



The relationship between campaign quality and performance in Google Ads: a systematic review

Milad Shemshaki¹ · Nathaniel Amoah¹ · Alessandro Bigi¹ · Michelle Bonera²

Revised: 16 February 2025 / Accepted: 7 June 2025
© The Author(s), under exclusive licence to Springer Nature Limited 2025

Abstract

Despite the proliferation of digital advertising channels, Google Ads remains critical in digital marketing. A synthesised understanding of the specific impact of campaign quality in the Google Ads advertising ecosystem has received limited attention. This study addresses this research gap through a PRISMA-based systematic review of 49 peer-reviewed articles published between 2007 and 2024. The review identifies and categorises the main factors that define campaign quality, such as ad relevance, click-through rate (CTR), landing page experience, and conversion rate. We propose a comprehensive conceptual framework linking these dimensions to digital marketing results based on these findings. This paper also presents data-driven optimisation strategies to improve campaign performance. Finally, key metrics for evaluating the results of advertising campaigns were identified based on the existing literature. The proposed model is a practical guide for digital marketers to successfully implement advertising campaigns in Google Ads and evaluate their performance.

Keywords Advertising campaigns · Performance of digital marketing · Google Ads · Online advertising · Systematic literature review

Introduction

Background and context

The digital advertising landscape has experienced a dramatic transformation in recent years, fragmenting into numerous customer touchpoints and advertising channels (Fraccastoro et al. 2021; Haleem et al. 2022). Modern businesses now navigate a complex ecosystem that includes social media advertising, native advertising, influencer marketing, programmatic display, and AI-generated content (Wang et al.

2023; Mehralian and Khazaei 2022). In this increasingly crowded space, companies face the difficult task of allocating their marketing resources across multiple platforms whilst maintaining efficiency and effectiveness in their advertising spend (Peter and Dalla Vecchia 2020).

Within this evolving landscape, Google Ads maintains a distinct position, particularly due to its unique ability to capture high-intent customers through search advertising (Santos et al. 2023; Yang et al. 2019; Rafeian and Yoganarasimhan 2021). However, its role and value proposition have shifted from being the dominant digital advertising platform to become one component in a broader digital marketing mix. This transformation raises essential questions about how businesses can optimise their Google Ads campaigns to complement and enhance their digital marketing strategy (Coromina et al. 2023).

The quality of Google Ads campaigns has become particularly crucial in this context, as it directly influences advertising costs and effectiveness (McGuirk 2023; Yuan et al. 2014). With the proliferation of advertising options and increasing competition for consumer attention, understanding how to maintain and improve campaign quality on Google Ads is vital for achieving optimal returns in a

✉ Milad Shemshaki
shemshaki.milad@yahoo.com

Nathaniel Amoah
n.amoah@uel.ac.uk

Alessandro Bigi
a.bigi@uel.ac.uk

Michelle Bonera
michelle.bonera@unibs.it

¹ Royal Docks School of Business and Law, University of East London, London, UK

² University of Brescia, Brescia, Italy



multi-channel advertising environment (Snyder and Garcia-Garcia 2016).

Research gap and problem statement

Despite the platform's continued significance, a notable gap exists in our systematic understanding of how advertising quality on Google Ads impacts overall marketing performance in today's diverse digital ecosystem. Specifically, the research gap this study addresses is threefold: First, whilst numerous studies have examined individual metrics like CTR or conversion rates, few have systematically analysed how the composite construct of campaign quality impacts overall marketing performance. Second, existing research has not comprehensively identified and categorised the factors contributing to quality Google Ads campaigns. Third, there is limited understanding of which optimisation strategies most effectively improve campaign quality and which performance outcomes are most sensitive to quality improvements.

This study will help fill these gaps by focussing on these neglected aspects. Despite being just a component of digital marketing, a systematic review of academic publications on Google Ads is crucial because of its market position and significant impact on global advertising. The platform's continuous evolution, complex performance metrics, and influence on business outcomes make it essential to analyse how campaign quality affects marketing performance.

Considering these issues, the objectives of this research are to:

- Identifying the indicators and components affecting the quality and performance of advertising campaigns in Google Ads
- Identifying strategies for optimising the quality of advertising campaigns in Google Ads
- Identifying the expected results from the strategy for optimising the quality of advertising campaigns in Google Ads.

Study significance and contribution

This research contributes to the growing knowledge of data-driven marketing optimisation by providing quantifiable frameworks for measuring and improving advertising effectiveness. Identifying specific quality metrics enables developing sophisticated business intelligence systems to predict campaign performance and guide strategic resource allocation decisions. Our integrated framework is both a theoretical advancement and a practical tool for marketing analytics professionals seeking to optimise digital advertising investments.

By addressing these gaps through a systematic review, this study aims to provide both theoretical clarity and practical guidance for marketers seeking to maximise returns in the Google Ads ecosystem. Our analysis focuses on identifying the key determinants of advertising quality in Google Ads and their association with digital marketing performance in an era of multiple customer touchpoints. By developing an integrated framework that clarifies these relationships, we provide insights into how businesses can effectively leverage Google Ads alongside other digital marketing channels to achieve their marketing objectives.

Conceptual clarifications

Digital marketing and the role of Google Ads

Digital marketing has become essential for companies seeking to improve sales performance through new technologies (Khan and Siddiqui 2023). Unlike traditional marketing, digital marketing leverages online tools for customer research, sales, and communication, enabling companies to reach and retain customers in digital environments (Haleem et al. 2022).

Digital marketing continues evolving with technological advances. Social media marketing represented the first significant wave, whilst artificial intelligence integration marks the current transformation (Lammenett 2021). Google Ads exemplifies this evolution, functioning beyond transactional advertising to serve as a strategic branding tool that supports customer acquisition, brand presence, market expansion, and digital positioning (Wenning 2021).

The effectiveness of platforms like Google Ads depends on alignment between firms' technological capabilities and strategic objectives, with usage patterns reflecting companies' overall marketing goals and digital maturity levels (Bharadwaj et al. 2013).

From a marketing analytics perspective, understanding Google Ads quality provides the foundation for developing sophisticated measurement frameworks and predictive models that can forecast campaign performance and guide strategic resource allocation decisions. The mathematical relationship between quality components enables advanced statistical modelling and machine learning applications in advertising optimisation.

Google Ads platform and campaign structure

Google Ads is created based on the formation of different campaigns. These campaigns are formed with two main goals: branding and attracting customers (Coromina et al. 2023). At the beginning of using Google Ads, users must specify which of these business goals they are pursuing



(Al Khasawneh et al. 2023). Then, for each campaign, ad groups related to structuring the campaigns must be defined. Several advertising texts can be included in each Google Ads advertising group, each connected to several keywords (Lammenett 2021). This structure is commonly associated with search-related campaigns. For branding-related campaigns that are primarily implemented on websites, applications and YouTube, the structure of the campaigns is based on the selection of channels that exist in these paths. Then, assets are created for each campaign, based on which various advertising displays can be presented (Botton 2018). Figure 1 shows the structure of a Google Ads campaign.

The optimal structure proposed by Google Ads consists of one campaign, multiple ad groups, and multiple keywords with a specific theme in each ad group (Coromina et al. 2023). Understanding this campaign structure is essential for grasping how quality is measured and optimised within the platform.

Quality conceptualisation in Google Ads

The concept of quality in Google Ads is multifaceted and requires a precise definition. Google defines ad quality through its Quality Score metric, representing “an estimate of the quality of your ads, keywords, and landing pages” (Google Ads Help 2024). However, academic literature has expanded this definition beyond Google’s operational metric. Wenning (2021) and Al Khasawneh et al. (2023) define advertising quality as the degree to which an ad campaign effectively meets user intent whilst maintaining cost

efficiency. Coromina et al. (2023) note that high-quality Google Ads campaigns must balance user experience, technical and performance quality to achieve optimal results. Understanding this comprehensive definition of quality is crucial, as it forms the foundation for analysing the various components and strategies discussed in this review.

In this study, the quality of ad campaigns refers to a combination of quantitative and qualitative factors that can affect the effectiveness of advertising in Google Ads (Botton 2018). Google considers campaign quality to include factors such as ad quality score, CTR, and relevance to the audience (AD relevance), along with landing page experience and conversion rate. This score is assigned to each campaign on a scale of 1 to 10 on the Google Ads platform (Al Khasawneh et al. 2023). This score is evaluated in real-time using specialised Google Ads software (Coromina et al. 2023). To comprehend how Google implements ad quality evaluation, it is crucial to analyse the various elements constituting the Quality Score measure. Ad quality is assessed by Google’s algorithm using a mathematical formula:

$$\text{Quality Score} = f(\text{Expected CTR}, \text{Ad Relevance}, \text{Landing Page Experience}).$$

This formula encapsulates the multifaceted nature of ad quality assessment, where each component contributes to the evaluation of overall campaign effectiveness. From a marketing analytics perspective, this three-component Quality Score framework represents a sophisticated predictive model that enables data-driven marketing

