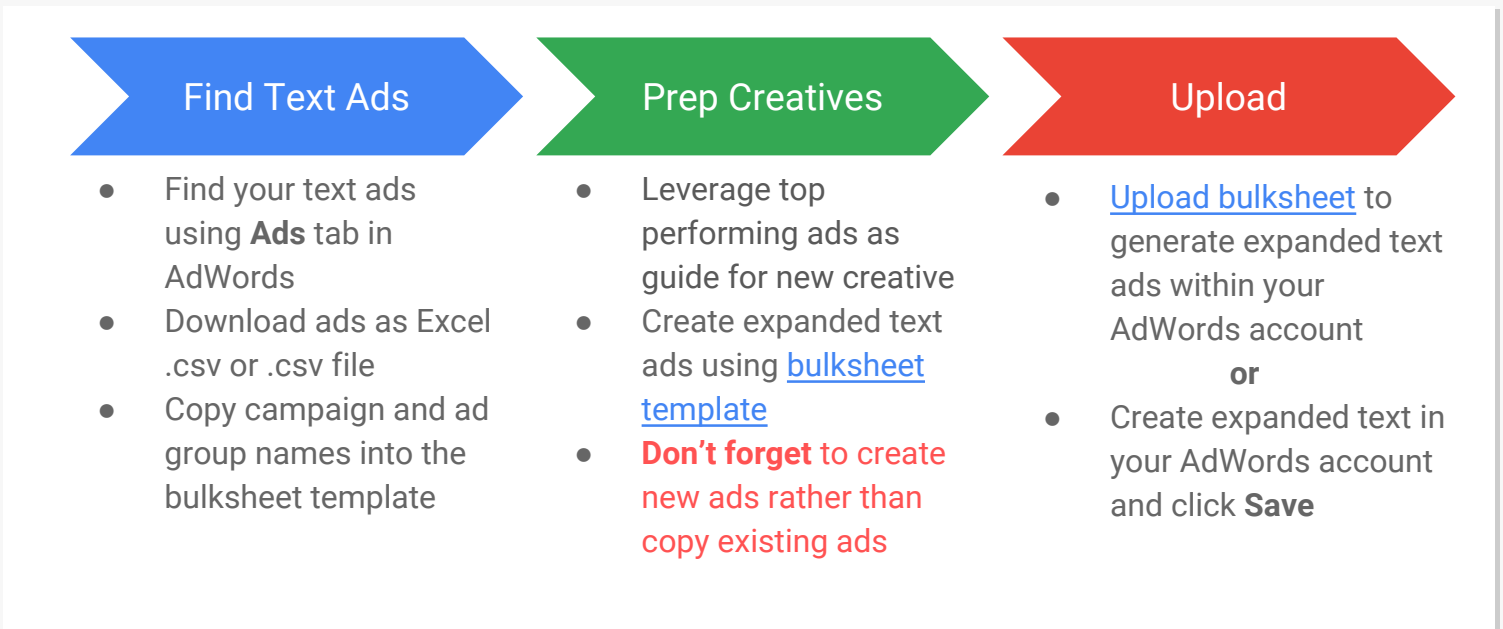




Overview of the Ads Creation Process



Download Text Ads

Filter all enabled campaigns, ad groups, and ads

1. Select the **Campaigns** tab and click **All campaigns** on the left navigation bar.
2. Click the drop-down option to choose whether you'd like to see **all enabled** campaigns or **all but removed** campaigns.
Recommendation: Select all enabled campaigns.
3. Repeat Steps 1-2 in the **Ad groups** and **Ads** tabs to ensure only enabled ad groups and ads are viewed.

Select text ads

1. Click Filter under the **Ads** tab and then select **Create filter**.
2. Select the **Ad type** filter from the drop-down menu.
3. Deselect all options except for **Text ad** and then click **Apply**.

Find and download top performing ads

1. Sort the table by the Cost column.
2. Click the download button and select **Excel .csv** or **.csv**. Then click **Download**.
3. Use Google Sheets or Microsoft Excel to open the spreadsheet downloaded.



Prep Creatives

** If you need assistance creating or uploading Expanded Text Ads, reach out to your Google account manager*

Utilize the ETA Bulk Sheet & Creative Prep

1. Add your customer ID to the [ETA Bulk Template](#) in Column A.
2. Copy the campaign and ad group names into Columns C and D, respectively, from the spreadsheet downloaded in the previous section.
3. Paste these values into the relevant fields into the new ETA Bulk Template.

Write Compelling Ads

1. Rewrite your original ads in the new Expanded Text Ads template using Google's best practices guide, [Creative that Clicks](#).
2. Write **Enabled** under Ad state, so that your new ads are eligible to run once uploaded.

Note: Ads will be uploaded active and will start running right away. To upload your new ads as paused, write **Paused** under the ads state until they are ready to run.

3. Fill columns A-M in the [ETA Bulk Template](#) with the new creative.
4. Copy over any other relevant information (e.g. final URLs).
5. Repeat steps 1-5 for all of your text ads.
6. Download your new ETA sheet as a .csv file.

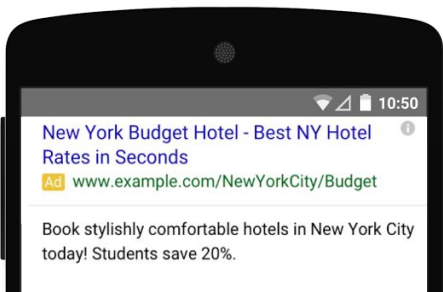
Upload Expanded Text Ad Creatives

There are two options to upload your new ad creatives.

- 1** 1. In AdWords, navigate to the **Ads** tab and then click **Edit**.
2. Select **Upload spreadsheet**.
3. Choose your file, then click **Upload and preview**.

- 2** 1. In AdWords, click the **Bulk Operations** button in the left navigation window.
2. Under Bulk Uploads, click **Manage Uploads**.
3. Choose your file, then click **Upload and preview**.

You can find more resources on bulk uploads [here](#).



Best Practices to create Expanded Text Ads

Keep at least one standard text ad within each ad group, since expanded text ads will only show on a limited percentage of traffic during the beta.

Rewrite your creative using Google's guide to writing [Creatives that Clicks](#) in the new ad format. You can also use these best practices to optimize your regular text ads.