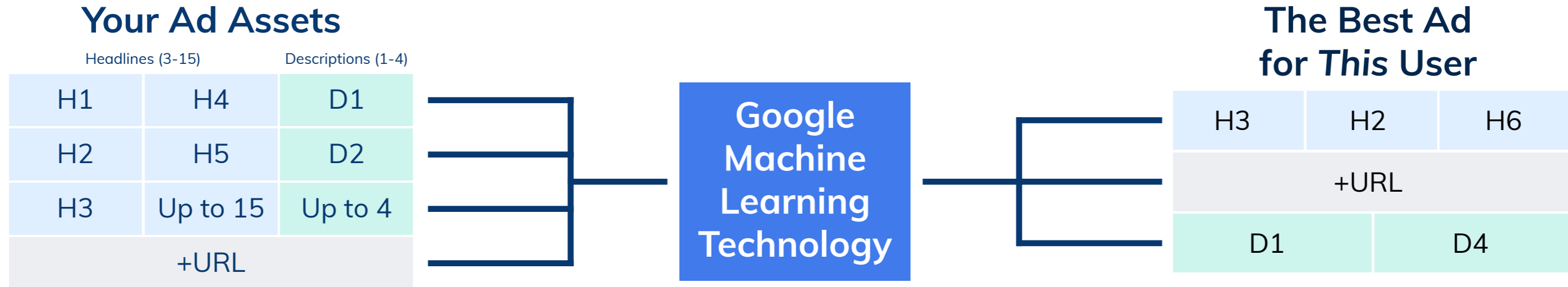


How Responsive Search Ads Work in Real Time Google Ads Auctions



Advertisers provide multiple headlines and descriptions and Google's real-time algorithm intuitively displays the assets that historically have the best performance