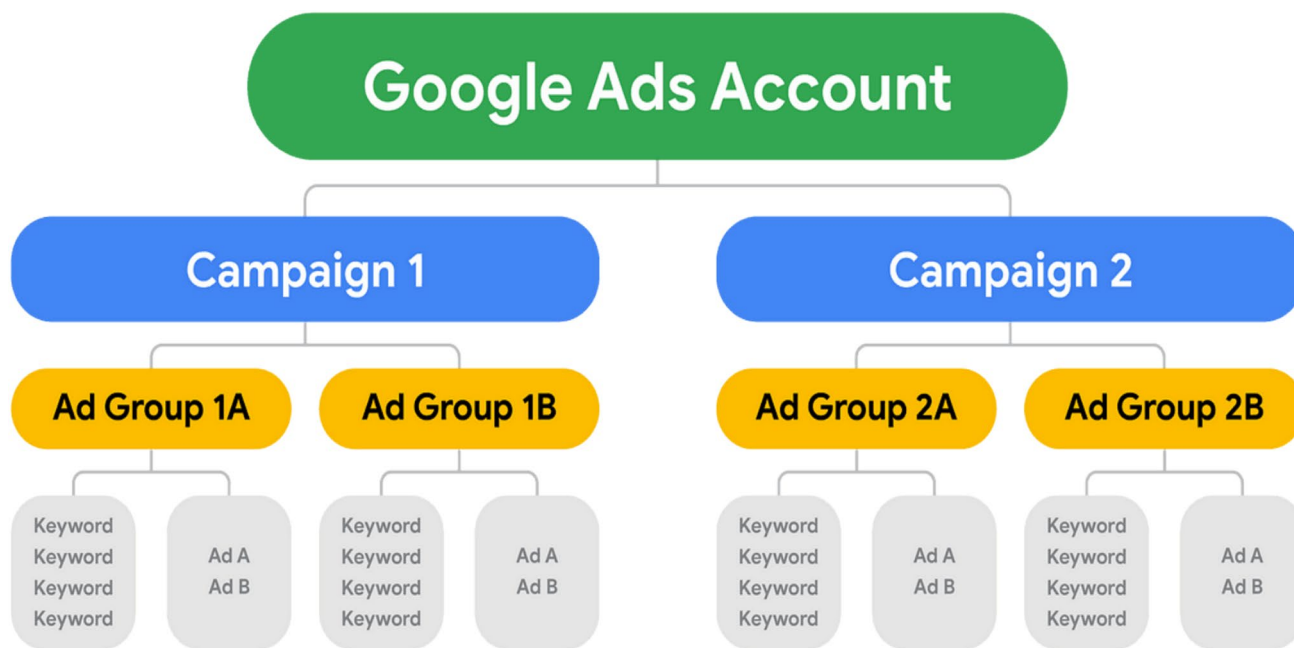


Fig. 1 Google Ads campaign structure. Source: Google Ads Help (2024)



optimisation. The mathematical relationship between Expected CTR, Ad Relevance, and Landing Page Experience creates opportunities for advanced analytics applications. These include multivariate testing, predictive modelling for campaign performance, and automated bid optimisation strategies.

Marketing analysts can leverage this framework to develop comprehensive dashboards that track quality metrics in real-time, enabling proactive campaign adjustments that maximise return on advertising spend (ROAS). Furthermore, the algorithmic nature of Google's quality assessment provides a unique dataset for machine learning applications, where historical quality scores can be used to predict future campaign performance and guide strategic budget allocation decisions across different market segments.

As one of the most powerful digital marketing tools, Google Ads is essential in promoting advertising activities and explaining marketing strategies (Wenning 2021). This platform offers high-precision advertisements to the audience according to their searches (Gani and Faroque 2021). Through advanced algorithms, Google Ads enables businesses to display their ads in front of users who are searching for related products or services. This improves advertising efficiency and allows businesses to target customers more accurately (Lammenett 2021).

In addition, Google Ads allows accurate advertising performance measurement and analysis (Haleem et al. 2022). Using various tools such as Google Analytics, businesses can evaluate their ads' performance based on metrics such as website traffic, number of sales, and conversion rates (Tupikovskaja-Omovie and Tyler 2021). This information helps them improve their marketing strategies and get more returns on their digital advertising investments. Overall, Google Ads is vital in digital marketing to reach audiences, promote brands, measure advertising performance, and enable businesses to experience continuous improvement and growth (Lammenett 2021).

Improving the quality of ads in Google Ads is the most fundamental factor in achieving better performance results in digital marketing. The quality of ads directly affects user experience and audience response (Hillard et al. 2010). Quality advertising motivates the audience attractively and persuasively and encourages them to take a specific action. Therefore, by improving the quality of advertisements, the probability of success in attracting customers and increasing the conversion rate increases significantly (Wenning 2021).

In addition, the quality of advertising can directly impact advertising performance. Higher-quality ads are more likely to increase CTRs and lower costs per click because Google Ads pays attention to the quality of ads and plays an essential role in determining costs. Therefore, by improving the quality of advertisements, businesses can manage their

advertising costs more optimally and get more returns from their investments (Aiello et al. 2016).

Ad quality is essential for enhancing brand credibility and visibility (Sijabat 2021). More quality advertisements create stronger connections with the audience and help increase their trust and loyalty towards the brand. This directly increases brand recognition, sales, and business development. Therefore, by improving the quality of ads in Google Ads, businesses can significantly improve their performance and success and leave their competitors behind. We must first examine the theoretical foundations underlying Google Ads' effectiveness to understand these quality factors. This comprehensive understanding of quality assessment leads us to explore the components driving campaign effectiveness.

Quality components and theoretical framework

Based on Google scoring, the three main factors of the landing page experience, the relationship between advertisement and CTR, have been mentioned as the most critical factors affecting the quality of Google advertisements. In the following, we examine each of these factors and describe their components from the perspective of different researchers:

Landing page experience: The landing page is one of the most important indicators for evaluating the quality of advertising. This landing page is the first content companies show their customers (Botton 2018). For this reason, an important part of the advertising score is assigned to landing pages by Google (Olivier 2016). Landing pages can greatly impact the final conversion rate (Brkić 2022). For this reason, this issue has been mentioned in many studies.

Content quality: The quality of the content is one of the primary factors in improving the landing page quality in Google Ads (Goyal et al. 2018). When the content of a landing page provides helpful information tailored to the needs and expectations of users, there is a higher probability of attracting attention and interacting with the audience. Quality content not only instils trust in users but can also have a positive impact on rankings in search engines like Google (Olivier 2016). Also, quality content leads to an increase in the conversion rate and a decrease in the return rate, which not only helps to improve the performance of the landing page in Google Ads but also increases the efficiency and profitability of advertising campaigns. As a result, producing quality content that fits users' needs can continuously improve the quality of landing pages and the overall performance of ads in Google Ads (Bron et al. 2017).

Page speed: Site speed is instrumental in Google Ads and in improving the quality of ads (Moborg 2020). A fast website loading speed provides a better user experience



for visitors and improves the quality score of Google Ads. A higher quality score means lower advertising costs and a better position to display ads in search results (Botton 2018). Therefore, site speed optimisation not only helps increase user satisfaction but also directly impacts advertising ROI. Measures such as reducing the size of images, using a content distribution network (CDN), and optimising JavaScript codes can help (Ash et al. 2012).

Call to action: Using a call to action (CTA) is critical for improving the user experience on landing pages in Google Ads. A CTA prompts users to take a specific action, such as purchasing a product, signing up for a newsletter, or contacting a business. These action commands can increase the conversion rate and user interaction with the page (Botton 2018). For example, if the purpose of the landing page is to sell a product, the CTA should be clear and specific and motivate users to make a purchase. Also, the CTA design should be so attractive and impressive that it attracts the user's attention and creates an immediate sense of prompting to action. One of the essential things that should be considered in CTA design is the use of colours, fonts, texts, and their location, all intended to attract attention and encourage users to take action. In general, CTA optimisation can significantly improve the conversion rate and overall performance of landing pages in Google Ads (Brkić 2022).

Social proofs: Social proof is vital in Google Ads campaigns, especially regarding the quality of landing pages (Trestianu and Datta 2023). Social endorsements such as positive customer reviews, high ratings, recommendations, the number of sales or interactions, and user testimonials serve as valid documents to prove a product or service's credibility and value to users (David and Azulay 2012). The presence of these endorsements on landing pages can significantly gain visitors' trust and thus increase the page's conversion rate. Since Google Ads places great importance on landing page quality, improving it by integrating social endorsements can help improve ad rankings and reduce advertising costs. Social endorsements play a key role in building trust between the brand and potential customers and can significantly impact the overall success of advertising campaigns (Zichermann and Cunningham 2011).

User interface and user experience (UI/UX): UI/UX is one of the essential components in improving the customer experience of landing pages in Google Ads. User interface (UI) and user experience (UX) design should be such that they effectively and attractively make users interact with content and messages. UI is related to the look and feel of the screen and should attract the user's attention by using attractive designs, appropriate colours, and strong text combinations (Rama and Setiawan 2024). On the other hand, UX should improve the user interac-

tion process with the page; from the first touch to the end of the process, the user should feel that the page is easy to use and understand. This includes good loading speed, logical and straightforward design, and correctly directing users to their intended goals. By optimising UI/UX, businesses can improve the customer experience and increase landing page conversion rate and performance (Paneru et al., 2024).

Mobile-friendly: Being mobile-friendly is one of the essential factors in improving the customer experience of landing pages in Google Ads. Due to the increasing use of mobile devices, landing pages must be fully responsive and mobile-friendly so that users have a seamless experience (Bron et al. 2017). The mobile-friendly design ensures landing pages load correctly on mobile devices, text and images are formatted correctly, and CTA actions are accessible. This action increases conversion rates, customer satisfaction with their experience, and the desire to return to the website or app (Hajian et al. 2023). Mobile friendliness can also be assessed based on two UI/UX indicators, and Google Developers provides comprehensive information about the status of these indicators on each page (Rashid 2024). Website administrators can use this information to improve this metric (Google Ads Help 2024).

Landing performance: Landing page performance is a critical indicator of landing pages' experience in Google Ads campaigns (Bron et al. 2017). The quality and efficiency of the landing page directly affect users' satisfaction and conversion rate. Google evaluates the performance of landing pages based on loading speed, content matching with users' needs, ease of use, and responsiveness on different devices. Pages that load quickly provide relevant and accessible content, are easy to use on mobile and desktop, provide a better user experience, and are rewarded with higher ad rankings by Google Ads. Improving landing page performance helps increase credibility and optimise advertising costs and directly affects the increase in conversion rates and the overall success of advertising campaigns (Hajian et al. 2023).

