

SAMPLE / FICTIONAL BRIEF

Google Ads Text Pack

A complete set of ad copy assets for one ad group

Fictional brief: AcmeCloud provides a central overview of software licences, owners and review dates. Audience: IT managers. Search theme: software licence management. Destination and CTA: request a demo. No discount, integration or savings claims.

15 headlines / max. 30 characters

#	Ad copy	Chars
01	Track Software Licences	23/30
02	Licence Management for IT	25/30
03	Request an AcmeCloud Demo	25/30
04	One Clear Licence Overview	26/30
05	Manage Your Software Inventory	30/30
06	Who Uses Which Software?	24/30
07	Assign Licence Owners	21/30
08	Track Licence Review Dates	26/30
09	Central Software Overview	25/30
10	Review Your Licence Process	27/30
11	For Growing IT Teams	20/30
12	Explore AcmeCloud	17/30
13	Organise Software Licences	26/30
14	Understand Licence Inventory	28/30
15	Discuss Your Use Case	21/30

Descriptions & copy preview

#	Description	Chars
01	Manage software licences, owners and review dates centrally. Request a demo.	76/90
02	Give your IT team a clear overview of the software inventory.	61/90
03	Use a demo to check whether AcmeCloud fits your requirements.	61/90
04	Discuss your use case and explore a central licence overview.	61/90

Example combination

AcmeCloud / [example.com/demo](#)

Track Software Licences | Licence Management for IT

Manage software licences, owners and review dates centrally. Request a demo. Give your IT team a clear overview of the software inventory.

15 headlines with up to 30 characters and four descriptions with up to 90 characters. The preview is an example copy combination, not a Google interface screenshot or promised rendering. Check product claims and current account requirements before launch.