SEMRUSH

SEMrush Toolkit for PPC

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Introduction

Only those with hands-on PPC experience know how much work is required before you actually hit "Enable campaign" in Google Ads. SEMrush tools are here to help you automate the most time-consuming tasks, which are always behind the scenes but take hours and hours of your time:

Competitor analysis

Keyword research

Creating ad copy and visuals

Who is this guide for?

In-House & Agencies

This guide is for in-house specialists and advertising agencies who run search and GDN campaigns and want to improve their workflow.

Newbies & Experts

It will help both newbies and experienced advertisers save time and streamline work processes by automating their daily routine.

Advertisers looking for inspiration

PPC specialists who know their business well and feel dissatisfied with the lack of fresh marketing vision can also use this guide to discover new ideas.

What will you learn?

First, you'll get 5 easy-to-implement, actionable tips on how to improve your existing PPC strategy. We will then guide you all the way through the process of building a winning advertising campaign: from choosing the right keywords to creating effective ad copy with SEMrush tools.

After studying this guide, you'll be able to handle the most time-consuming activities with less effort and free yourself more time for strategic and creative tasks.

PRO tips

6 quick wins for your PPC campaign

PRO tips: 6 quick wins for your PPC campaign

Looking for effective ways to optimize your existing Google Ads campaign? In this section, you will find 6 easy tactics you can implement using SEMrush tools and boost your performance. Each of these steps will only take you 10 minutes or less.

<10 minutes to implement

1 See competitors' keywords that you do not rank for

TOOLS TO USE: Keyword Gap

Choosing the best keywords for your product or service can be a daunting venture. Fortunately, you can check if your competitors use those high-potential, relevant keywords.

Choose the 'Unique to the first domain's keywords' intersection type to see the terms you might have missed out on.

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

gap.com   next.co.uk

Paid Keywords   Paid Keywords

All Keywords
Unique to the first domain's keywords
Common Keywords
Unique Keywords

Find New Keywords

2 Uncover your rivals' paid vs. organic strategy

Should you remove a PPC keyword if you rank number one in the organic results for it? Or should you bid on it in order to fight for the above-the-fold space in SERP?

Go to the Keyword Gap tool to see which strategy is the most popular in your industry.

Enter up to 5 domains to compare, select keywords and intersection types, and press the Go button.

gap.com

gap.com

Paid Keywords

Organic Keywords

All Keywords

Unique to the first domain's keywords

Common Keywords

Unique Keywords

You'll also be able to analyze the search volume and CPC of these keywords:

Keyword	Gap.com	Gap.com	Volume	CPC (USD)
old navy	1	3	6,120,000	0.05
gap	1	1	1,500,000	0.06
banana republic	1	3	1,500,000	0.11
athleta	1	3	550,000	0.07

Paid   Organic

TIP: explore at least 5 domains in your niche to get a complete picture.

Get insights

③ Estimate the potential of local PPC ads for your niche

⚙ **TOOLS TO USE:** CPC Map

The power of local PPC advertising is that it provides granular control over the targeted users and locations. Nevertheless, when planning a campaign, you need to better understand what happens in the market and evaluate the potential of a local PPC strategy for your specific industry.

With the CPC Map tool, you can check the average cost per click for one of the 17 industries (e.g. travel, marketing and advertising, real estate, online education, insurance) in a particular state or region.
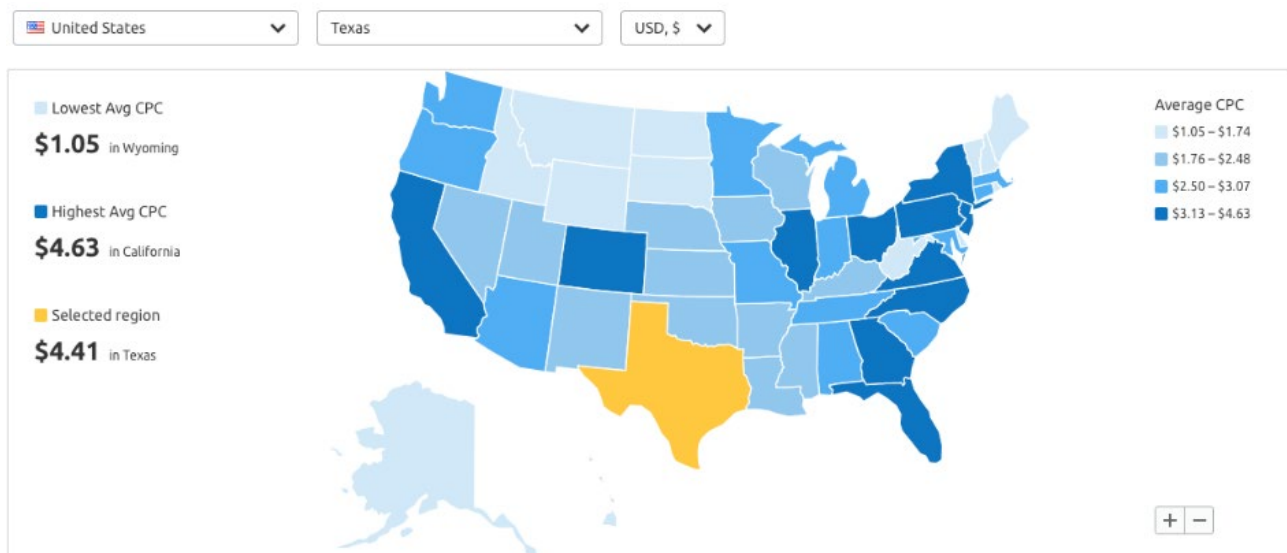
As you can see, there's a wide CPC range among different regions in the Marketing & Advertising industry, while in Pharmaceuticals the CPC range is quite small.

Use this information when planning your local PPC strategy, and distribute your advertising budget effectively among different regional campaigns.

Industries for United States, All Regions ⌄

| PPC costs (Avg. CPC) | PPC demand (Avg. Volume) |

Automobile dealership	$3.49
Beauty & Skincare	$1.32
Cryptocurrency	$1.38
Electronics	$1.2
Fashion retail	$1.53
Fitness & Health	$1.87

4 Get long-tail keyword ideas while staying on budget

TOOLS TO USE: Keyword Magic

Long-tail keywords are hugely valuable for PPC marketers as they generate relevant, low-cost traffic.

Use the Keyword Magic Tool and its advanced filters to see only keywords with:

- A certain minimal search volume

- A maximal CPC according to your campaign budget

All keywords

Total volume **17,700** | Average difficulty **7.57%**

⬆ Export

	Keyword		Volume	Trend	KD	CPC	Com.
☐	ocean city bike week	≡₊	2,900		68.53	0.43	0.11
☐	ocean city bike week 2017	≡₊	1,600		66.04	0.28	0.02
☐	ocean city maryland bike week	≡₊	1,300		61	0.2	0.15
☐	bike rentals ocean city md	≡₊	1,300		55.05	2.54	0.04
☐	ocean city nj bike rentals	≡₊	1,000		62.85	0.94	0.07

Broaden your keyword list ❯

5 Grab ideas for your ads from multiple domains

Want to defeat creative block and generate fresh ideas? Then head to the Keyword Ad History report to see how different domains target a particular keyword with their ads.

TIP: along with ideas for ads, you can also detect seasonality and understand how the analyzed keywords are popular among advertisers during certain months.

