Responsive Search Ads
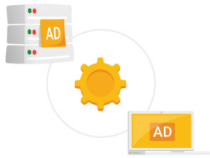
Responsive search ads (RSA) provide the opportunity to provide multiple headlines and descriptiones to create one adaptive ad

Flexibly fit any available ad space with minimal preparation

Leverage Machine learning technology for flexible content creation to show relevant and responsive messages to your customers.

Flexible content creation

Use multiple headlines and descriptions to create one ad that adapts to show the right message to your customers.

Learn more

Responsive ad adoption

Ad size, appearance, and format are automatically chosen to fit just about any available ad space from native banners to dynamic text ads.

Learn more

Show the right message

AdWords uses machine learning technology to automatically test different ad combinations and optimizes performance on the customer.

Learn more

Benefits of Responsive Search Ads

1 Save time by creating just one single add
Create one ad with multiple headlines and description options.

2 Create flexible ads that adapt
RSA adjust to device widths that could show up to three headlines and two descriptions.

3 Stay in control
Stay in control by pinning headlines and descriptions to specific positions.

Feature description

Responsive search ads are generated by mixing and matching advertiser input known as text assets. Advertisers are can input the following text assets:

• Headlines (3 min./15 max.). Up to 30 characters each.
• Descriptions (2 min./4 max.). Up to 90 characters each.
• One final URL
• 2 path fields (optional)

Responsive Search Ads and Automated Extensions

Optimal performance of our machine learning and the dynamic nature of RSA, is achieved through combining RSA with automated extensions. When an automated extension is predicted to improve your ad's performance, AdWords automatically creates and shows it below your ad.

Learn more

How to create Responsive Search Ads

RSA are easily set-up via the AdWords interface, bulksheets or AdWords Editor. For best performance, it is recommended to select non-branded campaigns with moderate-high volume (min 1000 clicks/month).

Provide at least 5 distinct, non-repetitive headlines

Provide 2(3) headlines with (without) keywords

Add at least 2 distinct descriptions.

Provie at least 8-10 headlines. The more headlines you provide, the more potential combinations.

Ensure that headlines also include additional product or service benefits and features.

Ensure to provide non-redudnant descriptions, to increase the likelihood that your ad shows.

Pinning functionality

By default, when you create a RSA, headlines and descriptions can appear in any order. Pinning pins a specific headline/description to a position.

Pinning provides greater control yet is not recommended for most advertisers, as it reduces the potential combinations. Pin 2-3 headlines position to identify which performs best.

Headline position 1 and 2, as well as description position 1 will always show; content pinned beyond this position are not guaranteed to show.