



# RESPONSIVE SEARCH ADS: FACT SHEET

## Purpose

- Allows advertisers to create ads that adapt to show more text and relevant messages to customers.
- AdWords will automatically adapt ads to display text that more closely match customers' search terms in an effort to improve campaign performance.

## Overview

- **Headlines**
  - Maintains current 30-character limit per headline
  - Display up to three headlines instead of two
  - Raising character limit from 60 to 90
  - Ability to write up to 15 headlines per ad
  - AdWords will rotate headlines and test different combinations
- **Descriptions**
  - Character allowance for RSA description lines are increased from 80 to 90 characters.
  - Up to two description lines may display
  - Advertisers can write up to 4 description lines
  - Can be left to rotate/optimize or pinned
- **Display Paths**
  - No change from current ETA implementation
- **Final URL**
  - No change from current ETA implementation

## How It Works

- By entering up to 15 headlines and 4 description lines, AdWords will be able to more closely match your ads to potential customers' search queries.
- Over time, AdWords will test a variety of headline and description line combinations in an effort to increase ad relevance and performance.

## Pinning

- Option to pin headlines & description lines to only display in specific positions
- Headline position 1, headline position 2, and description position 1 will always show.
- A description pinned to position 1 must also be less than 80 characters long for it to be guaranteed to show.
- Assets pinned to headline position 3 or description position 2 are not guaranteed to show.
- If multiple headlines or description lines are pinned to the same position, AdWords will rotate and optimize which are displayed. E.g. if three headlines are pinned to headline 2, AdWords will rotate those three headlines. No other headlines will display in headline 2.
- If no pins are used, all headlines and description lines will be rotated in numerous combinations, allowing 1000s of variances to be shown for one RSA. (If 15 headlines and 4 description lines are used)

## Potential Benefits

- Only one ad needed per ad group
- Flexibility
- Diversity
- Increased performance

## Reporting

- On the Ads & extensions page, you can see the same performance metrics for each RSA that you see for your other text ads.
- Statistics show totals for all of the RSA combinations shown using the headlines & descriptions you entered for each RSA.

## Potential Challenges

- Designing headlines and descriptions that won't overlap in content but still won't leave important information out if the text is not presented.
- Designing headlines that read well together in any position.
- Early adoption of RSA by 3<sup>rd</sup> Party Tools like Kenshoo, Marin, DS3, Adobe, etc.
- Limited under-the-hood visibility for underperforming RSA combinations.

## Boost Can Help

- **Contact Us!** We are committed to helping advertisers' transition and scale their campaigns successfully, through targeted/customized RSA copy and ongoing analysis vs other text ads.



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## Useful Articles / Resources

- **About responsive search ads (beta)**
  - [support.google.com/adwords](https://support.google.com/adwords)
- **Create a responsive search ad**
  - [support.google.com/adwords](https://support.google.com/adwords)
- **Google AdWords new responsive search ads can show 3 headlines**
  - [searchengineland.com](https://searchengineland.com)
- **Responsive Search Ads New Google AdWords Text Ad Format**
  - [ppchero.com](https://ppchero.com)

## RSA Composition Top Tips

*(Sourced from 'Create a responsive search ad' article on [support.google.com/adwords](https://support.google.com/adwords))*

Providing redundant headlines and descriptions restricts the system's ability to assemble ad combinations. To increase the likelihood that your ad shows, focus on these key best practices for each responsive search ad:

1. Provide at least **5 distinct headlines** that don't repeat the same or similar phrases.
  - a. Providing at least 8-10 headlines is best. The more headlines you provide, the more options there are to assemble your messages into relevant ads, which may increase performance.
  - b. Be sure to **include a keyword in 2 headlines**.
2. Be sure to have at least another **3 headlines that do NOT include your keywords**.
  - a. Try highlighting additional product or service benefits and features, a problem you're solving, or highlight shipping and return information.
3. Try creating **headlines of different lengths**. Don't try to maximize the character count in every headline.
4. Add at least **2 distinct descriptions**.
  - a. Remember: responsive search ads could show up to two descriptions at a time