

Search Ads 360

(NEW EXPERIENCE)

Upgrading & What's changed

Q4 2023



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- 02 What's changed from the previous SA360 to the new experience?**

Upgrading to the new experience

01

Syncing & Migration

[Help Center](#)

First available in Q2 2022, the **SA360 new experience** is quite complex and requires several steps to properly upgrade client accounts:

- [Upgrade bid strategies and budget management](#)
- [Migrate labels](#)
- [Migrate formula columns and custom conversion columns](#)
- [Migrate rules and scheduled edits](#)
- [Migrate saved views](#)
- [Migrate inventory management and ad builders](#)
- [Migrate scheduled downloads and web queries to the new Search Ads 360](#)

Timeline

**APRIL 2023 - EARLY JAN
2024**

Schedule [bid strategies and budget management upgrade](#)

- Accounts are eligible at different times
- When eligible, a message with recommended upgrade date appears
- Upgrade date can be postponed by choosing a new date and agreeing to the upgrade for that date

FEB 2024

Service preserving upgrades

- Those that didn't schedule an upgrade will be assigned an upgrade date during this time
- Users will receive 30 days notice for the upgrade date
- The assigned date cannot be changed

FEB - APRIL 2024

Access to the previous experience expected to go away for all users

- Users will receive at least 60 days notice before access to the previous SA360 goes away
- All advertisers under an agency will lose access at the same time
- Access advertiser data until mid-2024 using the previous SA360 reporting API and web queries

The [Experience Hub](#) provides updates on account migration

Notable warnings

DURING THE UPGRADE

- Upgrade may take several hours
- During the upgrade, it's not possible to make changes to bid strategies and budget management
- Bid strategy optimization won't be disrupted

AVOID SERVICE DISRUPTION

- If upgrade is not complete before access to the previous SA360 goes away, service will be impacted
- Upgrade to the new SA360 reporting API and web queries before mid-2024 to avoid a service interruption

What's changed?

02



New experience, new Help Center

Terminology Quickguide

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Agency → **Manager account**

Advertiser → **Sub-Manager account**

Engine account → **Client account**

Custom conversions → **Custom Columns**

Formula columns → **Custom Columns**

Business data → **Custom Dimensions**

Extensions → **Assets**

Purchase detail reporting → **Conversions
with Cart Data (CwCD)**

Budget group → **Campaign group**

Budget plan → **Performance plan**

Scheduled edits → **Automated rules**

Inventory management → **Templates**

Ad builder → **Templates**

Budget management → **Performance Center**

Conversion actions → **Conversion goals**

Conversion actions set → **Custom goal**

Account hierarchy & user roles

[Help Center](#)

Previous Search Ads 360	New Search Ads 360	
Agency account	Manager account	→ New Search Ads 360 user roles
Advertiser account	Sub-manager account	
Engine account	Client account	
		Admin
		Admin without billing
		Standard without billing
		Read-only without billing
		Email-only without billing
		Billing

Manager account and sub-manager accounts have their **own sets of users**.

An admin of a manager or sub-manager account can manage that account's users. Manager account admins can also make changes to the users of sub-manager accounts below the manager account.

Conversion Reporting

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Change	Benefit
Conversion reporting is now based on time of click (instead of time of conversion—still available via custom columns)	More options supported
Cross-device conversions now included by default	Better overall conversion reporting
Floodlight conversions follow the time zone of the engine account they're attributed to	Time zones are more consistent and intuitive.
Conversions for optimization are set at the sub-manager account level or in campaign settings not in the bid strategy	Better organization and bulk capabilities
Plans inherit the campaign's conversion goal setting instead of requiring conversion goals like they did previously	Better organization and bulk capabilities
Conversions are reported for the intended campaigns without needing Google Ads placeholder keywords	Removes a difficult workaround

Cart Conversions

[Help Center](#)

Change	Benefit
Conversions with Cart Data (CwCD) will replace purchase detail reporting	More options supported
Cart data reports more item properties , such as color, material, etc.	Provides richer data
Google Merchant Center data is based on Merchant Center data at the time of conversion , instead of <i>current</i> data	Reporting is more accurate
Reports on non-biddable conversions and items removed from the Google Merchant Center feed (previously only reported on <i>current</i> items in Merchant Center not taking into account historical)	Reporting on the highest value conversions and items

Measure the number of transactions, along with the revenue and profit generated by your Search and Shopping Ads with Conversions with Cart Data (CwCD) reporting. You can create new or use existing Floodlight activities to submit cart data.

