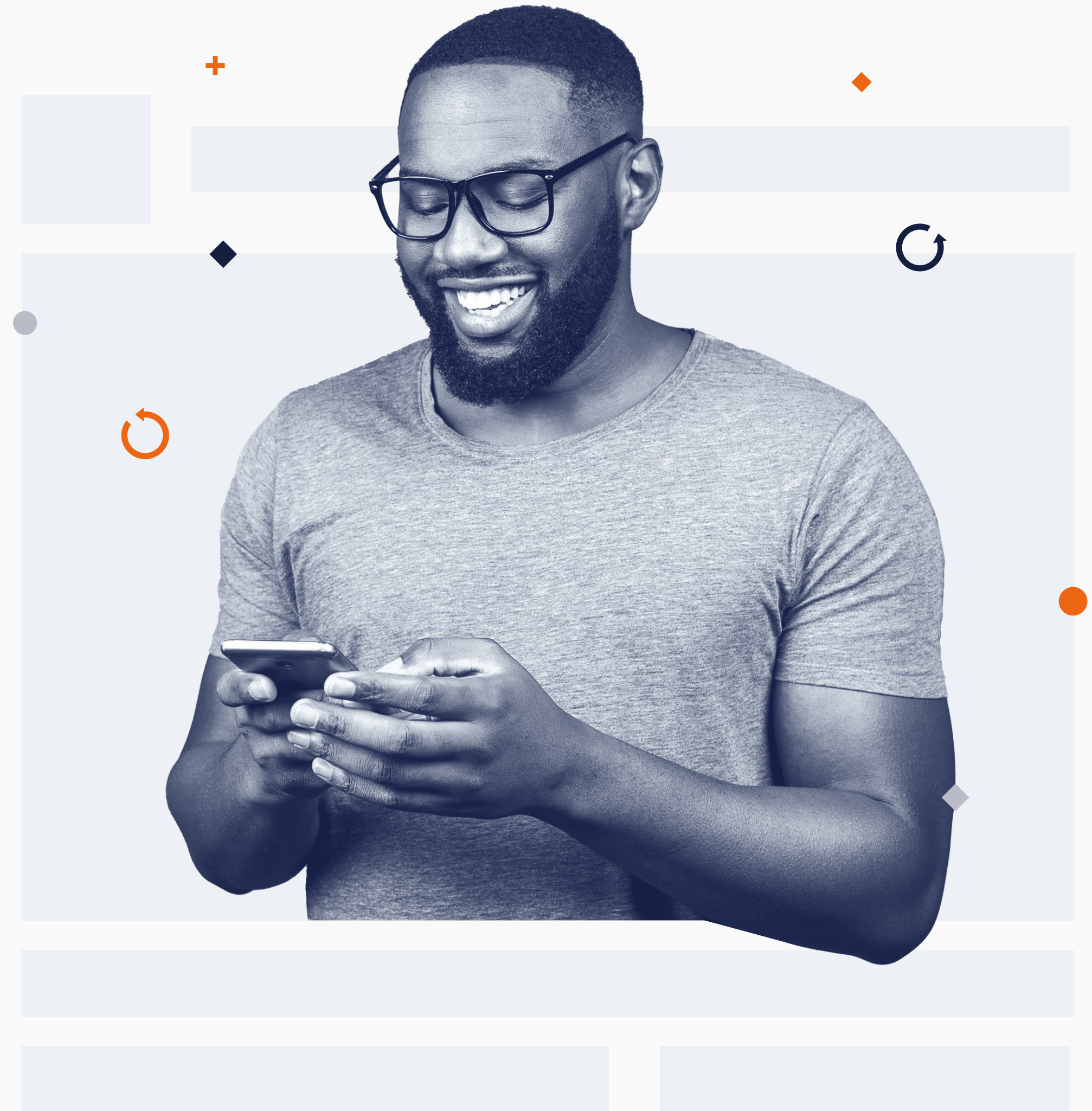




MINI GUIDE

How to Repurpose Your **Search** Campaigns For Native Ads

A simple step-by-step guide to expanding
your ROAS on the open web



What's Inside

- Why Before the How3**
- The Repurpose Breakdown4**
 - Google Standard Search Ads 5
 - Google Shopping Ads 6
 - Google App Install Formats 7
- Expand, Beyond8**
- Brainy Tips + Insights9**
 - Campaign Objectives 10
 - Budget + Bidding 11
 - Audience Targeting 12
 - Optimizing + Testing 13
- Continued Learning14**





Why Before the How

It's true that search ads have remained a **big** part of almost every marketer's digital toolbox since the beginning of online advertising.

Though nowadays, more consumers than ever are discovering new experiences **beyond** the SERP. And often a keyword just isn't enough when it comes to executing a full-funnel marketing strategy — or, for that matter, creating lasting connections with target audiences.

Which is **exactly** what makes native ads such a critical complement to your existing digital tactics, driving...

