

# Partner Webinar

October 11, 2017



# Speakers

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Principal Product Manager  
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# New Sponsored Search Features

# Agenda

Callout extensions

Review extensions

4<sup>th</sup> line annotations

Top ad annotations

Security badge annotations

Brand annotations

Smart annotations

Q & A

# **Callout extensions**

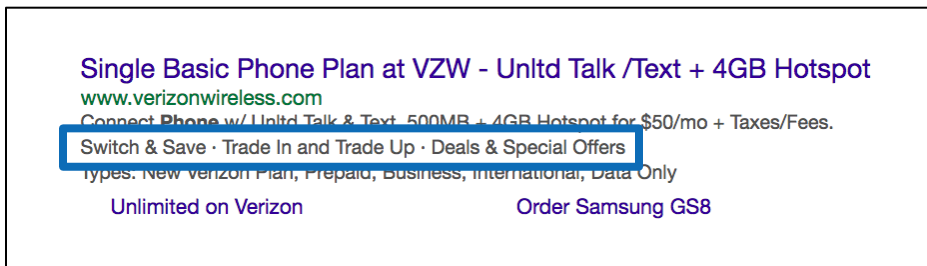
# Callout extensions

Callout Extensions provide an extra snippet of text that highlights the website's products or deals

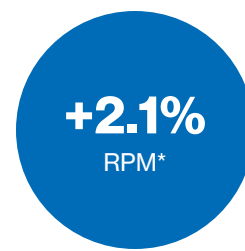
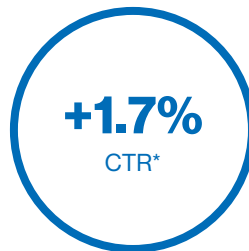
Advertisers can enable 2-4 callouts per line, and the text cannot repeat what is already included in the ad

A list of phrases will be sent. **Partners need to concatenate them with a space - • - space**, like in the screenshot example.

Callout Extensions are not sent with a clickable link, but Partners can make this text clickable by adding the same link used in the headline (no other URL may be used and the white space may not be made clickable)



The screenshot shows a search advertisement for Verizon. The headline is "Single Basic Phone Plan at VZW - Unltd Talk /Text + 4GB Hotspot" with the URL "www.verizonwireless.com". Below the headline is a callout extension: "Connect Phone w/ Unltd Talk & Text, 500MB + 4GB Hotspot for \$50/mo + Taxes/Fees." A second callout extension is highlighted with a red box: "Switch & Save • Trade In and Trade Up • Deals & Special Offers". Below the callouts are two links: "Unlimited on Verizon" and "Order Samsung GS8".



# Callout extensions



## Markets

NAR

EMEA

APAC

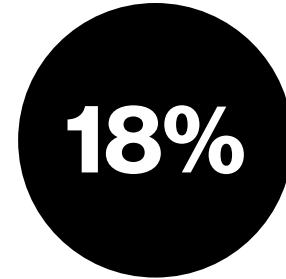


## Devices

Desktop

Tablet

Mobile



## Coverage

As seen on US PC SYC

Coverage may vary by market,  
device or implementation

# Callout extensions

Send a new parameter  
“**adEnableCalloutExtension**”

**adEnableCalloutExtension**  
=1 to add\*

**adEnableCalloutExtension**  
=0 to disable\*

## Sample request

```
http://xml-nar-ss.ysm.yahoo.com/d/
search/p/mycompany/xml/?Partner=myco_xml_search&affilData=ip%3D
68.142.254.15%26ua%3DMozilla%252F4.0%2520(compatible%253B%2
520MSIE%25205.02%253B%2520Windows%2520NT%25205.1b)&serv
eUrl=http%3A%2F%2Fwww.example.com%2Fresults.html&Keywords=d
og+food&maxCount=5&mkt=us&adEnableCalloutExtension=1
```

## Sample response

```
<calloutExtension>
  <phrases>
    <phrase>100% Hand Delivered</phrase>
    <phrase>Same & Next Day Delivery</phrase>
  </phrases>
</calloutExtension>
```





# **Review extensions**

# Review extensions

Review Extensions enable advertisers to share a positive review from a reputable third-party source

Advertisers can highlight a phrase from a flattering review, along with a link to the source of the quote

