Provided below are best practices on how to optimize AdWords accounts to accomplish each marketing objective. Please note that these are not guaranteed to improve account performance and should be used at your best judgement.

Most recent version and translations can be found on google.com/partners
Universal Optimization Checklist

ONLINE SALES, LEADS & WEB VISITS
- Search
- Display
- TrueView Ads

AWARENESS
- Reach
- Views
- Budget Delivery

CONSIDERATION
- TrueView Ads
- Lightbox bought on CPE

PHONE SALES

STORE SALES

APP INSTALLS
- Universal App Campaigns
- Display
- Search
- TrueView

IN-APP ENGAGEMENT
ONLINE SALES, LEADS & WEB VISITS

- Search
- Display
- TrueView Ads
Best Practice Category

Online Sales, Leads & Web Visits

Search

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Settings</td>
<td><strong>Delivery Setting</strong></td>
</tr>
<tr>
<td></td>
<td>Use standard delivery if the campaign is budget capped.</td>
</tr>
<tr>
<td></td>
<td>Successful advertisers often serve ads during all hours and use time of day bid multipliers accordingly.</td>
</tr>
<tr>
<td></td>
<td>Consider using Campaign Experiments to better understand the impact of potential ad tests.</td>
</tr>
<tr>
<td></td>
<td><strong>Budget</strong></td>
</tr>
<tr>
<td></td>
<td>Reallocate budget across campaigns based on performance, budget utilization, and impression share lost to budget (or leverage Shared Budgets).</td>
</tr>
<tr>
<td></td>
<td>Consider breaking out budget-capped campaigns if keywords have different performance.</td>
</tr>
<tr>
<td>Ads</td>
<td>Test which unique benefits work best for your ads and prioritize focusing on headlines. Potential tests to run: pricing, special offers, clear value prop, brand name.</td>
</tr>
<tr>
<td></td>
<td>Include strong calls to action on your ad, and make sure those ads direct to a relevant landing page that allows a user to follow through on that CTA (eg, product specific landing pages).</td>
</tr>
<tr>
<td></td>
<td>Ads should be relevant to the targeting tactics (eg, what is the user thinking when they see that ad and how can the ad text match that? How can this be different for upper-funnel targeting? What are the targeted demo's and geo's?).</td>
</tr>
<tr>
<td></td>
<td>If customizing ad text for each geo is a high priority, try using ad customizers.</td>
</tr>
<tr>
<td></td>
<td>Link ads to the most relevant landing page (eg, the page most relevant to the ad text yet closest to the conversion page) while keeping in mind the basics of quality score.</td>
</tr>
<tr>
<td>Ads</td>
<td>Ensure at least the same amount of ETA's as OTA's in existing group. Once this is done we recommend 3-4 ad text variations in high volume ad groups and 2 variations in lower volume ad groups. Update with new ad texts on a regular basis.</td>
</tr>
<tr>
<td></td>
<td>Using Dynamic Keyword Insertion on small ad groups increases the likelihood of the grammar being correct.</td>
</tr>
<tr>
<td></td>
<td><strong>ETA Brand Campaigns</strong></td>
</tr>
<tr>
<td></td>
<td>Start with what works. If your existing text ad outperforms your expanded text ad on brand queries, try mimicking your text ad. For example, if your original text ad headline was &quot;&lt;Brand&gt; Official Site&quot;, try &quot;&lt;Brand&gt;&quot; in HL1 and &quot;Official Site&quot; in HL2.</td>
</tr>
<tr>
<td></td>
<td>Test short headlines. Longer headlines are not always beneficial on brand queries.</td>
</tr>
<tr>
<td></td>
<td>Test words that indicate trust. eg '&lt;Brand name&gt; - Official Site'.</td>
</tr>
</tbody>
</table>

Ads continues...
Online Sales, Leads & Web Visits

Search

**Best Practice**

- **Ads**
  - Test less commercial words. Calls to action might work on generic keywords, but consider alternatives, like branding.
  - Test multiple creatives - Like for generic queries, we recommend testing at least 3-5 different creatives.
  - Test with Drafts & Experiments - With ETA now eligible to show on up to 85% of traffic, advertisers wanting to understand the relative performance of ETA compared to Standard Text Ads can use Campaign D&E.

- **Shopping Ads**
  - To do that, use custom labels to "split up" the products, you can use feed rules to directly set up custom labels from within the merchant center. To ensure you are targeting all approved items, have a catch-all all product campaign without any filter with a lower priority.

Separate seasonal items and temporary promotions into different campaigns to optimize bids and use the campaign priority setting to make sure the right bid is applied.

- Product feeds are like ad text for Shopping campaigns. Optimize titles, descriptions and images to improve CTR. Make sure to title products.
- Bid more competitively for locations closer to the client’s stores.
- Use product dimension tab to better understand the performance at any level of granularity by any dimension you choose, including: category product type, item ID, etc.
- Common optimization metrics are benchmark CRT and CPC.

**For all ad extensions**

- **Ads Extensions**
  - Ads with multiple extensions perform better than ads with only one extension. Identify which extensions are relevant for your business and implement them.
  - Use the Ad extensions tab to view statistics for all of the ad extensions in your campaigns and understand the performance of each extension.

- Set-up account level Ad Extensions when possible and use ad group/campaign level when you need to be more specific with your message.
- Review your Automated Extensions (Ad Extensions Tab> Ad Extensions Report) to understand your extensions coverage.
- Utilize Drafts & Experiments to run A/B tests on your extensions to get a custom view of your performance uplift.

**Ads Extensions continues...**
<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad Extensions</strong> (cont’d)</td>
<td><strong>Structured Snippets</strong>&lt;br&gt;Each value has a 25-character limit. For mobile, it’s best to limit value text to less than 12 characters for optimal chance to show &amp; check the “mobile preferred” option during setup.</td>
</tr>
<tr>
<td><strong>Sitelinks</strong></td>
<td><strong>Review</strong>&lt;br&gt;Make sure your quote is accurate, current and uses a credible third party source.</td>
</tr>
<tr>
<td><strong>Bidding</strong></td>
<td>Consider bidding with an eye toward maximizing profits rather than optimizing for CPA. <a href="#">More details here.</a></td>
</tr>
<tr>
<td><strong>Manual</strong></td>
<td><strong>Device Bidding</strong>&lt;br&gt;When decoupling desktop and tablet bids, remember you should also revise the desktop bid (eg, lowering Tablet bid to improve CPA may allow you to increase Desktop bid because it’s already below the avg CPA)</td>
</tr>
<tr>
<td></td>
<td>Keep consolidated campaigns that target all devices for efficient management of keywords, extensions, ads, etc. Use keyword level bids to reach your target CPA at an aggregate level and then device bids to equalize CPA across devices.</td>
</tr>
</tbody>
</table>

**Structured Snippets**<br>Each value has a 25-character limit. For mobile, it’s best to limit value text to less than 12 characters for optimal chance to show & check the “mobile preferred” option during setup.

**Review**<br>Make sure your quote is accurate, current and uses a credible third party source.

**Device Bidding**<br>When decoupling desktop and tablet bids, remember you should also revise the desktop bid (eg, lowering Tablet bid to improve CPA may allow you to increase Desktop bid because it’s already below the avg CPA)

Keep consolidated campaigns that target all devices for efficient management of keywords, extensions, ads, etc.

Use keyword level bids to reach your target CPA at an aggregate level and then device bids to equalize CPA across devices.
Best Practice Category

Online Sales, Leads & Web Visits

Search

Best Practice

**Automated (Smart Bidding)**

When on automation, avoid changing things too frequently (try waiting at least two weeks – however if your average time to conversion is > 5 days you may need to wait longer). Try to keep Target CPA/ROAS goals, ads and campaign daily budgets fairly steady.

Make all of your changes at one time to decreases the amount of time needed for the AdWords bidding algorithm to adapt.

Organize like-performing keywords into bidding portfolios and use the strategy that makes the most sense with each portfolio (ex. brand keywords on Target Search Page Location or Target Outranking Share).

eCPC can be used in conjunction with third party bidding platforms.

Enable cross-device conversion reporting from within AWFE by going to the Tools tab > Conversions > Settings.

**RLSA**

Recommend adding user lists as Bid Only unless client has customized ad text per user list.

Start with broad user lists like homepage or all visitors and gradually create more granular lists. eg, lists based on website funnel could look like: all visitors, category visitors, lead form abandoners (e-commerce and lead gen), and previous converters (loyalty and lead nurturing).

Use the Audience tab to view statistics for all of the audiences in your campaigns and understand the performance of each applied audience.

Set the audience bid adjustment based on cvr ratio.

FYI: Remarketing lists have on average double the conversion rate of non-list traffic yet automated bidding products do not account for remarketing lists.

**Customer Match**

Have tiered bids for different segments across the funnel (the lower the funnel, the higher the bid). Add your Customer Match list as ‘Bid Only – 0%’ to all existing Search Ad Groups; analyze results; optimize bids; Users who are lower in the funnel should cost less than lapsed users, or new customers.

Don’t expect the same CPAs across the funnel, and bid accordingly.

Common segmentation ideas include purchasers from a past sales period, upsell/cross-sell, and premium customers to drive loyalty with.

Be careful suppressed recently active customers/suppressing all of your emails there may be lapsed customers which could be reacquired.
Online Sales, Leads & Web Visits

Search

*Best Practice* Category

**Bidding (cont’d)**

**Location**

Target broadly, then adjust your bids based on performance and sales.

Review performance by location and set the location bid adjustment based on:

\[ 100 \times \frac{\text{CPA goal}}{\text{actual CPA of that geo}} - 1 \].

Analyze User Locations Report in AWFE (in the Dimensions tab) and identify additional locations that can be targeted.

