

A vintage-style telescope with a brass or copper finish is mounted on a pedestal. It is positioned on the left side of the frame, pointing towards the right. The background is a panoramic view of a city at sunset or sunrise, with the sun low on the horizon to the right, casting a warm glow. The city skyline includes several prominent skyscrapers. The overall color palette is dominated by the blues and oranges of the twilight sky. A large, faint, circular graphic element composed of several concentric lines is visible behind the telescope.

# Search Ads 360

# Search Engine Management Platform(SEM)

/sə:tʃ 'ɛndʒɪn 'mænɪdʒm(ə)nt 'plɑːtfɔːm/

*noun*

Manage, automate and optimise your search engine marketing campaigns in real-time and at scale

# SA360 | Search Ads 360 enables advertisers to...



## Automate Campaign Management

Set up, optimise, manage, and tweak and edit your search campaigns across all of your search engines in one place, and at scale.



## Use Advanced Optimisation Tools

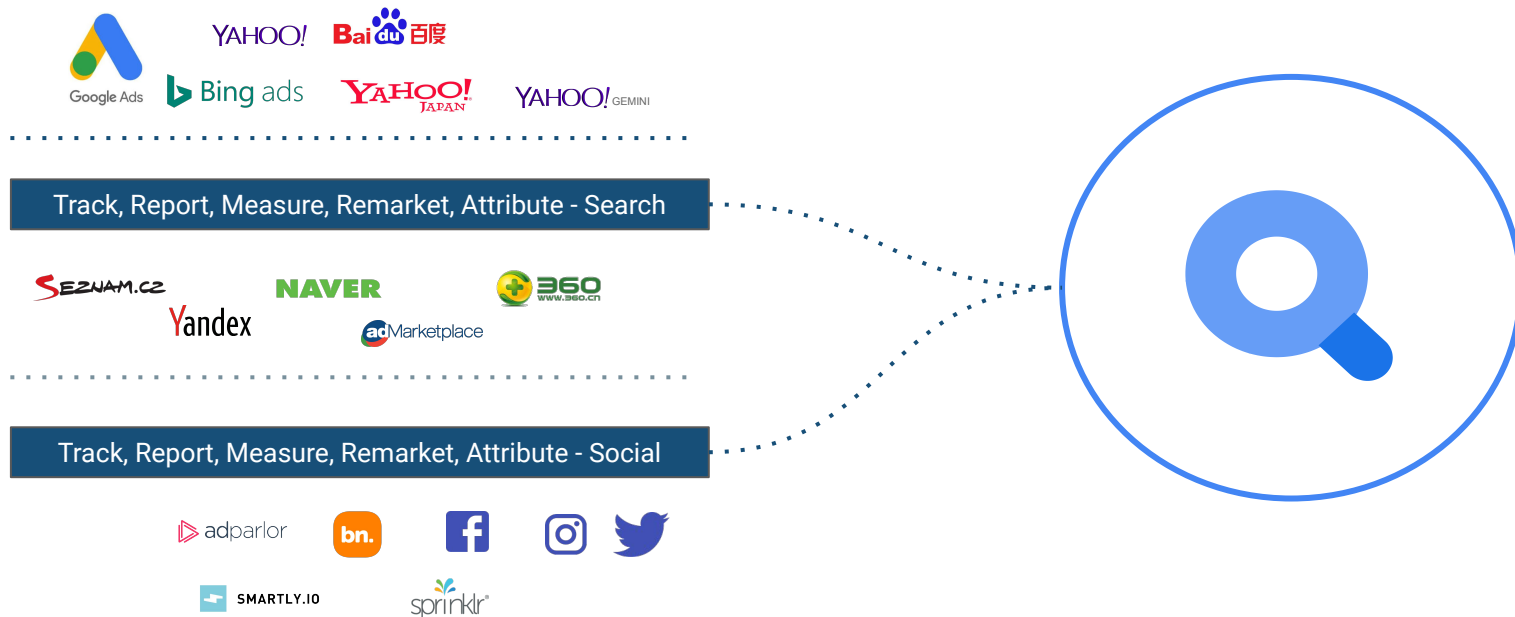
Automate bidding, budget management, structural changes, event triggered changes and more in a single platform.