Domain	Jan 2018			2017									
	Ads Traffic	Ads Traffic Price (USD)	Ads Keywords	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	No
bikesdirect.com	26,628	25,208	5,752		2	2	2	5	6	2	1	1	1
climateride.org	742,803	527,113	19,475								2	2	2
biketothebeach.org	2,324	3,053	1,920								3	3	3

July 2017	August 2017	September 2017	October 2017	November 2017	December 2017
Ad	Ad	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.	Looking for a Century Ride? - Join the Best for Beginners Ad www.biketothebea...-ride/ Bike to the Beach Is A Great Ride For Riders Of All Levels & A Ton Of Fun.

Get inspired ❯

6 See how other retailers invest in Google Shopping and analyze their PLAs

TOOLS TO USE: PLA Research

If you are considering using product listing ads for your business, but are still not sure whether you should, start with competitive research. Explore how other advertisers who work in the same niche utilize PLAs.

To see whether or not your competitors invest in Google Shopping ad campaigns, go to the PLA Research. The report serves as a powerful source of information for e-commerce websites. You can see the number of keywords for which your competitor's PLA appeared in paid search results, analyze their ad samples displayed for a given keyword, discover their best-performing PLAs, and more.

PLA Copies 201 - 300 (10,347) *i*

Tetra HT Submersible Aquarium Heater size: 50 W, green/red ↗ $12.87 PetSmart	Top Fin Mountain Cliff Waterfall Aquarium Ornament size: Large, Multi-color ↗ $39.99 PetSmart
Keywords: **140**	Keywords: **140**
Only Natural Pet HW Protect Herbal Formula, black/ginger/green ↗ $17.99 PetSmart	All Living Things Small Animal Carrier size: Small, Blue & Yellow ↗ $16.99 PetSmart
Keywords: **138**	Keywords: **138**

Use this information to better understand what the Google paid search space looks like in your niche and how PLAs work. These insights can help you become more effective in promoting your own product or service through Google Shopping campaigns.

Gain competitive intelligence ❯

Exploring Your Market

Competitive Analysis

Any advertising specialist who wants to own more Google SERP real estate should recognize what is happening around them in the marketplace. To succeed, they first need to identify their competition and understand where they are in relation to their competitors. With SEMrush you can research your market and evaluate the competitive landscape in your niche before you start your advertising campaign so that you can reduce your risk, time and money and outperform your opponents.

Advertising Research

This comprehensive report provides you with a wealth of knowledge on your most important competitors. You can analyze their advertising strategies, discover their most profitable copy, and view their top-performing keywords. The tool includes the following reports:

Positions

Position Changes
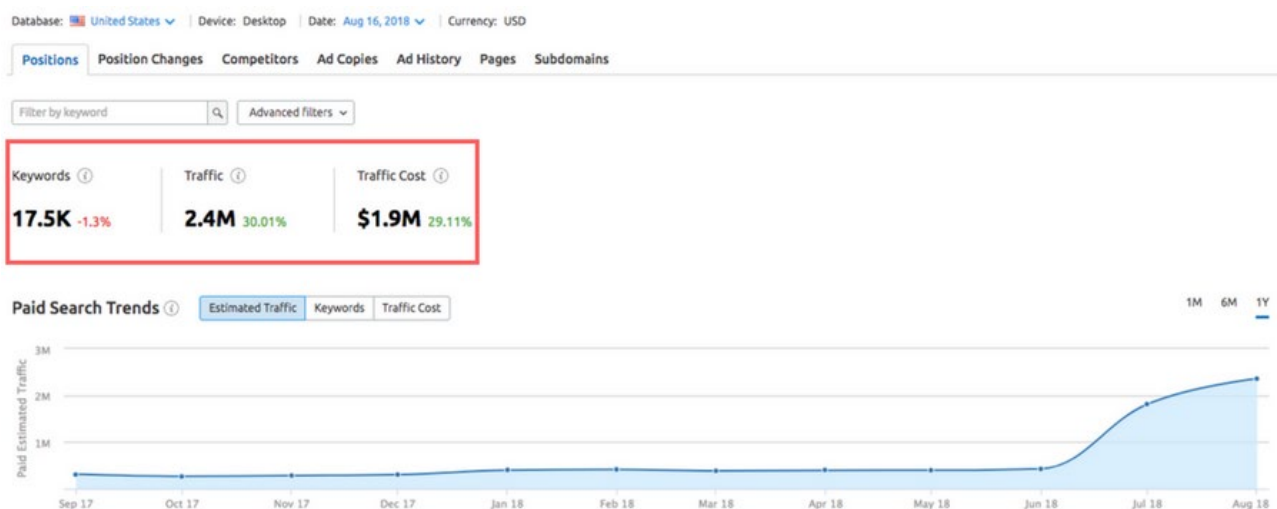
Competitors

Ad Copies

Ad History

Pages

Subdomains

📮 Positions

In the main report, you can see the number of keywords that bring users to your competitor's domain via Google's paid search results, the estimated traffic coming from these paid keywords, and an estimation of that traffic's cost. Below the numbers is a line graph that allows you to analyze changes in paid search traffic, keywords, and traffic cost over time.

In the report, you can also see every keyword that your competitor is ranking for with their paid ads, along with other valuable information, such as a domain's position in paid search results for a particular keyword, its volume, CPC, a landing page URL that's ranking in Google's paid search results for a given keyword, and more.

If you want to narrow down the list of keywords to refine your search and make the results more manageable, you can use advanced filtering options. Apply filters to find a narrow, precise list of low-cost or low-competition keywords that can be valuable to your advertising campaign.

🔽 Position Changes

Check how the position of your competitor domain changes on a daily basis. Keep track of changes in the number of their new and lost keywords over time:
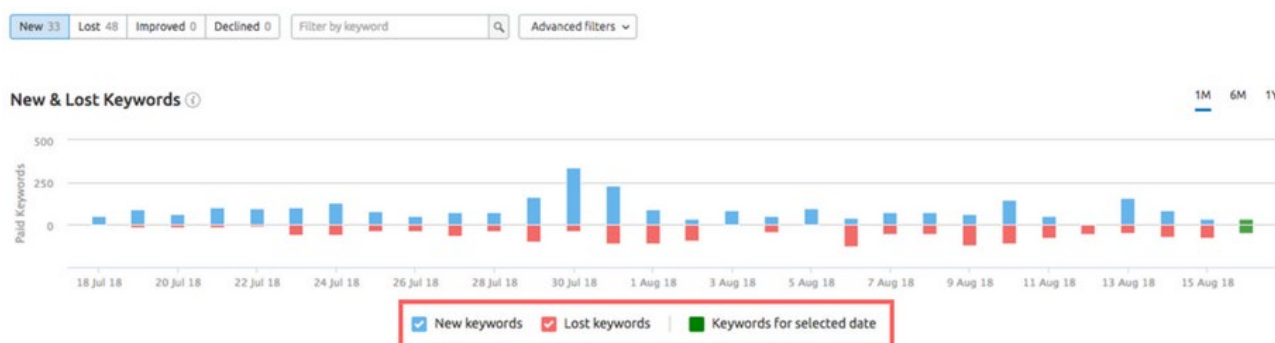
◈ Competitors

Type in your domain to discover all other websites that are competing with you in paid search results. You'll see a graph displaying your competitors based on the number of common keywords and the total number of ad keywords they're paying for:

🔳 Ad Copies

Analyze live examples of your competitor's ads. View their headlines and calls to action they use in their ad copy, keywords they're targeting, and landing pages they're directing traffic to:

📊 Ad History

Check all the keywords that brought users to your rival's domain via paid results over the last year and the maximum position an ad earned for a particular keyword in each month:

