

Alli RSAs for Smartsheet

What is Alli RSAs (Responsive Search Ads) for Smartsheets?

Search marketers can now use Smartsheets instead of/along with Google Sheets to bulk manage RSAs.

Business Challenge

Optimizing ad copy can be tedious, challenging, and impossible to do manually in real-time. RSAs allow advertisers to take advantage of Google's machine learning algorithm to optimize ad copy on the fly. While Alli currently has the ability to bulk manage RSAs via Google Sheets, clients like Moroch use Smartsheets and could not use RSAs since their process does not use Google Sheets.

Solution

This feature allows Smartsheet users to manage RSAs the same way Google Sheets users can.

Ideal Users

- Search teams who use Smartsheets to manage data
- All verticals
- Moroch

Benefits

- Take advantage of Google's machine learning algorithms to optimize ads
- Choose between Google Sheets or Smartsheets for RSA management

- Marketplace App
- Product Feeds
- Search Automation
- Other
- New

Overview *

- Who is your client?
- Where would you like to receive your RSA upload
- Where would you like to receive your RSA error notification
- What are the emails of those you want pinged when RS

Key Contacts & Links

Product: [Jamie Barbosa](#)

Engineering: [Gautam Sharma](#)

[Documentation](#)

[Support](#)

Implementation Highlights

You'll create an Alli Support request to onboard this feature.

[Detailed instructions can be found on Confluence](#)

Common Objections	Response
We don't use Smartsheets.	That's okay! You can keep using Google Sheets to manage your RSAs. But you now have the option to use the spreadsheet provider of your choice for RSAs.
We prefer to manage RSAs individually through the Google interface.	While this method can certainly work, Alli allows you to manage many more ads, giving Google more data points for its machine learning analysis, resulting in better ad outcomes.