45% Lift in CVRs with Audiences such as Lookalikes

3X Higher Avg. Time on Site

50% Lower CPA with Automated Bid Strategies

(Outbrain Internal Data)

Not sure how to get started? No worries — we've got more than a few tricks to adapt your existing search campaigns and get you going across the open web.

The Repurpose Breakdown

Thinking there aren't too many similarities between your typical search ad formats and those you'd find in your first native ads campaign? Well, you could be right.

And trust us — that's a *good* thing.

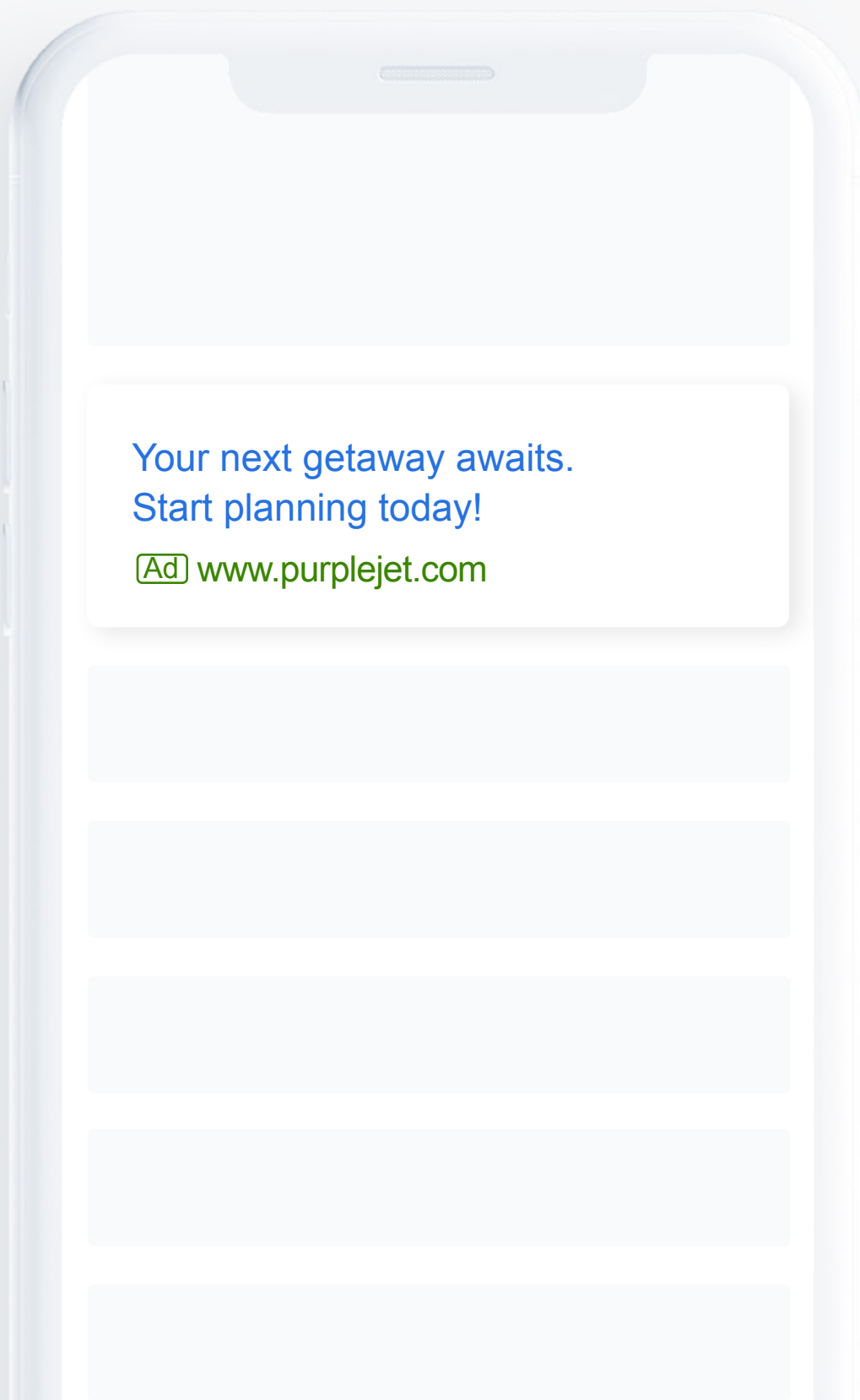
Because truth is, taking your formats to the next level on native ads platforms like Outbrain is *definitely* something to get excited about. But just in case, let's compare to the most widely used search-based formats so you know where to start.