## Access Reporting & Insight at Speed

Get access to search data and site conversion data in near real time, and report on performance at scale or in granular detail.

# SA360 | Uniform cross-engine campaign management for paid search and social ads



# SA360 | Campaign Types

## Search Campaigns

- Search campaigns are text ads on search results that let you reach people while they're searching on Google for the products and services you offer.

## Shopping Campaigns

- When people search online for products, shopping ads help them browse a wide selection and find high-quality imagery and relevant product information like brand and price.

## Templates

- Can use data from an inventory feed to generate search campaigns, ad groups, text ads, keywords, and Google Ads sitelinks. As you update inventory data, Search Ads 360 automatically updates the generated campaigns and other items.

## Discovery Campaigns

- This campaign type helps you deliver highly visual, inspiring personalized ad experiences to people who are ready to discover and engage with your brand—all through a single Google Ads campaign.

## Performance Max Campaigns

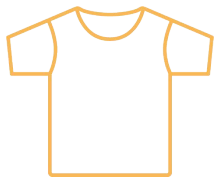
- Performance Max is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign. It's designed to complement your keyword-based Search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail, and Maps.

# SA360 | Campaign Types - Templates (for inventory campaigns)

Use data from an inventory feed to generate campaigns, ad groups, text ads, keywords, and Google Ads sitelinks. As you update inventory data, Search Ads 360 automatically updates the generated campaigns.

## Example Scenarios:

Google shirt



Create specific keywords for each and every product you sell



Generate ads with the latest price

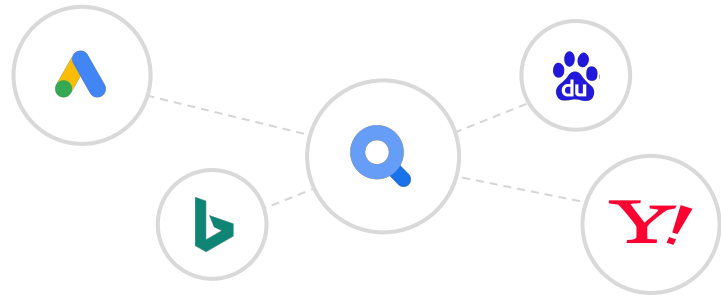


Pause activity when stock levels drop too low

# SA360 | Automate at scale with Search Ads 360

Automate regular tasks – from keyword creation and ad copy changes across all search engines.

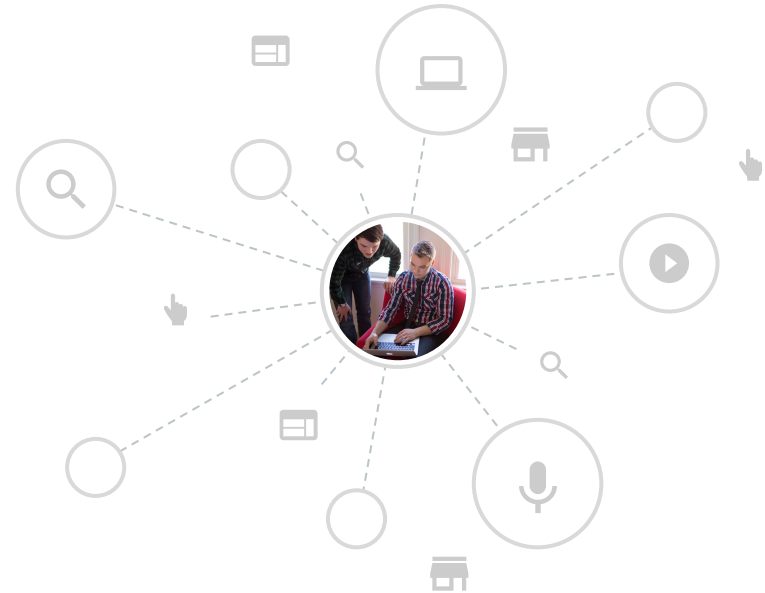
Manage across Google Ads, Bing Ads, Yahoo! Japan and Baidu, with reporting across additional engines and social channels.



