



# 10 Common Reasons

YOUR ADS ARE RECEIVING LIMITED TRAFFIC

Google MRKT360



# 01. Account Issues

If your account has a suspension or billing issue, ads will resume only when the issue is resolved. You will receive a notification and an email explaining the reason for the suspension.



# Account Issues

## WHAT CAN YOU DO?

### CHECK ACCOUNT STATUS

You can use Google's suspended account tool to check your account status quickly for account suspension.

### CHECK ACCOUNT BUDGET

For billing issues: If you pay by monthly invoicing, check your account budgets.

### BUDGET LIMIT

All ads will stop running if your campaign costs exceed the budget limit before the end date.



NOTE: Check the "Billing Summary" or "Transactions" pages for declined payments. Your account may be paused until the outstanding balance is settled.



## 02. Date Ranges and Campaign Duration

Google Ads provides performance data for the selected date range. Your campaign will display impressions only within the campaign's active dates.



# Date Ranges and Campaign Duration

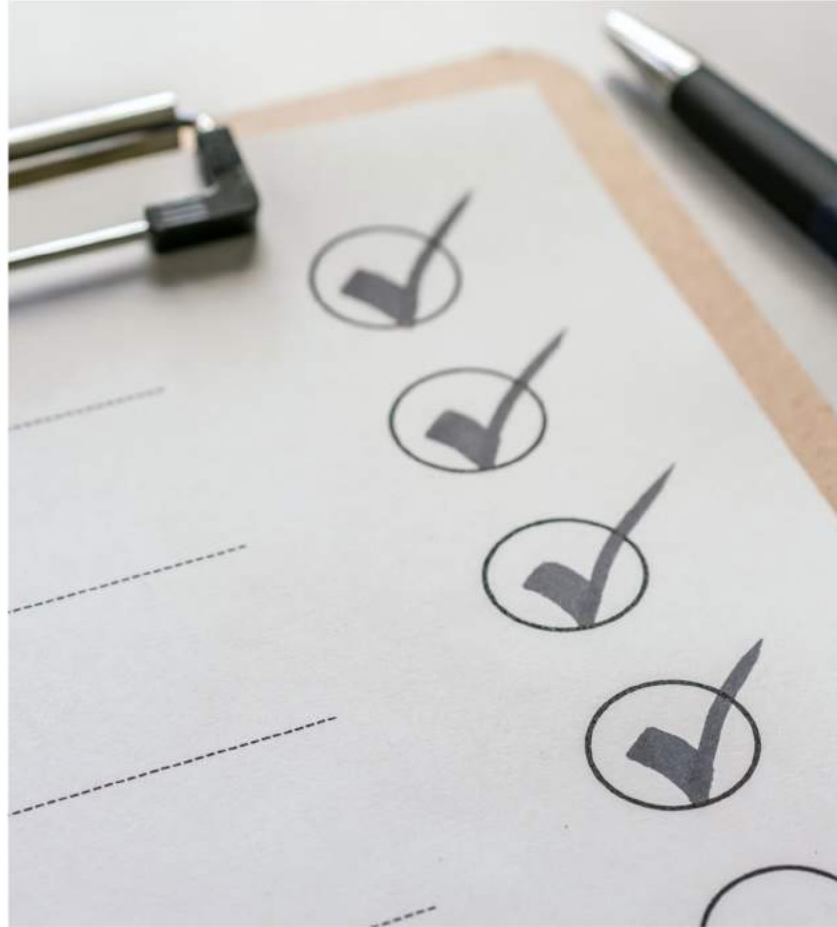
WHAT CAN YOU DO?

## CAMPAIGN TIMELINE

Check that the date range includes your campaign's start and end dates.



NOTE: The pre-configured date range settings (for example, "Last 7 days") Today's date should be excluded.



## **03. Ad groups, assets, or ads may be temporarily paused or require adjustments to meet policy guidelines**

Even if your campaign is running, ensure that you have active ad groups, assets, or ads within it. You can verify this in the "Status" column of the Campaigns section.