AD relevance

One of the important criteria for improving the quality of advertising campaigns is the level of alignment and connection between the ad text, advertising keywords, and landing page text (Google Ads Help 2024). The quality score of these dimensions significantly impacts the overall quality score of Google Ads campaigns (Al Khasawneh et al. 2023). Below, we will examine the criteria related to this section:

Ad copy keyword matching: Keyword matching with ad text is one of the critical factors in improving the quality



of ads in Google Ads (Wenning 2021). When the keywords used in the ad match the content of the ad text, this is called relevance (Al Khasawneh et al. 2023). This connection causes the desired advertisement to be displayed in searches related to its keywords, and users are looking for exactly the content that they saw in the advertisement. These increase CTR, improve rankings and lower advertising costs. Therefore, improving the matching of keywords with ad text can have a significant effect on improving the efficiency and quality of ads in Google Ads (Coromina et al. 2023).

Landing page keyword matching: Keyword matching, that is, the exact matching of advertising keywords with the content and text of landing pages, is one of the most critical factors in improving the quality of advertising in Google Ads (Coromina et al. 2023). When the ad's keywords are aligned with the content and phrases on the landing page, users will be drawn to the ad more accurately and feel that their needs are met by the landing page (Al Khasawneh et al. 2023). This increases the CTR and effectiveness of advertising campaigns, as the ads appear more authentic and valuable to the audience. Additionally, keyword matching with content allows a website to improve its ranking in Google search engines, increasing organic traffic and the quality of website traffic. As a result, the exact matching of advertising keywords with the content and text of landing pages is critical and can significantly improve the performance and quality of advertising (Yao 2021).

Expected CTR

CTR is one of the important metrics in Google Ads (Yang et al. 2019). An ad that meets Google's standards in this area can achieve a high-quality score in the final campaign (Gharibshah et al. 2020). The semantic connection between keywords and ad text, as well as the use of appropriate actions in the text along with attractive and appropriate texts for the audience, play a crucial role in this aspect (Rafieian and Yoganarasimhan 2021). Let's examine the components related to this section:

Ad group/keyword/landing page /AD copy matching: The intricate relationship between ad groups, keywords, landing pages, and ad copy is pivotal in optimising CTR in Google Ads campaigns (Richardson et al. 2007). A well-structured ad group ensures that ads are tightly themed around a specific set of keywords, allowing for more targeted ad copy and relevant landing pages (Yang et al. 2019). When keywords accurately reflect user intent and ad copy directly addresses the searcher's needs, the likelihood of clicks increases significantly. Moreover, aligning the landing page content with the ad copy and the targeted

keywords provides a seamless user experience, further encouraging engagement and actions on the page. This alignment not only boosts CTR by making ads more relevant and appealing to potential customers but also positively impacts Quality Score, leading to lower costs per click and improved ad placement (Graepel et al. 2010).

AD copy call to actions: A call to action (CTA) in ad copy plays a pivotal role in enhancing the CTR of Google Ads, acting as a direct instruction that encourages potential customers to take a specific action, such as "Buy Now" or "Sign Up Today" (Gharibshah et al. 2020). This concise and compelling command not only grabs users' attention but also guides them towards making a conversion. By clearly stating what step the viewer should take next, a well-crafted CTA can significantly reduce the friction in the decision-making process, thereby increasing the likelihood of clicks (Ahmadi et al. 2024). Moreover, CTAs tailored to the target audience and aligned with the ad's objective can dramatically improve ad performance, as they resonate more effectively with the viewer's intentions and interests, further optimising the ad's CTR and overall campaign effectiveness (Rafieian and Yoganarasimhan 2021).

Ad copy strength: The strength of ad copy is a critical factor in improving the CTR of Google Ads, as it directly influences the engagement and response of potential customers (Ahmadi et al. 2024). Strong ad copy effectively communicates a product or service's value proposition and unique selling points, making it compelling and relevant to the target audience (Shi and Li 2016). It encompasses the art of crafting headlines, descriptions, and calls to action that resonate with viewers, capturing their interest and encouraging them to click through for more information. The ad copy's clarity, relevance, and emotional appeal can significantly impact the viewer's decision to engage with the ad. By focussing on the benefits that matter most to the audience, using persuasive language, and addressing the viewer's needs and pain points, advertisers can optimise their CTR, leading to higher conversion rates and improved overall campaign performance (Rafieian and Yoganarasimhan 2021).

Attractive AD copy: Attractive ad copy plays a crucial role in improving the CTR in Google Ads campaigns, acting as the first point of interaction between a brand and its potential customers (Richardson et al. 2017). Well-crafted ad copy grabs attention, evokes interest, and encourages the audience to take action by clicking through to learn more or make a purchase. It differentiates the ad from competitors by highlighting unique value propositions, benefits, and relevant keywords that resonate with the target audience's search intent (Yang et al. 2019). Moreover, compelling ad copy can significantly enhance ad relevance and quality score, leading to better ad place-



ment, lower costs per click, and, ultimately, higher CTRs (Shi and Li 2016). By strategically focussing on the message’s clarity, persuasiveness, and appeal, advertisers can effectively entice users to engage with their ads, thereby driving more traffic to their websites and increasing the chances of conversion (Graepel et al. 2010). Building on these theoretical foundations, our methodology systematically analyses how these quality factors impact marketing performance.

Method

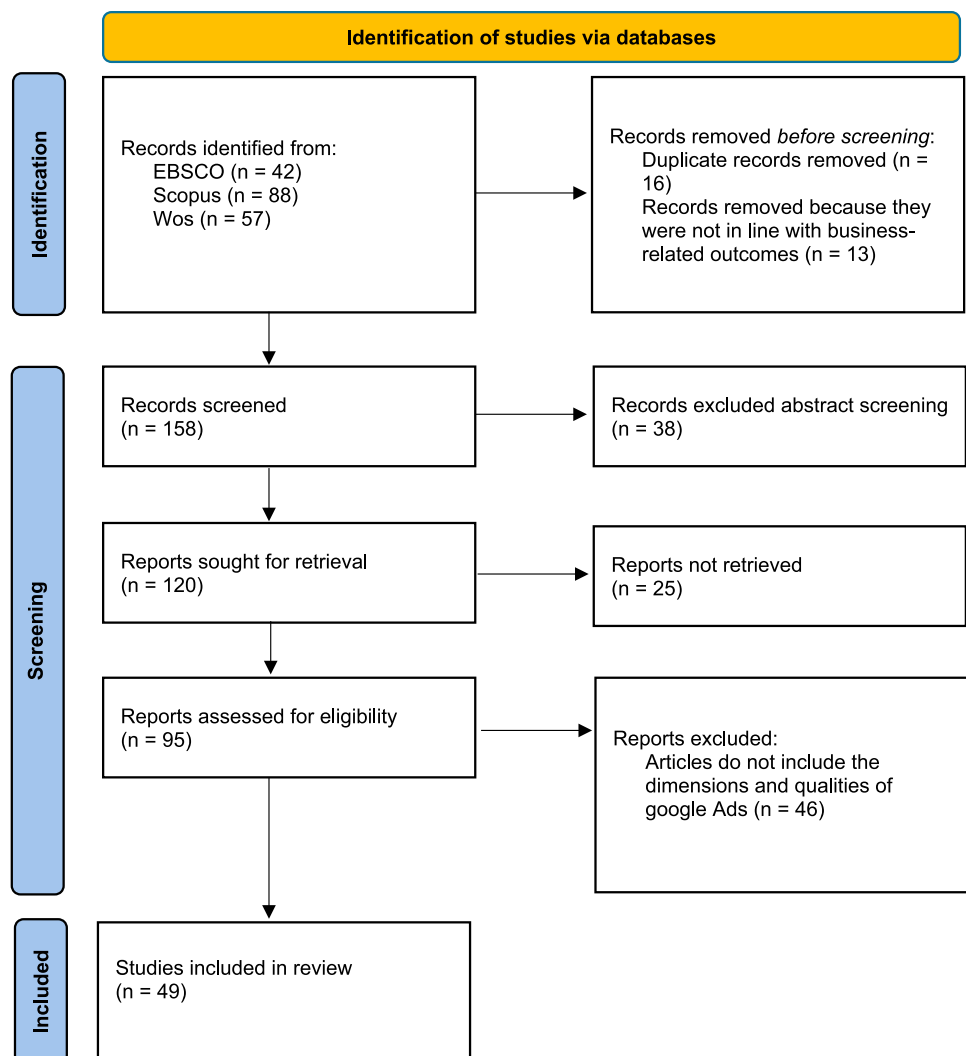
Research on the quality of advertising campaigns and digital marketing performance in Google Ads is interdisciplinary. The articles and research sources from EBSCO, Scopus, and Web of Science databases were extracted for this review. The reporting of this systematic review was guided by the standards of the Preferred Reporting Items for Systematic Review

and Meta-Analysis (PRISMA) Statement. The process is summarised in Fig. 2. Our systematic review methodology adhered to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines (Page et al. 2021), which provide a structured approach for identifying, screening, and including relevant studies. The review process consisted of four phases: identification of relevant studies through database searching, screening of titles and abstracts, assessment of full-text articles for eligibility, and final inclusion based on quality and relevance criteria.

Prior to the review, we conducted semi-structured interviews with a panel of 8 experts in digital marketing and marketing analytics. The experts participated in individual interviews followed by a focus group discussion. Using the Nominal Group Technique (NGT) (Harb et al. 2021), experts were asked to:

- (a) Independently list key terms related to Google Ads quality and performance.

Fig. 2 PRISMA flow diagram (Page et al. 2021)



- (b) Share and discuss their terms in a group setting.
- (c) Vote and rank the most relevant terms.

