

Responsive Search Ads

A Guide to Writing Ads that Perform

In this guide, [we'll walk you through how responsive search ads use Google AI to generate ads](#) that are expected to perform the best for each query.

We'll also show you what you can do to get the most out of your responsive search ads and how to evaluate their effectiveness.



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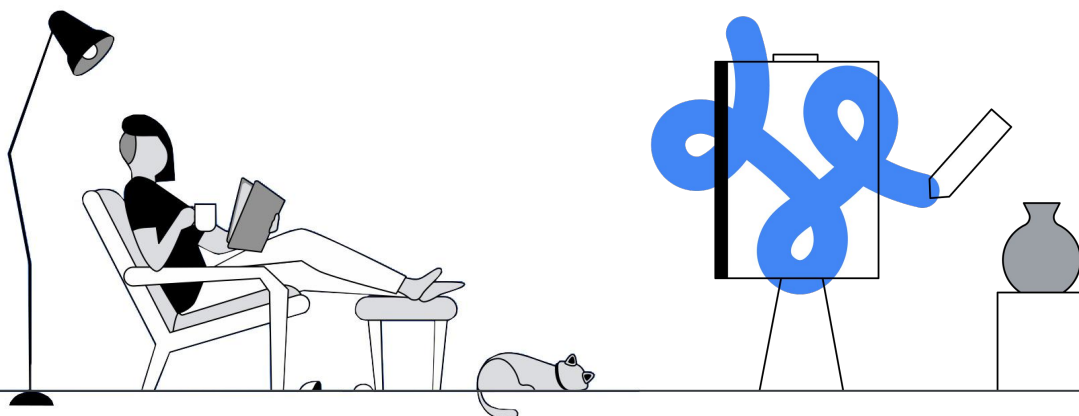
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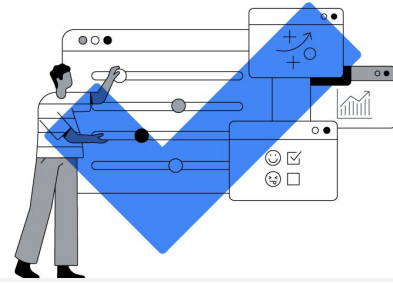
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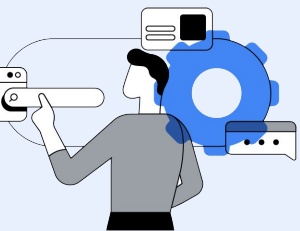


01. The challenge with delivering the right ads



Your ads have a direct impact on whether people engage with your business when they search. As a result, it's important that your ads are both relevant and helpful for each search query. However, this can be challenging to achieve because the ways that people search and ask questions change constantly. In fact, 15% of the searches we see every day are new.¹

With this in mind, it's difficult to anticipate every upcoming trend that's relevant to your business and how people will search for that information.



This is where responsive search ads can help you keep pace.

Using Google AI, responsive search ads identify the best combination of headlines and descriptions to help you deliver the right ad to the right person.

02. Why responsive search ads

With Google Ads, your Search campaigns allow you to reach potential customers across a vast landscape of needs and intents. By using responsive search ads, your campaigns can deliver ads that have tested different headlines and descriptions to understand which combinations are expected to perform best for different queries.



In practice, this means that the more diverse assets you provide, the more combinations that can be used in order to deliver ads that are relevant to each of your potential customers.

¹ Google Internal Data, Jan 2022

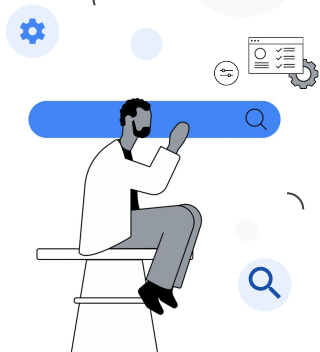
03. How responsive search ads select combinations to generate Search ads

Search ads are generated in **three steps**:

1. Understanding the context of each query and keyword used for matching.
2. The system assembles combinations from the available assets based on relevance and expected performance for the query.
3. From the assembled combinations, the system removes duplicates, reviews for redundancy, and scores the creative combinations. The best combinations are then advanced to the auction.

Over time, responsive search ads use a continuously learning AI model to understand which assets and combinations perform well for each query - helping maximize performance for the advertiser. This learning may take place within several hours after a new asset is first served.

The higher the query volume, the more effective the learning.



Keep in mind that some assets may not always serve depending on their context.

For example it's possible for an asset to resonate well for a low share of searchers or to be constrained by the serving eligibility of the ad group itself. A headline for "custom tailoring available" may be highly relevant for some searchers looking for a new suit, but may not be relevant for all. Even if it's relevant for a subset of searchers, this headline may be a top performer despite serving infrequently.

Pinning

There are some cases where you may need an asset to always show for your ads.

