

Reaching people with relevant ads as they search for your products and services can be a moving target. Their queries evolve, your site changes, inventory shifts, you expand your business to new markets.

Dynamic Search Ads can be an important tool to help you succeed in this always-evolving environment. They feature custom-tailored headlines and landing pages that help you reach customers as they search—all without you needing to stay on top of a detailed keyword list.

Dynamic Search Ads are intended to solve a fundamental issue of search marketing: connecting your site with relevant user queries. Using Google's organic search index to crawl your site and find the most relevant terms for each page, DSA helps you to connect with users in an efficient way. Because your targeting is automatically updated based on your landing pages, you can expand your coverage while also reducing the frequency with which you need to make changes to your campaigns.

Here are some recommendations to get the best possible performance from your DSA campaigns.

Create targeting groups based on user behavior

- 1. Use recommended categories as your [dynamic ad targets](#).
Why: *Categories are customized based on the content of your site. Ads only match to searches covered by your targets when you have a relevant landing page.*
- 2. Create one DSA campaign per language.
Why: *Your [language targeting](#) should match your website's.*
Tip: If you have sites across different languages, DSA can be a great way to test international expansion to new markets.
- 3. Consider creating an all-website auto target.
Why: *This option ensures that you'll cover all relevant queries to your site where you also have a relevant landing page.*
Tip: Queries that match to more than one DSA target within one campaign will prefer the more specific target—whichever target covers fewer pages of your site. Think about setting lower bids for all-website targets and their less specific traffic.
- 4. Separate out high value dynamic ad targets based on insights you uncover in the [categories report](#).
Why: *This report displays performance data to help you identify high-performing categories. Adjust your strategy based on the traffic you're receiving.*
Tip: Even if you notice top-performing terms in your search terms report, avoid adding them as keywords in other campaigns. DSA is already reaching those terms with customized, longer headlines and specific landing pages.

- 5. Create different ad groups for your different dynamic ad targets.
Why: While DSA headlines are customized and often longer than standard headlines, new ad groups allow for [more tailored description lines](#) that are more relevant to a user's query.
Tip: Be sure to implement the [dynamic tracking URLs](#) that make the most sense for you and your tracking systems.
Note: All available [ad extensions](#) work with DSA campaigns. Make your ads more enticing by enabling everything that makes sense for your business.

Exclude traffic you don't want to be captured by your DSA campaign

- 6. Exclude non-transactional URLs, page content and titles from your main DSA targets.
Why: Sections like blogs, career pages or out-of-stock/discontinued items might not provide a good return on your investment.
Tip: Create dynamic ad target exclusions for things like PAGE_CONTENT contains "out of stock" or "not available online" and URL contains "jobs" or "FAQ."
- 7. Look for [negative keywords](#) in the search terms report.
Why: Save money by excluding queries that aren't proving successful.
- 8. Whenever pausing or removing a keyword from another search campaign, add it as a negative to your DSA campaigns.
Why: DSA would cover any gaps in coverage created by a paused keyword, even if it's a gap you don't want filled.

Combine DSA with other tactics to improve performance

- 9. Use [AdWords automated bidding](#) with your DSA campaigns.
Why: DSA's automated reach [works well with automated bidding](#). Auction-time signals—things as precise as the exact wording of a user's query—can be used to set your bid.
- 10. Layer [Remarketing Lists for Search Ads](#) onto DSA campaigns.
Why: If users have already expressed an interest in your site, you can set customized bids for those pre-qualified users.

Case study: [Livesense](#)

[Livesense](#), an Internet media company that runs websites for job seekers, used Dynamic Search Ads to stay on top of a constantly evolving search query landscape while simultaneously reducing operational costs. Using RLSA to prioritize their most interested customers, the Livesense team also deployed automated bidding to adjust their bids for those promising audience lists. The results? Mobile conversions increased by 36%, total conversions increased by 30%, and cost per acquisition went down 2%.

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