THE EXPANDED TEXT ADS MIGRATION TESTING FLOW

DETERMINE THE AD GROUPS YOU WANT TO TEST

DO THOSE AD GROUPS INCLUDE MOBILE PREFERRED ADS?

YES

PAUSE DOWN TO 1 MOBILE PREFERRED AD

NO

PAUSE DOWN TO 1 DESKTOP AD IN THE AD GROUP

CREATE 1 - 2 ETAS, SEE SUGGESTION BELOW

ARE YOUR ETAS WINNING?

NO

REFINE YOUR ETAS

YES

WAIT TO ACHIEVE STATISTICAL SIGNIFICANCE

PAUSE STANDARD TEXT AD AND CREATE NEW ETA TO TEST

NEXT

NEXT

NEXT

NEXT

NEXT

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