

## Google AdWords: Fentanyl and Car Bombs are OK, Rifles are Bad

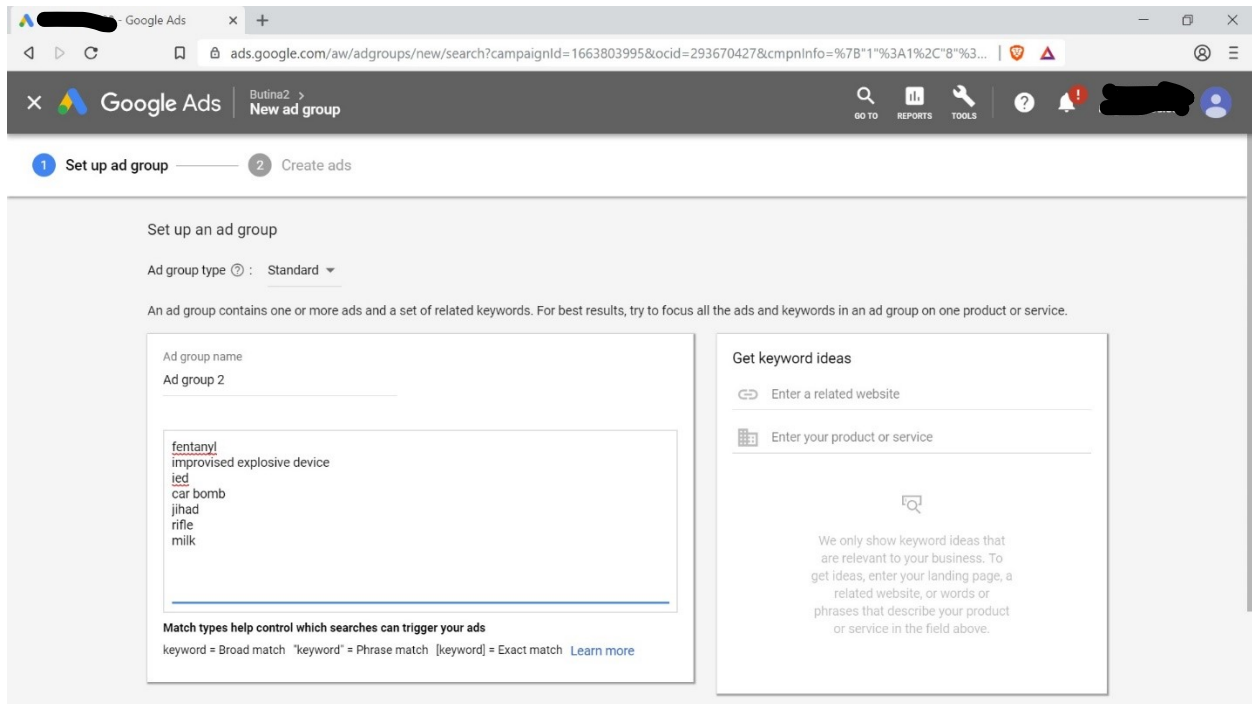
Google AdWords doesn't allow bidding on certain words and phrase, except if an exception is requested and granted. Guess which word was disallowed among the following:

*Fentanyl, improvised explosive device, IED, car bomb, jihad, rifle, RPG-7?*

Rifle was disallowed, even in the phrase *national rifle association*! All other keywords above are allowed

Sequence of actions in the experiment (December 4, 2018; Austin, TX)

1. I filled in a box in the following screen



The screenshot shows the Google Ads interface for setting up a new ad group. The browser address bar shows the URL: `ads.google.com/aw/adgroups/new/search?campaignid=1663803995&ocid=293670427&cmpninfo=%7B%22%3A1%2C%22%3A...`. The page title is "Google Ads" and the user is logged in as "Butina2". The navigation bar includes "GO TO", "REPORTS", and "TOOLS". The main content area is titled "Set up an ad group" and has two steps: "1. Set up ad group" and "2. Create ads".

The "Set up an ad group" section includes:

- Ad group type:** Standard
- Ad group name:** Ad group 2
- Ad group description:** An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.
- Ad group name input field:** Contains a list of keywords: `fentanyl`, `improvised explosive device`, `ied`, `car bomb`, `jihad`, `rifle`, and `milk`.
- Match types help control which searches can trigger your ads:** keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)
- Get keyword ideas:** Includes input fields for "Enter a related website" and "Enter your product or service".

## 2. All keywords were accepted, except for *rifle*, which was rejected

The screenshot shows the Google Ads interface for setting up a new ad group. The page title is "Set up ad group" and the ad group type is "Standard". The ad group name is "Ad group 2". A list of keywords is shown in a text area, with "rifle" highlighted in red, indicating it was rejected. The other keywords are: fentanyl, improvised explosive device, led, car bomb, jihad, and milk. A "Policy details" panel is open on the right, showing "Fix or request an exception" options, including "Request an exception". Below the keywords list, there are "SAVE AND CONTINUE" and "CANCEL" buttons.

## 3. After replacing rifle with RPG-7, Google allows me to create the set of keywords, and to continue

The screenshot shows the Google Ads interface for setting up a new ad group. The page title is "Set up an ad group" and the ad group type is "Standard". The ad group name is "Ad group 2". A list of keywords is shown in a text area, with "RPG-7" highlighted in red, indicating it was accepted. The other keywords are: fentanyl, improvised explosive device, led, car bomb, jihad, and milk. A "Get keyword ideas" panel is open on the right, showing input fields for "Enter a related website" and "Enter your product or service". Below the keywords list, there is a "Match types help control which searches can trigger your ads" section with links for "keyword = Broad match", "keyword = Phrase match", and "keyword = Exact match". Below the "Get keyword ideas" panel, there is a note: "We only show keyword ideas that are relevant to your business. To get ideas, enter your landing page, a related website, or words or phrases that describe your product or service in the field above."

4. After few minuets of policy review, keywords *Fentanyl, improvised explosive device, IED, car bomb, jihad, rifle, RPG-7* were approved and became eligible.

The screenshot shows the Google Ads interface for a campaign named 'Butina2' under 'Ad group 2'. The 'Keywords' section is active, displaying a list of keywords that have been approved and are now eligible. The table below summarizes the data shown in the interface.

Keyword	Status	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
milk	Eligible	Approved	-	0	0	-	-	\$0.00
car bomb	Eligible	Approved	-	0	0	-	-	\$0.00
jihad	Eligible	Approved	-	0	0	-	-	\$0.00
fentanyl	Eligible	Approved	-	0	0	-	-	\$0.00
ied	Eligible	Approved	-	0	0	-	-	\$0.00
improvised explosive device	Eligible	Approved	-	0	0	-	-	\$0.00
RPG-7	Eligible	Approved	-	0	0	-	-	\$0.00
Total: All b...				0	0	-	-	\$0.00
Total: Sear...				0	0	-	-	\$0.00

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