Auto ads by Google AdSense

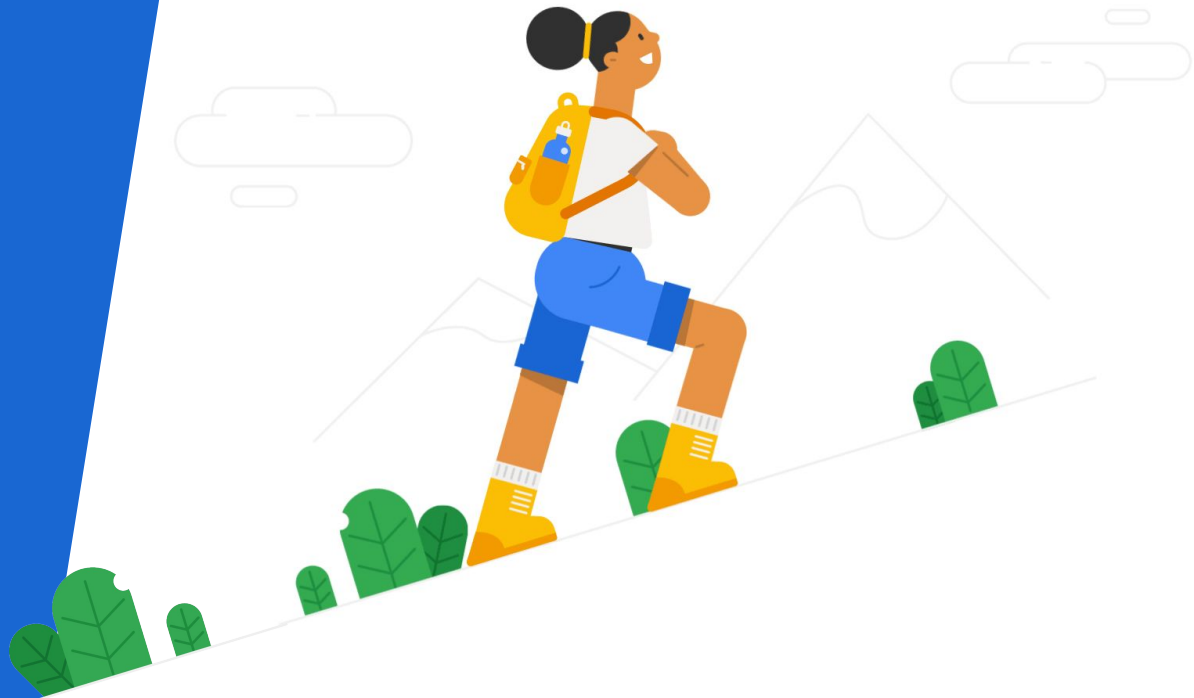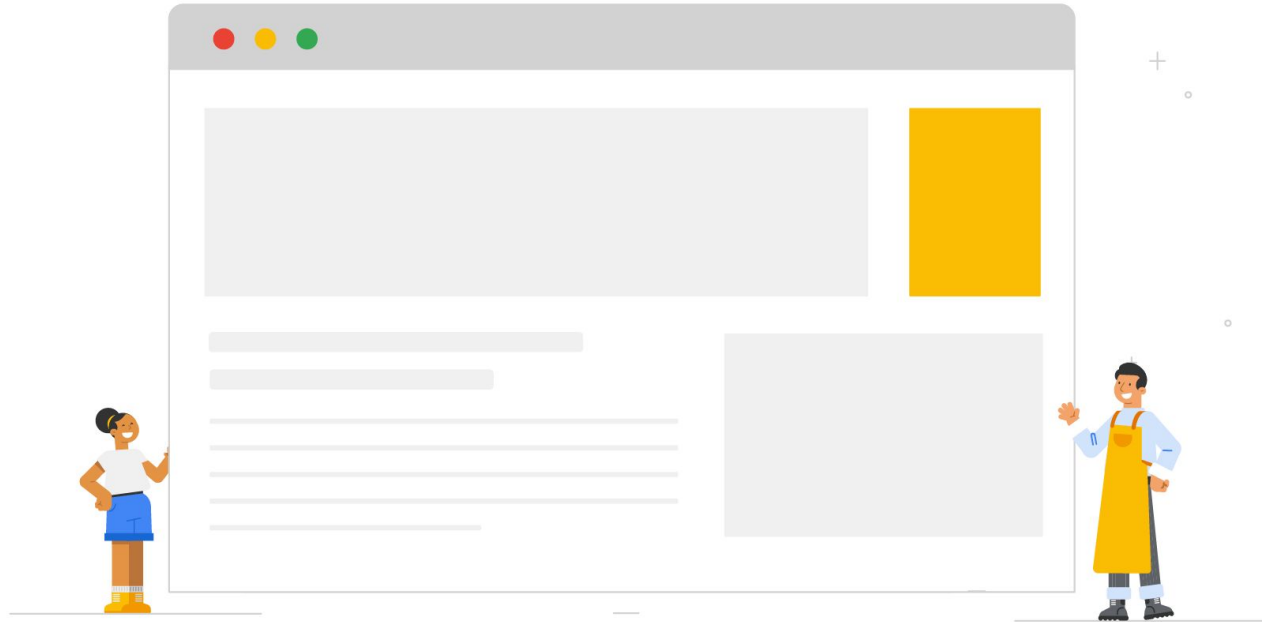for Google AdSense

