more control, you can restrict** a position to show specific headline(s) or description(s) with pinning.



Performance

Reach more potential customers by increasing your opportunity to compete in more auctions and match to more queries. **Ad groups with Responsive Search Ads tend to have a click uplift of 5 to 15%.**



Ad groups with Responsive Search Ads have an average click uplift of 5 to 15%.

How do they work?

1

Provide text assets:

- 3 to 15 headlines (up to 30 characters each)
- 2 to 4 description lines (up to 90 characters each) in the UI, via a bulksheet or through AWE / API.
- One final URL

2

Google machine learning combines the text assets provided by the advertiser into the best ad copy for a given query, and optimizes for performance.

3

Gives advertisers the ability to **create more ads per ad group** easily and at scale. Makes it possible to simply change the advertising message by adding one or two new text assets to pre-existing ads.

Setting up for success

Step 1

First, write three headlines and two descriptions as you would want them to appear within a full text ad on the search results page.

Step 2

Now, add three headlines and one description that are distinct from the first step, but still relevant for the advertised product/service.

Step 3

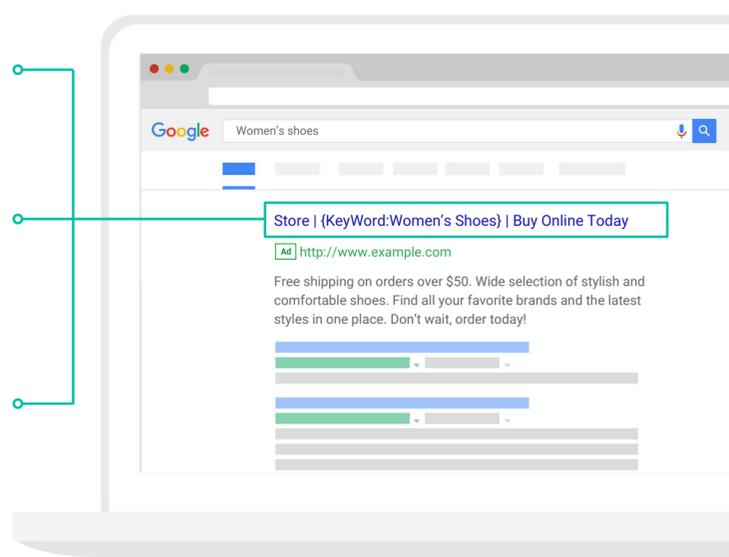
Finally, add variations of the headlines and descriptions from step 1 and 2, until you reach the maximum number of assets.

Creating the perfect ad

By providing multiple headlines and varied product descriptions, this Responsive Search Ad has all the elements it needs to test and optimize.

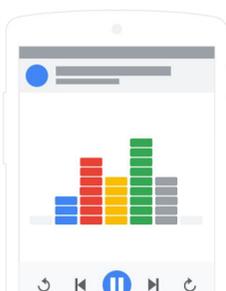
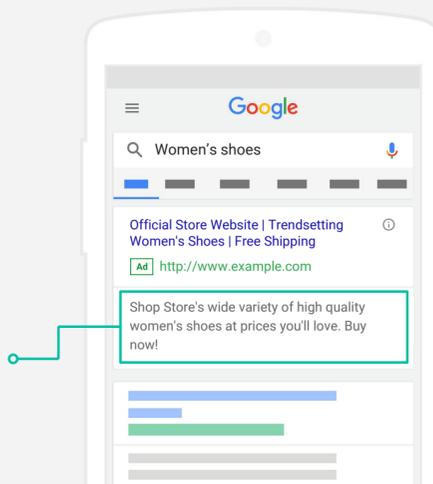
Headlines

1. Store
2. Fashionable and Comfortable
3. Trendsetting Women's Shoes
4. Buy Online Today
5. Free Shipping
6. Top Brands at Great Prices
7. Official STORE Website
8. {Keyword:Women's Shoes}
9. A Style for Every Occasion
10. Buy With Confidence



Descriptions

1. Find all your favorite brands and the latest styles in one place. Don't wait, order today!
2. Free shipping on orders over \$50. Wide selection of stylish and comfortable shoes.
3. Shop Store's wide variety of high quality women's shoes at prices you'll love. Buy now!



Want to learn more? Then check out the full Academy on Air Livestream for everything you need to start implementing Responsive Search Ads as part of your online strategy.

[Watch Now](#) →

Want to stay up to date with Academy On Air? Then join our mailing list to get all the info on upcoming Livestreams, and reminders before they air.