



Image Assets - Technical FAQ

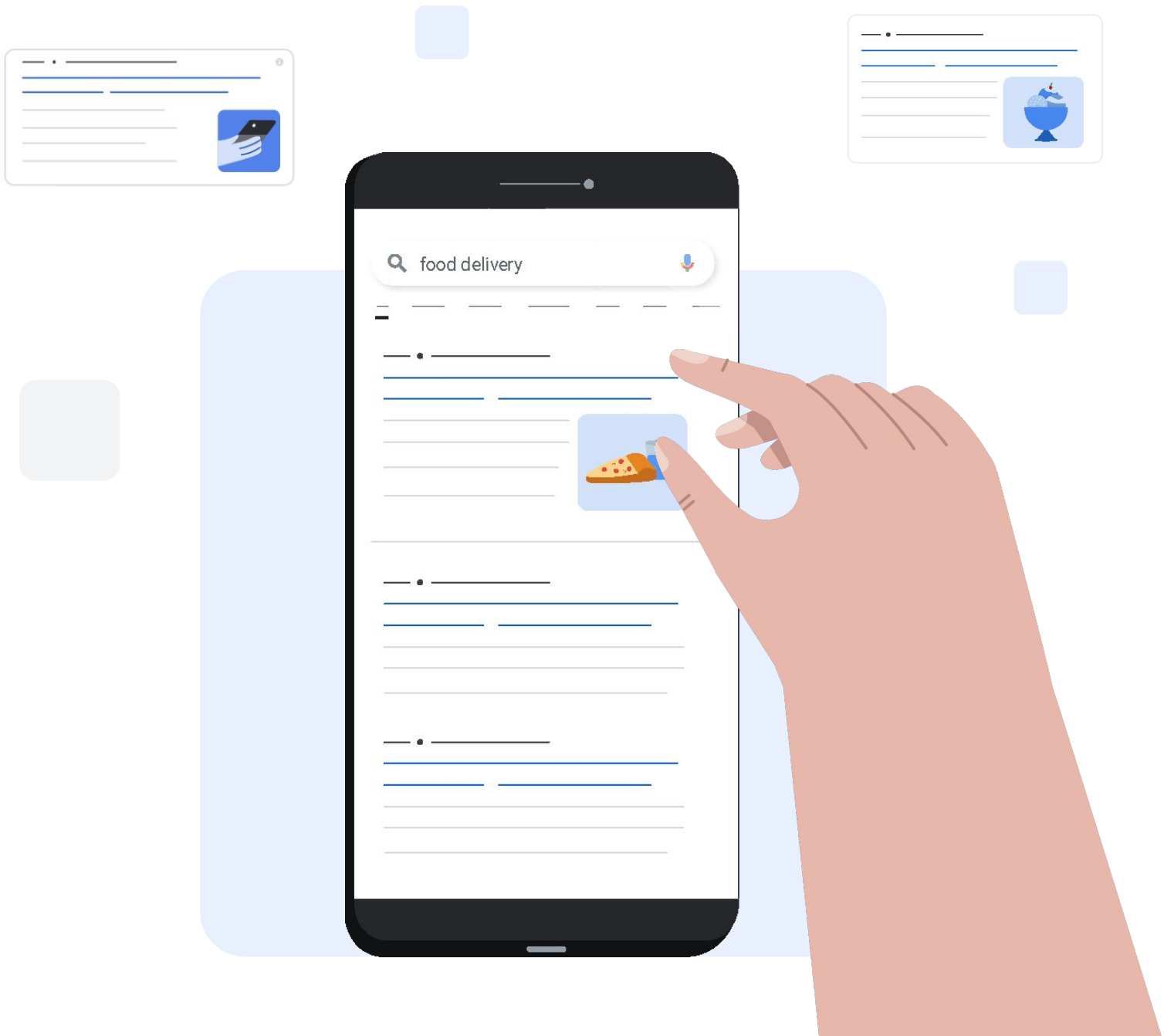


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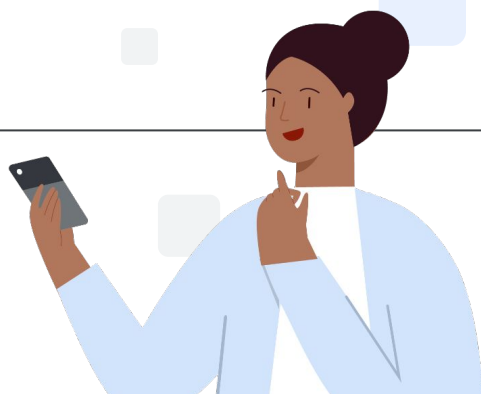


