

Dynamic Search Ads (DSA)

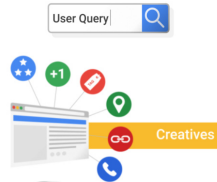
DSA help you reach users who are searching for your products and services without the need for you to actively manage keywords or ads

How does DSA work?

Reach users with the right information, in the moments they're searching, without the need to manage keywords or create tailored ads for every landing page:



Using Google's organic web crawling technology, DSA indexes your website to determine which searches display ads.



For any relevant query, the ad's headline and landing page will automatically customize based on your products and services offered.



These highly targeted ads complement other AdWords ads by delivering value for relevant searches that aren't covered by existing keywords.

Benefits of DSA

1

Reach and performance

Drive highly incremental traffic with strong performance when combined with Smart Bidding.

2

Efficiency and time saving

DSA help save time as there is no need to manage extensive keyword lists.

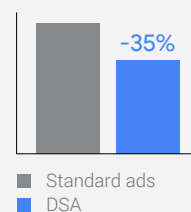
3

Transparency and control

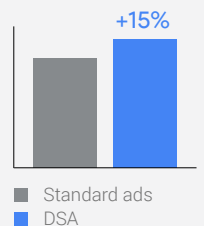
DSA offer full transparency via the Search Query Report and exclusions for irrelevant traffic.

Performance uplift*

CPA



Clicks



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

Create DSA as part of existing campaigns in dynamic ad groups

Once activated in a campaign's setting, DSA can now be created in Dynamic ad groups, as part of existing campaigns. Dynamic ad groups, only contain dynamic creatives - this allows for DSA to be a complement to existing campaigns and their respective budgets, while performance can easily be compared to the campaigns keyword ad groups.

[Create DSA ad groups](#)

Best practices for optimizing DSA

Implementing DSA is simple and is done directly in the Adwords interface. DSA boosts with excellent performance often outperforming exact and broad match keywords. As such utilizing DSA for keyword mining is not recommended. To ensure optimal performance there are several best practices:

Enable broad targeting...

...by targeting large parts of your website, while excluding irrelevant webpages and keywords.

Combine DSA with audiences...

...by layering your existing lists onto the campaigns. Audience signals together with Smart Bidding will bring best results.

Enable Smart Bidding...

...to get the best performance. It is recommended to use Target CPA to significantly improve performance.

Case studies

Trivago: +140% CTR of DSA vs. keywords

Trivago needed a quick increase its search campaign coverage, and with DSA managed to get incremental clicks, lower CPA and improve CTR.

[Think with Google case study](#)

ForRent.com increases traffic and ROI

ForRent.com implemented DSA, increasing CTR by 26% vs. non-DSA, with an average 30% lower CPC, and 37% lower CPA

[Think with Google case study](#)