

Secrets behind ASICS & Otrium's high-converting ads

Marcel Smal





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Bob Meijer



Andrew Lolk



Ruben Runneboom



Mike Rodes



Aaron Young



Nils Rooijmans





Marcel Smal

- 37 years old
- 12+ years in Paid Search
- Co-founded Roots Network 3 years ago
- Agency with a full focus on Paid Search
- Managing 5M+ spend per month
- Clients we work for:



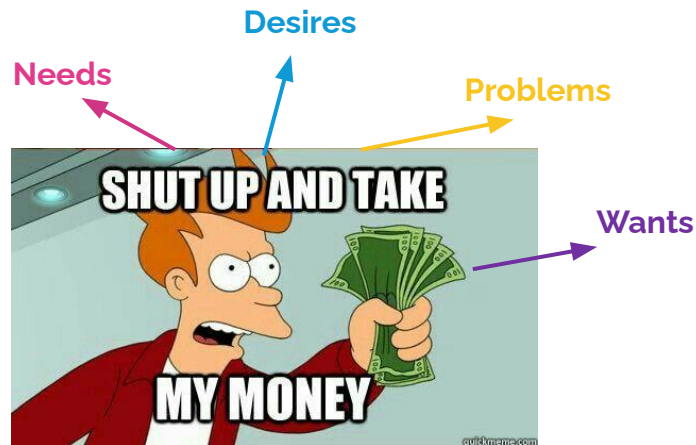
Next Level eCommerce | Webinar series

Secrets behind ASICS & Otrium's high-converting ads

The struggle: transforming a product feed into attractive ads that converts people

Productfeed

id	title	description	link
NEXT-001	High-Performance Levi's Shirts - [Model', '2	High-quality Shirts from Levi's, perfect	https://www.nextle
NEXT-002	Elegant Ted Baker Baker - [Model', '194'	High-quality Shoes from Ted Baker, perfe	https://www.nextle
NEXT-003	High-Performance Vans Backpacks - [Model	High-quality Backpacks from Vans, perfe	https://www.nextle
NEXT-004	Premium Ted Baker Baker - [Model', '950'	High-quality Bags from Ted Baker, perfe	https://www.nextle
NEXT-005	Comfortable Vans Backpacks - [Model', '51'	High-quality Backpacks from Vans, perfe	https://www.nextle
NEXT-006	Durable Patagonia Backpacks - [Model', '93	High-quality Backpacks from Patagonia	https://www.nextle
NEXT-007	High-Performance Björn Borg Borg - [Model	High-quality Underwear from Björn Bor	https://www.nextle
NEXT-008	Stylish Levi's Jackets - [Model', '298'	High-quality Jackets from Levi's, perfect	https://www.nextle
NEXT-009	Durable Björn Borg Borg - [Model', '860'	High-quality Socks from Björn Borg, per	https://www.nextle
NEXT-010	High-Performance Vans Sneakers - [Model'	High-quality Sneakers from Vans, perfe	https://www.nextle
NEXT-011	Premium Vans Shoes - [Model', '573'	High-quality Shoes from Vans, perfect fi	https://www.nextle
NEXT-012	High-Performance Levi's Jeans - [Model', '4	High-quality Jeans from Levi's, perfect f	https://www.nextle
NEXT-013	Modern Vans Sneakers - [Model', '711'	High-quality Sneakers from Vans, perfe	https://www.nextle
NEXT-014	Classic Ted Baker Baker - [Model', '530'	High-quality Bags from Ted Baker, perfe	https://www.nextle
NEXT-015	Classic Ted Baker Baker - [Model', '325'	High-quality Shoes from Ted Baker, perfe	https://www.nextle
NEXT-016	Lightweight Patagonia Outdoor - [Model', '4	High-quality Outdoor Clothing from Pat	https://www.nextle
NEXT-017	Stylish Björn Borg Borg - [Model', '484'	High-quality Sportswear from Björn Bo	https://www.nextle
NEXT-018	Trendy Vans Shoes - [Model', '124'	High-quality Shoes from Vans, perfect fi	https://www.nextle
NEXT-019	Classic Vans Backpacks - [Model', '324'	High-quality Backpacks from Vans, perfe	https://www.nextle
NEXT-020	High-Performance Levi's Jackets - [Model', '4	High-quality Jackets from Levi's, perfect	https://www.nextle
NEXT-021	Modern Vans Shoes - [Model', '186'	High-quality Shoes from Vans, perfect fi	https://www.nextle



Automating at scale is awesome!

- Save **hundreds of hours** per month
- **Real time offering** with stock, prices and discounts
- Advertise on the **full scope** of products/services
- **Scale much quicker** to new markets
- **Reduce errors** of manual labor



But automation can come at the cost of quality as well

- Risk of **“templated”** (one size fits all) ads
- **Lack of control** over your setup
- **F*ck ups** will also happen at scale...



And some advertisers just do everything wrong...

The image shows a screenshot of search results for the keyword "love". On the right side, there is a "Sponsored Links" section. The first link is "Friendship Love Marriage" from Shaadi.com. The second link is "Sexy Online Personals" from passion.com. The third link is "Is He/She The One?" from sara-freder.com. The fourth link is "love" from ebay.in, which is circled in red. A red arrow points from the word "love" in the main search results to the circled sponsored link, illustrating that the advertiser is targeting the keyword with an irrelevant product.

