

# Dark Horse

Mastering ecommerce PPC: Top 5 strategies for optimal performance

# Who am I?

---

- ✗ Work with ecommerce brands
- ✗ Being doing PPC For 5 years
- ✗ Been working in Marketing for 7
- ✗ Love seeing brands succeed

Ethan Lambert  
PPC Exec

Responsible for  
clients PPC strategy,  
with 5 years'  
experience



LET'S EXAMINE A

Google Ads accounts

# Ad group structural issues

## Ad group: 'General Campaign > VoiP System Ad Group'

- "voip uk"
- [voip phone system]
- business telephone
- "office phone lines"
- "wifi phone system"

By having disjoint themes in the same ad group, the ad relevance and Quality Score suffer meaning more has to be paid per click.

# 80%

Having a better Quality Score can reduce CPA by 16-80%



<input type="checkbox"/>	Keyword	Max. CPC	Ad relevance (hist.)	↑ Quality Score (hist.)
Total: Keywords in your curren... ?				
<input type="checkbox"/>	"hosted voip"	-	Below average	1/10
<input type="checkbox"/>	"cloud phone services"	-	Below average	1/10
<input type="checkbox"/>	"virtual phone system"	-	Average	2/10
<input type="checkbox"/>	"best business phone"	-	Average	2/10
<input type="checkbox"/>	"virtual telephone"	-	Above average	3/10
<input type="checkbox"/>	"virtual landline number"	-	Below average	3/10
<input type="checkbox"/>	"virtual landline phone number"	-	Below average	3/10
<input type="checkbox"/>	"buy virtual landline number"	-	Below average	3/10
<input type="checkbox"/>	"cloud communication"	-	Below average	3/10
<input type="checkbox"/>	"[office phone systems]"	-	Above average	3/10
<input type="checkbox"/>	"voip solutions"	-	Below average	3/10



# Ad group structural issues

## Ad group: 'General Campaign > VoiP System Ad Group'

- "voip uk"
- [voip phone system]
- business telephone
- "office phone lines"
- "wifi phone system"


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Keyword	Max. CPC	Ad relevance (hist.)	Quality Score (hist.)
Total: Keywords in your curren...			
"hosted voip"	-	Below average	1/10
"cloud phone services"	-	Below average	1/10
"virtual phone system"	-	Average	2/10
"best business phone"	-	Average	2/10
"virtual telephone"	-	Above average	3/10
"virtual landline number"	-	Below average	3/10
"virtual landline phone number"	-	Below average	3/10
"buy virtual landline number"	-	Below average	3/10
"cloud communication"	-	Below average	3/10
[office phone systems]	-	Above average	3/10
voip	-	Below average	3/10

# Structuring that works

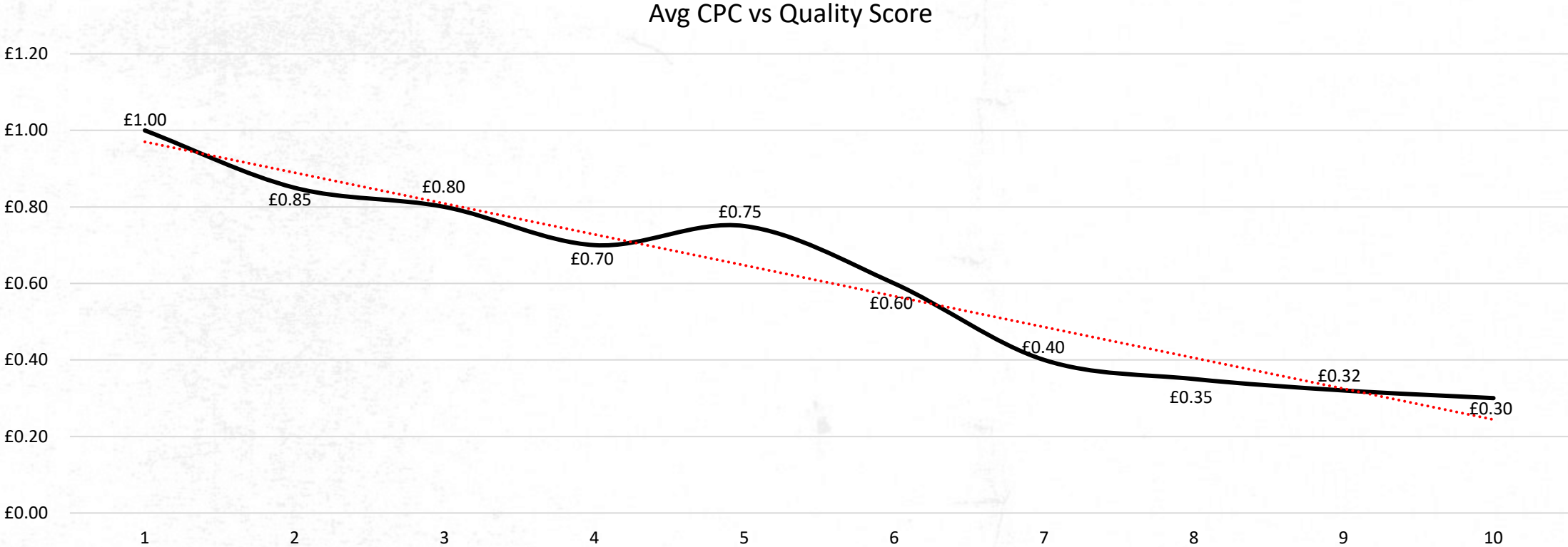


Ad group	Status
Digitising Keywords	Eligible
Scanning Keywords	Eligible
Document Keywords	Eligible



<input type="checkbox"/>	<input type="radio"/>	Keyword	Cost	Ad relevance
<input type="checkbox"/>	<input checked="" type="radio"/>	business scanning	£10.30	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	bulk scanning services	£190.89	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	secure scanning services	£81.22	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	companies that scan documents	£1,134.33	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	mass scanning services	£24.05	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	scanning service	£161.52	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	scanning services	£1,000.78	Above average
<input type="checkbox"/>	<input checked="" type="radio"/>	Records scanning	£57.59	Above average

# Quality Score example





# Quality Score matters

	Landing page exp.	Ad relevance	Exp. CTR
Below average	24%	57%	25%
Average	35%	14%	45%
Above average	41%	29%	30%

