

In the table below, for each Google Ads recommendation, document whether you will immediately apply it, plan to apply it, or dismiss it. Then, enter the reason behind each of your decisions. If you decide that you plan to apply a recommendation later, in the last column of the table, list next steps or things that need to happen before you can apply that recommendation.

Recommendation	Predicted impact	Your decision A = Apply P = Plan D = Dismiss	Reason	Next steps, if any
Some ad groups do not have ads.	Get ads running by adding ads to each ad group in your campaign.	Apply	This fixes a configuration error and will not affect budget or strategy.	N/A
Bid more efficiently with Maximize Conversion Value.	Get more conversion value at a similar ROAS with a value-based bidding strategy.	Dismiss	This will change are bidding strategy, since we currently rely on setting Target CPA to maximum conversions. We're not ready to switch strategies.	N/A
Bid more efficiently with Maximize Conversions using a target CPA.	Get more conversions at a lower or similar CPA with a fully automated bid strategy.	Plan	The current strategy relies on manually setting the Target CPA to maximum conversions, so we don't know how automated bidding might change performance.	In Google Ads, we will need to perform an A/B test to compare automated and manual bidding using Target CPA.
Add sitelinks to your ads.	Your ads aren't as prominent as they could be if you use sitelinks.	Apply	Adding sitelinks changes the information on the ads, but doesn't affect budget or strategy.	N/A
Use optimized ad rotation.	Automatically show your best ads at auction time.	Apply	Allows us to show a variety of ads and order of the ads without effecting budget or strategy.	N/A
Raise your budget.	Your ads stopped running on your busiest days. Fixing your limited budget can help.	Plan	Getting ads seen by more prospects is key to attracting new customers. But this requires executive-level approval to increase the budget.	Run the numbers to see how much is lost when the ad hits the budget. Get approval to raise budget