

Think with Google

Build **better creative** for your performance marketing



Google Ads

Creative Best Practices


Drive better results for your performance campaigns using text, image and video.

1 Lead with a clear call-to-action (CTA)

2 Connect more authentically with a wide variety of assets

3 Build for smaller screens

4 Give your creatives time to test

 For Search, Shopping, Discovery, Apps, Display, Local and Video action campaigns in Google Ads. Before you get started, be sure to check out our [guide for setting your campaigns up for success](#).

Consumers report **helpfulness** as their top request of brands, with **78%** saying ads should show how brands can be helpful in everyday life.¹

Each ad experience offers an opportunity to be both helpful and engaging when connecting with your audience. This makes creative quality one of, if not *the* most important driver of your campaign's success.

Well-structured and compelling assets—a **clear call-to-action (CTA)**, engaging copy and immersive image or video assets—ensure your campaign can drive optimal results.

To help you get there, we've collected the most useful creative best practices for Google Ads in one cohesive guide. We go in depth on each creative ingredient so you can combine the best assets to drive even better performance for your campaigns. We also sourced insights from our in-house team at Creative Works, who work with some of the world's leading brands to better understand the DNA of effective creative.

Whether you're looking to optimise your existing creative strategies or build impactful assets for your next campaign, this guide has you covered.

We can't wait to see what you build next.

Well-structured and compelling assets ensure your campaign can drive optimal results.

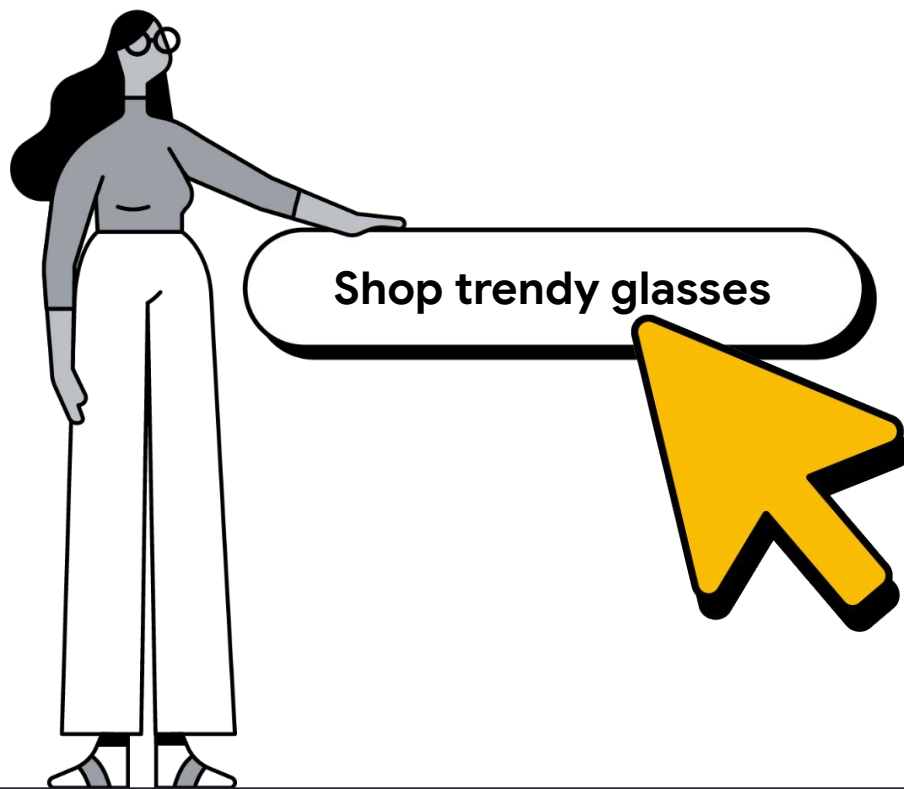
Suzanne Pellican, VP
Google Ads User Experience





1 Lead with a clear
call-to-action (CTA)

Without a strong CTA, your audience **may not realise what you have to offer** and how to take action.



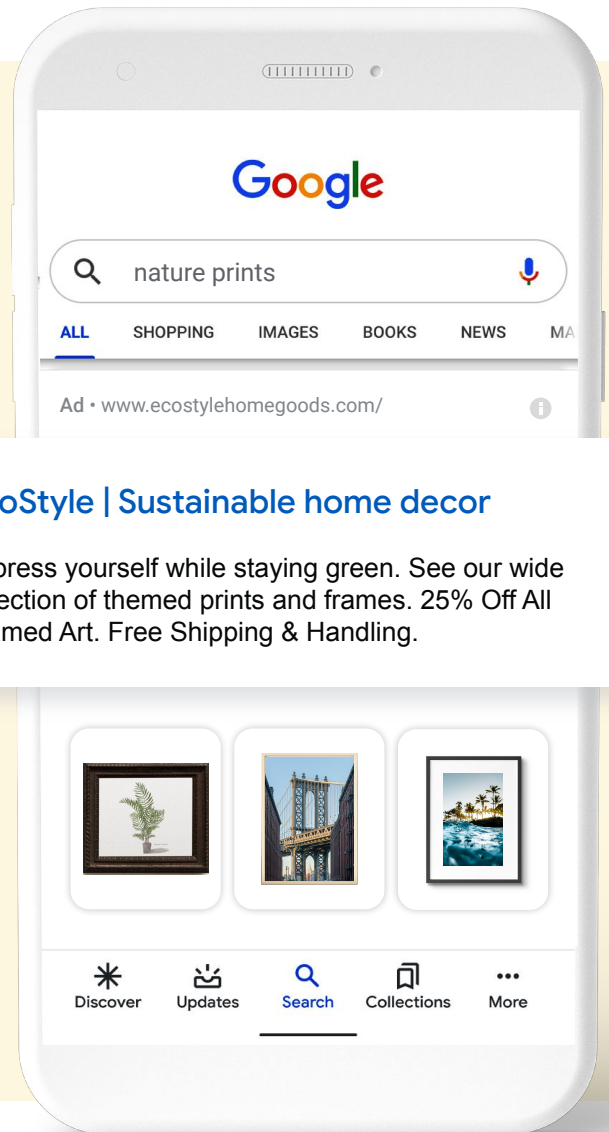
Provide distinct CTAs in your headline and descriptions with **clear benefits** related to your audience's interests, search, or the landing page where you're directing them.

Feature your brand name prominently

across your assets to help your audience quickly recognise your business and take action.

Adjust your CTAs according to your conversion goals

For example, if you're looking to drive sales, include a call-to-action to purchase your product with the product name in description or headline.



