



The Ultimate Guide to Google AdWords Ad Extensions:

A WordStream eBook



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ADWORDS AD EXTENSIONS

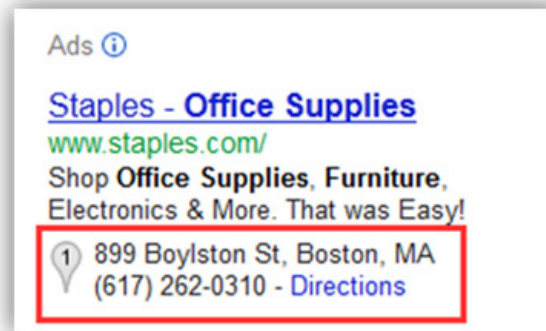
allow you to take up more real estate on the SERP with a larger, more complete and more enticing advertisement.

One of the most underutilized weapons in Google AdWords is the ad extension. AdWords ad extensions allow you to take up more real estate on the SERP with a larger, more complete and more enticing advertisement, providing additional links to your site, contact information, product images and other rich data that can draw people in and increase your click-through rates.

AdWords offers a number of different ad extensions for different use cases and different kinds of businesses. In this guide, we'll walk through each of these AdWords ad extensions in detail, showing you how they work, *when* they work, and why you'd want to leverage them.

Location Extensions

Location extensions are a feature within AdWords that allows you to add location data about your business to your ad:



Why Are Google AdWords Location Extensions Important?

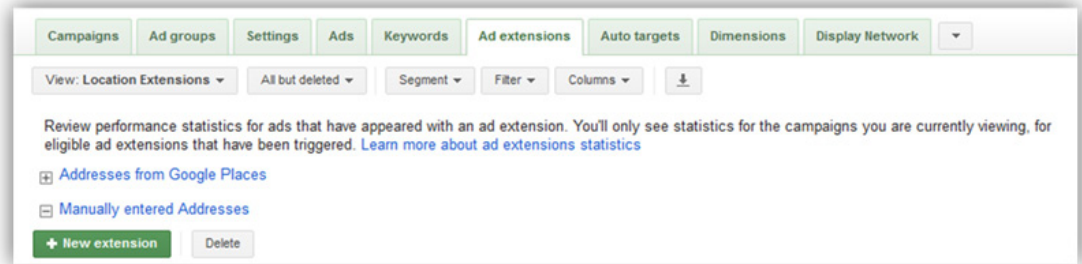
Location extensions allow you to take up more space on the SERP and provide more information to local searchers, including a clickable phone number on mobile devices. Given that [AdWords location targeting is probably more aggressive than you think](#), this is a pretty powerful option. Marissa Mayer noted recently that roughly 20% of the searches on Google are for local information and roughly 40% of mobile searches are after local info. That's a large swath of potential searchers, and there are a number of local businesses for whom getting additional real estate in a search result and getting easier access to a connection with potential customers is important.

How Can I Use Google AdWords Location Extensions?

Location extensions are quick and easy to set up. You create location extensions at the campaign level, and you can create them by pulling from a Google places account or by creating a new listing:

CHOOSE SOMETHING

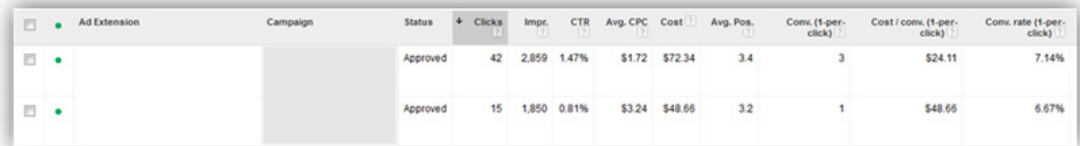
clickable and consistent with your branding and landing page experiences (just like with any ad element) for a better-performing location extension.



Syncing your Google Places account is easy enough as you'll be pulling already entered information about your business, and even starting from scratch with a location extension is a fairly painless process.

A screenshot of the 'Manually entered Addresses' form in Google AdWords. The form is titled 'Manually entered Addresses' and has a sub-header 'Add location'. Below this, it says 'Extend my ads with manually-entered addresses'. The form contains several input fields: 'Country or territory' (a dropdown menu set to 'United States'), 'Company name', 'Phone number' (with '(Optional)' next to it), 'Address line 1', 'Address line 2', 'City/Town', 'State' (a dropdown menu), and 'Zip'. There are also two options for a 'Map icon': 'Choose another' and 'Upload new'. At the bottom, there are two options for a 'Business image': 'Choose another' and 'Upload new' (with '(Optional)' next to it). A small note at the bottom states: 'If you have enabled click-to-call, this ad extension works with that feature. [Learn more](#)'. At the very bottom, there are 'Save' and 'Cancel' buttons.

Once you've set up your location extensions, you'll start to see data around specific extensions:



Ad Extension	Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
		Approved	42	2,859	1.47%	\$1.72	\$72.34	3.4	3	\$24.11	7.14%
		Approved	15	1,850	0.81%	\$3.24	\$48.66	3.2	1	\$48.66	6.67%

ADS THAT ENABLE

both click-to-call and location extensions on mobile see an average lift in CTR of 6-8%.

Getting too fancy with your company name or address can get you into trouble, but the one area you do have some flexibility is with the map icon and business image. Choose something clickable and consistent with your branding and landing page experiences (just like with any ad element) for a better-performing location extension. The reporting here is nice because you can test different favicons and business images, if you have enough local volume in a given campaign to justify it.

When Should I Use Google AdWords Location Extensions?

Location extensions are useful in a variety of different types of campaigns — if there's a chance your ads may show in local queries, it's likely worth the very short amount of time it takes to set up location extensions for your local online marketing efforts. That said, people frequently have questions about how location extensions apply to different types of campaigns, such as:

AdWords Location Extensions & Mobile Ads: The AdWords click-to-call functionality means that on mobile display ads you can frequently have your number displayed in a “clickable” format so a searcher can quickly connect with your company. Ads that enable both click-to-call and location extensions on mobile see an average lift in CTR of 6-8%.

AdWords Location Extensions & Display Network Campaigns: There are instances where content network ads will show location extension information, so it's worth monitoring this data as well.