For example, you may require an asset to always show to remain compliant with local regulatory requirements. To achieve this, you can pin individual assets to specific positions for a responsive search ad.

It's important to note that pinning constrains the ability to generate unique combinations, which may result in a loss in performance.

When pinning, try pinning 2 or 3 headlines or descriptions to each position. This increases the number of possible combinations to avoid losing performance and provides more flexibility to find out which headlines or descriptions perform better.



04. Ad Strength: a feedback mechanism for creative content

Responsive search ads rely on high quality, relevant creative assets to perform best. This is the motivation for Ad Strength. Ad Strength provides you with forward looking feedback on how closely the assets within your responsive search ad reflect attributes that are correlated with increased performance.

There are 3 components to Ad Strength:

Rating

Categories

Action item ticker

- When creating or editing a responsive search ad in Google Ads, the components of Ad Strength will update as you make changes.
- In Google Ads Editor you can view the ad strength rating column and use the “check ad strength” button to refresh an ad’s rating when making edits.
- In Google Ads API, you can retrieve the ad strength rating using the [Ad Strength enum](#).

Your ads are all set! They'll have a higher chance of performing well.

Action item ticker

Ad strength ?
Excellent

Rating

Action item with entry to asset picker

- ✓ Add headlines View ideas
- ✓ Include popular keywords View ideas
- ✓ Make headlines unique View ideas
- ✓ Make descriptions unique View ideas

> The **action item ticker** helps you prioritize changes to your responsive search ad by providing guidance on the category expected to make the biggest impact on improving your Ad Strength rating.

> The **rating** is the Ad Strength of the responsive search ad.

It can have **4 values**: Poor Average Good Excellent

> **Categories** reflect the attributes that Ad Strength is measured against.

Today, this includes 4 categories:

Number of headlines

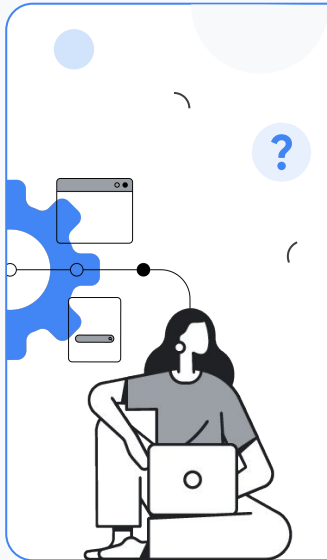
Keyword relevance of headlines and descriptions

Uniqueness of headlines

Uniqueness of description lines

You can think of these categories as reflecting best practices of 1. having enough diverse assets to maximize the number of high quality combinations and **2.** the keyword relevance of assets to ensure a relevant user experience when serving.

These categories are identified through regression analyses. Specifically, the regression analyses evaluate the “difference of features” when holding back assets that satisfy the categories and measuring the difference in performance. **The result of these analyses is built directly into the Ad Strength model,** such that every rating-to-rating improvement is expected to result in increased performance.



Note:

**How does Ad Strength influence my ad’s serving eligibility?
What’s the difference between Ad Strength and Quality Score?**

While the categories that Ad Strength measures do influence your ad’s serving eligibility, the Ad Strength rating itself is not a factor in the auction during serving. Ultimately, the quality of your ads and assets are what influence your serving eligibility. Ad Strength is a way for Google Ads to provide feedback on how well your ad is set up. Similarly, [Quality Score](#) is a diagnostic tool that aims to give you an idea of how well your ad quality is compared to the quality of ads from other advertisers. Quality Score is not an input in the ad auction. It’s a diagnostic tool to identify how ads shown for certain keywords affect the user experience.



As search behavior and consumer expectations continue to evolve over time, **Ad Strength and its categories will evolve to reflect identified best practices.**

05. Tools to help create high quality assets

We know that coming up with relevant, high quality creative assets at scale isn’t always easy. To assist with this, there are several **tools you can use to help you create high quality assets, including:**

- 1. **Asset suggestions**
- 2. **Recommendations for improving Ad Strength and**
- 3. **The option to use automatically created assets.**

1. Asset suggestions: Are headline and description assets shown when you create or edit a responsive search ad. These headlines and descriptions are generated once a Final URL has been provided and are relevant to each responsive search ad’s unique context. Categorized, vertical specific asset suggestions are also shown to provide inspiration for the type of content that we’ve seen resonate well with users.

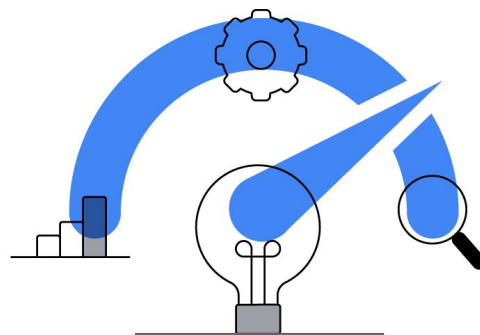
2. Recommendations for improving Ad Strength: Are shown to help improve the quality of your responsive search ads at scale. These recommendations are shown for ads with “Poor” or “Average” Ad Strength, and include asset suggestions.