Experiment with personalisation

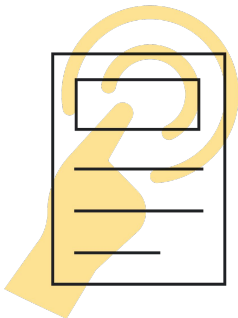
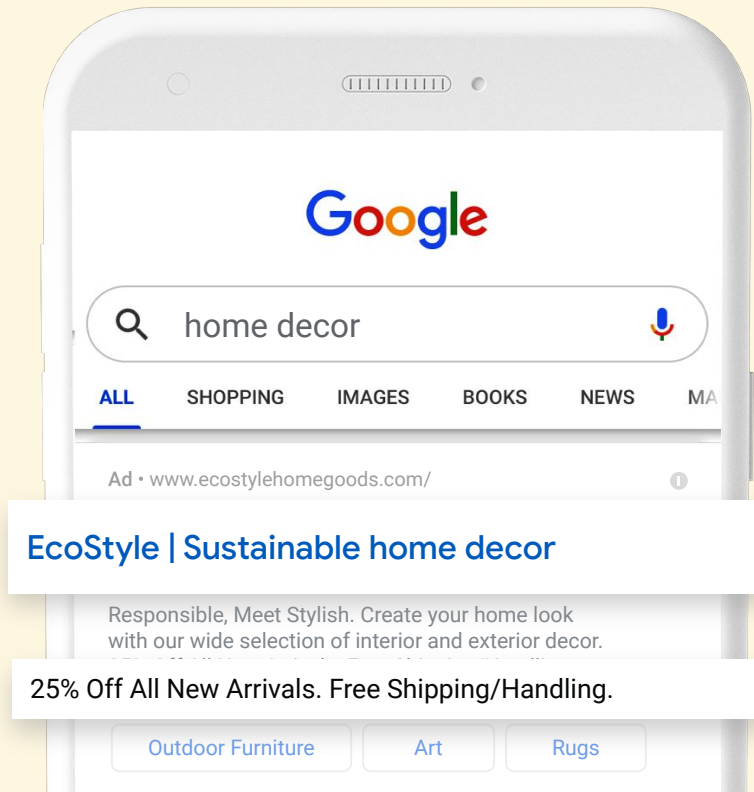
Using words such as 'you' in your ad text can help you drive engagement by connecting more authentically with audiences:

Personalised headlines perform up to 1.3X better for their campaign goal vs. non-personalised headlines.²

Personalised descriptions perform up to 2X better for their campaign goal vs. non-personalised descriptions.³

Highlight information about your product and offerings

Include details like variety, pricing and availability along with promotions, shipping details or services within your headlines and descriptions.



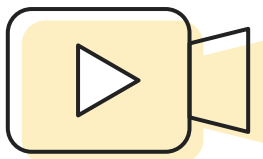
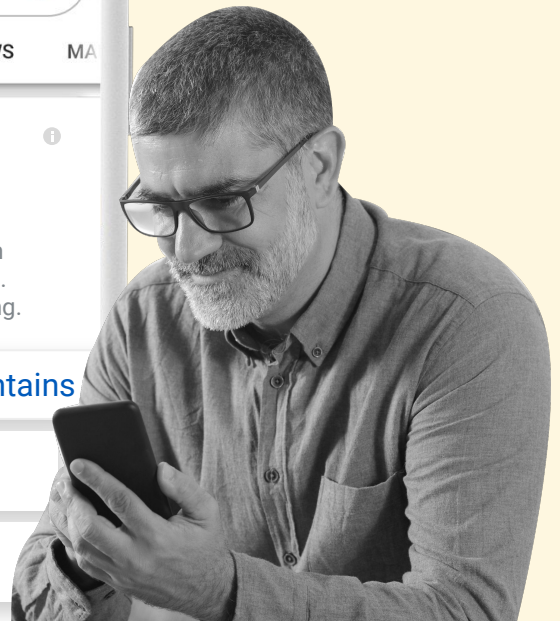
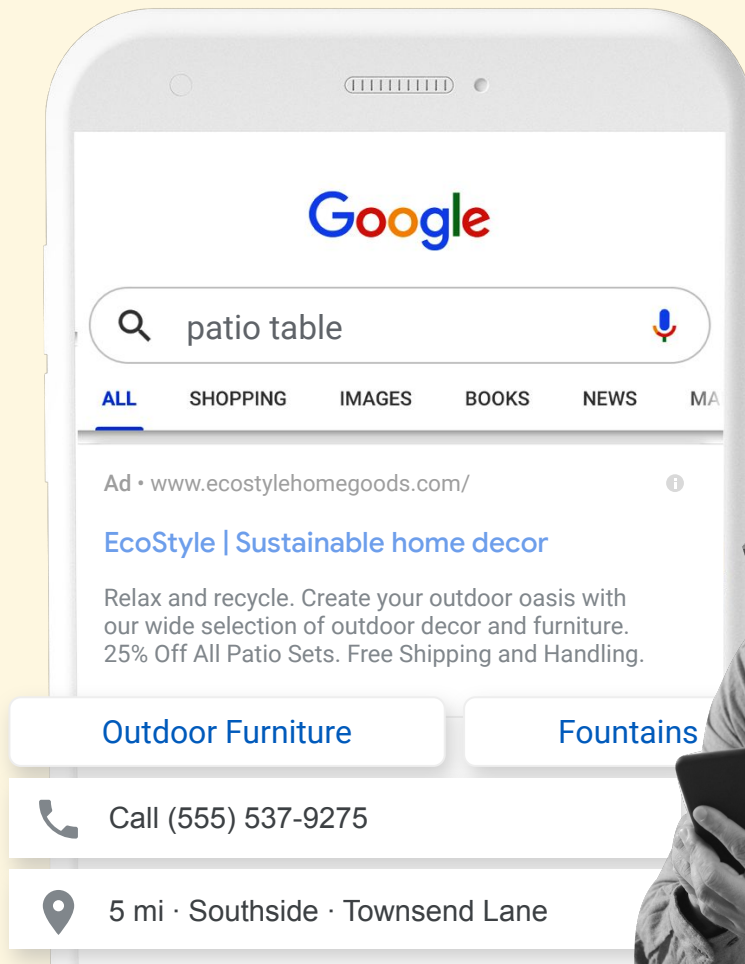
Headlines with an offer perform up to 38% better for their campaign goal than headlines without.⁴

Descriptions with an offer perform up to 27% better for their campaign goal than descriptions without.⁵

1

Lead with a clear call-to-action (CTA)

Consider adding extensions where available.



For video ads, reiterate your CTA throughout your ad using text, animation or voiceover.



2 Connect more
authentically with a
wide variety of assets

The more assets you provide, the more effectively **automation can find combinations** that drive better performance.

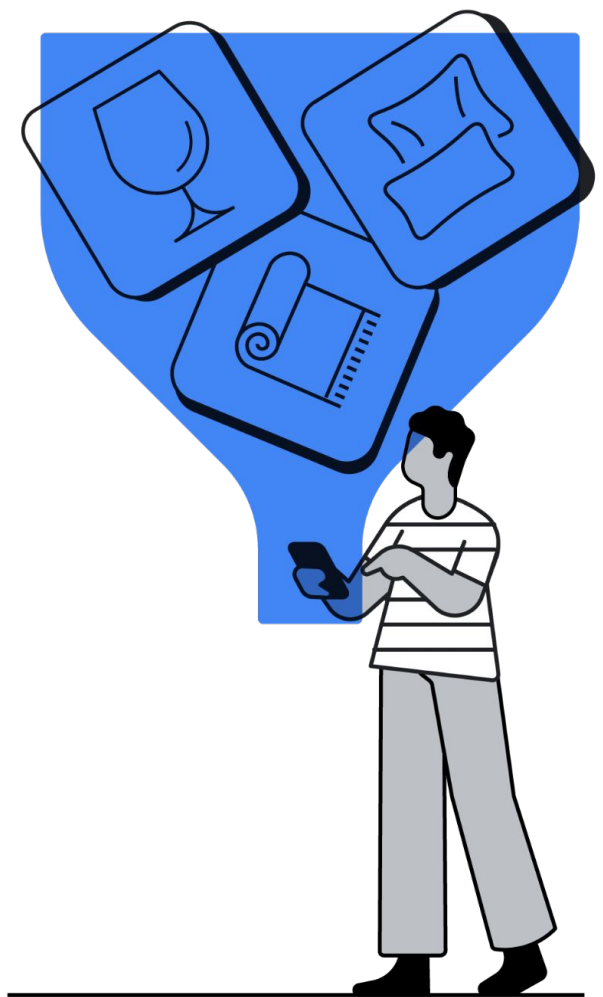
Build your **ad groups around tight themes** and avoid generic ad assets to offer more relevant, relatable experiences that drive consumers to act.