AdWords Location Extensions & Campaigns for Multiple Addresses:

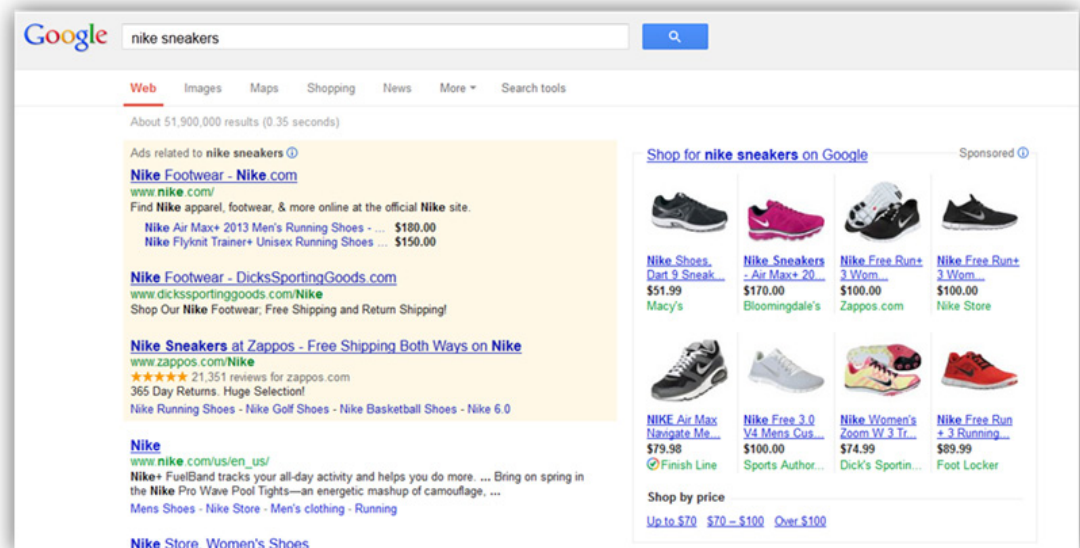
So what if you have a chain or cluster of stores you're promoting? This is where some of the location targeting functionality gets pretty interesting: in these instances you want to start to map your campaign strategy to how you can use location extensions (again — this is assuming you are drawing a sufficient amount of local traffic to justify this type of restructuring — you need to prioritize how you construct campaigns based on the levers that will have the biggest impact on your ROI, be they geographic, temporal, budget-related, etc.). You can include up to four locations per campaign, so if you're including four different locations you want to make sure each location matches all of the keyword targeting set up in that campaign.

For instance if you have a campaign aimed at four different locations in reasonably close proximity of one another, make sure that all of the offers, specials, and products you're including in your ad copy and keyword lists apply to **all four**, because Google will return what they deem to be the most relevant location for a given search. You should also consider how interchangeable these stores and locations and their messaging is — again if the volume and return for your work makes sense, there may be instances where you would be better off breaking out different locations into their own campaigns with keywords and ad text that better fit that location and product set (i.e., maybe your chain restaurant is actually a little pricey in a low-income area but is actually considered very affordable for a higher end neighborhood — even if they're located nearby geographically, you might be well-served to create separate messaging for each area, depending on how much additional effort this would be to your business and how much extra return you can expect).

While in some instances enabling location extensions across a large and complicated campaign can require some strategy and leg work, in most instances if a campaign receives a significant amount of local search volume enabling the feature is well worth it.

Product Extensions

The product extensions feature allows you to link your Google Merchant account with your AdWords account to have enhanced listings for your products shown in search results on Google properties:



(Note: The product extensions appear as text links in the top-ranked ad. The ads on the right are product listing ads, not product extensions.)

Why Are AdWords Product Extensions Important?

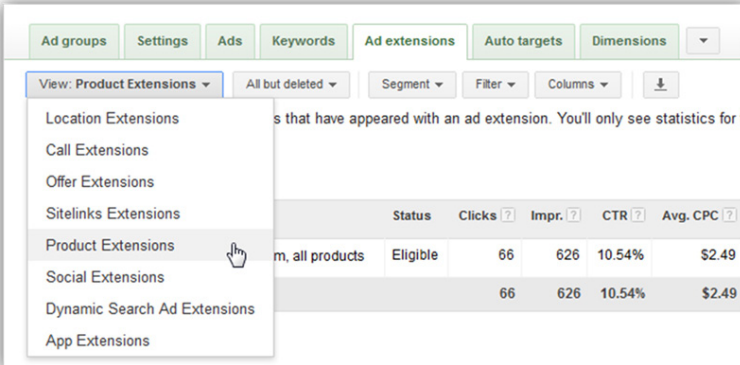
Product extensions are important for much the same reason the other ad extensions are important: they offer increased visibility in search results. This means more clicks – in many verticals a 1% [click-through rate is good](#), which means most advertisers are trying to figure out how to turn as many of the other 99% of missed impressions into clicks (and ultimately customers), and of course click-through rate is a major driver of [Quality Score](#).

Effectively leveraging product extensions can get you more of potential prospects' attention while offering you a means to show and tell them more about your product.

How Do I Use Google AdWords Product Extensions?

The first step to being eligible is creating a merchant center product feed, which you can learn more about [here](#). Managing your data feed has a [set of best practices](#) all its own, so make sure you have the latest information on product feed requirements and best practices.

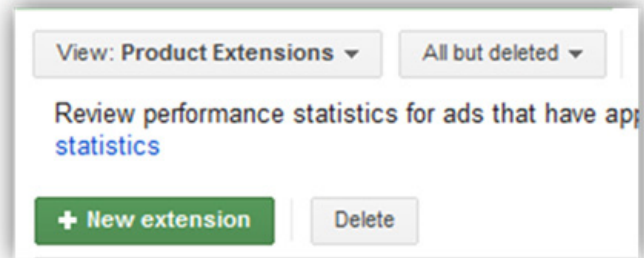
Once you have your merchant center account set up, getting your product listings firing from your AdWords account is pretty straightforward:



Status	Clicks	Impr.	CTR	Avg. CPC
Eligible	66	626	10.54%	\$2.49
	66	626	10.54%	\$2.49

BY TAKING A LITTLE

time to designate positives and negatives, you are teaching WordStream about your keyword research and your business, so additional negative suggestions will be that much more powerful.



As you can see you simply navigate to Product Extensions from the drop-down, and click “New extension” to get started. Finally you simply associate your Google merchant account with a campaign, and you’re done!

What’s the Difference Between Product Extensions and Product Listing Ads?

This is a common point of confusion since both these features pull from your Google merchant feed. Basically the difference is product extensions are a feature that’s tacked on to your existing search campaigns — you create a campaign, and by associating it with your merchant account you’ll start to have product details show in response to the keywords you’re bidding on for queries Google deems relevant.

Product listing ads, meanwhile, are a different type of campaign altogether. They don’t actually use keyword or CPC bid data you’ve specified, but rather just take the contents of your feed and a cost per action you designate, and attempt to manage to that by matching your ads to the queries that Google deems appropriate. You can find more information on product listing ads [here](#).

My Product Extensions Are Not Showing for My AdWords Ads...What Gives?