We also scanned top marketing journals to identify key terms. These key terms were compared to the ones provided by marketing academics and experts. Studies related to advertising campaigns in Google Ads refer to different topics using different names related to the nature of digital marketing and advertising quality, such as effective campaign, effective advertising campaign, or the more general term Google Ads campaign. This led to the inclusion of keywords reflecting a variety of keywords, including “campaign”, “effective advertising campaign”, “Google Ads”, “digital marketing”, and “marketing performance.” Based on the interviews and the scan of related journal articles, alternative terms for digital marketing performance were also used, including “Google Ads campaign performance,” “campaign performance,” and “business performance.” The final search string included the following: (“Google Ads advertising campaign” OR “Google Ads campaign” OR “Google Ads campaign quality”) AND (“performance” OR “marketing performance” OR “digital marketing performance” OR “business performance”).

We established the following inclusion criteria: (1) peer-reviewed journal articles, conference proceedings, or dissertations; (2) published between 2007 and 2024; (3) focussing specifically on Google Ads (including earlier iterations such as Google AdWords); (4) addressing aspects of campaign quality, optimisation, or performance metrics; and (5) providing empirical evidence or systematic theoretical analysis. Exclusion criteria included: (1) non-English publications; (2) general digital marketing studies without a specific focus on Google Ads; (3) technical reports without methodological rigour; and (4) articles focussed solely on other advertising platforms. Two researchers independently screened all identified articles, with disagreements resolved through discussion with a third reviewer.

The search was limited to the abstract to refine the search results. Although a full-text article search was possible, such an approach could yield irrelevant results due to the scattering of search terms in the text. This approach aligns with established systematic review methodologies in

information systems and marketing research (Petticrew and Roberts 2008; Webster and Watson 2002). As demonstrated by Boell and Cecez-Kecmanovic (2015), limiting searches to abstracts helps maintain precision in systematic reviews by focussing on papers where the key concepts are central to the research rather than merely mentioned in passing.

After removing duplicates, a total of 158 articles remained. Abstracts were screened to ensure alignment with the study’s focus on Google Ads advertising campaign quality in digital marketing performance, resulting in 120 relevant articles. After this stage, the content of the articles was examined to check the degree of focus on components and extractive indicators in the framework of the research topic. In this section, 95 suitable and relevant articles were identified. The total number of articles included in the study came down to 49 after articles that did not include the quality dimension were removed. Figure 3 presents the distribution of reviewed articles by publication year from 2007 to 2024. This trend reflects the growing importance of Google Ads in digital marketing strategies. It also shows increasing scholarly interest in optimisation techniques as competition for consumer attention intensifies.

Results and discussion

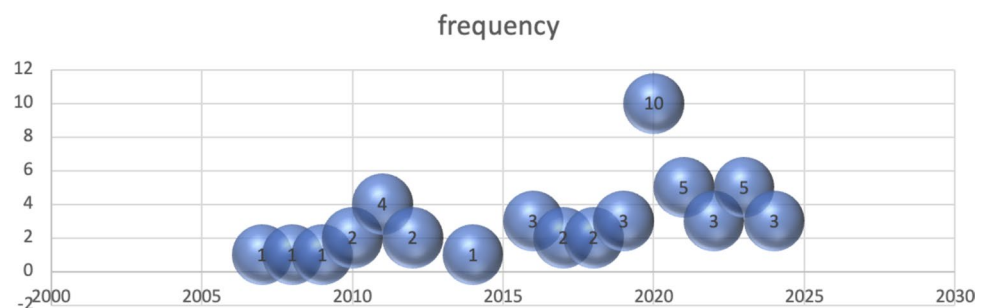
Bibliometric results

Publication trends analysis

Figure 3 presents the distribution of reviewed articles by publication year from 2007 to 2024. The temporal analysis reveals a significant increase in research attention to Google Ads quality factors in recent years, with peaks in 2020–2021 and 2023. This trend reflects the growing importance of Google Ads in digital marketing strategies. It also shows increasing scholarly interest in optimisation techniques as competition for consumer attention intensifies.

The research activity shows relatively sparse attention to Google Ads quality factors in the early years (2007–2015), with consistent but modest publication rates. However, a marked acceleration occurred from 2016 onwards,

Fig. 3 Distributions of the articles in publishing years



suggesting that the academic community has increasingly recognised the strategic importance of advertising quality optimisation in digital marketing. The peaks in 2020–2021 likely correspond to the increased reliance on digital advertising during the COVID-19 pandemic, whilst the 2023 peak may reflect the integration of AI and machine learning technologies in advertising optimisation research.

Methodological distribution

This classification enables the identification of methodological patterns in how researchers have investigated different aspects of the consumer journey in Google Ads campaigns. Quantitative approaches were particularly prevalent in studies examining the Action stage ($n=15$), whilst qualitative approaches were more common in studies of the Interest stage ($n=8$). This methodological distribution reflects the relatively straightforward measurement of action-oriented metrics like conversion rates and sales compared to the more nuanced constructs involved in generating interest as detailed in Table 1.

All articles included in this study were empirical: 26 quantitative and 23 qualitative. In the quantitative studies, it was found that most articles employed surveys as the data collection approach. As expected, interviews and case studies were the most used in the qualitative method (Siegel et al. 2022). The methodological balance suggests a mature research field that employs diverse approaches to understand different aspects of Google Ads quality and performance relationships.

Theoretical results

Quality factors identification

Based on our systematic review of 49 articles, we identified three primary dimensions that define campaign quality in Google Ads, each comprising multiple specific factors. Table 2 summarises the constructs identified across the literature, organised by these three main dimensions. These findings have significant implications for marketing analytics, as they provide the foundation for developing predictive models that can forecast campaign performance based on quality indicators.

Our systematic review indicates that ad quality in Google Ads is influenced by three interrelated dimensions rather than functioning independently. The comprehensive identification of these factors extends beyond the official components of the Google Ads Help quality score (Google Ads Help 2024), providing marketers with more precise intervention opportunities and enabling sophisticated business intelligence applications.

Factors affecting Ad's quality

Our analysis reveals seven specific factors that constitute this dimension: content quality, page speed, call-to-action elements, social proof signals, UI/UX design, mobile compatibility, and landing page performance. This comprehensive identification of Google quality is complex and extends beyond the official components of the Google Ads Help quality score (Google Ads Help 2024), providing marketers with more precise intervention opportunities.

Table 1 Methodological approaches in reviewed literature categorised by AIDA framework component

Method	AIDA component	References
Quantitative	Attention	Goyal et al. (2018), Botton (2018), Sakas et al. (2022), Tien et al. (2020)
Quantitative	Interest	Goyal et al. (2018), Olivier (2016), Zichermann and Cunningham (2011), Paneru et al., (2024), Rama and Setiawan (2024), Fitrianna and Aurinawati (2020), Febriyantoro (2020)
Quantitative	Desire	Bron et al. (2017), Olivier (2016), Moborg (2020), Brkić (2022), Trestianu and Datta (2023), Zichermann and Cunningham (2011), Hajian et al. (2023), Agarwal and Mukhopadhyay (2016), Ahmadi et al. (2024), Darma and Noviana (2020), Febriyantoro (2020)
Quantitative	Action	Bron et al. (2017), Ash et al. (2012), Moborg (2020), Botton (2018), Trestianu and Datta (2023), Rama and Setiawan (2024), Hajian et al. (2023), Kae et al. (2011), Voronenko et al. (2021), Makrides et al. (2020), Haleem et al. (2022), Ahmadi et al. (2024), Purnomo (2023), Sakas et al. (2022), Tien et al. (2020)
Qualitative	Attention	Wenning (2021), Graepel et al. (2010), Yang et al. (2019), North (2020), Srinivasan (2020)
Qualitative	Interest	Wenning (2021), Al Khasawneh et al. (2023), Coromina et al. (2023), Hillard et al. (2010), Das (2021), Labanauskaitė et al. (2020), Lee (2009), Stokes (2008)
Qualitative	Desire	Coromina et al. (2023), Yao (2021), Shi and Li (2016), Rafeian and Yoganarasimhan (2021), Yuan et al. (2014), Srinivasan (2020), Teixeira (2011), Tricahyadinata and Za (2017)
Qualitative	Action	Graepel et al. (2010), Richardson et al. (2007), Yang et al. (2019), Gharibshah et al. (2020), Rafeian and Yoganarasimhan (2021), Compton (2011), Perlich et al. (2012), Liang et al. (2019), Osinga et al. (2019)



Table 2 Constructs used in quality of Ads and digital marketing outcomes research

Constructs	References
<i>Landing page experience</i>	
Content quality	Goyal et al. (2018), Bron et al. (2017), Olivier (2016)
Page speed	Ash et al. (2012), Moborg (2020), Botton (2018)
Call to action	Brkić (2022), Botton (2018)
Social proofs	Trestianu and Datta (2023), Zichermann and Cunningham (2011)
UI/UX	Paneru et al., (2024), Rama and Setiawan (2024)
Mobile-friendly	Hajian et al. (2023), Bron et al. (2017)
Landing performance	Kae et al. (2011), Agarwal and Mukhopadhyay (2016)
<i>AD relevance</i>	
Ad copy keyword matching	Wenning (2021), Al Khasawneh et al. (2023), Coromina et al. (2023), Hillard et al. (2010)
Landing page keyword matching	Yao (2021), Al Khasawneh et al. (2023), Coromina et al. (2023)
<i>Expected CTR</i>	
Ad group/keyword/landing page /AD copy matching	Graepel et al. (2010), Richardson et al. (2007), Yang et al. (2019), Shi and Li (2016)
AD copy call to actions	Gharibshah et al. (2020), Rafieian and Yoganarasimhan (2021), Ahmadi et al. (2024)
Ad copy strength	Rafieian and Yoganarasimhan (2021), Ahmadi et al. (2024), Shi and Li (2016)
Attractive AD copy	Graepel et al. (2010), Richardson et al. (2007), Yang et al. (2019), Shi and Li (2016)
<i>Optimisation's strategies to improve ads quality</i>	
Optimisation keywords	North (2020), Das (2021), Labanauskaitė et al. (2020)
Improve quality scores	Compton (2011), Yuan et al. (2014)
Optimisation bids	Perlich et al. (2012), Botton (2018), Teixeira (2011)
Choosing the best strategy	Lee (2009), Stokes (2008), Voronenko et al. (2021)
Improve optimisation score	Liang et al. (2019), Teixeira (2011)
<i>Outcomes</i>	
Increase site visits	Voronenko et al. (2021), Makrides et al. (2020)
Increased conversion	Haleem et al. (2022), Ahmadi et al. (2024), Purnomo (2023)
Attracting new customers	Sakas et al. (2022), Tien et al. (2020), Darma and Noviana (2020)
Brand awareness	Fitrianna and Aurinawati (2020), Febriyantoro (2020), Makrides et al. (2020)
Sales increase	Voronenko et al. (2021), Tricahyadinata and Za (2017), Osinga et al. (2019), Purnomo (2023)

The second quality dimension, functioning through two principal mechanisms, is ad relevance, encompassing keyword-to-ad matching and keyword-to-landing page alignment. We determined that relevance transcends mere keyword density, representing instead a significant and cohesive experience throughout the customer journey. This aligns with Richardson et al.'s (2007) initial research on click prediction, yet it advances the concept by incorporating the post-click experience into the relevance assessment.