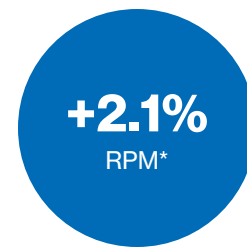
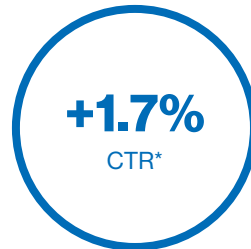
They can use a direct quote or paraphrase this text

Review Extensions are sent with a link to the third party source of the quote. Use this source link for the name of the source (i.e., "Better Business Bureau"), but apply the headline link to the text of the quote (i.e., "A+ Rated Service")

The screenshot shows a search result for '1st Time Home Buyer Loans' with a review extension. The extension includes a headline, a link to the source, a 4.5-star rating, and a quote. Below the quote are two columns of links: 'Free Mortgage Calculator', 'Best Home Loans', and 'FHA Loans' on the left; and 'Today's Mortgage Rates', 'First Time Buyer?', and 'Refinance Mortgage' on the right. The quote 'Better Business Bureau, "A+ Rated Service"' is highlighted with a blue box.

**1st Time Home Buyer Loans - Rates Still Near Historic Lows**  
[www.lendingtree.com/Mortgage/Loans](http://www.lendingtree.com/Mortgage/Loans)  
4.5 ★★★★★ rating for lendingtree.com  
**But Act Fast! Lock Into A Low Rate Mortgage** Today Before Rates Jump Higher.  
**Better Business Bureau, "A+ Rated Service"**

Free Mortgage Calculator      Today's Mortgage Rates  
Best Home Loans                      First Time Buyer?  
FHA Loans                                  Refinance Mortgage



# Review extensions



## Markets

NAR

EMEA

APAC



## Devices

Desktop

Tablet

Mobile



## Coverage

As seen on US PC SYC

Coverage may vary by market,  
device or implementation

# Review extensions

Send a new parameter  
“adEnableReview”

**adEnableReview=1**  
to add\*

**adEnableReview=0**  
to disable\*

## Sample request

```
http://xml-nar-ss.ysm.yahoo.com/d/  
search/p/mycompany/xml/?Partner=myco_xml_search&affilData=ip%3D68.142.  
254.15%26ua%3DMozilla%252F4.0%2520(compatible%253B%2520MSIE%252  
05.02%253B%2520Windows%2520NT%25205.1b)&serveUrl=http%3A%2F%2F  
www.example.com%2Fresults.html&Keywords=dog+food&maxCount=5&mkt=us  
&adEnableReview=1
```

## Sample response

```
<reviewExtension>  
  <isNonBillable>1</isNonBillable>  
  <isExact>0</isExact>  
  <text>"2017 Gold Winner in Customer Service"</text>  
  <sourceText>Stevie® Awards</sourceText>  
  <K>5044</K>  
  <namespace>API</namespace>  
  <url>  
    http://stevieawards.com/sales/2017-stevie%C2%AE-award-winners  
  </url>  
</reviewExtension>
```



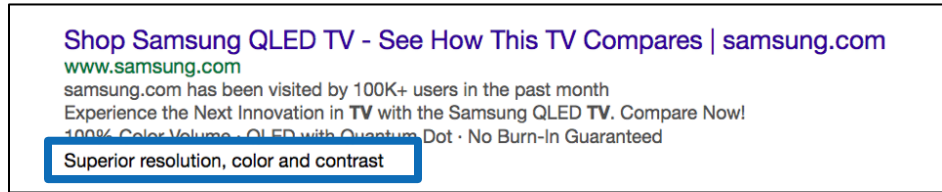
# **4<sup>th</sup> line annotations**

# 4<sup>th</sup> line annotations

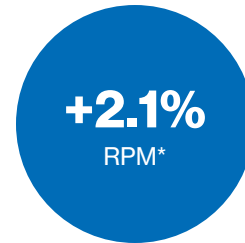
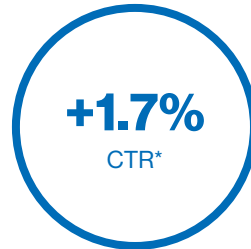
The 4th Line Annotation is a second description line that will contain the best annotation for the ad

This annotation is based on content from the ad's landing page and relevant to customer's search queries. It provides relevant and engaging at-a-glance information, such as product details or venue information, from reputable third-party sources

4th Line Annotations are not sent with a clickable link, but Partners can make this text clickable by adding the same link used in the headline (no other URL may be used and the white space may not be made clickable)



