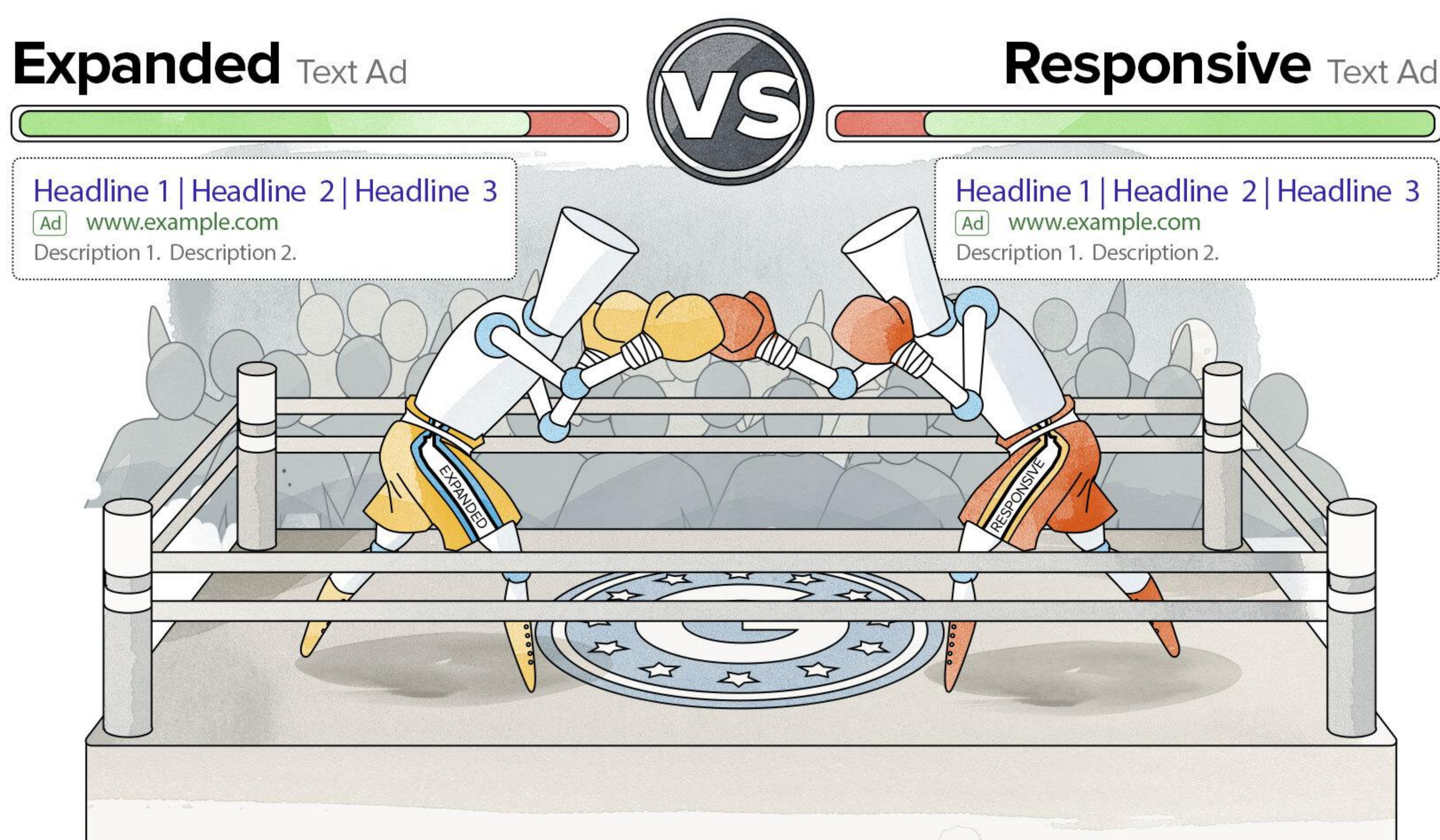


