

HUGE GOOGLE ADS UPDATE:

INCREASED ASSET FLEXIBILITY



GEORGI ZAYAKOV

INCREASED ASSET FLEXIBILITY IN RSA

ANNOUNCEMENT

Google is enhancing AI-powered optimization to assemble the best combinations of headlines, descriptions, and assets for more relevant (Responsive) Search ads.



INCREASED ASSET FLEXIBILITY IN RSA

OMITTING DESCRIPTIONS

Ads will dynamically adjust their format and content to better match user queries and engagement patterns.

Important: The system may omit certain elements (e.g., description lines) if doing so improves ad performance.



INCREASED ASSET FLEXIBILITY IN RSA

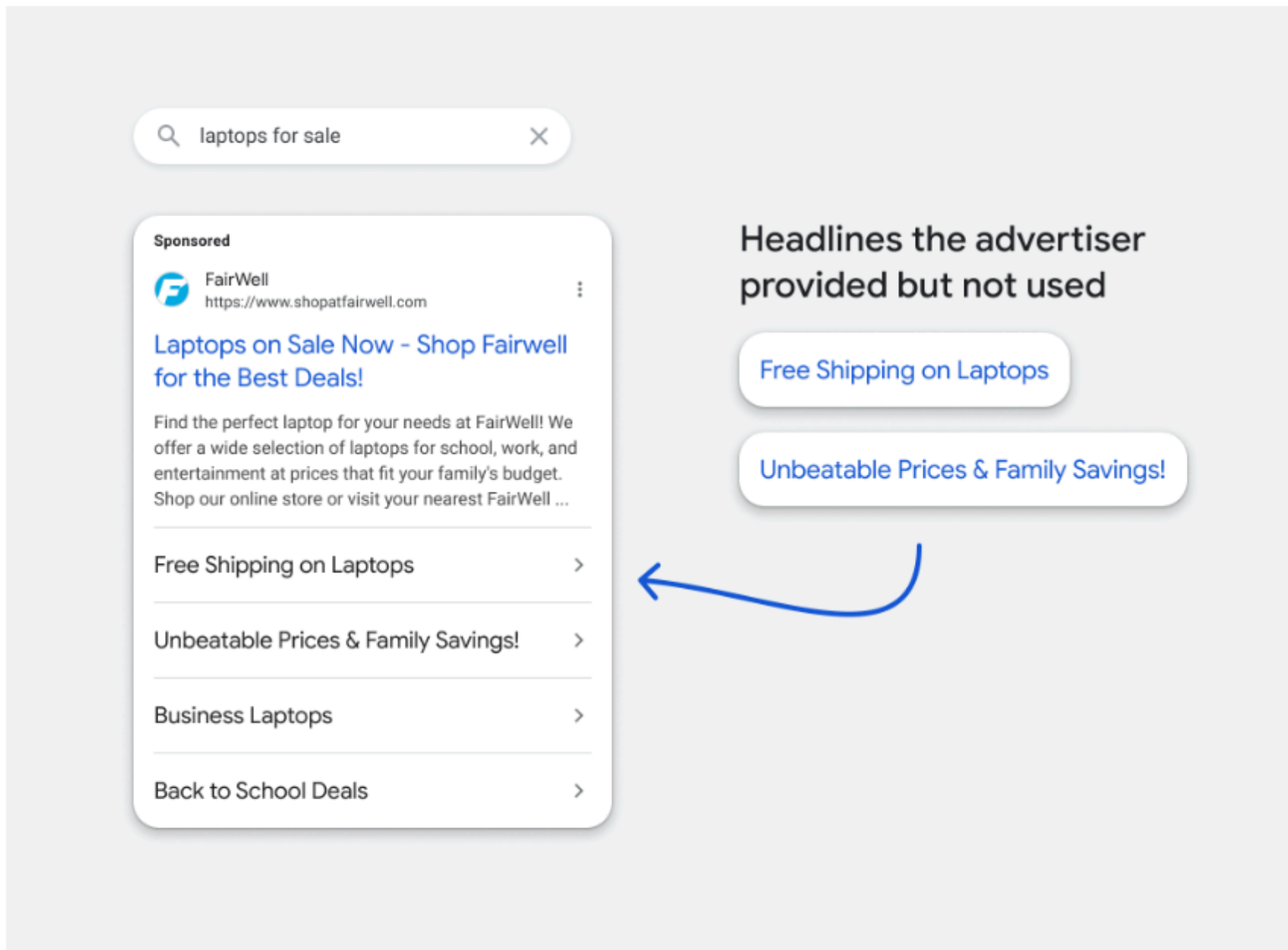
HEADLINES AS SITELINKS

Up to two unused headlines from RSAs can now appear as Sitelinks if they are predicted to improve performance. They will use the same final URL as the ad itself, thereby increasing the traffic potential for the landing page.



INCREASED ASSET FLEXIBILITY IN RSA

EXAMPLE



Source:

<https://support.google.com/google-ads/answer/15967262>



INCREASED ASSET FLEXIBILITY IN RSA

WHY THE UPDATE

Google argues that this update maximizes the impact of existing creative assets, allowing advertisers to benefit from headlines that were previously unused. I am a bit more critical of Sitelinks without descriptions.