Domain Ad History 1 - 100 (668,200) ⓘ

Keyword	Coverage, % ⇕	Last month			2017					2018				
		Volume	CPC (USD)	Traffic	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
dodgers	100	3,350,000	1.57	157,450	3	3	1	1	1	1	1	1	1	1
new york yankees	100	1,000,000	1.05	47,000	1	2	3	1	1	1	1	1	1	1
auburn football	100	673,000	0.74	8,749	2	2	3	2	2	2	2	2	2	2
white sox	100	368,000	1.29	17,296	1	1	1	1	1	1	1	1	1	1
cincinnati bengals	100	246,000	1.35	3,198	1	1	2	2	2	2	2	2	2	2
bernese mountain dog	100	246,000	0.68	2,214	2	2	1	3	3	3	3	3	3	3

📄 Pages

Discover domain URLs of your competitors which rank in Google's paid search results, along with traffic brought to a particular page from paid search, number of keywords a page is ranking for in paid search, and number of backlinks leading to a given page:

Paid Pages 1 - 100 (31,446) ⓘ

URL	Traffic ⇕	Traffic, % ⇕	Keywords ⇕	Backlinks
http://www.shopzilla.com/ 🔗	2.1M	10.63	55.6K	222,891
http://www.shopzilla.com/Home-Garden/Top-Deals 🔗	1.2M	6.15	15.9K	Show
http://www.shopzilla.com/Home-Garden/Save-Money 🔗	644.9K	3.21	12.3K	n/a
http://www.shopzilla.com/Toys-Games/Top-Deals 🔗	614.3K	3.06	5K	Show
http://www.shopzilla.com/Clothing-Acc/Top-Deals 🔗	606.9K	3.02	7.3K	Show
http://www.shopzilla.com/Gifts-Flowers/Top-Deals 🔗	442.7K	2.2	3.2K	Show

🌐 Subdomains

View a list of subdomains of your competitor's domain that rank in paid search, traffic, and keywords:

Subdomains 1 - 100 (6,600) ⓘ

Subdomain	Traffic ⇅	Traffic, % ⇅	Keywords ⇅
www.shopzilla.com ↗	18,531,658	92.16	334.4K
womensshoes.shopzilla.com ↗	130,923	0.65	363
mensshoes.shopzilla.com ↗	52,899	0.26	222
womensdresses.shopzilla.com ↗	41,420	0.21	111
generalplumbingsupply.shopzilla.com ↗	41,228	0.21	128

**Explore new advertising opportunities** ❯

CPC Estimation

Understanding the potential value of keywords in a certain niche is challenging, yet still a very important part of any PPC specialist's job. We know that people search for different things in different places and that the average cost per click advertisers pay differs by location. SEMrush can help companies that work on a nationwide level to find out the average CPC in different regions for multiple industries, so they can distribute their budget wisely among their local ad campaigns.

CPC Map Tool

If you target multiple locations within one country, the CPC Map tool can become your right hand. The tool represents an interactive map that displays the average CPC for one of the **17 industries** in a particular area, such as state or region, in different countries, including the US, the UK, Canada, India, Australia, Brazil, France, Italy, South Africa, and Russia.
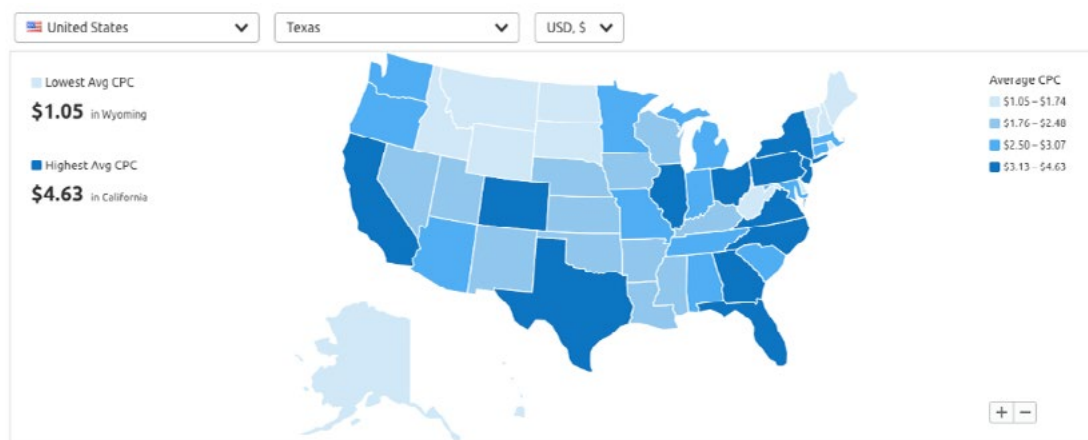
In the tool, you can also check the PPC demand of keywords — the average search volume of queries related to a particular industry in different locations.

The data provided by the CPC Map tool can serve as a great source of ideas for A/B testing and experiments and provide lots of insights for PPC specialists looking to improve their Google Ads campaigns.

1 Check the average CPC in your niche across different regions

Choose your industry and check the average CPC in that niche in different regions. Find the most and least expensive locations to place your ads.
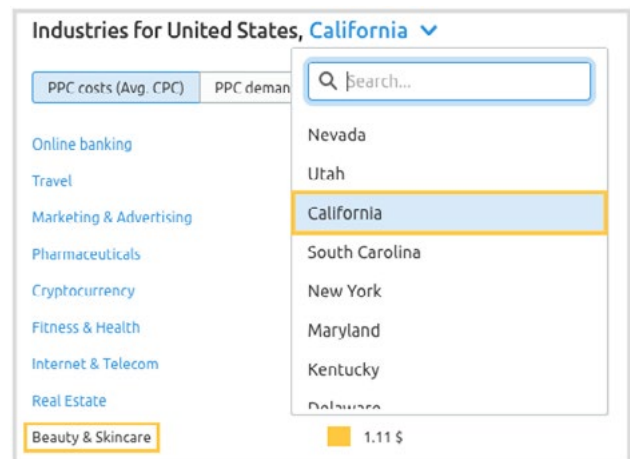
2 Compare CPC vs. search volume to find "hidden gems" in your niche

Let's say you work in the Home & Garden industry. In the CPC Map tool, you'll see that in this sector the average CPC is $1.51 and the average volume is 675 in Tennessee, while in Pennsylvania the average CPC is $1.47 and volume is 1,416. It looks like there's a higher demand for this kind of service in Pennsylvania, and the average CPC is even lower than in Tennessee. Why not run an A/B test?
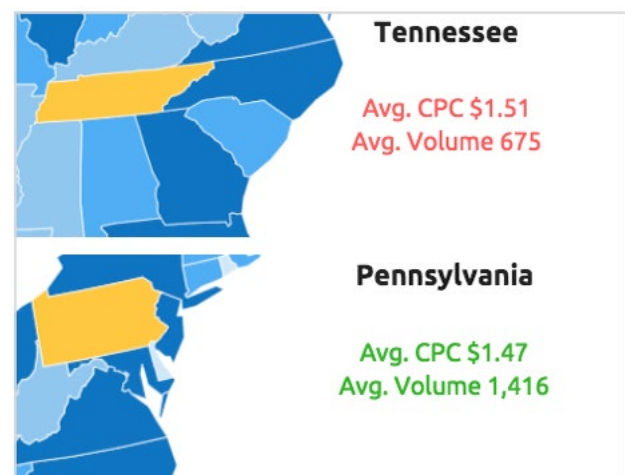
3 Identify the most trending topics

If we look at Fitness & Health, we'll see that the most expensive keywords in this industry are as follows: "crossfit website" ($41.99 in Ohio and $49.31 in Georgia) or "best crossfit website" ($42.9 in Florida). However, in reality people mostly search for something more specific. The most popular keywords in this niche are "tricep workouts", "abc workouts", "nearest gym", etc.