This is a common thing advertisers run into in first setting up product extensions. There are a few common reasons:

- You might not have associated your AdWords account with your merchant account from within the merchant account.
- You might not have associated your merchant account with your AdWords account as we outlined above.
- You might need to wait 12-24 hours for the ads to start showing.
- You might want to review the merchant guidelines to make sure you've uploaded everything properly and met their [requirements](#).
- Your product ads will not show on other sites (outside of Google search and Google images) or in display network campaigns, if you're looking to see them associated with those campaigns.

Product extensions are available in the UK, Australia, Germany, France, and the US, but product listing ads are **only available in the US**.

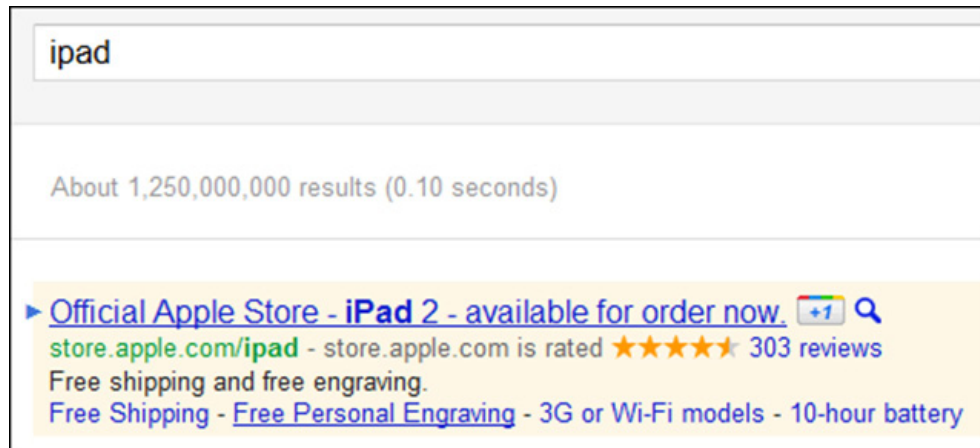
When Should I Use Google Product Extensions?

Product extensions are a great tool within any campaign where you sell products related to the keywords you're targeting, as they're an extension of the campaign you're already running and give you more real estate within the SERP. Again the

key in optimizing your product extensions is actually to jump outside of AdWords and think about the way you're structuring your merchant center account. Our friends at PPC Hero have [a great overview on best practices here](#).

Sitelinks

Ad sitelinks are a feature in AdWords that give you additional links to pages beyond the destination landing page in your ad. In the below example, "Free Shipping," "Free Personal Engraving," "3G or Wi-Fi models," and "10-hour battery" are all sitelinks:



This is a good example of some of the powerful benefits sitelinks can provide, including:

- Additional real estate for your ad (not unlike the other ad extensions)
- The ability to highlight and elaborate on certain benefits and features (like free shipping and related products) used to exact match

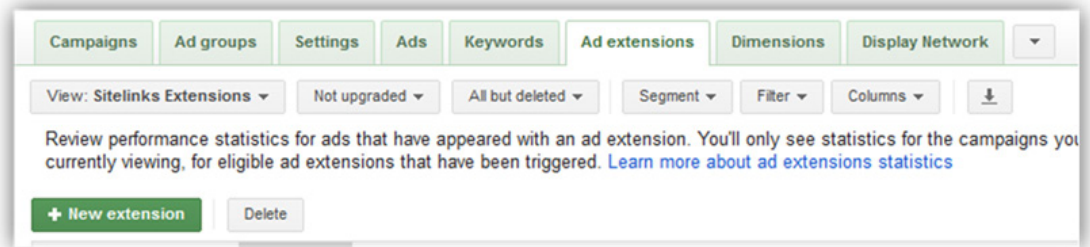
YOU MAY FIND, AFTER
analyzing your search query reports, that your campaigns are poaching ad impressions from each other.

- The ability to point to specific models of a product in response to a generic query (3G or Wi-Fi enabled)

The benefits of sitelinks are pretty obvious: you're able to direct people to a greater number of pages on your site from within the same ad, without paying a premium. Using sitelinks can also help improve click-through rate (and subsequently Quality Score) and allow you to create a different experience for searchers.

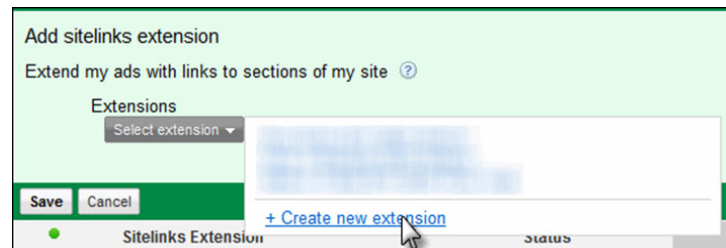
How Do I Use Sitelinks in My AdWords Account?

To set up sitelinks, select "View: Sitelinks Extensions" in the Ad extensions tab, then click the "+ New extension" button:



(Note that the above will change a little bit when Enhanced Campaigns fully roll out.)

Next you'll be presented with an option to either create a new sitelink extension, or use existing sitelinks from other areas of your account (called **shared extensions**):



THE BENEFITS OF SITELINKS

are pretty obvious: you're able to direct people to a greater number of pages on your site from within the same ad, without paying a premium.

Shared extensions are handy if you're leveraging the same sitelinks in multiple campaigns, but in the event that you're creating a new sitelink, you can click through to "Create new extension" and create the new sitelinks. Just enter the link text (what search engine users will see) and the destination URLs:

View: Sitelinks Extensions | All but deleted | Columns | [Download]

Review performance statistics for ads that have appeared with an ad extension. You'll [extensions statistics](#)

Add sitelinks extension

Extend my ads with links to sections of my site [?](#)

You can enter up to 10 additional links that may be shown with your ad. [Learn more](#)

Link text: 35 max Destination URL: 1024 max

Link 1:	<input type="text" value="Clickable Text"/>	http://	<input type="text" value="www.example.com"/>	Remove
Link 2:	<input type="text"/>	http://	<input type="text"/>	Remove
Link 3:	<input type="text"/>	http://	<input type="text"/>	Remove
Link 4:	<input type="text"/>	http://	<input type="text"/>	Remove

[+ Add another](#)

[Save](#) [Cancel](#)

This leads us to the questions of when and how you should be leveraging sitelinks in your account.

When Should I Use Ad Sitelinks in My AdWords Campaigns?

Like with most AdWords extensions, ad sitelinks are a pretty useful tool and are typically valuable in any campaigns where they're eligible. The trick is really in how you implement them, or which sitelinks you show. In understanding how to get the most out of AdWords sitelinks, it's helpful to know a bit more about how they're served by AdWords.

What Ads Get Sitelinks?

