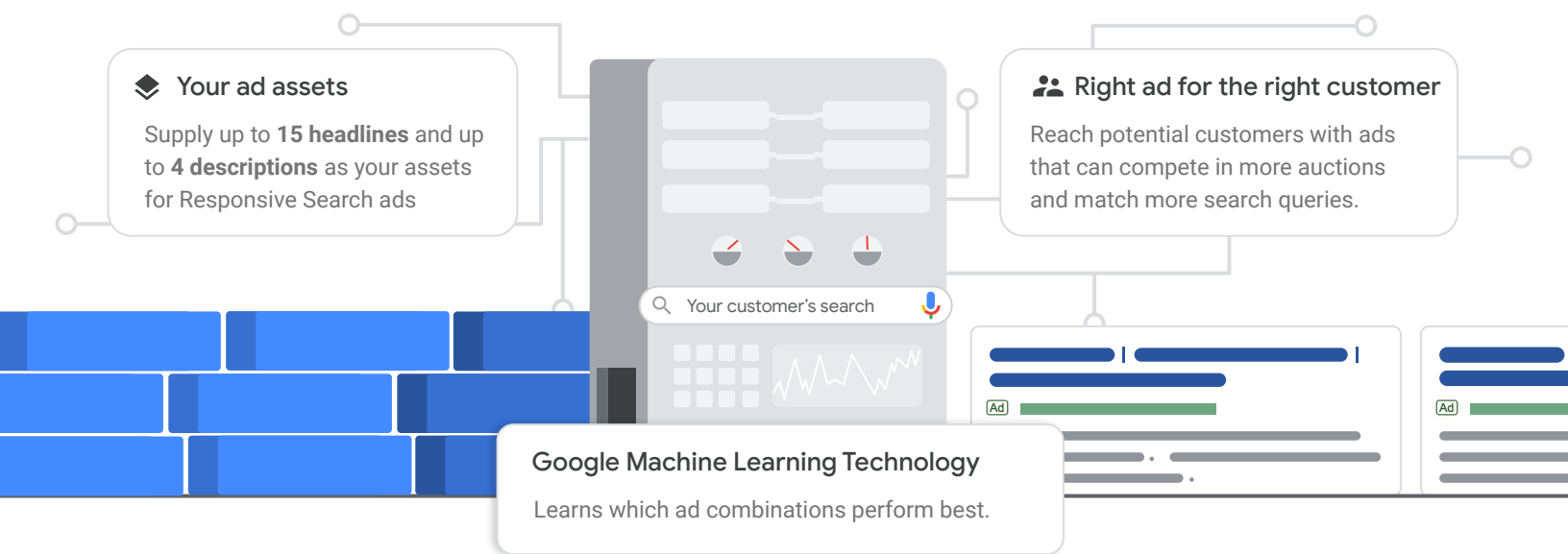


Build customized ads, automatically with responsive search ads

Supercharge your existing Search campaigns with bigger, more relevant text ads



Up to 10% more clicks & conversions when using with Expanded Text Ads

More Space: Up to three headlines (instead of two) and up to two description fields (instead of one).

More flexibility: Provide up to 15 headlines and 4 descriptions and Google Ads will automatically show different combinations depending on the search query and user.

Set up your responsive search ads for success

Upload your headlines & descriptions: Through the Google Ads interface, bulksheets, or Google Ads Editor.

Apply responsive search ads to ad groups with ETAs:

Add two Expanded Text Ads and one responsive search ad per ad group.

Control where text appears with pinning:

Pin headlines or descriptions to specific positions if customers always need to see a message.

Action on instant feedback with Ad Strength:
Check the overall rating on the effectiveness of an ad and follow the specific actions that can improve ad strength.

Ad strength ⓘ [Leave feedback](#)



Try adding a few more unique headlines

- ✓ Add more headlines
- ✓ Make your headlines more unique
- ✓ Make your descriptions more unique

Creative best practices for headlines & descriptions

- ✓ Provide **5-15 distinct headlines**
- ✓ Provide 2-3 more headlines **related to keywords**
- ✓ Provide at least **2 distinct descriptions**
- ✓ Create headlines that **don't repeat** the same or similar phrases
- ✓ Try using **existing headlines and descriptions** from other ads that are relevant to the ad group and keywords
- ✓ Ensure that headlines and descriptions **make sense individually** or in combination



Available reporting for responsive search ads

1

Ad-level reporting

Ad combinations that were shown using the headlines and descriptions you provided.

2

Asset reporting

Reporting on each individual headline and description that you provided. Try replacing assets labeled "Low" performance.

3

Combination report

Shows all ad combinations created from your responsive search ads.

Evaluating the performance of responsive search ads



Measure performance based on **ad group** impressions, clicks, and conversions **not ad CTR**



Success is determined as **driving more clicks and conversions** by helping you compete on more queries



Use **drafts and experiments** to prove the performance of your responsive search ads pre vs. post implementation



An ad may enter new auctions with lower CTRs, but this still drives **incremental impressions, clicks, and conversions**