# AdSense Auto ads

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Agenda

1. What are AdSense Auto ads? How do they work?

2. Why should publishers try AdSense Auto ads?

3. How to implement AdSense Auto ads

4. Myth Busting

5. Q&A

1. What are AdSense Auto ads? How do they work?

AdSense Auto ads can help monetize new placements while maintaining a good user experience.

AdSense Auto ads are a **simple, innovative** way for publishers to automatically monetize their pages with just a **single piece of ad code**.

Auto ads uses Google's machine learning technology to identify placement opportunities

Publishers add the code once and make all the changes in the UI.

Machine learning

Detect page structure and **identify** potential new ad placements

Detect existing Google ads on page

Place new ads based on existing manual ads, ad density limits and format performance
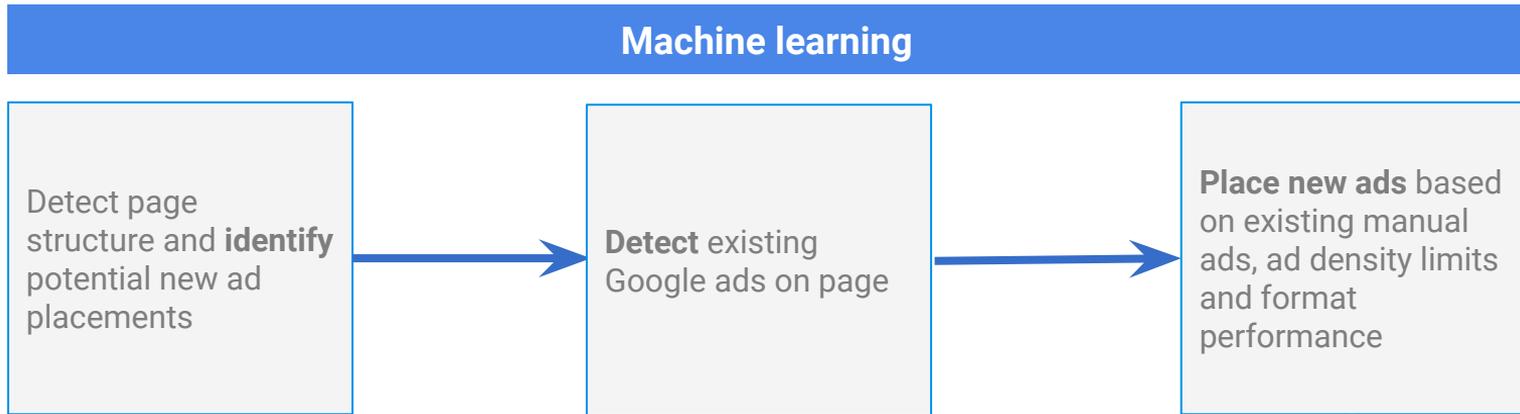
If a publisher makes a change to their site, retrigger analysis.

2. Why should publishers try Auto ads?

Auto ads help publishers to move towards a more dynamic and scalable ads experience

Today

1. Publishers need to use different tags for different sizes, formats, placements and pages

2. Publishers spend a lot of time optimizing ads on their pages to maximize revenue

Auto Ads →

Future

1. One tag solution (simple and customizable within UI)

2. Optimization done by Google to keep the user experience and revenue high

With AdSense Auto ads publishers can focus on content and leave monetization/optimization to AdSense

AdSense Auto ads provide three major benefits:
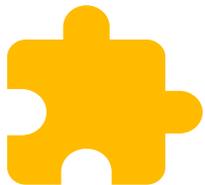
1. Ease of use

2. Incremental revenue

3. Customization options with more formats and control

Auto ads are easy to set up and allow publishers to customize their settings within their AdSense account

- Publishers tag their site **only once** and they don't need to paste their code again.

- They can **customize their settings in their AdSense account** at any time without making changes to the ad code.
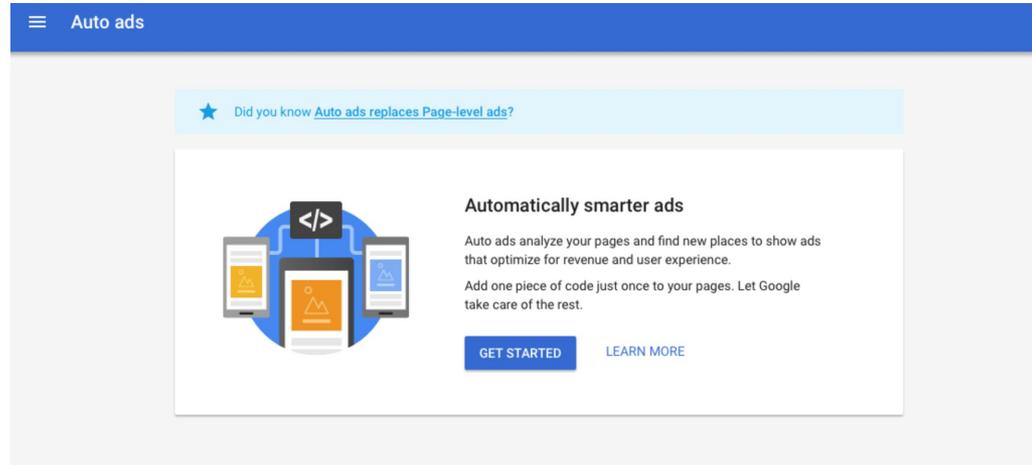
Auto ads can bring incremental revenue, maintaining a good user experience