Create separate campaigns based on location only if you have a reason to do so (e.g., because of budget allocation, language targeting, differences in ad messaging, different sites, etc.).

Review your location bid adjustments across campaigns with the campaign details report.

**Time**

Review time performance and set the time bid adjustment based on:

\[ 100 \times \left( \frac{\text{CPA goal}}{\text{actual CPA of that time segment}} - 1 \right) \].

Analyze Day of Week and Hour of Day reports to apply appropriate adjustments based on performance.

If there are unprofitable hours/day to ad serve, it’s important to consider the importance of impression share during those times.

Schedule certain extensions to align with business hours (e.g., only show sitelinks about an online chat feature when you have reps to chat with customers).

**Mobile-Specific**

Review campaigns not opted into mobile (this is a common accident) by running a report with the campaign and/or ad group settings at the MCC level.

Set initial bid: calculate initial mobile bid multiplier by:

\[ 100 \times \left( \frac{\text{Value per mobile click}}{\text{value per desktop and tablet click}} \right) \].

Deciding the value per mobile click is often determined by relative CVR and slightly influenced by the Mobile Moment.

Evaluate the impact of cross device behavior: enable the cross device conv, phone call, in-store (US), and total conversions columns and then segment performance by device and apply appropriate mobile bid adjustments. You can also create columns specifically for a segmented metric, such as mobile conversions.

Determine impact of position: review top vs bottom performance and profitability. The vast majority of mobile clicks occur on the top of the page.

Consider competitive goals: review the affect of your campaigns on competitors via auction insights (i.e., you may be pushing competitors out of the limited mobile spots).

An audit to make sure your accounts aren’t accidentally missing out on mobile traffic can be done.
Online Sales, Leads & Web Visits

Search

**Category**

**Best Practice**

**Targeting**

**Keyword – Selection**

Use broader match types to capture more queries or granular match types to have more control over the bid for each query.

Ensure ad groups have tightly themed keywords (based on product categories, brand vs non-brand, core vs. long-tail, etc.) and are related to the corresponding ad texts and landing pages. View the Search Terms report to ensure queries are being covered by the intended ad group.

Use Keyword Planner, search terms report, Opportunity Tab, and DSA to find new keywords and remember mobile-only keywords (eg, mobile queries are more likely to include location terms and typos).

**Keyword – Optimization**

Expand keyword coverage (via adding new keywords and/or using broader match types) around strong performing keywords.

Manage poor performing keywords by bidding down, checking quality components on the diagnostic bubble (ad text and/or landing page relevance) or adding negatives from the search term report. If needed, use a more narrow match type or pause the keyword.

Review conflicting negative keyword report in EasyLife to find potential negative keywords.

Identify keyword opportunities from organic traffic via Paid & Organic report.

**Dynamic Search Ads**

Create targeting groups based on user behavior: consider using recommended categories as your dynamic ad targets, creating one DSA campaign for each language (DSA efficiently manages multiple language campaigns), creating different ad groups for different dynamic ad targets (which will have more tailored ad texts), and excluding non transactional URLs, page content and titles from your main DSA targets (these are likely to have a lower ROI).

Add dynamic ad target exclusions in the auto target tab, eg page_content exclusions for sold out or unavailable items.

Use URL and page_title targeting for very specific sections of the website. Page_content is not recommended for positive targeting.

Remember to add negative keywords from the search terms report or any keywords you’ve removed from other Search campaigns (because DSA will cover gaps which you may not want filled).

Remember that DSA works in conjunction with auto-bidding and RLSA.

Targeting continues...
## Online Sales, Leads & Web Visits

### Search

<table>
<thead>
<tr>
<th>Category</th>
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</table>
| **Targeting** (cont'd) | Run a search terms reports in the Auto Targets tab to see which search terms triggered your DSA ads and discover undesired searches or landing pages (via sorting by Clicks or Landing Page). You can block undesired landing pages by using dynamic ad target exclusions in the Auto Targets tab. Separate out high value dynamic ad targets based on insights you uncover in the categories report and bid accordingly. **RLSA**  
RLSA requires a minimum list size of 1000; Maximum duration of list size for RLSA is 180 days. User lists can be shared from another account by adding that CID as equivalent customer. | Ensure you are examining enough data when setting bid adjustments. Consider examining audience performance at the campaign level, and adding the same bid adjustment to each adgroup based on overall campaign data. Use the Target and Bid setting with duplicated ad groups to ensure they will only serve to your audience. Then customize keywords and ads based on the audience characteristics. Target broader keywords and match types in your RLSA campaigns (even those that may not have worked for your on standard campaigns in the past) since that audience has already qualified themselves by visiting your site. |
| **mSite** | Evaluate current site: Take the [Mobile-Friendly Test](https://mobilefriendly.google.com) to see if your site is mobile-friendly. If not, it’s time to go mobile. If you have issues with the tool, ensure Google is [crawling](https://developers.google.com/webmaster-tools/how-to/crawl-testing) your site correctly. Optimize mSite UX: keep in mind the 25 principles of Mobile Site Design from the [mSites Principles](https://developers.google.com/mobile-site-design). Reference the [Webmaster Forum](https://groups.google.com/forum/#!forum/webmaster-english) for additional dev support. Or, utilize an approved google mSite vendor either from the list of certified vendors US [here](https://developers.google.com/mobile-site-design). | Optimize mSite Speed: 74% of users will abandon after waiting 5 seconds for a mSite to load. Use [PageSpeed Insights](https://developers.google.com/speed/pagespeed) to diagnose how a mobile page is performing Use the [Mobile Usability Report](https://developers.google.com/web/usability) to monitor specific pages for usability issues. Build a Progressive Web App: Additional technical documentation on Google Developers. |
Check front end Display goals before optimizing. Wait two weeks or more before applying optimization changes on new campaigns. Conversions are attributed back to the date of the ad click – sometimes it takes time for those clicks to convert later on.

Ensure that accelerated delivery is not turned on unless there are specific reasons (eg, struggling to spend budget).

Reserve creating mobile-only GDN campaigns until after GDN best practices and then separate mBid optimizations occurred.

Keep search and display campaigns separate for more control.

### Frequency Cap

For brand sensitive campaigns: consider using a frequency cap, CPM bidding (review the reach and frequency report to determine the cap), and not a DSP or automated bidding which already determines the optimal frequency per user.

**NOTE**
Display quality score is not significantly impacted by CTR.

Avoid using frequency caps if campaigns are using automated bidding as it can hurt performance.

### Best practices include using:

**Ads**

Aligned messaging and style on the ad with what is found on the landing page (includes calls to action, background colors, etc.).

Short, indirect calls to action (eg. ‘Explore Now’ or ‘Travel Your Dream’ vs. the generic “Buy Now”) in all frames.

A company/brand logo visible in all frames, or at least the final frame.

Prices (prices can help prequalify clicks) and discounts (via including discount codes).

Clear value propositions in all frames (users should feel like they are missing out by not clicking).

A sense of urgency referring to deadlines or quantity limits.

Coordinated colors and images: ad colors match the image or logo (try using transparent PNG format images), easy to view background colors, and avoid extremely bright colors which can be hard to read.

A mix of text and images.

Directing users to the most relevant landing page.
### Online Sales, Leads & Web Visits

#### Display

**Category**

<table>
<thead>
<tr>
<th>Ads (cont’d)</th>
</tr>
</thead>
</table>

**Best Practice**

- Incorporate all ad types to maximize access to low cost inventory: text ads, static images (which usually have a higher CTR than GIFs), GIFs, ad sizes (300x250, 728x90, 160x600, 468x60 [YouTube]) and 320x50 (Mobile), and dynamic ads.

- Use m-preferred creatives, link to mobile landing pages if applicable, and signal if the landing page is mobile friendly in the display URL (e.g., m.example.com) for a higher CTR.

- Consider breaking out ad groups which exclusively use text and image ads if they yield very different performance metrics.

- When updating creative, avoid swapping out all ads as this can cause performance volatility.

- Upload your image ads in high-definition (HD) sizes. HD typically indicates doubled size. For instance, the HD version of a 300x250 ad should be a 600x500 ad.

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**Bidding**

**Bid strategy**

- If using Target CPA, start the campaigns on Target CPA from day 1 at a slightly higher bid than you’d ultimately like it to run with (around 20% higher) and allow 2-4 weeks for learning. For Target ROAS, use eCPC at the onset and once eligible move to ROAS bidding. During this transition, set the target to within 10% of the campaign's current CPA/ROAS to maintain similar volume and performance. Ensure a daily budget 10x of the target CPA or ROAS to ensure flexibility for the algorithm to learn.

- Auto-bidding will be more accurate and consistent if the ad group has more traffic and conversions so consider consolidating ad groups for campaigns to have 30+ conversions per ad group/month.

- Use a conversion that will both drive a high volume of conversions, but also be a metric that is indicative of advertiser success. Too many ad groups will mean longer learning times after changes are made, and can result in more CPA/ROAS volatility.

- Limit target CPA or ROAS changes to +/- 20% and no more than once every two weeks to prevent volatility in performance.

- If using a flexible bid strategy, you can add the “Bid strategy” and “Bid strategy type” columns to your campaign view to check progress.

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**Bidding continues...**
### Bidding (cont’d)

**Mobile**

Reserve creating mobile-only GDN campaigns until after applying both GDN best practices and separate mBid optimizations. Having a mobile optimized site is even more important for display campaigns.

GDN’s automated bidding solutions use device, location, time-of-day and other mobile specific signals so the most popular way to opt in to mGDN is to use automated bidding. Otherwise, if you don’t use automated bidding, then start on mGDN with your desktop bids.