1 Google Standard Text Ad vs. Outbrain Standard Smartad



Google Standard Text Ad



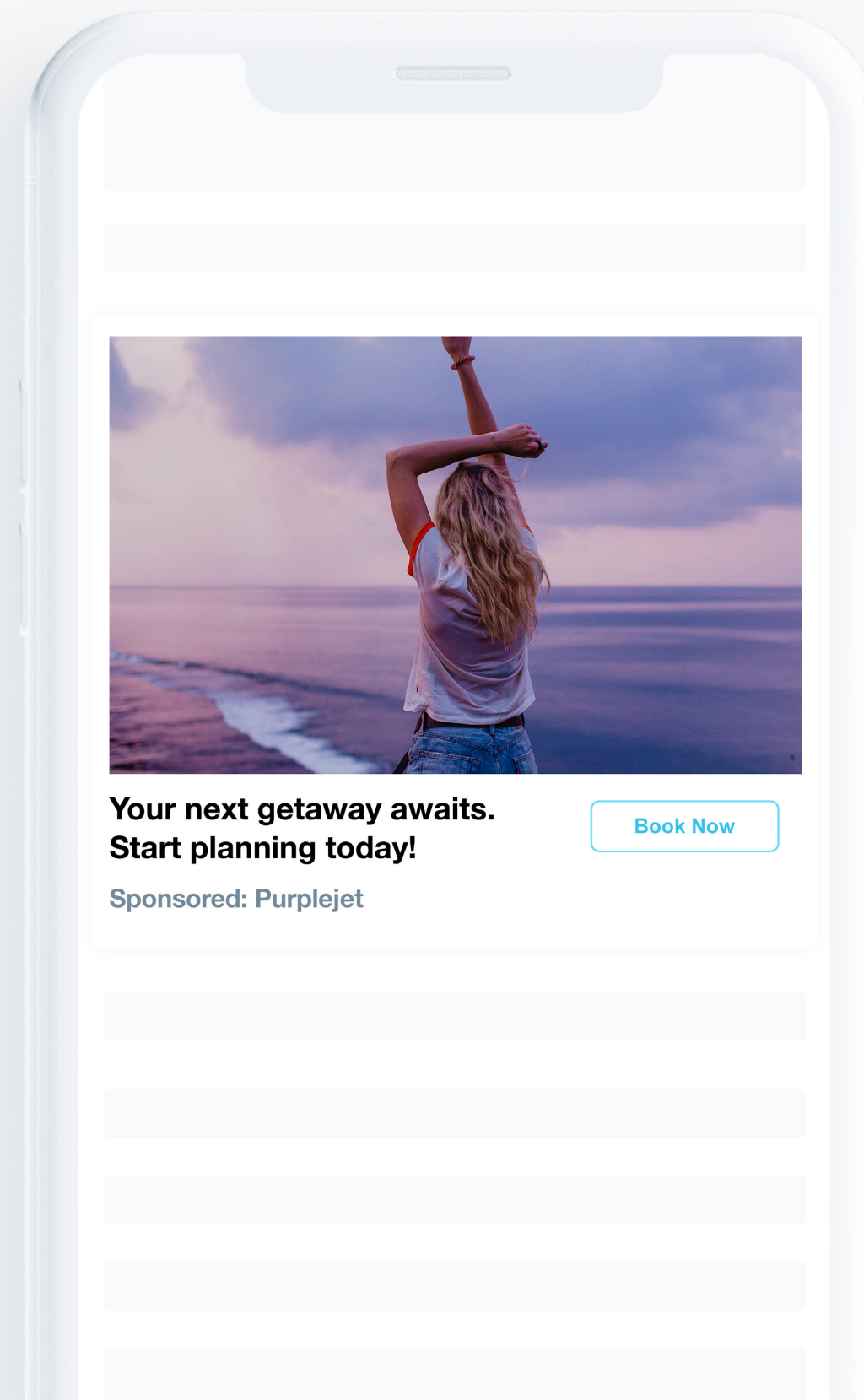
Headline
30 characters per headline maximum
90 character description maximum