According to beta results, Auto ads provides **revenue uplift.**

- Auto ads work well on their own and/or with manually placed ads and publishers don't have to choose between them.

- For each page, AdSense will choose the placement and the right format for each placement, **maintaining good user experience.**

- Average revenue uplift depends on how well the page is currently monetized.

Multiple ad formats are available for publishers to try within Auto ads

Publishers can choose among multiple different formats including:

- [Text and display ads](#)
- [In-article ads](#)
- [In-feed ads](#) (Mobile only)
- [Matched content](#) (Mobile only)
- [Anchor ads](#) (Mobile only)
- [Vignettes ads](#) (Mobile only)

Read more about these [here](#).

Publishers can show different ad formats on different pages of their site using URL Groups

- Set specific settings at **page/url level** using URL groups (e.g. only In-article ads on homepage)

- Disable Auto ads on specific pages (e.g. homepage)

Read more about these here.
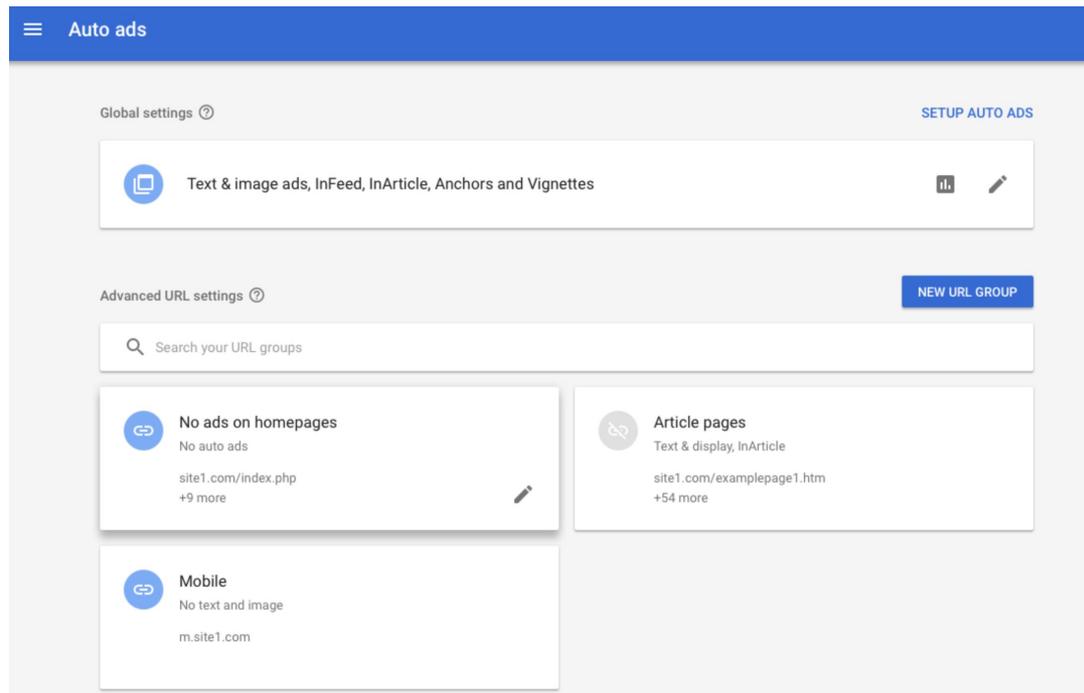
Auto ads are especially recommended for AdSense publishers who are under-monetizing their sites

👍

- Publishers who hardcode AdSense or use DFP to manage all their ads

- Publishers who don't already have too many ads on some or all of their pages

- Publishers who are struggling with monetization

👎

- Publishers with floating menus may not be a good fit for Auto Ads, since it may break the layout of the page

- Sites that use an inflexible layout may not be a good fit for Auto ads (e.g some table-based layouts or pages that rely on css absolute positioning)

3. How to implement Auto ads

For publishers already using Anchor/Vignette ads, we automatically migrated their settings to Auto ads

- They don't need to paste the ad code again. **Auto ads and Page-level ads use the same ad code.**

- Use the toggle buttons from within the Adsense UI to try new formats.