AdWords has a few different sitelink formats (from Google's documentation on sitelink formats):

- **Three-line and two-line formats** — Sitelinks are designed to trigger in situations where an ad provides the ideal answer for a search query. These ads are most likely to trigger on unique brand terms.
- **One-line format** — Sitelinks will trigger with more generic terms, but may also include brand terms.
- **Embedded format** — Sitelinks will trigger whenever your ad qualifies to appear above the search results and the text in your ad exactly matches one or more of your sitelinks.

Basically the idea is you'll only be showing sitelinks on ads/queries that you're seen as *highly relevant* for (read: have a high click-through rate on) already.

Why Aren't My AdWords Ads Showing Sitelinks?

The main reason your ads aren't showing the sitelinks you added to your account is that they simply aren't considered "authoritative" or "relevant" enough. As you can see from the above description Google wants to award sitelinks to sites that have displayed that they are synonymous with a branded query or are [appearing above search results](#).

Create Sitelinks to Speak to the Queries They Show For

So as you're thinking about which URLs to show for which queries you want to understand where your sitelinks are going to be showing. You can understand where a majority of your "above the fold" impressions are being generated by looking at a [top vs. side report](#), and you can also drill down to look at how different extensions perform from within the ad extensions tab.

You want to tailor these sitelinks to speak to the queries generating "top" or above the fold impressions — like in the screenshot above, where the sitelinks nicely complemented the iPads query, which likely generates a large number of Apple's impressions within that campaign (and where a single term is that core to your business, this would be another argument for splitting it out into its own campaign).

There are a number of different techniques for optimizing sitelinks — as Curt Weaver [outlines in this post on the Marin blog](#), a number of the best practices around creating optimized sitelinks are similar to AdWords best practices in general, such as:

- Understanding customer behavior
- Testing different themes
- Implementing proper tracking and closely monitoring results

Curt has some other useful tips for optimizing sitelinks, and if you're looking for even more information on the subject, Melissa Mackey compiled (with the help of the [#PPCChat folks](#)) a [great list of benefits](#) of sitelinks. Finally, if you're really hungry for AdWords sitelinks information, this [PPC Chat streamcap](#) is a goldmine filled with tons of helpful, actionable information from a variety of very smart PPC managers.

Ultimately, as with anything else within the AdWords platform, you want to take advantage of the edge offered to you by sitelinks and tailor your sitelinks so that they're offering the right balance between increased clicks and increased conversions. And again, as with all things AdWords: test, analyze the data, and iterate!

Using Sitelinks in Enhanced Campaigns

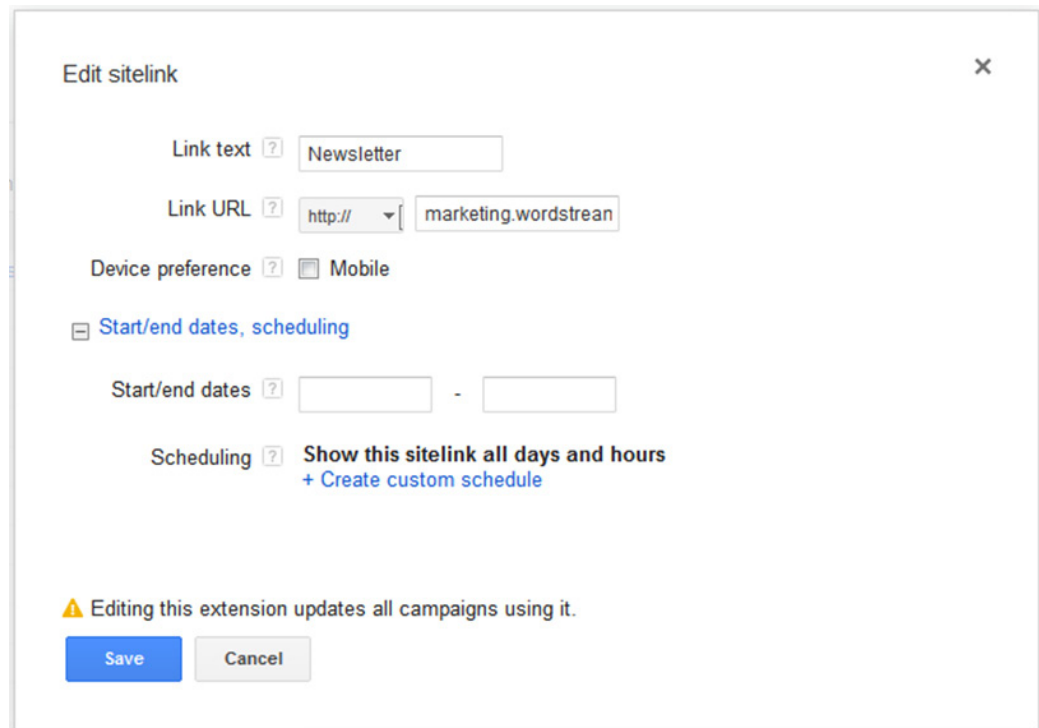
Leveraging sitelinks within Enhanced Campaigns isn't as scary as it may sound. First click the ad extensions tab and View > Sitelink Extensions. If you have upgraded your sitelinks from the legacy campaigns, you will notice an existing master list of sitelinks to choose from. If you are new to AdWords, your list will be empty. In either case, click "+ New Sitelink."

The screenshot shows the Google Ads interface. At the top, there are navigation tabs: Campaigns, Ad groups, Settings, Ads, Keywords, Ad extensions (selected), Auto targets, Dimensions, and Display Network. Below the tabs, there are filters: View: Sitelinks Extensions, Upgraded, Segment, Filter, and Columns. The main content area is titled 'Campaign level' and 'New sitelink extension'. It shows a list of sitelinks to choose from, with 10 selected. The selected sitelinks are: Why Clients Love Us, Talk To A PPC Expert, PPC Account Grader, Keyword Research, Free PPC Tool Trial, Enhanced Campaigns?, Newsletter (mobile), Blog (mobile), and Happy Customers (mobile). There is a '+ New sitelink' button and 'Save' and 'Cancel' buttons at the bottom.

A dialog box will open where you can add your link text, link URL, define if this is for mobile devices or not, and also add a schedule. In most cases you won't need to add a schedule. If you do, this individual sitelink will only appear during the time you have chosen.

One nice update with Enhanced Campaigns is your new master list of sitelinks. Once you have created your sitelink all you have to do is select the >> to add it to a specific campaign OR ad group. Ad group level–sitelinks take preference over campaign-level sitelinks.

Lastly, if you ever decide to change anything about the sitelink you just created, that change will apply wherever you have added this sitelink. No longer do you need to make the same change multiple times!



Edit sitelink ✕

Link text ?

Link URL ?