INCREASED ASSET FLEXIBILITY IN RSA

HOW ARE PINS AFFECTED?

Advertisers retain control over pinned assets, ensuring key elements remain in place. This means that you should decide which headlines should remain only headlines, and which must be given the opportunity to become sitelinks.



INCREASED ASSET FLEXIBILITY IN RSA

SO WHAT?

Reevaluate which information in your assets is most important and should not be omitted, especially in descriptions. Additionally, for unpinned headlines, consider whether they would work well as Sitelinks.



INCREASED ASSET FLEXIBILITY IN RSA COMBINATIONS REPORT

The combinations report might help you track how different ad components are being used. For instance, use it to check whether a headline is frequently used as a sitelink.



INCREASED ASSET FLEXIBILITY IN RSA

RSA BEST PRACTICES

According to Google, the RSA best practices remain unchanged. You can check them here:



<https://support.google.com/google-ads/answer/6167122?sjid=12801101911613806635>



INCREASED ASSET FLEXIBILITY IN RSA

ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



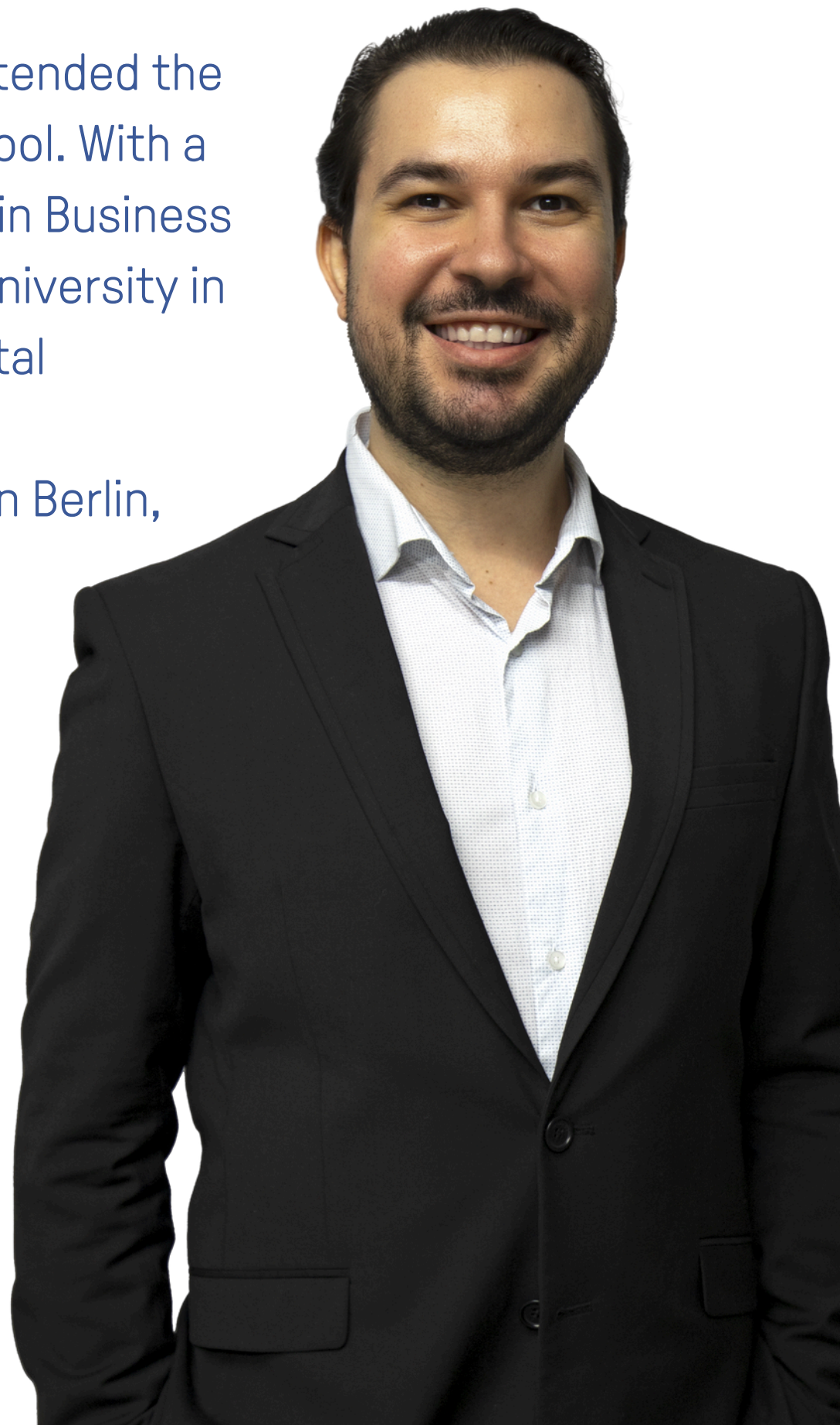
FOLLOW GEORGI ZAYAKOV

For more captivating Google content

Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



FOLLOW ME ON

