

Google Adwords sample content - Gary Bridgman



Client: Zoetis (Pfizer Animal Health)

Campaign: SILEO 2017

Ad Group: Non-branded - Fireworks

Keywords: dog scared of fireworks; dog and fireworks; dog barks at fireworks; dog fear of fireworks treatment; dog afraid of fireworks; dog anxiety fireworks; dog scared fireworks; stop dog barking at fireworks; dog with fireworks; dog terrified of fireworks; dog scared of fireworks what to do; dog panting fireworks; fireworks dogs; what can i give my dog for anxiety during fireworks; dog fireworks anxiety medication; my dog barks at fireworks; dog fireworks anxiety; calm dog fireworks; dog frightened of fireworks

Ad Variation One:

Your Dog Scared of Fireworks? - Get an Effective Treatment

www.sileodogus.com ▼

Noise anxiety is common in dogs. Now there's an FDA-approved medication for it.

Noise Anxiety Checklist

What other noises trigger your do...
Top signs to watch for.

Managing noise anxiety

Tips for managing dogs that
are scared of loud noises

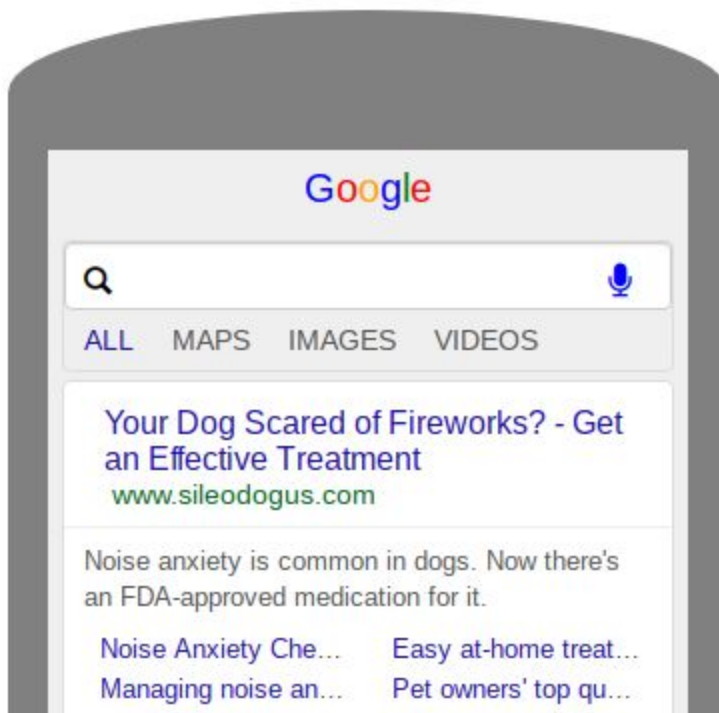
Easy at-home treatment

An FDA-approved medication
for fear of noise, that works.

Pet owners' top questions

Learn how it works, safety and
when you can use it.

Note: SILEO is a new drug that calms dogs during thunderstorms or fireworks. It can't be mentioned by name in ads unless accompanied by full FDA safety information--or if we don't state what it's for.



Google Sheets-based “GUI” for Adwords copy development:

Ad Group:	Non-Branded - Fireworks			
Keywords:	dog scared of fireworks dog afraid of fireworks dog with fireworks fireworks dogs dog fireworks anxiety	dog and fireworks dog anxiety fireworks dog terrified of fireworks what can i give my dog for anxiety during fireworks calm dog fireworks	dog barks at fireworks dog scared fireworks dog scared of fireworks what to do dog fireworks anxiety medication dog frightened of fireworks	dog fear of fireworks treatment stop dog barking at fireworks dog panting fireworks my dog barks at fireworks

Extended Text Ads

VARIATION ONE		Character Limits	
Headline 1:	Your Dog Scared of Fireworks?	29	30 Limit
Headline 2:	Get an Effective Treatment	26	30 Limit
Path 1:		0	15 Limit
Path 2:		0	15 Limit
Description:	Noise anxiety is common in dogs. Now there's an FDA-approved medication for it.	79	80 Limit
Final URL:	http://www.sileodogus.com/		
Display URL:	Prescription Treatment Website		

Preview:

[Your Dog Scared of Fireworks? - Get an Effective Treatment](#)

AD [Prescription Treatment Website](#)

Noise anxiety is common in dogs. Now there's an FDA-approved medication for it.

NOTE: The displayed URL in this ad was subsequently changed to a text-link **Prescription Treatment Website** to be in closer compliance to FDA guidelines.

VARIATION TWO		Character Limits	
Headline 1:	Your Dog Afraid of Fireworks?	29	30 Limit
Headline 2:	Now There's Help	16	30 Limit
Path 1:		0	15 Limit
Path 2:		0	15 Limit
Description:	A veterinarian-prescribed treatment that calms dogs from loud fireworks.	72	80 Limit
Final URL:	http://www.sileodogus.com/		
Display URL:	Prescription Treatment Website		

Preview:

[Your Dog Afraid of Fireworks? - Now There's Help](#)

AD [Prescription Treatment Website](#)

A veterinarian-prescribed treatment that calms dogs from loud fireworks.

VARIATION THREE		Character Limits	
Headline 1:	Do Fireworks Scare Your Dog?	28	30 Limit
Headline 2:	Veterinarian-Approved Solution	30	30 Limit
Path 1:		0	15 Limit
Path 2:		0	15 Limit
Description:	Ask your veterinarian about this FDA-approved treatment for dogs' noise anxiety	80	80 Limit
Final URL:	http://www.sileodogus.com/		
Display URL:	Prescription Treatment Website		

Preview:

[Do Fireworks Scare Your Dog? - Veterinarian-Approved Solution](#)

AD [Prescription Treatment Website](#)

Ask your veterinarian about this FDA-approved treatment for dogs' noise anxiety

Callout Extensions

ONE:	Easy to Use at Home	19	25 Limit
TWO:	Non-drowsy	10	25 Limit
THREE:	Safe and Effective	18	25 Limit
FOUR:	Ask Your Veterinarian	21	25 Limit

Sitelink Extensions:

Headline:	Noise Anxiety Checklist	23	25 Limit
Desc. Line One:	What other noises trigger your dog?	35	35 Limit
Desc. Line Two:	Top signs to watch for.	23	35 Limit
Final URL:	http://www.sileodogus.com/canine-noise-aversion.aspx		

Ad Extension Preview:

[Your Dog Scared of Fireworks? - Get an Effective Treatment](#)

AD [Prescription Treatment Website](#)

Noise anxiety is common in dogs. Now there's an FDA-approved medication for it.

Easy to Use at Home - Non-drowsy - Safe and Effective - Ask Your Veterinarian

Headline:	Easy At-Home Treatment	22	25 Limit
Desc. Line One:	An FDA-approved medication	26	35 Limit
Desc. Line Two:	for fear of noise that works.	29	35 Limit
Final URL:	http://www.sileodogus.com/using-sileo.aspx		

[Noise Anxiety Checklist](#)

What other noises trigger your dog?
Top signs to watch for.

[Easy At-Home Treatment](#)

An FDA-approved medication
for fear of noise that works.

Headline:	Managing Noise Anxiety	22	25 Limit
Desc. Line One:	Tips for managing dogs that	27	35 Limit
Desc. Line Two:	are scared of loud noises.	26	35 Limit

[Managing Noise Anxiety](#)

Tips for managing dogs that
are scared of loud noises.

[Pet Owners' Top Questions](#)

Learn how it works, safety and
when you can use it.