Device preference ? Mobile

Start/end dates, scheduling

Start/end dates ? -

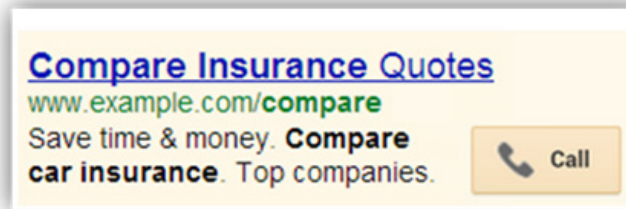
Scheduling ? **Show this sitelink all days and hours**
[+ Create custom schedule](#)

⚠ Editing this extension updates all campaigns using it.

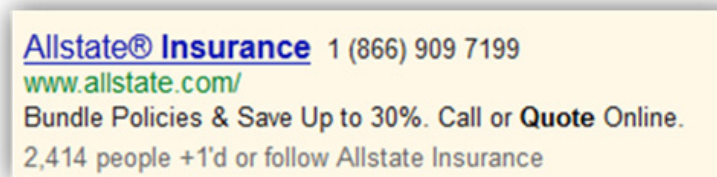
Call Extensions

Call extensions are a type of ad extension that make it easy for customers to call your business phone number directly from your ad and for you to measure the phone calls that your ads generate.

Here's an example of a mobile call extension:



And here's how it looks on desktop search:



Not unlike the other ad extensions we've covered, call extensions afford you additional real estate within a search result, and allow searchers a new means of connecting with your business right on the search result. This is key because it can increase both your CTR and the rate at which you're able to turn searchers into customers.

Considering Mobile PPC?

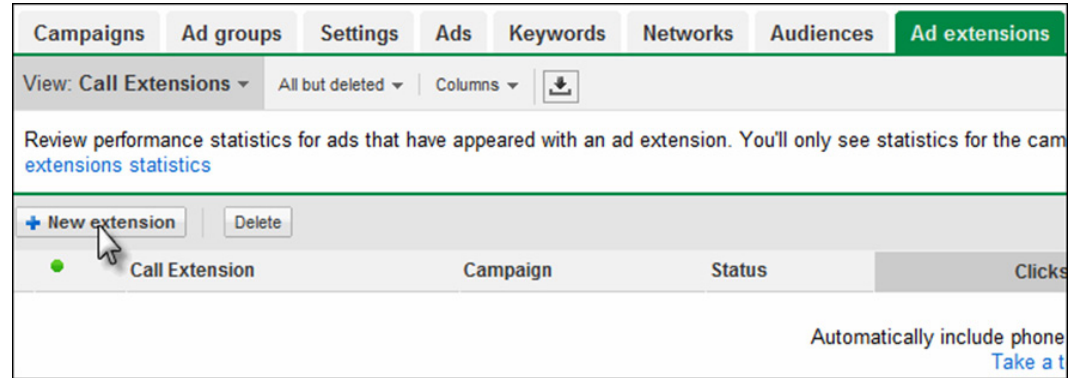
Use Google's Free [Value of Mobile Calculator](#) to see how it could impact your business.

How Do I Set Up Call Extensions?

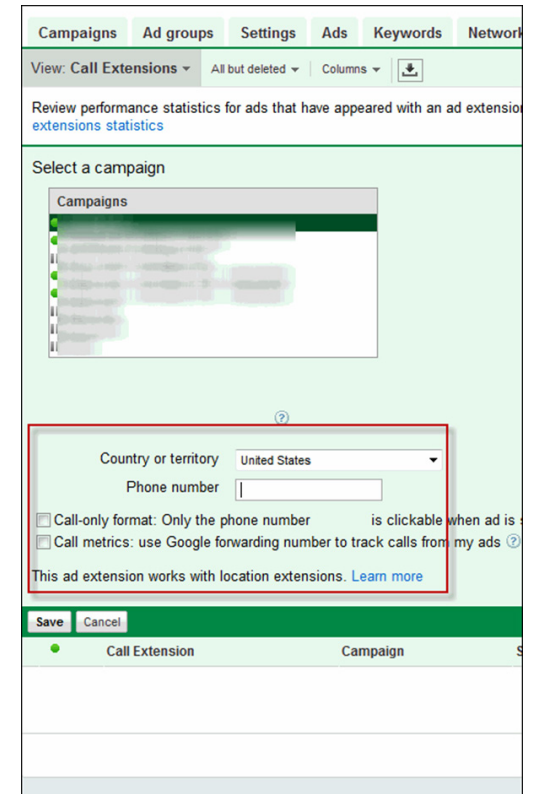
Like the other extensions, call extensions are very easy to set up:

CALL EXTENSIONS

can increase both your CTR and the rate at which you're able to turn searchers into customers.



Once you navigate to the ad extensions tab, select "Call Extensions" from the view drop-down, and click "New extension." Then you simply have to fill in your information:



IF YOU'RE DOING

a significant amount of call volume you should work to have some PPC tracking for this action in place — either via call metrics or via a third-party vendor.

The one wrinkle here is the unchecked boxes above, call-only format and call metrics:

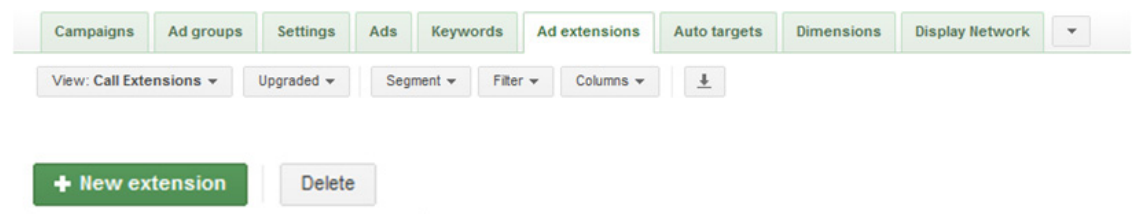
- **Call-only Format** — This means that your phone number — and only your phone number — will be clickable from mobile devices, and searchers on smart phones will be able to initiate a call directly from your ad.
- **Call Metrics** — This is a tracking mechanism you can enable through Google in which Google will assign and display a custom phone number for your ad for tracking purposes (calls will be rerouted to your number) so that calls will show in your AdWords reporting interface.

The tracking functionality for call metrics used to cost \$1.00 for every click, but Google recently dropped this extra fee.

When to Use Google Call Extensions

Call extensions can be a handy tool for any campaign, but are particularly valuable for **local campaigns and campaigns where mobile impressions are likely**. Important to note is that if you're doing a significant amount of call volume you should work to have some PPC tracking for this action in place — either via call metrics or via a third-party vendor.

