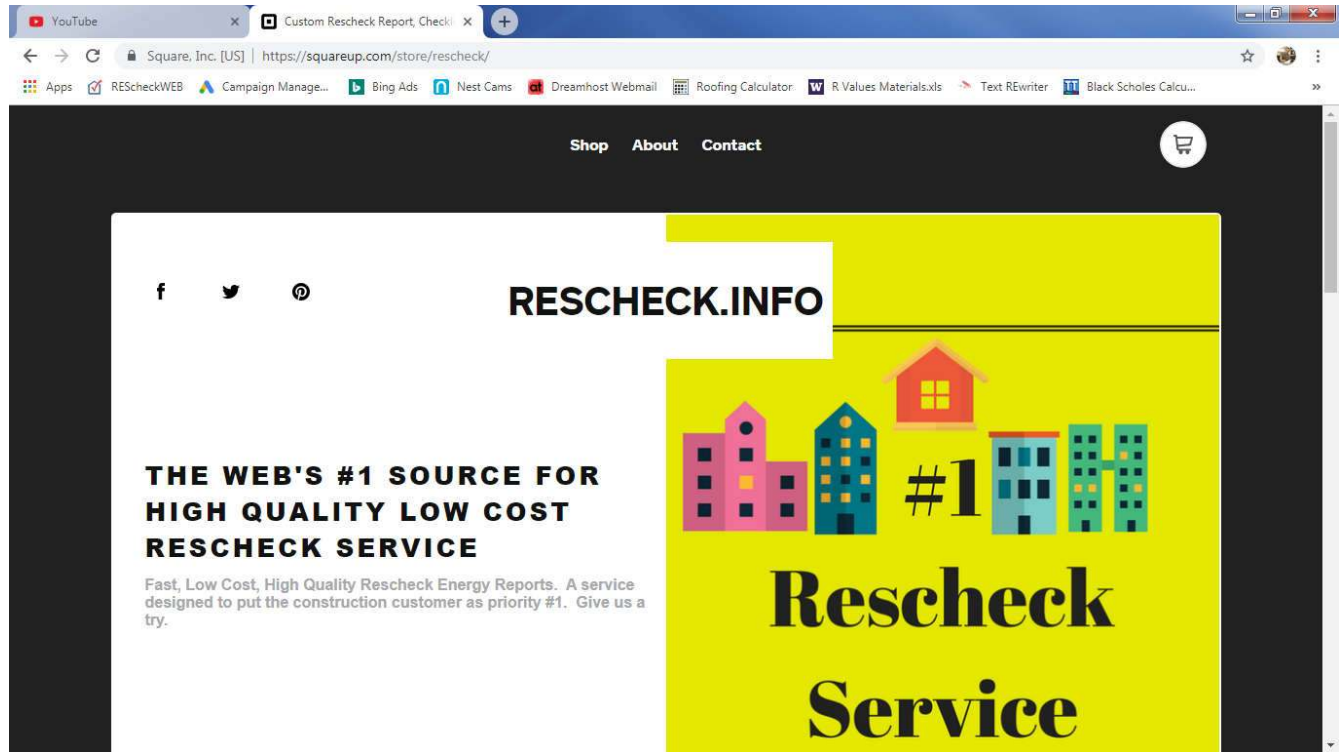


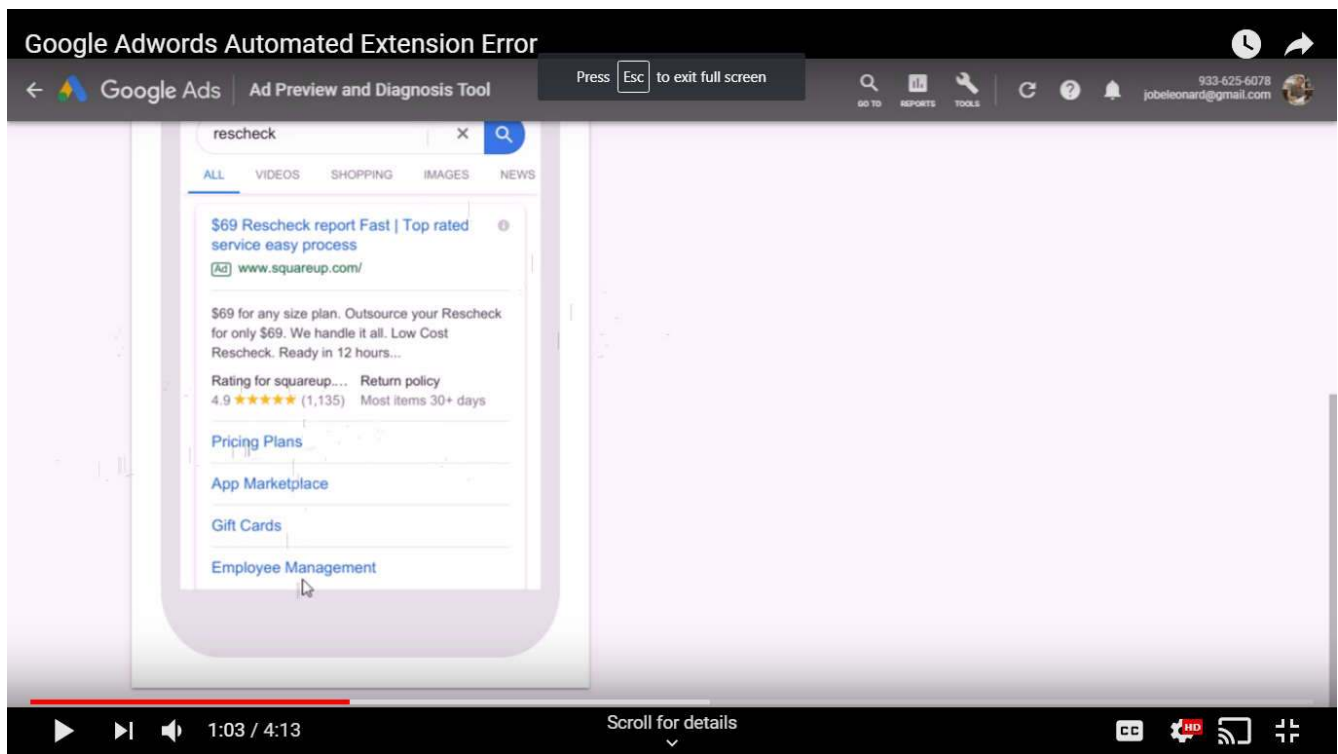
Advertisements Being Sent to Wrong URL

This is the link advertisements were approved to be sent to:

<https://squareup.com/store/rescheck/item/custom-rescheck-report-checklist-and-compliance-certificate-on-any-size-plan>



After turning on "Automated Extensions" the ad began serving like this:



Unauthorized Links served in ads in the order they appear

“Seller Rating”

<https://www.google.com/shopping/ratings/account/metrics?q=squareup.com&c=US&v=2>

“Dynamic Site Links”

<https://squareup.com/pricing>

<https://squareup.com/us/en/app-marketplace>

<https://squareup.com/us/en/software/gift-cards>

<https://squareup.com/pos/employee-management>

Here is the total amount of clicks and money that was directed to Square's products instead of mine.
\$1,237 on 435 clicks.

The screenshot shows the Google Ads interface for 'All campaigns' under the 'Automated Extensions' tab. The report is filtered for the date range 'Mar 4, 2018 - Mar 4, 2019'. The table displays performance metrics for three types of automated extensions: Seller ratings, Dynamic sitelinks, and Consumer ratings. The columns include Clicks, Impressions (Impr.), Click Through Rate (CTR), Average Cost Per Click (Avg. CPC), and Total Cost.

Automated extension	Clicks	Impr.	CTR	Avg. CPC	Cost
Seller ratings	398	10,703	3.72%	\$2.71	\$1,078.25
Dynamic sitelinks	37	1,308	2.83%	\$4.31	\$159.31
Consumer ratings	0	0	-	-	\$0.00

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.
© 2019 Google