Shop Samsung QLED TV - See How This TV Compares | [samsung.com](https://www.samsung.com)  
[www.samsung.com](https://www.samsung.com)  
samsung.com has been visited by 100K+ users in the past month  
Experience the Next Innovation in TV with the Samsung QLED TV. Compare Now!  
100% Color Volume - QLED with Quantum Dot · No Burn-In Guaranteed  
Superior resolution, color and contrast



# 4<sup>th</sup> line annotations



## Markets

NAR (US and CA)

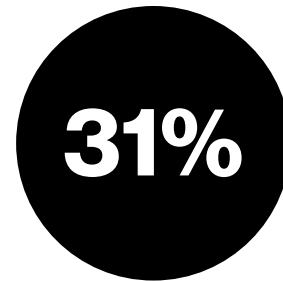
EMEA (UK, FR, DE, ES, IT, NL,  
de-CH, fr-CH, it-CH and SE)



## Devices

Desktop

Tablet



## Coverage

As seen on US PC SYC

Coverage may vary by market,  
device or implementation

# 4<sup>th</sup> line annotations

Send a new parameter  
“adEnable4thLine”

**adEnable4thLine=1**  
to add\*

**adEnable4thLine=0**  
to disable\*

## Sample request

```
http://xml-nar-ss.ysm.yahoo.com/d/  
search/p/mycompany/xml/?Partner=myco_xml_search&affilData=ip%3D68.142.254.15%2  
6ua%3DMozilla%252F4.0%2520(compatible%253B%2520MSIE%25205.02%253B%252  
0Windows%2520NT%25205.1b)&serveUrl=http%3A%2F%2Fwww.example.com%2Fresu  
lts.html&Keywords=dog+food&maxCount=5&mkt=us&adEnable4thLine=1
```

## Sample response

```
<Ad4thLineAnnotation>  
  <textElements>  
    <textElement>  
      <text> Flower Shopping’s made fresh, delivered fresh, floral arrangements  
    ...  
    </text>  
  </K/>  
  <namespace/>  
  <url/>  
</textElement>  
</textElements>  
</Ad4thLineAnnotation>
```





# Top ad annotations

# Top ad annotations

A Top Ad Annotation displays text regarding the number of user visits to the website over time

For an ad to be eligible for a Top Ad Annotation, the ad must receive a high CTR with a low occurrence of back-button clicks from users

The threshold for when a Top Ad Annotation will appear is dynamic as customer engagement changes over time

Top Ads are sent with the raw number of visits (i.e., <adDomainClicks>113804</adDomainClicks>). **Partners will need to translate this number** (i.e., 113,804) to a round number, like “100K+”.

Top Ad Annotations are not sent with a clickable link, but Partners can make this text clickable by adding the same link used in the headline (no other URL may be used and the white space may not be made clickable)

Shop Samsung QLED TV - See How This TV Compares | [samsung.com](https://www.samsung.com)

[www.samsung.com](https://www.samsung.com) has been visited by 100K+ users in the past month

Experience the Next Innovation in TV with the Samsung QLED TV. Compare Now!  
100% Color Volume · QLED with Quantum Dot · No Burn-In Guaranteed  
Superior resolution, color and contrast

+0.9%

CTR\*

+3.6%

RPM\*

# Top ad annotations



## Markets

NAR (US and CA)

EMEA (UK, FR and DE)



## Devices

Desktop

Tablet

Mobile



## Coverage

As seen on US PC SYC

Coverage may vary by market,  
device or implementation

# Top ad annotations

Send a new parameter  
“**adEnableTopAd**”

**adEnableTopAd=1**  
to add\*

**adEnableTopAd=0**  
to disable\*

## Sample request

```
http://xml-nar-  
ss.ysm.yahoo.com/d/search/p/mycompany/xml/?Partner=myco_xm  
l_search&affilData=ip%3D68.142.254.15%26ua%3DMozilla%25F4.  
0%2520(compatible%253B%2520MSIE%25205.02%253B%2520  
Windows%2520NT%25205.1b)&serveUrl=http%3A%2F%2Fwww.e  
xample.com%2Fresults.html&Keywords=dog+food&maxCount=5&  
mkt=us&adEnableTopAd=1
```

## Sample response

```
<topAdExtension>  
  <isTopAd>1</isTopAd>  
  <adDomainName>1800flowers.com</adDomainName>  
  <adDomainClicks>83804</adDomainClicks>  
</topAdExtension>
```



