

Creative Excellence for Search

Build compelling text ads (creatives) to increase your Quality Score and drive user engagement on Google Search

Three levers to achieve Creative Excellence

Three main levers deliver excellence in ad creatives and should be included in each ad group to maximize performance



Optimized ad rotation settings

Automatically show the most relevant ads with 'Optimize for conversions/clicks'. Ads can receive up to 5% conversions/CTR uplift.

[Learn more](#)



Three or more text ads

Ad groups with 3+ high quality ads using optimized rotation settings can receive up to 15% more conversions /clicks.

[Learn more](#)



Three or more ad extensions

AdWords will serve the best extension combination for each query. Each extension can bring up to 10-15% CTR uplift.

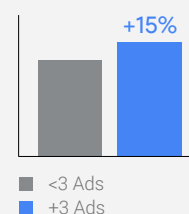
[Learn more](#)

Benefits of Creative Excellence

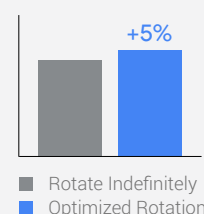
- 1 Attract more business relevant customers**
Create more ads & extensions to connect with more users in a variety of contexts.
- 2 Improve performance (click and/or conversion rate)**
Automatically serving the most relevant ad helps to target users most likely to convert.
- 3 Improve ad rank and/or decrease CPCs**
High quality ads can lead to higher CTR and improve overall ad group performance.

Performance uplift *

+3 Ads CTR



Ad rotation CTR



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

Use Drafts and Experiments to measure Creative Excellence

A/B test versions of your campaigns with optimized creative rotation against original campaigns set to "Rotate Indefinitely", understand the impact of adding new ad extensions, and compare versions of your ad groups with more vs. fewer different ad creatives.

[Learn more about Drafts & Experiments](#)

Focusing on creating more ads per adgroup

To effectively reach potential customers, text ads should be informative, relevant and engaging: having more ads per ad group means that you can potentially serve on more queries and present more relevant ads to users in different contexts. A few suggestions on how to increase the number of ads per adgroup:

Opt-in Ad Suggestions

Ad suggestions will be created based on the information you've provided in existing ads or found on the ads' landing pages.

Opt-in Responsive Search Ads (beta)

Create at least 1 ETA and 1 RSA per adgroup. Provide text assets (headlines + descriptions) that do not repeat similar phrases.

Use ad variations

Create and test variants of ads at scale with ad variations. Once you're happy with a new creative, add it to your ad groups.

Success stories

Extra Space Storage: +18% CTR

As second largest operator of self-storage rental units in the U.S., Extra Space Storage makes a mark with mobile-first ads and extensions.

[Extra Space Storage case study](#)

IProspect advice on Creative Excellence

IProspect applied the 3 levers of Creative Excellence and achieved great results for CPG brands (improvement of CTR, decrease of CPC).

[IProspect Article](#)