



The Art & Science of Ad Copy Testing

Get more conversions with smarter ad copy





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Understanding our reptilian brain



Influence your search audience by getting inside their heads

Before we jump into the words that work, it's helpful to understand the psychology of decision-making. What drives the average person to make the choices they do? Why are we more likely to click on Ad A rather than Ad B? The psychology of decision-making is a robust field that can offer marketers helpful insights that can impact conversions.

Our reptile brain is the alpha leader

We have three brains driving us:

The Human brain: Most evolved part of the brain, known as the cortex. Responsible for logic, learning, language, conscious thoughts and our personalities.

The Mammalian brain: Also known as the limbic system. Deals with our emotions, moods, memory and hormones.

The Reptilian brain: Controls basic survival functions such as hunger, breathing, fight-or-flight. This is the brain that drives your customer's buying decisions.

5 areas of awareness control our reptile brain



Pain



Fear



Emotion



Ego



Contrast

5 Ways to influence with copy

#1: Emotion



Pain

Think about the pain points of your customers and use the solution to the pain as a message point in your ad copy.

Black Waste Bags

Ad · glad.com/Black-Bags

Avoid Messy **Trash** Disasters with 3-Ply Strength Glad® Black **Bags!**



Emotion

Think about what moves your customer and use that to build a connection.

Test Ride, Demo or Rent | Try A Motorcycle - Harley-Davidson

www.harley-davidson.com/content/h-d/en_US/home/try-a-bike.html

Experience the thrill of a **Harley-Davidson** motorcycle? Choose between **test rides**, demo events or a rental.



Ego

Focus on the “what’s in it for me” factor to create copy that gives your customer what they want.

Red Bull® Gives You Wings

Ad · RedBull.com · 2,122,400+ followers on Twitter

Red Bull® Vitalizes Body & Mind. Discover More at **Red Bull®** USA.



Fear

Think about what customers fear or what they could miss out on without your product.

Top 10 Anti-Aging Creams? | SkinCare-Research.org

Ad · SkinCare-Research.org/TopRated_2015

The Hard Truth Over 2015's Worst and Best **Anti-Aging** Skincare **Creams**
Retinol Creams Explained SkinCareSearch.com



Contrast

Compare your brand or an element of your product to a competitor.

Shop in Bulk from Boxed - No warehouse club fees.

Ad · www.boxed.com

No warehouse club fees. Free shipping on your first order.

Order Groceries Online & Save Big at Boxed Wholesale

#2: The framing effect

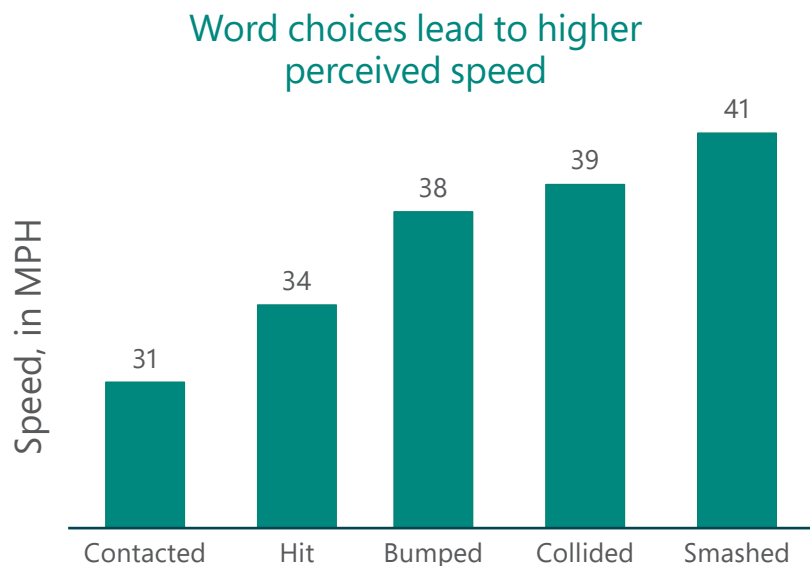
When people react to a choice in a different way depending on how it is presented, they are showing a cognitive bias called “the framing effect.” People will avoid risk when a positive frame is presented, but seek risks when a negative frame is presented. This is self-preservation in the black and white frame of gain or loss. We can use the framing effect in our ad copy to influence searchers.

Test the framing effect in your ad title, description, call-to-action and URL

1. 10% off **or** Free Shipping?
2. Lifetime Warranty **or** Free Service for Life?
3. Save Big **or** Big Savings?

#3: Lively verbs inspire action

Study participants saw a film of a traffic accident and afterward answered the question "How fast were the cars going when they contacted each other?" Other participants got different words instead of "contacted," like "hit," "bumped," "collided," and "smashed." Even though they all saw the same film, the phrasing in the question influenced how fast they thought the cars were going:



Examples:

Rock these Cowboy Boots at <Storename>

Hula in Hawaii <airline name>

Tame the jungle with Fiskars <gardening store>

#4: Create a sense of urgency

The Fear of Missing Out is greater than rational thinking, and urgency in your ad copy fuels the FOMO. A sense of urgency can come from ad copy that emphasizes words and phrases like "only," "ending soon" and "now." You can also create a sense of urgency with an ad that counts down – the number of hours left in the sale, the number of items remaining, or the minutes left until the sale begins.