<input type="checkbox"/> ● Keyword	Exp. CTR (hist.)	Landing page exp.	Landing page exp. (hist.) ↓	Ad relevance	All conv.	Impr. (Top) %	Impr. (Abs. Top) %
Total: Keywords in your curren... ?	—		—		57.00	85.30%	39.94%
<input type="checkbox"/> ● [digitising paper documents]	Below average	Average	Average	Average	0.00	95.65%	80.43%
<input type="checkbox"/> ● document scanning services near me	Below average	Below average	Below average	Below average	1.00	86.78%	40.50%
<input type="checkbox"/> ● scanning service	Below average	Below average	Below average	Above average	0.00	80.85%	34.04%
<input type="checkbox"/> ● scanning services	Below average	Below average	Below average	Above average	7.00	86.80%	30.80%
<input type="checkbox"/> ● large format scanning services	Below average	Below average	Below average	Below average	0.00	93.62%	40.43%



# Calculating your Quality Score

Keyword status: Enabled, Paused

Keyword	Quality Score (hist.)	Impr.
Total: Keywords in your curren... ?		
	7/10	48
	5/10	128
	5/10	117
	5/10	132
	5/10	45
	7/10	4
	8/10	73
	8/10	28
	8/10	38
	8/10	238
	5/10	29
	8/10	7
	10/10	0
	7/10	114
	7/10	0

Reports Download Expand

Open in Report Editor

- Excel .csv
- .csv
- .tsv
- .pdf
- .xlsx
- .xml
- Google Sheets
- Email now
- Schedule
- More options

	A	B
1	Quality Score (hist.)	Impr.
370	10	15
371	10	0
372	10	321
373	9	1,085
374	9	80
375	8	238
376	8	28
377	8	38
378	8	73
379	8	204
380	8	0
381	8	581
382	8	364
383	8	7
384	8	62
385	8	22
386	7	4
387	7	0
388	7	0
389	7	48
390	7	112
391	7	0
392	7	317
393	7	39
394	7	114
395	7	34
396	6	338
397	5	29
398	5	128

# Check your Quality Score

**STEP 1:** Add the sum of *Quality Score (hist.)* column to the sum of *impressions column*

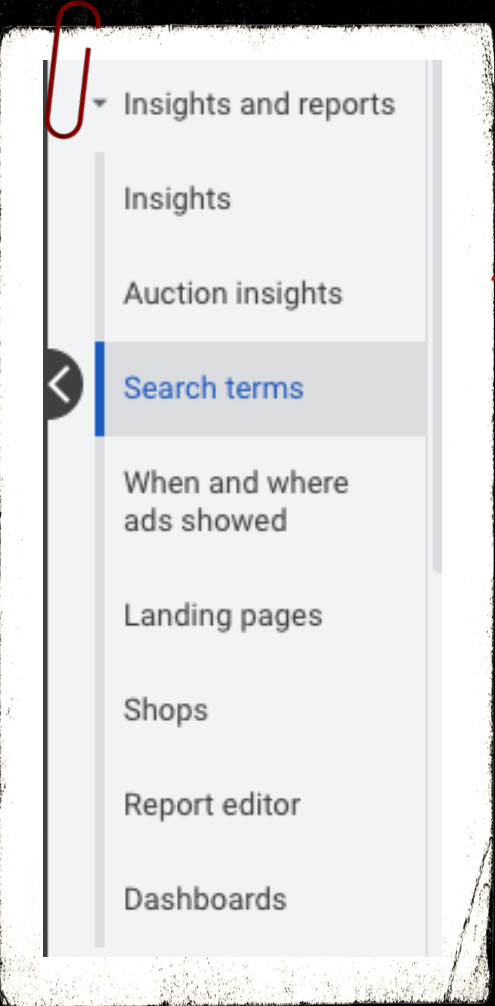
**STEP 2:** Divide that number the sum of the *impressions column*

**STEP 3:** You have quality score

<https://docs.google.com/spreadsheets/d/1LDDsCcgDbK-8AYtBK-N3JXj0U22LhJta/edit?usp=sharing&oid=105266404848441398310&rtpof=true&sd=true>



# Got brand reliance?

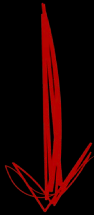


Search term	Added/Excluded	Campaign	Ad group	Impr.	Interactions	Cost	↓ Conv
[Redacted]	None	[Redacted]	[Redacted]	1,064	555 Clicks	£19.91	11.21
[Redacted]	None	[Redacted]	[Redacted]	8	3 Clicks	£0.37	2.50
[Redacted]	None	[Redacted]	[Redacted]	23	5 Clicks	£0.72	1.00
[Redacted]	None	[Redacted]	[Redacted]	17	8 Clicks	£1.47	1.00
[Redacted]	None	[Redacted]	[Redacted]	459	274 Clicks	£10.42	1.00

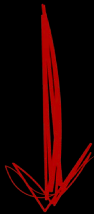
<input type="checkbox"/> Search term	Conversion:	↓ Conv. value
Total: Filtered search terms	889.27	29,350.18
Total: Account <sup>?</sup>	4,209.09	195,659.65
Total: Search campaigns <sup>?</sup>	1,058.32	34,441.80
Total: Display campaigns <sup>?</sup>	0.00	0.00
Total: Shopping campaigns <sup>?</sup>	0.00	0.00
Total: Video campaigns <sup>?</sup>	11.25	420.90
Total: Performance Max campaigns <sup>?</sup>	3,139.52	160,796.94

# PMax brand reliance?

Campaign



Select pMax  
campaign



Insights

Consumer spotlight

Search terms insights Last 7 days: Feb 12 – 18, 2024 Last 28 days Custom  
Compared: Feb 5 – 11, 2024

Understand the search term categories your ads appeared against and your performance on each category  
Top search categories can provide inspiration for your ads and business by revealing what your customers are searching for, the words they use to search, and what categories are growing and declining

Historical data is available starting March 2023

All **Top performing** Trending Top demand [View detailed report](#)

Add filter [Download](#)

Search category	Conv. value	Search volume	Asset groups
[REDACTED]	594.07 (>+1000%)	10K-100K (-2%)	<a href="#">Details</a>
[REDACTED]	175.59 (+∞)	10-100 (+9%)	<a href="#">Details</a>
[REDACTED]	109.92 (+973%)	100-1K (-5%)	<a href="#">Details</a>
[REDACTED]	84.24 (+753%)	1K-10K (-8%)	<a href="#">Details</a>
[REDACTED]	78.65 (+273%)	100-1K (+4%)	<a href="#">Details</a>

Show rows: 5 1 - 5 of 100



# Add a brand list

The screenshot shows a campaign settings interface. On the left is a sidebar with navigation options: Assets, Products, Content, Settings (highlighted with a red box), Change history, Show less, Locations, Ad schedule, and Experiments. The main content area is divided into sections: Budget and bidding, Campaign settings, and Additional settings. The 'Brand exclusions' section is highlighted with a red arrow.