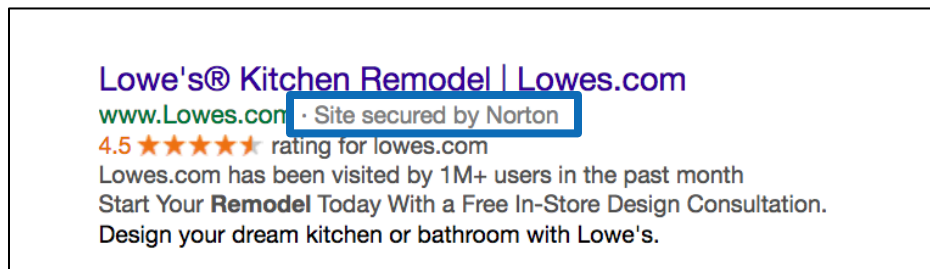
# Security badge annotations

# Security badge annotations

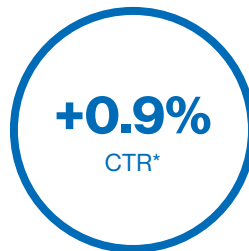
Security Badge Annotations add a “badge” to the ad to indicate that the advertiser’s website is secured by a third party security provider, like Norton or McAfee

This annotation increases user confidence in the advertiser’s website, thereby increasing clicks

Security Badge Annotations are not sent with a clickable link, but Partners can make this text clickable by adding the same link used in the headline (no other URL may be used and the white space may not be made clickable)



The screenshot shows a search advertisement for "Lowe's® Kitchen Remodel | Lowes.com". The URL "www.Lowes.com" is highlighted in green, and a blue box around it contains the text "Site secured by Norton". Below the URL, there is a 4.5-star rating for lowes.com. The main text of the ad reads: "Lowe's.com has been visited by 1M+ users in the past month. Start Your **Remodel** Today With a Free In-Store Design Consultation. Design your dream kitchen or bathroom with Lowe's."

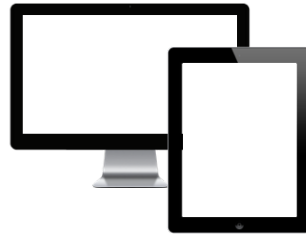


# Security badge annotations



## Markets

NAR (US only)



## Devices

Desktop

Tablet



## Coverage

As seen on US PC SYC

Coverage may vary by market,  
device or implementation

# Security badge annotations

Send a new parameter  
“**adEnableSecurityBadge**”

**adEnableSecurityBadge=1**  
to add\*

**adEnableSecurityBadge=0**  
to disable\*

## Sample request

```
http://xml-nar-ss.ysm.yahoo.com/d/  
search/p/mycompany/xml/?Partner=myco_xml_search&affilData=i  
p%3D68.142.254.15%26ua%3DMozilla%252F4.0%2520(compatible  
%253B%2520MSIE%25205.02%253B%2520Windows%2520NT%  
25205.1b)&serveUrl=http%3A%2F%2Fwww.example.com%2Fresult  
s.html&Keywords=dog+food&maxCount=5&mkt=us&adEnableSec  
urityBadge=1
```

## Sample response

```
<securityBadgeAnnotation>  
  <provider>Norton</provider>  
  <badgeType>2</badgeType>  
</securityBadgeAnnotation>
```





# Brand annotations

# Brand annotations

Brand Annotation adds a brand label to an ad when eligible

This annotation enhances user confidence and can attract more clicks because of a higher perceived advertiser reliability

Brand Annotations are not sent with a clickable link, but Partners can make this text clickable by adding the same link used in the headline (no other URL may be used and the white space may not be made clickable)

Car Research - Search By Body Style or Make. | kbb.com

[www.kbb.com/Car/Research](http://www.kbb.com/Car/Research) · Kelley Blue Book

kbb.com has been visited by 100K+ users in the past month  
Research **Car** Pricing, Reviews, Info & **Car** Quotes at Kelley Blue Book.  
Expert Car Reviews · Car Buying Guides · Latest Car News  
Styles: Trucks, SUVs, Convertibles, Sedans, Minivans, Coupes  
Check car prices and values when buying and selling new or used ...  
Better Business Bureau, "Accredited A+ Rating"

