



3 Q W H I T E P A P E R S E R I E S

Introducing

SEM **Ad** 

3Q Digital's Guide to
Ad Copy Optimization

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Introduction

When it comes to digital ad copy, “test everything” is a well-worn mantra. The idea behind it is good: never assume you’ve landed on the best option for your ad, whether it be messaging, format, imagery, etc. Many agencies recommend that their clients use A/B testing almost universally to determine which copy to use in their campaigns.

We believe that A/B tests are easily misinterpreted, difficult to run in a truly controlled setting, and frequently overvalued in favor of far more effective optimization techniques. So how do we optimize ad copy at 3Q? Not how you might expect.

In this whitepaper, we’ll teach you our proprietary approach to SEM ad copy optimization, which gives you:

- Case studies of common A/B testing pitfalls
- An effective framework for constructing, executing, and analyzing a scientific test (A/B or otherwise)—including testing traps to avoid
- 3Q’s AdQ process for how to truly optimize ad copy without overreliance on A/B testing

Let’s get started.