

SEARCH		
NAME STRUCTURE	Example	Notes
Campaign Type - Targeting - GEO - SUB-NETWORK (Bid Strategy)	Search - Brand - US UK - SP (tCPA 10)	Insert spacing between US UK
SP = SEARCH PARTNERS	Shop - Smart - US (tROAS 10)	
BOLD = OPTIONAL	Search - Protein - US - SP (eCPC)	
EXPERIMENT		Example
Original	Search - Brand - US - SP (tROAS 10): Ori	
Experiment - tROAS	Search - Brand - US - SP (tROAS 15): Exp	
Experiment - Landing Page	Search - Brand - US - SP (tROAS 10) - LP:Offer2	
CAMPAIGN TYPE	Name	
Search	Search	
Shopping	Shop	
Local	Local	
BID STRATEGIES	Name	
Target CPA	(tCPA 10)	
Target ROAS	(tROAS 10)	
Max Conversions	(Max Conv)	
Max Clicks	(Max Clicks)	
Max Conversion Value with ROAS	(Max CV: tROAS 5)	
eCPC	(eCPC)	
Manual	(Man)	
Pay Per Conversion	(PPC 10)	
CPV	(CPV)	
TARGETING	Naming	Notes
Brand	Brand	
Non Brand	Non Brand	
Main	Topic Name	e.g. service categories insurance, banking etc If no specific topic just use 'Main'
Dynamic Search Ads	DSA	
Competitors	Comp	
Shopping - Smart	Shop - Smart	
Shopping - Standard (Brand)	Shop - Brand	
Shopping - Standard (Non-Brand)	Shop - Non Brand	
Geo	US	If not showing to all states, use (Good Geos) eg: Brand - US (Good Geos) - PS (eCPC) Otherwise, just use the acronyms. Eg: AU or MELB

Campaign Type - Targeting - Topic Name - GEO - SUB NETWORK - Ad Type (Bid Strategy)

GDN, GMAIL, YT

NAME STRUCTURE	Example
	Display - RM - US - R (tCPA 10)
	Display - RM - Cart - US - R (tCPA 10)
	Display - RM - PLC - Gmail - Buyers - US - I (Man)
VP = VIDEO PARTNERS	Video - RM - US - VP - Skippable (tCPA 10)

CAMPAIGN TYPE	CAMPAIGN TYPE
Display	Display
YouTube Video	Video

AD TYPE	Naming	Notes
Responsive, Static, Animated	R S A	Animated = HTML5 / gif
Responsive	R	
Responsive with Video	RV	
Static	S	
Animated	A	
Lightbox	LB	
Discovery	D	

VIDEO ADS	Naming
Skippable	Skippable
Skippable - TruView For Action (optional for legacy)	Skippable TFA (tCPA 10)
Skippable - CPV (optional if whitelisted)	Skippable (CPV)
Non-Skippable	Non-Skippable
Bumper	Bumper
Shopping	Shopping
Discovery	Discovery
Outstream	Outstream
Sequence	Sequence

TARGETING - DISPLAY / GMAIL / YOUTUBE	Naming
Smart Display	SD
Remarketing	RM
Dynamic Remarketing	DYN RM
Remarketing - Cart	RM - Cart
Remarketing - Product	RM - Product
Remarketing - Category	RM - Category
Remarketing - Home Other	RM - Home Other
Similar Remarketing	sRM



TARGETING - DISPLAY / GMAIL / YOUTUBE (cont)	Naming	Notes
In Market	IM	
Custom Intent	CI	Display - CI + TOP - Car Polish + Car Brand - US (eCPC)
Affinity	AFF	
Custom Affinity	CA	
Topic	TOP	
Customer Match	CM	
Similar Customer Match	sCM	
Managed Placement (Gmail, YT)	PLC	e.g. Managed Placement - YouTube Display Banners GDN - PLC - YT GDN - PLC - GMAIL
YouTube Remarketing	YTRM	
Similar YouTube Remarketing	sYTRM	
Life Events	LE	
Demographics	DEMO	
KW / CONTEXTUAL ARE DEPRECIATED	Naming	
KW - Brand	KW - BRAND	
KW - Non Brand	KW - NB	
KW - Competitors	KW - COMP	
Topic + Keyword	TOP + KW	

