NetElixir™
search marketing solved

MODERN SEARCH

CREATIVE EXCELLENCE

How dynamic messaging can learn relevance and context faster, leading to more effective campaign ads.

WHAT'S AI'S ROLE?

Today's digital landscape demands creative that resonates with users and delivers the information they're seeking. As AI understands greater context to a user's search, it subsequently does a better job of providing the copy and advertising that'll actually deliver what a user wants to learn. Retailers can optimize this to deliver the perfect marriage of data-driven insights alongside captivating creative. The result is more efficient advertising that delivers on the most important benchmarks for today's ecommerce businesses.

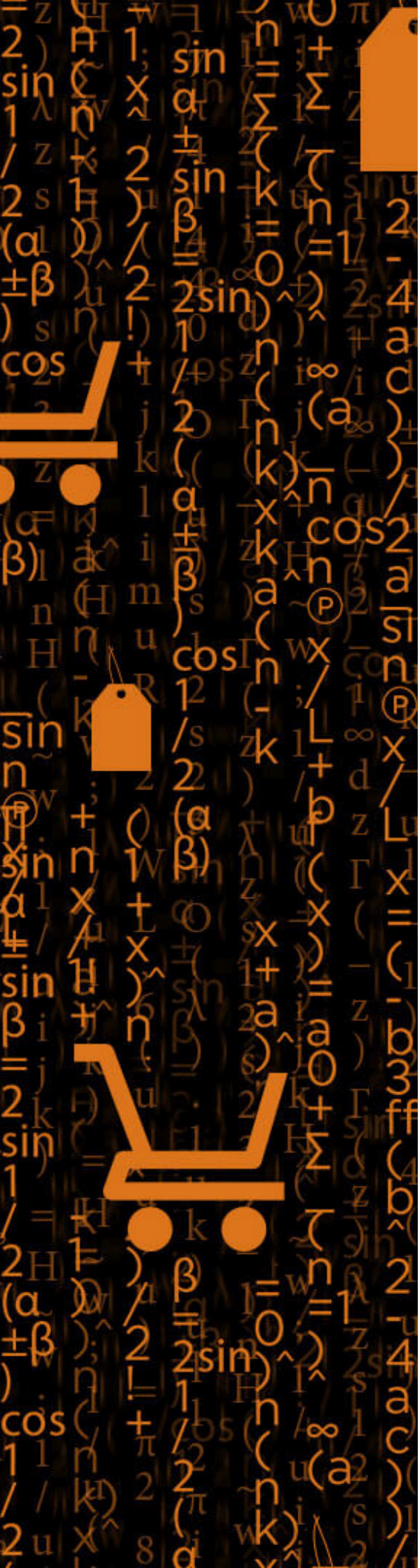
Creative Excellence targeting modules currently include the following:

- **Responsive Search Ads** - Shows more text and relevant messaging to your audience that adapts over time to match the search terms of potential customers.

- **Responsive Display Ads** - These ads automatically adjust in size, appearance, and format to be perfect for the search query, the device type (desktop, mobile) being used, and the location.

NETELIXIR'S BEST PRACTICES:

- **Provide Unique Headlines & Descriptions** - Google's machine learning will create the best combinations for every ad auction, offering more possibilities to win into more auctions.
- **Prioritize Mandatory Messaging** - Offer terms or other important messaging needs to be highlighted so that Google's machine learning picks up these pieces of information every time it creates an ad copy.
- **Run RSAs Alongside Existing ETAs** - Using the "Optimize/Prefer best performing ads" ensures that there's no lapse in CTR while the AI learns what the best RSA combinations are. This learning curve varies based on data size, messaging used, query relevance, and other factors.
- **Grid CTR & CVR** - This model is perfect in picking winning messages from existing expanded text ads accounting for traffic and conversions. These successful phrases and messages are a perfect foundation for helping Google build out better solutions for creative, while phasing out low performers.
- **Analyze Incrementality** - These ads shouldn't be judged strictly based on CTR. Instead, measure the incremental impacts of these new ads on impressions, clicks, and conversions. Because these ad units serve for more queries, there's going to be a natural dip in CTR that should be accounted for.

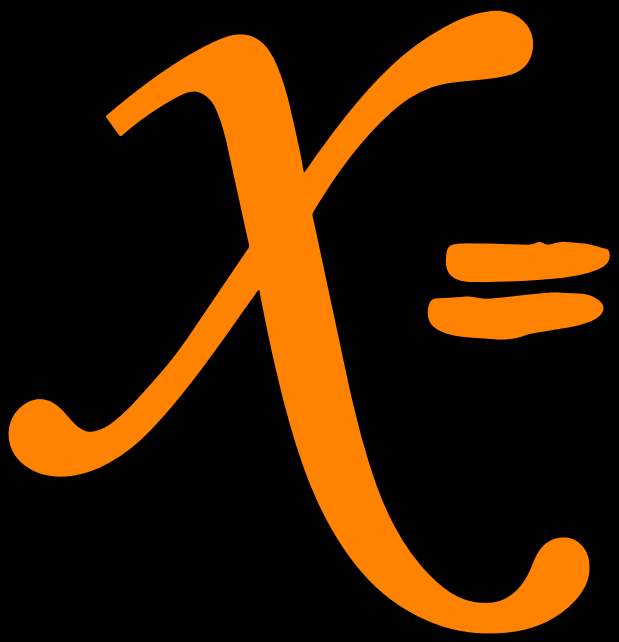


HOW A COMPUTER MANUFACTURER REBOOTED THEIR CREATIVE ADS

NetElixir used a pyramid model to incorporate these ad types into ad groups that drive 80% of total traffic for a leading global computer manufacturer. Embracing machine learning for creative meant that discovering best practices happened faster, resulting in more effective ad combinations that won more in auctions and were more relevant to users' search queries.

RESULTS:

+50% ROAS
+47% CTR
+50% Higher Revenue Potential
-42% CPC



PAID SEARCH • PAID SOCIAL
SEO • AMAZON • ANALYTICS

{RETAIL SEARCH MARKETING}

NetElixir is a specialized search marketing agency that helps global retailers thrive online. We've been in the digital marketing space since a tweet was simply the sound a bird made. Every single day, we combine this unique experience with our never ending passion for creating smarter search marketing solutions to help our clients engage with their customers. And most importantly, drive results that surpass their wildest expectations.

netelixir.com • 609.356.5112