Industries for United States, Georgia ⌄

Fitness & Health

Georgia is the **5** most expensive state to advertise Fitness & Health

Most expensive keywords		Most popular keywords	
Keyword	CPC	Keyword	Volume
crossfit website	49.31 $	shoulder workouts	90,500
fitness together	17.73 $	fitness	90,500
cardio exercises for weight loss	16.19 $	crossfit games	165,000

Estimate CPC for your niche ❯

Audience Targeting Insights

Audience targeting is crucial to the success of advertisers in the display network. Google Display Network has many targeting options: you can identify your target customers using interests, demographics, 3rd party data or look-alike technology. However, Google doesn't allow you to access data on your competitors' audiences. Luckily, you can find it in SEMrush reports.

Display Advertising Tool

If you need to analyze audience targeting in your niche, our Audience Targeting widgets will provide you with the following info about your competitors' customers:

- Age and gender
- Interest categories of the advertiser's website audience
- Interest categories of the advertiser's target audience

For example, visitors of grammarly.com are both men and women, aged 25 to 44, mainly interested in Technology, Media & Entertainment, and News & Politics:
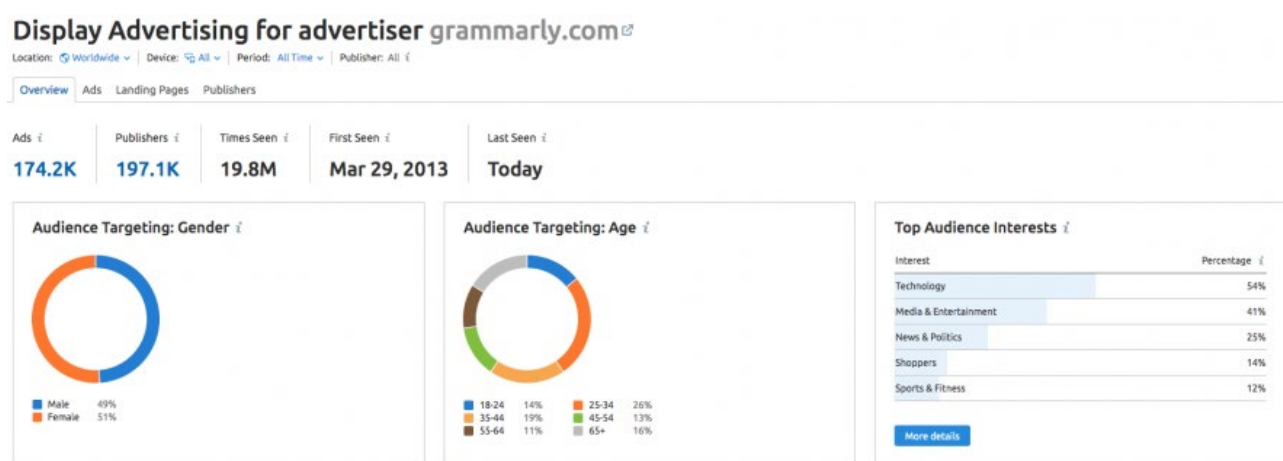
On the other hand, grammarly.com as an advertiser is placing its ads on other websites whose audiences are mostly interested in Reference, Arts & Entertainment, and Books & Literature:
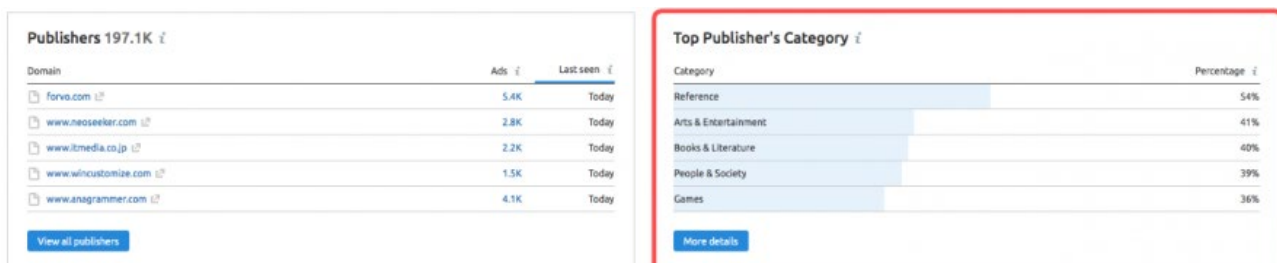
Understanding the target audience of your rivals can help you expand your own marketing funnel, test new audience combinations and attract more viewers of your content.

Analyze Display Campaigns ➤

Search
Campaigns

Keyword Research

Thorough keyword research is the foundation of a successful PPC campaign. It helps you choose the best search terms and target the right audience with the right messaging. And what's most fascinating about this process is that even one seed keyword is enough to build a whole keyword empire if you have the right tools in place.

PPC Keyword Tool

With PPC Keyword Tool, you can gather a massive list of relevant keywords using multiple sources. Along with adding keywords manually, you can use the following options:

Related search terms

Long-tail suggestions

Competitors' keywords

Google related searches

Previously gathered keywords

Keyword merging

BONUS: Local keyword data

🔍 Related search terms

Keywords which are semantically related to your seed keyword:

From SEMrush Database: 🇺🇸 United States ⌄

Phrase report (phrase related) ⌄	bike ✕	50 ⌄		**Add**

Added keywords: 47   remove all keywords ⊗

mens bikes

a bike

mtb online

bicycle

🌀 Long-tail suggestions

Keywords that consist of two or more words and contain your seed keyword:

From SEMrush Database: 🇺🇸 United States ⌄

Phrase report (phrase match) ⌄	bike shop ✕	20 ⌄		**Add**

Added keywords: 202   remove all keywords ⊗

bike shops near me

bike shops denver

bike shops chicago

bike shop nyc

🔑 Competitors' keywords

Keywords your rival's domain is ranking for, organically or in Google Ads (you can pick both options). You can also narrow down your search by entering the keyword you're willing to target specifically:

🔍 Google related searches

Keywords from the "Searches related to ..." block in the bottom part of the SERP:

🔑 Previously gathered keywords
(.XLS, .TXT or .CSV format)

While setting up your campaign, choose the necessary format and upload your existing keyword list:

🔑 Keyword merging

A useful feature for those who need to advertise goods or services with multiple characteristics (for instance, different bike types in different cities).