Creating great content takes time...
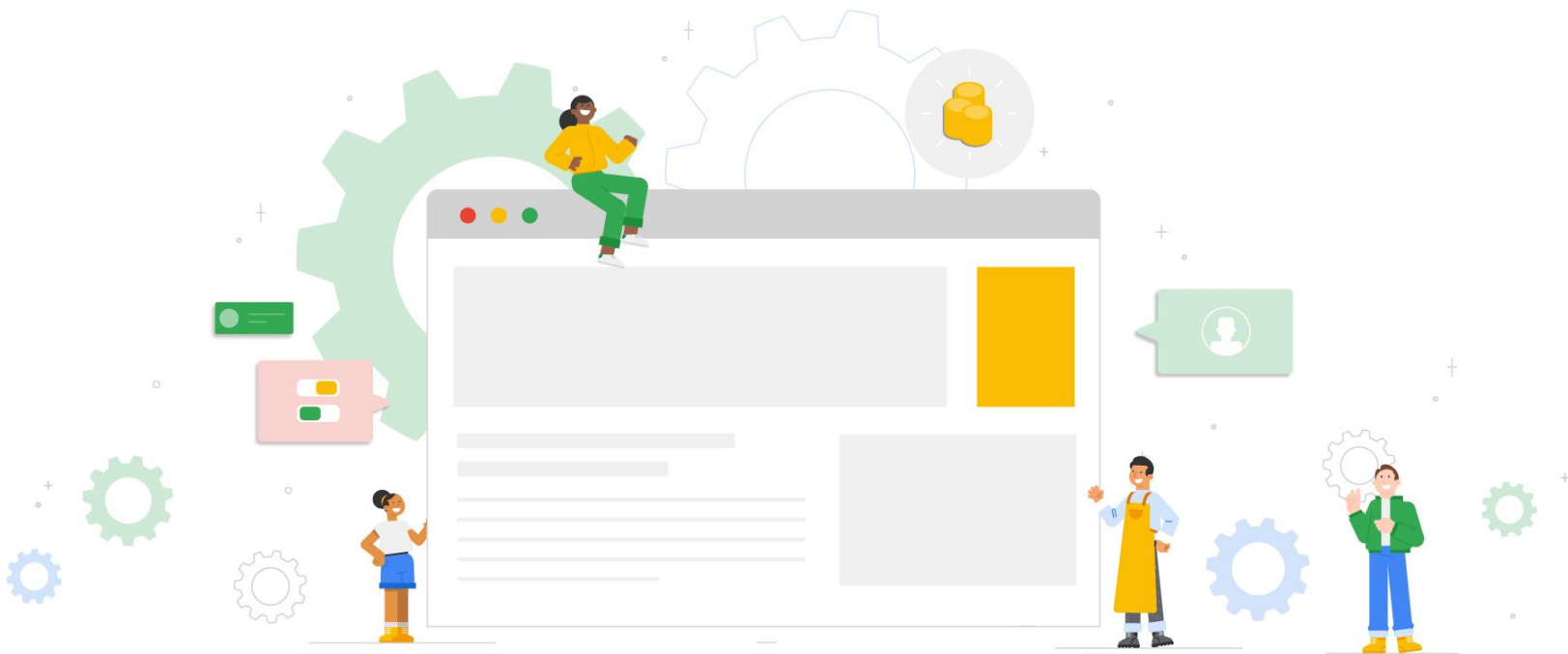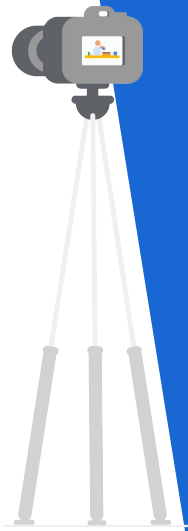
...making it
profitable
shouldn't.