Ad groups:

Glassware

Pillows

Throws



Some campaigns may suggest as few as **3 assets**, while others may suggest up to **20**, so be sure to check [specific campaign best practices](#) for more guidance.

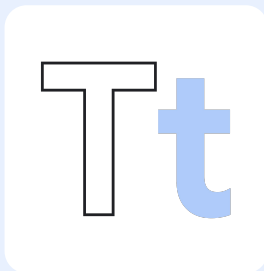
Text

Include a **variety of headlines and descriptions** that differ meaningfully from each other so they make sense when combined together.

Headlines
EcoStyle | Living room lamps
EcoStyle | Modern lighting

Ad • www.ecostylehomegoods.com/
EcoStyle | Living room lamps
Bring the Living Room Together With the Perfect Lighting. 15% Off.

Descriptions
Dress your home in sustainable style.
25% off all lamps through October 1st.
Bring the Living Room Together With the Perfect Lighting. 15% Off.



Experiment with capitalisation

Title case descriptions perform up to 27% better for their campaign goal than sentence case descriptions.⁶

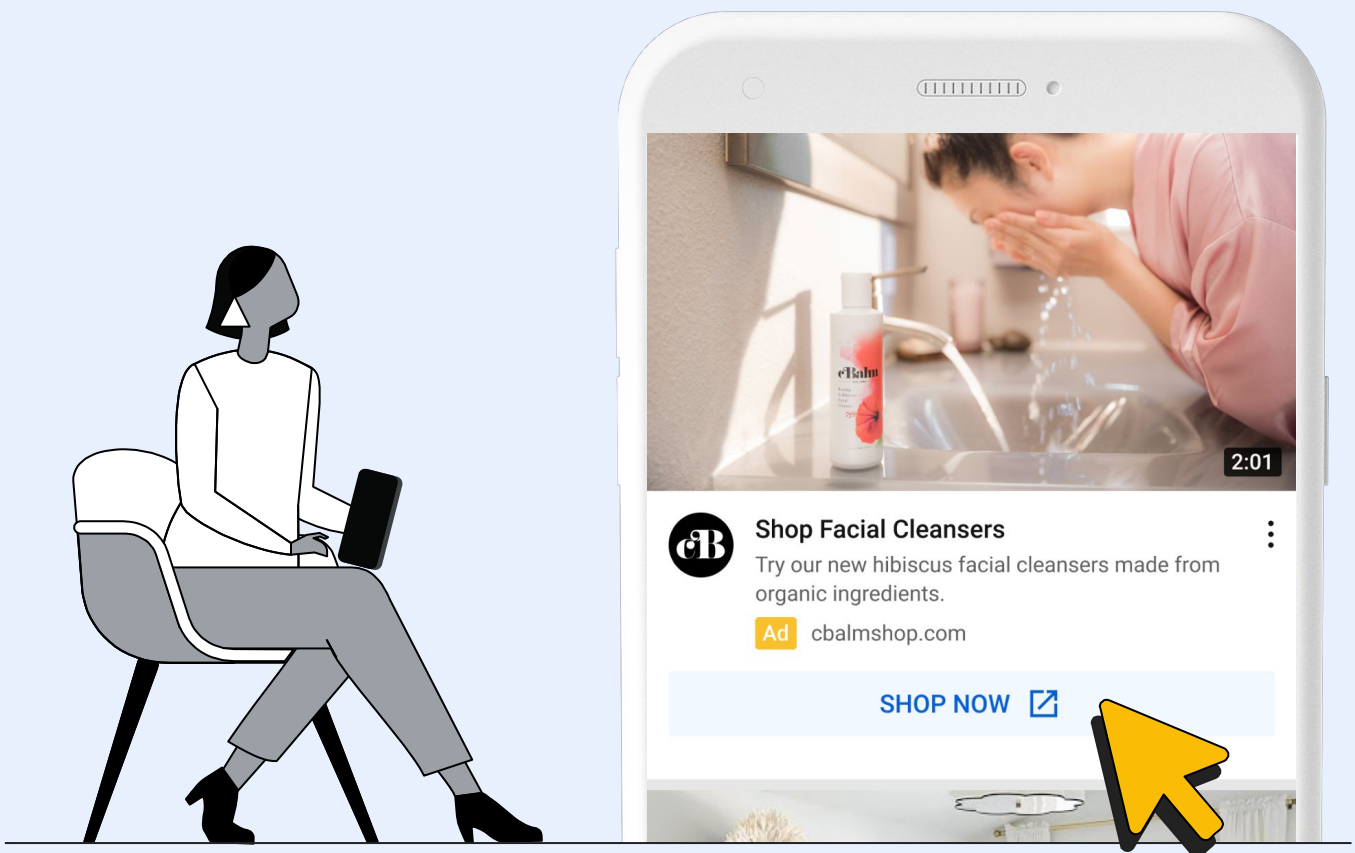
Image

Upload a **variety of images** with distinct visual differences that support your call-to-action.



Video

Create variants by pairing your video with **different CTAs and headlines**, or add **sitelink extensions** to your video ads to make them even more **useful and actionable**.



Add real-life context and relatability by showcasing your product in use by one or more people.



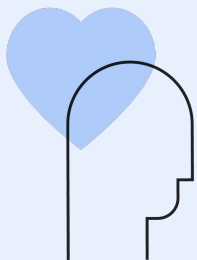
Good



Better

Images that feature people perform over **30% better** for their campaign goal versus images that don't.⁷

Also feature a wide variety of people, since audiences are more likely to engage when they see themselves represented.



64% of consumers say they took some sort of action after seeing an ad that they considered to be diverse or inclusive.⁸



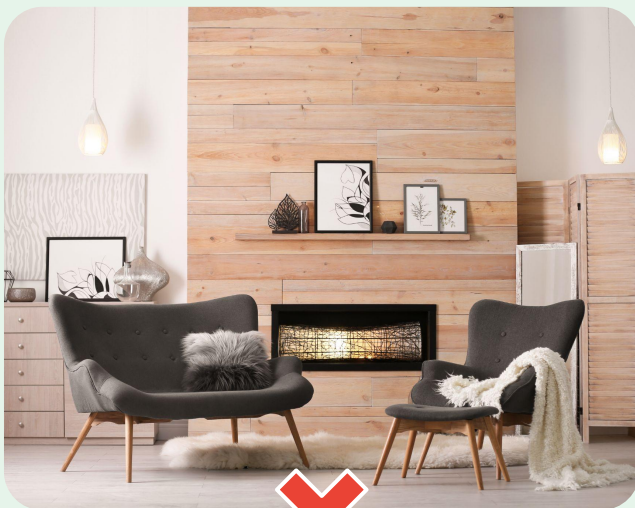
3 Build for smaller screens

With more people consuming content on small screens, it's important for your ads to offer a **clear, compelling story at first sight**.