- They can make changes to their Auto ads settings at any time without having to change the ad code.

Publishers new to Auto ads can create Auto ads through My Ads section in their AdSense account

1. Sign in to your AdSense account.
2. In the left navigation panel, go to My Ads.
3. Click Auto Ads.
4. On the Choose your global settings page, use the controls to select the ad formats that you'd like to show.
5. Leave Automatically get new formats selected if you want AdSense to automatically add new ad formats to your global settings as they become available.
6. Click Next.
7. On the Place code on your page page, click Copy code.
8. Paste the ad code between the <head></head> tags of each page that you want to show Auto Ads. See our Code implementation guide for details.

Auto ads will start to appear on your pages within about 10-20 minutes.

Wordpress publishers can place Auto Ads code via a plugin or by pasting it into their theme file
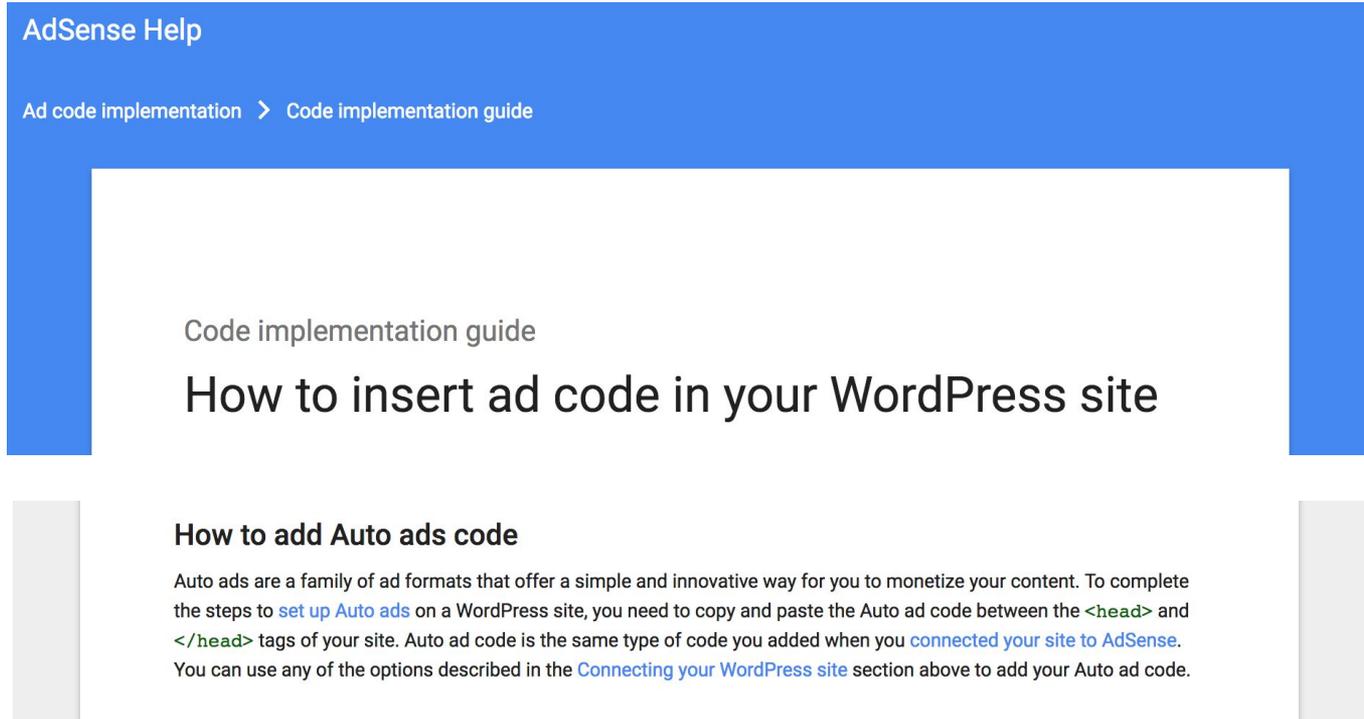
AdSense Help

Ad code implementation 〉 Code implementation guide

Code implementation guide

How to insert ad code in your WordPress site

How to add Auto ads code

Auto ads are a family of ad formats that offer a simple and innovative way for you to monetize your content. To complete the steps to set up Auto ads on a WordPress site, you need to copy and paste the Auto ad code between the `<head>` and `</head>` tags of your site. Auto ad code is the same type of code you added when you connected your site to AdSense. You can use any of the options described in the Connecting your WordPress site section above to add your Auto ad code.