Budget and bidding	
Budget	£29.00/day
Bidding	Maximize conversion value (Target ROAS - 1,200%)

Campaign settings	
Locations	United Kingdom (country)
Languages	English
Automatically created assets	Text assets (w/ Final URL)

^ Additional settings	
Start and end dates	Start date: August 11, 2023    End date: Not set
Campaign URL options	No options set
Brand exclusions	No brand lists excluded

# Add a brand list

The screenshot displays the Google Ads settings interface. On the left is a navigation menu with the following items: Assets, Products, Content, Settings (highlighted in blue), Change history, Show less, Locations, Ad schedule, and Experiments. A red arrow points from the 'Settings' menu item to the main content area. The main content area is divided into three sections: 'Budget and bidding', 'Campaign settings', and 'Additional settings'. The 'Additional settings' section is highlighted with a red rectangular box and contains three rows of settings:

Additional settings		
Start and end dates	Start date: August 11, 2023    End date: Not set	▼
Campaign URL options	No options set	▼
Brand exclusions	No brand lists excluded	▼

# Add a brand list

× New account-level brand list

Brand lists let you choose whether your ads show on searches that mention specific brands

List name

Brands Add brands to your list ⓘ

Apple  
<https://www.apple.com/>

Add in your domain



Then add that list  
to campaign








Brand exclusions Exclude brands so your ads won't show on searches that mention those brands. [Learn more about brand exclusions](#)

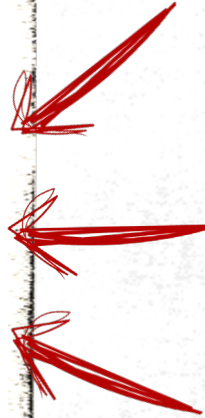
Cancel Save



# Poorly managed ROAS

Let's work on removing those products with lower ROAS & high costs to better performance.

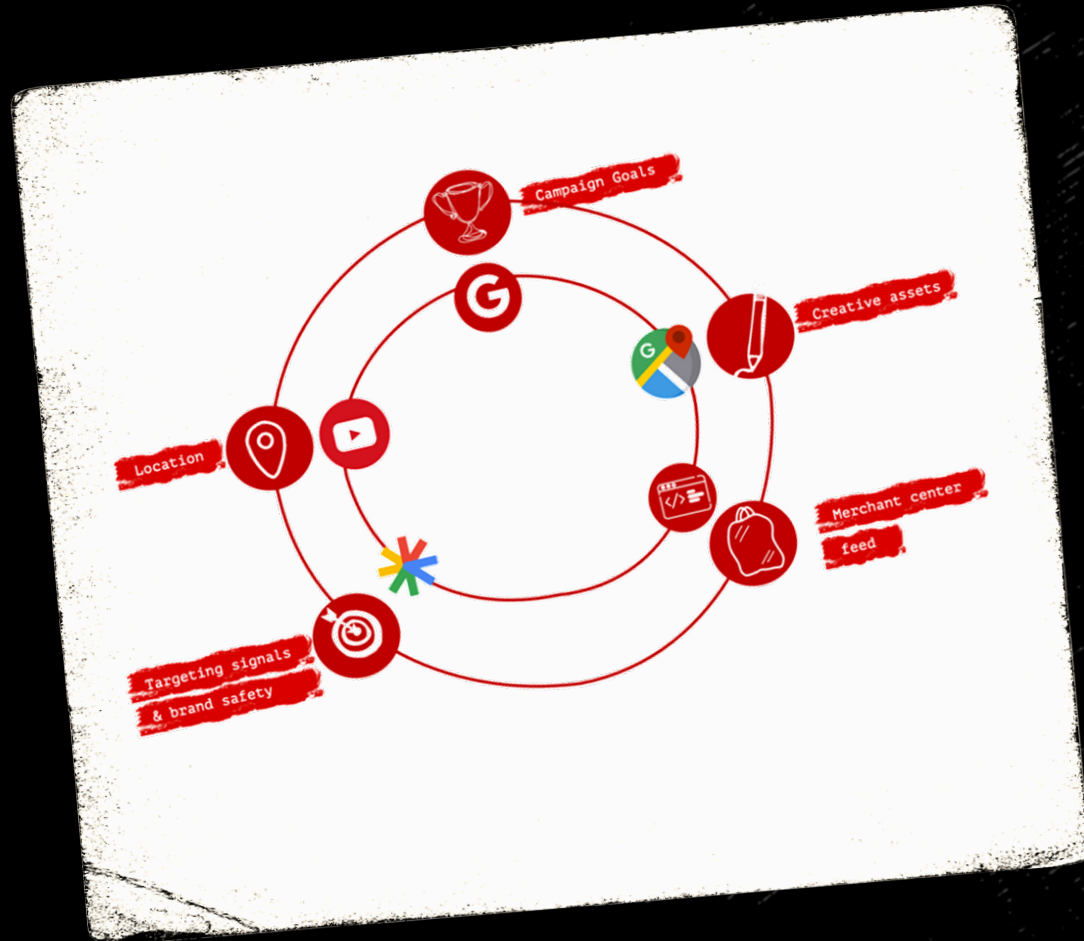
Item ID	Image	Title	Price	↓ Cost	Conversions	Conv. value	Conv. value / cost
cook-tr103igr-new		Smeg TR103IGR 100cm Grey Victoria Induction Range Cooker	£3,499.00	£1,194.34	3.67	5,635.82	4.72
wm-3lwtw4705fw-new		Whirlpool 3LWTW4705FW Atlantis 15Kg White Commercial Washing Machine	£1,399.00	£1,132.08	16.33	16,435.51	14.52
td-3lwed4705fw-new		Whirlpool 3LWED4705FW 15Kg White American Style Vented Tumble Dryer	£1,349.00	£984.40	5.98	8,813.13	8.95
mw-hmc440c3u-new		Hoover HMC440C3U 60cm Black Built In Combination Microwave	£479.00	£685.28	15.22	6,029.35	8.80
rc-farmhouse 90dft-gd-100		Belling FARMHOUSE 90DFT Black 90cm Dual Fuel Range Cooker	£1,450.00	£560.34	0.00	0.00	0.00
rc-600eicr-gd-215		RICHMOND 600EICR 60cm Cream Induction Mini Range Cooker	£1,299.00	£497.20	2.00	243.58	0.49
hood-be-la-90-bl-adg		Best BE-LA-90-BL 90cm Stainless Steel Latina Chimney Cooker Hood	£859.00	£474.36	0.00	0.00	0.00
ref-fdr2213r-new		Amica FDR2213R 55cm Red 70/30 Retro Fridge Freezer	£499.00	£464.66	7.48	3,430.82	7.38
ref-htr3619fwmp-graded		Haier HTR3619FWMP Freestanding Silver Fridge Freezer	£749.00	£428.14	6.33	3,448.20	8.05