Not available
**image extensions in beta*

CTA Button
Not available



Outbrain Standard Smartad



Headline
100 characters maximum
70-90 characters recommended

Image
1200px x 800px recommended
600px x 400px minimum

CTA Button
Select from predefined list

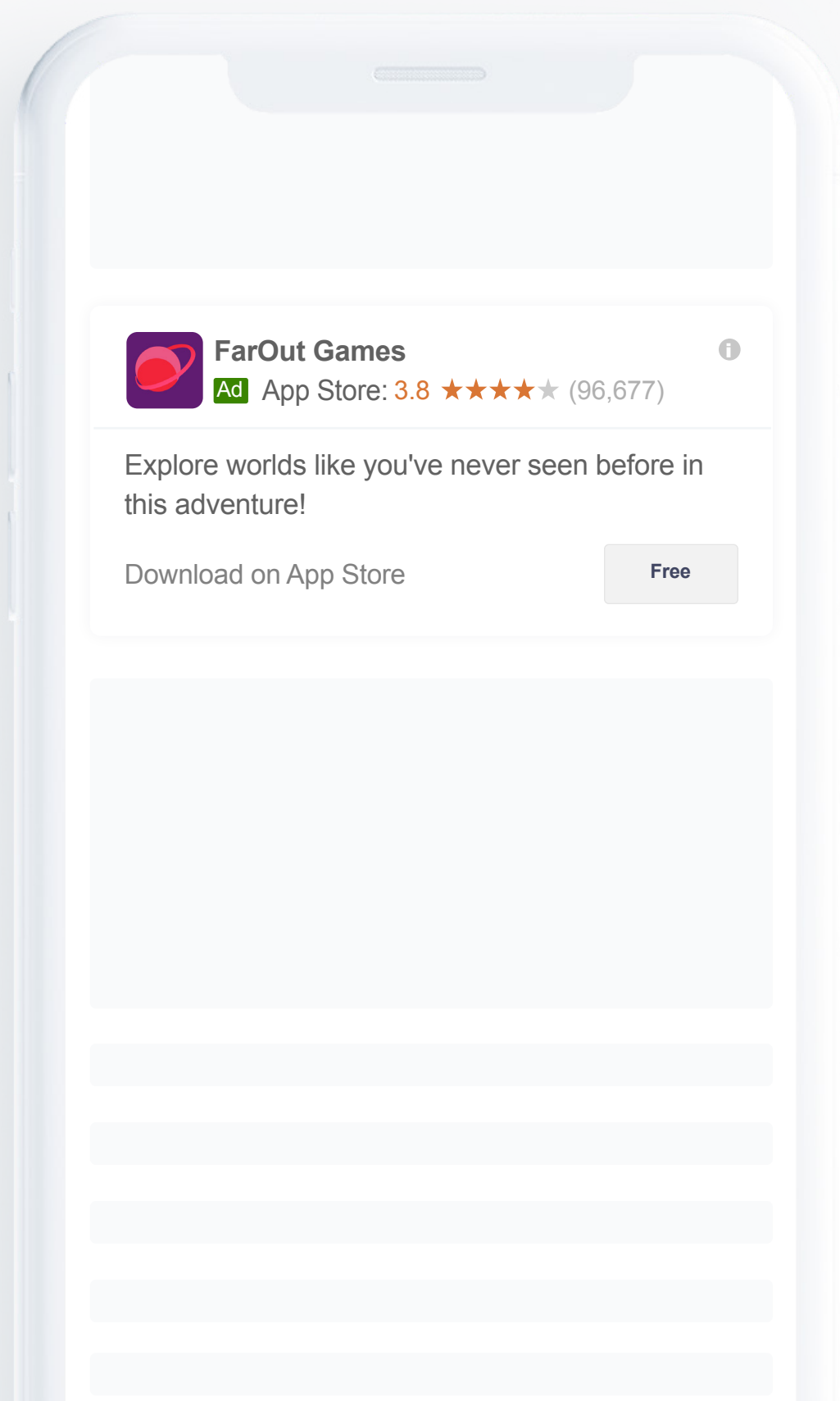
2

Google App Install Search Ad vs. Outbrain App Install Smartad



Google App Install Search Ad

Outbrain App Install Smartad



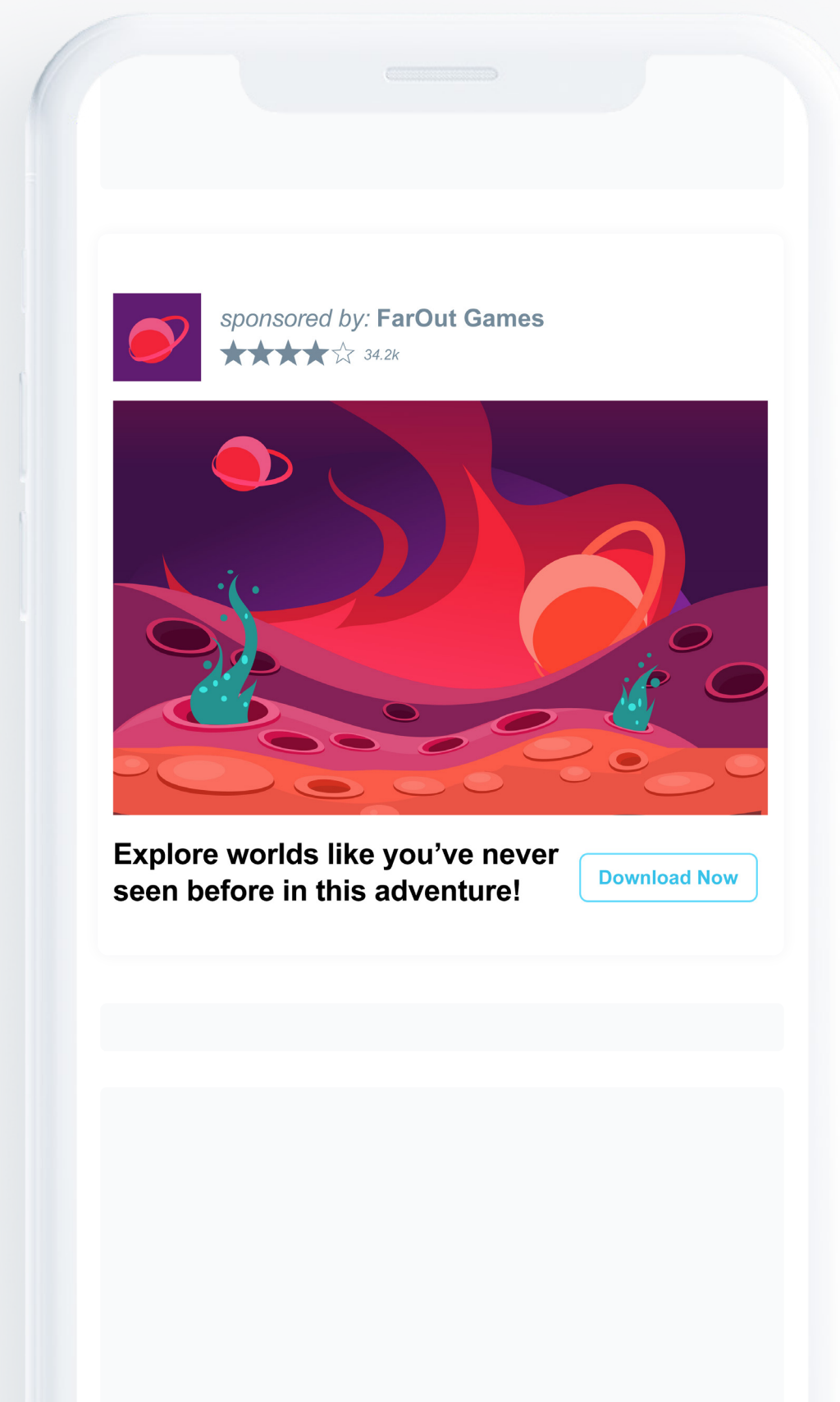
File Type
JPG, PNG