### Targeting

**General**

The targeting products below are listed in ascending order from the bottom of the customer funnel. Please note that Conservative and Aggressive “Auto-targeting” automatically test these targeting types to identify the optimal allocation.

If performance is still poor, consider combining targeting options (layering) but please note: this approach will significantly reduce volume.

Exclude certain categories where you don’t want your ads to be shown (most common categories excluded are sexual suggestive, parked domains, error pages, juvenile, gross and bizarre, profanity and rough language, in game, and death and tragedy). Exclude placements and keywords that consume budget but produce no leads or conversions over time.

If you’re happy with the performance of your campaign and want additional traffic we recommend enabling conservative auto-targeting.

**Auto-Targeting**

Allow conservative auto-targeting to run for 1-2 weeks. If you’re happy with the performance and want even more traffic, we recommend enabling aggressive auto-targeting.

If you’d prefer greater control over bid and budget of this expansion traffic, we recommend creating a brand new campaign and only enabling aggressive auto-targeting + Target CPA or Target ROAS. This will give you a more automated campaign.

All auto-bidding best practices apply to Display as well.
Reach all site visitors by making sure all pages (desktop and mobile) are tagged.

Try targeting all site visitors in five segments (homepage viewers, category/search results viewers, product/item viewers, cart abandoners, converters or equivalent for your vertical) or align the segmentation with your RLSA segments.

Enable Target CPA or ROAS to automatically bid higher on users who visited your advertiser’s website more recently and frequently.

Remove campaign restrictions: no manual frequency cap (system automates capping), target all languages and locations where you get conversions, and remove ad scheduling.

Add all ad formats and sizes (including mobile) and add Dynamic Remarketing creatives for product/offer viewers, cart viewers and converters.

Create remarketing lists based off of your YouTube viewers and specific actions they’ve taken with your site. You can use these remarketing lists across the GDN.

Use AdWords Editor to apply audience lists in bulk to your ad groups.

**Dynamic Remarketing**

**(incl. Dynamic Responsive Ads)**

Common best practices among Dynamic Remarketing advertisers:

**Dynamic Responsive Ads**

Provide a logo with 1:1 aspect ratio for best look and feel. If not possible, use 4:1 aspect ratio.

Let Google optimize the color selection (under colors and font choose the option Let AdWords automatically pick styles to let our systems optimize color and font on dynamic and static image impressions based off of your logo).

Provide a 1.91:1 marketing image (this image will be used on static image and static native ads. Ads with marketing image generally look much nicer, and not providing it may reduce your reach).

If unsure of the headline and description, use ones from other high performance Search or Display text ads.

Avoid using a promotion or disclaimer unless necessary (too much information can be hard to read).

Select Ad format selection = “All ad formats” to maximize your reach across image, text and native.

Place the new creative in the same ad group as other dynamic ads and use automated bidding.
## Best Practice

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
</table>
| **Targeting (cont’d)** | **Ad formats**  
Use dynamic responsive ads! If not possible, make sure to include dynamic image ads (all 10 ad sizes) and dynamic text ads in all dynamic ad groups.  
**Auto-bidding**  
Have at least 80% of Dynamic remarketing spend using Target CPA or Target ROAS.  
**List strategy**  
Tag and target at least product/item pages, cart pages and conversion pages, across desktop and mobile. Have one Dynamic Remarketing campaign, all lists in the same ad group (or in different ad groups if you have different messaging for different funnel stages). Use mutually exclusive lists, and no recency-based segmentation.  
**Tag & feed**  
Maximize impression eligibility and likelihood to show relevant products in each impression by having Fill Rate 85% and Remarketing Fill Rate of at least 85%. You can do so by making sure all product/item, cart and thank you pages are tagged, across desktop and mobile. Also, optimize feed to get highest Fill Rate and Remarketing Fill Rate possible.  
**Mobile optimized**  
Make sure that the dynamic campaign has full eligibility to show on mobile and apps by tagging the entire mobile website. In addition, include all mobile users in your list strategy and use all mobile ad sizes. Make sure your mobile bid is higher than -100%, target all devices and include app inventory. |

### Display Keywords – Content

Prioritize keywords from your existing/comparable search campaigns that are: brand, high converting, product or category related, and high traffic.  
Ensure keywords in ad groups are grouped by similar theme and, if applicable, customize ad creative that reflects that theme.  
If campaign was KCT or was copied over from a KCT campaign try removing restrictive topic overlays or excessive placement exclusions.  
Sort keywords by spend, expand on keywords with high click/conversion volumes, and pause keywords with a lot of spend yet no conversions.  
Use keyword diagnostic tool to determine if low bids limit traffic.

### Display Keywords – Audience

Create ad groups thematically and test various themes (eg, product, industry, brand, and/or customer related).  
Strongly recommended to use Auto-bidding if using this targeting type and attempting to hit CPA goals.  
If not using auto-bidding, optimize at the ad group level, looking at performance of an ad group instead of individual keywords, and bidding up or down at the ad group level instead of having individual keyword level bids.

*Targeting continues...*
Since this is primarily audience driven, placements are not expected to all be relevant as they are with Content Keywords. As a result of it being primarily audience targeted, people manually optimizing should opt for category exclusions, topic overlays or topic exclusions. Individual placement exclusions tend to be too specific to have any impact on traffic or performance.

If performance is still poor, suggest creating a Content Keywords campaign in tandem to help balance out efficiency.

**Similar Audiences**

**List Selection**
Select lists with a specific action, product or vertical in mind (e.g., shopping cart abandoners will look different than converters and people looking for hotels may be different than people looking for a cruise). Ensure highest volume lists are selected to maximize performance (sort by size).

**Bidding**
Do NOT use the same bid as Remarketing; these are new users and should be valued as such. Begin using eCPC until enough conversion volume is generated. Then switch to CO or ROAS (lots of advertisers find success when using Similar Audiences and auto-bidding).

**Creatives**
Use static creatives aimed at new user acquisition and ensure landing page is aligned to creatives, with a clear call to action. For retail customers, test dynamic creatives, which will contextually match with the page.

**In-market and Affinity Audiences**
Affinity segments are often used to accomplish brand goals and in-market audiences for performance goals. Prioritize segments based on relevancy to target customer.

Bid CPC or use automated bidding for in-market audiences. Use CPM bidding for affinity audiences.

Do not target affinity and in-market segments in the same group.

Test Custom Affinity Audiences if existing affinity segments do not fit your advertiser’s specific target audience. Use themes from your highest performing keywords (on Search or Display).

**Placement Targeting**
Review which websites, videos, and apps have served your ad from the placement report within the Placements Tab.
Gmail Ads

Set-Up

Although Gmail ads are created within a GDN campaign, separate your Gmail ads with a new campaign for Gmail ads only. This will help with reporting and optimization.

Make sure you select the placement "mail.google.com" when creating ad groups, to run on Gmail inventory.

After campaign launch, try to wait two weeks before making changes to your campaign.

Enable "Gmail ads custom columns" in AdWords to see additional performance metrics unique to Gmail, such as Saves, Forwards, Clicks to website.

Targeting

Advertisers often start with keywords that have worked well on GDN, then expand.

Gmail ads allow you to target email domains as keywords. Based on the audience you are trying to reach, target domains your audience might receive emails from (correct formatting is "google.com" versus "www.google.com" or "news@google.com")

Test different targeting types (keywords, domains, topics, affinity segment. In-market isn’t widely available) to determine the best performing targeting for your goals.

A best practice is to enable Target CPA/Aggressive Targeting when available to algorithmically reach target users.

When using Customer Match, target your existing user lists with special offers only for current customers. You might also target lapsed customers or customers who have signed up for your email list but haven’t converted. If using Customer Match Similar Audiences to target high performing users, make sure the seed list has 5,000+ matched users to get a higher quality SA list.

Gmail Ads continues...
## Gmail Ads (cont’d)

### Creative

Optimize both parts of the Gmail ad creative: The Collapsed ad. Smaller screen sizes will show fewer characters in this invitation state. Keep your call-to-action within the first few characters to entice users to click to expand. The Expanded ad. Make this a mini-landing page that can shorten the conversion funnel. Use deep links to drive the user right to the purchase/conversion landing page. Have clear and emphasized calls-to-action, so the user knows where to click.

Use at least two different templates for simple A/B testing and determining which creatives drive better performance. For example: if your client is promoting 3-6 products, test the Multi-Product Template and the Catalog Template.

For custom creatives: test your custom creative before uploading to AdWords in the Creative Validator tool [https://h5validator.appspot.com/gmail](https://h5validator.appspot.com/gmail). Refresh creatives every 4-6 weeks. Apply creative learnings from your previous email marketing campaigns. Understand what subject lines or copy worked well.

### Measurement

Add view-through conversions to placement reports. You can use this metric to optimize your Display performance or identify high-performing placements. Keep in mind that view-through conversions are automatically de-duplicated against Search, YouTube and Google Display Network campaigns in the same account.

Review your Assisted Conversions report in Google Analytics to understand how many conversions each channel initiated, assisted and completed.

You can use your findings directionally when making budgeting decisions.

Run A/B split testing to understand how many more visits or conversions occurred as a result of your display ads. You can split your audience into two groups: people who were shown your display ads versus people who were not shown your display ads. You can use these findings directionally for budgeting and bidding decisions.
<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings</strong></td>
<td><strong>Networks</strong></td>
</tr>
<tr>
<td>Opt in to both YouTube Search and the YouTube Video Network to optimize for site visits (this lets you drive CTR with both TrueView in-stream and TrueView discovery ad formats).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Formats</th>
<th><strong>In-stream</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Use call-to-action overlays and cards to maximize site visits by driving video viewers to approved websites.</td>
<td></td>
</tr>
</tbody>
</table>

**NOTES**
- Call-to-action overlays are often more effective than cards to maximize site visits because they redirect traffic with a single click whereas cards require two clicks (the first click on the icon and the second click on the card).