Book results for love

- [On Love](#) - by Alain de Botton - 231 pages
- [Love](#) - edited by Herb Galewitz - 64 pages
- [What Love Is](#) - by Carol Lynn Pearson - 32 pages

The Love Calculator
Calculates the chance on a successful relationship between two people.
[www.lovecalculator.com/](#) - 6k - [Cached](#) - [Similar pages](#)

Love Poems And Quotes - Romantic Love Poetry & More
Romantic love poems, love quotes, famous quotes, friendship poems, etc. Free love poetry contest.
[www.lovepoemsandquotes.com/](#) - 25k - [Cached](#) - [Similar pages](#)

Free LoveTest - love & personality tests
Get romantic advice and tips based on the answers to your love test.
[www.lovetest.com/](#) - 19k - [Cached](#) - [Similar pages](#)

iLoveLanguages - Your Guide to Languages on the Web
The Human-Languages Page is a comprehensive catalog of language-related Internet resources. The over 1900 links in the HLP database have been hand-reviewed ...
[www.ilovelanguages.com/](#) - 15k - [Cached](#) - [Similar pages](#)

Lovingyou.com: Love, Romance and Relationship Resources
A collection of love, romance and relationships resources including advice, poetry, quotes, dedications, chat, horoscopes, romantic ideas, message boards, ...
[www.lovingyou.com/](#) - 33k - [Cached](#) - [Similar pages](#)

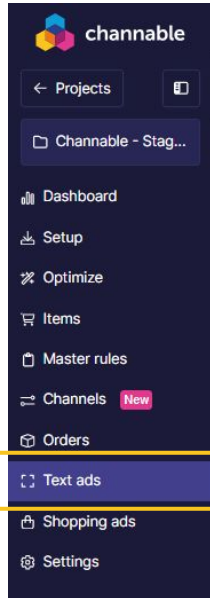
Sponsored Links

- [Friendship Love Marriage](#)
Find your Life Partner online, Register for Free, Join Now.
[Shaadi.com](#)
- [Sexy Online Personals](#)
Find Your Match Today
Join For Free.
[passion.com](#)
- [Is He/She The One?](#)
Free love readings by Sara Freder
Your love compatibility revealed.
[www.sara-freder.com](#)
- [love](#)
Buy it Cheap On eBay
Low Prices, New and Used
[www.ebay.in](#)



**You want to have the benefits of
scale, while maintaining a high
level of creative control**

The focus will be on Automated Text Ads campaigns for Paid Search

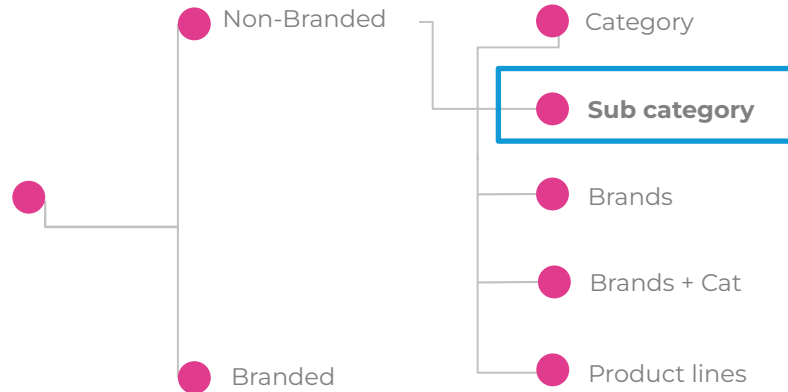


- You can automate:
 - Campaigns
 - Ad groups
 - Keywords
 - **Ads**
 - Assets

But the concepts of today can be applied to other Channels as well



A complete Paid Search setup has multiple levels, but the examples will be of category keywords



**You want to have the benefits of
scale, while maintaining a high
level of creative control**

To take back creative control, leverage these pillars in your automation tool

Supplemental feeds

Create the right rules

Backup ad templates



It starts with supplemental feeds, to enrich your product feed

Supplemental
feeds

Create the right
rules

Backup ad
templates



With campaign automation tools, we can transform the feed and automate campaigns

Productfeed

id	name	price	url
1000001	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000002	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000003	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000004	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000005	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000006	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000007	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000008	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000009	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000010	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000011	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000012	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000013	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000014	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000015	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000016	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000017	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000018	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000019	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...
1000020	Guess Wild Dream Maxi	£137.00	https://www.otrium.co.uk/dresses/outlet...

Channable



Automated campaigns

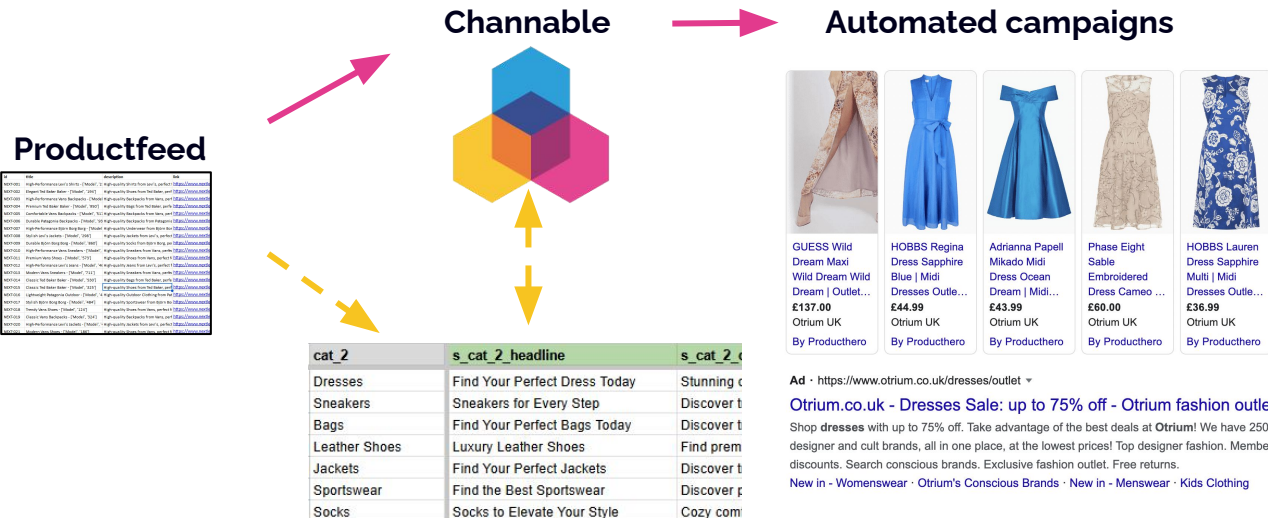
GUESS Wild Dream Maxi Wild Dream Outle... £137.00 Otrium UK By Producthero	HOBBS Regina Dress Sapphire Blue Midi Dresses Outle... £44.99 Otrium UK By Producthero	Adrianna Papell Mikado Midi Dress Ocean Dream Midi... £43.99 Otrium UK By Producthero	Phase Eight Sable Embroidered Dress Cameo £60.00 Otrium UK By Producthero	HOBBS Lauren Dress Sapphire Multi Midi Dresses Outle... £36.99 Otrium UK By Producthero

Ad - <https://www.otrium.co.uk/dresses/outlet> ▼
Otrium.co.uk - Dresses Sale: up to 75% off - Otrium fashion outlet
Shop dresses with up to 75% off. Take advantage of the best deals at Otrium! We have 250+ designer and cult brands, all in one place, at the lowest prices! Top designer fashion. Member discounts. Search conscious brands. Exclusive fashion outlet. Free returns.
New in - Womenswear · Otrium's Conscious Brands · New in - Menswear · Kids Clothing

But you might risk creating one sizes fits all ads



Our best practice is to use supplemental feeds to enrich the feed



Supplemental spreadsheet to enrich the feed with more information

What is a supplemental feed again in Channable?