# Ad groups, assets, or ads are either inactive or have policy violations

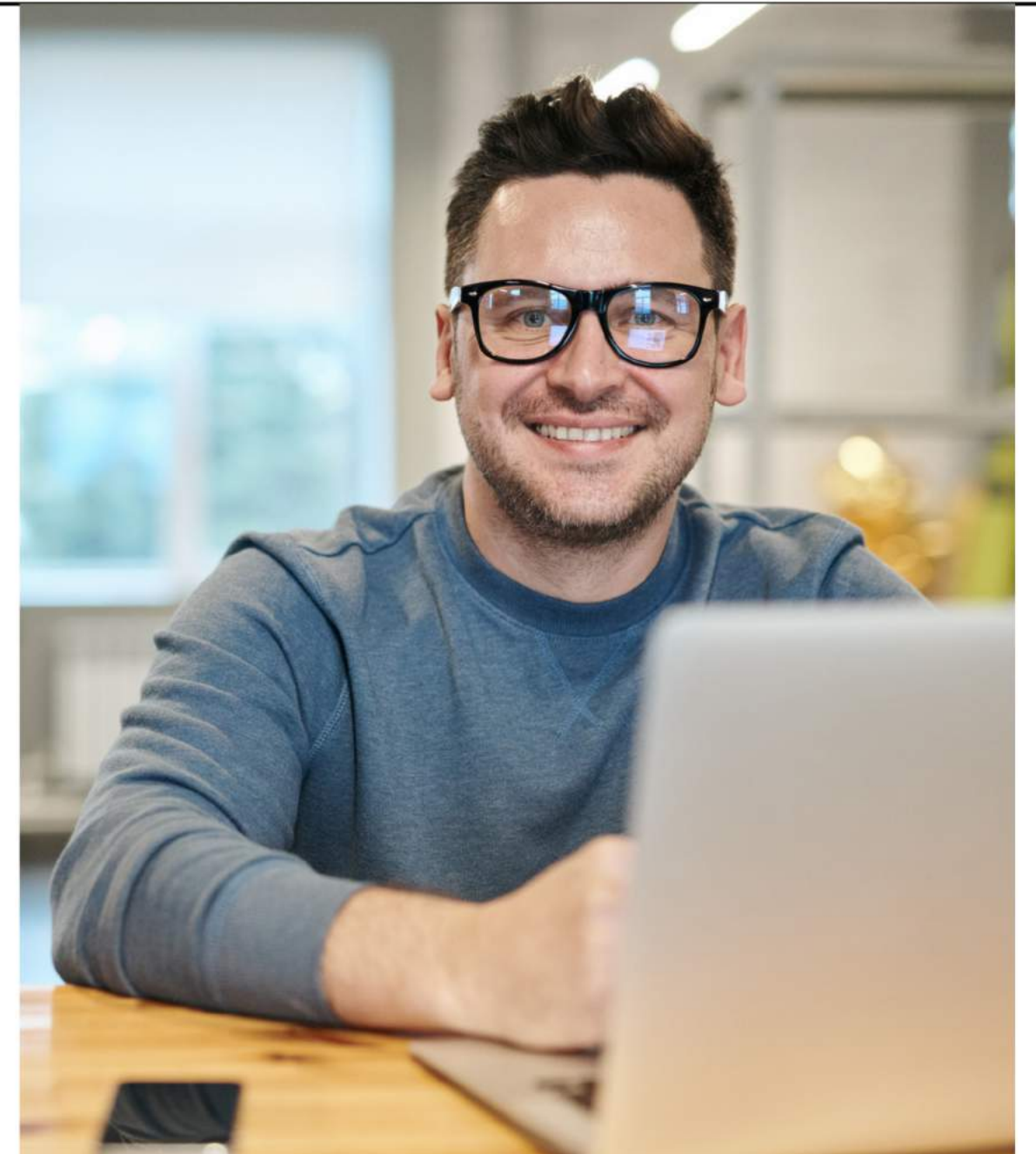
## WHAT CAN YOU DO?

### ENABLE ASSETS

Make sure your ads, ad groups, and assets are enabled and active, ensuring they are ready to run.

### POLICY MANAGER

Use the Policy Manager to review the restrictions on ads, keywords, and extensions throughout your entire account.





## 04. Low creative asset coverage and diversity (Ad Strength)

If you're running an asset-based campaign, such as Responsive Search Ads, Responsive Display Ads, App Campaigns, and Performance Max, it's important to ensure you have a unique set of creatives across ad formats.