SEARCH & SHOPPING  
Performance Max

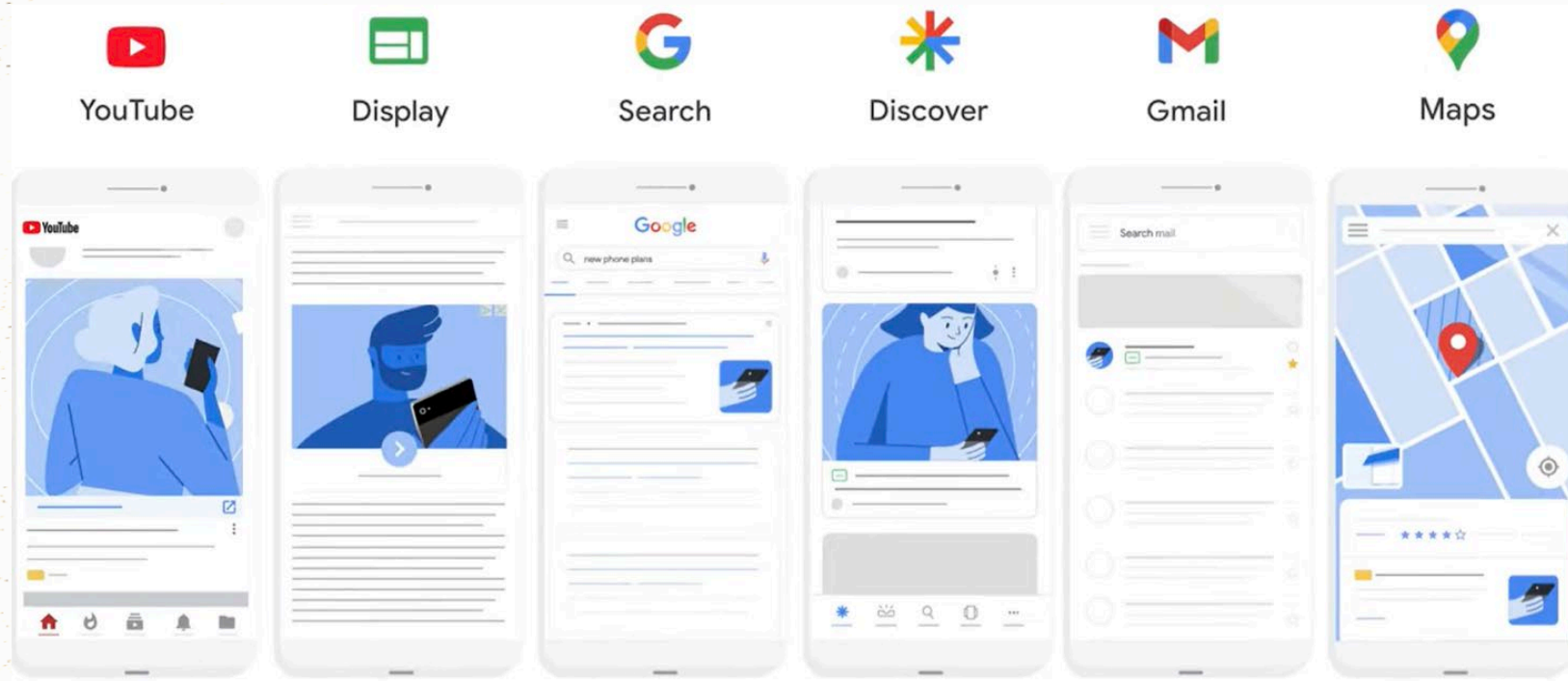
# What are pMax CAMPAIGNS



## Performance Max

- Goal-based campaign
- Works across all Google Ad channels
- Uses Google's automation capabilities
- Drives better performance

# One **CAMPAIGN TO RULE** them all



# Why split ~~THIS~~ out?

- ✗ Better budget control
- ✗ Knowledge of best platforms
- ✗ Effective scaling capabilities
- ✗ Greater ROAS understanding








# What is **SEARCH ONLY & SHOPPING ONLY?**

## Shopping only:

- No headlines
- No descriptions
- Dynamic Shopping Ads
- Search Shopping Ads

Sponsored :

				
<p>Represent Owners Club Hoodie - Blue  ... <b>£160.00</b> Represent Clo ★★★★★ (213) Blue · Cotton · Regular · ... By Producthero</p>	<p>The Corah Organic Hoodie L / Sonic Blue <b>£110.00</b> CWT Store 30-day returns ... Sonic Blue · Cotton · Regular By Google</p>	<p>Cernucci Embroidered Hoodie - Cobalt... <b>£44.99</b> Cernucci ★★★★★ (11) Blue · Cotton By Google</p>	<p>Gildan 18500 - Men Wholesale Hoodie Heavy... <b>£11.54</b> Wordans.co.uk ★★★★★ (9k+) Cotton · Regular · Pullover By Yteo</p>	<p>Mens Creatives Hoodie Royal Blue - Size L <b>£19.99</b> MandM  Regular By Klarna</p>

## Search only:

- No Merchant Centre
- No Shopping Ads
- Use of headlines & descriptions
- Use of images & videos

Sponsored



apple.com

<https://www.apple.com>

## MacBook - Apple

Customise your Mac. Build it just the way you want. **MacBook Pro** 14" and 16", and the new 15-inch **MacBook Air**. Buy now. Services: Specialist help, Free delivery and pickup, Customise yours, Financing available.

