

# Responsive Search Ads

## 5 Tips for Success

### Trivia time!

How many searches happen on Google each day?

- A. 1 billion
- B. 3.5 billion
- C. 7 billion

The answer is B—3.5 billion daily searches! Not too shabby. With that kind of volume, it's hardly surprising that Google is looking for ways to automate how ads are created and served up to users. Enter responsive search ads (RSA), Google's newest ad format.

We've created a cheat sheet of 5 tips to help advertisers launch successful RSAs:



VARIETY

### 1. Variety is the spice of ads.

The equation is simple—you provide 15 headlines and four description lines for each ad, and Google's machine learning selects up to three headlines and two descriptions to show in different combinations and a varied order. Why create so much content when Google uses so little of it? Well, more content allows Google to create winning combinations of your ad and drive more impressions for each ad.



to pin

or NOT to pin

### 2. To pin or not to pin. Valid question.

Google created a pinning feature to give nervous advertisers some more control over how their ads get assembled. Some advertisers need this level of control (for compliance or legal purposes, for example). But, caution is advised when using pins because it can inhibit machine learning and thereby lower ad performance. If you must, Google recommends pinning multiple options to the same position, so that they can still generate a decent variety of ads.



### 3. Make friends with the asset report.

Google is working on a report to show impressions at the asset level. Their intention is to show advertisers which assets are being used most often to generate RSAs. They've also created a performance metric to show advertisers which assets are working better than others for a given responsive search ad.



HEADLINES MATTER

### 4. Headlines matter. Don't bury your keywords.

Advertisers should really focus on writing good headlines that tell their brand story. It's the first thing a user will see, so spend time crafting a broad selection of solid headlines. It's a good idea to include your top-performing keywords in several of your RSA headlines, too (and don't forget that you can also use keyword insertions).



### 5. Reduce, reuse, and recycle content.

Google has created a recommendation tool to highlight content from your existing text ads that can be recycled into your RSAs. A recent ad experiment showed that advertisers could gain a 10% average performance increase for RSAs by reusing content from existing text ads, so that's definitely worth your attention.

For more information about RSAs, check out Marin's recent webinar with Google titled [Getting Started with Google Responsive Search Ads](#). We've packed a lot of learnings, polls, and best practices into an hour of content, with a lively Q&A from webinar participants. **Hope you enjoy it.**