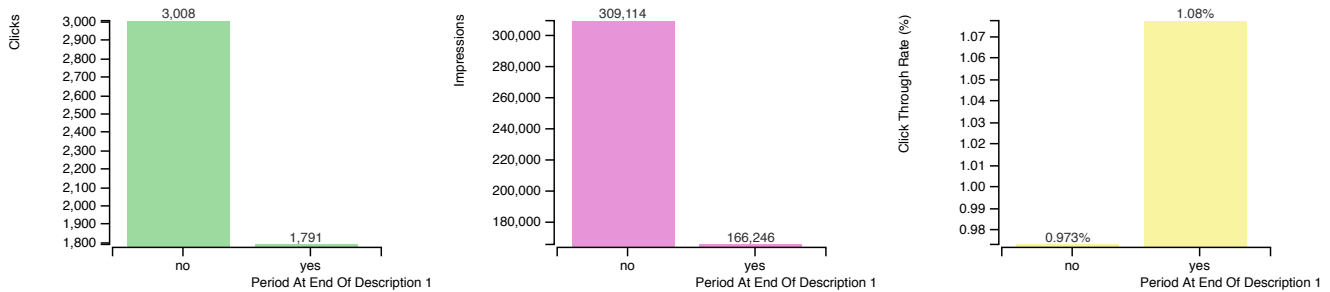


[#] Period At End Of Description 1



[#] Period At End Of Description 1—yes Based on 48 (50.0%) from Overall 96 Ads

[Crea tu blog hoy mismo](#)
thelittlecoccinelle.com/guia-blog
""Guía para dominar Blogger""
Instrucciones fáciles paso a paso.
54942739391

[¿Aún no tienes favicon?](#)
thelittlecoccinelle.com/favicon
Créalo en pocos minutos.
Con un tutorial muy fácil de seguir
54942738671

[¿Aún no tienes favicon?](#)
thelittlecoccinelle.com/favicon
Créalo en pocos minutos.
Con un tutorial muy fácil de seguir
54942739631

[Crea tu favicon](#)
thelittlecoccinelle.com/favicon
De manera muy sencilla y fácil.
Aprende a crearlo con tu estilo.
54942737591

Impact: +0.104pp

Figure 4: Output for the ad feature “period at end of description 1” for a test account with charts for clicks, impressions, and CTR, followed by random sample ads and an impact estimation based on CTR differences

tracking mechanisms. We have evaluated the tool based on customer satisfaction and regarding its impact on CTR and CR. Finally, we have provided an outlook on future work.

Concluding, we have created a powerful and flexible ads quality testing tool that has become a solid pillar of a part of Google’s salesforce that deals with some of the company’s largest advertisers. Through its actionable and highly individual recommendations it helps advertisers address the problem of ads quality in a scalable and easily repeatable manner. For some advertisers, this tool was an enlightenment that challenged with hard numbers what they had believed to be true based on nothing but gut feeling. Most importantly, the tool’s results neither should be taken as the ultimate truth, but rather with a big grain of salt as something that “does waggle its eyebrows suggestively and gesture furtively while mouthing ‘look over there’.” [9].

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