Headline
30 characters maximum per headline
90 characters maximum per description

CTA Button
Select from predefined list

Logo
400px x 400px maximum
40px x 40px minimum

Image
Not available on Search network



File Type
JPG, PNG, GIF

Headline
100 characters maximum
70-90 characters recommended

CTA Button
Select from predefined list

Logo
400px x 400px maximum
40px x 40px minimum

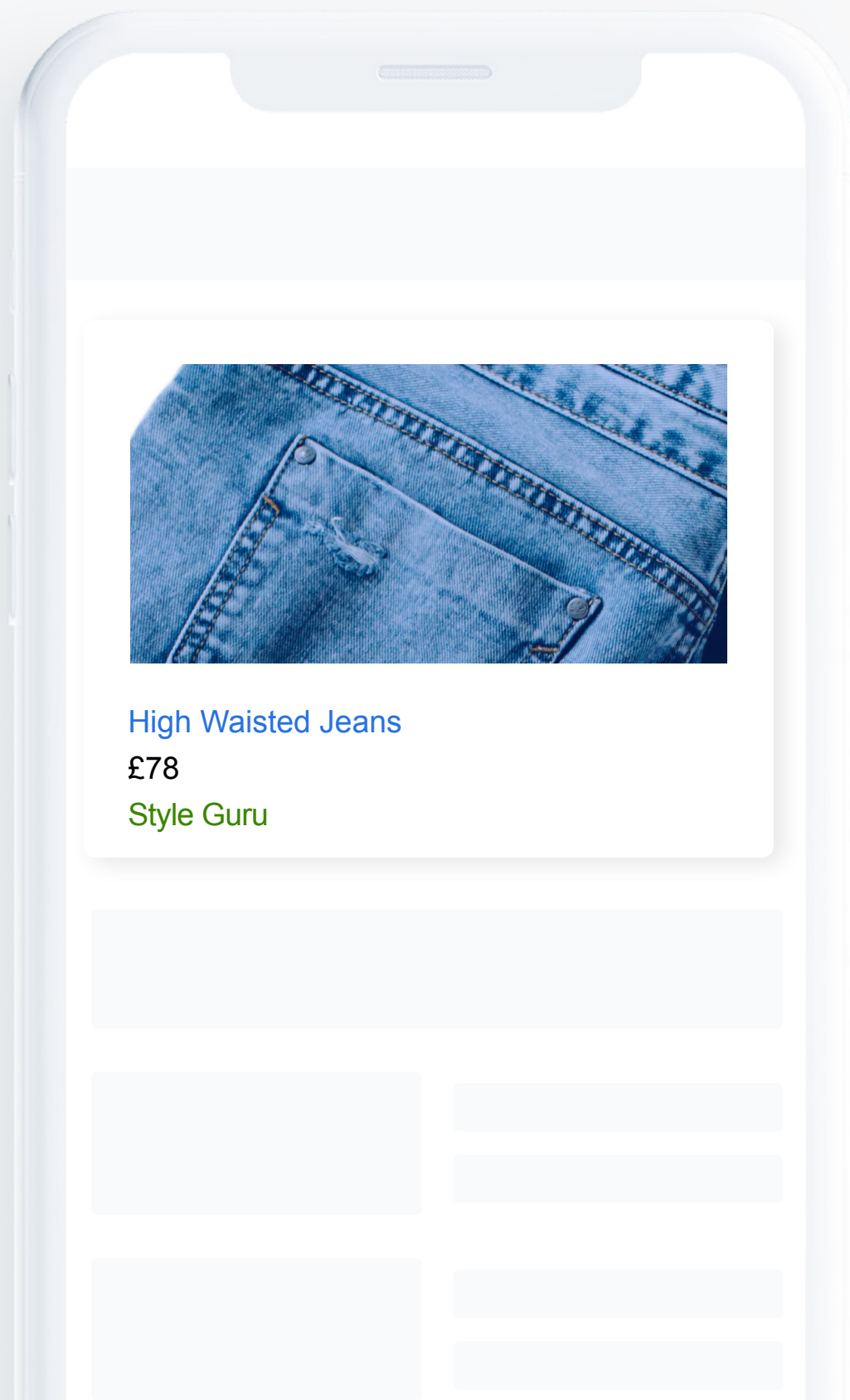
Image
1200px x 800px recommended
600px x 400px minimum