Conversion Columns

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Conversion columns available in reporting

All conversions

Abbreviated “All conv.”, includes conversions from all supported conversion sources, including Floodlight, Google Ads, and Google Analytics.

Included in tables by default, and includes cross-device conversions

- "Value/All conv."
- "All conv. value/cost"

Conversions

Conversions used by the automated bidding system and other automation features to optimize your bids and budgets to reach your targets.

Can be overridden to show Floodlight conversion actions that you select when using Google Ads Conversions for automated bidding optimization.

- "Cost/conv."
- "Conv. rate"

Client account Conversions

Includes selected conversions that are recorded by the client (formerly engine) account conversion tracking system

The conversions utilized by the client account automated bidding system to optimize bids.

- "Value/Client account conv."
- "Client account conv. value/cost"

Custom Columns

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Custom columns combine ‘formula columns’ and ‘custom conversions’ from the previous experience

Custom formula columns

Build your own columns referencing other column formulas and spreadsheet functions to make

Can be filtered, sorted, downloaded, and used to customize the performance summary chart above your reporting table. [Learn how to create a custom formula column.](#)

Custom conversion columns

Report on specific conversion actions across Floodlight, Google Ads, and Google Analytics with optional filters and a specific attribution model.

Only available for reporting purposes.

Owned by a sub-manager account.

To report on bid strategy performance, go to the bid strategy report. [Learn how to create a custom conversion column.](#)

Additional Reporting Updates

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Change	Benefit
Improved spam identification → more spam clicks may be removed from reporting	Reporting is more accurate.
Paused and deleted engines are no longer reported	Reporting is more accurate.
Bid strategy reports to evaluate bid strategy performance	Efficient reporting
Yahoo! Japan zero impressions no longer reported at all (previously reported in engine apps)	Reporting is more accurate. Might affect results on engine apps.
'Engine' column is now 'Account Type'	Matches updated terminology
'Account name' column is now 'Account'	Matches updated terminology
'Inventory template' column is now 'Template name'	Matches updated terminology
'Inventory management enabled' is now 'Template management status'	Matches updated terminology

Performance Center

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The new home of 'budget management', the Performance Center incorporates scaled **planning, budgeting, and reporting** for business goals

1. **Organize campaigns** into campaign groups that reflect your business structure, advertising focus, brands, or lines of business.
2. Then **create a performance plan** to define how much you want to spend during a specific time period for each campaign group.
3. Specify a spend amount and a time range (week, month, quarter, year, or custom) and the performance plan **optimizes to achieve advertising goals** (key metrics) within the timeframe and budget
4. Only **budget bid strategies** are applicable—not bid strategies—in order to appropriately optimize performance across all campaigns
5. Unlock automatic **forecasting** and **compare performance**

Labels vs. Custom Dimensions

[Help Center](#)

Powerful organizational strategies with distinct purposes

Labels

Organize your campaigns, ad groups, ads, and keywords into groups.

Customizable, and can be changed at any time.

Custom Dimensions

Add extra information to your campaigns that can help tailor reports for your business

Unlike labels, custom dimensions can contain multiple layers of information, so you can view summaries or dive into the details, along any number of pivot points that you define.

Bulk & Automation Updates

- Portfolio bid strategy
 - Apply a bid strategy across multiple campaigns with similar performance goals
- Schedule regular sFTP bulksheet uploads
 - Regularly and automatically apply bulk changes and/or offline conversion uploads
 - Previously only available via workaround
- Automated rules only run in the level they're created and lower
 - Rules created in sub-manager cannot be applied at manager level
 - Rules created in previous experience aren't available in new experience and vice versa

Thank you!

