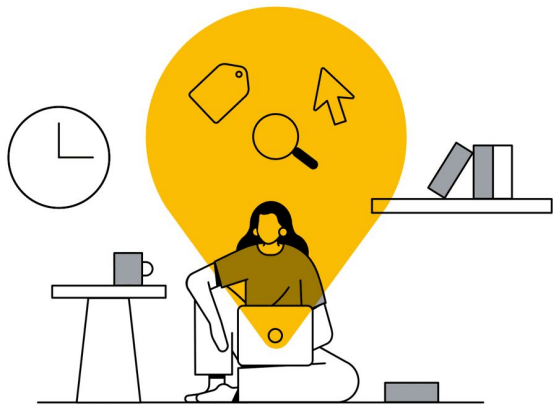


Search Ads Automation

An overview for marketers








Consumer trends are rapidly changing, and opportunity to meet new demand on Search continues to grow. In order to capture this growth, businesses should invest in the right data and automated solutions.


In this guide, we'll walk through the key steps to prepare your business for success: **Be ready for what's next, understand the role of Search, invest in privacy-safe measurement, and leverage automated Search Ads features** (targeting, bidding & creatives).

Contents:

-  1. Be ready for what's next

-  2. Understand the role of Search

-  3. Implement privacy-safe measurement

-  4. Use Search Ads Automation

The pace of change was already fast. It will only get faster.

Consumer journeys are more complicated than ever, and COVID-19 only accelerated trends that predated the pandemic¹. This includes data protection and privacy, which are increasingly important to consumers, publishers, and advertisers.

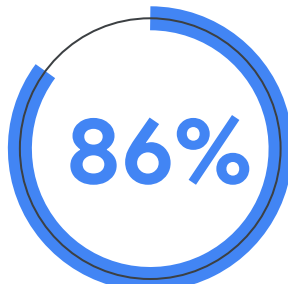
To continue capturing demand and driving growth, businesses should embrace automated solutions that action on data and signals, in real time, and at scale. In fact, advertising that makes use of data and automation to speak to what matters for consumers can drive **15% more purchase intent**². **In order to be ready for what's next, businesses must understand the role of Search, be privacy-Search, and agile via automation.**

Demand is growing



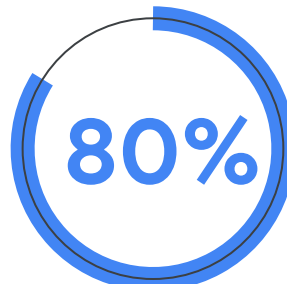
Growth of 2020 US ecommerce spend, the most growth in 2+ decades.³

Needs are changing



of consumers want more transparency over how their personal information is used.⁴

More digital opportunity



of consumers who started shopping online in 2020 plan to continue doing so after the pandemic.⁵

As consumer behaviors continue to change, people continue to turn to Search to meet their daily needs

There are now billions of searches made on Google every day.

15% of these searches, we have never seen before.

3 in 4 surveyed CMO's said post-pandemic changes in consumer behavior will impact marketing strategies. To navigate growing complexities, keep the following in mind:

- **Understand your Search opportunity**
with tools like [Google Trends](#), [Performance Planner](#), [Auction Insights](#), & [Optimization Score](#)
- **Leverage privacy-safe measurement**
powered by 1P data, conversion modelling, and new privacy-preserving technologies ([slide 5](#))
- **Use automated solutions on Search**
that work together to find Search demand, optimize performance, and deliver best-in-class creative ([slide 6](#))

The industry is entering a new world of measurement. Privacy is front-and-center.

User expectations for privacy are changing, the degradation of 3P cookies impacts how the ecosystem measures conversions, and preserving accurate measurement will require multiple solutions like 1P data & more modeling.

Evolving your measurement strategy to meet this change is key to driving growth and informing automation.

While we cannot exactly predict how the industry and ecosystem will evolve, **we do know there are fundamental actions your businesses should take today- and we will be with you through every step of these changes.**



**of digital media professionals
say cookie loss and accurate
measurement are 2 of their top
3 challenges**

How to capture new growth while building a measurement foundation for the future



Preserve & use existing measurement

while working towards users' and legislators' privacy expectations

- Setup durable tagging, invest in additional sources of 1P data, and respect user's choices by collecting consent as needed
- **Take action:** Set 1P cookies via [gTag](#) / [Google Tag Manager](#), use [Enhanced Conversions](#) to increase accuracy with hashed 1P data



Inform gaps in data

through additional data sources enabling comprehensive modeling

- Inform modeling by creating privacy-safe exchanges of consented user data to fill gaps
- **Take action:** Learn more on our [Ads on Air](#), use [Consent Mode](#) to adjust how tags behave based on consent status of a user



Secure your data

through additional controls on data storage and invest in privacy preserving technology

- Evaluate the need for additional security and control, and embrace new privacy-preserving technology
- **Take action:** Learn more about new technology like the [Privacy Sandbox](#).