3

Google Shopping Ad vs. Outbrain Carousel Smartad



Google Shopping Ad



File Type
JPG, PNG, GIF

Headline
150 characters maximum

Image
At least 100x100px or 250x250px minimum depending on product type

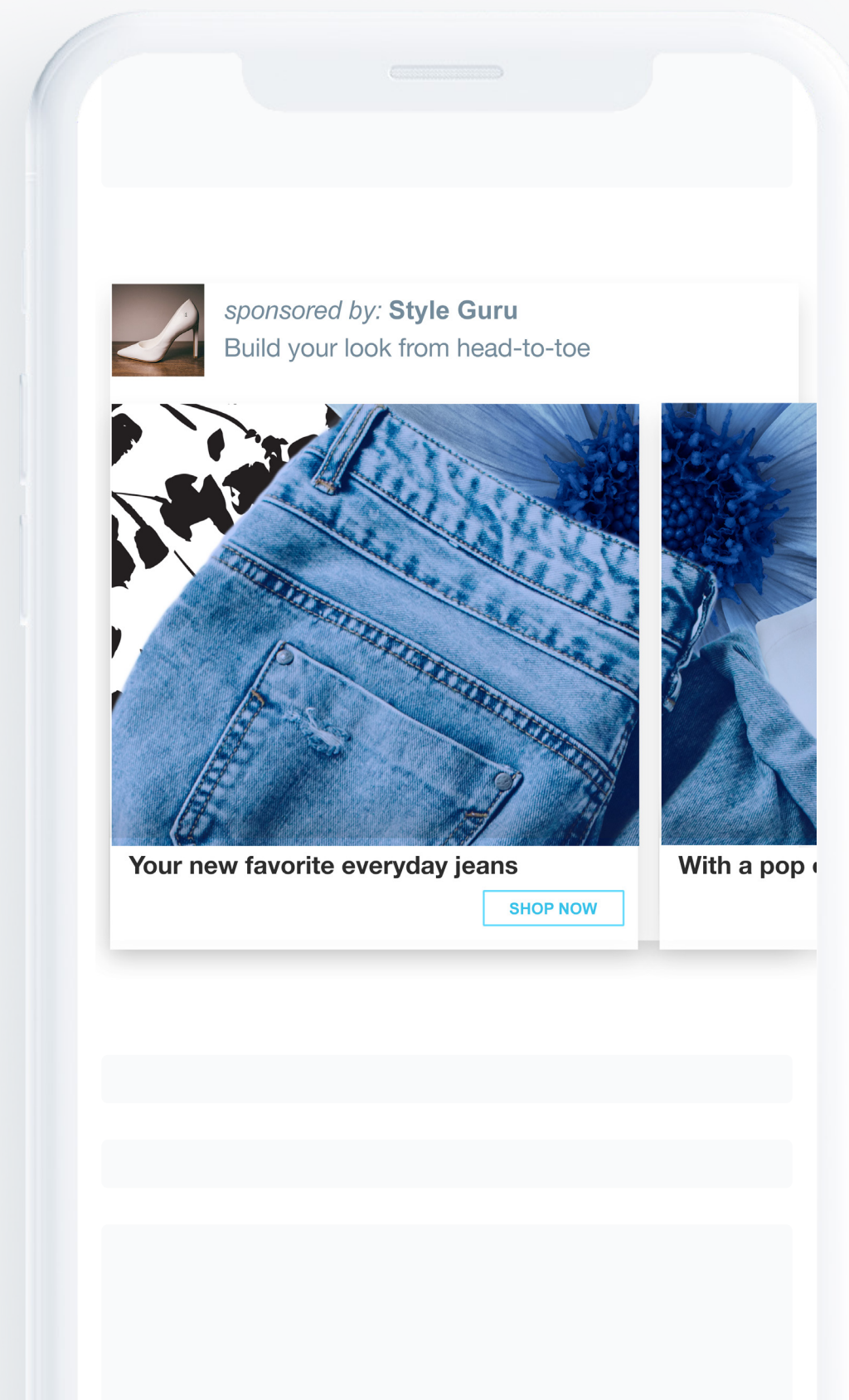
Cards
1 (variation dependent on Merchant Center feed)