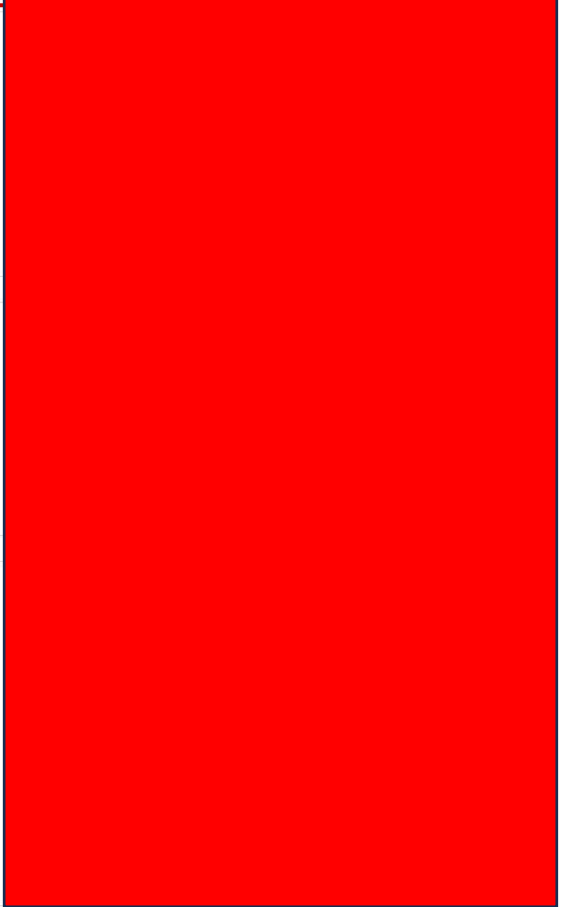
[University Offer 2023](#) · [Apple Trade In](#) · [Compare models](#) · [Shop for Business](#)


# Shopping only

- Add Merchant Feed
- No headlines
- No descriptions
- No images
- No videos
- No calls to action

**Headlines** ⓘ  
Add up to 15 headlines [View suggestions](#)


^ Suggested based on your final URL



 **Images** ⓘ  
Add up to 20 images


[+ Images](#)


At least 1 landscape image is required  
At least 1 square image is required

 **Logos** ⓘ  
Add up to 5 logos

[+ Logos](#)

At least 1 logo (1:1) is required

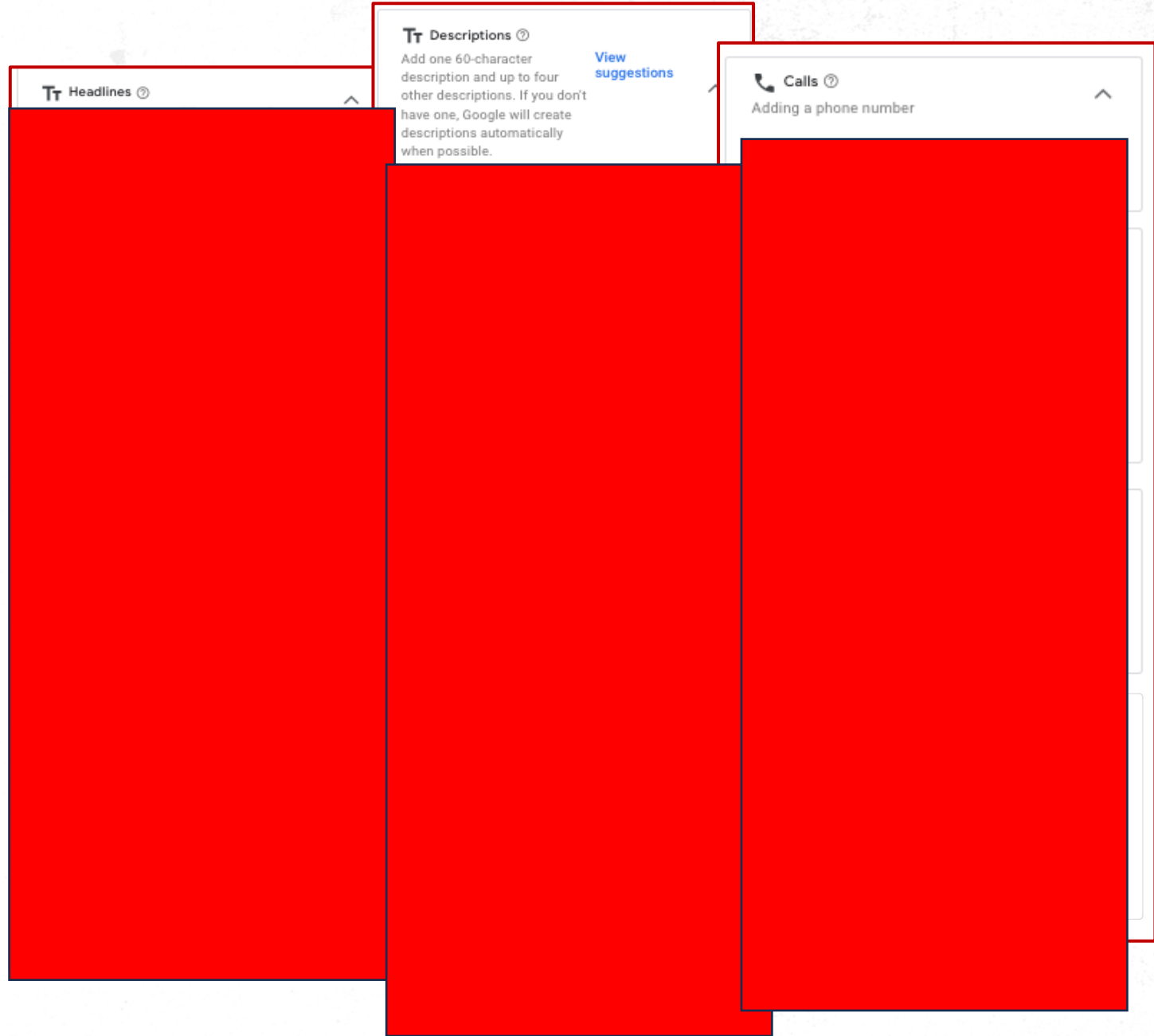
 **Videos** ⓘ  
Add up to 5 videos. If you don't have one, Google will create videos automatically when possible.