<table>
<thead>
<tr>
<th><strong>In-Market Audiences</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Use In-Market Audience targeting to maximize site visits as it will typically drive the highest CTR.</td>
</tr>
</tbody>
</table>

**NOTES**
- Using In-Market and Affinity targeting in the same ad group will significantly limit inventory so if there is a need for both targeting types they should be used in separate Ad Groups.

<table>
<thead>
<tr>
<th><strong>Targeting</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cards and call-to-action overlays cannot be used together in the same video.</td>
</tr>
<tr>
<td>Use a 300x60 companion banner (desktop only) with an explicit “click” call-to-action to maximize site visits.</td>
</tr>
</tbody>
</table>

**NOTE**
- Another benefit of the companion banner is that it stays on the right side of the screen after the video ends, which increases user exposure.

If you want to test the effectiveness of multiple targeting types (which is recommended) you should create multiple Ad Groups, each Ad Group with a distinct targeting option and use the ‘Segment’ function to identify which delivered the largest number of clicks to site.
**Remarketing**

Use remarketing lists to target people who have been to the client’s site but did not take the desired action.

Use remarketing lists created during previous campaigns to reconnect with people that have previously watched the client’s ads/know the brand and are more likely to visit the site (they might have higher awareness/interest in the brand).

**NOTES**
- Ideally you would create a specific Ad Group(s) and tailor the video creative to match the remarketing lists specific audience (vs. the rest of the campaign which likely has a more general creative).

**Customer Match**

Customer Match can be very effective at increasing site visits because it identifies the client’s most valuable customers using the client’s own CRM data. Use that result with Similar Audience targeting to expand the campaign’s reach to users with similar characteristics and a high likelihood of engagement.

**Content and Creative**

Use a clear call to action that asks the user to click the ad creative (this is critical to maximize site visits).

**NOTES**
- Allow enough time for the user to click (a minimum of 5 seconds is recommended). One effective way to do this is to create a static frame at the end of the video with a clear “click” call-to-action.

**A/B Creative Testing**

A/B test different creatives and compare the CTR to identify the creative most likely to accrue site visits. Assign each creative a separate campaign to isolate CTR for subsequent analysis.
<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Additional Suggestions</strong> (cont’d)</td>
<td><strong>NOTE</strong> Because creative development takes time, suggest this to the creative agency during the planning stage to ensure multiple creatives are made for testing.</td>
</tr>
</tbody>
</table>

**Measurement**

Use Brand Lift Surveys (Brand Interest) to measure the impact of YouTube campaigns on branded search volumes.

**NOTE**

You can also use Google Trends to identify uplift in branded search volume from the campaign.

Include both CTR and View-Through Conversions to measure the total number of site visits from the campaign.

**NOTES**

View-Through Conversions are easily overlooked but are also attributable to the campaign because they reflect users who skipped some of the ad but subsequently still took an action on the site. This is an important source of efficiency and impact of the campaign beyond direct clicks generated.

Use MCC conversion tracking to avoid any duplication across Search activity.
**Google Partners**

**Awareness**

**Reach – TrueView Ads**

### Best Practice

#### Frequency Capping

Use a campaign-level frequency cap of 6 impressions per week or 1 to 2 impressions per day minimum.

For optimal brand impact, reach people regularly over the course of a campaign.

**NOTES**

- Frequency caps are a ceiling, so if a campaign is set to 6 impressions it will often average much lower (typically 2-3).
- Cap on a shorter period to better control the distribution of impressions over time. For example, capping per day or per week gives you more control than capping at 6 impressions per month (which could mean that you serve the 6 impressions on the same week or the same day).
- Do not cap at View and at Impressions at the same time unless it's to serve a specific purpose (for example, capping 1 view for the duration of the campaign to get the maximum number of unique viewers, and capping at 3 impressions per day to build effective frequency without creating annoyance).
- Adjust the frequency cap down if the campaign is falling short of the reach objective. Adjust the frequency cap up to drive ad repetition and increase GRP.
- A frequency average of 2+ has shown much higher brand lift metrics than an average of 1+ (when measured with Brand Lift Surveys).

#### Delivery Method

Do not use “Accelerated Delivery” until you’ve exhausted all other optimization levers.

**NOTE**

“Accelerated Delivery” can have negative impact including lowering VTR or increasing average CPV so use it with caution.

#### Budget

Start the campaign with a higher daily budget (about 10%) to avoid lagging behind on spend rate. For example, if the campaign's budget is $100K over 10 days, input $11K per day rather than $10K per day.

Increase daily budgets for prime and peak times (for example, before 6pm, before weekends, and so forth) to ensure you dedicate enough budget to reach your audience during the busiest periods.

#### Networks

Opt-in to Google Video Partners to increase your audience reach by 20-30% and generate additional video views across brand-safe partner sites and apps.

#### Language

Expand a campaign to include more relevant languages to help reach more unique users.

---

*Campaign Settings continues...*
## Awareness
### Reach – TrueView Ads

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings (cont'd)</strong></td>
<td><strong>Time</strong>&lt;br&gt;For campaigns with a large available budget, extend the campaign end date to help deliver more reach.</td>
</tr>
<tr>
<td><strong>Discovery</strong></td>
<td><strong>Ad Scheduling</strong>&lt;br&gt;Remove ad scheduling (if enabled) and serve ads all days and times to extend reach.</td>
</tr>
<tr>
<td><strong>Product Formats</strong></td>
<td><strong>Discovery</strong>&lt;br&gt;Include TrueView Discovery ads as a separate ad group(s) to increase reach on non in-stream inventory and to help deliver views at a more competitive CPV.</td>
</tr>
<tr>
<td><strong>Bidding</strong></td>
<td><strong>CPV</strong>&lt;br&gt;If you’re spending the daily budget, start optimizing CPV to maximize reach (lower CPV will yield more views and impressions for the same budget).&lt;br&gt;&lt;br&gt;<strong>NOTES</strong>&lt;br&gt;When you optimize CPV down, change the max CPV gradually (in 1 cent increments) and allow 24-48 hours for the campaign to adjust to the new bid before making additional changes.&lt;br&gt;The CPV you can expect is directly linked to the quality score (hence VTR) of your campaign. The higher the VTR, the lower you can drive your CPV down.&lt;br&gt;Set your bid 1-2 cents higher than the CPV benchmark or target CPV from the start of your campaign.</td>
</tr>
</tbody>
</table>
**Awareness**

**Reach** – TrueView Ads

**Category**

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td></td>
</tr>
</tbody>
</table>

Create multiple ad groups each with distinct targeting options rather than combining multiple targeting options in a single ad group (which can significantly limit ad serving and reach) to ensure that your targeting is broad enough to deliver your reach objective.

**NOTE**

Demo targeting is on average 2x more competitive than non-demo targeting.

If you want to use a broad ("run of site") targeting strategy and still see 1. how various targeting types perform relative to one another (eg, Affinity vs. Topics vs. In-Market, etc.) and 2. how they perform relative to all targeting options within a type (eg, beauty mavens vs. cooking enthusiasts), create individual ad groups per targeting type and then select all targeting options within that targeting type. This way each ad group records all of the targeting option(s) granular data which you can use to identify insights and optimize appropriately.

If your goal is to spend a specific amount daily for a particular targeting type, build separate campaigns (versus. ad groups) for different targeting types because daily budgets are set at the campaign level.

Campaigns using Google's audience targeting options (Demographic, Affinity, Custom Affinity, In-Market and Similar Audiences) typically deliver more impressions and reach than contextual-based targeting (Topic or Keyword).

**Remarketing**

At the start of a campaign, create a remarketing list(s) of people who have viewed the ad. This gives you the flexibility to optimize for reach during the remainder of the campaign (and even after the campaign has ended).

Use video remarketing to maximize unique reach by excluding users who have already viewed the video ad.

See here for more information on [linking YouTube Channels to an AdWords account](#).
Awareness
Reach – TrueView Ads

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Use Reach Explorer to check the total audience size available on YouTube within the desired demographics.</td>
</tr>
<tr>
<td></td>
<td>NOTE</td>
</tr>
<tr>
<td></td>
<td>If the campaign has reached a high percentage of the targeted total audience on YouTube, it’s increasingly difficult to deliver additional reach. At this point, you can either broaden targeting to drive additional unique reach or increase frequency to drive effective reach.</td>
</tr>
</tbody>
</table>

| Measurement       | Use the "Unique Reach" columns in AdWords to measure unique reach (based on cookies) and assess progress against your reach goal.                  |
**Awareness**

**Views – TrueView Ads**

**Category**

<table>
<thead>
<tr>
<th>Campaign Settings</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Frequency Capping</strong></td>
<td>Use frequency capping on views to maximize unique views. For small to medium campaigns, begin by capping at 1 view, for larger campaigns begin with a larger view-cap of 2-3 views per month. <strong>NOTE</strong> Decisions on frequency caps should depend on budget size, customer viewership goals, and receptivity to repeat exposure.</td>
</tr>
</tbody>
</table>

**Delivery Method**

Use "Accelerated Delivery" to increase view count over a short period of time. **NOTE** Accelerated Delivery can have negative impacts, including lowering VTR or increasing average CPV, so use it with caution especially when optimizing for more views.

**Budget**

When running multiple campaigns, use the "Competitive Metrics" column in AdWords to assess the number of impressions (and consequently, views) lost due to budget. Re-allocate more budget to campaigns with a high % impression share due to budget and that show the most competitive CPV.

**Networks**

Opt-in to Google Video Partners to increase your audience reach by 20-30% and generate additional video views across brand-safe partner sites and apps.