Logo
100x500 px minimum, 2000x1000px maximum, Ratio 2:1

CTA
Not available



Outbrain Carousel Smartad



File Type
JPG, PNG, GIF

Headline
100 characters maximum
70-90 characters recommended

Image
1200px x 1200px maximum

Cards
2 to 10

Logo
400px x 400px maximum
40px x 40px minimum

CTA
Select from predefined list

Brainy Tip:

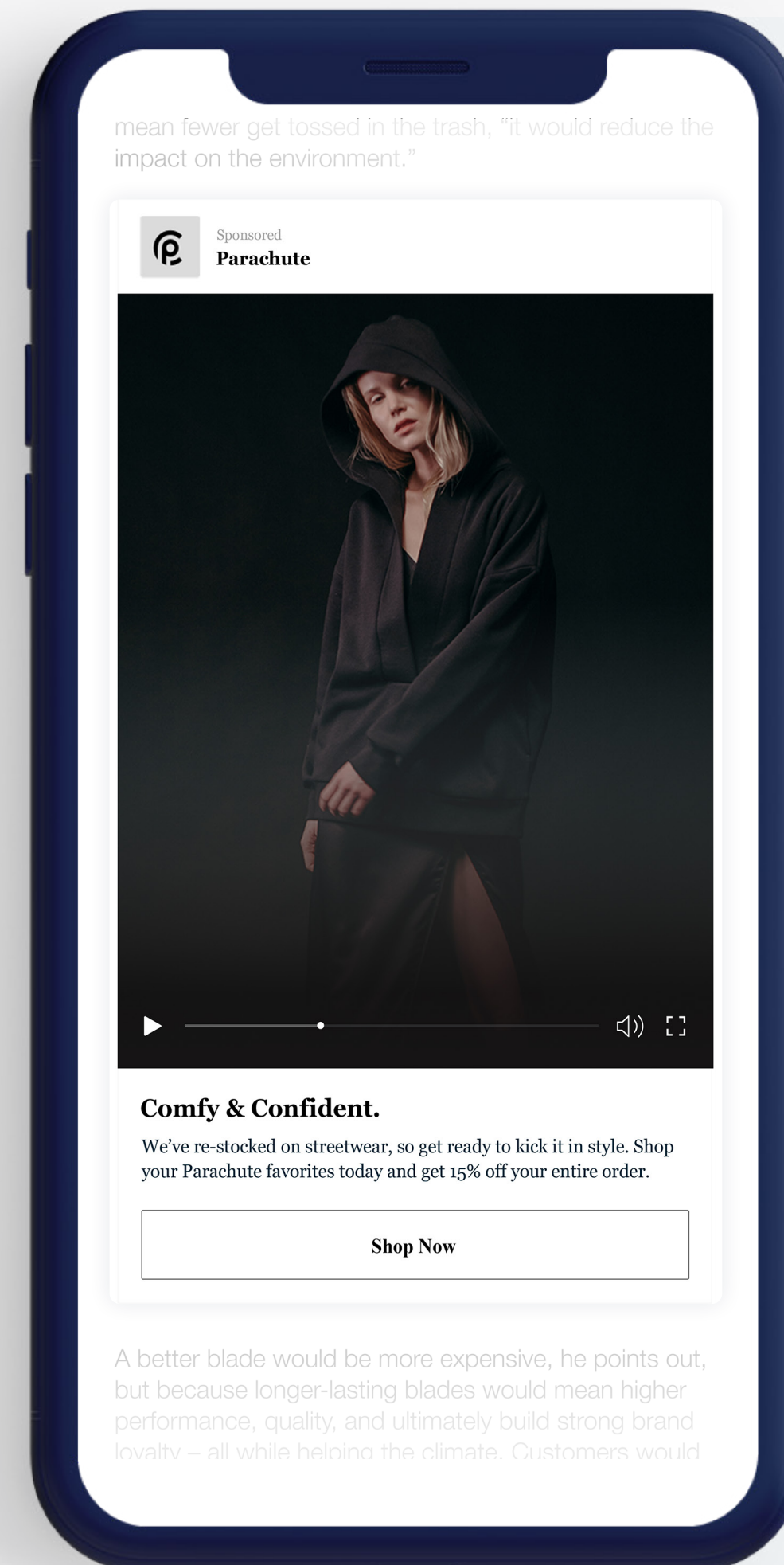
Looking for even more native Smartads? Check out [all the possibilities](#) for your first Outbrain campaign.

New Product Alert!

Expand, Beyond

If you thought *repurposing* your ads was simple (and worth it!), wait until you [see the capabilities](#) of Outbrain's latest and greatest product launch — **Native Awareness+**.

Now, leverage your existing search ads in rich, highly viewable, in-article formats across the open web to increase the impact of your campaigns — no additional approval process needed.