The target CTR metric is anticipated to rely on Google's algorithmic assessment of user engagement likelihood. We identify four factors that elucidate our analysis: the coherence amongst ad groups, keywords, landing pages, and ad copy; the efficacy of calls to action; the potency of ad copy; and the overall appeal of the advertisement. The findings indicate that the compositional methodology employed by Yang et al. (2019) for predicting CTR is significant and that creative components overlooked by their technically oriented research are also crucial.

Optimisation strategies

The effectiveness of optimisation strategies varies by campaign objective and context. Keyword optimisation strategies were most frequently cited (23 studies) as effective for improving quality scores and performance metrics. Our analysis indicates that keyword optimisation operates through three mechanisms: improving relevance signals to Google's algorithms, better-matching user intent, and reducing wasted ad spending on irrelevant queries. This extends North's (2020) findings by clarifying the causal pathways between keyword selection and performance outcomes.

Quality score optimisation emerged as the most direct approach to improving campaign performance (mentioned in 18 studies), but our analysis reveals that it functions primarily as an intermediate outcome rather than a strategy itself. The relationship between quality score improvements and cost reductions was consistently supported across studies, with an average cost-per-click reduction of 16–28%



associated with quality score improvements from 5 to 8 (based on data synthesised from Compton 2011).

Bid optimisation strategies showed mixed effectiveness, with their impact moderated by industry competitiveness and campaign objectives. Our findings suggest that bid optimisation is most effective when implemented after quality improvements rather than as a standalone strategy, contradicting some practitioners' emphasis on bidding as the primary lever for performance (Perlich et al. 2012).

Output of Google Ads campaigns

The responsiveness of Google Ads campaign efficacy to enhancements in quality differs. Enhancements in landing page quality exhibited the highest correlation with conversion rate increases (correlation coefficients ranging from 0.42 to 0.67 across studies), whereas ad relevance optimisation demonstrated greater responsiveness to escalations in site traffic volume (correlation coefficients between 0.38 and

0.56). This pattern suggests that marketers ought to concentrate on various quality dimensions according to the principal campaign objective.

We identified significant temporal patterns in performance metrics, with quality enhancements compounding over time. In accordance with longitudinal studies ($n = 11$), more robust quality–performance correlations were observed in subsequent measurement periods, suggesting that patience is essential when executing quality-focused optimisation strategies. Prior research has insufficiently addressed the time lag effect, a significant practical factor for marketers assessing campaign efficacy.

The correlation with quality factors exhibited the most tremendous variability regarding brand awareness outcomes, influenced by campaign type, industry context, and competitive intensity. This suggests that brand-building objectives may require distinct quality optimisation strategies compared to performance-oriented campaigns, a distinction not explicitly articulated in the current Google Ads literature.

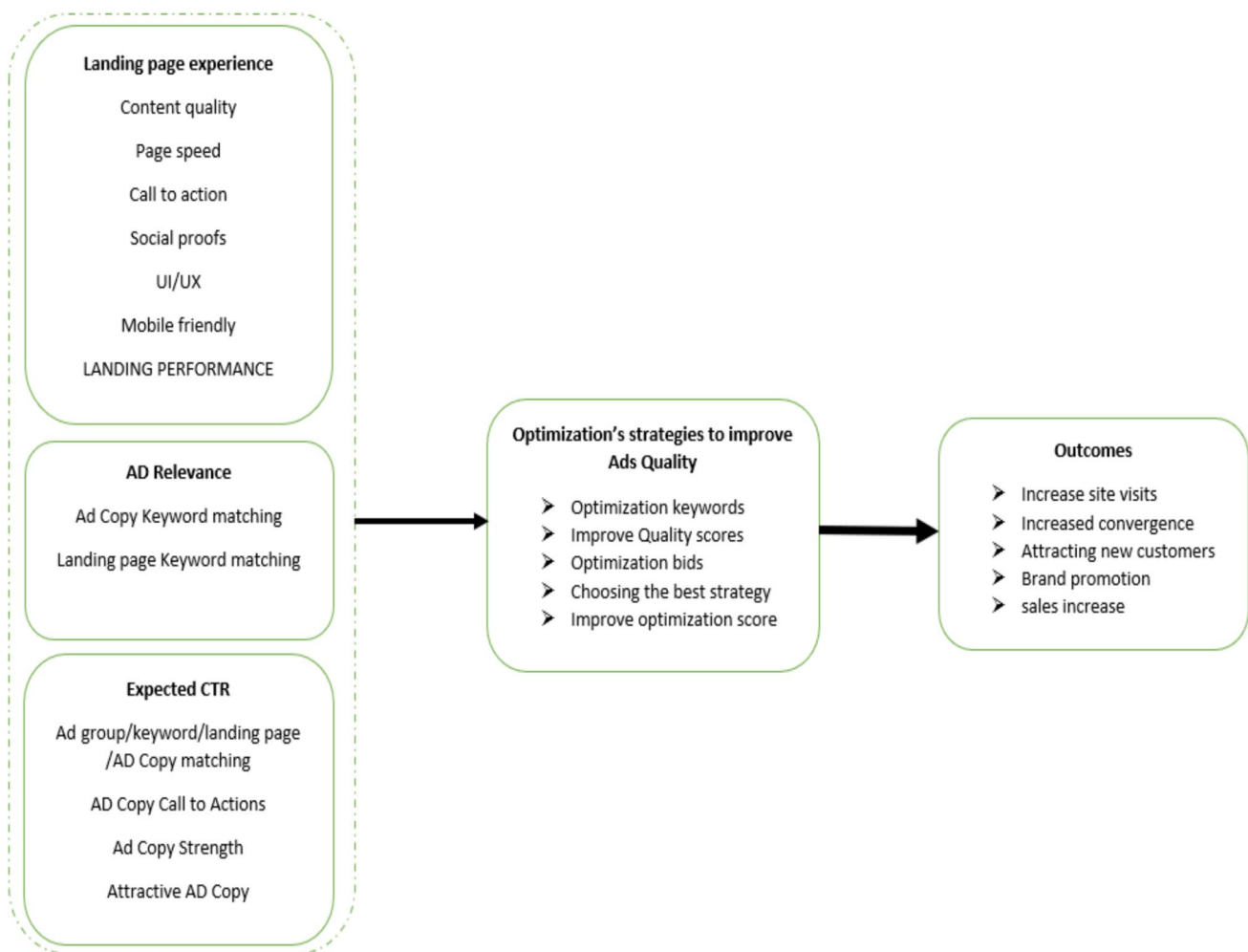


Fig. 4 Integrated framework for the quality of advertising campaigns and the performance of digital marketing in Google Ads



Integrated theoretical framework

Based on the review of the literature, the dimensions and components are identified and presented in Fig. 4. This figure shows the three factors of landing page experience, ad relevance and CTR as influencing factors in the model. Also, based on the research literature, the strategies for improving the quality of advertisements were expressed in the form of keyword optimisation, quality score optimisation, choosing the best strategy, and improving the optimisation score. Finally, factors such as increased visits, conversion, sales, customer acquisition and brand awareness are presented as outcome factors.

The model emphasises the three dimensions of the landing page experience, ad relevance, and CTR, which are stated as three central criteria for evaluating the quality of advertising. In each of these sections, components have been proposed that can have a high impact on improving the quality of advertising in these central sections. In the strategies section, central solutions have been proposed in the research literature to improve the quality of advertising in Google Ads. Finally, the expected outputs from the implementation of this model have been presented. This model highlights indicators that influence advertising quality and has tried to provide solutions in the form of optimisation strategies that can ultimately have specific outputs. Therefore, this model can be presented as a comprehensive guide to improving advertising performance. What distinguishes this model from previous models is the attention to solutions and indicators for measuring the performance of the model's implementation in real environments (advertising campaigns), which has received less comprehensive and integrated attention in previous research.

Optimisation strategies to improve Ad Quality

Different strategies can be used to improve the quality of Google Ads, depending on the type of advertising campaign. In the following, we will examine these strategies.

Optimisation keywords: Keyword optimisation strategy is vital in improving the quality and effectiveness of Google Ads (Das 2021). By carefully selecting keywords related to ad content and target audience interests, advertisers can increase their visibility amongst relevant searches so that their ads are only displayed when they have the highest chance of converting. This leads to increased CTRs and improved conversion rates, as ads are more likely to be shown to people whose prerequisites and interests match the ad offer (Labanauskaitė et al. 2020). Also, keyword optimisation helps to reduce additional costs because the advertising budget is more accurately spent on the words

with the highest returns. Finally, using optimised keywords, along with continuous analysis and fine-tuning, allows advertisers to evaluate the performance of their ads and implement optimisation strategies to achieve the best results (North 2020).