**Ad Scheduling**

Remove ad scheduling (if enabled) and serve ads all days and times to drive the maximize number of views. **NOTE** Weekends typically spend more budget, so set a much higher daily budget on Fridays to ensure your campaigns are not capped during the weekend.
## Awareness

### Views – TrueView Ads

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In-stream</strong></td>
<td>Optimize the first five seconds (:05) of the ad’s creative to maximize audience retention. Videos featuring humor, celebrities, and animation are often associated with increased retention and views. See <a href="#">To Skip or Not to Skip</a> for more information</td>
</tr>
<tr>
<td><strong>Discovery</strong></td>
<td>Create a separate ad group with TrueView discovery to help drive retention (and thus views), particularly across long-form video content (all TrueView discovery views are users who have chosen to engage by clicking the thumbnail ad).</td>
</tr>
<tr>
<td><strong>Bidding</strong></td>
<td>CPV</td>
</tr>
<tr>
<td>If the daily budget is delivered, experiment with a decrease in max CPV as this can yield more views (at lower cost). If daily budget is not delivered, see the “Optimize for Budget Delivery” section.</td>
<td></td>
</tr>
<tr>
<td><strong>NOTE</strong></td>
<td>Use the “Competitive Metrics” column in AdWords to assess the number of impressions (and consequently, views) lost due Ad Rank. If Impression share lost to Ad Rank is high (&gt; 50%) do not decrease your max CPV.</td>
</tr>
<tr>
<td><strong>Targeting</strong></td>
<td>General</td>
</tr>
<tr>
<td>Maximize Impression count (and consequently, views) by using as many of the Audience solutions available (Affinity, In-Market, Demographic, Topic, etc.) which runs the targeting types with the best VTR while pausing the targeting types with the lowest VTR.</td>
<td></td>
</tr>
<tr>
<td><strong>NOTE</strong></td>
<td>A higher VTR yields a higher quality score which in turn lowers the CPV and allows for more views.</td>
</tr>
<tr>
<td>Use a ‘run of site’ strategy by not selecting any targeting in your ad group.</td>
<td></td>
</tr>
<tr>
<td><strong>NOTE</strong></td>
<td>If you want to use a broad (‘run of site’) targeting strategy and still see 1. how various targeting types perform relative to one another (eg, Affinity vs. Topics vs. In-Market, etc.) and 2. how they perform relative to all targeting options within a type (eg, beauty mavens vs. cooking enthusiasts), create individual ad groups per targeting type and then select all targeting options within that targeting type.</td>
</tr>
<tr>
<td>This way each ad group records all of the targeting option(s) granular data which you can use to identify insights and optimize appropriately.</td>
<td></td>
</tr>
</tbody>
</table>
# Awareness

## Views – TrueView Ads

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targeting (cont’d)</strong></td>
<td>Do not combine multiple targeting in a single ad group as this can significantly limit ad-serving and reach.</td>
</tr>
<tr>
<td><strong>Remarketing</strong></td>
<td>Use remarketing list(s) created during previous campaigns to deliver higher VTR which positively impacts the Quality Score and results in lower CPV and more views.</td>
</tr>
<tr>
<td><strong>Content and Creative</strong></td>
<td>Create a remarketing list of people who have viewed the current video ad and set it in negative remarketing to drive unique viewers. This is especially effective when running multiple campaigns simultaneously and controlling unique views across campaigns.</td>
</tr>
<tr>
<td><strong>Similar Audiences</strong></td>
<td>Similar audience targeting is also effective at driving higher VTRs and therefore more views.</td>
</tr>
</tbody>
</table>

**NOTE**

Creative development takes time, so suggest this strategy to the creative agency during the planning stage to ensure multiple creatives are available for testing.

Identify the creatives with the most views and highest VTRs and ensure those creatives are present in all ad groups.
Best Practice Category

Awareness

Views – Lightbox Ads bought on vCPM

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Type</strong></td>
<td>Create a Display Network - All Features campaign for an awareness Lightbox campaign using vCPM.</td>
</tr>
<tr>
<td><strong>Frequency Capping</strong></td>
<td>Set a frequency cap from 5 to 10 impressions per day to maximize impression exposure early in the campaign. Use the “Average Impression Frequency Per Cookie” column in AdWords to assess unique impression reach and increase or decrease frequency capping thresholds accordingly.</td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td>Use “Accelerated Delivery” if it is a time-bound, short-flighted campaign, or if you are concerned about under-delivery. <strong>NOTE</strong> “Accelerated Delivery” may increase average CPMs. Expanding ad targeting is a preferable means of driving impressions.</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>When possible, start campaigns with limited budgets at least five hours before the planned start time to allow the ad-serving systems time to ramp-up. Use the “Lost Impression Share due to Budget” column in AdWords to review the current share lost due to restricted campaign budgets.</td>
</tr>
</tbody>
</table>

**Product Formats**

**Custom Invitation States**

Custom invitation in the 728x90 and 300x250 formats can maximize ad-serving across more available inventory.
**Google Partners**

### Awareness

**Views – Lightbox Ads bought on vCPM**

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bidding</strong></td>
<td>vCPM</td>
</tr>
<tr>
<td><strong>Mobile Bid Adjustment</strong></td>
<td></td>
</tr>
<tr>
<td>Bid aggressively at campaign launch but note that a CPM bid of greater than $6 (or local currency equivalent) has no material impact on campaign performance.</td>
<td></td>
</tr>
<tr>
<td>Use the “Lost Impression Share due to Rank” column to review share lost to bidding constraints. If impression share lost due to rank is high, consider increasing your bid.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Targeting</strong></th>
<th><strong>General</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mobile Bid Adjustment</strong></td>
<td></td>
</tr>
<tr>
<td>Viewability serves about 50% to mobile inventory so unless the campaign goal is 100% on mobile, a mobile bid modifier is generally not required for vCPM campaigns.</td>
<td></td>
</tr>
<tr>
<td><strong>NOTE</strong></td>
<td></td>
</tr>
<tr>
<td>Make sure that targeting is broad enough to deliver your reach objective. Avoid combining multiple targeting options in a single ad group as this can significantly limit ad serving and reach. Maximize reach by creating multiple ad groups each with distinct targeting options and adjusting CPE bids by performance.</td>
<td></td>
</tr>
</tbody>
</table>

**Targeting continue...**
### Awareness

**Views – Lightbox Ads bought on vCPM**

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targeting</strong></td>
<td><strong>Remarketing</strong></td>
</tr>
</tbody>
</table>

If you’re using remarketing list(s) on your campaign and want to expand reach, use Similar Audience targeting to build a large list of people with similar characteristics and interests to the remarketing list. This is a great way to quickly and effectively expand the reach of your campaign.

If you’re using remarketing list(s) on your campaign, exclude the remarketing list from the client’s original list so the campaign is focused on targeting additional new customers.

---

**Additional Suggestions**

Include a Brand Interest study for campaigns accruing 100,000 impressions per day over the course of 14 days.
## Awareness
**Views – Display Ads bought on vCPM**

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings</strong></td>
<td><strong>Campaign Type</strong></td>
</tr>
<tr>
<td></td>
<td>Use a frequency cap of no less than 4 impressions per day.</td>
</tr>
<tr>
<td></td>
<td><strong>Delivery</strong></td>
</tr>
<tr>
<td></td>
<td>Enable “Accelerated Delivery” if your objective is to maximize reach over the course of a flighted campaign (especially for time-sensitive campaigns).</td>
</tr>
<tr>
<td><strong>Product Formats</strong></td>
<td><strong>General</strong></td>
</tr>
<tr>
<td></td>
<td>Use all image ad dimensions to maximize campaign reach. Be sure to include both desktop and mobile eligible formats in a given ad group.</td>
</tr>
<tr>
<td></td>
<td>Include text ads in your GDN campaign as they can increase reach by up to 30%. Review performance at the ad format level and pause those units that experience high vCPM/CPC.</td>
</tr>
<tr>
<td><strong>Bidding</strong></td>
<td><strong>vCPM</strong></td>
</tr>
<tr>
<td></td>
<td>If your KPIs comprise guaranteed viewability, consider vCPM bidding. With vCPM, you’ll only be charged if 50% of your Impression is viewable for at least one second. Start with an aggressive vCPM bid to maximize short-term impact and adjust incrementally downward (10% -15%) while assessing impact on reach.</td>
</tr>
<tr>
<td></td>
<td><strong>Mobile Bid Adjustment</strong></td>
</tr>
<tr>
<td></td>
<td>Start with mobile bid-parity. Segment campaign performance by device and compare relative CPC, CTR, and Impression Share between desktop and mobile over time. Increase or decrease mobile bid adjustments incrementally (10%) according to performance.</td>
</tr>
</tbody>
</table>

**NOTE**
Do not use Accelerated Delivery until all other targeting options have been exhausted, as it can inflate average CPCs.
Best Practice
Category: Awareness

Views – Display Ads bought on vCPM

**Category**  | **Best Practice**
--- | ---
Targeting | General

**Targeting**

Segment criteria by ad group. Creating a distinct targeting criteria per ad group simplifies reporting and optimization opportunities. Do not combine multiple targeting criteria within a single ad group, as this can significantly limit campaign reach.

**Audience & Demo Targeting**

Use audience-based targeting (Demographic and Affinity segments) to drive the most significant reach. Avoid Keyword-Contextual, In-Market targeting, and Remarketing criteria where possible.

**Mobile Apps**

It’s standard for Display campaigns targeting mobile to serve in-app ads. While a useful means of driving reach, you can choose to exclude ad-serving on apps by adding “adsenseformobileapps.com” as a managed placement.

