

Ad Extension

Learning Objectives

Students get informative about the importance of Ad Extension.

Learning about different types of Ad Extensions.

Students also get aware about how does the ad groups work

Ad extensions

Ad extensions are additional pieces of information that can be added to your online ads, such as phone numbers, links, or location details, to make them more informative and compelling to potential customers.

Extension types

The two ad extension types-

Sitelink extension and **Callout extension** are the two ad extension types that can also be served as automated ad extensions.

The maximum number of ad extensions

4 is the maximum number of ad extensions that can show for a particular query or device at any given time

Ad extensions and benefits-

Sitelink Extensions: Direct customers to precise pages on your website by adding these additional links to your ads.

Call Extensions: Display a phone number directly in your ad and give customers a convenient way to call your business directly from search results.

Location Extensions: Put address and phone number info in your ads so local searchers can easily find your business.

Contd.

Marketing with Purpose Attributes: Build trust and loyalty with text additions in search ads to highlight your inclusive business attributes and values.

App Extensions: Add call-to-action links in your ads to promote downloads of your iOS, Android and Windows apps.

Review Extensions: Tell your customers about your great ratings by displaying a positive review from an independent, respected third-party source.

Contd..

Image Extensions: Grab customers' attention and help increase clicks with ad extensions that allow you to place photographs directly in your ads.

Callout Extensions: Highlight key features of your business with these short, additional text phrases in your ads.

Structured Snippet Extensions: Entice potential customers to click your ad by spotlighting your popular products and services.

Contd..

Action Extensions: Highlight a clear call-to-action. Entice customers and drive them to your website.

Price Extensions: Enhance mobile strategy with more visual share. Increase conversions by improved relevance.

Promotion Extensions: Highlight deals for holidays and other special occasions in your Microsoft Advertising text ads

Additional Benefits

1. Additional Information

Ad extensions lets you offer other information that you might miss out mentioning in your ad messaging. The many ad extensions available allows you to segregate the information accordingly such as review extension to show user reviews, call extension to drive calls to your business etc. Here is an article detailing the [ad extensions](#).

2. Impacts your ad rank

Hal Varian in a video explaining the AdWords Auction, clearly stated the impact of ad extensions on ad rank. Click [here](#) to see the video explaining the same. Adding ad extensions affects your quality score as both your CTR and ad relevance eventually improves the ad rank.

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3. Make your ad more authentic

With your business details such as the phone no. or the business location mentioned in the ad copy, the user has no doubt left on the authenticity of the business. Such informed details results in it being treated as less suspicious and user levying trust on you.

4. Improves CTR

As your ad offers more information, a user is more likely to click it. For example, showing location extension to a user looking for a store to visit, results in immediate action and hence is an appropriate extension to be used in case a business has a business store.

Creating Ad Group

Ad group includes all ads that are focused on a set of keywords in an ad campaign. It is an essential part of PPC marketing. You can organize your ads with the same theme such as the type of products or services by creating the Ad groups for them.

Ad Group work?

The Ad group tells search engines which ads to show to specific keyword searches. It also contains information about the content of your ads and where are the ads linking to. In order to create a successful Ad group, you need to know who your audience or targetted customer base, and what content they are looking for.

There are two basic concepts you need to know about how to create an Ad group: integration and consistency.

Integration

To create a system that combines your ads content, keywords group, and landing pages connect to each other.

Consistency

The audiences should directly reach your sites through ads content and landing pages, and you need to make sure this integration meets messaging consistency.

Campaigns

Then you can structure your campaigns around a top-of-funnel campaign, a middle-of-funnel campaign, and a closing campaign or purchase campaign.

And you can apply different budgets and different bids to the keyword lists all across and all across your campaign structure, so you can know how much you're paying for research, and how much you're paying for comparative keywords, and how much you're paying for actual purchased keywords.

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PPC advertising is structured such that you first create an account, then create an ad campaign, which is home to Ad Groups.

Those Ad Groups then house:

Keywords

Text ads

Landing pages

In other words, ad groups are one of the main tools you have for organizing your PPC account into a meaningful hierarchy.

Learning Outcomes

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Learned about different types of Ad Extensions.

Get awareness about how does the ad groups work

Thanks