

Building relevant ads with ad extensions

Ad extensions are additional nuggets of helpful and relevant information within text ads. Add them to boost an ad's visibility and increase clickthrough rates. There are different types of ad extensions, and some are a better fit for particular business types than others. Most ad extensions are set up at campaign level, in just a few easy steps. Add all relevant ad extensions to create the most tailored text ads which will benefit both your business and the end user.

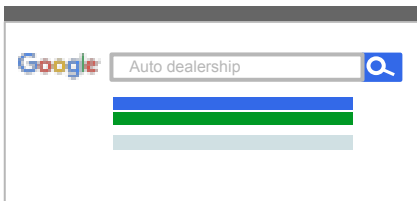
Why use ad extensions?

Increase visibility: Use multiple ad extensions to get customers to notice your ads on the search results page.

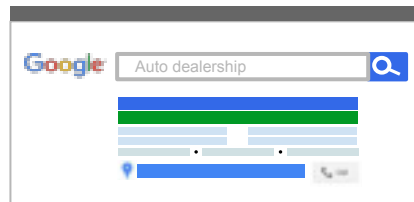
Better qualify customers: Qualify customers who want to engage with your client's business by phone or by visiting the business website or premises.

More return on investment: Give users more information to increase CTR and conversions.

Ad layout **without** ad extensions.



Ad layout **with** ad extensions.



Be relevant: Providing clear, relevant information on your ad extensions is essential to creating ads that work. Include information such as honest product descriptions, accurate sitelinks and up-to-date contact information to increase the likelihood of gaining conversions.

The effort will be worth your while. Each new ad extension results in a 10-15% CTR uplift (on average) to your search ad text.*

* This will vary by client, business type and extension type, amongst other factors. Google cannot guarantee this or any uplift.

Types of ad extensions

Sitelinks:

- Link directly to popular or high-converting sections of your website
- Can be customized for mobile or disabled on the devices you choose
- Can result in a 10 - 20% boost in clickthrough rate (on average)

google.com - Google Play Store

Ad play.google.com/store

Get all your favorite entertainment instantly on phone, tablet or web.

Apps & Games

Books

Music All Access

Newsstand

TV & Movies

Callout Extensions:

- Highlight or summarize the popular or unique aspects of your business.
- Permit changes to callout text whenever you want, keeping your ads up-to-date.
- Can result in a 10% boost in clickthrough rate (on average)

Acme Electronics - Quality tech at low prices

Ad www.example.com/shop/electronics

Shop ACME Electronics for new and used laptops, phones, video games and more

Free shipping • 24-7 customer service • Price matching

Review Extensions:

- Showcase positive third party reviews, rankings and awards
- Can result in a 10% boost in clickthrough rate (on average)

Mushroom Foraging Tours - Learn to forage in the UK

Ad www.example.com/tours/uk

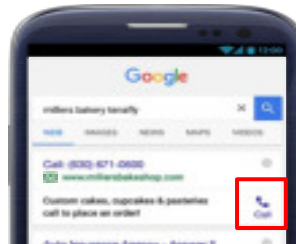
Find Chanterelles, Porcini and Oyster Mushrooms with an expert Fungi Guide!

"So impressed. Brought home a pound of cep's." - [FungiAssociation.com](#)

Call Extensions**:

- Encourage calls to your business by showing your phone number on your ad
- Set numbers to show only when your business can take calls
- Can result in an 8% boost in clickthrough rate (on average)

** This ad format is not yet available in all countries.



Location Extensions:

- Encourages people to visit you in person
- Allows you to add multiple addresses by linking your account to Google My Business
- Can result in a 10% boost in clickthrough rate (on average)

Amherst Ice Cream Parlor - Indulgent Italian ice cream
Ad www.example.com/flavors
 (413) 123-4567
 Our specialty is pistachio. English majors, buy 1 scoop, get 1 free
 100 Dardanelles Rd, Amherst MA

App Extensions:

- Link your mobile or tablet app from your text ads to encourage downloads
- Can be added to accounts, campaigns, and ad groups

Nest Learning Thermostat - nest.com
Ad www.nest.com/store/thermostat
 World's first Learning Thermostat. Making Unloved Products Beautiful.
 Get the Mobile App

Where ad extensions can be shown

Ad extensions appear with ads on the Search network, and depending on the extension might also appear with ads on the Display network.

Which extensions will show if they are all implemented?

The highest performing and most useful extensions for which you are eligible will show on the ad text.*

* This is for illustrative purposes only, ad serving and extensions will vary by client and business type amongst other factors. Google cannot guarantee any serving behavior.

If you implement all relevant extensions, AdWords will automatically choose the most useful combination.

Advertiser A		Query		
Reviews	✓ <input type="checkbox"/>	"Coffee Shop Dublin" →	Callouts	✓ <input type="checkbox"/>
Sitelinks	✓ <input type="checkbox"/>		Sitelinks	✓ <input type="checkbox"/>
Callouts	✓ <input type="checkbox"/>		Location	✓ <input type="checkbox"/>
Location	✓ <input type="checkbox"/>	"Buy Coffee Beans" →	Sitelinks	✓ <input type="checkbox"/>
Call	✓ <input type="checkbox"/>		Callouts	✓ <input type="checkbox"/>

Learn more about [how to enhance your ad with ad extensions](#).