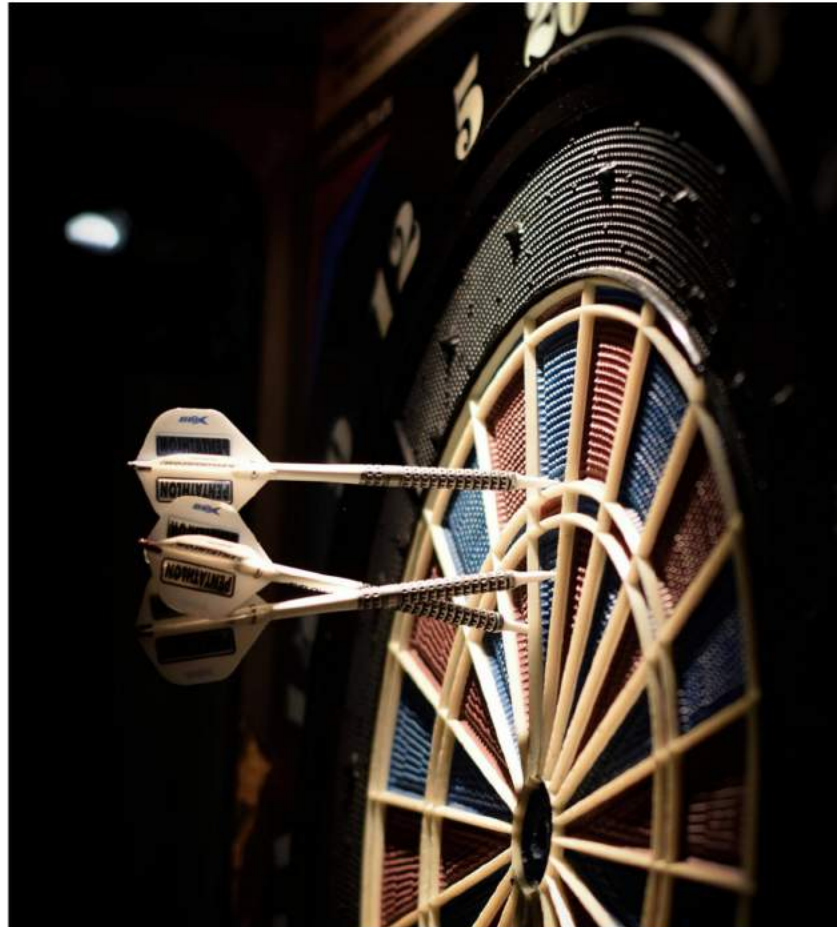
# Low creative asset coverage and diversity (Ad Strength)

WHAT CAN YOU DO?

## CHECK AD STRENGTH FOR IMPROVEMENT

Check your campaign's Ad strength to find out if creative coverage or quality can be improved. In particular, to make your Ad strength excellent, adding more assets will help boost the serving and performance.





## 05. Low bid targets and optimization goals

While you might be able to run ads with a minimal bid, your campaign is less likely to be included or to win auctions, leading to fewer impressions for your ads.



# Low bid targets and optimization goals

## WHAT CAN YOU DO?

### STRATEGIC ALIGNMENT

Ensure that your campaign's optimization strategy aligns with your business objectives. For example, if your goal is to achieve the highest number of conversions within a specified budget, implement the Maximize Conversions strategy.

Note: When setting your optimization goal, evaluate whether your chosen manual bid target is realistic given your historical performance. For instance, if you are using target CPA bidding and your desired CPA is much lower than your average CPA, it might be challenging to achieve this target while maintaining reasonable traffic levels. In such cases, consider increasing your target CPA. If possible, use the bid simulator from the performance report on your ad groups page to assist with this evaluation.





## 06. Low budget

When you have a limited budget, your ads may appear less frequently, while Google Ads ensures your campaign stays within your spending limit. Your campaign status might also show as "Eligible (Limited)," indicating that the advertisement's visibility is limited due to budget constraints



# Low budget

## WHAT CAN YOU DO?

### BUDGET CONSTRAINT

If your campaign status shows that it's limited by budget, review the budget report to gain insights into your campaign's spending compared to its average daily budget and see how this has affected its performance and spending limits.

Note: Think about boosting your budget to ensure your campaign can run smoothly all day long.





# 07. Narrow Targeting

While targeting settings help you identify the users most interested in your business, adding more targeting criteria or encountering challenges with your remarketing lists can reduce the potential reach of your ads.