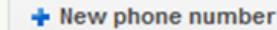
Using Call Extensions in Enhanced Campaigns



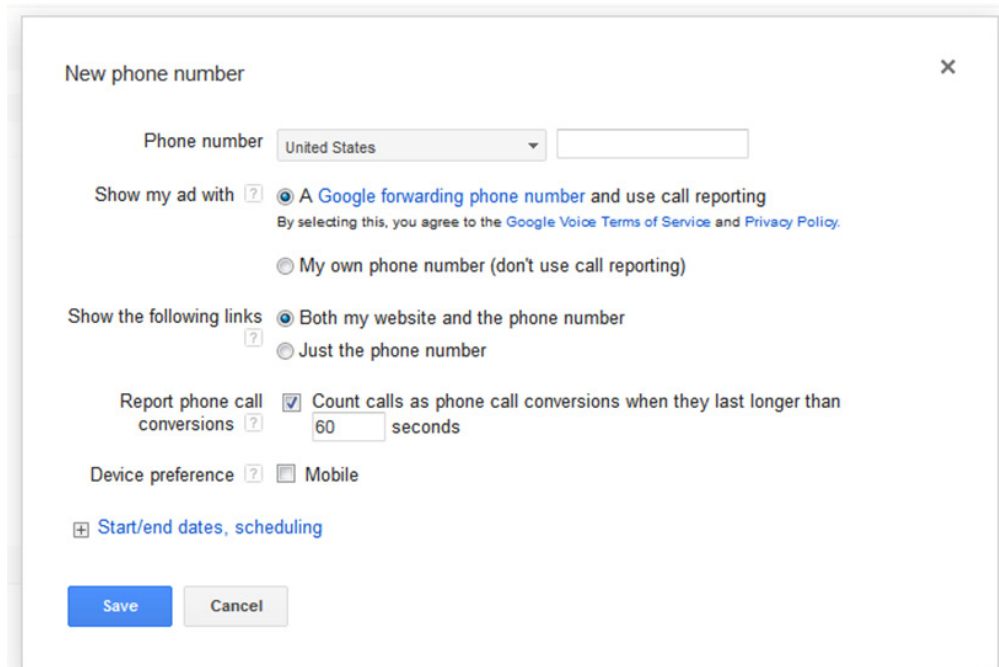
Call extensions with Enhanced Campaigns have also changed for the better! After you click the +New Extension button a dialog box will appear where you can click “+New phone number.”

IF YOU ONLY TAKE

calls from 8:00 AM to 6:00 PM, schedule your call extension to appear during those times only.



Another dialog box will appear where you will be able to add your information:



The dialog box is titled "New phone number" and contains the following fields and options:

- Phone number:** A dropdown menu set to "United States" and an empty text input field.
- Show my ad with:** Two radio button options: "A Google forwarding phone number and use call reporting" (selected) and "My own phone number (don't use call reporting)". A note below the first option states: "By selecting this, you agree to the [Google Voice Terms of Service and Privacy Policy](#)."
- Show the following links:** Two radio button options: "Both my website and the phone number" (selected) and "Just the phone number".
- Report phone call conversions:** A checked checkbox "Count calls as phone call conversions when they last longer than" followed by a text input field containing "60" and the word "seconds".
- Device preference:** A checked checkbox "Mobile".
- Start/end dates, scheduling:** A plus sign icon followed by the text "Start/end dates, scheduling".
- Buttons:** "Save" (blue) and "Cancel" (grey).

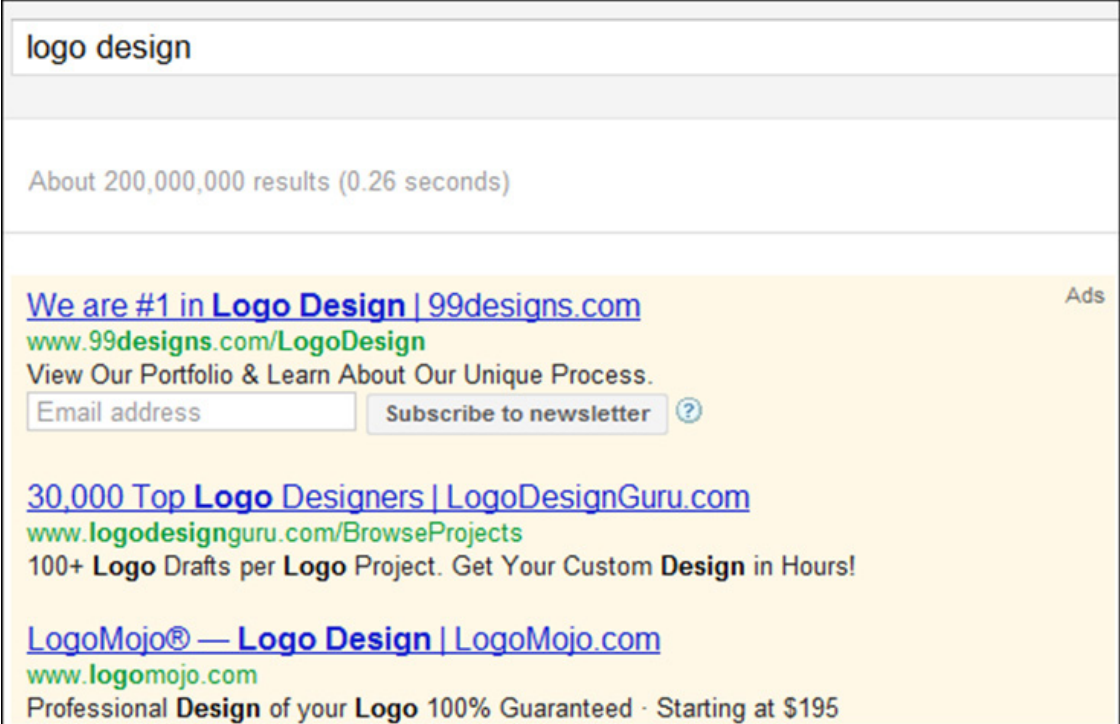
We recommend using a Google forwarding number because it gives you the ability to track call duration. Google also now lets you identify a phone call conversion. The default call length for phone call conversions is 60 seconds. You can change this to whichever time you see fit. Like with Enhanced sitelinks, you can choose whether or not this is a mobile-specific extension and how often to show the phone number in your ad. If you only take calls from 8:00 AM to 6:00 PM, schedule your call extension to appear during those times only.

Communication Extensions

Google AdWords communication extensions aren't available for everyone, but it's a very interesting extension that could have some serious implications for some advertisers, and could become a more important tool in pay-per-click advertising as time goes on.

What Is the Communication Extension?


