



“I would say the biggest help with Responsive Search Ads is the time-saving. We don’t have to do ad copy testing manually anymore. That in turn has helped to improve the account performance.

Claudia Ziegenbein,
Head of Search, MediaCom

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With Responsive Search Ads British Gas achieved

44%

Higher CTR than standard text ads



RSA now accounts for

14%

Of all British Gas traffic with Microsoft Advertising



RSA saved the search teams

2 hrs

A week reducing manual optimisation with automation



Microsoft Advertising helps British Gas save time and energy

British Gas is Britain’s biggest energy provider, supplying gas and electricity to 12 million homes in the UK. The company is always looking for new ways to improve their digital advertising, so when Microsoft Advertising announced the beta of its Responsive Search Ads (RSA) product, British Gas was one of the first European advertisers to test it.

Automated optimisation through Responsive Search Ads

Managed by the MediaCom Search team, the British Gas account had already seen great results from RSA in Google Ads, so the team set to importing their campaigns in order to replicate the success and efficiencies.

Having brought over all RSA campaigns from Google, it was time to give the Microsoft AI a chance to test and learn on the British Gas creative. The team started by using around 10 of the available 15 headlines they could use in the product and then let the campaigns run so that the algorithms could test different headline and description combinations and permutations.

For the first two weeks of testing, performance was quite low. But over time, the performance improved and started to find strong ad creatives that delivered the right message at the right time to British Gas customers.

Over an 8-week testing period between 9 September and 20 October 2019, RSA performance started to get ahead of standard text ads. By the conclusion of the testing period the click through rate (CTR) for Responsive Search Ads was 44% higher than British Gas’ standard campaigns. The continued success of the product means that RSA now accounts for 14% of all British Gas traffic with Microsoft Advertising.