5x

Higher CTR vs. Standard Display

44%

More Likely to Lead to Purchase

5x

Longer In-View Time vs. Facebook Feed

*available in select markets

Brainy Tips + Insights

Repurposing goes *beyond* imitation — there's much to be amplified.

Here are a handful of tips and best practices to expand your search campaigns *that* much more natively.





Insights

Campaign Objectives

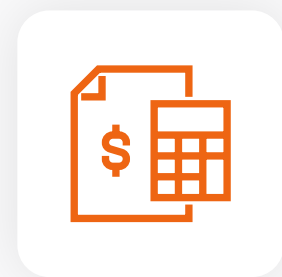
Similar to the campaign goals of search platforms like Google and Bing, Outbrain can optimize your ad campaign by objective — though with the bigger, full-funnel picture in mind.

- ✓ **Awareness**
- ✓ **Traffic**
- ✓ **App Installs**
- ✓ **Conversions**



Brainy Tip:

If repurposing your search ads, be sure to utilize similar objectives across platforms to ensure proper comparability and optimization.



Insights

Budget + Bidding

Just like your search campaigns, it's crucial to set your daily budget parameters for your first Outbrain campaigns — and remember to give them a short discovery phase to find the best audiences to engage with your ads.

Even better? Outbrain campaigns run on the CPC-based models you already know and love — so you're only paying for the clicks you gain.



Brainy Tips:

1

Leverage Outbrain's **Conversion Bid Strategy** options to save yourself the bidding guesswork — auto-optimizing toward CPA, ROAS, and more.

2

For your repurposed native ads, start with a *slightly* higher CPC to strengthen your campaign discovery, and optimize down after the first few days live.



Insights

Audience Targeting

We all know search platforms like Google are great for mid-funnel audience consideration. But what's the point of stopping there when ROAS is on the line?

Don't just wait around and hope your most qualified audiences will find you with a keyword. Instead, connect with those audiences at the optimal point of discovery across the open web — through Outbrain's unique **interest-based targeting** options.

Not to mention, between Outbrain's advanced contextual signaling and our direct, first-party data relationships with thousands of the world's most premium publishers, you may just be surprised to learn how easy it is to finally unlock those full-funnel KPIs.



Brainy Tips:

1

Tracking any affinity groups or demographics currently in "Observation Mode" within your Google Ads campaigns? Scale those high-performing segments beyond the SERP through Outbrain's advanced interest and attribute targeting.

2

Pinpoint consumers with the most relevant content for them with **Dynamic Retargeting** — serving creatives featuring the most recent product a consumer browsed.

3

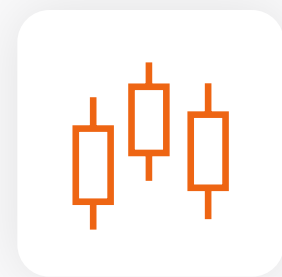
Quickly set up [Outbrain's lightweight pixel](#) — an absolute necessity to track conversions and access advanced targeting features (like Lookalike Audiences).

Hint #1: Make our pixel work for tracking all your ecommerce goals — including integrations on platforms like Shopify!

Hint #2: Or, take mobile app campaigns even further with our server-to-server tracking integrations.

4

Sure, it's tempting to quickly focus on specific audiences by platforms, segments, locations, and more — but remember, it's recommended to keep targets initially broad before leveraging enough reporting data to narrow down.



Insights

Optimization + Testing

Don't just set up for your first campaign and forget about it (although a handful of our automation tools certainly allow for it!).

Test, optimize — then do it all again as you connect the search to native ad touchpoints.



Brainy Tips:

1

Want to up your conversion game even more? Take Outbrain's Bid Strategy to the next level with our A/B testing tool — running controlled experiments to determine the optimal bidding model for your campaign goals.

2

Using keyword insertion tactics in your search campaigns to personalize ads? Take it one step further in your first native ads campaign by leveraging **Dynamic Titles** — layering on automated parameters in headlines like region, city, or even day of the week to really create that personal audience connection.

3

Keep those ad imagery best practices top of mind:

- Use high-resolution images whenever possible.
- Lifestyle images tend to perform better than stock images.
- Product close-ups are a great way to promote ecommerce goals in your campaigns.
- Check out Outbrain's **Image Preview & Editor** to avoid unwanted cropping of your campaign creatives.

4

And keep those advanced Outbrain reporting tools handy as you go along, tracking essential KPIs across multiple breakouts — by geos, platforms, interest categories, and much more.

Continue On

No matter where consumers are in the buyer journey, there's a native ad to fuel discovery at *every* stage, powered by our unique interest data.

So, time to [reach out](#) and ask how our latest native formats can drive performance across your marketing funnel?

Or, [dive right in](#) and start putting your brand center stage — in front of the world's most premium publishers, at that.

Happy optimizing!

[Discover our other guides](#)

MINI GUIDE

Repurpose Your **Social** Campaigns

MINI GUIDE

Repurpose Your **Display** Campaigns