The “communication extension” is a means of collecting information (i.e., a lead) from a visitor without actually sending them to a landing page — you can grab their data right there in the SERP on Google.com:



The screenshot shows a search for "logo design" with approximately 200,000,000 results in 0.26 seconds. Three search results are displayed, each featuring a communication extension. The first result is from 99designs.com, which includes a text-based extension and a form with an "Email address" input field and a "Subscribe to newsletter" button. The second result is from LogoDesignGuru.com, featuring a text-based extension. The third result is from LogoMojo.com, also featuring a text-based extension. The word "Ads" is visible in the top right corner of the search results area.

logo design

About 200,000,000 results (0.26 seconds)

We are #1 in Logo Design | 99designs.com Ads
www.99designs.com/LogoDesign
View Our Portfolio & Learn About Our Unique Process.
Email address 

30,000 Top Logo Designers | LogoDesignGuru.com
www.logodesignguru.com/BrowseProjects
100+ Logo Drafts per Logo Project. Get Your Custom Design in Hours!

LogoMojo® — Logo Design | LogoMojo.com
www.logomojo.com
Professional Design of your Logo 100% Guaranteed · Starting at \$195

WITH COMMUNICATION EXTENSIONS

you have an opportunity to convert a searcher without getting into any of that pesky landing page optimization that's so tricky to get right.

This can come in a few different flavors, such as:

- **Request a Call** — These allow a visitor to input their number and request a call from the advertiser.
- **Request an Email** — Similarly, by clicking on a plus box in an ad, the searcher can request an email from the advertiser.
- **Sign Up For a Newsletter** — As pictured above, you can simply sign up for an advertiser's newsletter right in the search result, without ever going to a landing page.

Sounds like a pretty good deal if you can get in the beta, right? You get extra real estate, as with all the extensions, which will almost always improve your click-through rate. And with communication extensions, you have an opportunity to convert a searcher without getting into any of that pesky landing page optimization that's so tricky to get right.

But there are several potential pitfalls with this ad extension — check out [PPC Blog's coverage](#) of the extension and [James Svoboda's excellent, in-depth post as well](#) to learn more about them — but at a high level the concerns include:

- **Call & Email Re-Routing** — As both of the above posts point out, Google is “protecting privacy” by masking emails and numbers using Google Voice, and also handling follow-up with a form email. This may not be the experience you want for each of your campaigns.

- **Offer Type** — In the screenshot above the offer is a newsletter sign up — but the search is for logo design. While including the newsletter form in the SERP may increase click-through rate, if too many people sign up for the newsletter from the SERP instead of jumping right through to having a logo designed on the spot, you may actually be hurting your ultimate conversion rate to sale.
- **Experience for the Searcher** — In many cases, it may be a better experience for the searcher to click through to a landing page to learn more about your company and offer — sometimes longer copy does covert better.
- **Analytic Tracking** — Attribution and tracking can be tricky here. As Svoboda points out: “Since the ‘Lead’ did not first land on your site, First Click and Multi-Click Attribution might not be possible and we may be left with attributing the visit to the Last Click that occurred. Which will probably be during the follow-up correspondence with the lead. This will often result in a click from A) a browser address bar type in direct visit, B) a branded term search engine visit (probably via Google search), or C) a link within an email that will then be attributed as a direct visit or referral from some web-based email service. None of which will correctly tag the original point of reference back to the paid ad and keyword that was generated by AdWords.”

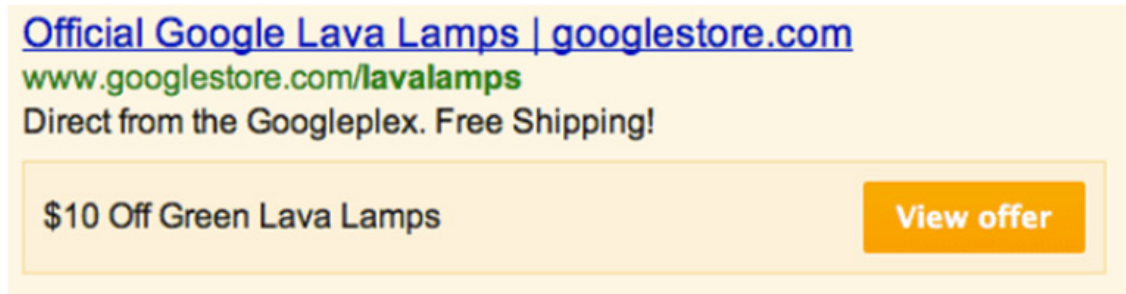
Who Should Use the AdWords Communication Ad Extension?

Like most extensions, basically everyone should test it, and use it in the appropriate spots (i.e., where it generates more ROI for you than not using it). Be careful not to get caught up in rolling this out for every campaign possible if it's not a fit for some of the reasons outlined above, but for most advertisers (particularly those who have already built out sound campaigns in other areas — take the [AdWords Performance Grader](#) for a spin to find out if there are problem areas that need more immediate attention) it's worth [contacting Google](#) to activate the beta in your account.

Offer Extensions

[Offer Extensions](#) are the latest and greatest AdWords advertising extension, enabling advertisers to integrate offers with search by attaching a clickable coupon, rebate, or discount offer to any standard Google Search ad.

Here's what an AdWords Offer Extension looks like in the wild:



The screenshot shows a yellow AdWords Offer Extension. At the top, it features a blue link: "Official Google Lava Lamps | googlestore.com" and a green link: "www.googlestore.com/lavalamps". Below the links, it says "Direct from the Googleplex. Free Shipping!". In the center, there is a white box with a black border containing the text "\$10 Off Green Lava Lamps". On the right side of this box is an orange button with white text that says "View offer".

How Do AdWords Offer Extensions Work?

Advertisers can attach a redeemable offer to their regular Google search ad. When users click the “view offer” link will be taken to a Google hosted landing page. From there, users can choose to print out the offer or “save it for later” by sending it to the “My Offers” section of Google Offers for later in-store use.

Better ROI Measurement for Advertisers

Online advertisers — in particular those with physical retail presences — have long lamented the **difficulty in measuring the all-encompassing value of online marketing**. The traditional model of conversion tracking online measures completed actions as those that end in a “thank you” page, be it at the end of a form or an online

ADWORDS OFFER EXTENSIONS

close the gap between online and offline activity considerably.

purchase, but the real measure of online advertising is fairly elusive. How many web surfers saw your business's ad, but instead of buying online, went to your brick and mortar location?

While measuring the full ramifications of online ads continues to be a challenge, Google has recognized the challenges advertisers face in being unable to track how PPC traffic affects footfall.

AdWords Offer Extensions close the gap between online and offline activity considerably. Google keeps track of how many users save and print your online ad offer, so that users can better measure their ROI. When users choose to print out your ad offer to redeem your deal in-store, you're getting a better glimpse at the ramifications of online action toward offline.