📄 **NOTE:** this source is available only when you have already set up a campaign. You can find it under the '+ Keywords' button on the campaign dashboard:
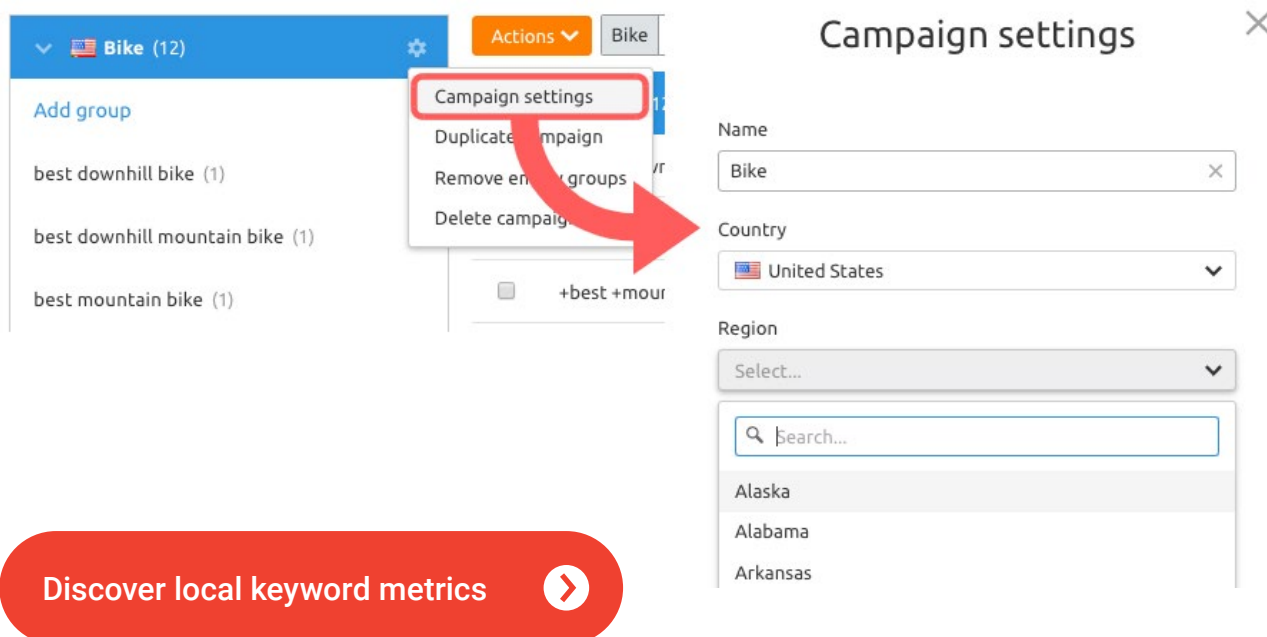
Expand your keyword list ❯

🔑 BONUS: Local keyword data

For all the keywords you have gathered, you can analyze the CPC and volume at a local level. SEMrush provides accurate local keyword data, so you can plan your budget with a Swiss watch precision.

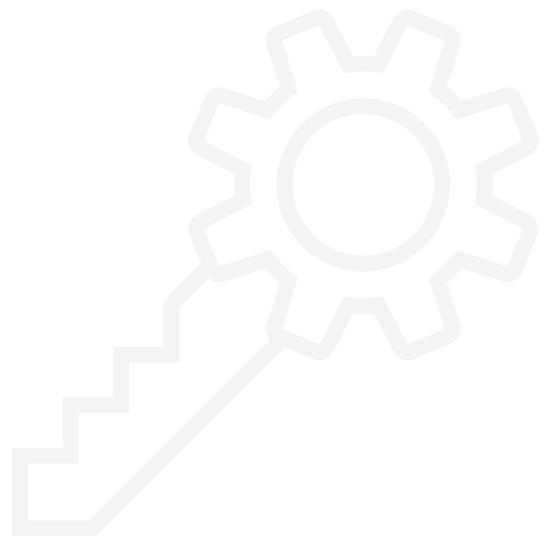To specify the location, go to 'Campaign settings' and choose your region and/or city.

Discover local keyword metrics ❯

Managing Keywords

Building a robust keyword list is only half the battle. The next step is to organize it properly. In SEMrush, you can effectively manage all the search terms you've found, so that your list is ready to be exported to Google Ads.

PPC Keyword Tool

Without leaving the PPC Keyword tool, you can quickly organize your keyword lists:

Filter

Group

Set match type

Clean

Find cross-group negatives [EXCLUSIVE]

🔻 Filter

SEMrush provides you with all vital PPC metrics: search volume, CPC and competitive density. You can either delete irrelevant or too expensive keywords manually or set up advanced filters:

🗝 Group

Choose whether you prefer to group keywords manually, keep one keyword per group or enable automatic grouping:

🗝 Set match type

Set broad, modified broad, phrase or exact match type for specific keywords or for the entire campaign:

🧹 Clean

It's hard to imagine a more boring task than removing duplicates, empty campaigns or special characters from your keyword list. The good news is that you can assign this work to SEMrush; just hit the 'Recommendations' button:
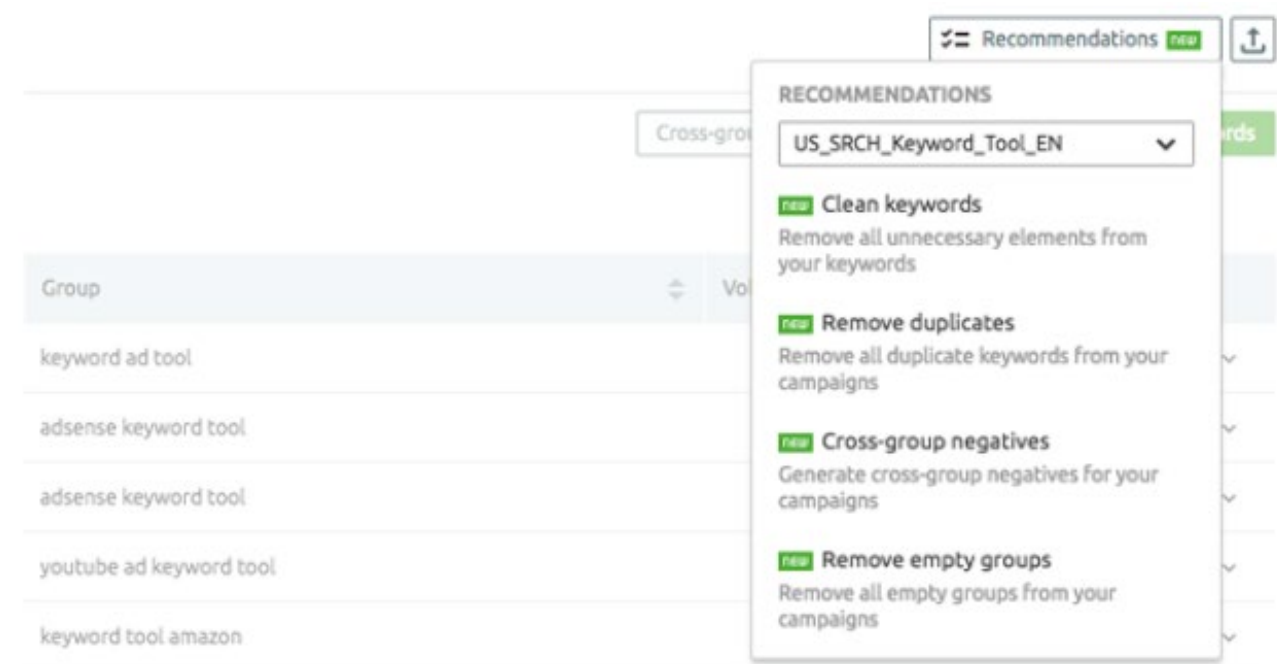
TIP: we recommend that you follow the recommendations in the same order they are given. If you start with removing empty groups and then proceed with cleaning keywords, you will then need to go back and check if new empty groups have appeared.

🔑 Find cross-group negatives [EXCLUSIVE]

This option is exclusive to SEMrush. It's definitely worth trying if you want to save your campaign budget and time (and we bet you do).

⚙️ **TOOLS TO USE:** PPC Keyword Tool

WHY CARE ABOUT IT? When you manage multiple campaigns on pretty much the same topic, there's a risk that your ads will start competing with each other. This happens when you use broad or modified broad m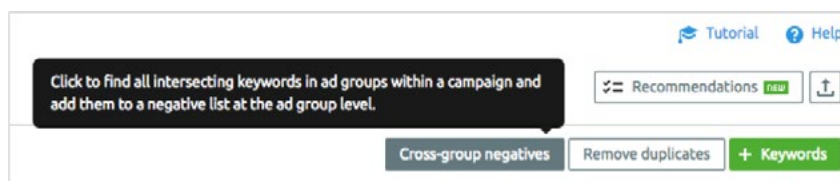atch types. You can solve this issue manually by adding the keywords that give rise to unnecessary competition to 'negatives'. But it may take you hours.

