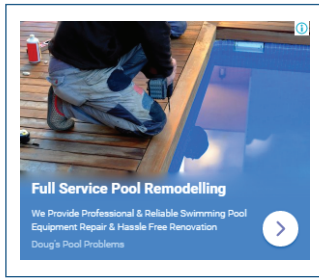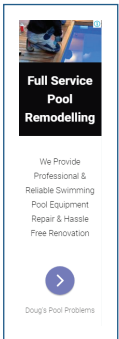# Responsive Display Ads
(RDA) Specs

Example of an RDA

What Are Responsive Display Ads?

Essentially, this ad format will allow us to create image ads that have more headlines, descriptions and images so that Google Ads can create more ad combinations to serve to potential customers. Rather than having one headline and one description line, we can create more combinations of ads. Ultimately, this will help to create the most effective advertisements, especially once we start to get data about how ads perform for each keyword in your ad groups. Responsive ads automatically adjust their size, appearance, and format to fit available ad spaces. Your responsive ad might show as a native ad on one site and a text ad on another, automatically transforming itself to fit based on your targeting and campaign goals.

The Specs:

In most cases we will create the headlines, descriptions and choose the best images (provided by you) to create the ads. If you are specific on the copy, please use these guidelines when providing us with the content:

Headlines
(30 characters):

Up to 15 headlines can be included for each RDA. Best practices are to provide 5-7 to headlines, two of which should include very targeted ad group verbiage. Three additional headlines should be focused on your unique selling proposition (USP) or branding efforts rather than your keywords. The more headlines provided the more options Google will have to create responsive ads, which may increase ad performance.

Descriptions
(90 characters):

RDAs can show up to two descriptions at a time, but you can provide a maximum of four. In order for Google's system to work, at least two unique descriptions are required. Use these to highlight information about your product or service that is not mentioned in your headlines. Including a call-to-action is always recommended as well.

Image Specs:

Please note: You do not need to place text in the images. If you do, you may only add up to 20% of the image with text. We recommend a small headline or offer over the images, but nothing more.

We like to see at least 4 of each (or 8 images total) (4 square and 4 landscape)

Landscape Images:

Your landscape image should have a ratio of 1.91:1 and ideally be 1200x628.
The file size limit is 5120KB.

Square Images:

Your square (1:1) image should be greater than 600 x 600. The file size limit is 5120KB.