[+ Videos](#)

# Search only

- NO Merchant Feed
- Add headlines
- Add descriptions
- Add images
- Add videos
- Add calls to action



AUDIENCE SIGNALS IN

Performance Max



# Take control

BY SEGMENTING

## Keywords Based Audience

Preview ads      



### Audience signal

#### Keyword Searches

 KWs (Searched On Google), KS - Purchase Intentions

Eligible [1/2 best practices](#)

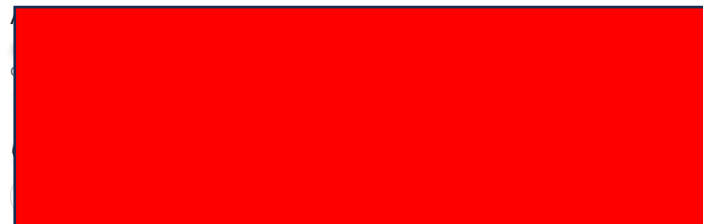
+ 21

 Enabled Ad strength: Excellent Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

## Remarketing Audience

Preview ads      




### Audience signal

#### Visitors Of Website

 KWs (Searched On Google), KS - Purchase Intentions

Eligible [1/2 best practices](#)

+ 1

 Enabled Ad strength: Excellent Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

## Customer Match List

Preview ads      

### Assets




### Audience signal

#### Customer Match List

 End of 2022 Customer Match List, 2023 August Customer Match List

Eligible [1/2 best practices](#)

+ 21

 Enabled Ad strength: Excellent Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

## In-Market

Preview ads      

### Assets




### Audience signal

#### In Market Audiences







Eligible [0/2 best practices](#)

+ 21

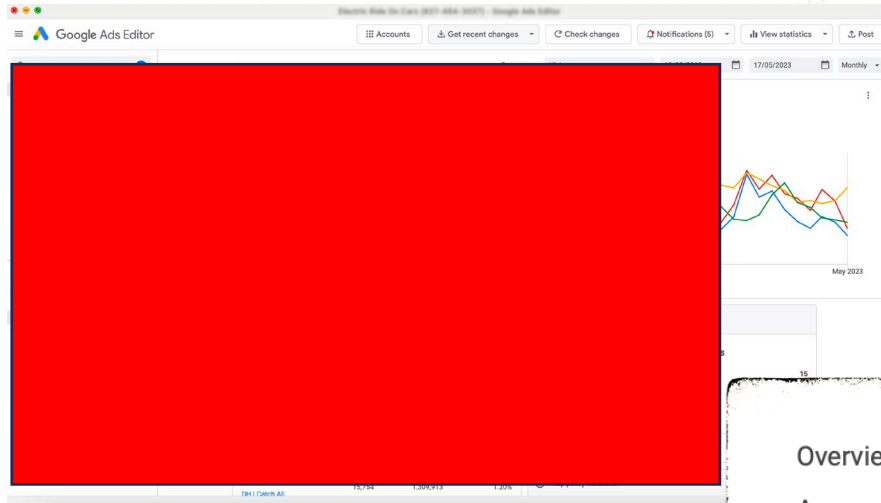
 Paused Ad strength: Pending Status: Eligible

[Listing group](#) [Edit assets](#) [View details](#)

# You can now GET DATA INSIGHTS

Asset group ↑	Status	Ad strength	Assets	Audience signal	Conversions	Conv. value / cost	Conv. value
Affinity Audiences	Eligible	Excellent		♥ <a href="#">Interests and details</a>	9,839.08	30.58	429,738.69
Custom Audience Segmentation	Eligible	Excellent		📊 <a href="#">3 segments</a>	3,716.92	37.35	162,669.69
GA4 Audiences	Eligible	Excellent		↻ <a href="#">Your data</a>	4,711.10	30.58	170,434.19
In-Market Audiences	Eligible	Excellent		♥ <a href="#">Interests and details</a>	3,521.04	29.94	131,676.04

# Welcome to ads editor



- Overview
- Accounts (1)
- Campaigns (1)
- Ad groups (0)
- Asset groups (1) [↗](#)**
- ▶ Keywords & targeting (56)
- ▶ Ads (0)
- ▶ Ad assets (24)
- ▶ Recommendations (30)
- ▶ Shared library (162)
- ▶ Advanced tools (504)

+ Add asset group							
△	!	□	●	Asset group name	Status	Ad strength	Headline 1
			●	Top Performers	Approved	Poor	
+	!		●	<b>Top Performers</b>	Pending review	Pending	

Create a filter - ⌘F

+ Add asset group								
△	!	□	●	Asset group name	Status	Ad strength	Headline 1	Headline
			●	Top Performers	Approved	Poor		



# Download editor

[https://ads.google.com/intl/en\\_uk/home/tools/ads-editor/](https://ads.google.com/intl/en_uk/home/tools/ads-editor/)



THE BIBLICAL

seasonality adjustments

Where to find it in **GOOGLE**ads

# For limited budget

Campaign	Bid strategy type	Status
	Maximise conversion value (Target ROAS)	Eligible (Limited) All asset groups limited by policy <input checked="" type="checkbox"/> Limited by budget
	Maximise conversion value (Target ROAS)	Eligible
	Maximise conversion value (Target ROAS)	<input checked="" type="checkbox"/> Limited by budget
	Maximise conversion value (Target ROAS)	<input checked="" type="checkbox"/> Limited by budget
	Maximise conversion value (Target ROAS)	<input checked="" type="checkbox"/> Limited by budget



**Conversion rate adjustment**

Enter an estimate based on expected conversion rate changes. For example, if you expect conv add up to a +50% conversion rate adjustment. This adjustment will help you optimise your bids.