Our adaptive learning features, powered by machine learning, are always on and working for you 24/7.

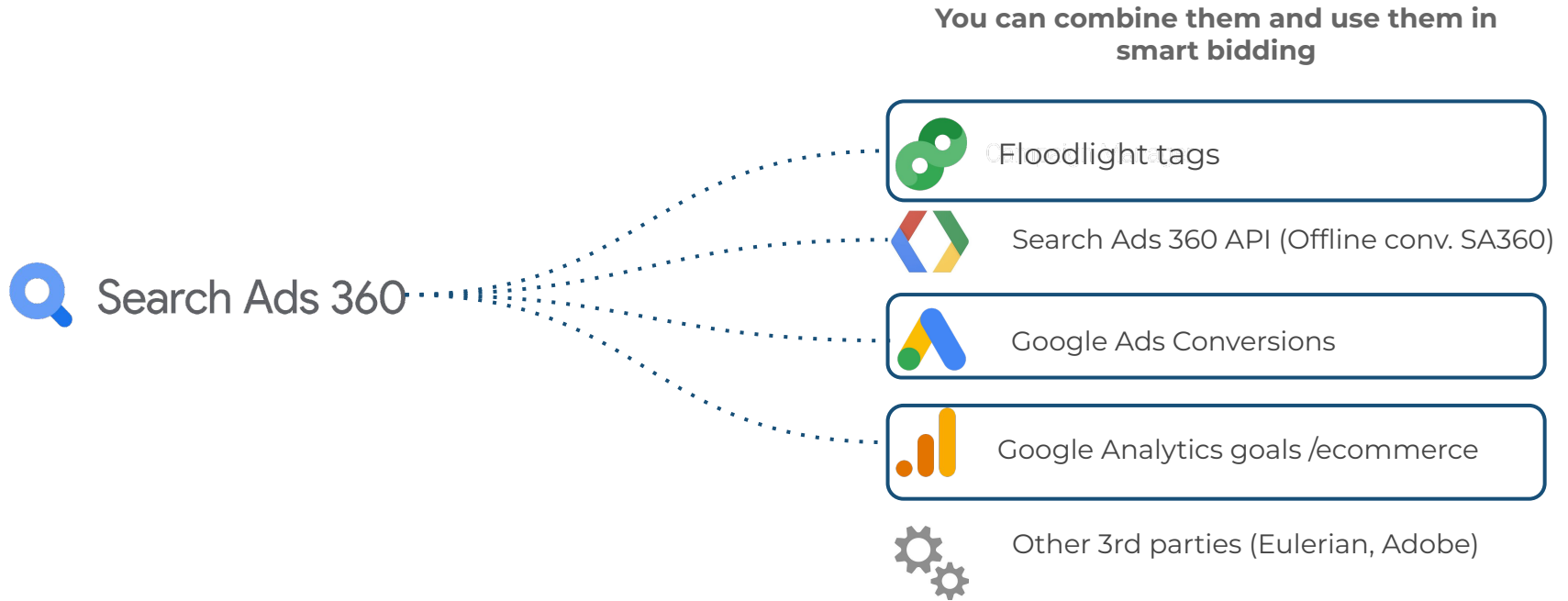
# SA360 | Optimize advertising spend across multiple engine accounts

- Leverage machine learning capabilities to rapidly analyze millions of signals and variables and proactively adjust bids.
- Monitor the performance of keywords and product groups
- Adjust bids to achieve the highest number of conversions, the greatest amount of revenue, the best position, or highest number of clicks your campaign budgets allow.





# SA360 | use and combine different sources for optimization



# SA360 | Optimization Tool Kit - Bid Strategies

New Search Ads 360

**Bid strategy**

1 Goal

2 Conversion Source

3 Campaigns

4 Target and Constraints

Bid strategy name

Currency

€

Select goal to optimize (KPI):

☒ Conversions  
Get the most actions while meeting a target CPA.

