ADWORDS AD EXTENSIONS: COMPARISON CHART

	SITE LINKS	CALL EXTENSIONS	LOCATION EXTENSIONS	SELLER RATINGS	SOCIAL ANNOTATIONS	APP EXTENSIONS	REVIEW EXTENSIONS	FORM EXTENSIONS
SHOULD BE USED BY ADVERTISERS	With multiple landing pages on their site, so practically all advertisers.	Who want to encourage users to call their business, especially on mobile devices.	Who want to encourage users to visit their brick-and-mortar business location(s), especially on mobile devices.	Who target users searching on Google.com, Google.co.uk, Google.de, Google.fr or Google.nl and are able to get reviews from their customers.	With a verified Google+ page and a significant number of followers.	Who want to promote their iOS and/or Android apps on mobile devices and tablets.	Who have positive third-party reviews (in English) that comply with Google's policy.	Who want to offer users a search box within the ad to direct them to a more relevant landing page based on a URL parameter (e.g. zip code, on-site search).
AVERAGE CTR IMPROVEMENT	10-20% Non-branded [1] / 20-50% Branded	6-8% [2]	10% [3]	17% [4]	5-10% [5]	6% [6]	10% [7]	7% [7]
APPEARS ON GOOGLE SEARCH (TOP POSITIONS)	✓	✓	✓	✓	✓	✓	✓	✓
APPEARS AT THE RIGHT HAND SIDE	✗ But they do appear at the bottom.	✓	✓	✓	✗	✗	✗	✗ But they do appear at the bottom.
APPEARS ON SEARCH PARTNERS	✓	✓	✓	✓	✓	✓	✓	✗
APPEARS ON GOOGLE MAPS	✗	✓	✓	✗	✗	✗	✗	✗
APPEARS ON THE DISPLAY NETWORK	✗	✓ Mobile devices only	✓ Mobile devices only	✗	✗	✗	✗	✗
IS ADDED	Manually, at the campaign and ad group level.	Manually, at the campaign and ad group level.	Upgraded: at the account level, after linking with your Google Places account. But you can choose not to show in certain campaigns and/or ad groups. / Legacy: at the campaign level, from Google Places or manually.	Automatically, if advertiser meets the criteria.	Automatically, if advertiser meets the criteria.	Manually, at the campaign and ad group level.	Manually, at the campaign level.	By your Google rep (currently in beta), at the campaign level.
SUPPORT PAGE	support.google.com/...	support.google.com/...	support.google.com/...	support.google.com/...	support.google.com/...	support.google.com/...	support.google.com/...	support.google.com/...

[1] Better Ads via Better Sitelinks
[2] Dialing up on click-to-call
[3] Display your local business information
[4] Simple Ways to Improve Your AdWords Performance
[5] Ad Innovations: Social Extensions
[6] Making Search Ads work for businesses with mobile apps
[7] Internal Data

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