	Import type	Source	Edit	Status
Source Feed	Google	Source Feed - Next Level Products	Settings > Edit mapping > Safety	Run now Finished
	Google	Supplemental - Cat_2	Settings > Edit mapping > Safety	Run now Finished
Supplemental Feeds	Google	Supplemental - Brand	Settings > Edit mapping > Safety	Run now Finished
	Google	Supplemental - Products	Settings > Edit mapping > Safety	Run now Finished

Merge options:

- Add as new items**
Choose this option if you want to add the items from this import as new items.
[See visualization](#)
- Combine on field** (selected)
Choose this option if you want to combine items from this import with items in your first import if they have the same value in a field.
[See visualization](#)
- Item enrichment**
Take the data from all items in this import and enrich all items from the first import with that data.
[See visualization](#)
- Insert or merge**
Take the fields from the second import and add any extra fields from the first import.
[See visualization](#)
- Insert or replace**
Take the fields from the second import and remove any extra fields from the first import.
[See visualization](#)

Combine multiple items using field:
cat_2

[Save & import](#)

What is a supplemental feed again in Channable?

Source feed

id	title	cat_2
NEXT-001	High-Performance Levi's Shirts - Sneakers	
NEXT-003	High-Performance Vans Backpacks - Bags	
NEXT-004	Premium Ted Baker Baker - ['Mod Leather Shoes	
NEXT-005	Comfortable Vans Backpacks - ['Jackets	
NEXT-006	Durable Patagonia Backpacks - [' Sportswear	
NEXT-007	High-Performance Björn Borg Boots - Leather Shoes	
NEXT-008	Stylish Levi's Jackets - ['Model', 'Socks	

cat_2 is your match key in this example

What is a supplemental feed again in Channable?

Source feed

id	title	cat_2
NEXT-001	High-Performance Levi's Shirts - Sneakers	
NEXT-003	High-Performance Vans Backpacks - Bags	
NEXT-004	Premium Ted Baker Baker - ['Model', 'Leather Shoes	
NEXT-005	Comfortable Vans Backpacks - ['Model', 'Jackets	
NEXT-006	Durable Patagonia Backpacks - ['Model', 'Sportswear	
NEXT-007	High-Performance Björn Borg Boots - Leather Shoes	
NEXT-008	Stylish Levi's Jackets - ['Model', 'Socks	

Supplemental feed

cat_2	cat_2_headline
Dresses	Stunning Dresses That Turn Heads
Sneakers	Sneakers for Every Step
Bags	Find Your Perfect Bags Today
Leather Shoes	Luxury Leather Shoes

 **cat_2** is your match key in this example



What is a supplemental feed again in Channable?



Source feed

id	title	cat_2
NEXT-001	High-Performance Levi's Shirts - Sneakers	Sneakers
NEXT-003	High-Performance Vans Backpacks - Bags	Bags
NEXT-004	Premium Ted Baker Baker - [Model] Leather Shoes	Leather Shoes
NEXT-005	Comfortable Vans Backpacks - [Model] Jackets	Jackets
NEXT-006	Durable Patagonia Backpacks - [Model] Sportswear	Sportswear
NEXT-007	High-Performance Björn Borg Boots - Leather Shoes	Leather Shoes
NEXT-008	Stylish Levi's Jackets - [Model], Socks	Socks

Supplemental feed

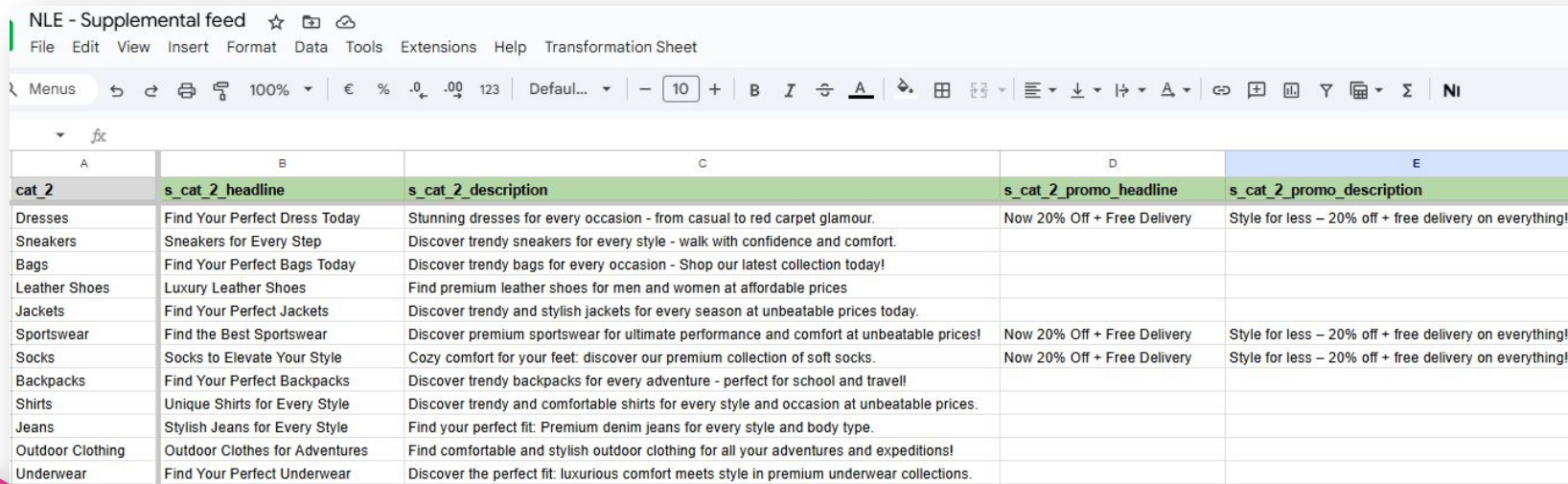
cat_2	cat_2_headline
Dresses	Stunning Dresses That Turn Heads
Sneakers	Sneakers for Every Step
Bags	Find Your Perfect Bags Today
Leather Shoes	Luxury Leather Shoes