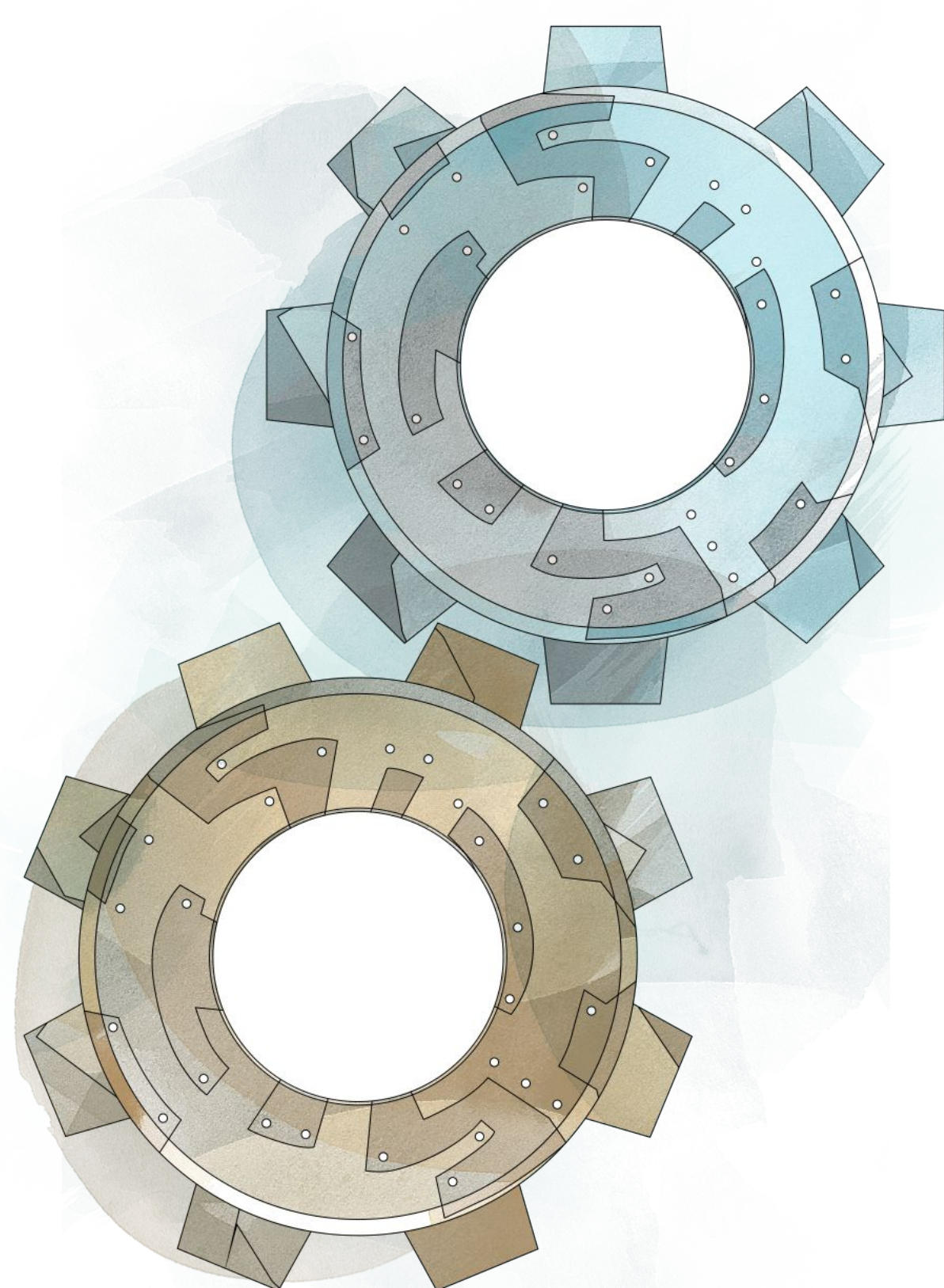