Kate Spade Surprise Sale
Ad - surprise.katespade.com
Up To 75% Off - Online Exclusive! **Shop The Sale Now Before It Ends**

Handbag Sale Up To 75% Off - Online Exclusive! Shop Handbags Now Before It Ends.	Jewelry Up To 75% Off - Online Exclusive! Shop Jewelry Now Before It Ends.
Accessories Up To 75% Off - Online Exclusive! Hurry & Shop Accessories, Ends Soon	Kate Spade Surprise Sale Up To 75% Off - Online Exclusive! Hurry & Shop Now, Sale Ends Soon.

50+ LCD TVs on Sale www.buytvs.com 30% Off LCDs. Sale ends in 4 hours. Ships free in the US. Shop Now!	50+ LCD TVs on Sale www.buytvs.com 30% Off LCDs. Sale ends in 1 hour. Ships free in the US. Shop Now!
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As sales come to a close (or product supply diminishes), **CTRs and CVRs increase up to 3x!**

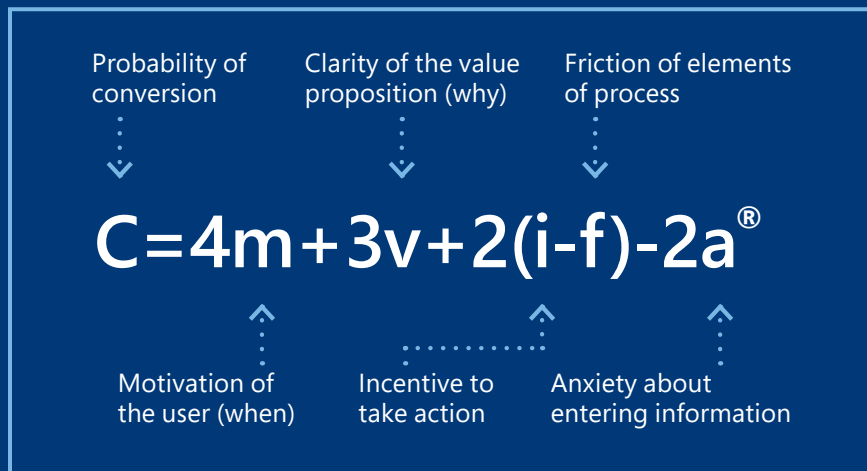
#5: Add-ons and partner products

Selling up is nothing new in sales – suggesting a camera case for the new camera purchase, a shirt to match the new pants or a tire repair kit for a new bike purchase just makes sense. Use ad copy to encourage complementary add-ons.

Phone Cases – Buy One, Free Screen Protector
 Ad · Phonecases.com
 Amazing selection, many on sale! Shop now.

Tips to make ad writing fun again

Science: A formula for ad copy development



Credit: Marketing Experiments

The ad copy formula in action

Focus	Tactics	Messaging
Value Prop	Quality Low price Selection	High Quality, Durable, Best Selling Low Price Guarantee, Starting at \$10, Bargain, Wholesale Pricing Over 5,000 items, Huge Selection
Anxiety	Credibility No hidden fees Time limit Highlight loss vs. gain	Since 1984, As Seen on TV, NY Times No Booking Fees, One-time, No Minimum Ends by Date, Limited Time Missing Out, Don't, Why
Friction	Quick turnaround Return policy Ease of use	Ships Within 1 Day, Inventory Available Free returns, 30 day returns, no hassle Within Minutes, Quick & Easy, 3 Steps
Incentive	Discount Freebie Free shipping	Up to 50% off, Save Extra 25% Free Whitepaper, Buy One Get One Free Shipping, Free Overnight

Make it a competition!

Easy-peasy setup

1. Compile client info, previous ad copy, USP, offers, etc



2. Determine the goal (CTR, CPA)



3. Track who wrote what



4. Crown the champ!



Three step process

1

Build foundation

- Research voice of the customer
- Get competitive intelligence
- Study the ad copy formula and framework with suggestions

2

Go crazy

- Step away from Excel
- Write it without worrying about character count

3

Create ads

- Refine
- Don't forget extensions!

A workbook for ad copy brainstorming

<http://aka.ms/BingACWorkbook>

Focus	Tactics	Messaging
Value Prop	Quick Low price Selection	
Anxiety	Credibility No hidden fees Time limit Highlight loss vs. gain	
Friction	Quick turnaround Return policy Ease of use	
Incentive	Discount Freebie Free shipping	

Authors



Purna Virji

Sr. Bing Ads Training Manager
Bing Ads, Microsoft

@purnavirji



Erin Sagin

PPC Evangelist & Community Manager
Wordstream

@erinsagin



Luke Alley

Director of PPC
Bing Ads, Microsoft

@lukealley

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