Google AdSense

Our vision is to help publishers monetise their content with an easy to use, automated platform that makes smart decisions on their behalf.

Now, we're closer than ever to achieving that goal.

Auto ads was designed combining Google's 20 years of tech development, with AdSense's 15 years of experience in helping publishers grow.
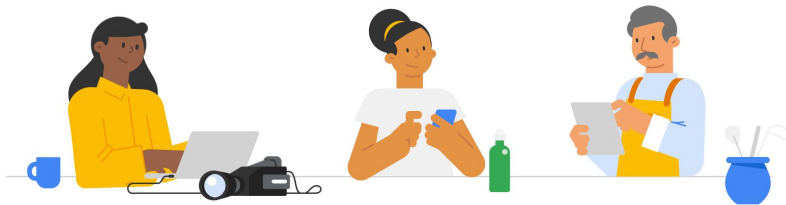
So you can do more
of what you love.

Say hello to Auto ads by Google AdSense.

Auto ads is the latest AdSense feature in our line of automation offerings.

Whether looking to grow your earnings or just spend less time on advertising, Auto ads is a great place to start.

Spend more time creating.

Whether you're a news reporter, a travel blogger, or a pastry chef,
Auto ads provides a tailored solution for every individual site.

So if you'd rather spend more time perfecting recipes, climbing
mountains or just doing what you do best, Auto ads is for you.
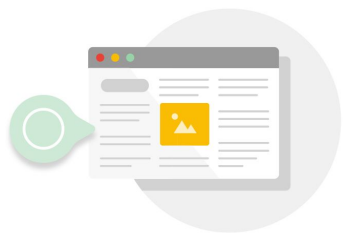
Customizable for every site.

Auto ads scans your entire site and places ads where they're likely to perform well and generate revenue.

And because your site is unique, we tailor your ads based on the settings that you provide.

Meaning that you're always calling the shots on which ads appear, and how.

Let Google do it for you.

Auto ads can be set up by adding just one piece of code to your site.
Once that's done, Google takes care of the rest:

It scans your page structure

Detects your existing ads

Places new ads in optimal places

And you can adjust ads according to your preferred settings

Auto ads lets you concentrate on what matters.

1

Grow your business

2

**Make the most of
your time**

3

**Tailor ads to
your site**

1. Grow your business.

You shouldn't have to choose between making revenue and making great content.

New revenue streams

Auto ads automatically looks for new ways to monetize placements, then includes new ad formats where they work best.

Cherry on top

Add Auto ads to your existing ad units for extra revenue potential.