☐ Revenue  
Get the highest revenue while meeting a target ROAS or ERS.

☐ Impression share  
Target ad placement in search results.



Impression Share

TARGET  
AoP or ToP or Absolute ToP

CONSTRAINT  
max/min bid limit



Maximize Conversions

TARGET  
CPA

CONSTRAINT  
max/min bid limit  
max/min position limit \*  
max CPA constraint \*



Maximize Revenue

TARGET  
ERS or ROAS

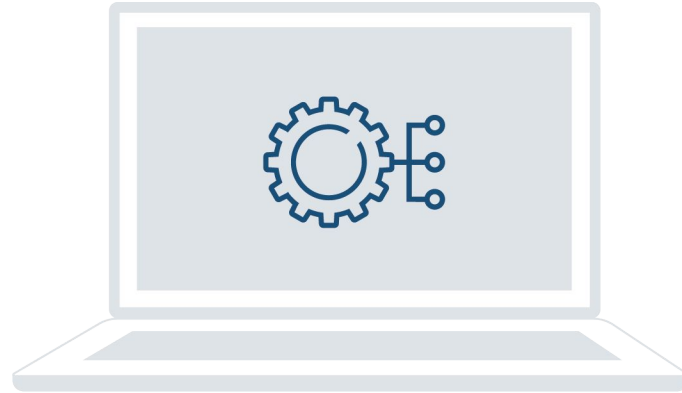
CONSTRAINT  
max/min bid limit  
max/min position limit \*  
min/ROAS limit

# SA360 | Optimization Tool Kit - Bid Strategies



## SA360 | Other optimization capabilities

- Custom / formula columns
- Labels
- Custom Reporting Views
- Scheduled edits
- Automated rules