**Placement Exclusion**

Use the Placement Performance report to assess and exclude those sites that experience higher than average vCPM/CPCs.

Targeting continue...
Awareness
Budget Delivery

**Campaign Settings**

**Best Practice**

**Frequency Capping**

Relax Frequency capping to help maximize budget fulfillment.

**NOTES**

- A campaign-level frequency cap of 6 impressions per week is considered best practice.
- Frequency caps are a ceiling, so if a campaign is set to 6 impressions it will often average much lower (typically 2-3).
- Review the “Unique Cookies” and “Average Impression Frequency per Cookie” metrics in AdWords to determine actual frequency versus the campaign's set frequency capping.

**Delivery Method**

“Accelerated Delivery” can increase budget fulfillment over the course of a flighted campaign.

**NOTE**

Use this optimization with caution as it can have negative impacts, including lowering VTR or increasing average CPV."

**Budget**

Start the campaign with a higher daily budget (about 10%) to avoid lagging behind on spend rate. For example, if the campaign's budget is $100K over 10 days, do not input $11K per day rather than $10K per day.

**Budget Delivery**

**NOTE**

When running multiple campaigns, use the “Competitive Metrics” column in AdWords to assess the number of impressions (and consequently, views) lost due to budget and re-allocate more budget to campaigns with a high % impression share due to budget.

**Networks**

Opt-in to Google Video Partners to increase your audience reach by 20-30% and generate additional video views across brand-safe partner sites and apps.

**Language**

Expand a campaign to include more relevant languages to help reach more unique users and maximize budget fulfillment.

**Time**

If your campaign is not spending its entire budget, extend the campaign end date.

**Ad Scheduling**

Remove ad scheduling (if enabled) and serve ads all days and times to maximize budget fulfillment.

**NOTE**

Weekends typically spend more budget, so set a much higher daily budget on Fridays to ensure your campaigns are not capped during the weekend.
## Awareness

### Budget Delivery

<table>
<thead>
<tr>
<th>Category</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Formats</strong></td>
<td><strong>In-stream</strong></td>
</tr>
<tr>
<td>For large-budget campaigns, always use TrueView in-stream (in addition to other formats where appropriate) because the format is very effective at budget fulfillment.</td>
<td>If your campaign uses only TrueView in-stream, ad TrueView discovery to drive incremental views and increase campaign spend.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Bidding</strong></th>
<th><strong>CPV</strong></th>
<th><strong>Mobile Bid Adjustment</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium to large bid increases can help accelerate campaign spend.</td>
<td><strong>NOTE</strong> Increase bids when other levers to optimize budget fulfillment have been exhausted.</td>
<td>Do not down bid on mobile; always opt-in to mobile with your mobile bid at parity with your desktop bid. Mobile opt-in is crucial to optimize reach.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Targeting</strong></th>
<th><strong>General</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>If your campaigns are not spending their entire budget, check to see if you are targeting selections that are too restrictive or overlaid. Explore all the different types of targeting available as there are multiple ways you can reach a desired audience.</td>
<td>Expand a campaign's targeting by creating new ad groups with new targeting options that mirror the different &quot;layers&quot; of a brand's targeting strategy (primary and secondary target audience, etc.). To drive more efficiency, set specific bidding strategies for each of the ad groups, using a higher max CPV for the most specific or niche targeting and a much lower max CPV for the broader targeting.</td>
</tr>
</tbody>
</table>

### Remarketing

Use remarketing list(s) created during previous campaigns to deliver higher VTR which positively impacts the Quality Score and results in faster campaign spend.
NOTE
Utilizing the campaign’s total available budget within a desired time frame to deliver results for the client is referred to as Budget Maximization, Budget Fulfillment, Budget Delivery, or Burn Rate.
CONSIDERATION

TrueView Ads

Lightbox bought on CPE
### Google Partners

**Consideration**

**TrueView Ads**

<table>
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<tr>
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<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings</strong></td>
<td><strong>Time</strong></td>
</tr>
<tr>
<td></td>
<td>Driving channel subscribers and engagement can take time. Plan for longer campaigns (or always-on campaigns) to allow enough time for growth and optimization.</td>
</tr>
</tbody>
</table>

**NOTE**

4-8 weeks is a good general rule of thumb on the amount of time (minimum) needed to effectively maximize for channel engagement.

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>In-stream</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Set the YouTube channel URL as the TrueView in-stream ad’s destination URL to help drive traffic to the channel homepage and maximize channel engagement.</td>
</tr>
<tr>
<td></td>
<td>Use TrueView in-stream cards, call-to-action overlays, or annotations with explicit “visit” or “subscribe” calls to drive viewers to engage with more content or subscribe to the channel.</td>
</tr>
<tr>
<td></td>
<td><strong>NOTES</strong></td>
</tr>
<tr>
<td></td>
<td>Cards and call-to-action overlays can not be used together.</td>
</tr>
<tr>
<td></td>
<td>The video wall will not auto generate and display if there is a 300x60 companion banner set up. The videos that are featured in the video wall are pulled from your most recent public playlist. To customize the videos it displays, create a new public playlist in your channel with your choice of videos.</td>
</tr>
<tr>
<td></td>
<td>An alternate approach is to use a 300x60 companion banner with an explicit call-to-action (such as “Enjoy more XYZ content on the official XYZ YouTube Channel”) instead of the video wall to drive people to the channel after they have watched a video.</td>
</tr>
</tbody>
</table>

**Discovery**

TrueView discovery can deliver stronger engagement metrics than TrueView in-stream. If your objective is to drive channel engagement, try allocating ~50% of campaign spend to TrueView discovery.

Include a “subscribe” call-to-action in your TrueView discovery text ad to drive more channel engagement.
<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bidding</td>
<td>CPV</td>
</tr>
<tr>
<td></td>
<td>Calculate a “cost-per-subscriber” metric and use that relative to the campaign’s cost per subscriber goal(s) to adjust the max CPV accordingly.</td>
</tr>
<tr>
<td></td>
<td><strong>NOTE</strong></td>
</tr>
<tr>
<td></td>
<td>Use YouTube Analytics to measure the increase in earned subscribers.</td>
</tr>
<tr>
<td>Targeting</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td>Use managed placements to target other popular YouTube channels in the same category/industry to reach people engaged with similar content and who are more likely to subscribe to your content.</td>
</tr>
<tr>
<td></td>
<td><strong>Remarketing</strong></td>
</tr>
<tr>
<td></td>
<td>Use remarketing list(s) to exclude users who are already subscribed to the YouTube channel.</td>
</tr>
<tr>
<td></td>
<td>Run a TrueView discovery campaign targeting the same remarketing list from your TrueView in-stream campaign to drive viewers to the brand channel and compel them for additional engagement (eg, subscribe, share, etc.).</td>
</tr>
<tr>
<td>Additional</td>
<td>Content and Creative</td>
</tr>
<tr>
<td>Suggestions</td>
<td>Use a creative with a clear call-to-action to &quot;subscribe&quot; to the channel (this is critical to maximize channel engagement).</td>
</tr>
<tr>
<td></td>
<td>Design the creative like a “teaser” using multiple creatives in a web-series style with similar look and feel to showcase the YouTube channel’s content.</td>
</tr>
<tr>
<td></td>
<td>This can be an effective way to persuade people to subscribe and drive channel engagement.</td>
</tr>
<tr>
<td></td>
<td>Regularly upload new content (a minimum weekly new content cadence is considered best practice). New content is crucial to maximize channel engagement.</td>
</tr>
<tr>
<td></td>
<td>Create an autoplay channel trailer targeting non-subscribers when they first visit the channel. Ensure that the video has an explicit “subscribe” call-to-action.</td>
</tr>
<tr>
<td></td>
<td>Include branding “watermarks” on all video, desktop, and channel promotions to allow viewers to easily subscribe to the channel by simply hovering over any of the watermarks.</td>
</tr>
<tr>
<td></td>
<td><strong>To know more...</strong></td>
</tr>
<tr>
<td></td>
<td>See the YouTube Creators Playbook to learn more about content strategy and driving channel engagement and subscribers.</td>
</tr>
</tbody>
</table>
Consideration
Lightbox bought on CPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Campaign Type</strong></td>
<td>For a consideration Lightbox campaign using CPE, create a new Display Network only – Engagement campaign when flighting a Lightbox (you can’t upload Lightbox CPE creative to other types of display campaigns).</td>
</tr>
<tr>
<td><strong>Frequency Capping</strong></td>
<td>Set a frequency cap from 3 to 5 impressions per day as engagement rates will typically decrease with repeat exposure.</td>
</tr>
<tr>
<td><strong>Product Formats</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Custom Invitation States</strong></td>
<td>If you want to use custom creative(s), use the custom invitation banner(s) (available in three sizes: 300x250, 160x600, and 728x90) to maximize consideration. Custom invitation banners allow full control of how your invitation state appears across placements.</td>
</tr>
</tbody>
</table>

**Delivery**

Avoid "Accelerated Delivery" where possible as it will likely lead to increased CPEs. Expand the targeting criteria or extend campaign end-dates in the case of budget under-pacing.

**Budget**

“For campaigns that are “Limited by Budget” consider a marginal (10%-15%) decrease in CPEs while allowing 24-48 hours for the campaign to adjust before making additional changes.

*NOTE*

Use the 'Lost Impression Share' column metrics to gauge the impact of CPE increases and decreases.”
<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bidding</strong></td>
<td><strong>CPE</strong></td>
</tr>
<tr>
<td><strong>General</strong></td>
<td><strong>Lightbox bought on CPE</strong></td>
</tr>
<tr>
<td><strong>Targeting</strong></td>
<td><strong>Remarketing</strong></td>
</tr>
</tbody>
</table>

**Mobile Bid Adjustment**

A mobile bid-modifier of +200% is required to run across devices.