Merged data

id	title	cat_2	cat_2_headline
NEXT-001	High-Performance Levi's Shirts - Sneakers	Sneakers	Sneakers for Every Step
NEXT-003	High-Performance Vans Backpacks - Bags	Bags	Find Your Perfect Bags Today
NEXT-004	Premium Ted Baker Baker - [Model] Leather Shoes	Leather Shoes	Luxury Leather Shoes
NEXT-005	Comfortable Vans Backpacks - [Model] Jackets	Jackets	Find Your Perfect Jackets
NEXT-006	Durable Patagonia Backpacks - [Model] Sportswear	Sportswear	Find the Best Sportswear
NEXT-007	High-Performance Björn Borg Boots - Leather Shoes	Leather Shoes	Luxury Leather Shoes
NEXT-008	Stylish Levi's Jackets - [Model], Socks	Socks	Socks to Elevate Your Style

 **cat_2** is your match key in this example

Create a spreadsheet in which you want to map your specific ad copy



The screenshot shows a Google Sheet titled "NLE - Supplemental feed" with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Extensions, Help, Transformation Sheet) and a toolbar. The spreadsheet contains a table with 5 columns: cat_2, s_cat_2_headline, s_cat_2_description, s_cat_2_promo_headline, and s_cat_2_promo_description. The rows list various clothing categories with their corresponding headlines, descriptions, and promotional offers.

cat_2	s_cat_2_headline	s_cat_2_description	s_cat_2_promo_headline	s_cat_2_promo_description
Dresses	Find Your Perfect Dress Today	Stunning dresses for every occasion - from casual to red carpet glamour.	Now 20% Off + Free Delivery	Style for less – 20% off + free delivery on everything!
Sneakers	Sneakers for Every Step	Discover trendy sneakers for every style - walk with confidence and comfort.		
Bags	Find Your Perfect Bags Today	Discover trendy bags for every occasion - Shop our latest collection today!		
Leather Shoes	Luxury Leather Shoes	Find premium leather shoes for men and women at affordable prices		
Jackets	Find Your Perfect Jackets	Discover trendy and stylish jackets for every season at unbeatable prices today.		
Sportswear	Find the Best Sportswear	Discover premium sportswear for ultimate performance and comfort at unbeatable prices!	Now 20% Off + Free Delivery	Style for less – 20% off + free delivery on everything!
Socks	Socks to Elevate Your Style	Cozy comfort for your feet: discover our premium collection of soft socks.	Now 20% Off + Free Delivery	Style for less – 20% off + free delivery on everything!
Backpacks	Find Your Perfect Backpacks	Discover trendy backpacks for every adventure - perfect for school and travel!		
Shirts	Unique Shirts for Every Style	Discover trendy and comfortable shirts for every style and occasion at unbeatable prices.		
Jeans	Stylish Jeans for Every Style	Find your perfect fit: Premium denim jeans for every style and body type.		
Outdoor Clothing	Outdoor Clothes for Adventures	Find comfortable and stylish outdoor clothing for all your adventures and expeditions!		
Underwear	Find Your Perfect Underwear	Discover the perfect fit: luxurious comfort meets style in premium underwear collections.		

You can use a generative AI plugin to create these texts at scale (like GPT for Sheets)

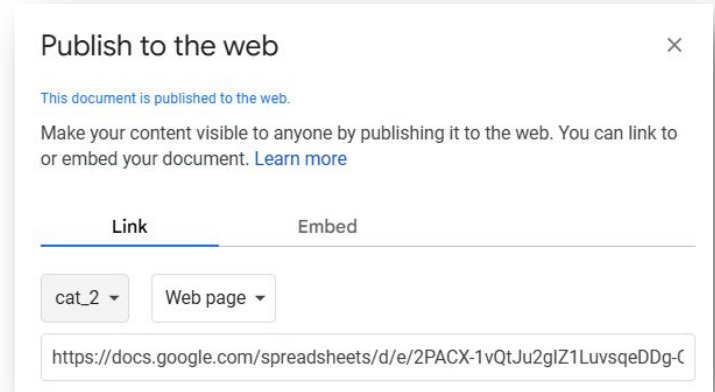
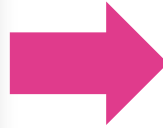
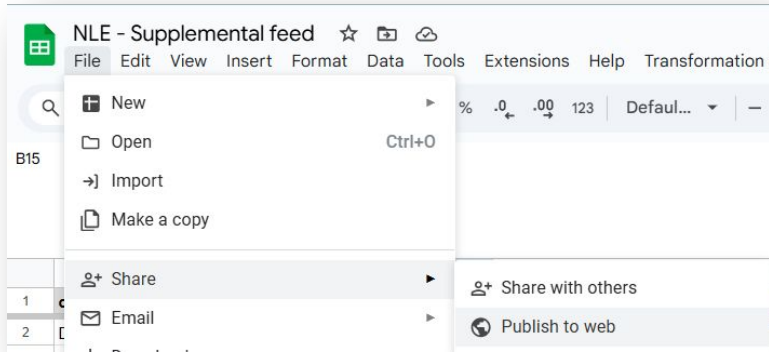
	A	B	C
1	cat_2	s_cat_2_headline	s_cat_2_description
2	Dresses	<code>=GPT("write a headline about this keyword that somebody is searching for. The text should include this keyword as well. It should be a catchy text to catch the attention. Exclamation marks are not allowed. Maximum characters is 30.";A2;0;"claude-3.5-sonnet")]</code>	
3	Sneakers	Find your Perfect Sneakers today	Discover trendy sneakers for every occasion - Shop our latest collection today
4	Bags	Find your Perfect Bags today	Discover trendy bags for every occasion - Shop our latest collection today
5	Leather Shoes	Luxury Leather Shoes	Find premium leather shoes for men and women at affordable prices
6	Jackets	Find Your Perfect Jackets	Discover trendy and stylish jackets for every season at unbeatable prices
7	Sportswear	Find the Best Sportswear	Discover premium sportswear for ultimate performance and comfort at un
8	Socks	Socks to Elevate Your Style	Cozy comfort for your feet: discover our premium collection of soft socks.
9	Backpacks	Find Your Perfect Backpacks	Discover trendy backpacks for every adventure - perfect for school and tra

80/20 Rule

Write the Adcopy yourself for your most important products

80% of Search Traffic often comes from 20% of your keywords. 80% of conversions might be driven by 20% of high-intent search queries.