For images and video ads

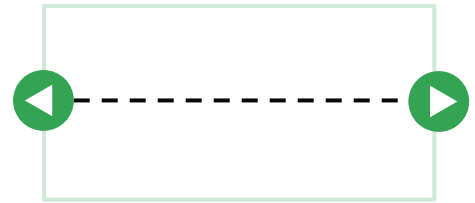
Use **tight framing and bright, natural lighting** on specific people or objects to help audiences **connect what they see to your call-to-action immediately**.

CTA: All luxury throws 25% off



Image

Use high-resolution assets at least 1200x pixels wide.



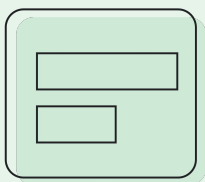
Avoid

Images that are **blurry, distorted or use excessive filters**.

Overlaid logos, text or buttons on top of your images. If you use them, keep them to 20% of your image.



Use overlaid elements sparingly

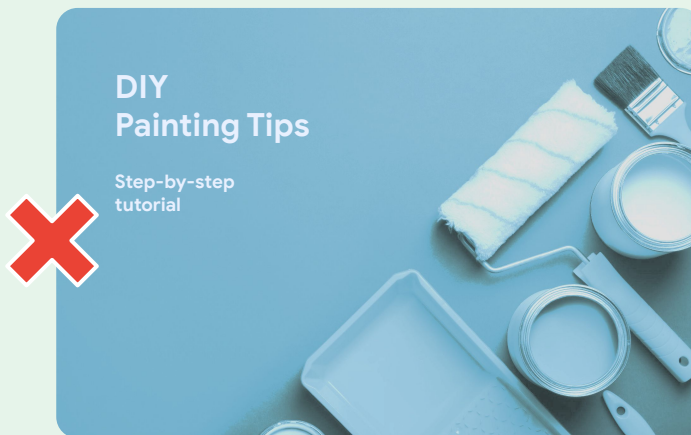


Images with no overlaid text, or overlaid text under 20 characters, perform up to **1.2X better** for their campaign goal versus images with longer overlaid text.⁹

Video

Superimposed graphics or text should be **big** and **well-positioned in the frame**, if used.

Apply brightness and contrast to make sure that your ad is easily visible on a small screen.





4 Give your creatives
time to test

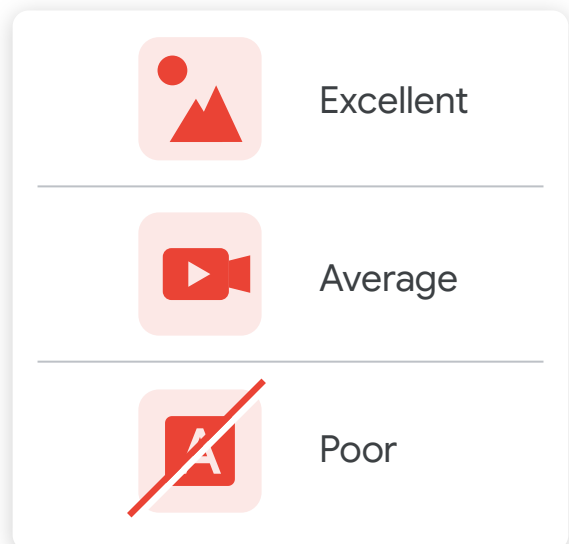
Use [Ad strength](#) and [Asset reporting](#) to track how your creative ingredients are performing and learn what resonates with customers. Consider using campaign [drafts and experiments](#) where available to run head-to-head creative tests for even richer insights.

Allow new campaigns **at least 3 weeks** to gather learnings about which assets work best and to optimise your results.

Replace assets ranked as “poor.”

Update assets gradually to minimise performance fluctuations. Before removing an asset, be sure to have another ready to replace it.

When adding or removing assets for an existing campaign, **wait 2-3 weeks** to allow the system time to optimise.



Tips to remember as you make changes...

- Keep [ad groups](#) clearly themed—assets may be combined in a variety of ways, so each one should build on the others to convey a clear call-to-action.
- Avoid headlines that duplicate your description text, and image or video assets that don't relate to your CTA.

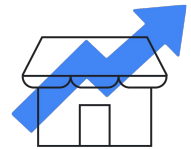
Think with Google

More creative tips by marketing objective

Online sales



Offline sales



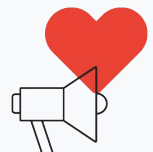
Lead generation



Apps + mobile growth



Awareness: Looking to build brand recognition with video? See the [ABCDs](#) of effective creative.



Turn traffic into online sales

If you're a retailer, add your products to [Google Merchant Center](#) and [connect your account](#) to your campaign to showcase the most relevant products in your ads.

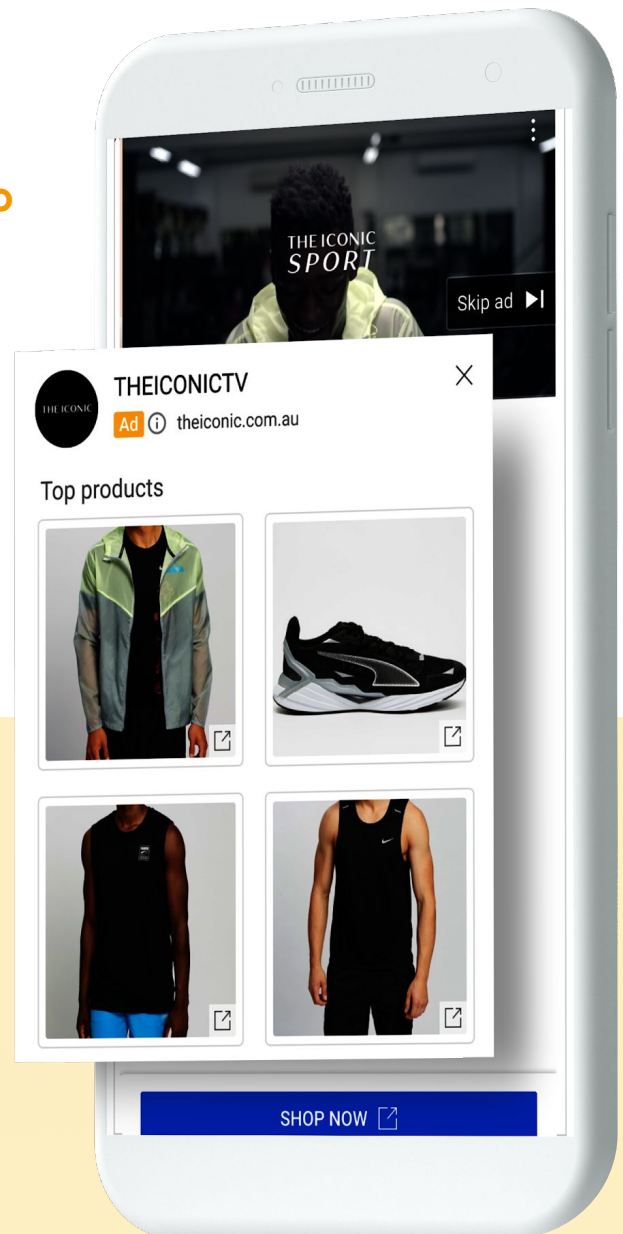
Use [ad extensions](#) where available to provide more actionable details.