SEMrush helps find intersecting keywords across different ad groups in no time.

Hit the 'Cross-group negatives' button and get a list of words to exclude:

These keywords will then be sent to the negative keyword list.

Now make sure you set the correct match type, go through 'Recommendations' once again and move forward to exporting your list to a .csv or .xls file.

Find cross-group negatives ❯

Ad Creation
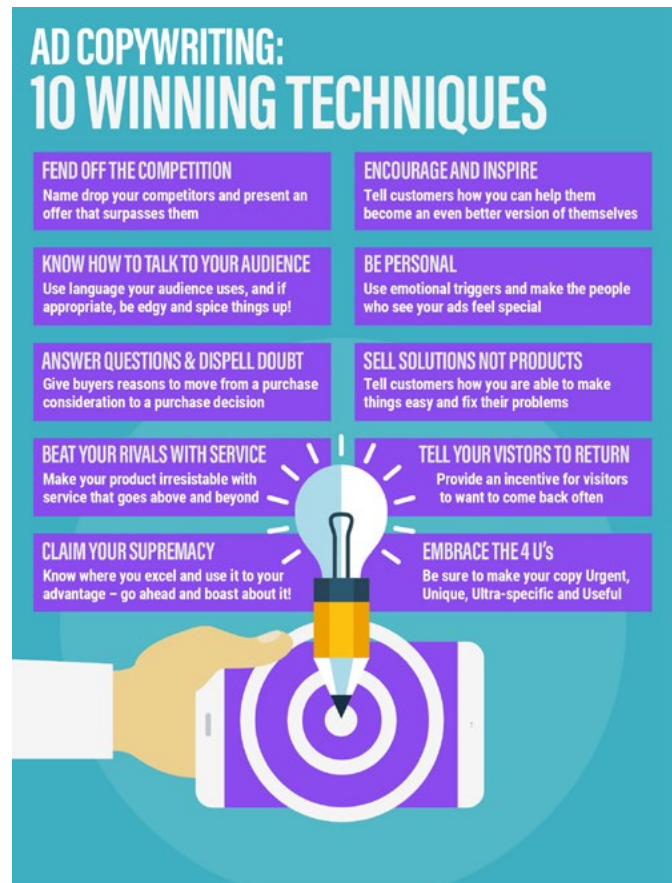
Great ad copy engages and persuades your potential customers in a split second. Here are 10 ad copywriting winning techniques from top online retailers:

Our tools will help you produce compelling copy and provide you with advertising ideas that actually work. You can create your ads directly in SEMrush interface; let's see how this can be done.

For more details read the full article.

Ad Builder

This tool will help you beat blank page syndrome and get your writing started. At the setup stage, you'll be prompted to add up to 10 competitor domains (manually or using SEMrush suggestions), and then go to the 'Text Ads' section.

Click on the 'New Ad' button and dive into the creative process. You can edit the existing copy and adapt it to your needs. Here you can also get extra ideas from your competitors.

[1] You'll be warned if the character limit is exceeded

[2] Extra ideas from competitors at your fingertips

[3] Tracking code for each ad generated automatically

[4] Real-time preview of your ad

TIP: E-commerce websites that advertise multiple similar items will benefit from the **dynamic key-word insertion** feature: by using it you save a lot of time and keep your ads relevant.

Start creating ads ❯

Leverage the power of ad extensions

Additional pieces of information about your business, known as ad extensions, are a great way to improve the visibility of your ads, which can result in more clicks and even better ROI. With the extension feature in Ad Builder, you can create extensions for your own search ad campaigns right in the tool. Currently, Ad Builder allows you to create four types of ad extensions: sitelink, callout, structured snippet, and call extensions.
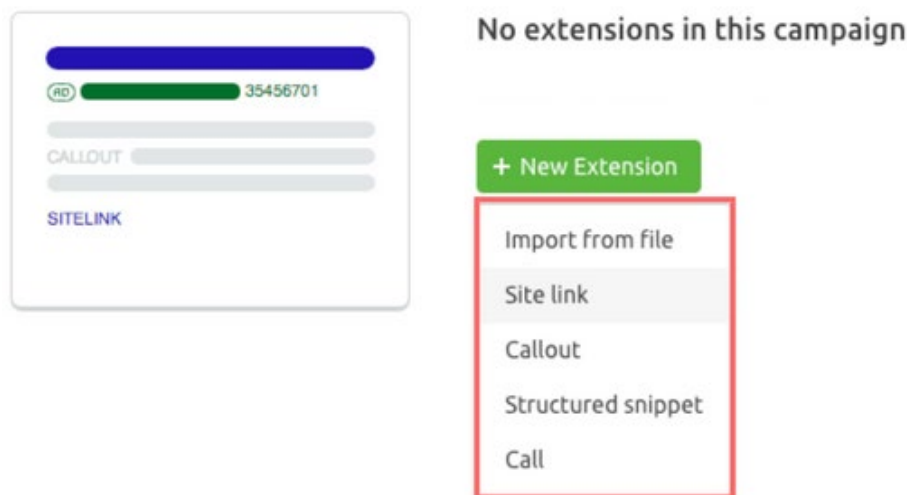
[1] Create your ad extensions with ease

[2] Preview your extensions in real time

[3] Select "optimize for mobile" checkbox to specify device preferences
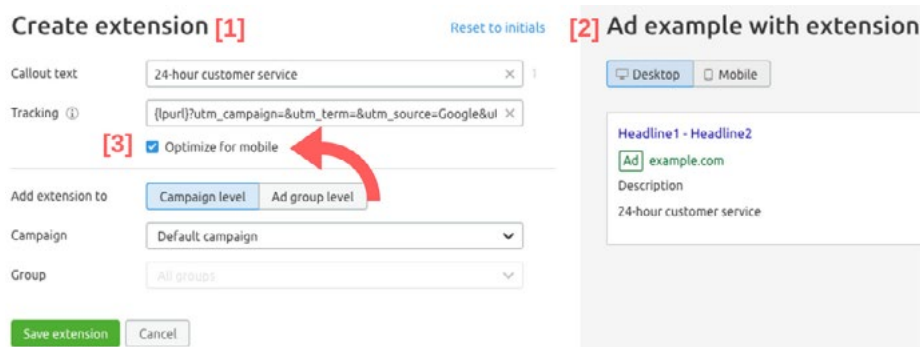
You can then save, edit, and export your ad extensions to a .csv file.

Display (GDN) Campaigns

Audience Research

Display advertising is mainly known as a channel for brand awareness. With this in mind, many small or medium enterprises exclude it from their marketing mix. But if planned smartly, GDN can increase the efficiency of search campaigns, and, most importantly, drive a lot of conversions on its own.

One of the ways to avoid the budget drain in display campaigns is competitive analysis. Whether you are just planning your first campaign or want to improve your active campaigns, you can find precious insights that will add some extra value to your advertising strategy.

Display Advertising

In the report, you can explore the landscape of display advertising and analyze your competitors' advertising behavior by studying their audiences, banners, sidebars, and text ads placed through Google Ads.