Publish the spreadsheet online, and connect it to Channable



Import the feed-url into Channable and combine the data on the right match key

Import type	Source
Google	Source Feed - Next Level Products
Google	Supplemental - Cat_2
Google	Supplemental - Brand
Google	Supplemental - Products



Import field | Project field

cat_2	cat_2
s_cat_2_description	s_cat_2_description
s_cat_2_headline	s_cat_2_headline
s_cat_2_promo_description	s_cat_2_promo_description
s_cat_2_promo_headline	s_cat_2_promo_headline

Merge options:

- Add as new items**
Choose this option if you want to add the items from this import as new items.
[See visualization](#)
- Combine on field** (selected)
Choose this option if you want to combine items from this import with items in your first import if they have the same value in a field.
[See visualization](#)
- Item enrichment**
Take the data from all items in this import and enrich all items from the first import with that data.
[See visualization](#)
- Insert or merge**
Take the fields from the second import and add any extra fields from the first import.
[See visualization](#)

Combine multiple items using field:
cat_2

After updating, the additional data is merged and can be used

Id	Cat 2	S cat 2 headline	S cat 2 description	S cat 2 promo headline	S cat 2 promo description
NEXT-100	Shirts	Unique Shirts for Every Style	Discover trendy and comfortable shirts for every style and occasion at unbeatable prices.		
NEXT-099	Backpacks	Find Your Perfect Backpacks	Discover trendy backpacks for every adventure - perfect for school and travel!		
NEXT-098	Socks	Socks to Elevate Your Style	Cozy comfort for your feet: discover our premium collection of soft socks.	Now 20% Off + Free Delivery	Style for less – 20% off + free delivery on everything!
NEXT-097	Leather Shoes	Luxury Leather Shoes	Find premium leather shoes for men and women at affordable prices		
NEXT-096	Sportswear	Find the Best Sportswear	Discover premium sportswear for ultimate performance and comfort at unbeatable prices!	Now 20% Off + Free Delivery	Style for less – 20% off + free delivery on everything!
NEXT-095	Jackets	Find Your Perfect Jackets	Discover trendy and stylish jackets for every season at unbeatable prices today.		
NEXT-094	Leather Shoes	Luxury Leather Shoes	Find premium leather shoes for men and women at affordable prices		
NEXT-093	Bags	Find Your Perfect Bags Today	Discover trendy bags for every occasion - Shop our latest collection today!		



The second step is to create the right rules to connect with your supplemental feeds

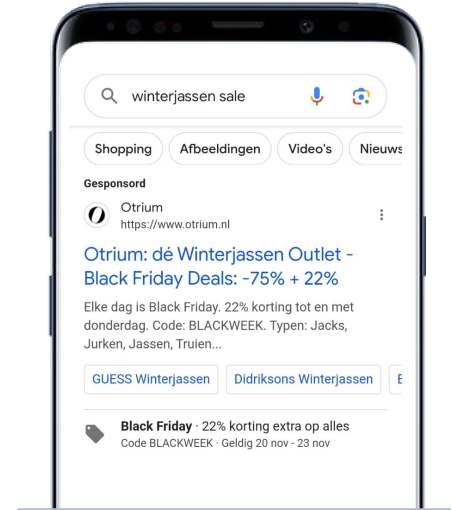
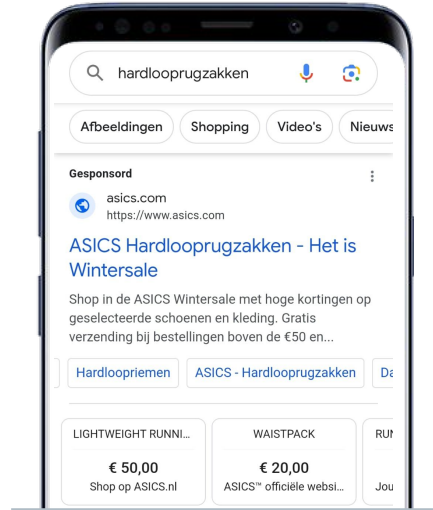
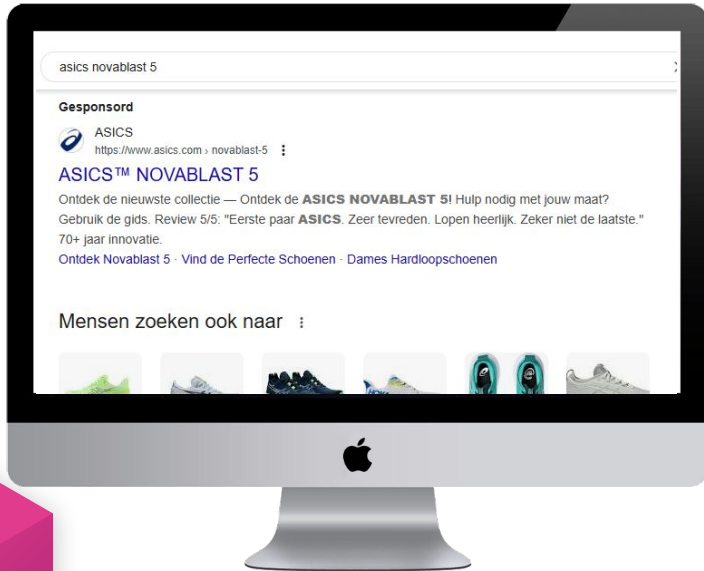
Supplemental feeds