Text

Ensure your **product name** is in your headline and description.

Provide **high-quality data for product feeds**—like descriptive titles, compelling imagery, up-to-date pricing, special offers (e.g. free shipping or discounts) and product-specific landing pages. [Learn more here](#).

Include **attributes in your product titles** that aren't visible in the image (e.g. brand names and sizes).

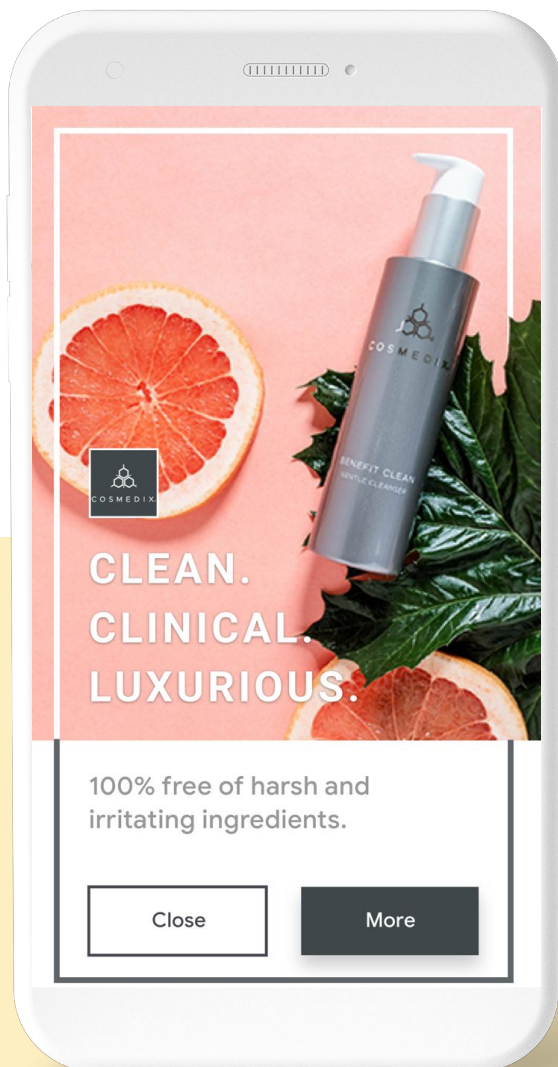


The ICONIC, Australia's online fashion retailer, used product feeds on Video action campaigns

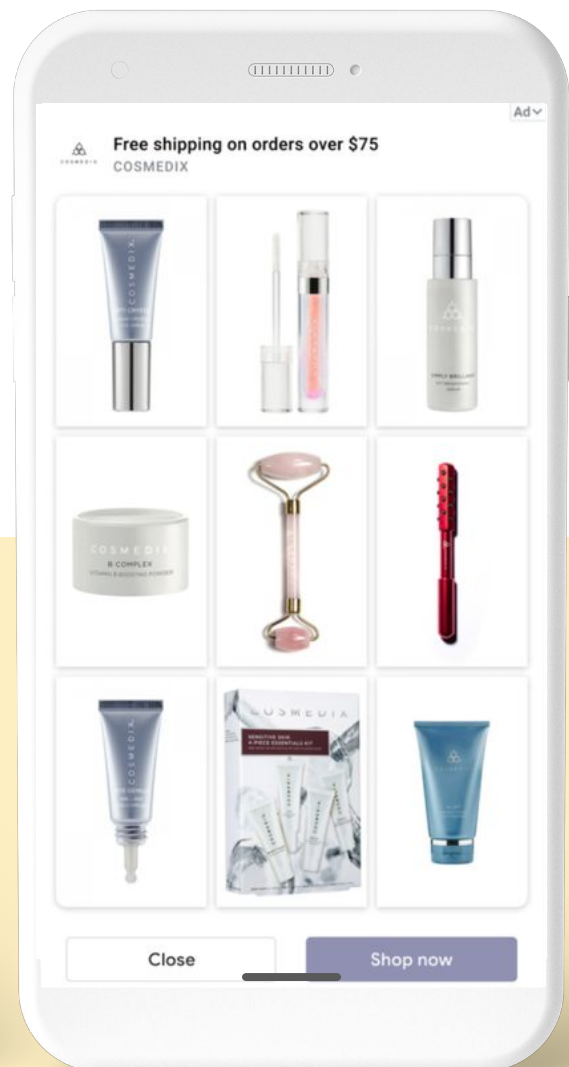
Image

Focus on **product-first** visuals.

If you're showing a single product, **feature it from meaningfully different angles** to convey more information, and explore using close-up shots with bright, high-contrast colours.



A responsive display ad for beauty brand COSMEDIX.

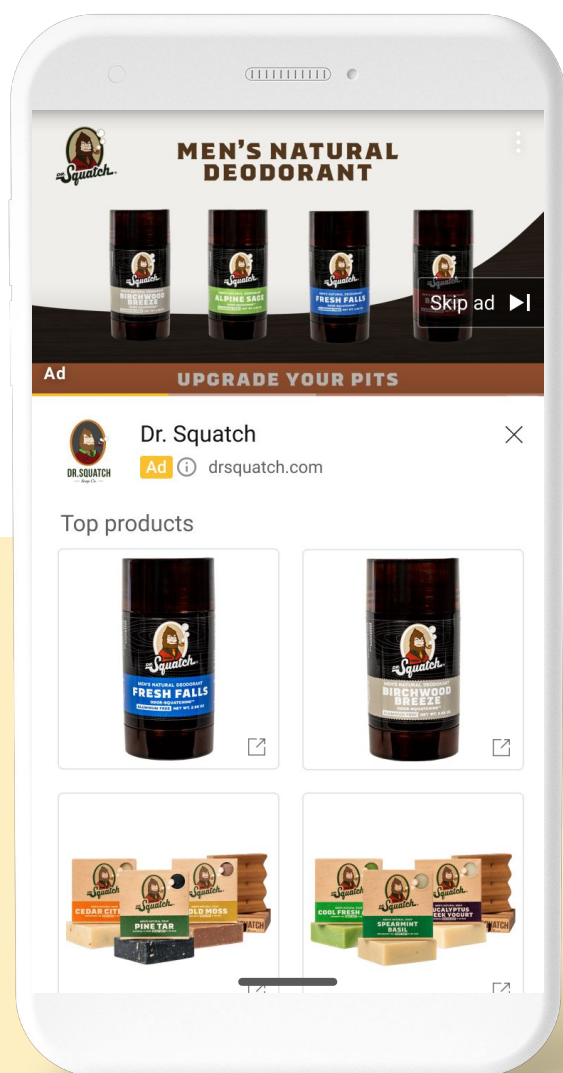


A Shopping ad for COSMEDIX.