Improve quality scores: Optimising the quality of ads or quality scores in Google Ads is a significant factor in improving the quality of ads (Yuan et al. 2014). Google uses this measure to evaluate the performance of ads in search results and different advertising networks. Quality Score is considered based on factors such as user satisfaction, the degree of relevance of the advertisement with keywords, the landing page, and user experience (Compton 2011). Therefore, to improve the Quality Score, one should pay attention to things such as improving the landing page, improving the quality of the ad, using relevant keywords, and providing a better user experience (Srinivasan 2020). Increased ad quality due to improved Quality Score leads to lower costs and increased ad impressions, which generally helps improve the efficiency and effectiveness of ad campaigns (Solberg Söilen 2024).

Optimisation bids: Ad pricing optimisation strategy is vital in improving the quality of Google Ads (Perlich et al. 2012; Jiang 2025). This approach involves careful market data analysis, user behaviour, and past campaign performance to make more confident spending decisions (Teixeira 2011). Using clever pricing techniques and advanced algorithms allows campaign managers to allocate their budget more effectively and increase their ads' exposure at the best times and places whilst maintaining ROI. As a result, this strategy helps increase the quality of ads, as advertisers can more effectively communicate with their target audience and improve conversion rates (Botton 2018).

Choosing the best strategy: Choosing the right strategy for Google Ads is one of the most critical steps in creating and optimising advertising campaigns (Voronenko et al. 2021). Different advertising strategies are provided in Google Ads, categorised from manual to innovative strategies. Choosing the right type of strategy at the right time and according to the kind of campaign can play an important role in improving the quality of ads in Google Ads (Lee 2009).

Improve optimisation score: The optimisation score is generally related to the performance of an advertising campaign (Liang et al. 2019). Google continuously provides suggestions based on data analysis regarding improving advertising campaigns. Using these suggestions can significantly enhance the advertising performance of campaigns (Teixeira 2011).



Outcomes of digital marketing based on Google Ads

Various performance indicators related to digital marketing have been proposed in Google Ads. Each of these indicators can be different based on the goals of advertising campaigns. In the following, we will describe some of the most critical indicators.

Increased site visits: Digital marketing performance in Google Ads is often measured through various indicators. However, one of the most critical indicators for evaluating its performance is the increase in site visits (Voronenko et al. 2021). When an advertising campaign is launched in Google Ads and runs successfully, increased traffic and website views are amongst the visible results. This increase in views represents the attraction of the target audience through digital advertising, resulting in increased conversion opportunities and increased revenue from the website. Therefore, the increase in site visits is one of the leading indicators of the success and efficiency of the digital marketing strategy in Google Ads (Makrides et al. 2020).

Increased conversion: The performance of digital marketing in Google Ads constitutes a critical criterion for measuring the success of advertising campaigns from the point of view of improving the conversion index. A conversion rate indicates a campaign's ability to convert visitors into customers or take desired actions (Purnomo 2023). Effective strategies in Google Ads, including keyword optimisation, precise demographic and geographic targeting, use of interactive ads, and customisation of messages based on user behaviour, significantly help increase conversion rates (Ahmadi et al. 2024). These actions allow for the showing of more targeted ads to users who are most likely to become customers. As a result, the return on investment (ROI) in Google Ads advertising campaigns is effectively increased (Haleem et al. 2022).

Attracting new customers: Digital marketing performance in Google Ads is one of the most critical performance indicators from the point of view of attracting new customers (Sakas et al. 2022). By using Google Ads, businesses can more accurately determine their target audience and display their ads to them in a targeted manner. When an advertising campaign is run using Google Ads and its success is measured, an increase in the number of new customers driven to the business's website or digital channels through the ads can be seen as one of the results (Purnomo 2023). This increase indicates the effectiveness of the advertising strategy, and ultimately, it can lead to the growth and expansion of the business (Darma and Noviana 2020). Therefore, attracting new customers through Google Ads is a crucial indicator of the real success of the digital marketing strategy (Tien et al. 2020).

Brand awareness: Regarding the brand awareness index, digital marketing performance in Google Ads can be awe-inspiring (Fitrianna and Aurinawati 2020). Using Google Ads advertising tools, including search-based, display, and video advertising campaigns, allows brands to be seen and recognised by a wider audience. With the targeted use of relevant keywords and the creation of attractive content tailored to the needs and interests of the target audience, brand awareness can be significantly increased (Febriyantoro 2020). Also, the advanced features of Google Ads in measuring and analysing results help brands accurately evaluate their campaigns' performance and optimise their marketing strategies (Makrides et al. 2020). This approach can create a more meaningful relationship with customers and ultimately increase brand recognition and loyalty (Sijabat 2021).

Sales increase: Using Google Ads as one of the leading digital marketing tools can help design and implement campaigns to increase sales (Purnomo 2023). Due to the advanced features of targeting and data analysis in Google Ads, it is possible to target the intended customers with high accuracy and design advertising messages in such a way as to have the most optimal effect on them. In addition, the possibility of using different ad formats, such as image, text, and video ads, can enhance the audience experience (Tricahyadinata and Za 2017). Using Google Ads measurement and optimisation tools improves the performance of campaigns and helps achieve the primary goal of increasing sales (Osinga et al. 2019). In this way, from the point of view of the sales increase index, effective and intelligent use of Google Ads can improve results and increase business profitability (Voronenko et al. 2021).

Implications

This study provides an integrated framework for examining the intersection of Google Ads advertising quality and digital marketing performance outcomes, providing insights into the antecedents, uses, and impacts of Google Ads advertising quality on digital marketing performance outcomes. This framework provides a comprehensive overview of a single framework. It facilitates a detailed understanding of how to understand and use Ad Quality Indicators in Google Ads to achieve better performance. Furthermore, this framework has the potential to examine the use of indicators and strategies to improve the quality of advertising in the context of improving digital marketing performance and clarify its effects on various expected outcomes. Especially for marketers who engage in various advertising activities, this framework can identify the influencing factors that shape both the acceptance and the practical outcomes of using quality



advertising, thereby suggesting ways to use the factors to increase the effectiveness of the offer. This literature review and framework lay a foundation for future research efforts.

Theoretical implications

This systematic review makes several contributions to digital marketing theory. This research builds upon prior studies that have addressed quality in a broader context (Coromina et al. 2023; Liang et al. 2019) by initially defining campaign quality as a multidimensional construct with distinct antecedents and outcomes. Secondly, it provides empirical evidence supporting the validity of the AIDA framework in digital advertising contexts and illustrates how different quality components align with specific stages of consumer decision-making (Richardson et al. 2007; Yang et al. 2019). Third, it analyses significant contextual factors that influence the quality–performance relationship, including industry characteristics, competitive intensity, and campaign objectives (Sijabat 2021).

Our integrated framework enhances theoretical comprehension by connecting previously distinct research domains. Prior research has investigated facets of Google Ads performance (Al Khasawneh et al. 2023; Srinivasan 2020), yet our framework presents a comprehensive model of the interconnections amongst quality dimensions, optimisation strategies, and performance outcomes. This methodology for examining digital advertising effectiveness offers a more advanced theoretical framework for modelling than studies centred on individual components.

Practical implications

This review offers multiple actionable insights for marketing professionals. The identification of specific quality components serves as a diagnostic instrument for assessing the strengths and weaknesses of a campaign. According to Google Ads Help (2024) and Wenning (2021), marketers can utilise each quality dimension to evaluate their campaigns and determine key areas for enhancement. Secondly, the classification of optimisation strategies according to specific quality dimensions offers a systematic approach to enhancing campaigns, moving beyond trial and error (North 2020; Botton 2018).

The framework establishes a connection between quality dimensions and specific performance outcomes, facilitating more strategic campaign planning. Marketers focussed on brand awareness should prioritise distinct quality components compared to those whose primary objective is conversion rate optimisation (Purnomo 2023; Sakas et al. 2022). The temporal patterns identified in our analysis suggest that the implementation of quality improvement requires time, as

performance enhancements may accrue gradually rather than occurring instantaneously (Makrides et al. 2020).

Our findings are significant for digital marketing agencies and consultants, who should focus not solely on bid management or keyword selection but rather on a thorough quality evaluation. The framework provides a systematic method for educating clients and establishing expectations concerning the correlation between quality investments and performance results (Voronenko et al. 2021; Tien et al. 2020).

Summary implications for marketing analytics

Based on our findings, we suggest that marketers use a three-step process to improve the quality of their Google Ads campaigns. First, organisations should use dashboards that bring together Google's Quality Score and their own business metrics, such as customer lifetime value, profit margins and competitive position indicators, to assess their performance in a more complete way than just looking at CTRs. Second, marketing teams can use predictive analytics by creating machine learning models that predict how quality scores will change over time, using past campaign results, seasonal trends and market conditions so they can make improvements ahead of time instead of reacting to problems. Third, it is important for marketing analytics teams and business intelligence units to work together to make sure that advertising insights are used in making decisions about products, expanding into new markets and segmentation initiatives. Future investigations should focus on developing standardised quality measurement frameworks that can be applied across different advertising platforms, examining the long-term impact of quality optimisation on brand equity and market share, and exploring the integration of artificial intelligence techniques for automated quality enhancement. These recommendations collectively position Google Ads quality management as a cornerstone of data-driven marketing strategy, transforming advertising campaigns from cost centres into strategic business intelligence assets.

Recommendations for marketing analytics research and practice

Integrated measurement framework development

We recommend that marketing analytics practitioners develop integrated measurement frameworks that combine Google's Quality Score metrics with proprietary marketing intelligence indicators such as customer lifetime value,



profit margins, and competitive positioning data. This holistic approach enables more sophisticated performance evaluation beyond traditional CTRs and conversion metrics, providing a comprehensive understanding of advertising effectiveness within broader marketing contexts.

