Mobile Excellence

Follow the core practices across three essential pillars **Assets, Attribution & Bidding** to build a solid foundation for succeeding on mobile

Three pillars of Mobile Success

Focus on speed and UX, Move beyond last-click attribution, and Bid to value

Assets

53% of mobile site visits are abandoned if a page takes more than 3 seconds to load. Therefore, advertisers need to invest in mobile speed & UX.
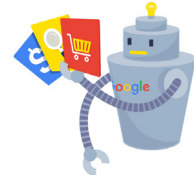
Learn more

Measurement

Focus on attributing the full value of mobile by using Data Driven Attribution or non-last-click attribution models.

Learn more

Bidding

Primary recommendation for bidding is to use 'Smart Bidding'. If this is not an option, bid higher on campaigns with a lower mobile CPA.
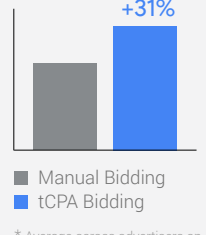
Learn more

Benefits of Mobile Excellence

1 **Create more value on mobile by capturing more conversions on your mSite**
Focus on shortening load time to <5 seconds for your assets (mobile websites and mobile apps).

2 **Give mobile the credit it deserves, by considering the entire customer journey**
Moving beyond last click is an opportunity for advertisers to consider the whole customer journey.

3 **Capitalize on the value driven by mobile & drive efficient traffic to mSite**
Bid higher on campaigns with stronger mobile CPA or CVR to get incremental conversions.

Conversion uplift *

Page Speed

+23%

Mobile pages loaded...
■ ... 1 sec slower
■ ... 1 sec faster

tCPA (Bidding)

+31%
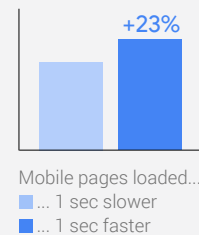
■ Manual Bidding
■ tCPA Bidding

* Average across advertisers on Google, 05/2018. Results may vary.

Check your Page Speed by using 'Test My Site'

'Test My Site' gives websites ratings for mobile friendliness and site speed. It's a simple tool that informs you of your mobile speed, business impact, and potential solutions. You can also leverage the Lighthouse Chrome extension, an easy-to-use tool for mSite performance audits.

Check your Page Speed

Tips for creating great mobile ads

To create a great mobile ad experience, highlight calls-to-action or offers that work particularly well on mobile devices, like "buy from your mobile phone" or "easy mobile booking."

Create ad texts that appeal to mobile users

Take full advantage of character limits

Focus on the headlines

Ad texts should highlight why a business has what users are looking for. Find what's most compelling about your business and build ads around that insight.

You have two 30-character headlines, one 80-character description line, and two 15-character URL fields. Use that space to focus on what users care about.

big blue headlines are more prominent than your description text. The content and quality of your headlines matters and will determine how well your ads perform.

Case studies

Alibaba: +76% conversions

Alibaba saw a 76% lift in conversions and 30% lift in active user rates when they launched a PWA to make mobile shopping faster.

Think with Google case study

T-Mobile: +22% conversions

By combining data-driven attribution with Smart Bidding in AdWords, T-Mobile produced 22% more conversions compared to manual bidding

Think with Google case study