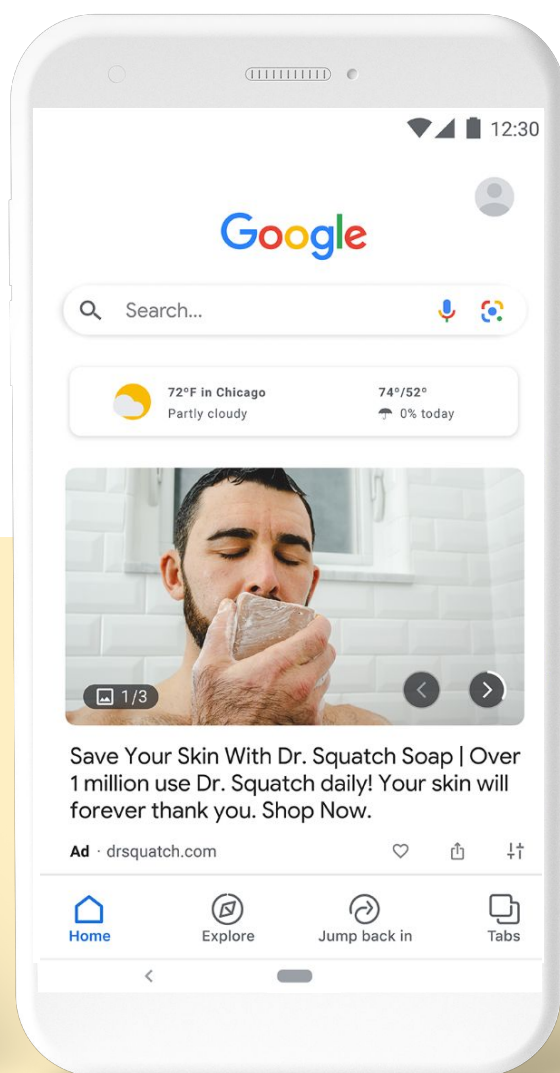
Video

Introduce your brand or product **in the first 5 seconds**.

Be **clear and specific** with the **ask and offer**: feature your product and CTA so that your audience understands your full offer.



Personal care brand Dr. Squatch using product feeds on Video action campaigns.

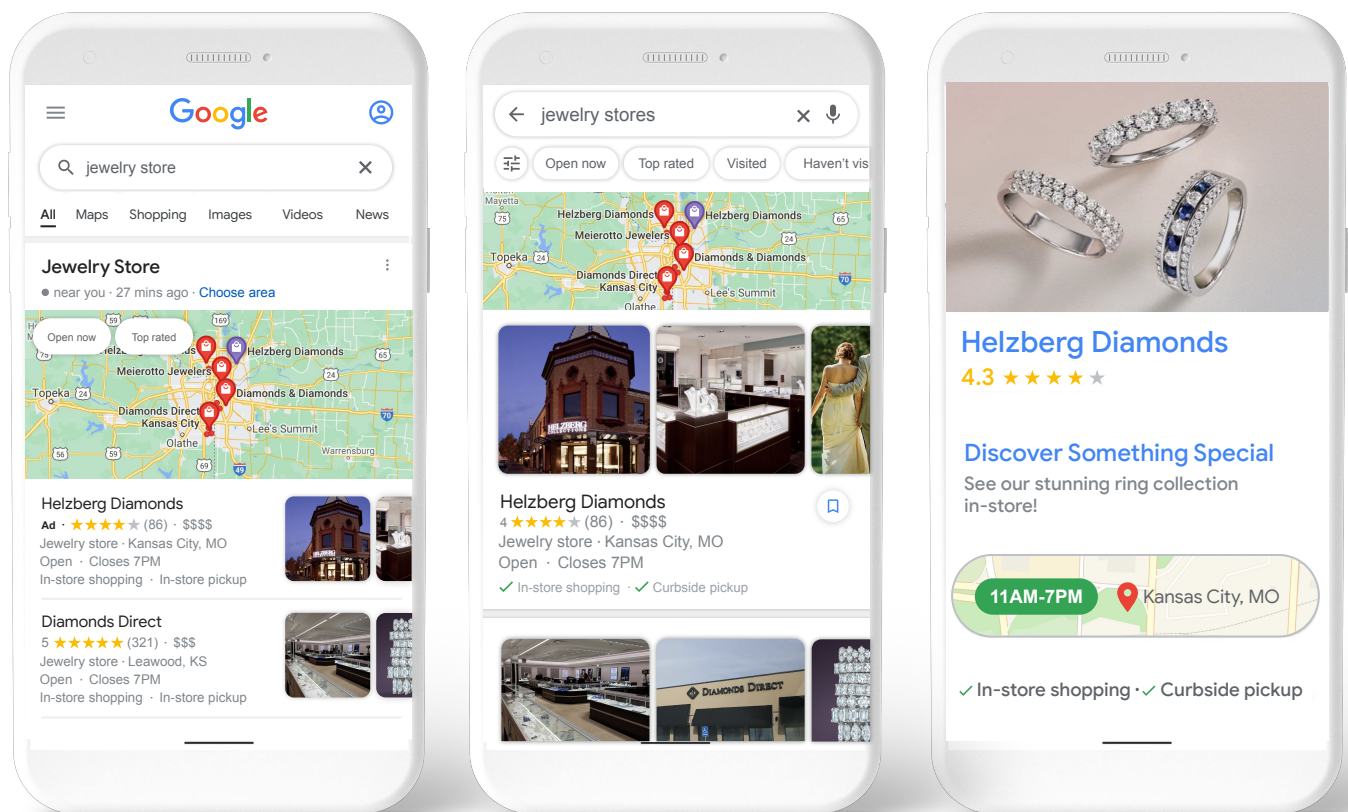


A Discovery ad for Dr. Squatch.

Grow offline sales

Create messaging that fits a location-based mindset.

Details about finding a store and the nearest location are included automatically for people nearby, so **focus your ad text on the benefits of a visit.**



Local campaigns ad formats for jewelry retailer Helzberg Diamonds.

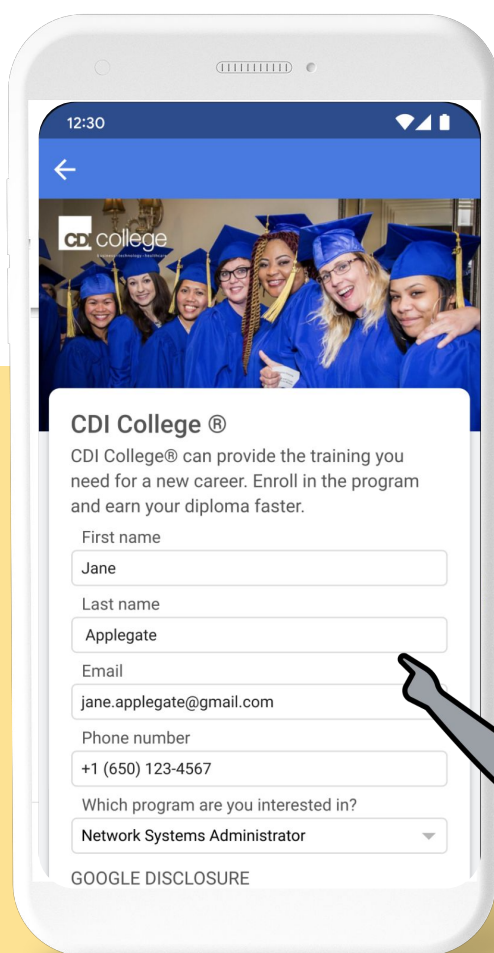


Promote the full range of your flexible fulfillment options, like **curbside pickup** and **in-store pickup**.

Drive qualified leads

Use [lead form extensions](#) to make it easier for customers to **share their information with you** directly from your ad in a privacy-safe way.

Build forms with **fewer questions for higher volume** and **more questions for higher quality**.