Organisations should implement data integration systems that connect advertising performance data with customer relationship management systems, financial performance indicators, and market intelligence platforms. This integration enables comprehensive analysis of advertising effectiveness across the entire customer lifecycle and marketing value chain.

Predictive modelling implementation

Marketing analytics teams should implement predictive modelling systems that leverage historical campaign data, seasonal patterns, and market conditions to forecast quality score changes and performance outcomes. Machine learning algorithms can be trained on the quality factors identified in our framework to automatically optimise campaigns and predict which optimisation strategies will be most effective for specific marketing contexts and objectives.

These predictive systems should incorporate the temporal patterns we identified in quality improvement effectiveness, enabling more accurate forecasting of optimisation impact timelines and performance improvement trajectories. Advanced analytics applications should account for the 4- to 8-week maturation period typical of quality improvements to provide realistic performance projections.

Real-time optimisation systems

Marketing intelligence units should prioritise the development of real-time dashboard systems that monitor all three quality dimensions simultaneously, landing page experience, ad relevance, and expected CTR whilst providing automated alerts when quality scores decline below predetermined thresholds. This proactive approach enables immediate corrective actions rather than reactive optimisations, significantly improving campaign efficiency and cost-effectiveness.

These systems should incorporate automated optimisation capabilities that can adjust bidding strategies, keyword selections, and budget allocations based on real-time quality performance data. The integration of automated decision-making capabilities reduces response time to quality changes and enables more consistent optimisation execution.

Conclusion

This study, using a systematic review of 49 articles published between 2007 and 2024, examined the factors affecting the quality of advertising campaigns in Google Ads and their relationship to digital marketing performance. The results of the literature review showed that improving the quality of advertising on this platform can be done by paying attention to three key dimensions: user experience of the landing page, the semantic relationship between keywords, landing page and ad text, and CTR. In this regard, an integrated framework has been presented that can be used as a practical guide for designing and optimising advertising campaigns.

The final model presented in this study, whilst providing coherent advertising quality evaluation indicators, ultimately presents data-driven strategies and expected results from the implementation of this model, which can be used as a comprehensive model in advertising. This comprehensive model can be used as the basis for future research in the fields of online advertising optimisation on the Google Ads platform and similar platforms such as Meta Ads. Also, by adapting the proposed model to other advertising environments and experimentally testing its effectiveness in different industries, new areas for digital advertising can be provided. Also, as stated in this research, each of the previous studies has pointed out specific aspects of the dimensions of the AIDA model, and in this study, by combining the components mentioned in these articles, an attempt has been made to cover all aspects of this model.

Declarations

Conflict of interest The authors declare no conflicts of interest regarding the preparation, execution, or publication of this systematic review. The research was conducted independently, without any financial or non-financial support, sponsorship, or grants from commercial or non-commercial entities. Additionally, none of the authors have any personal, professional, or financial relationships with Google or other digital advertising platforms that could influence the objectivity of this study.

References

- Agarwal, A., and T. Mukhopadhyay. 2016. The impact of competing ads on click performance in sponsored search. *Information Systems Research* 27 (3): 538–557.
- Ahmadi, I., N. Abou Nabout, B. Skiera, E. Maleki, and J. Fladenhofer. 2024. Overwhelming targeting options: Selecting audience segments for online advertising. *International Journal of Research in Marketing* 41 (1): 24–40.
- Aiello, L., I. Arapakis, R. Baeza-Yates, X. Bai, N. Barbieri, A. Mantrach, and F. Silvestri. 2016. The role of relevance in sponsored



- search. In *Proceedings of the 25th ACM international on conference on information and knowledge management*, 185–194.
- Akhrorova, S. 2021. The influence of digital marketing in competition law: Overview. *Herald pedagogiki. Nauka i Praktyka*, 1(5).
- Al Khasawneh, M., A. A. Sharabati, S. Al-Haddad, R. Al-Daher, S. Hammouri, and S. Shaqman. 2023. Consumer's attitude towards display google ads. *Future Internet* 15 (4): 145.
- Ash, T., M. Ginty, and R. Page. 2012. *Landing page optimisation: The definitive guide to testing and tuning for conversions*. Wiley.
- Bharadwaj, A., O. A. El Sawy, P. A. Pavlou, and N. V. Venkatraman. 2013. Digital business strategy: Toward a next generation of insights. *MIS Quarterly* 37:471–482.
- Boell, S. K., and D. Cecez-Kecmanovic. 2015. On being 'systematic' in literature reviews in IS. *Journal of Information Technology* 30 (2): 161–173.
- Botton, E. 2018. Social media, SEO and Google Ads in digital marketing strategy: A case study on EcorNaturaSi.
- Brkić, I. 2022. *Call-to-actions within Search Engine Advertising: An empirical study on the impact on text ad effectiveness*. Erasmus University Rotterdam.
- Bron, M., M. Redi, M. Lalmas, F. Silvestri, H. Evans, and M. Chute. 2017. Friendly, appealing or both? Characterising user experience in sponsored search landing pages. In *Proceedings of the 26th international conference on World Wide Web Companion*, 699–707.
- Compton, M. S., Jr. 2011. Quality scores a lawsuit: Google's new trademark rules and advertiser liability for trademark infringement. *Houston Law Review* 47:1357.
- Coromina, Ö., A. Tsinovoi, and A. K. Munk. 2023. Digital marketing as digital methods: Repurposing Google Ads for controversy mapping. *Big Data & Society* 10 (2): 20539517231216956.
- Darma, G. S., and I. P. T. Noviana. 2020. Exploring digital marketing strategies during the new normal era in enhancing the use of digital payment. *Jurnal Mantik* 4 (3): 2257–2262.
- Das, S. 2021. *Search engine optimisation and marketing: A recipe for success in digital marketing*. Chapman and Hall.
- David, E., and R. Azulay. 2012. No more damaging Ads on your own webpage—Strategy proof mechanisms for Ad placement. In *2012 IEEE/WIC/ACM international conferences on Web Intelligence and Intelligent Agent Technology*, vol. 2, 140–145. IEEE.
- Febriyantoro, M. T. 2020. Exploring YouTube Marketing Communication: Brand awareness, brand image and purchase intention in the millennial generation. *Cogent Business & Management* 7 (1): 1787733.
- Fitrianna, H., and D. Aurinawati. 2020. Pengaruh digital marketing pada peningkatan brand awareness dan brand image terhadap keputusan pembelian produk cokelat monggo di Yogyakarta. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia* 3 (3): 409–418.
- Fraccastoro, S., M. Gabriellson, and E. B. Pullins. 2021. The integrated use of social media, digital, and traditional communication tools in the B2B sales process of international SMEs. *International Business Review* 30 (4): 101776.
- Gani, M.O., and A.R. Faroque. 2021. Digital marketing. In *Cross-border E-commerce marketing and management*, 172–202. IGI Global Scientific Publishing.
- Gharibshah, Z., Zhu, X., Hainline, A., and Conway, M. 2020. Deep learning for user interest and response prediction in online display advertising. *Data Science and Engineering*, 5(1), 12–26.
- Google Ads Help. 2024. *About ad quality*. Available at: <https://support.google.com/google-ads/answer/6167118>. Accessed 15 March 2024.
- Goyal, N., M. Bron, M. Lalmas, A. Haines, and H. Cramer. 2018. Designing for mobile experience beyond the native ad click: Exploring landing page presentation style and media usage. *Journal of the Association for Information Science and Technology* 69 (7): 913–923.
- Graepel, T., J. Q. Candela, T. Borchert, and R. Herbrich. 2010. *Web-scale bayesian click-through rate prediction for sponsored search advertising in microsoft's bing search engine*. Omnipress.
- Hajian, A., V. R. Prybutok, and H. C. Chang. 2023. How do morning and friendly ads influence mobile advertising? A mediation perspective using appraisal theory. *Journal of Marketing Communications* 29 (5): 510–532.
- Haleem, A., M. Javaid, M. A. Qadri, R. P. Singh, and R. Suman. 2022. Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks* 3:119–132.
- Harb, S. I., L. Tao, S. Peláez, J. Boruff, D. B. Rice, and I. Shrier. 2021. Methodological options of the nominal group technique for survey item elicitation in health research: A scoping review. *Journal of Clinical Epidemiology* 139:140–148.
- Hillard, D., S. Schroedl, E. Manavoglu, H. Raghavan, and C. Leggetter. 2010. Improving ad relevance in sponsored search. In *Proceedings of the third ACM international conference on Web search and data mining*, 361–370.
- Jiang, P. 2025. Automated bidding vs manual bidding strategies in search engine marketing: A keyword efficiency perspective. *Journal of Marketing Analytics* 13 (1): 82–95.
- Kae, A., K. Kan, V.K. Narayanan, and D. Yankov. 2011. Categorisation of display ads using image and landing page features. In *Proceedings of the third workshop on large scale data mining: Theory and applications*, 1–8.
- Khan, F., and K. Siddiqui. 2023. The importance of digital marketing. An exploratory study to find the perception and effectiveness of digital marketing amongst the marketing professionals in Pakistan.
- Labanauskaitė, D., M. Fiore, and R. Stašys. 2020. Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives* 34:100652.
- Lammenett, E. 2021. *Praxiswissen Online-Marketing: Affiliate-, Influencer-, Content-, Social-Media-, Amazon-, Voice-, B2B-, Sprachassistenten-und E-Mail-Marketing, Google Ads, SEO*, vol. 8. Wiesbaden: Springer Gabler.
- Lee, K. 2009. *The truth about pay-per-click search advertising*. FT Press.
- Liang, J., H. Yang, J. Gao, C. Yue, S. Ge, and B. Qu. 2019. MOPSO-based CNN for keyword selection on Google ads. *IEEE Access* 7:125387–125400.
- Makrides, A., D. Vrontis, and M. Christofi. 2020. The gold rush of digital marketing: Assessing prospects of building brand awareness overseas. *Business Perspectives and Research* 8 (1): 4–20.
- McGuirk, M. 2023. Performing web analytics with Google Analytics 4: A platform review. *Journal of Marketing Analytics* 11 (4): 854–868.
- Mehralian, M.M., and P. Khazaee. 2022. Effect of digital marketing on the business performance of MSMEs during the covid-19 pandemic: The mediating role of customer relationship management. In *37th digital marketing and customer behavior science conference (2022)*.
- Moborg, A. 2020. *Benefits of a main site landing page*. Technical Report, University of Stockholm.
- North, M. 2020. Searching for answers? An examination of search engine advertisement strategy, ranking and keywords to generate clicks. *International Journal of Internet Marketing and Advertising* 14 (4): 454–471.
- Olivier, N.P.H.E. 2016. *Effects of content on Google ad success: The case of Icelandair*. Doctoral dissertation.
- Osinga, E. C., M. Zevenbergen, and M. W. van Zijljen. 2019. Do mobile banner ads increase sales? Yes, in the offline channel. *International Journal of Research in Marketing* 36 (3): 439–453.