The SEMrush Display Advertising Report allows you to discover competitors' ads in two different ways:

■ Search by domain   ■ Search by word or phrase

Display Advertising

Analyze the ad texts and banners your competitors are using

| Type domain or keyword | Explore now |

Enter a domain you want to analyze in the search bar and get insights into your competitor's advertising profile. Or you can simply type in a particular word or phrase to discover ads in which this term was used by advertisers.

Here are 5 aspects to look at when evaluating competitors' GDN campaigns. Based on these insights, you can build up your own winning PPC strategy:

Audience Insights

Ad Formats

Devices

Publishers

Ad Examples

📊 Audience Insights

As we already mentioned in the "Exploring Your Market" section, selecting the right target audience is crucial for a successful display campaign. The Audience Targeting widgets allow you to see breakdowns by gender, age, interests, and top advertiser categories – everything you need to estimate your rivals' audiences and create experimental ad campaigns.
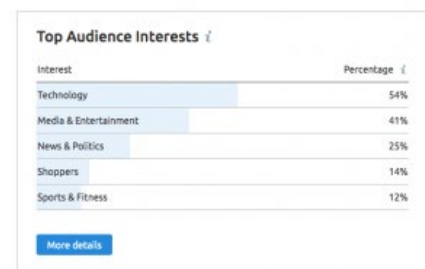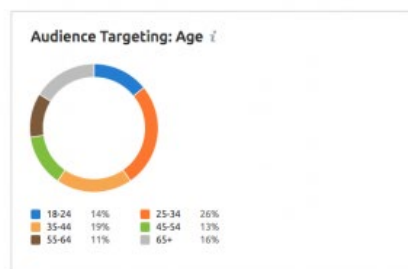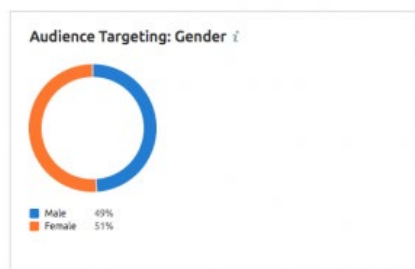
The audience insights are available for the advertiser's website:

As well as for the audience targeted by this advertiser on other websites:

Get audience insights ⊙

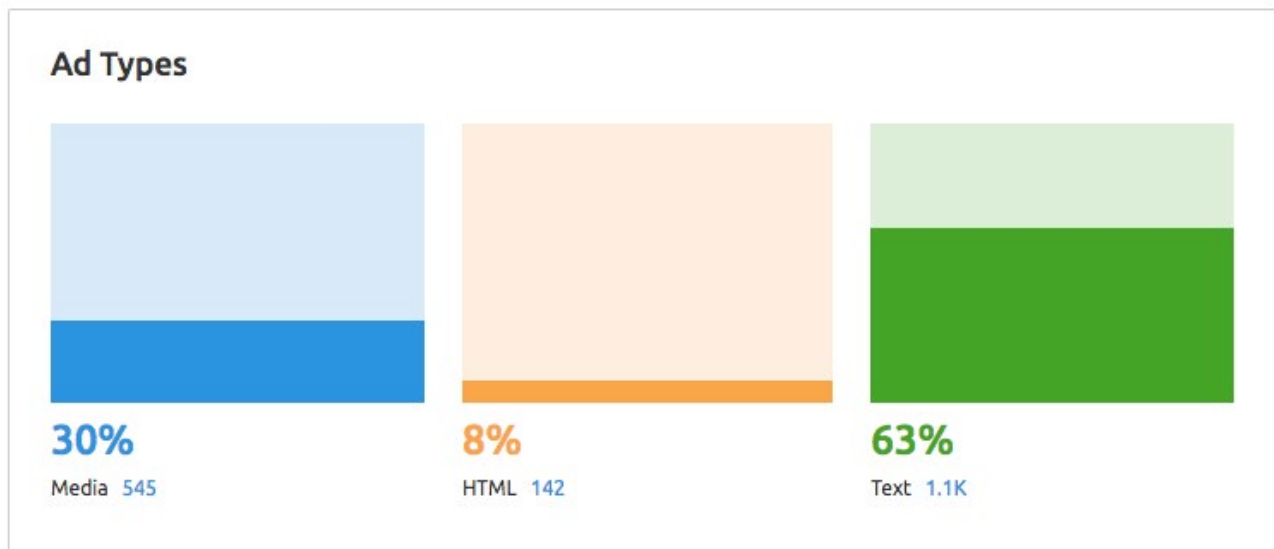# Ad Formats

In GDN, there are several types of ads: text, image, rich media, etc. The Display Advertising report will help you get an idea of the most successful ad types in your niche. Look at the 'Ad Types' report in the Overview section to explore which format is used more often by your competitors.
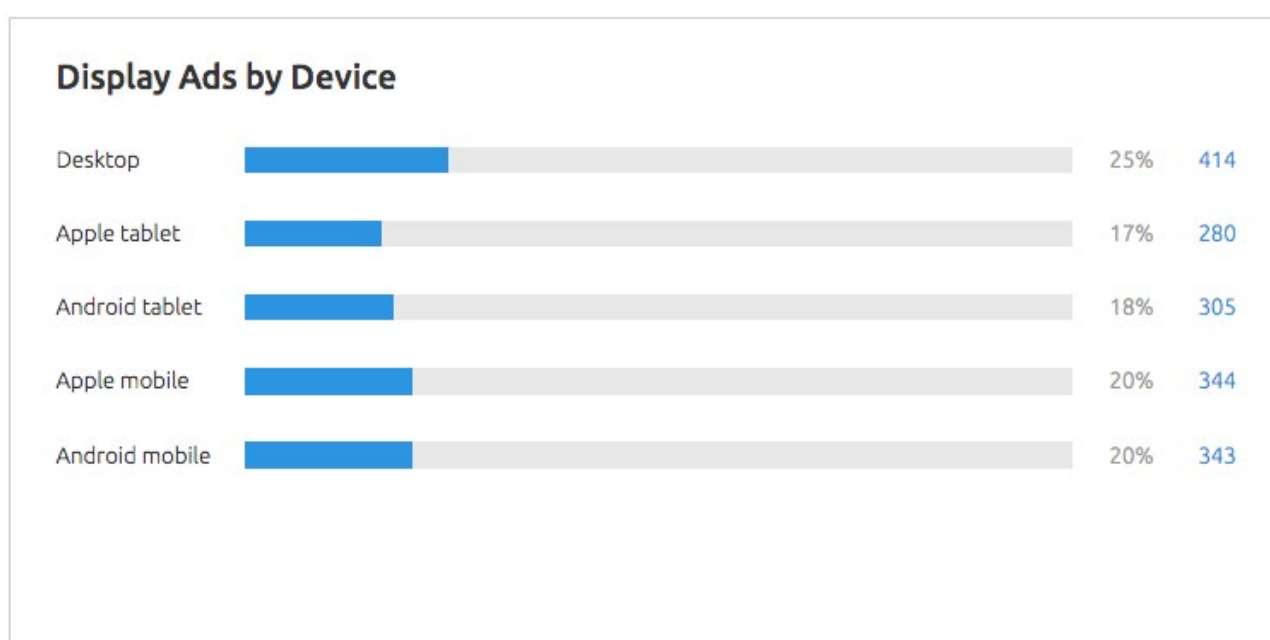

Clicking on any of the bars you'll be redirected to the list of ads you'll be able to explore.

▦ Devices

In our 2017 study, we found out that different industries prefer targeting different devices. For example, desktop is the least popular device type among retailers (only 14%), while for software products it's twice as popular (28%). With this in mind, a thorough analysis of devices which are being targeted in your niche is a must.