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# Narrow Targeting

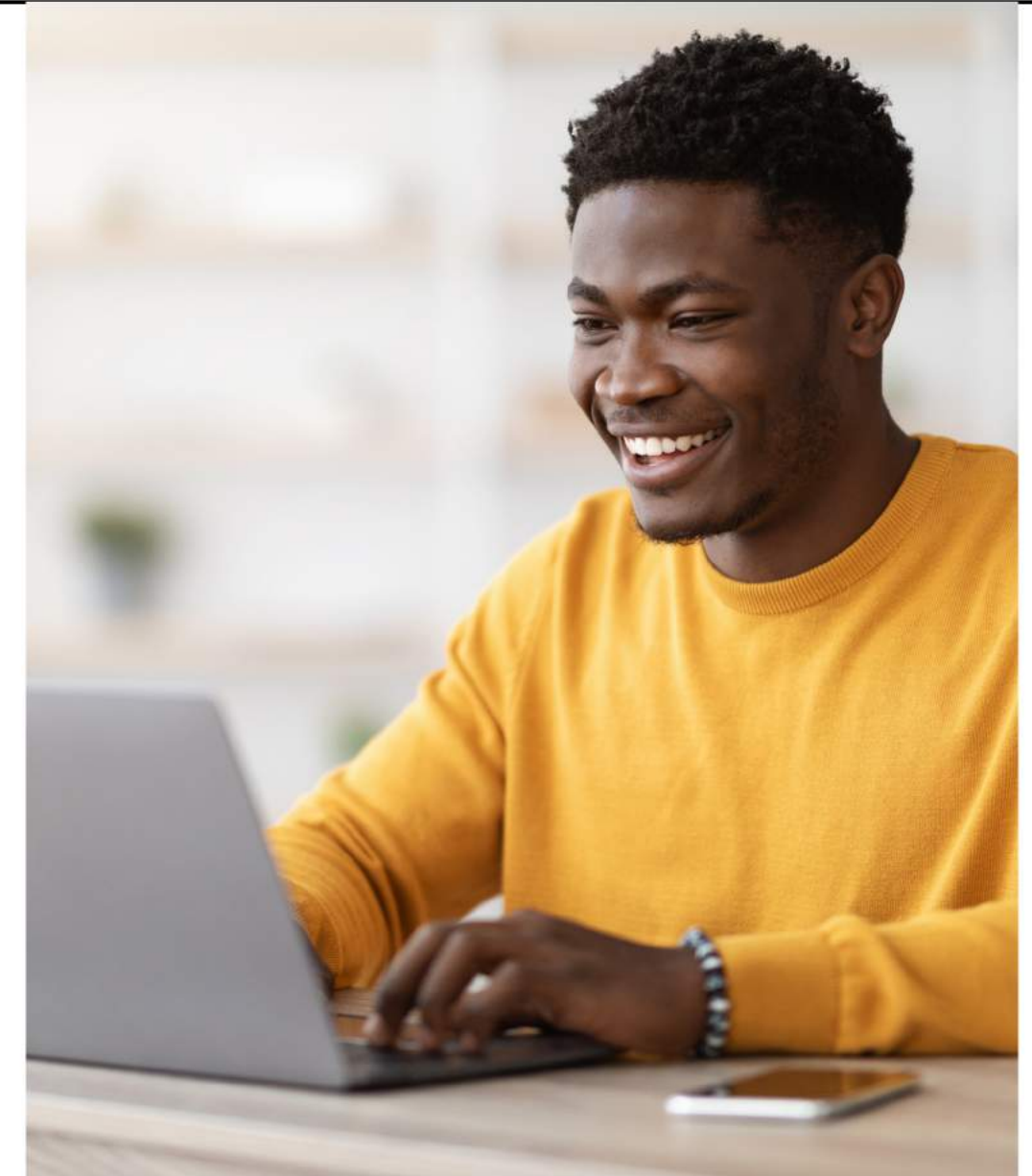
## WHAT CAN YOU DO?

### KEYWORDS

If you are focusing solely on a small list of low search volume keywords, your Search campaign is likely to run less effectively.

### POLICY MANAGER

If you target only one placement, its eligibility to serve might be limited. For instance, your video ad may be excluded from appearing on certain YouTube channels, even if you include them in your campaign's targeting.