2. Make the most of your time.

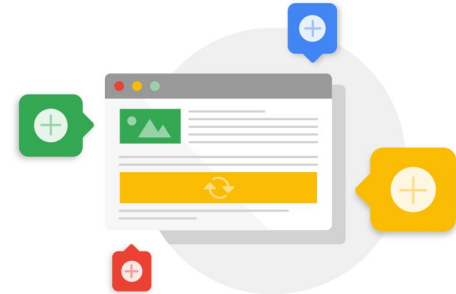We know that you don't always have time to learn something new, or manage the monetization of your site.

Ready in minutes

Get set up in minutes - one single piece of ad code is all it takes to get started.

Easy to use

Make changes to your Auto ads settings at any time without having to change the code.

Place and forget

Once the code is placed, Auto ads automatically adjusts to any future changes you make to your site.

3. Tailor ads to your site.

Your ads should complement your site, not intrude on it. Google smart technology creates a tailored experience for your site - not an off-the-rack solution.

All the right places

When you place the code, we scan your entire site. Our smart technology then decides where best to place ads.

No surprises

An Auto ads preview tool will soon show you how the ads will look on your site. *(Coming soon.)*

You call the shots

Tailor and define Auto ad settings. Including both where to show ads and where to keep them off.
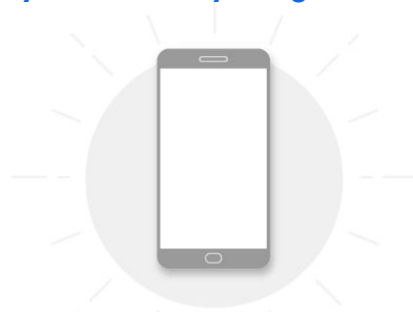
Google AdSense

Let's talk mobile.

On the move.

If you've got a responsive or mobile website, we've got your back. Auto ads has been designed with mobile at its heart, so people can view your ads wherever they are. There's no need for you to do anything else.
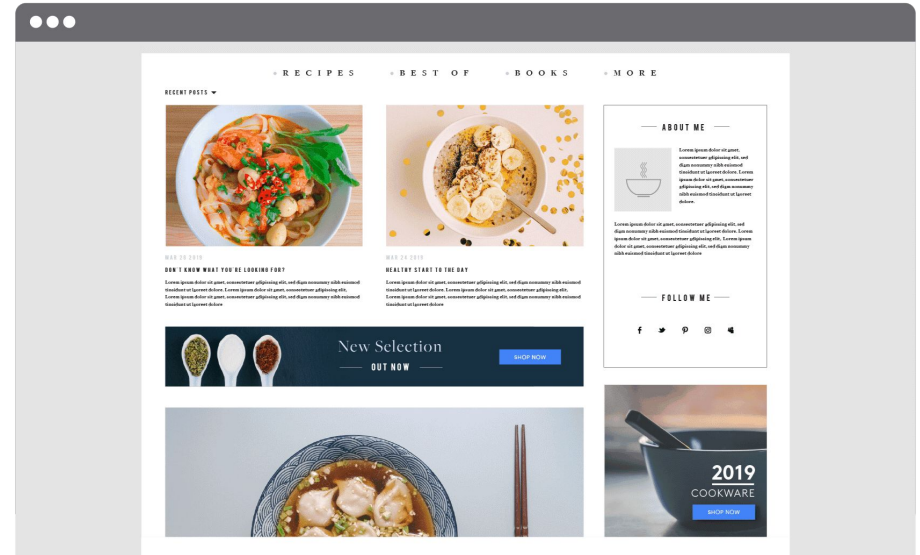
Mobile exclusives

Auto ads has designed two formats: anchor and vignettes – that are only available to view on mobile.

Better performance

Research suggests that Auto ads are even more effective on mobile devices.