Create the right rules

Backup ad templates

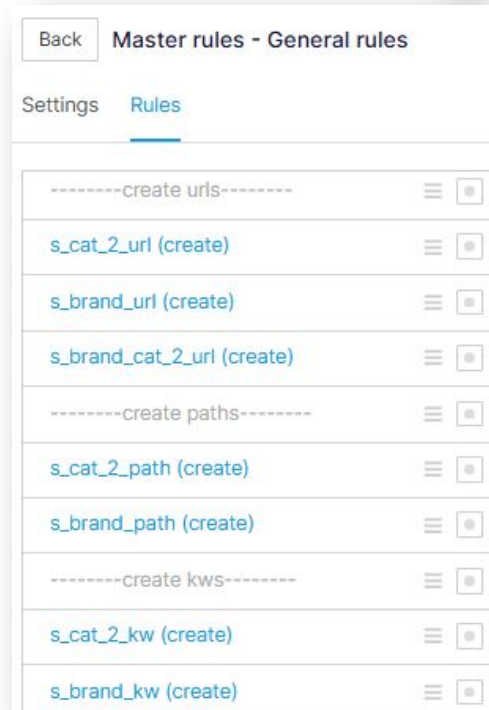


You want to create rules that let you communicate specific ad copy, prices, discounts and more



A few quick tips with creating rules

- **Keep your rules clean and tidy:**
 - Use a **clear naming convention**
 - Create **structured groups of rules**
 - **Use a descriptor** in front of your newly created fields (like “s_”)
- **Use the right levels of rules:**
 - Use **Master rules!** And **limit campaign rules**
 - This makes scaling much easier and avoids errors



Creating rules for **specific texts**

Id	Cat 2	S cat 2 headline
NEXT-100	Shirts	Unique Shirts for Every Style
NEXT-099	Backpacks	Find Your Perfect Backpacks



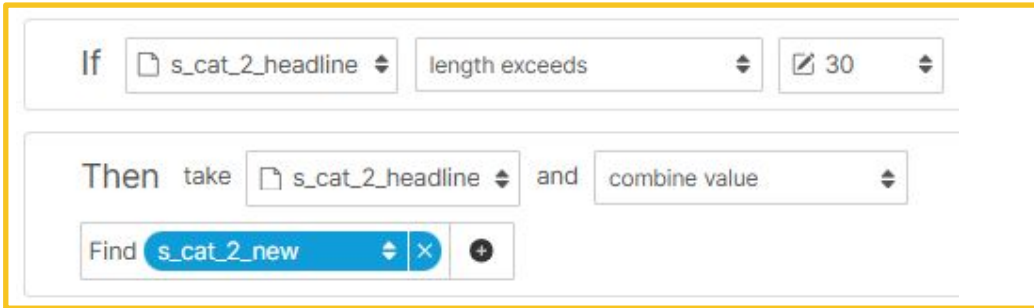
If s_cat_2_headline is empty

Then take s_cat_2_headline and combine value

Looking for

Create a backup text if specific headline is not filled.

Creating rules for **specific texts**



The screenshot shows a rule configuration interface with a yellow border. It contains two main sections: a condition and an action. The condition section starts with 'If' followed by a dropdown menu containing 's_cat_2_headline', a dropdown menu containing 'length exceeds', and a text input field containing '30'. The action section starts with 'Then take' followed by a dropdown menu containing 's_cat_2_headline', the word 'and', and a dropdown menu containing 'combine value'. Below the action section is a 'Find' input field containing 's_cat_2_new' with a blue highlight, a close button (X), and a plus button (+).

You want to fill the maximum amount of characters, so it's good to make multiple backup texts.

Creating price fields for text ads

Name	s_cat_2_price (create)		
If	s_cat_2_new	isn't empty	
Then	take	s_cat_2_new	and calculate item group
	find lowest value	of	s_price_new store in s_cat_2_price

Use “calculate item group” to calculate the lowest price of a certain group of products (in this case category 2).

Creating price fields for text ads

Name: s_brand_cat_2_price (create)

If: s_brand_new isn't empty

And: s_cat_2_new isn't empty

Then: take s_placeholder_1 and combine value

s_brand_new x s_cat_2_new +

And: take s_placeholder_1 and calculate item group

find lowest value of s_price_new store in s_brand_cat_2_price

And: take s_placeholder_1 and set to value

If you use combined groups, like Brand + Category, then you should first group this and then calculate the lowest price of this group.

Creating price fields for text ads

If is greater than

Then take and set to value

You can also add price benchmark data (through a supplemental feed as well!).

This way you will not communicate prices if you're above market average.



Creating discounts for text ads

If

Then

take and

take

And

take and

calculate to

And

take and

Step 1.

Calculate the discount per product/item. This is via the calculation:

$$\frac{\text{New Value} - \text{Old Value}}{\text{Old Value}} \times 100\%$$



Creating discounts for text ads

Name: s_cat_2_discount (create)

If: s_cat_2_new isn't empty

Then: take s_cat_2_new and calculate item group

find highest value of s_discount store in s_cat_2_discount

Step 2.

Use “calculate item group” to calculate the highest discount of a certain group of products (in this case category 2).

Create rules for all the other fields that you need

```
-----create paths-----  
s_cat_1_path (create)  
s_cat_2_path (create)  
s_brand_path (create)
```

```
-----create urls-----  
s_cat_1_url (create)  
s_cat_2_url (create)  
s_brand_url (create)
```

```
-----create lower-----  
cat_1_lower (create)  
cat_2_lower (create)
```