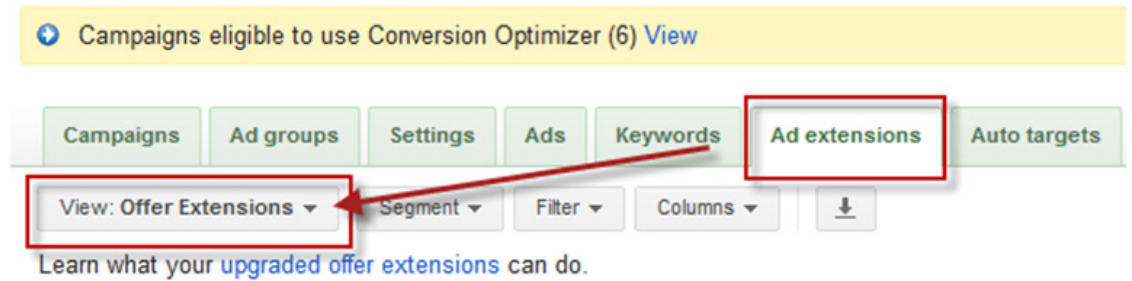
How to Set Up Google Offer Extensions in AdWords

One of the great things about Offer Extensions is how easy they are to implement. It's a fairly simple process, but Offer Extensions are only available in [Enhanced Campaigns](#), so when you create your campaign, you'll need to choose one of these campaign types:

- **Search & Display Networks** — All features
- **Search Network only** — All features

You can issue offers at the campaign level of your AdWords account by clicking Ad Extensions, then Offer Extensions, and then "Create New Extension."

All online campaigns



ⓘ Campaigns eligible to use Conversion Optimizer (6) [View](#)

Campaigns Ad groups Settings Ads Keywords **Ad extensions** Auto targets

View: Offer Extensions Segment Filter Columns ↓

[Learn what your upgraded offer extensions can do.](#)

Next fill out the details:

- **Headline:** You'll need a headline for your offer; keep in mind best practices you would use for a regular Google text ad, like [putting in a call to action](#). One great feature of Offer Extensions is the abundant character space; an offer gets 35 characters, which is a considerable amount considering that a normal Google ad is only 25.
- **Redemption Date:** The dates between which users can redeem your offer.
- **Distribution Date:** The dates you want the offer to run alongside your ad.
- **Promotion Code:** You can choose to offer your deal in the form of a barcode or a text discount code that can be recognized at the point of sale.
- **Details:** Offer restrictions or details about how users can redeem your deal.

New offer

Extend my ads with a link to an offer. [Learn more](#)

Offer headline [?]

Redemption date [?] -

Distribution date [?] -

Discount [?]

Offer code [?]

Offer details [?]
Optional

Terms and conditions [?]

Google will attach additional Terms and Conditions to the offer. [Learn more](#)

Legal business name [?]

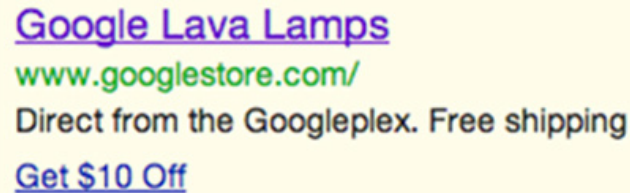
[+ Scheduling](#)

Once you've set up your Offer Extension, you're good to go! Your offer won't always appear — it will show up when your ad is in one of the top three ad positions, and only if Google deems the offer relevant to a searcher's query. Also keep in mind that currently Offer Extensions only appear for US search queries.

The offer appears right under your text ad, with a link that takes users to your chosen landing page (Google-hosted for offline offers, your own site page for online offers) that dishes out the deal details.

THE CPC IS THE SAME,
despite the fact that an offer click is likely to be more valuable since users have something invested in the click.

An Offer Extensions click costs the same amount whether a user clicks the offer extension link or the ad text link. The [CPC](#) is the same, despite the fact that an offer click is likely to be more valuable since users have something invested in the click (the savings your deal offers). These offer ad extensions can appear on mobile devices too:

A screenshot of a Google Offer Extension for Lava Lamps. The text is displayed on a light yellow background. It includes the product name "Google Lava Lamps" in purple, the URL "www.googlestore.com/" in green, the text "Direct from the Googleplex. Free shipping" in black, and a blue link "Get \$10 Off".

[Google Lava Lamps](#)
www.googlestore.com/
Direct from the Googleplex. Free shipping
[Get \\$10 Off](#)

Once a user clicks the offer link, coupons for in-store redemption will take the user to a Google-hosted landing page that will display your offer headline, the details of your offer, and your business logo. The actual discount code or barcode only appears once the user has printed the deal or redeems the offer. Users can choose to print the deal or save it for later in their Google Offers account.

Offer Extensions Best Practices

Stay Specific: In your offer headline, give a deal on a particular service or product, such as “50% Off Children’s Bike Helmets.” Don’t make it a general business description like “Fast Deliveries Every Time.”

Make it a Real Deal: Be sure that your deal provides a significant value. The deal needs to be worth it for users to bother clicking.

Separate the Offer From Your Ad: Your product or service offer should use different wording than your text ad. There should be a distinction.

BE SURE THAT

your deal provides a significant value. The deal needs to be worth it for users to bother clicking.

Exclusivity: Don't promote a coupon that gives consumers 40% when everyone who walks into your store can get 40% off — the discount should be exclusive to those who have your deal. Remember, your offer isn't to promote your general sale, it's to provide an exclusive deal for a limited time or for a limited group of people.

Consistency: Ensure that your Terms and Conditions and the offer details are not in conflict with one another.

Keep In Mind Where Your Offer is Created: Offer Extensions created at the campaign level can show for any ads in your campaign, meaning that the offer must be relevant to all the ads under that campaign, and relevant for the locations where the ad will appear. The same applies for creating Offer Extensions at the ad group level.

Make Your Offer Stand Out: Just as with regular [Google text ads](#), you want your offer to stand out from the rest. Try experimenting with wording, punctuation, or extraordinary discounts.

Pay Attention to Policy: Your Offer Extension should follow Offer Extensions Policies and AdWords policies.

How Strong Is Your AdWords Account?

Find out! Get a free, instant report with the AdWords Performance Grader.



About WordStream

[WordStream Inc.](#) provides search marketing software and services to small and medium-sized businesses that want better results from paid search. WordStream's easy-to-use PPC Advisor software facilitates more effective PPC campaigns by providing a customized workflow, the 20-Minute PPC Work Week, to help advertisers increase relevance across Google, Bing, and Yahoo and get expert-level results in a fraction of the time. Whether you're new to search marketing or are an experienced PPC manager, WordStream's PPC management software can provide the boost you need to grow your business and drive better results.