



*Create ads for each product, save time, save money, improve performance and quality score.*

## Give us your inventory and let us do the work

**Create** ads for each product including details like price, brand and product which will drive traffic to pages with filtered results for the product

**Save time** and provide complete coverage by categorizing the inventory feed to generate keywords and ads based on templates

**Save** money and improve the customer experience by pausing advertising for out-of-stock products

**Improve Performance and Quality Score** with ads that land on pages specific to the product

### What is it?

The Dynamic Campaigns service automatically generates search campaigns for advertisers based on a delivered inventory feed. Ads are shown based on the existence of inventory in the latest feed.

This service automatically creates campaign assets (ad groups, ads and keywords) and uploads them to the publishers (Google, BingAds) with default settings. Since inventory fluctuates daily, Dynamic Campaigns will reduce the workload for your campaign managers and ensure that ads are delivered based on the latest inventory.

### How does it work?

Once or twice per day a feed is delivered to Acquisio including an updated product list.

By comparing the latest inventory feed to the existing campaign structure our Dynamic Campaigns service will:

Create and upload new ad groups for each product that appears in the product feed for the first time.

1. Pause each ad group when the product no longer exists in the feed.
2. Reactivate ad groups when a product is returned to the feed.
3. We work with you to categorize the feed to identify the information that is relevant to keyword, ad copy and URL generation.

You define the keyword and ad copy templates using the categorized columns from the feed. When the product feed is delivered, products-specific ads and keywords are generated for inventory-specific ad groups. These ad groups are created, paused and reactivated based on the inventory feed whenever the service runs.

The Service validates that ads and keywords meet publisher requirements to limit editorial review and rejection. We work with you to define default campaigns, ad groups, and keywords during the onboarding process.

#### Example of Product Record and Search Ad:

**60 inch LG OLED TV**  
[www.tvstore.com](http://www.tvstore.com)  
**Only 7 Left at \$10,999.99**  
**Free Shipping, Next Day Delivery**

Call us today!

Toll Free:

+1.866.493.9070

Montreal (HQ)

New York

Seattle

London

Category: Electronics	Name: OLED Smart TV
SubCategory: Televisions	Color: Black
DisplayType: OLED	Price: \$10,999.99
Size: 60 inch	Inventory: 7
Brand: LG	Margin: \$1,786.65
SKU: 73883 388 3098 38	

## Benefits

### For Agencies:

- **Campaigns Generate** – more revenue by creating ads and keywords at scale for every product; potentially offering better ROI through customer acquisition at the optimal time in the buying cycle
- **Template Based** – Saves time and provides complete coverage by using product details to generate keywords and ads automatically
- **Tailored Ads** – Unique ads for each product including details of brand, product, price
- **Ad/Inventory Synchronization** – Saves money by pausing advertising for out-of-stock products
- **Update Keywords** – and Ads Add or remove ads and keywords across all campaigns automatically

### For Agency Customers:

- **Up-to-date campaigns** – AdGroup status is updated at a regular interval to reflect the true status of products inventory.
- **Better budget allocation** – Acquisio will pause ads for items that are out of stock
- **Scales for Large Inventories** – Ads are directly connected to inventory feed so every item in stock is advertised automatically
- **Improved Customer Satisfaction** – Prevent ads from being served for out-of-stock inventory
- **Keyword Targeted Inventory Listings** – Send searchers directly to the website with keyword based filtered results

To find out how costeffective this solution will be to your business, please contact your Sales Executive or Account Manager for more information.