The third step is to use fallback ad templates for the right prioritization

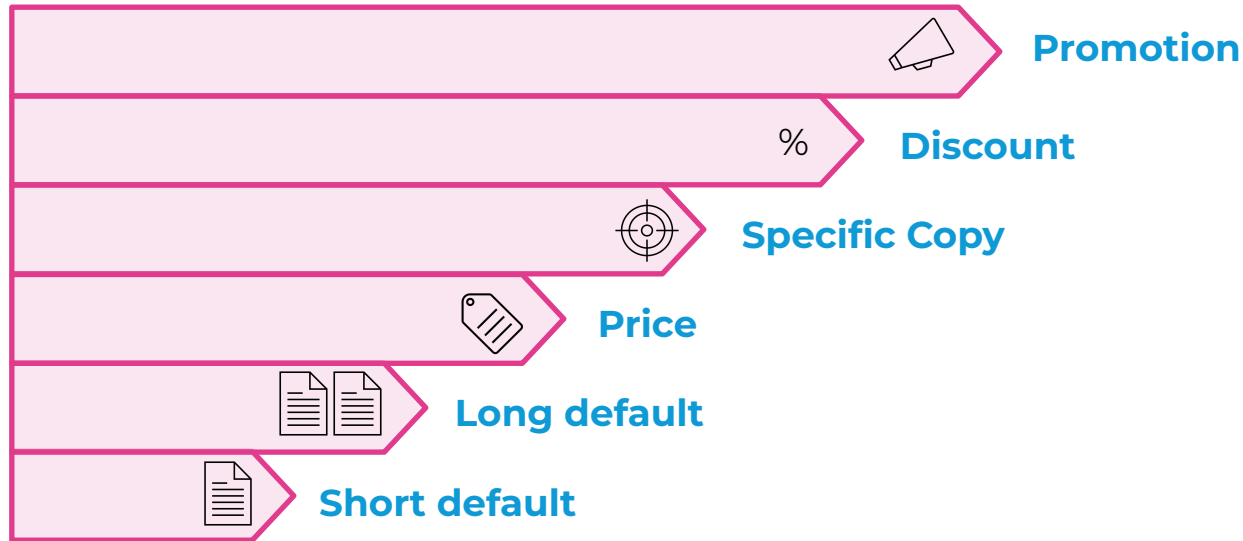
Supplemental
feeds

Create the right
rules

Backup ad
templates



There are often multiple things you can communicate, so you have to prioritize



In Channable, you can do this with the backup templates

When item data or ad templates change:

Update existing ads

Ad - Main template

Final URL

Path 1

Path 2

Headlines

Headline 1

Headline 2

Headline 3

Add headline

Descriptions

Description 1

Description 2

Add description

Headline 1 | Headline 2

domain.com

Example description

Refresh

1

2

3

4

Priority 1: communicating promotions



Ad - Main template

Final URL:

Path 1:

Path 2:

Headlines

Headline 1	<input type="text" value="s_cat_2_headline"/> <input type="button" value="x"/> <input type="button" value="1"/> <input type="button" value="+"/>
Headline 2	<input type="text" value="s_cat_2_promo_headline"/> <input type="button" value="x"/> <input type="button" value="2"/> <input type="button" value="+"/>
Headline 3	100+ Brands, One Store <input type="button" value="+"/>
Headline 4	Elevate Your Wardrobe <input type="button" value="+"/>
Headline 5	Discover Next Level Products <input type="button" value="+"/>
<input type="button" value="Add headline"/>	

Descriptions

Description 1	<input type="text" value="s_cat_2_promo_description"/> <input type="button" value="x"/> <input type="button" value="1"/> <input type="button" value="+"/>
Description 2	<input type="text" value="s_cat_2_description"/> <input type="button" value="x"/> <input type="button" value="+"/>
Description 3	100+ top brands in one place – shop fashion, footwear, and more! <input type="button" value="+"/>
Description 4	Trendy, stylish, and always fresh. Upgrade your style with Next Level Products! <input type="button" value="+"/>

Refresh

| | Discover Next Level Products
 | |

Socks to Elevate Your Style | Now 20% Off + Free Delivery | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products

domain.com/Socks

Style for less – 20% off + free delivery on everything! Cozy comfort for your feet: discover our premium collection of soft socks. 100+ top brands in one place – shop fashion, footwear, and more!



Priority 1: communicating promotions

Promotion

Ad - Main template

Final URL:

Path 1:

Path 2:

Headlines

Headline 1	<input type="text" value="s_cat_2_headline"/> <input type="button" value="x"/> <input type="button" value="1"/> <input type="button" value="+"/>
Headline 2	<input type="text" value="s_cat_2_promo_headline"/> <input type="button" value="x"/> <input type="button" value="2"/> <input type="button" value="+"/>
Headline 3	100+ Brands, One Store <input type="button" value="+"/>
Headline 4	Elevate Your Wardrobe <input type="button" value="+"/>
Headline 5	Discover Next Level Products <input type="button" value="+"/>
<input type="button" value="Add headline"/>	

Descriptions


Description 1	<input type="text" value="s_cat_2_promo_description"/> <input type="button" value="x"/> <input type="button" value="1"/> <input type="button" value="+"/>
Description 2	<input type="text" value="s_cat_2_description"/> <input type="button" value="x"/> <input type="button" value="+"/>
Description 3	100+ top brands in one place – shop fashion, footwear, and more! <input type="button" value="+"/>
Description 4	Trendy, stylish, and always fresh. Upgrade your style with Next Level Products! <input type="button" value="+"/>

Preview:

Socks to Elevate Your Style | Now 20% Off + Free Delivery | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products

domain.com/Socks

Style for less – 20% off + free delivery on everything! Cozy comfort for your feet: discover our premium collection of soft socks. 100+ top brands in one place – shop fashion, footwear, and more!

 **Tip:** test two templates to see if pinning works better

Priority 2: communicating discounts

% Discount

Ad - Backup template 1

Final URL	<input type="text" value="s_cat_2_url"/>	<input type="button" value="x"/>	<input type="button" value="+"/>
Path 1	<input type="text" value="s_cat_2_path"/>	<input type="button" value="x"/>	<input type="button" value="+"/>
Path 2	<input type="text"/>	<input type="button" value="x"/>	<input type="button" value="+"/>

Top now up to off | | 100+ Brands, One Store
domain.com/
Save up to % on - limited time only. Discover Next Level Products! Trendy, stylish, and always fresh. Upgrade your style with Next Level Products!