- Page, M. J., J. E. McKenzie, P. M. Bossuyt, I. Boutron, T. C. Hoffmann, C. D. Mulrow, and D. Moher. 2021. The PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ* 372:n71.
- Paneru, B., Paneru, B., Poudyal, R., & Shah, K. B. 2024. Exploring the nexus of user interface (UI) and user experience (UX) in the context of emerging trends and customer experience, human-computer interaction, applications of artificial intelligence. *International Journal of Informatics, Information System and Computer Engineering (INJIISCOM)*, 5(1), 102–113.
- Perlich, C., B. Dalessandro, R. Hook, O. Stitelman, T. Raeder, and F. Provost. 2012. Bid optimising and inventory scoring in targeted online advertising. In *Proceedings of the 18th ACM SIGKDD international conference on Knowledge discovery and data mining*, 804–812.
- Peter, M.K., and M. Dalla Vecchia. 2020. The digital marketing toolkit: A literature review for the identification of digital marketing channels and platforms. In *New trends in business information systems and technology: Digital innovation and digital business transformation*, 251–265.
- Petticrew, M., and H. Roberts. 2008. *Systematic reviews in the social sciences: A practical guide*. Wiley.
- Purnomo, Y. J. 2023. Digital marketing strategy to increase sales conversion on e-commerce platforms. *Journal of Contemporary Administration and Management (ADMAN)* 1 (2): 54–62.
- Rafiean, O., and H. Yoganarasimhan. 2021. Targeting and privacy in mobile advertising. *Marketing Science* 40 (2): 193–218.
- Rashid, H. 2024. *Front end development and UX design*. Doctoral dissertation, Politecnico di Torino.
- Rama, D. A., and R. F. Setiawan. 2024. Perancangan UI/UX Design Aplikasi Mobile Pertanian Menggunakan Metode design thinking. *Jupiter: Publikasi Ilmu Keteknikan Industri, Teknik Elektro Dan Informatika* 2 (2): 120–135.
- Richardson, M., E. Dominowska, and R. Ragno. 2007. Predicting clicks: estimating the click-through rate for new ads. In *Proceedings of the 16th international conference on World Wide Web*, 521–530.
- Richardson, M., E. Dominowska, and R. Ragno. 2017. Optimising search algorithms for maximum click-through rate. *Journal of Marketing Research* 54 (3): 342–355.
- Sakas, D. P., D. P. Reklitis, M. C. Terzi, and C. Vassilakis. 2022. Multi-channel digital marketing optimisations through big data analytics in the tourism and hospitality industry. *Journal of Theoretical and Applied Electronic Commerce Research* 17 (4): 1383–1408.
- Santos, M. V., I. Mota, and P. Campos. 2023. Analysis of online position auctions for search engine marketing. *Journal of Marketing Analytics* 11 (3): 409–425.
- Shi, L., and B. Li. 2016. Predict the click-through rate and average cost per click for keywords using machine learning methodologies. In *Proceedings of the international conference on industrial engineering and operations management, Detroit, Michigan, USA*, 694–700.
- Siegel, K., A. Farah Perez, E. Kinnebrew, M. Mills-Novoa, J. Ochoa, and E. Shoffner. 2022. Integration of qualitative and quantitative methods for land-use-change modeling in a deforestation frontier. *Conservation Biology* 36 (6): e13924.
- Sijabat, B. 2021. Analisis Keputusan Membeli Berbasis brand awareness sebagai Impak Google Ads dan Facebook Ads (Kajian Pelanggan Lazada). *Syntax Idea* 3 (3): 444–464.
- Snyder, J., and M. Garcia-Garcia. 2016. Advertising across platforms: Conditions for multimedia campaigns: A method for determining optimal media investment and creative strategies across platforms. *Journal of Advertising Research* 56 (4): 352–367.
- Solberg Söilen, K. 2024. Using google ads in digital marketing. In *Digital marketing*, 417–426. Cham: Springer.
- Srinivasan, D. 2020. Why Google dominates advertising markets. *Stanford Technology Law Review* 24:55.
- Stokes, R. 2008. *Mastering search advertising: How the top 3% of search advertisers dominate Google AdWords*. AdGooroo.
- Teixeira, J. 2011. *Your Google game plan for success: Increasing your web presence with Google AdWords, analytics and website optimizer*. Wiley.
- Tien, N. H., R. J. S. Jose, N. P. Mai, H. T. Dung, N. T. H. Oanh, and N. H. Phuoc. 2020. Digital marketing strategy of GUMAC and HNOSS in Vietnam fashion market. *International Journal of Multidisciplinary Education and Research* 5 (4): 1–5.
- Trestianu, O., and P. Datta. 2023. Social proof and UK company profitability: A case of Vichy. *Journal of Business and Retail Management Research* 18 (01).
- Tricahyadinata, I., and S. Z. Za. 2017. An Analysis on the use of Google AdWords to increase e-commerce sales. *International Journal of Social Sciences and Management* 4:60–67.
- Tupikovskaja-Omovie, Z., and D. Tyler. 2021. Eye tracking technology to audit google analytics: Analysing digital consumer shopping journey in fashion m-retail. *International Journal of Information Management* 59:102294.
- Voronenko, I., M. Nehrey, S. Kostenko, I. Lashchuk, and V. Niziaieva. 2021. Advertising strategy management in Internet marketing. *Journal of Information Technology Management* 13 (2): 35–47.
- Wang, H., Ning, H., Lin, Y., Wang, W., Dhelim, S., Farha, F., Ding, J., and Daneshmand, M. 2023. A survey on the metaverse: The state-of-the-art, technologies, applications, and challenges. *IEEE Internet of Things Journal*, 10 (16), 14671–14688.
- Webster, J., and R. T. Watson. 2002. Analysing the past to prepare for the future: Writing a literature review. *MIS Quarterly* 6:xiii–xxii.
- Wenning, S. 2021. Use and effect of Google Ads effect of Google Ads for marketing success. *International Journal of Management and Humanities* 6 (3): 23–26.
- Yang, X., T. Deng, W. Tan, X. Tao, J. Zhang, S. Qin, and Z. Ding. 2019. Learning compositional, visual and relational representations for CTR prediction in sponsored search. In *Proceedings of the 28th ACM international conference on information and knowledge management*, 2851–2859.
- Yao, Q. 2021. Informing, implying or directing? Testing the effects of message sidedness, conclusiveness and their interaction in national and local Google Ads campaigns. *Journal of Research in Interactive Marketing* 15 (4): 623–640.
- Yuan, Y., D. Zeng, H. Zhao, and L. Li. 2014. Analysing positioning strategies in sponsored search auctions under CTR-based quality scoring. *IEEE Transactions on Systems, Man, and Cybernetics: Systems* 45 (4): 688–701.
- Zichermann, G., and C. Cunningham. 2011. *Gamification by design: Implementing game mechanics in web and mobile apps*. O'Reilly Media, Inc.

Publisher's Note Springer Nature remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.

Springer Nature or its licensor (e.g. a society or other partner) holds exclusive rights to this article under a publishing agreement with the author(s) or other rightsholder(s); author self-archiving of the accepted manuscript version of this article is solely governed by the terms of such publishing agreement and applicable law.

Milad Shemshaki completed his Master of Business Administration at the Royal Docks School of Business and Law, University of East London, with a concentration on Consumer Behaviour, Digital Marketing, and the strategic use of Artificial Intelligence in marketing strategies. His academic research looked into how emerging technologies are redefining customer interactions and changing marketing techniques



in the digital age. He investigated novel techniques for increasing client engagement by examining the incorporation of AI into marketing frameworks. His research reveals how technology is transforming digital marketing, altering traditional methods and establishing new industry standards.

Dr. Nathaniel Amoah is a Lecturer in Strategic Marketing at the University of East London. Dr. Amoah's research focuses on the intersection of consumer science, technology, and marketing, with particular emphasis on how technological advancements shape consumer behaviour and marketing strategies. His work explores the evolution of digital marketing platforms and their impact on consumer decision-making processes.

Dr. Alessandro Bigi is the Deputy Head of the Department at the University of East London. He holds the prestigious "Innovation Manager" qualification from the Italian Ministry of Economic Development. His

research spans digital marketing, artificial intelligence applications in business, strategic management, and tourism studies. Dr. Bigi has published extensively in peer-reviewed journals and international conferences, contributing significantly to the understanding of technological innovation in marketing. His work bridges theoretical frameworks with practical applications, particularly in digital transformation and AI adoption in marketing strategies.

Dr. Michelle Bonera is an Associate Professor of Marketing at the University of Brescia, Italy. She holds a Ph.D. in Business and Management from the University of Verona. Her research interests centre on international marketing, digital transformation, and sustainability in business. Dr. Bonera has extensive experience in marketing research and consulting, having collaborated with numerous international organizations. She has published widely in peer-reviewed journals on topics including digital marketing strategy, consumer behaviour, and sustainable business practices.

