

What's New in Google AdWords and How Will It Affect You

2017 is already proving to be one of many changes in the ad world, and Google AdWords is leading the pack. Check out these three new changes that have either been recently implemented or are coming soon to your AdWords accounts:

Change #1 – Phone Numbers

The changes, [which began January 19](#), affect campaigns that use both call extensions and local extensions. AdWords will no longer divert local ads to local addresses and other sources to a main line which will force a change in the way business will track attribution. What this means is that when a consumer searches for a business, the search engine result will pull up the number that appears in the organic search results of the business, rather than a number that the company was using to track or route the call. This means marketers will need to rely on analytics to track their results.

Change #2 – IF Function/Default Values

[AdWords recently introduced](#) a new function to make it easier to customize ads based on whether certain constraints are met. Basically, the new function allows advertisers to put in parameters – if X happens, then Y happens. So, for example, you can use an IF function to show mobile users a different customized ad text vs. desktop users, or send different texts to a new customer and a returning customer. [IF functions can be used](#) to distinguish messaging by device, time, audience, gender, and age, and can be applied in any field of an expanded ad except the URL. In the event that an IF is used, but someone doesn't fall into either category, advertisers can also [select a default value](#) to be displayed instead – there will never have to be an ad without customizers in your ad group again.

Change #3 – Ads Added by AdWords

It's all about automation in Google's new pilot program "[Ads Added by AdWords](#)". While it's still in the early stages, the program basically creates variations of your ad for you to help optimize headlines and messaging with the ultimate goal of potentially improving your campaign performance. [According to Google](#), "Adding more ads to the affected ad groups can improve these ad groups' performance by 5-15%". These ads are created based on pieces and parts of your existing ads, including headlines, keywords, and information on your landing page. The ads are set to run indefinitely, but Google suggests that you take some time to review them, and of course, don't pause your existing ads. We will certainly be keeping an eye out on this program to see the results of the pilot and how Google will move forward as they roll out Ads Added by AdWords on a broader scale.

Want to learn more about how these changes will impact your business and how you should adjust your SEM to accommodate? [Contact Advance Ohio](#), and let's chat!