12:30

CDI college

CDI College ®

CDI College® can provide the training you need for a new career. Enroll in the program and earn your diploma faster.

First name

Jane

Last name

Applegate

Email

jane.applegate@gmail.com

Phone number

+1 (650) 123-4567

Which program are you interested in?

Network Systems Administrator

GOOGLE DISCLOSURE

CDI College using lead form extensions with their Search ads

Be as informative as possible

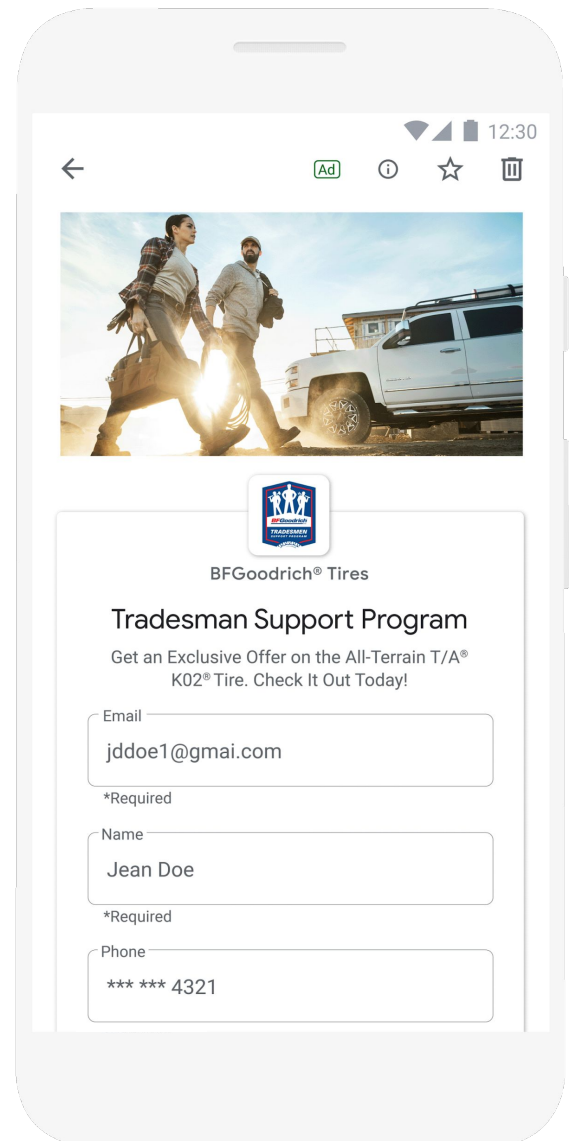
in your ad text since you're asking users to submit a lead form before visiting your site.

Clearly communicate the value

(e.g. a fast response within 24 hours or a free quote).

Provide a call-to-action

that best represents how users can follow up with your business ("Complete this form", "Call us", "Message us").

The image shows a smartphone screen displaying a mobile advertisement for BFGoodrich Tires. At the top, there's a status bar with signal, battery, and time (12:30) icons. Below that is a navigation bar with a back arrow, an 'Ad' label, and icons for information, favorites, and a trash can. The main ad content features a photograph of two people walking towards a white pickup truck in a desert-like setting. Below the photo is the BFGoodrich logo and the text 'BFGoodrich® Tires'. The ad title is 'Tradesman Support Program', followed by the text 'Get an Exclusive Offer on the All-Terrain T/A® K02® Tire. Check It Out Today!'. Below this is a lead form with three fields: 'Email' (containing 'jddoe1@gmail.com'), 'Name' (containing 'Jean Doe'), and 'Phone' (containing '*** ** 4321'). Each field has a '*Required' label below it.

BFGoodrich using lead form extensions with their Discovery ads



If you rely on phone calls to drive leads, use [call ads](#) to help people easily reach you from any device that makes phone calls.

Deliver a great mobile experience

Be sure to **include as many assets for App campaigns as possible**—to show your ads across the wider variety of shapes, sizes, and positioning of native content across Google channels.

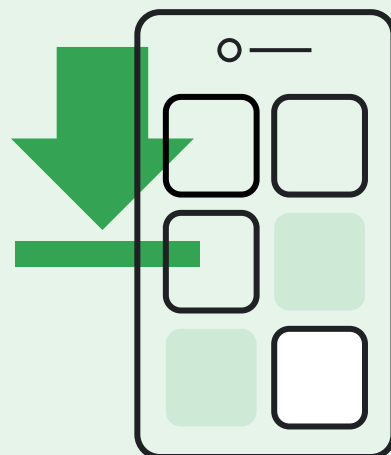
You can include up to **10 text, 20 image, and 20 video assets per ad group** (and 20 [HTML5 playable assets](#) for mobile game marketers).

Text

Use your text to **highlight your app's key features**.

Focus on **one unique selling point** per asset.

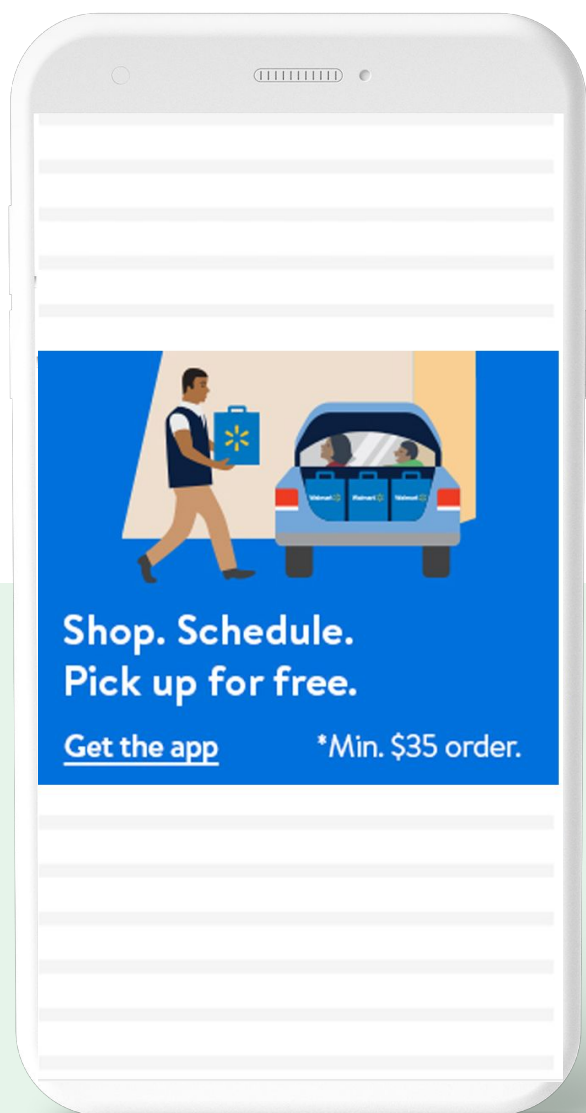
Include **conversational text** in headlines and descriptions to **attract and hold user attention**.



Image

There should be **no blank space** between the edges of the image asset and its frame.

Blank space should not occupy **more than 80% of any image**.



App install ads for retailer Walmart.



Video

Assets should be **diverse in length** (from 10–30 seconds) and content.