# Narrow Targeting

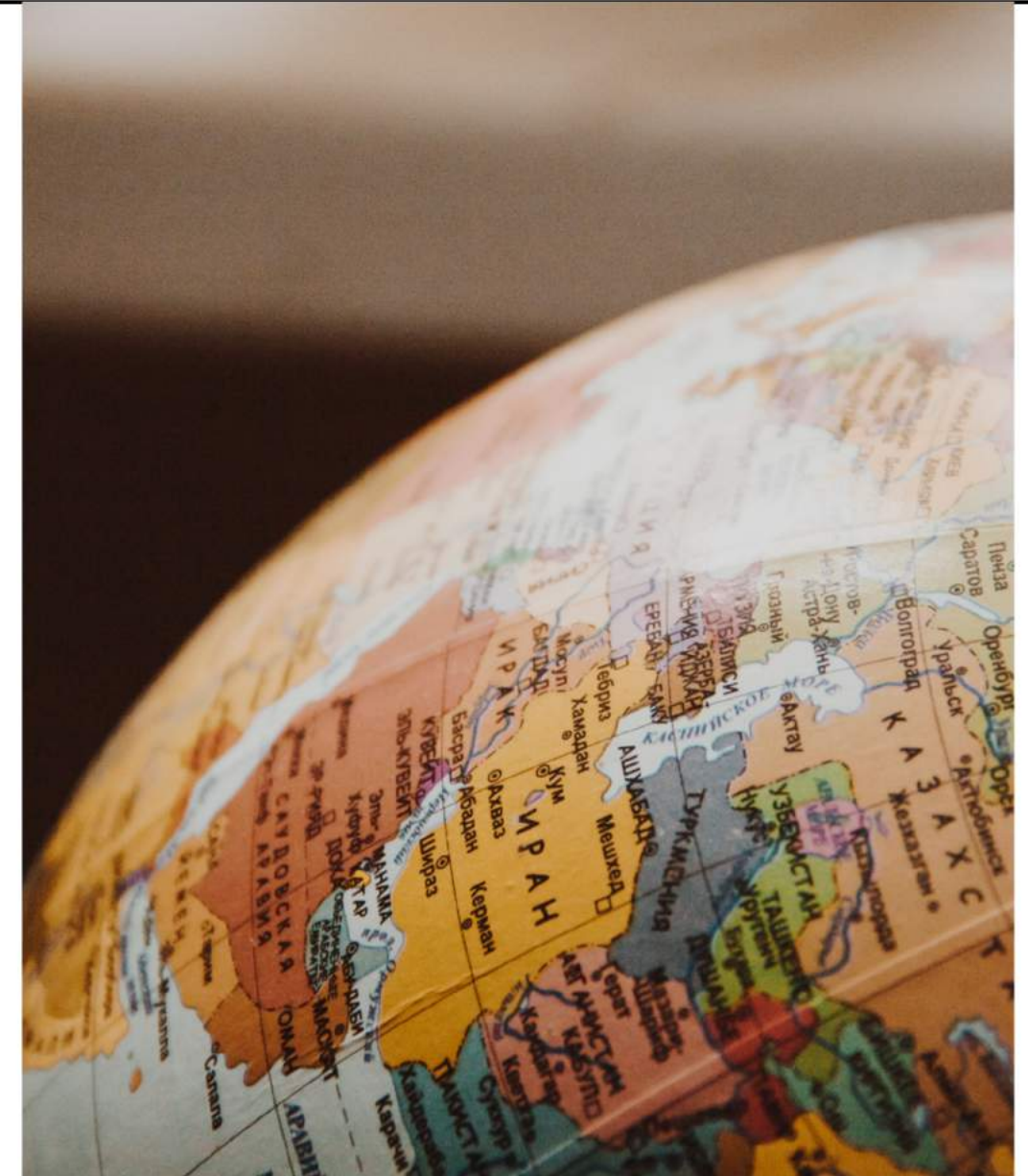
## WHAT CAN YOU DO?

### AUDIENCE TARGETING

If the number of users on the list is below Google Ads' requirements, your campaign might be limited in reach.

### LOCATION TARGETING

Targeting a single postal code, a small radius, or a city with a low population may limit your campaign's reach or prevent it from serving.





# Narrow Targeting

## WHAT CAN YOU DO?

### PRODUCTS

If your campaign targets a limited number of products, your Shopping campaigns may face limitations in serving.

### NEGATIVE TARGETING

Exclusions can be useful for addressing brand safety concerns. However, targeting specific websites or remarketing lists may limit or prevent your ad from serving. For instance, excluding "youtube.com" or a remarketing list that contains most of your users can impact your campaign's effectiveness.





## 08. Overlapping target audiences with other campaigns or ad groups

You might have several campaigns or ad groups in your account that qualify for overlapping auctions because of similar keywords or targeting criteria.