Image Assets - Technical FAQ

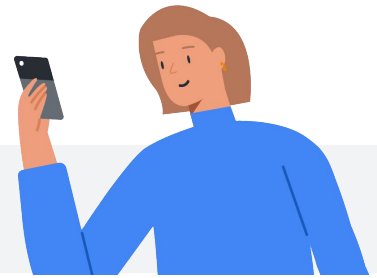




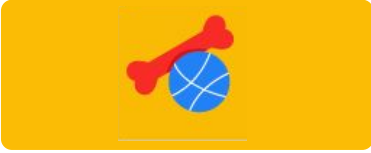
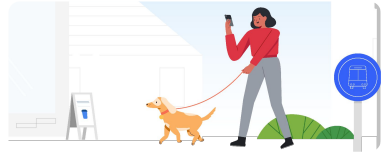



Image Assets


1. What sort of imagery works best for:

Branded queries 	Product queries 	Generic queries 
 <p>Recognizable brand images with the colors/style of the brand, as well as lifestyle images</p>	 <p>Highlight the product / service being searched</p>	 <p>Lifestyle imagery or popular product imagery</p>

 **Best practice** is to provide both **product** and **lifestyle images** whenever possible.

This will lead to **better performance** as our models will have a more diverse set of images to choose from and will be more likely to find the most relevant image for a given query. If you need to pick between the two, look at the queries matching to the given ad group / ad copy to make this decision – if you are focusing on the product, provide multiple product images. If there is less mention of product, you can use lifestyle imagery or share some popular products too.


2. For non-visual verticals, what kind of images should I use?

 We recommend using **lifestyle imagery** and testing to see what resonates best with your customers.

You can even try lifestyle images that you use across other advertising programs and platforms.

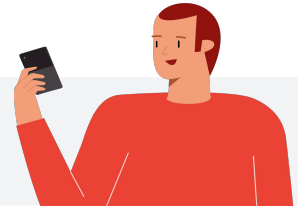
3. How should advertisers evaluate whether the content in images is resonating with users?

Advertisers can get some directional information from CTR, but keep in mind that CTR is determined by many factors and images are only one of them (e.g. competition, the exact query users searched for, etc.).

 We recommend **drafts & experiments** for proper experimentation (e.g. images vs no images; or image type A vs image type B).



Dynamic Image Assets Logic



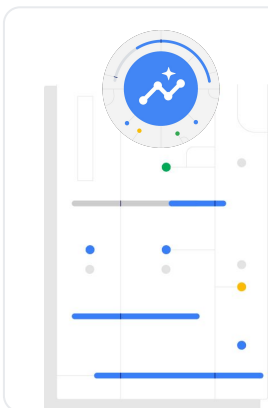
1. How do dynamic image assets work?

- Once you opt-in at the account level, our systems will look at all landing pages used across your ad groups in a given campaign.
- For those landing pages, we'll scan all the images that are available and prioritize and rank them, using **Google AI** to determine which images are most prominent on the page (as an indicator of importance).
- After extracting images that are the most important, we will associate them at the ad group level and apply as many viable images as possible (up to 20 images per ad group).
- Once images are associated, you will see them in Google Ads.

Please note: you can remove any image or change any association.

2. How does the system decide which image to serve in a given auction when ad groups have a bank of dynamic images?

There are a **handful of signals** that go into deciding which image will serve, such as context of the user's query, the content and relevance of the image, performance history, and the ad creative (what the advertiser is promoting, etc.).