3. Automatically created assets: Is an opt-in, campaign level setting. Once you enable the setting, the system will generate tailored headline and description assets based on the unique context of each responsive search ad. Your responsive search ads will then show the best combination of these assets and assets that you provide to help you deliver more relevant ads.

06. Evaluate the effectiveness of responsive search ads

First, it's important to keep your focus on improving business outcomes for your ads.

Ask yourself what you're ultimately trying to achieve through your Search ads and then evaluate your performance against that metric. Additionally, it's important to keep in mind that changes to your creatives can result in changes to metrics like impressions, which can change at a different rate than clicks. This means that although your click through rate may have declined, you may have still driven more conversions.



There are several tools available to evaluate the effectiveness of your responsive search ads.

- ⓘ **Asset performance ratings** provide a retrospective view of the effectiveness of individual assets. **Performance ratings can be: Learning, Low, Good, or Best** and are determined based on the asset's performance on the query mix that your ad served on relative to other assets in the ad. Ratings provide statistical confidence about your assets' performance which traditional metrics like CTR cannot provide.


☑ An asset denoted as **"Learning"** means that it doesn't yet have sufficient data to garner a rating. You can revisit this asset when it has over 500 impressions and the ad has over 2000 impressions in the "Google Search: Top" segment over 30 days. **"Low"** performing assets should be replaced to improve performance. Simply removing will reduce the number of combinations your ad can generate.

- ⓘ **Insights show the searches that your ad is performing well on including changes over time.** You can see what search categories are growing in popularity and create assets addressing these shifting user demands.
- ⓘ **Finally, you can also use [ad variations](#) to conduct A/B and multivariate creative tests** for statistical significance. Remember, a key to conducting an effective creative test is to ensure there's enough serving volume to get an accurate read on the impact of the change. Focusing on high impact areas of your account will get the most out of your time.

07. AI-ready account structure: Smart Bidding, broad match, & responsive search ads

To get the most out of your Search ads, **we recommend using AI-powered solutions across your bidding, keywords, and ads** - specifically:

 [Smart Bidding](#)

 [Broad Match](#)

 [Responsive search ads](#)

When used together, they can help you show the right ad to the right person at the right price.

To set yourself up for success with these solutions, we recommend that your account structure primarily reflect your business objectives, but there are **a few tips you can follow** to simplify your account structure.

① **1. Do your keywords share the same budget and target?**

If so, they're a good fit to share the same campaign.

② **2. Are your ads and landing pages highly relevant to the keywords?**

If so, they're a good fit to share the same campaign. If they're not, we recommend editing your responsive search ads so that they're relevant to your keywords.



Tip: You can use Ad Strength's keyword relevance categories as a signal of how relevant your ads are to keywords in your ad group. If you find that it's difficult to improve this Ad Strength category due to the breadth of keywords in your ad group - consider splitting the ad group into more tightly themed ad groups to maintain creative relevance.

A simplified account structure has several benefits, including ease of management, especially as you manage an account over time. It also consolidates data into similarly themed groups, which can help our AI-powered solutions deliver better performance for you.

08. Key takeaways

The ways that people search and ask questions are constantly changing, and it's difficult to anticipate what those changes will look like. To help you keep pace, **responsive search ads have been designed to use Google AI to show the best combination** of headlines and descriptions that are expected to perform for each query.

To get the most out of responsive search ads, keep in mind these key takeaways:

- + The more assets the better.**
Provide as many headlines and descriptions as you can so that our system can test more combinations and deliver more relevant ads. Tools like asset suggestions, recommendations, and automatically created assets are effective ways of creating relevant, high quality assets.
- 🔍 Use Ad Strength to evaluate how well your responsive search ads are set up.**
Ad Strength provides you with forward looking feedback to help you understand where you can make improvements before your ads are served. Strive to have at least one responsive search ad with Good or Excellent Ad Strength per ad group.
- 📊 Measure the right metrics when evaluating the performance of your responsive search ads.**
Keep your focus on improving business outcomes for your ads and remember that conversions are more important than clicks.
- 💡 Asset performance ratings and ad variations can help you understand how to improve responsive search ads after they've garnered enough data.**
Focus on high impact areas to make the most of your time.
- ⚙️ Use responsive search ads with Smart Bidding and broad match.**
When used together, these AI-powered solutions can help you show the right ad to the right person at the right price.

⚡ Where are we going from here?

Our goal is to simplify the work it takes to create high-quality ads that achieve your business objectives at scale.

To do this, we're hard at work applying the newest AI-powered innovations across asset generation, customizing assets for relevance, and both simplifying and improving tools for managing ads.