Headlines

Headline 1	Top <input type="text" value="s_cat_2_new"/> now up to <input type="text" value="s_cat_2_discount"/> off	<input type="button" value="1"/>	<input type="button" value="+"/>
Headline 2	<input type="text" value="s_cat_2_headline"/>	<input type="button" value="x"/>	<input type="button" value="+"/>
Headline 3	100+ Brands, One Store	<input type="button" value="+"/>	<input type="button" value="v"/>
Headline 4	Elevate Your Wardrobe	<input type="button" value="+"/>	<input type="button" value="v"/>
Headline 5	Discover Next Level Products	<input type="button" value="+"/>	<input type="button" value="v"/>

Add headline

Descriptions

Description 1	Save up to <input type="text" value="s_cat_2_discount"/> % on <input type="text" value="s_cat_2_lower"/> - limited time only. Discover Next Level Products!	<input type="button" value="1"/>	<input type="button" value="+"/>
Description 2	<input type="text" value="s_cat_2_description"/>	<input type="button" value="x"/>	<input type="button" value="+"/>
Description 3	100+ top brands in one place - shop fashion, footwear, and more!	<input type="button" value="+"/>	<input type="button" value="v"/>
Description 4	Trendy, stylish, and always fresh. Upgrade your style with Next Level Products!	<input type="button" value="+"/>	<input type="button" value="v"/>

Top Bags now up to 36% off | Find Your Perfect Bags Today | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products

[domain.com/Bags](#)

Save up to 36% on bags - limited time only. Discover Next Level Products! Discover trendy bags for every occasion - Shop our latest collection today! 100+ top brands in one place - shop fashion, footwear, and more!



channable



ROOTS NETWORK

Priority 3: communicating prices



Ad - Backup template 3

Final URL:

Path 1:

Path 2:

Headlines

Headline 1:

Headline 2: The Best from €

Headline 3: 100+ Brands, One Store

Headline 4: Elevate Your Wardrobe

Headline 5: Discover Next Level Products

Descriptions

Description 1: Top-brand starting at only € . Brands you love, prices you'll love more!

Description 2:

Description 3: 100+ top brands in one place – shop fashion, footwear, and more!

Description 4: Trendy, stylish, and always fresh. Upgrade your style with Next Level Products!

Refresh

Sneakers for Every Step | The Best Sneakers from € 28.99 | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products

domain.com/Sneakers

Top-brand sneakers starting at only € 28.99. Brands you love, prices you'll love more! Discover trendy sneakers for every style - your perfect fit awaits today. 100+ top brands in one place – shop fashion, footwear, and more!



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ROOTS NETWORK

Priority 4: default communication



Ad - Backup template 4

Final URL	<input type="text" value="s_cat_2_url"/>	<input type="button" value="x"/>	<input type="button" value="+"/>
Path 1	<input type="text" value="s_cat_2_path"/>	<input type="button" value="x"/>	<input type="button" value="+"/>
Path 2	<input type="text"/>	<input type="button" value="x"/>	<input type="button" value="+"/>

| Elevate Your Wardrobe | 100+ Brands, One Store
[domain.com/ s_cat_2_path](#)
 | 100+ top brands in one place – shop fashion, footwear, and more!

Headlines	
Headline 1	<input type="text" value="s_cat_2_headline"/>
Headline 2	100+ Brands, One Store
Headline 3	Elevate Your Wardrobe
Headline 4	Discover Next Level Products
<input type="button" value="Add headline"/>	

Descriptions	
Description 1	Find <input type="text" value="s_cat_2_lower"/> at Next Level Products for prices you'll love!
Description 2	<input type="text" value="s_cat_2_description"/>
Description 3	100+ top brands in one place – shop fashion, footwear, and more!
Description 4	Trendy, stylish, and always fresh. Upgrade your style with Next Level Products!

Outdoor Clothes for Adventures | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products
[domain.com/producten](#)
Find outdoor clothing at Next Level Products for prices you'll love! Find comfortable and stylish outdoor clothing for all your adventures and expeditions! 100+ top brands in one place – shop fashion, footwear, and more!

Build fail safes in case something weird happens in your feed

IF ANYTHING
CAN GO WRONG,
IT WILL

MURPHY'S LAW

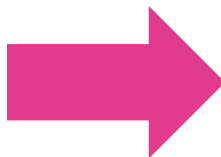
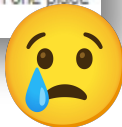


Example: skip ad template if price is incorrect

Looking for Sneakers? | The Best Sneakers from €00.00 | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products

domain.com/Sneakers

Top-brand sneakers starting at only €00.00. Brands you love, prices you'll love more! Want to find the best? Find your perfect match at Next Level Products! 100+ top brands in one place – shop fashion, footwear, and more!



Name	s_cat_2_price (2/2) (create)		
If	<input type="checkbox"/> s_cat_2_price	is less than	<input type="checkbox"/> 0.1
	<input type="checkbox"/> s_cat_2_price	is empty	
Or			
Then	take <input type="checkbox"/> s_cat_2_price	and	set to value <input type="checkbox"/>

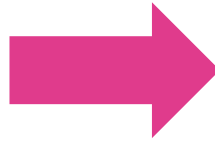
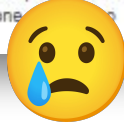


Example: skip ad template if **discount** is incorrect

Top Jackets now up to 100% off | Looking for Jackets? | 100+ Brands, One Store | Elevate Your Wardrobe | Discover Next Level Products

domain.com/Jackets

Save up to 100% on jackets – limited time only. Discover Next Level Products! Want to find the best? Find your perfect match at Next Level Products! 100+ top brands in one place for p fashion, footwear, and more!



Upper limit

Name: discount_max (calculate)

If: s_discount is greater than 75

Then: take s_discount and set to value 75

Lower limit

And: take s_cat_2_discount and lookup and replace value

When field is equal to	Then change value to
1 0	1
2 1	2
3 2	3
4 3	4
5 4	5
6 5	6
7 6	7
8 7	8
9 8	9
10 9	10

Example: add a rule you can enable to **overwrite** promotions/discounts/prices



- If for some reason, prices, discounts or promotions aren't correct, you can enable one of these rules
- The values will be cleared, and the ad copy will skip to the next fallback ad template

If

Then take and

And take and



Final takeaways

- Enrich your feed by using **supplemental feeds**
- You can use generative AI to create **specific ad copy at scale**
- Create **clean, tidy and structured rules**
- Think about how you want to **prioritize** your communication
- Use **back up ad templates** to show the most relevant information
- Think about **what can go wrong** and implement rules to mitigate this



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