+0.9%

CTR\*

+3.6%

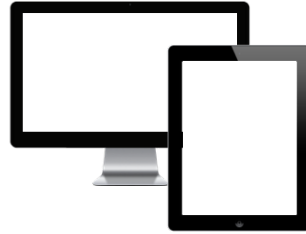
RPM\*

# Brand annotations



## Markets

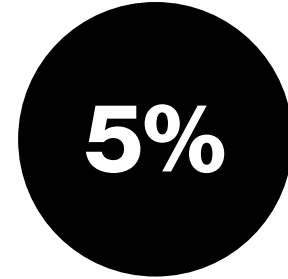
NAR (US only)



## Devices

Desktop

Tablet



## Coverage

As seen on US PC SYC

Coverage may vary by market,  
device or implementation

# Brand annotations

Send a new parameter  
“adEnableBrand”

**adEnableBrand=1**  
to add\*

**adEnableBrand=0**  
to disable\*

## Sample request

```
http://xml-nar-ss.ysm.yahoo.com/d/  
search/p/mycompany/xml/?Partner=myco_xml_search&affilData=i  
p%3D68.142.254.15%26ua%3DMozilla%252F4.0%2520(compatible  
%253B%2520MSIE%25205.02%253B%2520Windows%2520NT%  
25205.1b)&serveUrl=http%3A%2F%2Fwww.example.com%2Fresult  
s.html&Keywords=dog+food&maxCount=5&mkt=us&adEnableBra  
nd=1
```

## Sample response

```
<brandAnnotation>  
  <brandTitle>1000Bulbs.com</brandTitle>  
</brandAnnotation>
```



# Smart annotations

# Smart annotations

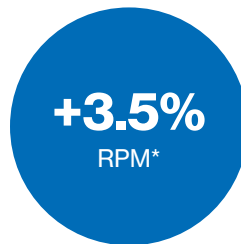
Smart Annotations highlight specific products or brands featured on the advertiser's website

This annotation scans the advertiser's landing page and page title to pull categories, features or brand names, which help inform the user as to the content of the page

Smart Annotations are not sent with a clickable link, but Partners can make this text clickable by adding the same link used in the headline (no other URL may be used and the white space may not be made clickable)

4k Tv - Find The Latest TVs & The Best Brands At Best Buy®  
[www.BestBuy.com/TVs](http://www.BestBuy.com/TVs)  
Find The Latest TVs & The Best Brands At Best Buy®. Shop Now!  
Brands: Samsung, LG, VIZIO, Sharp, Sony, RCA and more  
Ratings: Customer Service 4.5/5 · Delivery 4.5/5 · Price 4.5/5

TV Buying Guide	All Home Theater
Clearance Home Theater	Price Match Guarantee
Free In-Store Pick Up	Geek Squad Home Install



# Smart annotations



## Markets

NAR (US and en-CA)

EMEA (UK, FR, DE, IE + AT, de-CH, fr-CH, it-CH, ES, IT, NL, DK, FI, NO and SE)

APAC (SG and IN)

LATAM (MX and BR)

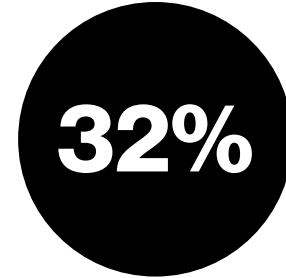


## Devices

Desktop

Tablet

Mobile (in US and en-CA only)



## Coverage

As seen on US PC SYC

Coverage may vary by market, device or implementation

# Smart annotations

Send a new parameter  
“adSmartAnnotations”

adSmartAnnotations=1  
to add\*

adSmartAnnotations=0  
to disable\*

## Sample request

```
http://xml-nar-ss.ysm.yahoo.com/d/  
search/p/mycompany/xml/?Partner=myco_xml_search&affilData=ip%3D68.142.  
254.15%26ua%3DMozilla%252F4.0%2520(compatible%253B%2520MSIE%252  
05.02%253B%2520Windows%2520NT%25205.1b)&serveUrl=http%3A%2F%2F  
www.example.com%2Fresults.html&Keywords=dog+food&maxCount=5&mkt=us  
&adSmartAnnotations=1
```

## Sample response

```
<SmartAnnotation>  
  <Phrases>  
    <Phrase>Brands: Samsung, iPad, Ellipsis, LG, ASUS</Phrase>  
  </Phrases>  
  <Instrumentation>  
    <TokenId>5</TokenId>  
    <LayoutId>11</LayoutId>  
  </Instrumentation>  
</SmartAnnotation>
```





# Q & A



**Thank You**