The **model** is trained to maximize performance and will learn from user behavior in order to pick the best image for a given user query.

For example, if the model notices that users tend to click on ads that show images of blue flowers more than ads with red flowers, the system will start to show images of blue flowers over images of red flowers for these particular queries, holding all other factors equal and assuming that these images indeed perform better. Even if images are visually similar, the system will eventually learn which image performs better for a given query.

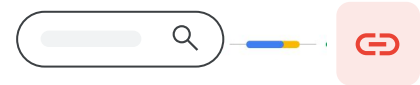
That said, this **learning** may take time because the system needs to collect sufficient data by:

- showing various image/query/ad combinations and
- determining how users react to one image versus another for a given query (i.e. which images they are more likely to click).

It's also possible that users don't have a preference and both images are equally effective.

3. What logic is used in selecting which landing pages serve dynamic image assets?

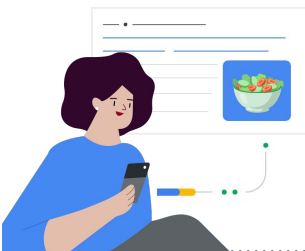
When users search for your products, we match the **final ad URL** with the URL we extract the image from.



4. What is the learning period for dynamic image assets, and how do you identify the learning status of assets in Google Ads?

There is no predefined learning period since the system is continually learning from user behavior. As users' expectations and search patterns constantly evolve, our models continue adjusting to **ensure that advertisers receive the best performance**.

5. Does Google Ads understand image content or does it just rely on performance data to choose relevant images?



Both, **Google Ads** can understand image content and will also take performance data into account. There are a handful of signals that go into deciding which image will serve, such as context of the user's query, the content and relevance of the image, performance history, and the ad creative (what the advertiser is promoting, etc.).

6. Are dynamic image assets and image suggestions pulled differently?

They are pulled the same way, but **dynamic image assets** go through an extra round of quality checks.

7. Where are dynamic image assets being pulled from? Can they be pulled from customer review images on the landing page?

Dynamic image assets are pulled from the entire landing page. The system optimizes for **pulling the most prominent images**, so it's relatively unlikely that images from customers' reviews will be pulled, assuming that they are smaller and are placed at the bottom of the page. Advertisers need to ensure they own the assets on their site, as that is the agreement when opting into dynamic images assets.

8. What logic is used to choose the 20 images per ad group? Once Google Ads chooses them from the highest volume landing pages, what is the next level of criteria it uses if there are more than 20 high volume LP's in an ad group to choose from?



If there are more than 20 high volume LPs, the system will **optimize** towards having image assets serve with as many ads as possible given historic volume associated with each LP, while staying within the limit of 20 images per ad group.

9. If an image is removed (either by Google Ads or manually by the advertiser), how does Google Ads choose which image to replace it with? Does it choose a new image for the same keyword, or does it scan for a new keyword entirely?

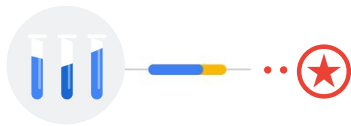


If it's manually removed by advertisers or our systems, we won't add the exact same image back. Our system looks at a **variety of signals** to determine which image from the landing page to replace it with.

10. For keyword level URLs, why is only one image asset being served per ad group when other images have been approved? How long is the expected learning period?

Images are not guaranteed to show. The system will show images if they are expected to **improve performance**.

11. How will Google Ads know if an image is unrelated? What factors are being considered when determining whether or not to continue serving an image?



There are a **handful of signals** that go into deciding which image will serve, such as context of the user's query, the content and relevance of the image, performance history, and the ad creative (what the advertiser is promoting, etc.).

If the model sees over time that an image causes ads to lose clicks, then it will stop showing the image.

12. Why are ads that show with image assets seeing higher CPCs than those without?

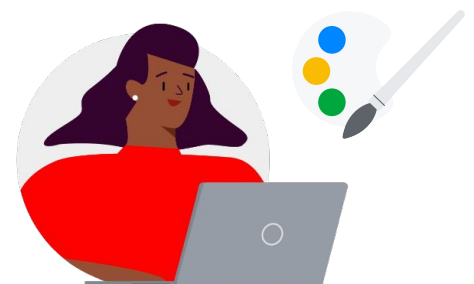
Image assets, and assets in general, **don't increase CPCs** – however image assets can help your ads show in a higher position or enter more auctions.

