To Konkurrensverket - Swedish Competition Authority

21 December 2023

Case no. 288/2022

1. Can bidding on a keyword in exact match generate ad views/impressions as a result of a search query containing more words than the keyword alone?

Response: *Keywords are words or phrases that are used to match ads with the terms people are searching for. When a customer searches for a term that matches an advertiser's selected keyword, the advertiser's ad enters an auction to determine if it will show.*

When selecting keywords, the advertiser will also select a match type: broad match, phrase match or exact match. The keyword match types dictate how closely the keyword needs to match with the user's search query so that the ad can be considered for the auction. The below image illustrates the different match categories:
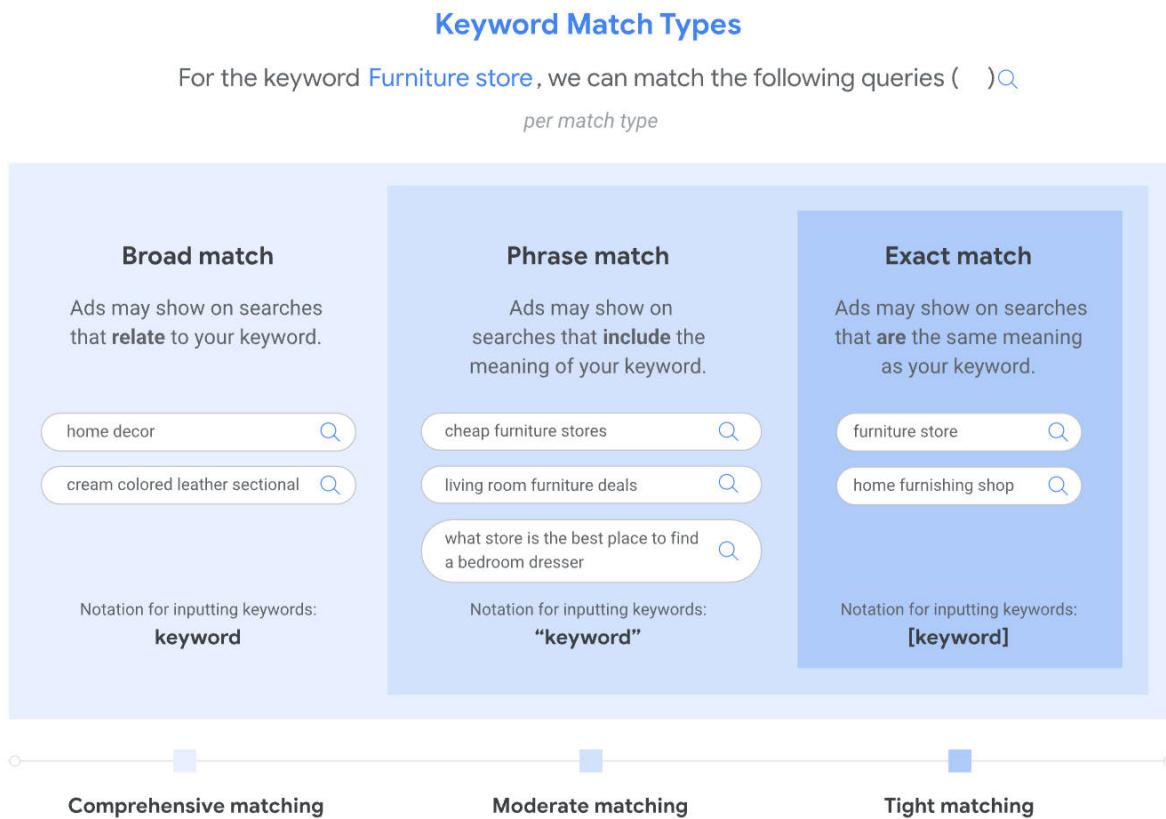
For Exact match, ads may show on searches that have the same meaning as the keyword, with no specific restriction on query length. In the example above, the query "home furnishing shop" can match to the exact keyword "furniture store" because it has the same meaning, even though the query has more words than the keyword.

Additionally, answer specifically for following two examples:

a. Can bidding on the keyword **kry** (*note: name of an online medical service provider)* in exact match, [kry], generate ad views/impressions in correspondence with the search query **kry ont i huvudet** (*note: ont i huvudet = head ache*)?