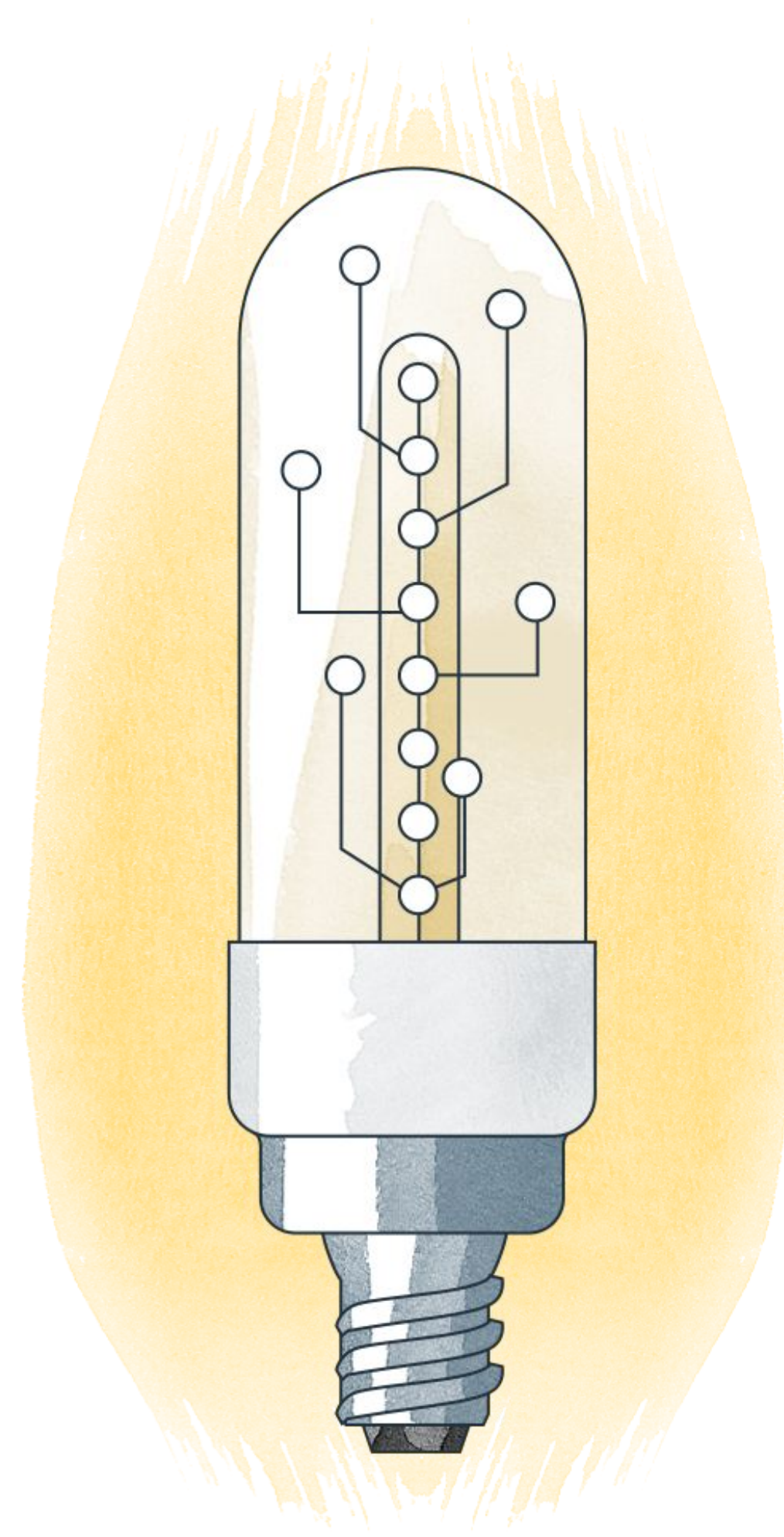
Responsive search ads