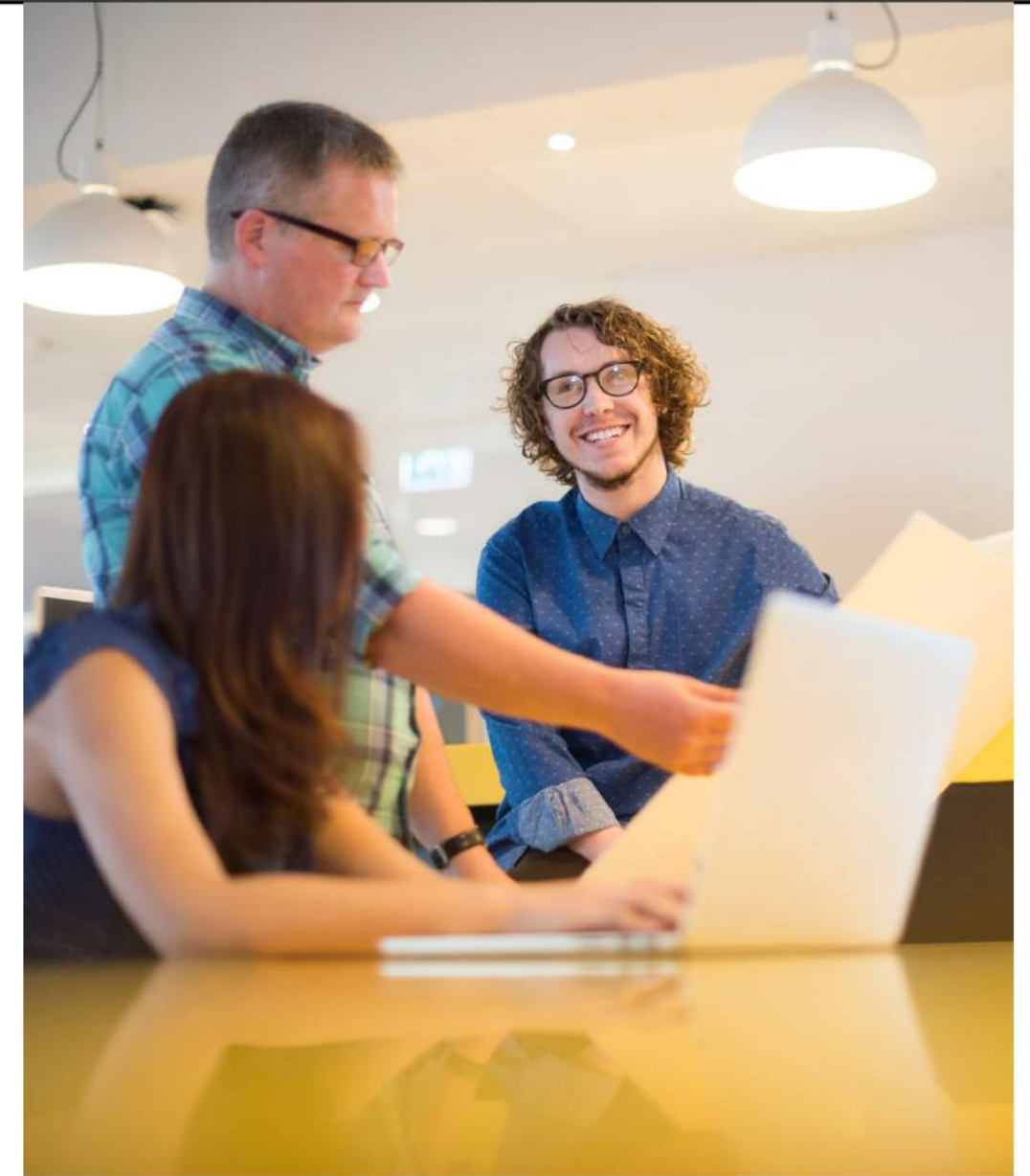


# Overlapping target audiences with other campaigns or ad groups

WHAT CAN YOU DO?

## TARGET ADJUSTMENT

Evaluate your campaign's targeting and consider adjusting it to avoid overlapping with other campaigns in your account.





# 09. Conversion Tracking Issues

If your campaign uses automated bidding to optimize for conversions but lacks sufficient conversion data or has improperly set up conversion tracking, your ad's visibility could be limited.

