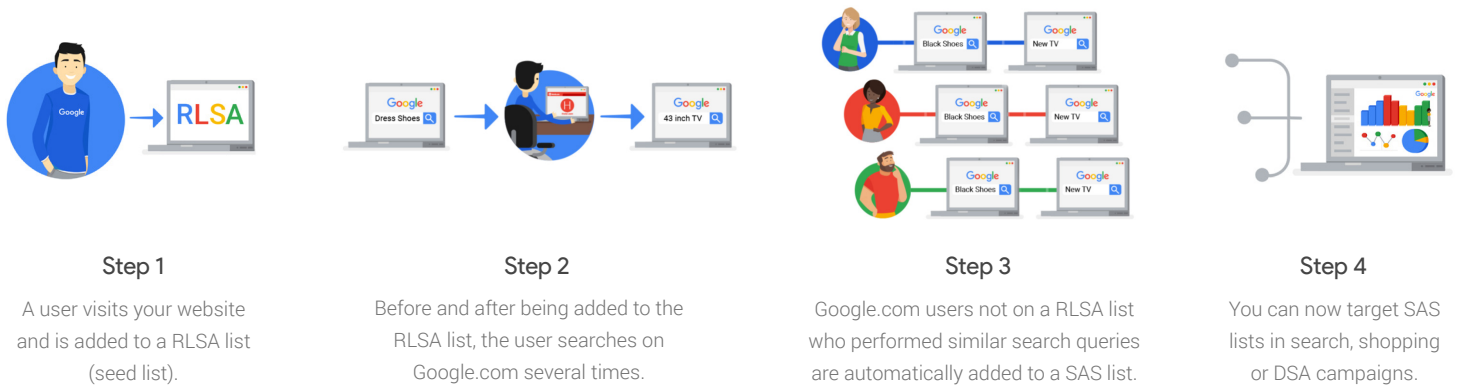# Similar Audiences for Search (SAS)

Reach and acquire new customers with similar search behavior to your existing RLSA lists
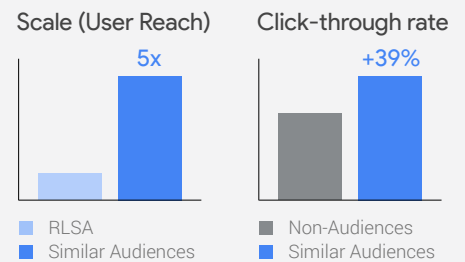
How are Similar Audience lists created?

Step 1
A user visits your website and is added to a RLSA list (seed list).

Step 2
Before and after being added to the RLSA list, the user searches on Google.com several times.

Step 3
Google.com users not on a RLSA list who performed similar search queries are automatically added to a SAS list.

Step 4
You can now target SAS lists in search, shopping or DSA campaigns.

Benefits of Similar Audiences for Search

1 Increase Reach of your RLSA lists
target new, more valuable users that are actively searching for your keywords on Google search.

2 Gain Relevance
Reach Google.com users with similar query behavior as your most valuable site visitors.

3 Improve Performance
Create campaigns with better performance compared to non-audience campaigns.

Performance uplift *

Scale (User Reach)
5x

■ RLSA
■ Similar Audiences

Click-through rate
+39%

■ Non-Audiences
■ Similar Audiences

* Average across advertisers on Google.com, 05/2018. Results may vary.
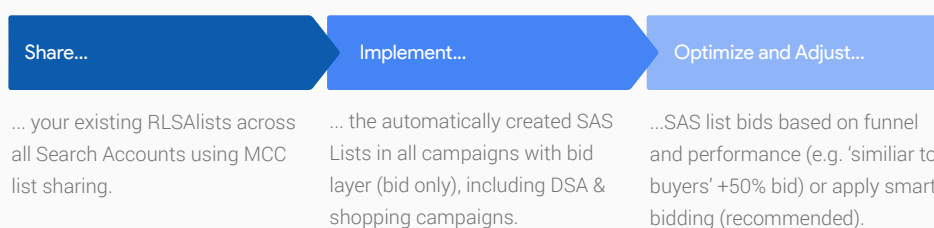
Use Smart Bidding to optimize your Similar Audience campaigns

Powerful machine learning is used to assess and score similarity in real time, allowing to effectively leverage a target CPA/ROAS bidding strategy for optimal performance. The system can bid based on the likelihood a user will convert and reach the desired CPA/ROAS.

Learn more about Smart Bidding

How to use Similar Audiences for Search

Using the new AdWords experience, Audience manager can help save time and effort to set up and manage your Audiences by providing existing remarketing and audience list functionality in a more intuitive way.

Share... | Implement... | Optimize and Adjust...

... your existing RLSAlists across all Search Accounts using MCC list sharing.

... the automatically created SAS Lists in all campaigns with bid layer (bid only), including DSA & shopping campaigns.

...SAS list bids based on funnel and performance (e.g. 'similiar to buyers' +50% bid) or apply smart bidding (recommended).

Learn more about adding SAS to your targeting

Case studies

Vodafone Türkiye: 15% lower CPA
By implemented SAS for past converters, Vodafone Türkiye decreased cost per acquisition by 15% and increased conversion rate by 44%.
Think with Google case study

lastminute.com boost CTR by 219%
lastminute.com group combines remarketing lists for search ads with Similar Audiences contributed 36% of all conversions.
Think with Google case study