Response: It should not as the query has a more specific meaning than the keyword and therefore is not eligible for exact match.

b. Can bidding on the keyword **min doktor** (*note: name of an online medical service provider)* in exact match, [min doktor], generate ad views/impressions in correspondence with the search query **min doktor ont i huvudet**?

Response: It should not as the query has a more specific meaning than the keyword and therefore is not eligible for exact match.

2. In what way or ways are ad views/impressions prevented when a negative keyword consisting of only one word is added in the phrase matching type and broad matching type? If there is a difference between which ad views/impressions that are prevented from appearing when only one word, for example **kry**, has been added as a negative keyword in the match type phrase match, "kry", respectively in the match type broad match, +kry, provide examples that clarify these differences.

Response: Negative keywords lets the advertiser exclude search terms from the advertiser's campaigns. For Search campaigns, the advertiser can use broad match, phrase match, or exact match negative keywords. However, these negative match types work differently than their positive counterparts. The main difference is that one will need to add synonyms, singular or plural versions, misspellings, and other close variations if one wants to exclude them.

For single word negative keywords, like "kry", there is no difference in behavior between negative phrase match and negative broad match.

Negative broad match *is the default for negative keywords. For negative broad match keywords, the ad won't show if the search contains all the selected negative keyword terms, even if the terms are in a different order. The ad may still show if the search contains only some of the keyword terms.*

Example

Negative broad match keyword: **running shoes**

Search	Could an ad show?
blue tennis **shoes**	✅
running shoe	✅
blue **running shoes**	⊗
shoes running	⊗
running shoes	⊗

For **negative phrase match** keywords, the ad won't show if the search contains the exact keyword terms in the same order. The search may include additional words, but the ad won't show as long as all the keyword terms are included in the search in the same order. The search may also include additional characters to a word and the ad will show even when the rest of the keyword terms are included in the search in the same order.

Example

Negative phrase match keyword: **running shoes**

Search	Could an ad show?
blue tennis **shoes**	✅
running shoe	✅
blue **running shoes**	❌
shoes running	✅
running shoes	❌

For **negative exact match** keywords, the ad won't show if the search contains the exact keyword terms, in the same order, without extra words. The ad may still show if the search contains the keyword terms with additional words.

Example

Negative exact match keyword: **running shoes**

Search	Could an ad show?
blue tennis **shoes**	✅
running shoe	✅
blue **running shoes**	✅
shoes running	✅
running shoes	❌

3. Are ad views/impressions in correspondence with the search query *min doktor* affected differently if [min doktor] or [mindoktor] has been added as a negative keyword in exact matching? If yes, specify how.

Response: As noted in answer #2, negative keywords do not cover any variations. In this example, the query "min doktor" will be blocked by the exact negative keyword [min doktor] but not by the exact negative keyword [mindoktor].

4. If a negative keyword has been added with a lowercase exact match, such as [kry], does it matter, based on which ads that are prevented, whether the search query begins with an uppercase or lowercase letter, such as Kry or kry?

Response: Query and keyword capitalization does not impact matching. Both query and keyword are normalized before matching, which includes lowercasing all words.

5. Does it matter, based on which ads that can be displayed, if you bid on a keyword with an uppercase or lowercase letter, for example [Kry] or [kry], "Kry" or "kry", as well as +Kry or +kry? If it matters, provide examples that clarify how they differ.

Response: Keyword capitalization does not impact matching. Both query and keyword are normalized before matching, which includes lowercasing all words. In this example, [Kry], [kry], "Kry", "kry", +Kry, and +kry are all normalized to "kry". Note we still apply different expansions based on the match type definitions as noted in answer #1.

6. When an advertiser extracts data from their Google Ads account on the number of ad impressions, clicks, conversions, etc., is it possible to derive from which places in the Google network the data was generated?

    a. If yes, please specify the locations from which ad impressions can be derived within the Google search network (Google search results pages, other Google sites such as Maps and Shopping, and sites that partner with Google to serve ads) and display networks (Google sites such as YouTube, Blogger and Gmail, as well as partner websites).

Response: Google Ads doesn't provide information detailing the website where your ad was shown on the Search Network. We do however provide a network breakdown, in our campaign and ad group view, to help advertisers understand the performance of the network. (source)

For display networks we provide Placement reports for traffic on websites, mobile apps and YouTube. Performance of keywords when they appear on Search is included in the "Keywords" tab of such report and it is also possible to see on which websites/ apps the ads appear on Display on the Placements tab of the report.

On behalf of

Google Ireland Limited