Report conversion values aligned with business goals

This enables Smart Bidding (Target ROAS, Max conversion value) to predict and optimize to the expected value of every auction, not just conversion likelihood

Every search comes from a unique person, with unique signals.

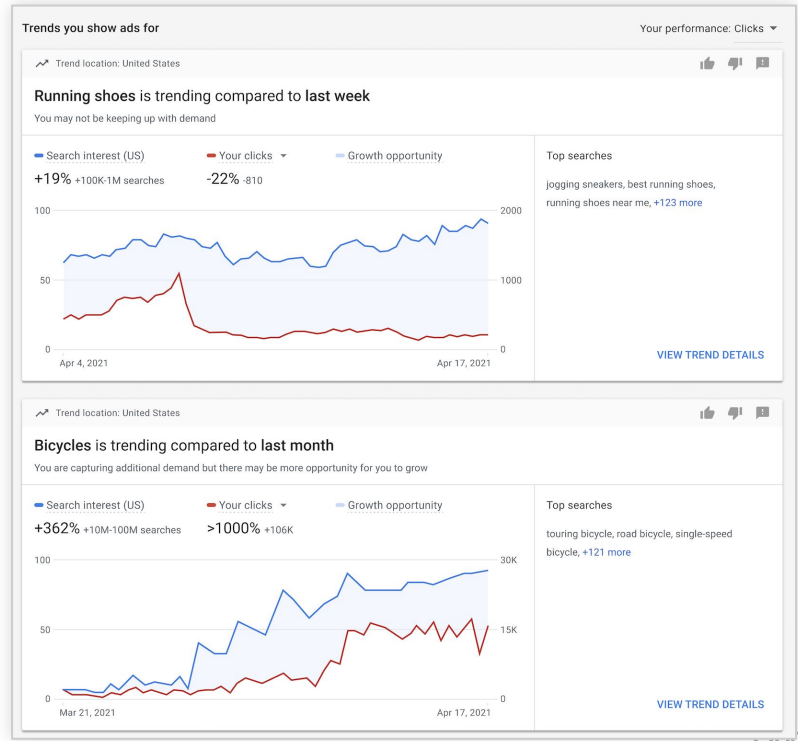
Optimizing for these signals manually is time-consuming and inefficient

Automation powered by machine learning also works for advertisers

Using machine learning, we've shown over **4.6 million search trends** to advertisers on the Insights page over the past month to help inform their marketing decisions and discover new opportunities.¹

In addition, **over 80% of advertisers** are already using Smart Bidding to optimize their performance.² And, on average, advertisers that switch from a Target CPA to a Target ROAS bid strategy **can see 14% more conversion value at a similar return on ad spend.**³

¹ Google Internal Data, Global, Mar. 25, 2021 to Apr. 25, 2021
² Google Internal Data, Global, Mar. 16, 2021 to Apr. 12, 2021
³ Google Internal Data, Global, Global, March 2021



Combining our automated products drives growth-- starting with **bidding, targeting, & creatives.**

Smart Bidding

Uses billions of combinations of signals to set the right bid for each query and auction, based on your ROI goals.

Smart Bidding can help you stay on top of market trends and rapidly shifting demand by optimizing your bids in real time.

[Learn more](#)



Broad Match

Finds new, high-performing queries and emerging trends to reach more customers & drive better performance.

We're continuously improving broad match by considering new signals (like user location or recent search activity), improving relevance for keyword variations, and matching holistically with all keywords in your ad group.

[Learn more](#)



Responsive Search Ads

Automatically assembles the most relevant creative for every auction— even helping you show for new queries.

Supply up to 15 headlines and 4 descriptions as your creative assets. The system will then use these assets to automatically create new ads tailored to each query based on auction-time signals.

[Learn more](#)

Our automated products work even better together

+20%

more conversions at a similar cost per action when advertisers adopt responsive search ads in campaigns that also use broad match and Smart Bidding

+12%

Advertisers that switch their phrase and BMM keywords to broad match in Target ROAS campaigns can see 12% more conversion value.

+25%

Advertisers that switch their phrase and BMM keywords to broad match in Target CPA campaigns can see 25% more conversions

This combination of automated products helps you deliver more relevant creative to more queries at the right price

- **Smart Bidding x Broad Match**

Instead of casting the widest net possible, Smart Bidding works with broad match to focus on new, high-performing queries. By bidding at the query level, it shapes your traffic in a way that aligns with your performance goals.

- **Smart Bidding x Broad Match x RSA**

Using responsive search ads, you can create ads that adapt to show more relevant messages to more people. By entering up to 15 headlines and 4 descriptions, Google Ads will use machine learning to automatically create and test different asset combinations, learning what performs best over time.

It works with Smart Bidding and broad match to show the right ad for each query — including new queries that a static text ad may not be eligible for due to ad relevance.

Get started:

Use [Recommendations](#) to find opportunities to optimize your account bidding, targeting, and creatives