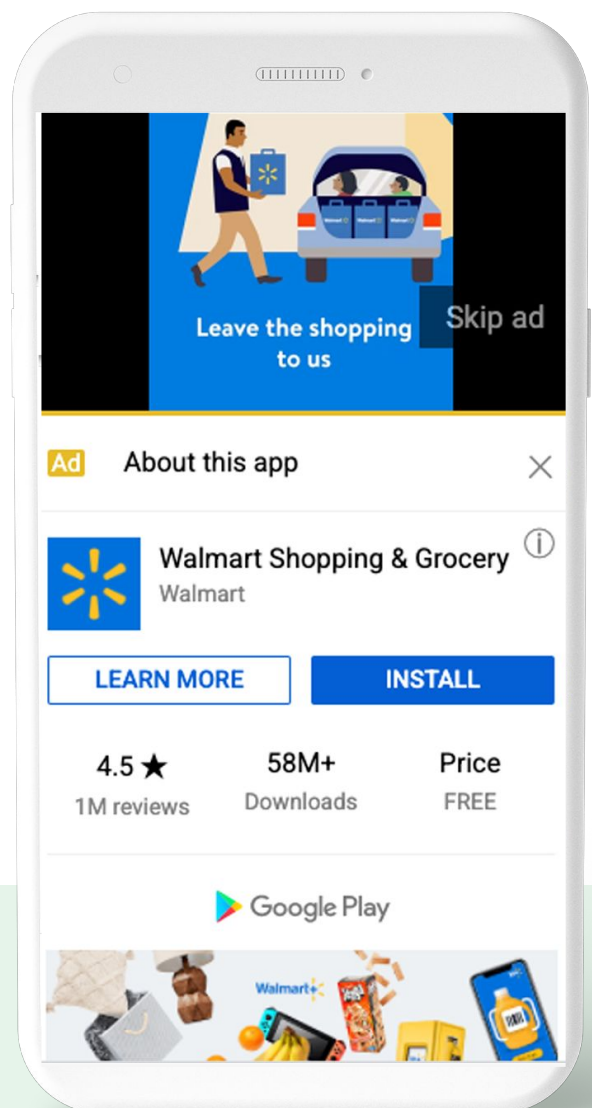
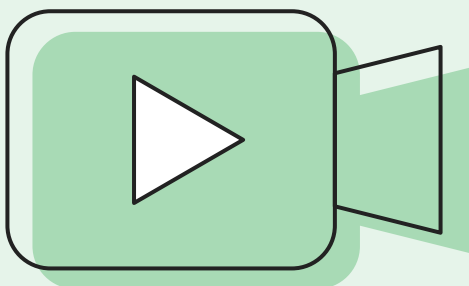
Aim to **grab interest within the first 2–3 seconds**.

To drive more installs, prioritise showcasing your in-app experience and your brand over telling a story.

Include **different aspect ratios**—like portrait (4:5), landscape (1.91:1) and square—to account for the different ways people hold their devices.

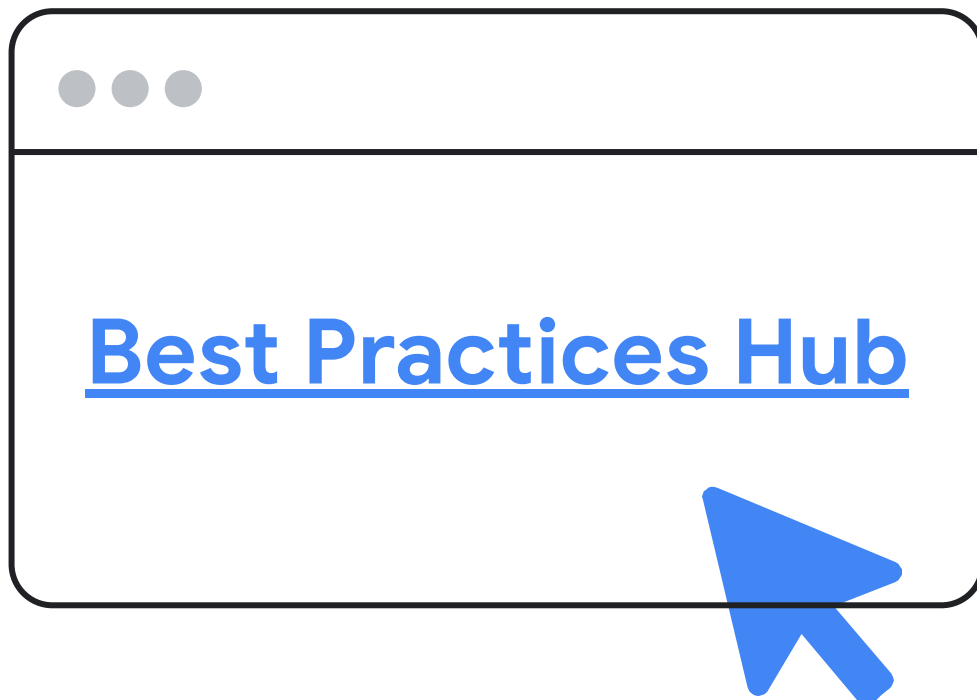
Use **audio and music** to emphasise branding and calls to action.

Some inventory defaults to audio off, so **include captions** where relevant.



App install ads for retailer Walmart.

For **more ways** to
optimise your
campaigns and
creative for
Google Ads visit our



Sources

1. Kantar, COVID-19 Barometer Global Report, Wave2, runs across 50 countries, n=9,815, fielded 27th-30th March 2020.
2. Google internal data based on an aggregate study of median performance of campaign goals for Responsive display ads (CVR), Discovery ads (CTR, CVR), App campaigns for installs (IPM), App campaigns for engagement (EPM) and Video action campaigns (VTR) across 78K assets for Media & Entertainment, Retail, and Finance verticals. Global. January 2020 - June 2021.
3. Google internal data based on an aggregate study of median performance of campaign goals for Responsive display ads (CTR), Discovery ads (CTR, CVR), Video action campaigns (VTR) and Video discovery ads (VTR) across 78K assets for Media & Entertainment, Retail, and Finance verticals. Global. January 2020 - June 2021.
4. Google internal data based on an aggregate study of median performance of campaign goals for Responsive display ads (CVR), Discovery ads (CVR), Video action campaigns (VTR), Video discovery ads (VTR), and App campaigns for engagement (EPM) for Media & Entertainment, Retail, and Finance verticals. Global. January 2020 - June 2021.
5. Google internal data based on an aggregate study of median performance of campaign goals for Responsive display ads (CVR), Discovery ads (CVR), Video discovery ads (VTR) for Media & Entertainment, Retail, and Finance verticals. Global. January 2020 - June 2021.
6. Google Internal Data, Global, Verticals: M&E, Retail, Finance, January 2020 - June 2021
7. Google internal data based on an aggregate study of median performance of campaign goals for Discovery ads (CTR, CVR), Video action campaigns (VTR), Video discovery ads (VTR), App campaigns for installs (IPM), and App campaigns for engagement (EPM) for Media & Entertainment, Retail, and Finance verticals. Global. January 2020 - June 2021.
8. Google/Ipsos, U.S., Inclusive Marketing Study, n of 2,987 U.S. consumers ages 13-54 who access the internet at least monthly, Aug. 2019.
9. Google internal data based on an aggregate study of median performance of campaign goals for Discovery ads (CTR, CVR), and Responsive display ads (CTR) across 78K assets for Media & Entertainment, Retail, and Finance verticals. Global. January 2020 - June 2021.