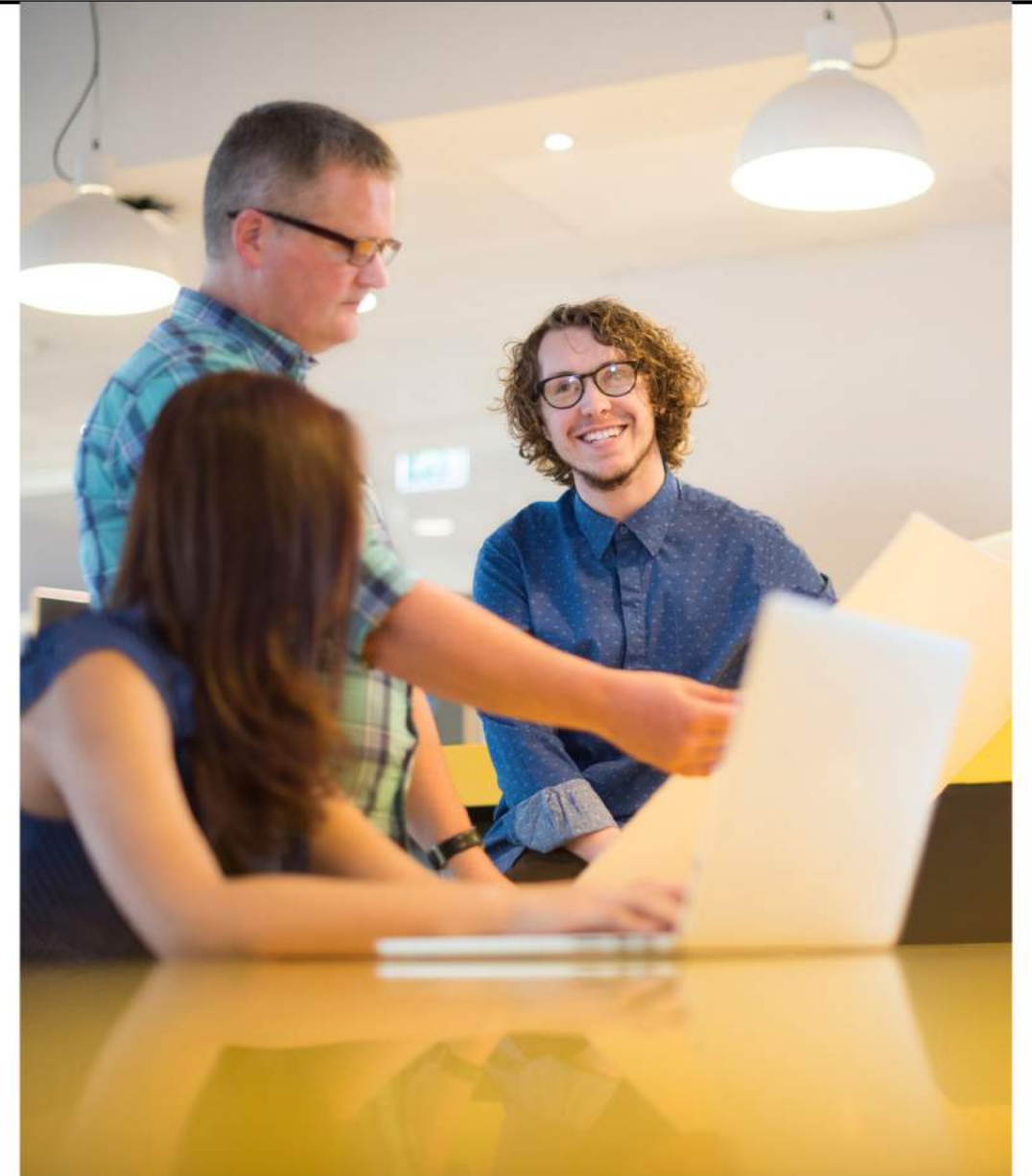


# Conversion Tracking Issues

## WHAT CAN YOU DO?

### OPTIMIZE CONVERSION

Check your conversion tracking setup using the Conversion tracking status troubleshooter. Review the past performance of your desired conversion action to confirm it happens often enough to be suitable for Automated bidding.





# 10. The Mechanics of Auctions

The presence of other advertisers competing in the same auctions can influence the performance of your campaign. For instance, if a new advertiser starts bidding in the same auctions as your campaign, it may impact the number of impressions your ads receive.

