GOOGLE ADS RECOMMENDATION HANDLING & A/B TESTING PLAN

Recommendations were assessed, and next steps were determined — including which to take, dismiss, plan, or apply. Below, an A/B testing plan was developed using Google Ads.

GOOGLE ADS RECOMMENDATION HANDLING:

In the table below, for each Google Ads recommendation, document whether you will immediately apply it, plan to apply it, or dismiss it. Then, enter the reason behind each of your decisions. If you decide that you plan to apply a recommendation later, in the last column of the table, list next steps or things that need to happen before you can apply that recommendation.

Recommendation	Predicted impact	Your decision A = Apply P = Plan D = Dismiss	Reason	Next steps, if any
Some ad groups do not have ads.	Get ads running by adding ads to each ad group in your campaign.	A	This is a repair recommendation with no negative impact. Every ad group should have at least one active ad running.	Create ads for missing ad groups right away.
Bid more efficiently with Maximize Conversion Value.	Get more conversion value at a similar ROAS with a value-based bidding strategy.	D	Our business goal is maximizing new customer conversions, not conversion value. This strategy relies on values in the *Conversion Value* column, which is not aligned with our KPIs.	None
Bid more efficiently with Maximize Conversions using a target CPA.	Get more conversions at a lower or similar CPA with a fully automated bid strategy.	P	This could improve results by increasing conversions at a similar CPA, but it represents a significant change in bidding strategy. It requires testing and potentially executive approval.	Run a test comparing performance against the current bidding strategy. Prepare a proposal for executive approval if test results are positive.
Add sitelinks to your ads.	Your ads aren't as prominent as they could be if you use sitelinks.	A	Sitelinks improve ad visibility and engagement with no downside. Quick implementation improves optimization score and campaign performance.	Draft and implement relevant sitelinks.
Use optimized ad rotation.	Automatically show your best ads at auction time.	A	This allows Google Ads to automatically serve the best-performing ads. No risk, only performance gains.	Enable optimized rotation in campaign settings.

Raise your budget.	Your ads stopped running on your busiest days. Fixing your limited budget can help.	P	The budget is flexible, but increasing it requires executive approval. Since ads stopped running during peak periods, an increase is justified.	Analyze current campaign performance to forecast impact of higher spend. Prepare an executive approval request with supporting data. Increase budget after approval.

A/B TESTING PLAN FOR THE FICTIONAL HOTEL STAY HOTEL:

A/B Testing Plan:
Updated headline for Google Ads campaign

Author: Digital marketer | Last Updated: September 1

Test details

Test ID:	7815
Overview:	Stay Hotel is planning to test a deals-focused headline for their Google Ads campaign.
Asset type:	Direct response ad
Channel:	Google Ads
Duration:	30 days
Test launch date:	July 17
Users per variant:	3,000
Primary metric:	Conversion rate
Current conversion rate:	2%
Expected conversion rate:	7%
Confidence level:	+95% *(Minimum 95%)*
Hypothesis:	Because we discovered that our target audience are deal seekers, we expect that running a deals-focused headline will cause an additional 5% in conversions.
Description of variants:	Variant A (Original):

Ad https://www.stayhotel.com

Stay Hotel - Great Rates & Free Breakfast

Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.

Variant B (Revised):

Ad https://www.stayhotel.com

Stay Hotel - [*Enjoy Deals up to 20% Off*]

Reserve your stay hassle-free with our online reservation system. We offer great rates, cozy rooms, and free cancellation.