To find out which OS and devices your competitors prefer to focus on, use the 'Display Ads by Device' report in the Overview section.

Display Ads by Device

Device		%	
Desktop	▬▬▬	25%	414
Apple tablet	▬	17%	280
Android tablet	▬	18%	305
Apple mobile	▬	20%	344
Android mobile	▬	20%	343

Clicking on any of the bars will take you to the list of ads seen on this particular device.

iOS or Android: see which OS is more popular in your niche ⊙

🖊 Publishers

GDN's 'thing' is that it's automated to a great extent - Google's algorithms will decide which publisher websites are more relevant for your target audience. Obviously not all of these placements turn out to be effective. This is why you can increase the chances of your ads appearing on relevant websites by adding a custom list of publishers to show your ads on. In Google Ads this option is called 'managed placements'.

You can identify the right managed placements with our 'Publishers' report in 3 steps.

1 Discover which publishers show ads from your competitors. Use advanced filters to exclude the websites you already advertise on or those that don't fit into your PPC strategy and then export the resulting list. For example, these are the top 5 publishers for grammarly.com in the US:

Exclude ▾	Publishers ▾	Text Contains ▾	wikibruce ✕

＋ Add one more

Apply Filters   Reset

Publisher, Title & Description *i*	Monthly Visits *i*	Ads *i* ⇕
forvo.com ↗ Forvo: the pronunciation dictionary. All the words in the world pronounced by native sp... The largest pronunciation dictionary in the world. All the words in all the languages pro...	2,291,922	3,171
www.anagrammer.com ↗ no title no description	3,617,561	2,459
www.poetrysoup.com ↗ no title no description	2,108,738	1,894
www.dictionarist.com ↗ no title no description	42,983	1,789
www.itmedia.co.jp ↗ no title no description	183,984	1,764

2 Review these publishers. Does their audience (Gender, Age, Interests) correspond to your target audience? Does their traffic come from the countries you're targeting? Do they show too many intrusive and ineffective ads?

For more detailed analysis set the location/device, and time period (in cases where you want to analyse a successful advertising campaign you are aware of).

3 Add the publishers that meet your criteria to your 'Managed placements' list in Google Ads.

TIP: Try adding at least a few dozen websites, otherwise the audience you're targeting will be too narrow and it will take a lot of time to get the results.

Analyze Display Campaigns ❯

🎁 Ad Examples

Finally, to grab some ideas for your own ad creatives, head to the 'Ads' tab. There are plenty of aspects to explore:

- Calls to action
- Visuals
- Seasonality of ads
- Unique selling propositions
- Ad sizes
- ...and many more.

If you need more info about any single ad, click on it and explore the detailed report:

Ad Report for Advertiser: bikesdirect.com

Times Seen	Days Seen	First Seen	Last Seen	Target URL
6,710	335	12 Jan, 2017	12 Dec, 2017	http://www.bikesdirect.com/products...

Domains publishing this ad

Publisher	Times Seen	Days Seen	First Seen	Last Seen
mmba.org	1,125	245	19 Jan, 2017	20 Sep, 2017
stevegtennis.com	904	252	25 Feb, 2017	3 Nov, 2017
climbbybike.com	587	262	20 Feb, 2017	8 Nov, 2017
dgcoursereview.com	544	246	23 Feb, 2017	26 Oct, 2017

Explore Competitors' Ads ⊙

Ad Creation

Apart from text ads for search campaigns, Ad Builder allows you to create responsive HTML ads for GDN. You'll find this feature in the 'Display Ads' section.

In a matter of minutes you will have an engaging display ad created for your campaign.

[1] Write both short and long headlines for your ad

[2] Add your image and logo
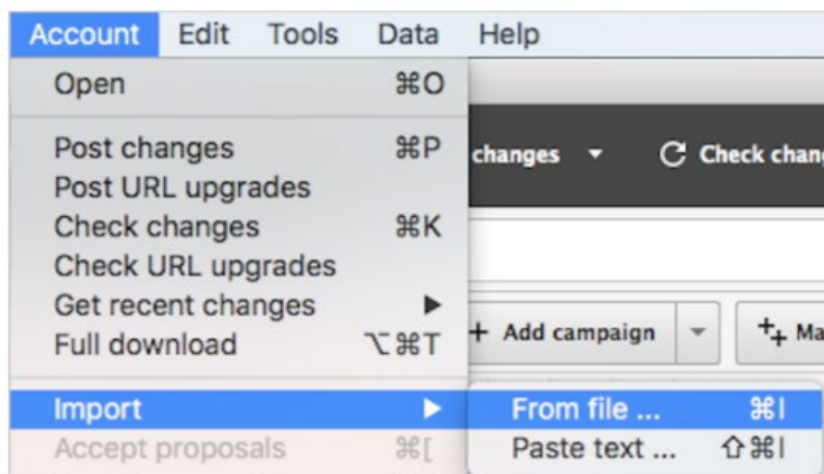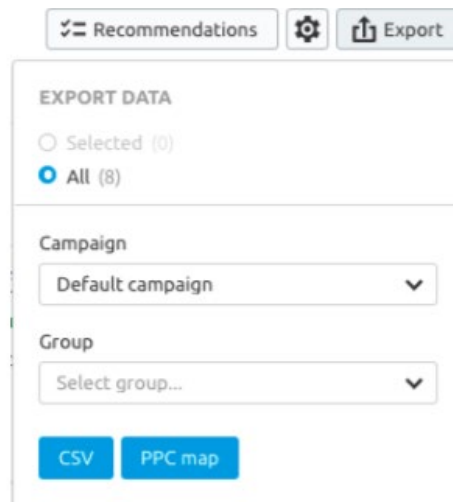
[3] Real-time preview of your ad

The ads created will be saved into a .ZIP archive and can be uploaded to Google Ads without additional edits.

Create compelling ads ❯

Export

When you feel you're done with research and creatives, upload your keywords and ads to Google Ads in just a few clicks.


Boost Your PPC ❯

Level Up Your PPC Expertise with SEMrush Academy

SEMrush Academy offers two video courses created in cooperation with advertising experts. The PPC Fundamentals course will provide participants with a strong understanding of how PPC works. And if you want to deepen your knowledge of SEMrush tools for advertising specialists, take our special educational course to become an advanced SEMrush PPC user. Upon completion of the courses, you can pass the exam and get certified by SEMrush to prove your expertise.

PPC Fundamentals Course with Joel Bondorowsky ⬀

Explore how PPC campaigns work and how you can avoid hidden pitfalls that lead to money-losing use of Google Ads. After the course, you can take the exam and earn a certificate that will be a valuable asset to your CV, LinkedIn or other professional networking accounts.
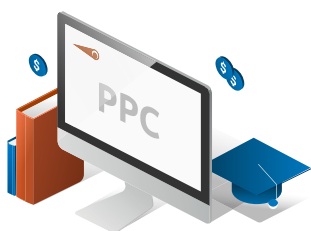
SEMrush Advertising Toolkit Course ⬀

Discover how to make the best use of SEMrush tools for advertisers and study real-life PPC cases. Get practical tips you can utilize for the best experience with the SEMrush Advertising Toolkit. Gain experience in performing keyword research, managing your keywords, creating ads and more.

SEMrush Advertising Toolkit Exam ⬀

Become a certified SEMrush PPC master. Test your knowledge of SEMrush PPC tools and get a course certificate upon successful completion of the exam.

We love your feedback!

Was this guide helpful? Is there something
else about PPC tools that you are interested in?
Drop us a line at ppc-toolkit@semrush.com
and share your ideas!