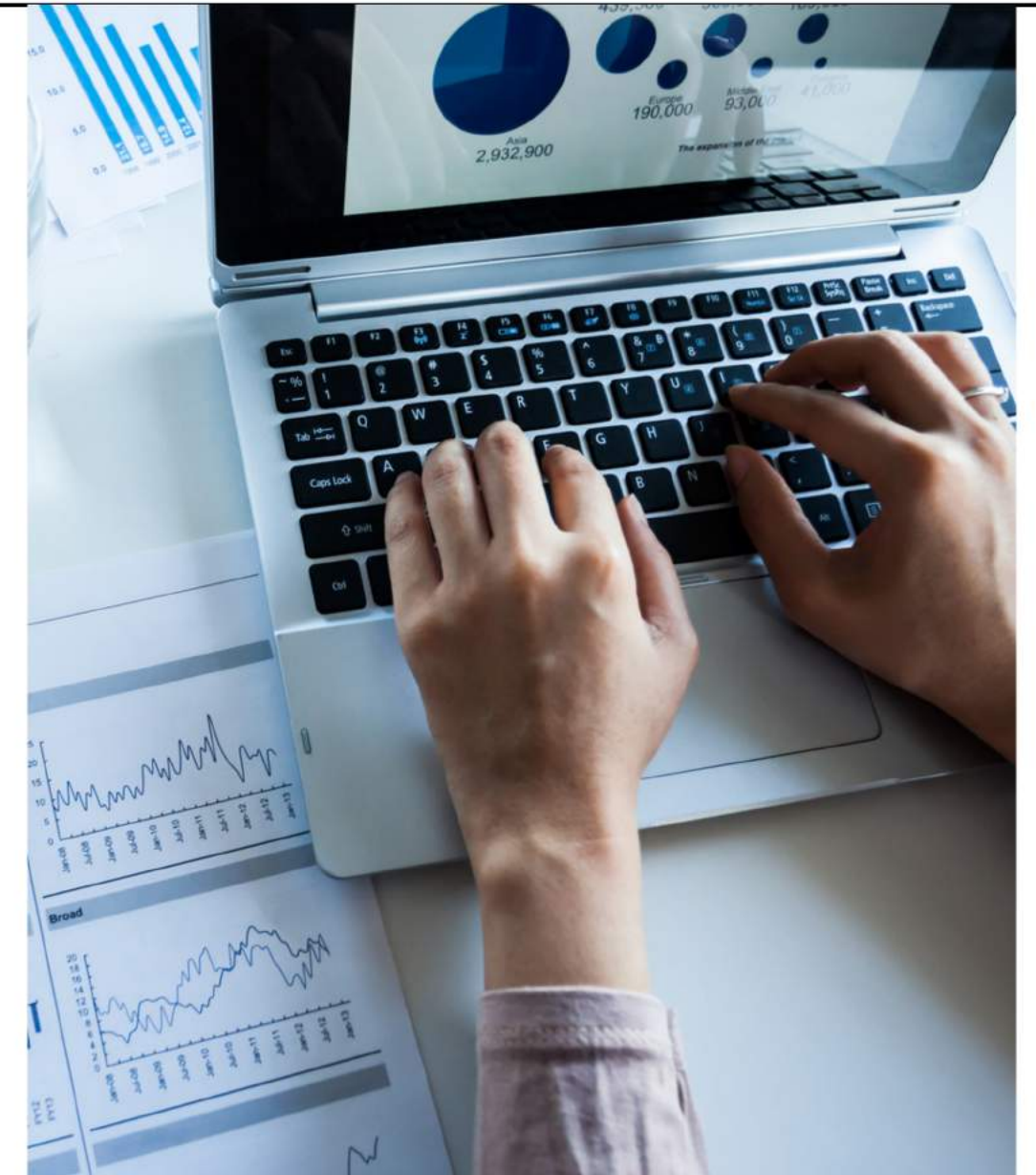


# The Mechanics of Auctions

## WHAT CAN YOU DO?

### PERFORMANCE EVALUATION

If you run a Search or Shopping campaign, you can use the auction insights report to evaluate your performance against other advertisers participating in the same auctions. This information can guide your decisions regarding bidding strategies and budget allocation.



# Need expert help with your Google Ads?

Connect with us.



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# Resources

<https://mrkt360.com/google-ads-management/>

[https://support.google.com/google-ads/answer/12092760?](https://support.google.com/google-ads/answer/12092760?hl=en&ref_topic=13676205&sjid=5147064377487933062-NC)

[hl=en&ref\\_topic=13676205&sjid=5147064377487933062-NC](https://support.google.com/google-ads/answer/12092760?hl=en&ref_topic=13676205&sjid=5147064377487933062-NC)

