

Top 10 things to check out from Unlock the Power of Search: Inside Search Automation with Google Ads

1

How Google Ads keyword matching works

Get a never-before-seen, under-the-hood look at how Google Ads goes from a user's search to serving an ad.

Page 7

Example of how Google Ads keyword matching works



2

Align your keyword strategy with your bidding

Learn why your bidding strategy helps determine your keyword strategy. For example, if you can accurately measure your conversions and use a conversion-based Smart Bidding strategy, broad match gives you the most reach and conversions within your goals.

Page 11

3

Broad match is the only match type that uses all of the signals available to understand the intent of both the user's search and your keyword

See all the signals broad match takes into consideration to understand intent and match your keywords to relevant searches. Note that because exact and phrase match adhere to additional matching requirements, they are restricted from using these additional signals.

Page 11-12

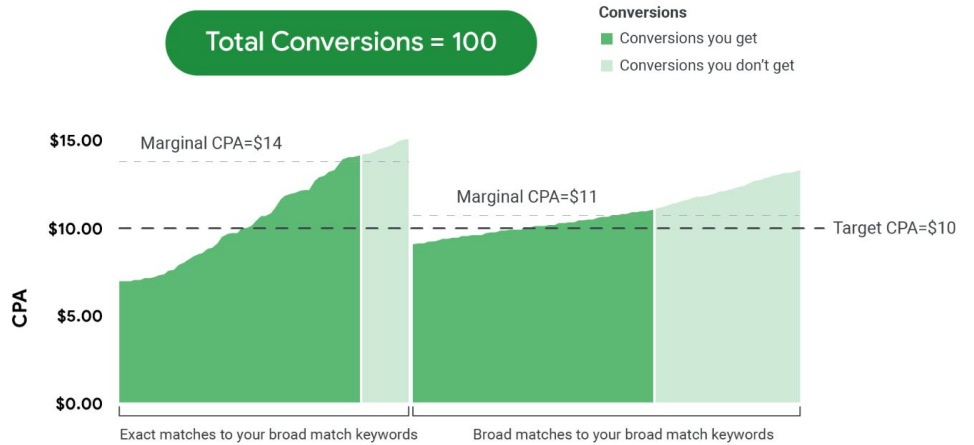
4

How broad match helps Smart Bidding perform better

Check out this example of why broad match actually helps Smart Bidding perform better. Sneak peek: Because Smart Bidding works best when it can optimize against your goals with as much flexibility as possible!

Page 17

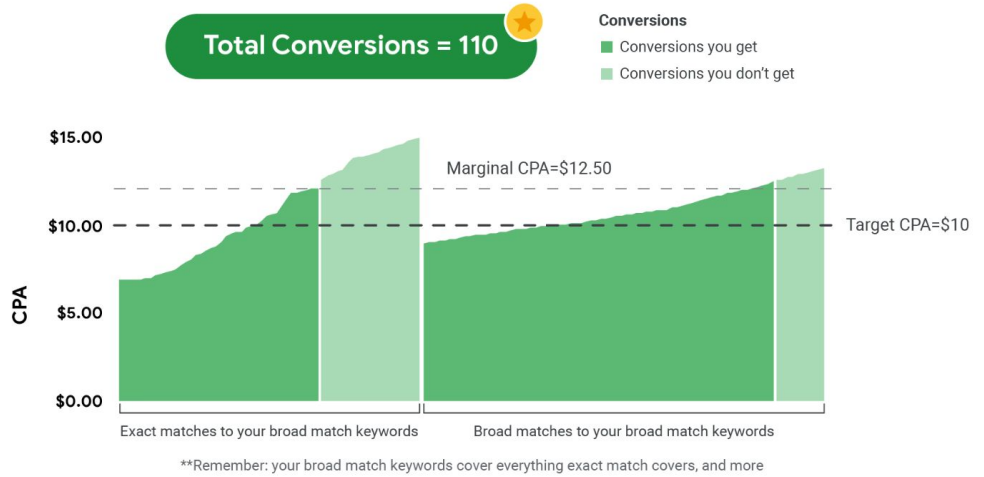
Separate campaigns that don't share a portfolio bid strategy



With campaigns segmented by match type, the marginal CPA between your campaigns can vary. Your exact match campaign can only enter auctions where **searches fit exact matching rules**, and your broad match campaign can only enter auctions **where it's not trumped by exact keywords**.

This means that the **bidding system doesn't have the flexibility** to replace your most expensive broad match conversions to get you more conversions at the same average CPA

Consolidated traffic



With a consolidated traffic, Smart Bidding can look across **all searches** to obtain **the most conversions at a singular target CPA goal**. It has the flexibility to compete in more auctions to find more conversions while meeting the CPA target.

5

Comparing the costs of exact and broad match

Is one match type actually more expensive than the other? Actually no, our systems don't inherently work in a way that makes any match type more expensive. Read more to learn why!

6

Creating the most relevant ad

Learn why keyword theming is important to keep your ads relevant. Sneak peek: Grouping your keywords into similar themes makes it easier for Google to understand your keywords, select the best one, and determine which ad should serve for each query.

Search query

running shoes



Signals

User previously searched for "best places to run a marathon"

Automation takes these signals into account to understand each user



Match type & keyword

Broad match keyword: *running shoes*

Even though you may also have other relevant keywords like marathon shoes, the system will match to the keyword that is identical to your search query



Bid

Higher bid

Because this user is actively in-market for what you offer



Ad

Ad with headline "*marathon shoes*"

Between your headline options that include "shoes for sprinting" and "marathon shoes", the system would prioritize "marathon shoes" because it is the most relevant asset **for this user**, and it's expected to perform better

7

How match types affect quality score

Spoiler alert: they don't! Changing keyword match types will not impact Quality Score because it's based on the historical impressions for searches that are identical to your keyword. Learn more in the guide.

Page 23

8

How Google Ads uses signals to determine the best ad with responsive search ads

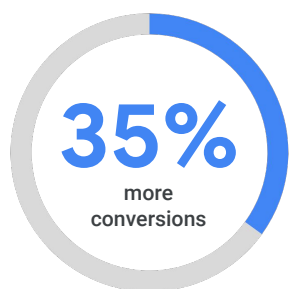
Learn how Google Ads uses all the signals available to choose the best ad for each query and user—even if it's one you may not expect!

Page 24

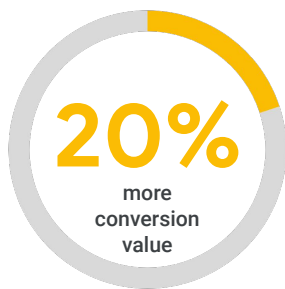
9

We've seen that Search automation works

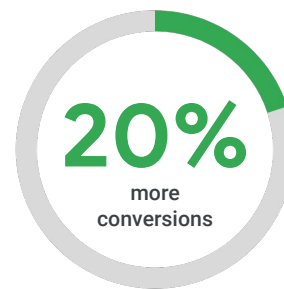
We've run the numbers, and we've seen that Search automation works! Based on Google internal data:



CPA



ROAS



Broad match + Smart Bidding + responsive search ads

Advertisers that switch their exact match keywords to broad match in campaigns using a target CPA can see an average of 35% more conversions. And in campaigns using a target ROAS, they can see an average of 20% more conversion value.

Advertisers that switch from expanded text ads to responsive search ads, using the same assets, in campaigns that also use broad match and Smart Bidding, see an average of 20% more conversions at a similar cost per conversion.

Page 16 + 23

10

Advertisers that have found success with Search automation

Check out success stories from your peers! Learn how they adopted Search automation solutions to transform their business.

Page 14, 21, 25