Decrease ▾

Example: An estimated conversion rate of 5% will become 4%

**i** Use the decrease option only if you expect a sudden drop in conversion rate days. You don't need to adjust the conversion rate downward after sales or promotions, because Smart Bidding adjusts automatically to normal conver

# For hitting ROAS targets

**Bidding**

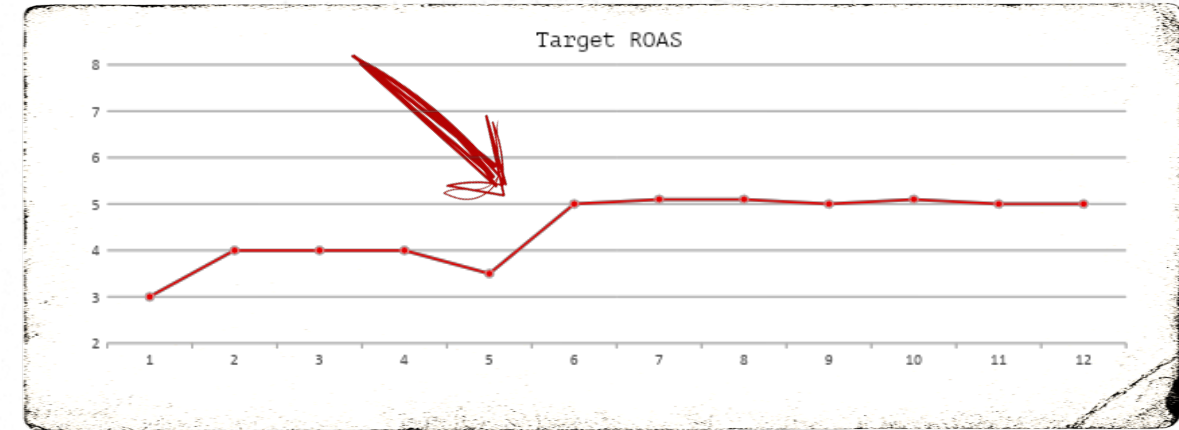
Maximise conversion value

Set a target return on ad spend (optional)

Target ROAS ⓘ

500%

[Change bid strategy ⓘ](#)



**Conversion rate adjustment**

Enter an estimate based on expected conversion rate changes. For example, for a 25% decrease in conversion rate, enter 25%.

Decrease ▼ 25%

Example: An estimated conversion rate of 5% will become 3.75%

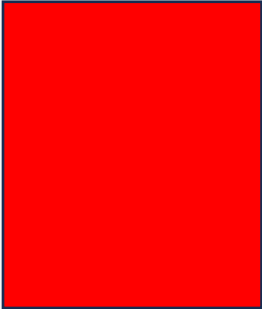
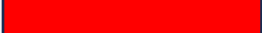
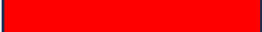

**i** Use the decrease option only if you expect a sudden drop in conversion rate over a few days. You don't need to adjust the conversion rate during promotions, because Smart Bidding adjusts automatically.



TACKLING

automated applied

# Google start to run your strategies

<p><input type="checkbox"/> Recommendations Auto-Apply Feb 13, 2024, 3:07:06 AM <a href="#">Undo</a></p>	<p>Recommendations Auto-apply</p>	<p>Applied recommendation: Target ROAS</p> <p>^ Campaign changed</p> <p>Campaign bid strategy type changed from "Maximize conversions" to "Maximize conversion value"</p> <p>Target CPA was £1.84</p> <p>Target ROAS is 1,871.247%</p> <p>^ Campaign changed</p> <p>Campaign bid strategy type changed from "Maximize conversions" to "Maximize conversion value"</p> <p>Target CPA was £5.90</p> <p>Target ROAS is 2,307.541%</p>	<p>DH   PMAX   </p> <p>DH   PMAX   </p> <p>DH   PMAX   </p> <p>DH   PMAX   </p> <p>DH   New Search Term Data   Broader Terms</p> <p>DH   New Search Term Data   Broader Terms</p> <p>DH   New Search Term Data   Broader Terms</p> <p>DH   New Search Term Data   Broader Terms</p>
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# How to turn this off

The screenshot displays the Google Ads interface for the 'Recommendations' section. At the top, the Google Ads logo and account name are visible. The main content area shows the 'Recommendations' tab selected in the left sidebar. The optimization score is 76.8%, with a 1% decrease indicated. Below the score, a bar chart shows the score level. The text indicates that 3 campaign focuses are unconfirmed and 8 are confirmed. A row of filter buttons includes 'All', 'Repairs +<0.1%', 'Bidding & budgets +4%', 'Keywords & targeting +6%', and 'Ads & assets +14%'. The 'TOP RECOMMENDATION FOR YOU' section is partially visible, showing a card for 'Add dynamic images' with a +4.4% improvement and a card for 'Add broad match keywords'.

Google Ads [Redacted] | All campaigns

Search Tools and settings Refresh Help Notifications

Filters Campaign status: Enabled Ad group status: All Add filter

Overview Recommendations Auto-apply

Recommendations

76.8% ↓1% Your optimization score ?

3 campaign focuses are unconfirmed 8 campaign focuses are confirmed

✓ All Repairs +<0.1% Bidding & budgets +4% Keywords & targeting +6% Ads & assets +14%

TOP RECOMMENDATION FOR YOU

Add dynamic images +4.4%

Add broad match keywords

# How to turn this off

Maintain your ads 8 recommendation types ^

- Ads & assets**
  - Use optimized ad rotation  
Automatically show your best ads at auction time. [Learn more](#)
  - Add responsive search ads  
Get more conversions at a similar or better ROI by showing more relevant ads to potential customers. Headline and description line assets will come from your existing content including your ad's final url or assets in the same ad group. [Learn more](#)
  - Improve your responsive search ads  
Get more clicks on your responsive search ads by improving your headlines and descriptions. Headline and description line assets will come from your existing content including your ad's final url or assets in the same ad group. [Learn more](#)
- Keywords & targeting**
  - Remove redundant keywords  
Make your account easier to manage by removing redundant keywords. [Learn more](#)
  - Remove non-serving keywords  
Make your account easier to manage by removing non-serving keywords. [Learn more](#)
  - Remove conflicting negative keywords  
People didn't see your ads because of conflicting negative keywords. Remove them so your ads can show. [Learn more](#)
  - Use optimized targeting  
Get more conversions at a similar cost per conversion. [Learn more](#)
- Measurement**
  - Upgrade your conversion tracking  
Give credit for conversions across multiple ad interactions with data-driven attribution. [Learn more](#)

Grow your business 14 recommendation types ^

- Keywords & targeting**
  - Add new keywords  
Show your ads more often to people searching for what your business offers. [Learn more](#)
  - Add broad match keywords  
Get more conversions at a similar or better ROI by adding broad match versions of your existing keywords. [Learn more](#)
  - Use Display Expansion  
Get more conversions at a similar CPA using unspent budget with the revamped Google Display Network Expansion feature. [Learn more](#)
- Bidding**

Your budget won't be increased by these recommendations automatically applying.