Recommendations & best practices



General tips

- Continue using ETAs for your best performing queries and products.
- Test RSAs to detect unused potential – test them in high traffic ad groups and with vs. without pinning content.
- Start testing 1 to 3 RSAs in your ad groups and analyse KPIs (impressions, impression share, CTR and CR).
- Test RSAs with pinned assets vs. without pinned assets in different types of campaigns (brand vs. generic vs. longtail).
- Pin text to positions that make sense (headline 1,2 and description 1). Use it scarcely as it limits the possible unique ad combinations.

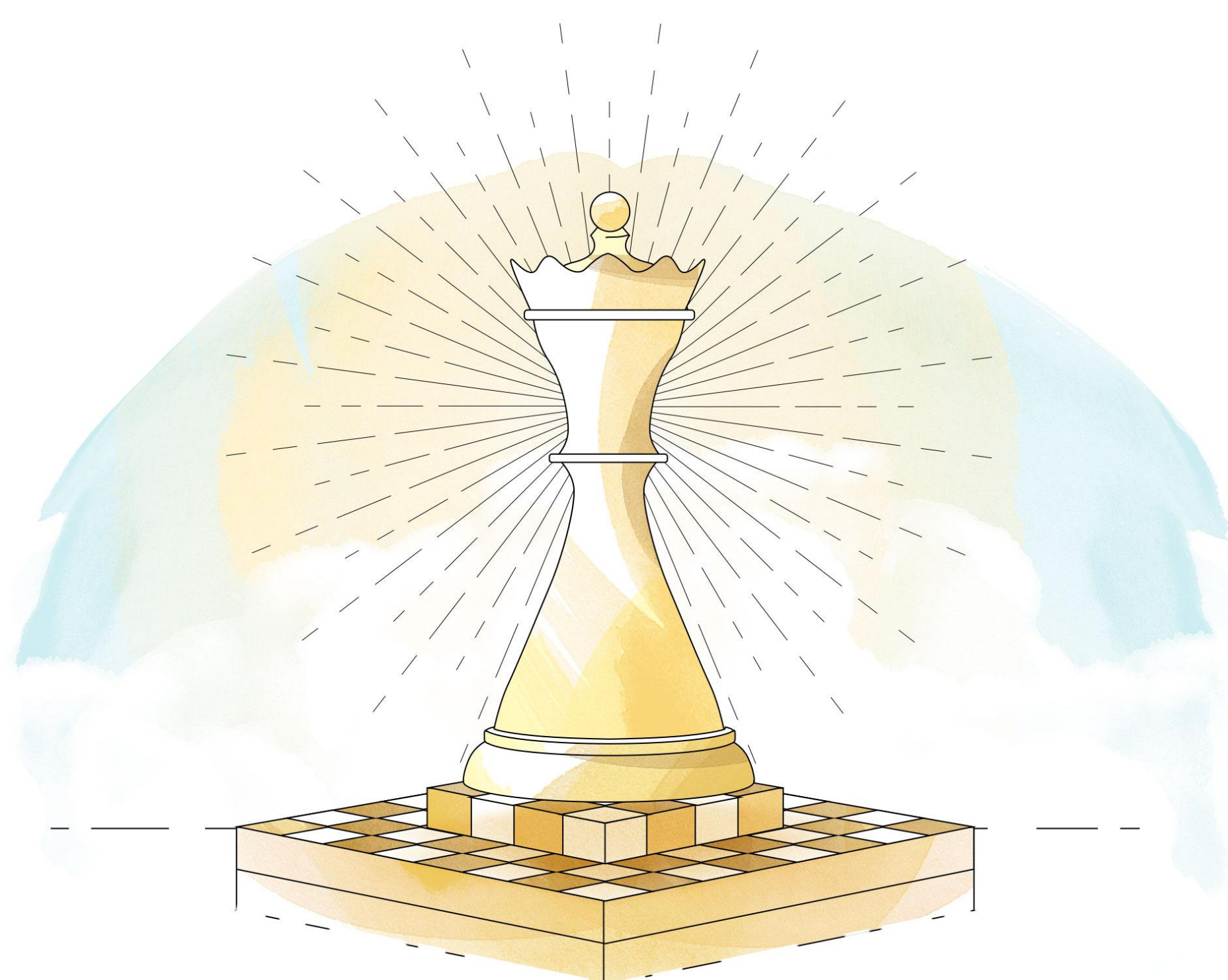
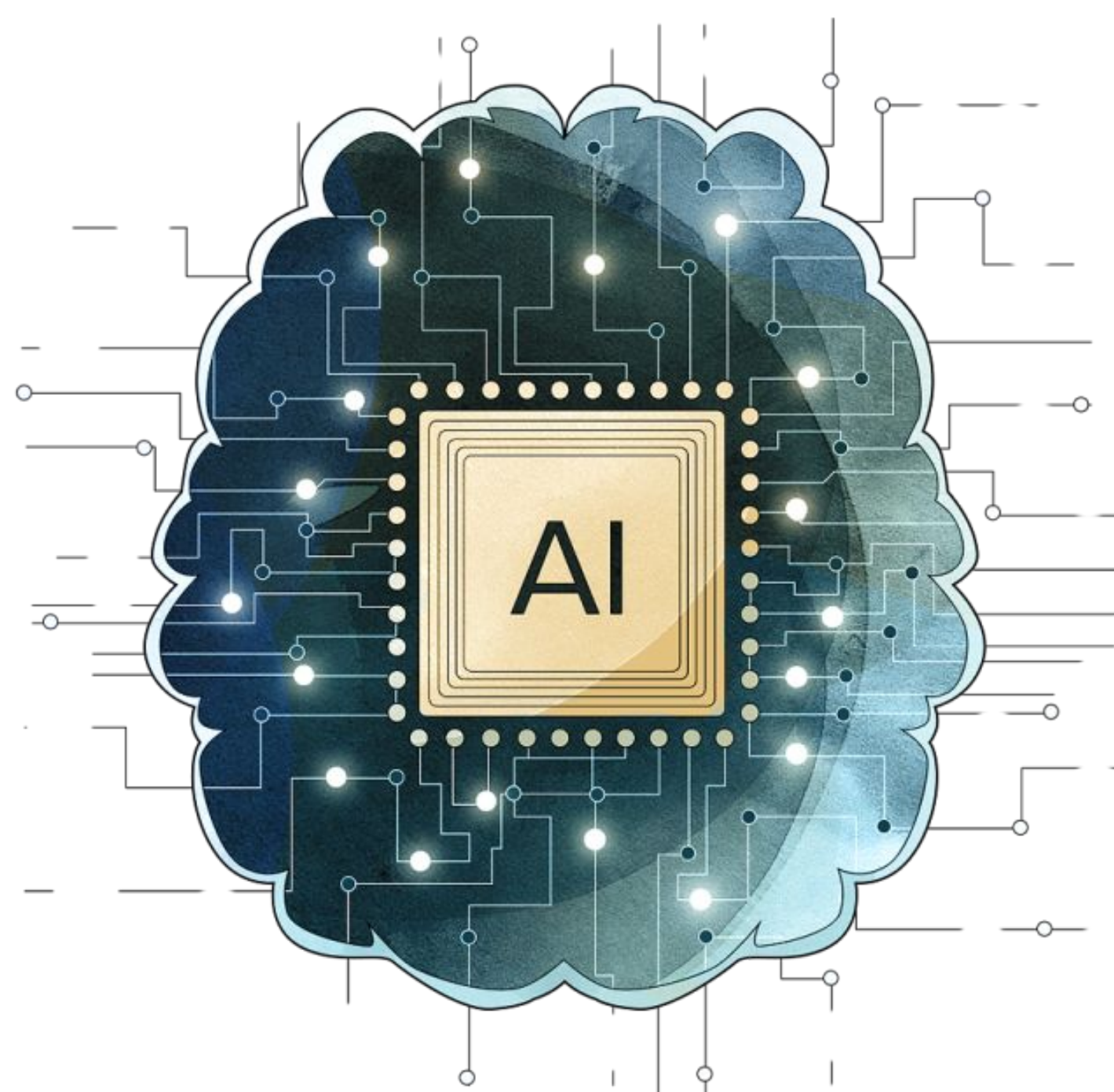


What to do when setting up RSAs

- Provide at least 5 unique headlines as it is more likely that your ad is shown.
- Make sure all text assets are combinable.
- Highlight additional benefits in your text assets.
- Include text of different length. The algorithm tests all text assets and adjusts ad copies to the available ad space.
- Use top-performing static ads to come up with RSA texts.

What to keep in mind regarding campaign structure

- Focus on what makes sense for your product range and campaigns instead of following every new trend.
- RSAs are not necessarily suitable for all advertisers and all types of campaigns – e.g. product campaigns – as they interfere with ad relevance (interplay of keywords, textAd and landing page).



- If it makes sense, set up a less granular campaign structure to feed the smart bidding algorithm with data. Note: If account limits are exceeded, consider a logical campaign grouping based on product categories or other similarities.
- If you have a large product assortment, applying new methods of grouping campaigns by CPA/ROAS goals and not by categories and/or themes (e.g. Hagakure method) is hardly possible. It would bust campaign limits making the account confusing and hard to manage. Evaluate thoroughly whether to apply new methods of campaign grouping.

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