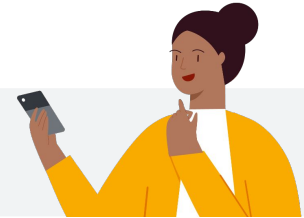
13. Why are there instances when Google Ads doesn't extract any images? What can advertisers do to increase the number of dynamic images that serve?



Advertisers should ensure that images meet all [requirements](#) (minimum pixels, text overlay, prohibited content, etc).

In some cases, there might also be a delay between enabling dynamic image assets and seeing images in your account, especially if you have a high number of ad groups and landing pages.





Scaled Opt-in / Reporting

1. How can we opt-in at scale?



If there are less than 1000 accounts per MCC, you are able to opt-in at the MCC level via **Optiscore recommendations**. Google is currently looking into ways to opt-in MCCs with more than 1000 accounts.

2. Is asset level reporting available via the API?



Asset level reporting is not available via the API, however **reporting** is available through Google Ads and value track parameters.

3. Why does my image have impressions but no associated ad group when I hover over the image?

Google Ads can **remove associations** for a variety of reasons, including if the image is not relevant to any of the ads groups any more.

4. Is there an easy way to determine which image serves for which keyword?

Images are mapped to a landing page, not to a keyword. Unfortunately, **there is no easy way to map images back to keywords**.

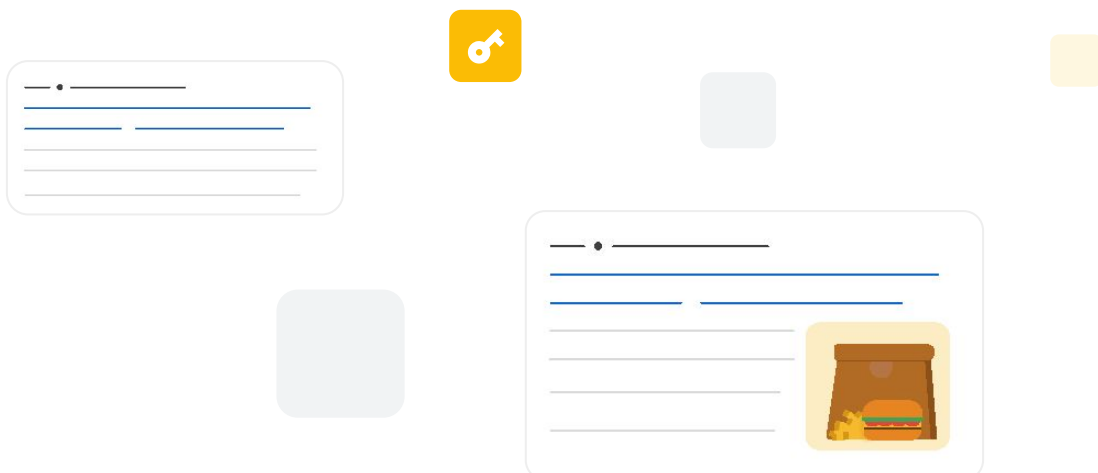
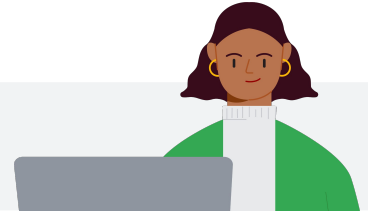




Image Asset Limits



1. Why is there a 20 image per ad group limit?

We want to ensure excellent user experience on Google.com and in advertiser tools. Therefore **Google enforces certain limits** to ensure that ads load as quickly as possible, and we're constantly evaluating the number of images per ad group limit.

2. Can only 20 images be approved per ad group, or can a large number be approved but only 20 can serve?

The **maximum number** of images per ad group is 20 (approved, eligible to serve).