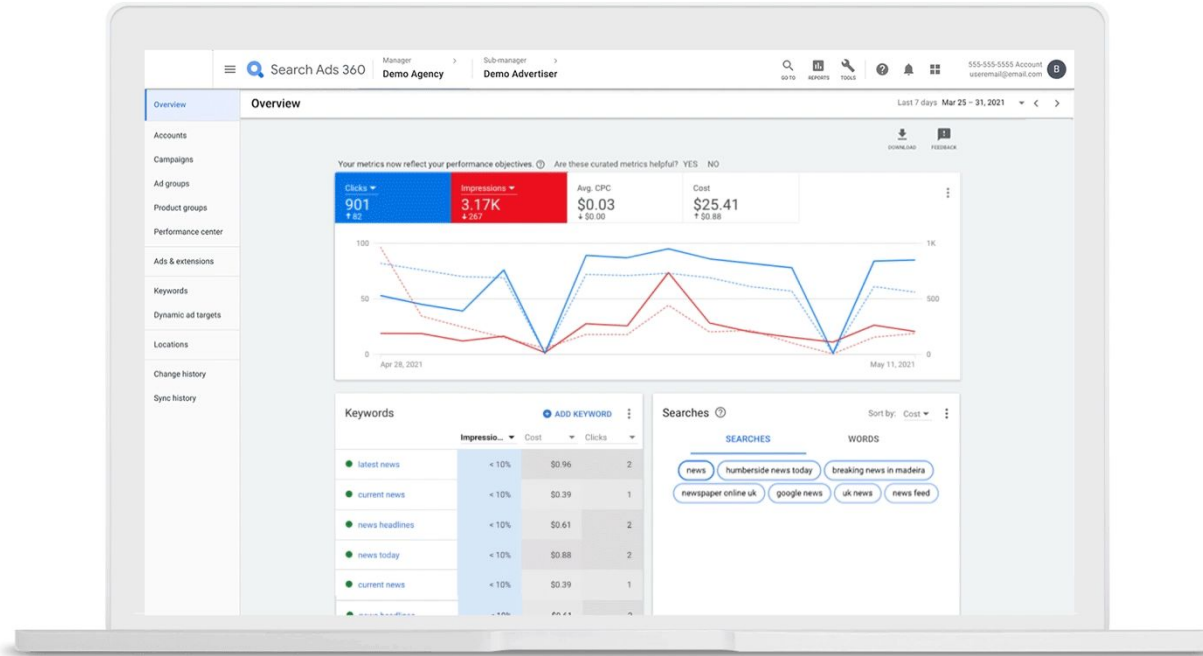


## Actions available using automated rules

Engine	Campaign	Adgroup	Ad	Keyword	Product group	Dynamic ad target
Notify	Notify	Notify	Notify	Notify	Notify	Notify
	Change state	Change state	Change state	Change state		Change state
	Change label	Change label	Change label	Change label		Change label
	Change bid strategy	Change bid strategy	Set creative	Change bid strategy	Change bid strategy	
	Change sitelinks	Change sitelinks	Set landing page URL	Change bid	Change bid	Change bid
	Change location extension	Change location extension	Set display URL	Find/Replace in landing page	Find/Replace in landing page	Find/Replace in landing page URL
	Change device bid adjustment %	Change device bid adjustment %		Set landing page URL	Set landing page URL	Set URL
	Change call extension	Change call extension		Append to landing page	Append to landing page	Append to URL
	Change budget	Change search max CPC		Change min/max bid (bid strat)	Change min/max bid (bid strat)	

\*\* Bid Adjustment Modifications via rules cannot be made for Auction Time Bid Strategies

# SA360 | SA360 Experience



The refreshed look and feel of SA360 introduces a familiar user experience that closely resembles search engine tools like Google Ads and Microsoft Advertising, making navigation faster and easier for enterprise marketers to manage campaigns and drive performance.

# SA360 | What to expect?

In order to help advertisers keep up with today's demands, SA was redesigned and rebuilt using the same technology that powers Google Ads.

## What to expect in new Search Ads 360:

### Improved engine support:

A platform easier to use with a new user interface and added support for more search engine features and campaign types like Performance Max from Google Ads, Local Inventory Ads from Microsoft Ads

### New Look, Faster Navigation:

Now you'll be able to get more of your work done from one place, which will save you time and help you drive better results.

### Advanced Enterprise Innovations:

New enterprise features that are only available in the new Search Ads 360 — like a cross-engine budgeting tool and the next generation of inventory management and scaled ad building — which will give you new ways to centralise and scale your day-to-day tasks across engines and accounts.

# SA360 | General Roadmap

February 2022

## **New SA360 launches**

- Everything continues to be fully functional in the previous SA360 experience
- The new experience will have many day-to-day functions that work across both the previous and new experiences
- Note that some advanced features (such as bid strategies, budget management, inventory management, etc.) will remain in the previous experience for now to avoid conflicts of managing these features in two places

Mid 2022

## **Feature Management Migration**

- When users are ready, the process of moving the advanced features over to the new experience will begin
- Once you decide to use the new tool, the advanced features will be in the new tool and no longer be manageable in the previous experience

