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Useful Tips on Google's Dynamic Search Ad Campaign

How it works:

Contrary to a traditional search campaign, where you bid on keywords and match types and so on, you don't actually bid on keywords. You give it your entire website feed, or you could give it select URLs on your website. You say to Google, Crawl my website, and based on the words that are on this particular page, you decide what to show my ad for. So you don't bid on keywords, Google is deciding that. And it will also dynamically write an ad to match that query.

What it's good for:

Because there is some provision for the 20% of Google searches that are brand new, never been searched before, dynamic campaigns are a very good way to do keyword research.

They can give you keyword ideas that you can incorporate into your main keyword campaigns, that you wouldn't have otherwise thought of.

Because you can bid really low, these campaigns are also good for expensive niches, like high cost-per-click niches.

They can also act as a catch-all in addition to your main ads, catching all the "little fish" you wouldn't have otherwise thought of, but actually convert really well. In fact, that can be your entire campaign in the early stages.

A couple of starting tips:

- 1. Exclude irrelevant pages** - Add URL exclusions (called negative ad targets). These will keep Google from crawling pages like your Privacy Policy, Terms and Conditions, Thank You page, Confirm page, Contact Us, and so forth.
- 2. Add negative keywords** - This will keep you from showing up for irrelevant terms.
- 3. Once your campaign is running, monitor it** and make adjustments as needed.

Pros:

A dynamic ad campaign is easy to set up, time-saving in keyword discovery, and can give you keyword ideas to incorporate into normal search campaigns. Another pro is that it works well in conjunction with other campaigns.

Con:

A con, on the other hand, is that advertisers must relinquish some control - the dynamically generated headlines, for instance, may not match the ad closely, and advertisers cannot edit them. However, marketers can negate certain keywords and incorporate them into normal search campaigns.

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