Google AdWords
Enhanced Campaign Upgrade Guide – The URL Supplement

Powerful Bidding

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Introduction

This paper is a supplement to Upgrading to Enhanced Campaigns. It describes the new **{device}** and **{ifnotmobile}** ValueTrack parameters and a change to the {ifmobile} ValueTrack parameter, and how to use them for managing device-specific URLs. If you need assistance, contact the Google ads team.

Enhanced campaigns enable advertisers to manage targeting, bids and creatives for desktop, tablet and mobile traffic within a single campaign. This document provides information for advertisers planning to upgrade to enhanced campaigns who are using **different keyword-level destination URLs** for the same keyword in their desktop and mobile campaigns.

If you don't use keyword-level destination URLs or your keyword-level destination URLs are the same for each keyword across all devices, you can disregard this paper and these ValueTrack parameters, although you may find them useful nevertheless.

This document describes upcoming features we will launch to help you manage your destination URLs when you upgrade to enhanced campaigns. Stay tuned to the AdWords blog for updates.

Device-Specific Keyword-Level Destination URLs

If you are merging campaigns that use device-specific keyword-level destination URLs, you can use the new {device} ValueTrack parameter to determine the user's device.

 Example

Say you sell pet supplies and target the keyword "dog food". You tailor your ads and bids for each device, so you have a mobile-only campaign and a desktop (and tablet) campaign. You can track performance by device by simply adding the {device} ValueTrack parameter to your destination URL. When the user clicks on the ad, the {device} parameter will be replaced with "m", "t", or "c" if the click happens on mobile, tablet, or computers, respectively.

However, if you use a tracking system that requires different internal IDs appended to the URL for the same keyword on different devices, then you can specify different keyword-level URLs for the same keyword in each campaign.

➡ Example

Let's say that your mobile campaign uses the following URL with the internal keyword id (kwid=df33) appended:

http://www.example.com/widgets?kwid=df33

And your desktop campaign uses a URL with a different internal keyword id (kwid=df32) for the same keyword:

http://www.example.com/widgets?kwid=df32

With enhanced campaigns, you can now merge your mobile and desktop campaigns. What should you set the keyword-level destination URL to in your merged campaign?

Solution – {ifnotmobile} ValueTrack Parameter

We're introducing a new ValueTrack parameter, **{ifnotmobile:[value]}**, you can add to your destination URL, which will insert [value] into the URL if the user clicks on your ad from a desktop or tablet device.

Change to {ifmobile} ValueTrack Parameter

We're also changing the existing ValueTrack parameter, **{ifmobile:[value]}**, to insert [value] into the URL only if the user clicks from a mobile device. Previously, [value] was inserted for tablet clicks as well.

➡ Example

Returning to the example above, you can use these ValueTrack parameters to set the destination URL for the keyword "dog food" in your enhanced campaign either by appending a string to the URL or by specifying two separate full URLs. These two cases are described below.

Append a String to the URL

You can specify one URL and use {ifmobile} to append a string to the URL for mobile devices, and use {ifnotmobile} to append a different string for computers and tablets. This method can be used with regular

(ad level) destination URLs and with keyword destination URLs. For more information, see Edit your display URLs and destination URLs.

The following example specifies one URL and appends the string "df32" to the URL for computers and desktops, and it appends the string "df33" to the URL for mobile devices:

http://www.example.com/widgets?kwid={ifnotmobile:df32}{ifmobile:df33}

Specify Two Full URLs

You can specify two separate complete URLs, one for mobile devices and one for computers and tablets. This method can only be used with keyword destination URLs. It cannot be used with regular (ad level) destination URLs.

The following example specifies the URL "www.example.com/widgets?kwid=df32" for computers and tablets, and the URL "www.example.com/widgets?kwid=df33" for mobile devices:

{ifnotmobile:www.example.com/widgets?kwid=df32}{ifmobile:www.example.com/widgets?kwid=df33}

Alternatively, you can create a separate ad, mark it as mobile preferred, and provide its own mobile destination URL. (This method does not require the {ifmobile} or {ifnotmobile} parameters.) To mark an ad as mobile preferred, set the device preference to "Mobile."

If you need assistance with upgrading your campaigns to enhanced campaigns, contact the Google ads team.