  - Bid more efficiently with Target impression share  
Optimize for your ads' visibility with a fully automated bid strategy. [Learn more](#)
  - Bid more efficiently with Maximize clicks  
Get more clicks at a similar cost with a fully automated bid strategy. [Learn more](#)
  - Bid more efficiently with Maximize conversions  
Get more conversions at a similar cost with a fully automated bid strategy. [Learn more](#)
  - Bid more efficiently with Maximize conversion value  
Get more conversion value at a similar cost with a value-based bidding strategy. [Learn more](#)
  - Bid more efficiently with Maximize conversions using a target CPA  
Get more conversions at a lower or similar CPA with a fully automated bid strategy. [Learn more](#)
  - Bid more efficiently with Maximize conversion value using a target ROAS  
Get more conversion value at a similar ROAS with a value-based bidding strategy. [Learn more](#)
  - Set a target CPA  
Get more conversions at a similar CPA by setting a target. [Learn more](#)
  - Set a target ROAS  
Get more conversion value at a similar ROAS by setting a target. [Learn more](#)





# How to turn off auto assets

Complete UK financial services verification - If you're running ads relating to financial services in the UK, your ad performance may be impacted by UK financial services policy. [Dismiss](#) [Learn more](#)

Filters: Campaign status: All Ad group status: All Add filter Save

## Assets

Table view: Associations Campaign type: All

Upgraded <sup>?</sup>

All Image Business name Business logo **Sitelink** Headline Description Callout

Legacy <sup>?</sup>

All Dynamic image

Asset status: All enabled Add filter

	Segment	Columns	Reports	Download	Expand	More								
<input type="checkbox"/>	Asset	Added to	Level	Status	Source ↓	Avg. CPV	Interactions	Interaction rate	Avg. cost	Impr.	Cost	Clicks	Conversion rate	Conversion
<input type="checkbox"/>	Buy Gift Vouchers	Account	Account	Eligible	Automatically created	—	110 clicks	11.14%	£0.26	987	£28.95	110	11.14%	

LB | DH | Search | Competitor

**Conversion**

# How to turn off auto assets

The screenshot shows the Google Ads 'Assets' management page. At the top, there is a notification banner: 'Complete UK financial services verification - If you're running ads relating to financial services in the UK, your ad performance may be impacted by UK financial services policy.' Below this, there are filter buttons for 'Campaign status: All' and 'Ad group status: All'. The main content area is titled 'Assets' and includes a 'Table view' dropdown set to 'Associations' and a 'Campaign type' dropdown set to 'All'. There are two sections of asset types: 'Upgraded' and 'Legacy'. The 'Upgraded' section includes buttons for 'All', 'Image', 'Business name', 'Business logo', 'Sitelink' (which is selected), 'Headline', and 'Description'. The 'Legacy' section includes 'All' and 'Dynamic image'. Below these sections, there is a table of assets. The table has columns for 'Asset', 'Added to', 'Level', 'Status', 'Source', 'Avg. CPV', 'Interactions', 'Interaction rate', 'Avg. cost', 'Impr.', 'Cost', 'Clicks', 'Conv. rate', and 'Conve'. One asset is listed: 'Buy Gift Vouchers', added to the 'Account', with a status of 'Eligible' and a source of 'Automatically created'. A red arrow points to the 'Account-level automated assets' header above the table.

Asset	Added to	Level	Status	Source	Avg. CPV	Interactions	Interaction rate	Avg. cost	Impr.	Cost	Clicks	Conv. rate	Conve
<input type="checkbox"/> Buy Gift Vouchers	Account	Account	Eligible	Automatically created	-	110 clicks	11.14%	£0.26	987	£28.95	110	16.12%	



# How to turn off auto assets

Assets >

Account-level automated assets ×


Custom Jan 1 – Feb 16, 2024 < > Show last 30 days

Add filter

Segment Columns Download Expand More

Account-level automated asset	↓ Clicks	Impr.	CTR	Avg. CPC	Cost
Seller ratings	7,885	302,816	2.60%	£0.13	£1,050.32
Dynamic sitelinks (Legacy) ⓘ	93	2,161	4.30%	£0.17	£15.71
Dynamic callouts (Legacy) ⓘ	2	13	15.38%	£0.01	£0.02
Dynamic structured snippets (Legacy) ⓘ	0	5	0.00%	–	£0.00

1 - 4 of 4





# How to turn off auto assets



The screenshot shows the 'Account-level automated assets' interface in Google Ads. A red arrow points to the 'Advanced settings' menu icon (three vertical dots) in the top right corner of the table. The table lists various automated assets with their performance metrics.

Account-level automated asset	Clicks	Impr.	CTR	Avg. CPC	Cost
Seller ratings	7,885	302,816	2.60%	£0.03	£1,050.32
Dynamic sitelinks (Legacy) ⓘ	93	2,161	4.30%	£0.17	£15.71
Dynamic callouts (Legacy) ⓘ	2	13	15.38%	£0.01	£0.02
Dynamic structured snippets (Legacy) ⓘ	0	5	0.00%	—	£0.00

1 - 4 of 4

# How to turn off auto assets

### Dynamic sitelinks

Dynamic sitelinks help people click right to the most relevant page of your website. [Learn more](#)

On (recommended)  
 Off

**⚠️ Turning off dynamic sitelinks could reduce ad performance and cause you to attract fewer customers**

Reason

Other reason

Additional comments

Some PPC Know-It-All said to do this

36 / 130

Cancel Save

Dynamic callouts	On	▼
Dynamic structured snippets	On	▼
Seller ratings	On	▼
Longer ad headlines	On	▼
Automated apps	On	▼
Automated locations	On	▼
Dynamic images	On	▼
Dynamic business names <b>NEW</b>	On	▼
Dynamic business logos <b>NEW</b>	On	▼

# Let's RECAP

## Monitor your account

1. Build on solid foundations
2. Check your Quality Score
3. Exclude brand
4. Stop poor ROAS products

## Top e-commerce tips

1. Search vs. Shopping
2. Audience signals splitting
3. Seasonality adjustments
4. Turning off auto recommendations
5. Checking auto apply asset