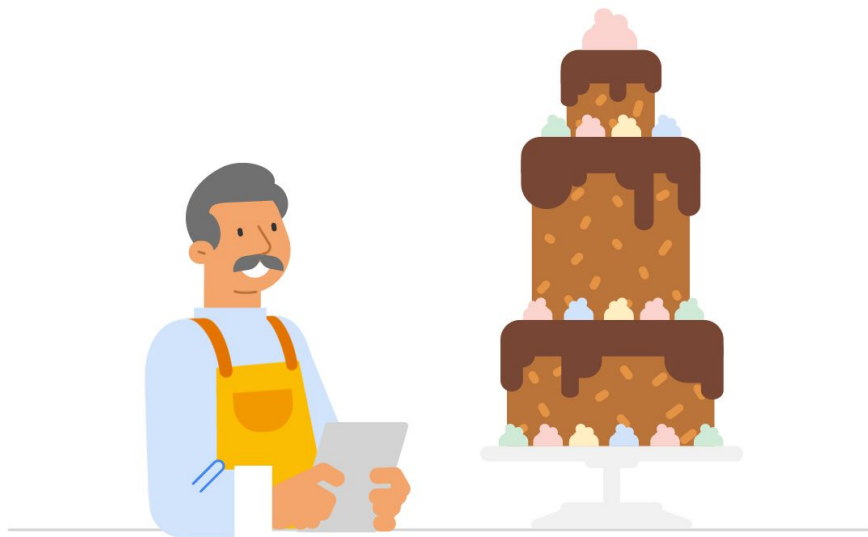Publishers who adopted Auto ads saw a 6% revenue increase on average.

Google AdSense

Get your site Auto ads ready.

Set it up with one piece of code.

It's easy to get started.

Just add one piece of code to your site and let Google do the rest.
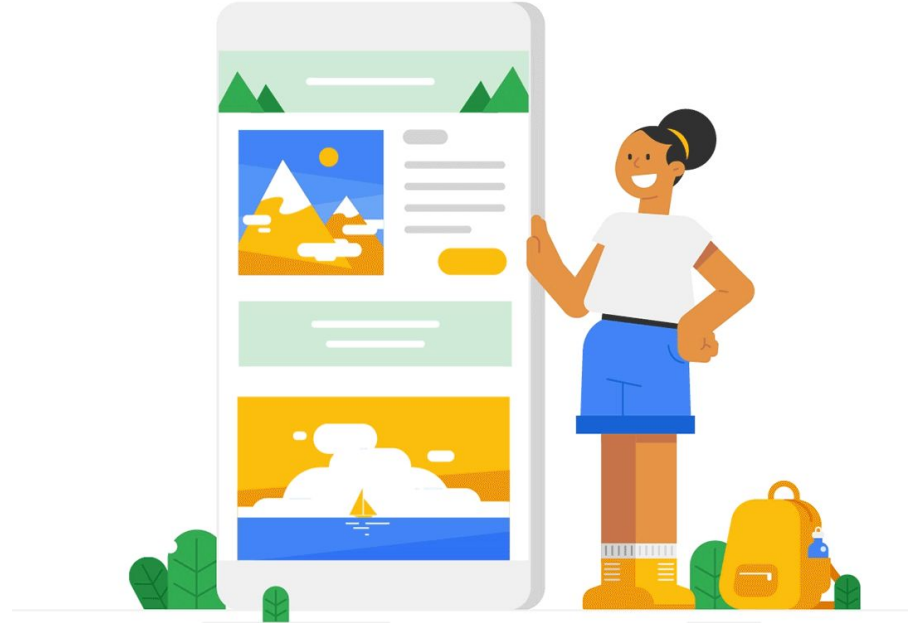
Piece of cake!

Ready to get started?

Placing Auto ads on your site is easy.

Just follow these three steps and we'll do the rest!

1. Place the code
2. Choose controls
3. Let Google take care of the rest

Happy content creating!

Need a bit more help to get started?
[Auto ads Help Center Article](#)

APPENDIX