[Guide](#)

In the AdSense UI, My Ads → Auto ads → Get Started

Step 1

Step 2

Select the ad formats to keep, copy the ad code and paste it within <head></head> tag of the site

Step 3

Step 4

Publishers can also create URL groups to customize Auto ads further (Optional)

Assigning Url groups is optional and publishers can keep their settings global if they choose to do so.

Step 1: Publishers can select URLs (domains, subdomains etc.) and add them to a specific URL group

If they cannot see a specific URL they wanted, they can click on "Add URL" to add it.

Step 2: Publishers can select the ad formats to enable in that URL group
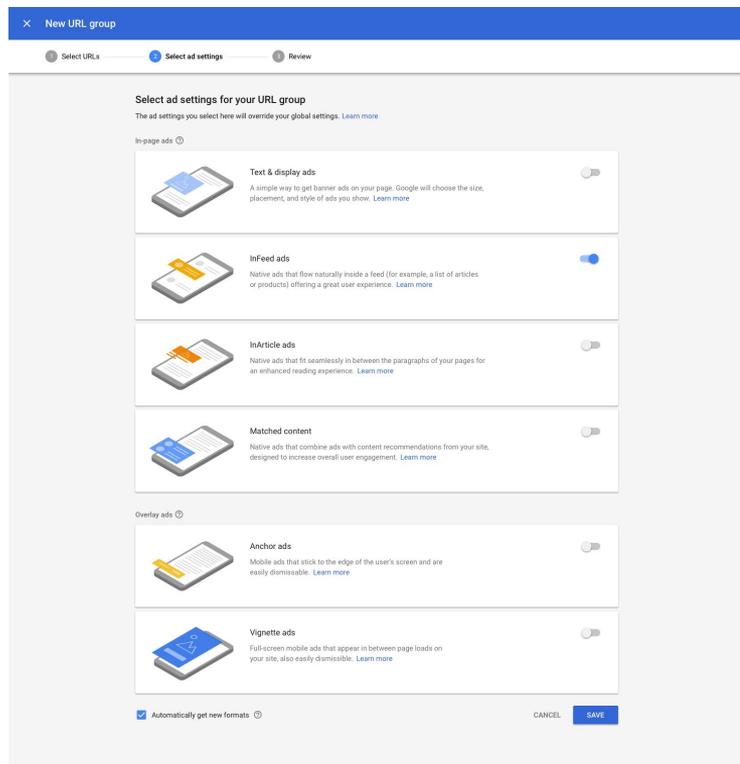
Example cases to use this feature:

- Enable a specific ad format on specific pages (e.g In-feed only on homepage)

- Disable a specific ad format on specific pages

Step 3: Publishers can review the URL group and save it

× New URL group

1 Select URLs   2 Select ad settings   **3 Review**

Review your URL group

Remember, URL group settings override your global settings on the domains, subdomains, site sections or pages you've selected

Name	e.g. No auto ads on homepage

Ad settings summary	No auto ad formats selected
URLs summary	38 URLs selected

site1.com/index.php
site2.com/index.php
site3.com/index.php
site4.com/index.php
site5.com/index.php
site6.com/index.php
site7.com/index.php
site8.com/index.php

BACK   **DONE**

Their URL settings will override their global settings for the URLs they selected.

Note: One URL group can override another. For example, you assign a URL group to example.com and another to forums.example.com. Your URL group settings for example.com will override the settings of all the URLs under forums.example.com.

Ad Formats report in the left-hand navigation can help publishers track the performance of Auto ads

Best Practices

1. Before customizing for different pages, opt-in to all formats to see what works best

2. Suggest your publishers to test Auto ads in addition to their existing ad units to compare results

3. Exclude Auto ads on pages where competitor tags are hardcoded

4. **Don't include Auto ads on pages with floating menus or inflexible layout**

4. Myth Busting

Myth Busting

- **I must delete my manually placed ads to use Auto Ads.**

Auto Ads work with existing manual ads. There is no need for publishers to remove existing ads before trying out Auto Ads. Auto Ads will insert ads only in additional placements (if there are any) without affecting the user experience.

- **Auto Ads will cause latency in ad serving because of all the ad placement detections.**

AdSense is analyzing the page before the ad request is sent, there will be no latency or more CPU usage on the client (browser) side.

Myth Busting

- **AMP Auto Ads code is the same as Auto Ads code.**

No. The AMP Auto Ads code is different from the non-AMP Auto Ads code and they aren't interchangeable. Publishers have to be sure to include AMP Auto Ads code for all their AMP pages and include regular Auto Ads ad code to show Auto Ads on their non-AMP pages. You can read more about AMP Auto ads implementation here ([Link](#))

- **You can't blacklist pages so that certain URL groups won't serve ads.**
You can leverage the URL groups and blacklist pages by turning off all formats in that group. This way the URL group will be deactivated.

5. Q&A

Thank you

Google AdSense