



## DYNAMIC KEYWORD INSERTION: NINJA PPC!

Dynamic Keyword Insertion (DKI) is the practice of using variables in search ads to allow a user's exact search term to show within an ad. What does this mean? As an advertiser, you write ads using a special formula while putting together your campaign. Then, when a user enters a search term that matches one of your keywords, the search term will be dynamically inserted into the ad, making the ad more appealing.

DKI saves time and can help increase click-through rate.

### The four elements of Dynamic Keyword Insertion:

1. the ad group
2. the keywords in the ad group
3. the default keyword
4. the ad

In this ad, we are selling the Japanese swords called katanas. We want our ads to be relevant to the user, and using Dynamic Keyword Insertion will allow our ad to speak to anyone who enters any of our keywords - without having to write multiple ads.

#### Ad Group: katanas

- katanas
- japanese katanas
- ninja katanas
- samurai katanas



We have chosen the default keyword katanas, and we write our ad in this format:

[Up to 50% off {Keyword: Katanas}](#)  
Free shipping on a huge selection of authentic {Keyword: Katanas}. Shop Now!  
[tradaswords.com/{Keyword:Katanas}](#)

Now, when a user enters any of our keywords, ads will appear including those keywords in bold.

[Up to 50% off \*\*Katanas\*\*](#)  
Free shipping on a huge selection of authentic **Katanas**. Shop Now!  
[tradaswords.com/\*\*Katanas\*\*](#)

#### [Up to 50% off Ninja Katanas](#)

Free shipping on a huge selection of authentic **Ninja Katanas**. Shop Now!  
[tradaswords.com/NinjaKatanas](#)

#### [Up to 50% off Samurai Katanas](#)

Free shipping on a huge selection of authentic **Samurai Katanas**. Shop Now!  
[tradaswords.com/SamuraiKatanas](#)

### Be careful!

It's easy to make mistakes when using DKI, because you are relinquishing control over your ad copy. Remember that when it comes to readability, an algorithm is never a substitute for a human, and follow these practices to stay safe:

- 1 Keep your ad groups small, relevant and thematically-organized. This includes organizing by part of speech (i.e. nouns in one ad group).
- 2 Use negative ad groups to protect your message.
- 3 Run a search query report to see what search terms your keywords are triggering.
- 4 Be very careful when using broad match.

### Want to know more?

Visit [trada.com](#) to get more information about how Trada can help you with dynamic keyword insertion.