*NOTE*

Mobile devices typically experience higher CPEs than desktop but deliver longer engagement time. Consider this when setting campaign objectives and mobile bid modifiers.

**General**

Use a single targeting type per ad group to allow for maximum control of CPE bids. Pause underperforming ad groups to dedicate more budget to top performing targeting types.

Use In-Market or Affinity audience targeting to drive the highest engagement rates.

*NOTE*

Keyword and Placement targeting are not recommended due to inventory limitations.

**Remarketing**

Use existing remarketing lists to re-engage users who have previously visited your site. Use video remarketing lists to re-engage YouTube users with Lightbox ads across Google Video Partners.
Consideration
Lightbox bought on CPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content and Creative</td>
<td>Use a transparent brand logo when possible and remove padding to make the logo appear larger. Use a 16:9 image ratio when uploading cover images and avoid text where possible. For ad text, use 30 characters or less per line and use at least two lines of unique text. Also, be sure to preview the text on all placement sizes.</td>
</tr>
</tbody>
</table>

Measurement

*Use the “Free Clicks” column in the Dimensions report to gauge the various interaction(s) with the elements of the Lightbox ad.

**NOTE**

Given that you are only charged on a “Cost Per Engagement” basis, additional interactivity (Video Metrics, Click Through Rate, etc.) are “free” impact. Use conversions and view-through conversions to measure post-click and post-impression activity on-site. You can also use manual tagging for analytics by using standard Ready Ad Gallery tracking inputs. Include a Brand Interest study for campaigns accruing 100,000 impressions per day over the course of 14 days.
## Phone Sales

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campaign Settings</strong></td>
<td><strong>Scheduling</strong></td>
</tr>
<tr>
<td>Schedule Call Extensions and ensure they only appear when call center is available to answer.</td>
<td></td>
</tr>
<tr>
<td><strong>Setting Call Conversion Duration</strong></td>
<td></td>
</tr>
<tr>
<td>Set call conversion length by determining the minimal amount of time for a phone call conversion based on business type OR measuring the percentage of AdWords calls that resulted in conversions and then look at total duration times to pick a conversion time that would support that overall call conversion percentage.</td>
<td></td>
</tr>
<tr>
<td><strong>Import exact conversion data</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Ads</strong></td>
<td><strong>Call Only Ads</strong></td>
</tr>
<tr>
<td>Consider using Call-only campaigns when advertiser doesn’t want to opt-in to mobile because they don’t have a mobile optimize site or if they want full control on their Call Only ads.</td>
<td></td>
</tr>
<tr>
<td><strong>Call Extensions</strong></td>
<td></td>
</tr>
<tr>
<td>Consider driving calls to a centralized number with call extensions for nationwide campaigns. You can also use location extensions if you have different phone numbers for each store. Consider setting up different phone numbers for different product offerings (for tracking and other purposes).</td>
<td></td>
</tr>
<tr>
<td><strong>Bidding</strong></td>
<td>View performance segmented by conversion/click type to see what types of keywords/campaigns drive calls more frequently than others, and bid accordingly. If you use the Report Editor to create this report, you can save it again for future use. If you drive calls from your website, ensure website call conversions are included.</td>
</tr>
<tr>
<td>Target CPA and ROAS will take into account call conversions. Use the caller area code in the call details report to see if you receive more calls from certain locations and bid accordingly (or use ad customizers).</td>
<td></td>
</tr>
<tr>
<td><strong>Additional Suggestions</strong></td>
<td>Based on the performance analysis of your calls, it may be a good idea to adjust call center staffing based on call volume to ensure low wait times, etc.</td>
</tr>
</tbody>
</table>
STORE SALES
## Local Inventory Ads – Account Structure

For simple (recommended) AW management: opt in all Shopping Campaigns to LIA in the Setting tab. Check the "Enable local inventory ads" box in the Settings tab (requires local feeds setup).

Set-up an "All Products" catch-all target with an appropriate bid (minimum recommendation $0.15)

For advanced AW management: create separate local-only Shopping Campaigns for LIA

### Ad Text

Use a call to action intended to get customers to visit the store or get store directions (by using a store locator).

### Location Extensions

Enable Location Extensions at the account-level to allow for easier setup and it will also give you the option of setting up filters to prevent extensions from showing up on campaigns where they don’t make sense.

Use distance report for your location extensions to help find the best radius to target

A larger radius may be needed for a location that’s based in a more rural area

Make sure your location extensions are verified and active to be eligible for store visits reporting

### Bidding

Ensure that your bidding strategy and account structure reflects the unique value of products in each of your stores (eg. adapt bids for national/seasonal/store promotions)

Schedule local ads to run during store hours

Review the distance report to determine the best radius to target (start broader then refine)

Make sure bid levels are based on store hours (via time of day/week), location (via geo/location extensions), and call conversions.

Use product dimension tab to better understand the performance at any level of granularity by any dimension you choose, including: category product type, item ID, etc.

Bid aggressively to show on Google Maps (part of Search Partners). Only the top ranked ad will show because there is only one ad slot on Google Maps.
Add store brand keywords such as "adidas store" or "adidas location" & "find closest store"

Ensure that your keywords (eg, "coffee" or "cafe") are also matching for local searches (eg, "coffee near me" or "cafe in Dublin) by including their phrase and broad match variations. This way, you save time from having to add and manage all possible combinations of keywords and location names.
APP INSTALLS

- Universal App Campaigns
- Display
- Search
- TrueView
App Installs
Universal App Campaigns

**Best Practice**

**Category**

**Campaign Settings**

**Campaign Type**

Use the Universal App Campaign type for a fully automated way to get max installs at your target CPI from across all of Google: Google Search, Google Play, YouTube, and the Google Display Network of mobile apps and websites.

If you’re promoting an iOS app, universal app campaigns will only show your ads across the Google Display Network, YouTube and the Google Search App. The campaign will also optimize for “first opens” of your app instead of downloads.

Otherwise, use the 'Display-Mobile App Install’ or ‘Search-Mobile App Install’ or “Video-Mobile App Installs”campaign type.

**Ads**

Write each line of text as independent, standalone sentences. AdWords will automatically optimize and combine any of these to create the best ad.

If you have a video, enter the YouTube URL to show video ads on YouTube and the Google Display Network.

Create a separate universal app campaign for each language. AdWords doesn’t translate your ads, so you should only target languages that match your ads and localized app.

**Budget**

Once you’ve set your budget or target CPA, wait at least 7 days to see the full effect of your change before updating these inputs.

**Bidding**

If your universal app campaign does not have traffic for several days, test higher CPI bids and see if anything changes. By increasing your CPI bids, you potentially unlock another tier of traffic that wasn’t accessible to your ads before, which could drive installs within your new target CPI.
App Installs

Display (mGDN & AdMob)

**Campaign Type**

If you're advertising an Android app and you are not measuring in-app events, use the Universal App Campaign type for a fully automated way to get max installs at your target CPI.

Otherwise, use the 'Display-Mobile App Install' campaign type.

(For display you have to choose ‘Marketing Objective’ and ‘install your mobile app’ in the marketing objective section when you open a new campaign.)

Use the Firebase SDK for a more comprehensive tracking solution, that allows you to track across networks, and events like the first open of your app and other in-app conversions across both IOS and Android.

**Device/OS**

For apps larger than 100MB, target WiFi only devices because App stores restrict downloading large apps to WiFi.

Target iOS 6.0+ to measure downloads.

**Budget**

Daily budget is advised to be 50x the target CPA.

If a campaign is hitting budget early every day, try decreasing the Target CPA to increase conversions. You want to have the campaigns be ‘just barely’ spending their daily budget.

If your app has in-app purchases (IAP), which are processed via Google Play, we recommend to use the CO+IAP function to get users who tend to have IAP.

FYI for gaming companies: a large amount of IAP comes from games.

**Ads**

Use the text app promo ad template to create an ad that will automatically re-size based on where it’s eligible to show. These ads pull in info directly from the app stores including app icon, ratings, and more.

If you choose to upload your own images using the Image App Promotion Template instead, make sure to include the network’s most common ad sizes: 320x50, 320x480, 480x320, 768x1024, and 1024x768.

Double Density ads (HD) can help to display your message in an even nicer way to high end devices. You can upload them together with your regular ad formats.
Best Practice

Category

App Installs

Best Practice

If you have a video about your app, use the Video App Promo ad template.

Bidding

Conversion Optimizer in App Install campaigns is a best practice to get the maximum number of installs available at your target cost-per-install.

CO works best when you have a broader targeting on ad group level.

When using CO, choose only one type of conversion for the algorithm to optimize for to avoid multiple conversion types being double counted.

Once you’ve enabled the Conversion Optimizer, avoid changing your bids or budgets in the first 3-5 days.

Once the 3-5 day learning period is over, avoid changing your bids or budget more often than every 3-5 days and never by >20%.

If you do have make drastic changes to your campaign, eg optimizing for a new conversion type, you should start a new campaign (and pause the old one). The bid strategy will learn these new changed conditions quicker this way.

Targeting

Display

A best practice is to do “Run of Network targeting” via targeting ‘All Android Apps’ or ‘All iOS Apps’. Or, add all categories individually to see performance by category. This will ensure that you’re continuing to collect installers at scale.

For additional inventory, leave the ‘Auto-extend to mGDN’ checkbox enabled in Android campaigns.

If you target Run of Network (a best practice for scaling vs. targeting high value installs), make sure not to target and bid on all individual ‘installed app categories’ at the same time in the same ad group, as it can limit reach (some users opt-out from interest based advertising).