Back half 2022

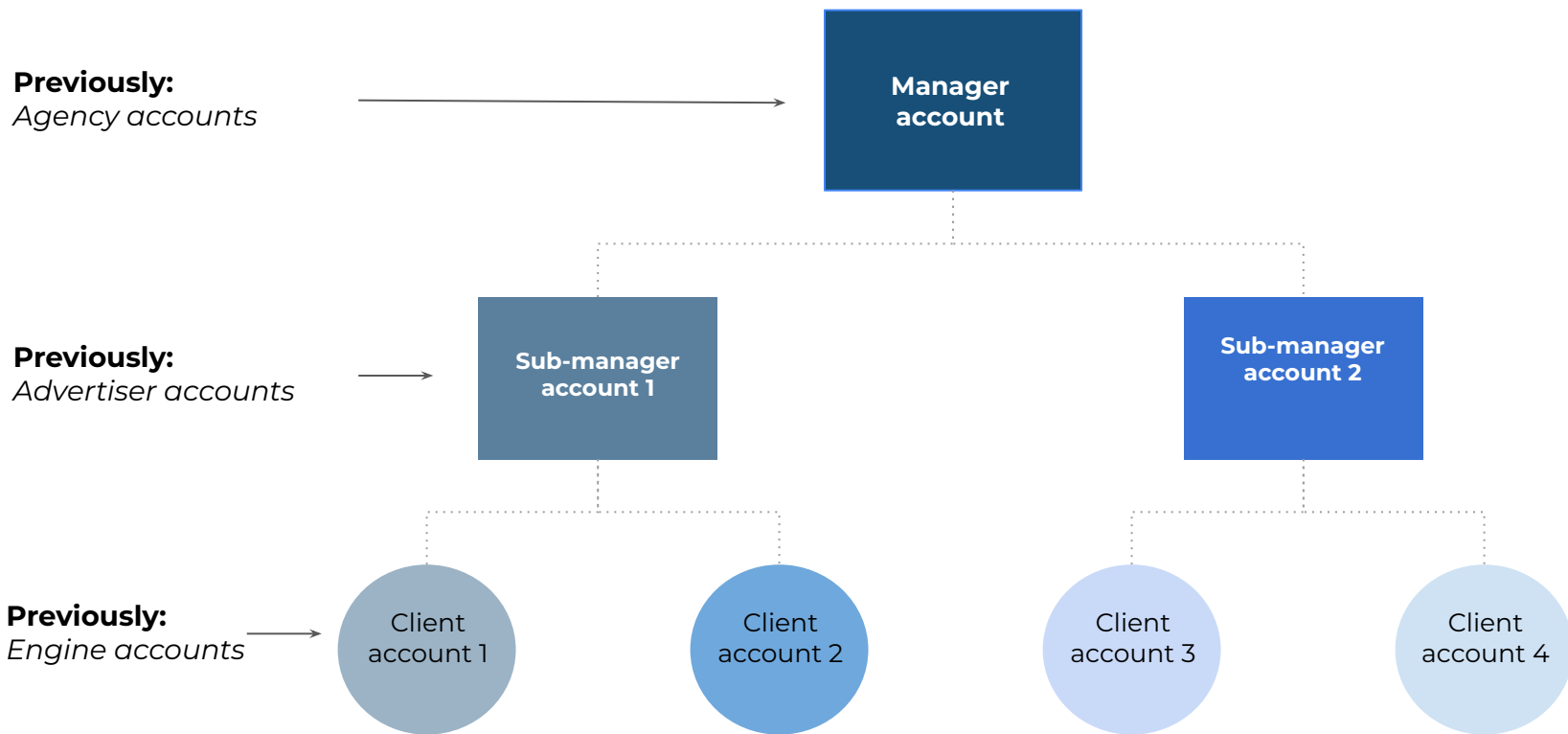
## **Reduce dependency on previous SA360**

- Once you are ready for the transition to the new experience, start doing all the day-to-day activities in the new SA360 experience



# SA360 | New Structure

The new experience organizes accounts into a hierarchy of manager, sub-manager, and client accounts. The new setup lets clients complete more campaign management tasks at the new manager account level.



# Google Ads | SA360 Comparison

## Google ads

## SA360

### Search Engine Accounts

- Only Google Search

- Google Ads, Bing Ads, Yahoo, etc.

### Conversion Tracking

- Google Ads Conversion Tags (specific to only google Ads)

- Floodlight tags (which are designed to integrate seamlessly with all GMP properties).

### Smart Bidding

- Real-time bidding at campaign level

- Applicable cross search engine account all levels.
- Customizable conversion sources to have more relevant data for optimization.

### Social Integrations

- None

- Tracking & Reporting for Facebook, Twitter, Instagram conversions

DIGITL

# Contact us

Digitl GmbH

📍 An der Alster 6 | 20099 Hamburg | Germany

✉ info@digitl.com

🌐 [www.digitl.com](http://www.digitl.com)