**How to write Ads Copy and Best Practices to Follow**

**There is no magic formula, but there are some things you can do that will help. Here we'll present some tips for writing compelling ads that target the right customers.**

**Keep your ads relevant: One way to improve the relevancy of your ads is to use your customer's most popular search query as keywords in your ads title and texts.**

**Create multiple ads in an ads group: Do experiment with various types of ads titles and texts, after you have indentified the most popular ad or two in terms of CTR and Conversions you can help maximize your ads campaign by deleting your other ads from the ad group.**

**Describe what makes your product unique: Describe the feature of your product. Does it have any unique features or qualities. For example, if your product is available in many colors, you should mention them in your ads.**

**Use your customer's language: Research the age group and gender of your typical audience and choose that insight to write your ads. Use words and a writing tone that attract your customers.**

**Address your customers directly: Use the word 'you' and 'your' that directly speaking to them.**

**Pre-qualify your visitors: Use words in your ads that attract the potential customers. Suppose your products is a high end product then stay away from words like discount, bargain and cheap. Be clear in your products are for. This can save you both money by eliminating the click that will not convert into sales.**

**Be specific: Be clear to what you are offering, the better. For example, rather than 'big discounts', specify and exact percentage, such as 50% off.**

**Include a call to action:** Give customers a reason to click your ad right now. Offer a specific call to action, such as encouraging customers to request a brochure or consultation, download a free e-book, subscribe to a newsletter, or take advantage of a limited-time discount.

**List the price of your product and service:** If your product or service is competitively priced, consider featuring the price in your ad To help ensure that your ad gets approved, make sure that the ad links to a landing page that includes both the product (or service) and the price.

**What to avoid:**

**Random capitalization:** For example, “Find GREAT deals on sWiMsUiTs.”

**Excessive punctuation:** For example, “Great deals on swimsuits!!!! 50% off all styles!!!”

**Gimmicky spelling and jargon:** For example, “Tell your friends to git their swimsuitz here.”

**Misleading ads in your ads and landing page:** For example, “All items 20% off.” When only some of the items on the landing page URL you’re linking to are 20% off.

**Duplicate Ads**

Bing Ads holds the right to disallow specific ads or sites for offering a redundant user experience if the search results are too homogeneous. For example, we may disallow ads that link to websites whose content is too similar.

Multiple ads from the same advertiser may be displayed if the target site for each ad has:

\*A separate and distinct brand

\*A unique look and feel

\*Different products or services

To comply with these policies:

* Make sure that your ad does not duplicate any of your other ads.
* Do not submit multiple ads that link to sites whose content or design is very similar.

**Use of foreign language**

The language you used in the ads must be appropriate for the market in which the ad is displayed. The ad language must match the search results language.

These URLs and landing pages policies will help you with acceptable URLs and the kind of behavior users should expect when they trigger your ad. URLs should accurately describe your ad’s landing page, for example. Also, landing pages should load and function as normally expected — disruptive or deceptive content is not allowed.

**URL types and landing page policies:**

These URLs and landing pages policies will help you with acceptable URLs and the kind of behavior users should expect when they trigger your ad URLs should accurately describe your ad’s landing page, for example. Also, landing pages should load and function as normally expected — disruptive or deceptive content is not allowed.

**Display URL:** The web page address that appears in your ad text.

**Final URL:** The upgraded version of the URL address of the page on your website that people reach when they click your ad from a desktop or laptop.

**Tracking URL:** The address that enables you to track performance.

**Landing page URL:** The address of the final web page where users end up after clicking an ad.

## Word count and character limits

### SEARCH ADS

* Minimum word count. A combined total of at least 3 words is required in your title and descriptive text.
* Character limitations. If your ad title, ad text or destination URL exceeds certain character limitations, you will receive an error message. Character limits are calculated with dynamic text included in the calculation. The limitations:
	+ Titles: 30 characters per title, including spaces. (The two titles combined must be less than 77 characters if dynamic text is used.)
	+ Ad text: 80 characters, including spaces. (300 characters if dynamic text is used.)
	+ Paths: 15 characters each. (50 characters if dynamic text is used.)
	+ Final URL: 2048 characters.
	+ Mobile URL: 2048 characters.
	+ Tracking template: 2048 characters.
	+ Custom parameter name: 16 characters, for example: {\_coupon} is 6 chars long "coupon".
	+ Custom parameter value: 200 characters.

## Mobile ads

Minimum word count: A combined total of at least three words is required in the ad title and ad text. Ads with two or fewer words are not allowed.

**From the above instructions it should be very clear that one should follow the above mentioned rules and regulations to create a successful and an effective ad**