Otherwise, to optimize for higher-quality users, it is common to break out standalone campaigns based on the customer value from top performing segments (eg, certain Installed App Categories, Paid Users, New Devices, etc), and bid more aggressively. For example, you may have one campaign bidding $5 and targeting Run of Network, a second campaign targeting ‘New Devices’ bidding $7, and a third campaign targeting “W18-25” bidding $10.

If you have a mobile site, you can build a userlist of mSite visitors and target them.
**Best Practice**

**Category**

**App Installs**

**Search**

**Campaign Type**

If you're advertising an Android app and you are not measuring in-app events, use the Universal App Campaign type for a fully automated way to get max installs at your target CPI.

Otherwise, use the ‘Search-Mobile App Install’ campaign type, share in-app events with google and use tCPA.

Use the Firebase SDK for a more comprehensive tracking solution, that allows you to track across networks, and events like the first open of your app and other in-app conversions across both iOS and Android.

**Device/OS**

For Search App Install, Android and iOS are supported.

**Budget**

If a campaign is hitting budget early every day, this is a clear indicator that there is more opportunity for you. So you can check on the opportunity tab what will be your potential increase on downloads, by increasing budgets.

If your app has in-app purchases (IAP), which are processed via Google Play, we recommend to use the CO+IAP function to get users who tend to have IAP. FYI for gaming companies: a large amount of IAP comes from games.

**Ads**

Create one ad group for branded terms and another ad group for broader terms.

Test 3-4 different ad variations in each ad group. Focus each ad on a single, compelling message explaining the value of your app and include a call-to-action.

**Bidding**

Set your bid strategy to Target CPA. This will let AdWords automatically adjust your bids to get as many installs as possible at your target cost-per-install.

If using Target CPA bidding (a common best practice), please allow 2-3 weeks for the bidding models to improve before making drastic changes.
App Installs

Search

**Best Practice**

**Category**

**Targeting**

**Keyword (Search Only)**

You can search for more Keyword suggestions to be used as “seed keywords” on the KPT by using Keyword Suggestion Tool (uses data from Google Play to give you the low competitive queries on the store by vertical).

You can also use Wildcat for collecting seed Keywords and external tools such as AppAnnie Keyword Suggestions and SimilarWeb to search for even more Keywords options. As more Coverage on Keywords you have, the better. Another good optimization tip is to use your app’s metadata (keywords, titles, descriptions) in your app developer’s console, or keywords from Search campaigns. You can also use keywords from your user reviews.

Ensure your keywords are covering both generic (non-branded) and branded queries, and targeting keywords with and without the word “app” appended. This will allow you to expand your traffic to maximize performance (assuming you are using Target CPA bidding as well). Best practice is also to use broad match and Target CPA bidding.

Revisit the Keyword Suggestion Tool (you’ll have to go through campaign creation flow to do this) for new ideas every few weeks since the tool may suggest new ideas based on more data gathered from Google Search and Play.

Along with your original set of seed keywords, evaluate your app install campaign for high performing keywords and plug those into the tool for even more suggestions.
### App Installs

**TrueView**

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Device</strong></td>
<td>Segment campaigns by Operating System (Android and iOS) to maximize app downloads. App download performance can vary significantly depending on the operating system. Use the Firebase SDK for a more comprehensive tracking solution that allows you to 1) track across networks, 2) track events like the first open of your app, and 3) track other in-app conversions across both iOS and Android.</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>If you’re using target CPA (tCPA), the campaign’s budget should be at least 200x of the tCPA bid to allow enough time to get results and make changes with the available budget.</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>Conversion Optimizer (CO) typically takes 7-30 days to normalize to the tCPA bid.</td>
</tr>
<tr>
<td><strong>In-stream</strong></td>
<td>If your primary goal is to drive app downloads and subsequent user engagement is a lower priority, use TrueView in-stream as it can drive larger app install volumes.</td>
</tr>
<tr>
<td><strong>Discovery</strong></td>
<td>If your goal is to drive app downloads with users who will have higher engagement rates with the app in general, use TrueView discovery. TrueView Discovery ads can deliver a huge number of impressions and are eligible to serve on the YouTube homepage on days when a Masthead is not sold. If a day is available and your campaign has available budget, you may want to adjust your bid 30-50x greater than your standard TrueView discovery bid to increase the chances of winning this high volume auction.</td>
</tr>
</tbody>
</table>

**NOTES**

You can check inventory in go/bart to see what days are unsold and if a YouTube homepage slot is available. See the YouTube Homepage with TrueView discovery deck for more information.
### App Installs

**TrueView**

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bidding</strong></td>
<td><strong>Target CPA</strong></td>
</tr>
</tbody>
</table>

**NOTES**
- Allow CPAs 7-30 days to normalize.
- Migrate advertisers from CPV bidding to target CPA bidding by creating a new campaign.

<table>
<thead>
<tr>
<th><strong>Targeting</strong></th>
<th><strong>General</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Start a TrueView app promotion campaign with a &quot;run of site&quot; strategy (aka no targeting) and then refine as needed. These campaigns generally deliver more app installs at the lowest Cost-Per-Install if they have narrow targeting because this allows the Conversion Optimizer (CO) to identify the best users to target.</td>
</tr>
</tbody>
</table>

**NOTE**
- If a "run of site" strategy is not an option, use the broadest targeting type possible to maximize app install volume.

|              | In-market audience or topic targeting overlaid with keyword targeting can be effective at driving app promotion with high quality users. |

**NOTE**
- Keyword targeting is very restrictive and should be among one of several targeting options. You should test it with different targeting types.

| **Remarketing** | Use remarketing list(s) of users who have "viewed any video from a channel" or "subscribed to a channel" to maximize app promotion by targeting users who are more likely to install because they're familiar with or have already engaged with the client’s content on YouTube. |

**NOTE**
- Users with an app already installed on their Android/iOS device are automatically excluded from a TrueView app promotion campaign for that app.

To pursue high-potential users for an app download, create a remarketing list from your TrueView in-stream campaign and then run a TrueView Discovery campaign targeting the list of viewers who are likely to be more familiar and engaged with the brand.

**NOTE**
- Build the remarketing list using list types of either "viewed certain video(s)" or "viewed certain video(s) as an ad."
Content and Creative

Creative quality is a huge determinant of app downloads. The creative must give people a clear call-to-action asking to download the app and a clear reason to download. It is crucial to demonstrate what the app does and its value proposition to the viewer.

Use a variety of video creatives that repeat a similar message and theme to maximize app downloads.

Allow enough time for the user to take action (a minimum of 5 seconds is recommended). One effective way to do this is to create a static call to action end frame with the official mobile app store icons.

If you don’t have a creative for an app promotion campaign, ask your Account Manager for help (AMs can automatically generate a creative based on assets available on your Google Play/App Store).

Provide a clear call-to-action in the auto-end screen of a TrueView app promo in-stream to drive incremental performance when viewers are most engaged.

A/B Creative Testing

A/B testing creative and comparing their performance helps identify the most effective creative at driving app downloads. Similar to other A/B creative tests it is recommended that each creative be assigned a separate campaign to isolate impact for subsequent analysis.

Because creative development takes time it is encouraged to suggest this to the creative agency during the planning stage to ensure multiple creatives are made for testing.

Measurement

**NOTE**
Use third party tracking to measure first opens and in-app events for both iOS and Android.
### In-App Engagement

#### Campaign Type

Choose ‘Display – Mobile App Engagement’ or ‘Search – Mobile App Engagement’.

#### Device/OS

- **Search**: Only Android is currently supported.
- Deep linking implementation guidance: Google recommends using [App Links](https://developer.android.com/training/app-links) (Android) and [Universal Links](https://developer.apple.com/documentation/uikit/linking_and_web_contents/universal_links) (iOS) standards when enabling deep linking within your app. These standards are supported across all organic and paid products, including: organic search, search ads, Knowledge Engine, Voice Actions, Android, YouTube ads (coming soon), Goo.gl (short links), durable deep links, Google Now, display ads and .app (app only domain).

#### Ads

- Offer something compelling in your ads that will encourage users to engage with your app. If they’ve dropped out or forgotten about your app, they may need a simple reminder, a special bonus or an intriguing offer to entice them back.
- If you choose to upload your own images using the Image App Engagement Template, make sure to include the network’s most common ad sizes: 320x50, 320x480, 480x320, 768x1024, and 1024x768.
- Work with your development team to set up custom deep links to the important parts of your app. That way, your ads can lead users directly to the spot that can best meet their needs.

#### Bidding

- Remember to bid based on the value of an in-app conversion vs. an install.
- Segment reporting is available by click-type which lets advertisers see how many of their clicks sent users to the deep link vs install page (Android only).
- For Search, start with the "Maximize Clicks" bid strategy, and then change to "Focus on conversions" when you have at least 100 conversions / in-app events.
### Targeting

**Display**

Create user lists among those who have downloaded your app.

When building remarketing lists for the Google Display Network, you can use any of the following:

1. Link your AdWords to your Google Play account.
2. Create a list of uploaded mobile IDs.
3. Tag the events in your app for remarketing.

Once collected, begin splitting the lists into more targeted categories based on user-behavior milestones (AdMob).

Don’t limit your campaign with too many other targeting restrictions (geo, specific app categories) as it can limit reach significantly.

**Search**

Begin testing with Mobile App Engagement ads and text ads to evaluate mSite v App performance.

The Keyword Planner can be used to generate additional keywords and estimate how much traffic you can expect from given keywords.

You can also concurrently run high-volume keywords from your mobile app install campaigns. Users who already have your app on their device won’t be shown an app install ad.

Use broad match for re-engagement ads because you’re targeting someone that’s installed your app but could be unaware of a feature or has forgotten that you can help.

Scale reach to users who don’t have your app with Install and Continue (no action required).