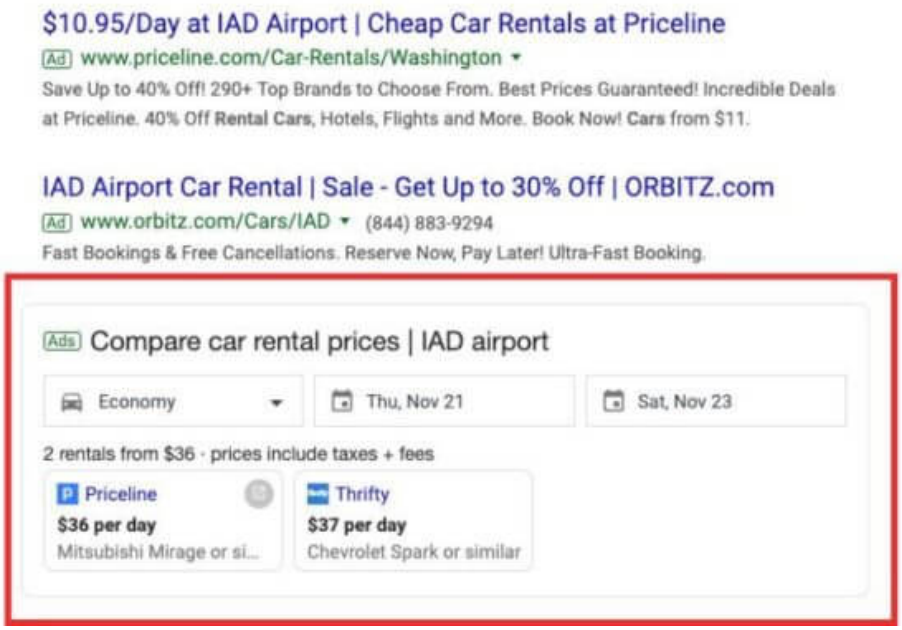
Google testing car rental comparison ad unit in search results



The car rental comparison box appears among the ads at the top of the search results. Screenshot: SEMRush

Google is testing a sponsored widget for car rentals in the search results.

Spotted by SEMRush, the ad unit allows users to enter the kind of rental they're looking for, along with the dates needed. Ads appear below with offers from car rental agencies, including the day rate and car model. The example above shows offers from Priceline and Thrifty.

Google isn't commenting, other than to confirm the test. "We're always testing new ways to improve our experience for our advertisers and users, but don't have anything specific to announce right now," a Google spokesperson said in a standard statement.

Google car rental iad

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About 7,150,000 results (0.67 seconds)

$10.95/Day at IAD Airport | Cheap Car Rentals at Priceline

Ad www.priceline.com/Car-Rentals/Washington

Save Up to 40% Off! 290+ Top Brands to Choose From. Best Prices Guaranteed! Incredible Deals at Priceline. 40% Off **Rental Cars**, Hotels, Flights and More. Book Now! $11 Per Day Insurance. No Credit Card Fees. Free Cancellation Options. Exclusive Savings.

Economy Car - from $19.00/day - Book Now and Save Big · More

Last Minute Car Rentals
Save Big on Last Minute Deals!
Find Huge Discounts at Priceline.

Best Price Guaranteed
Great Deals at Priceline.
Book Now & Save!

Washington from $11/day - Search for Rental Cars on Kayak

Ad www.kayak.com/

Compare By Location, Model, and More. Find Your Ideal **Rental Car** Fast. Search 100s of Sites at Once. Book with Confidence on KAYAK®. Easy & fast booking. Combine hotels+flights. Price prediction. Compare 100s of sites. Track prices, get alerts.

Car Rental Deals · Orlando Car Rental · Las Vegas Car Rental · Vacation Packages

IAD Airport Car Rental | ORBITZ Lowest Prices | ORBITZ.com

Ad www.orbitz.com/Cars/IAD (844) 883-9294

Fast Bookings & Free Cancellations. Reserve Now, Pay Later! Ultra-Fast Booking.

IAD Airport Car Rental - CarRentals.com

Ad www.carrentals.com/IAD_Car_Rentals

$10+ Per Day Economy **Car Rentals**. Save on Washington **Car Rental**. Price Alerts.



Rating Hours

Avis Car Rental
3.7 ★★★½☆ (710) · Car rental agency
23480 Autopilot Drive Washington Dulles Intl Airport · (703) 661-35...
Open 24 hours
WEBSITE DIRECTIONS

Enterprise Rent-A-Car
4.3 ★★★★½ (1,176) · Car rental agency
23430 Autopilot Dr · (844) 648-1602
Open 24 hours
WEBSITE DIRECTIONS

Alamo Rent A Car
4.1 ★★★★☆ (586) · Car rental agency
Dulles International Airport, 23430 Autopilot Dr · (844) 648-1605
Open 24 hours
WEBSITE DIRECTIONS

More places

Car Rentals at Washington Dulles Intl Airport - KAYAK

https://www.kayak.com › ... › District of Columbia › Washington

Currently, a typical airport car rental search result page in Google features text ads and a local pack.

Why we should care. The sponsored car rental widget puts a comparison function at (or near) the top of the page and could conceivably drive higher engagements than individual listings and ads. Currently, car rental search results typically include a number of text ads followed by a local pack.

Google runs similar sponsored widgets for Flights and Hotels in the search results. As far as I'm aware, this is the first foray into a special program for car rentals. Presumably, as with Hotels, Flights and Shopping ads, the car rental offers are powered by data feeds. It's also another example of Google enabling users to research and take actions from right within the search results.

In 2015, Google shut down a lead generation product called Google Compare. I mention it only because it was another example of Google featuring vertical offers in dedicated ad units in the search results. That program showed offers on searches for credit cards, auto insurance, mortgages and travel insurance.

It's not clear how widespread this test is at this point.

About The Author



Ginny Marvin is Third Door Media's Editor-in-Chief, running the day to day editorial operations across all publications and overseeing paid media coverage. Ginny Marvin writes about

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http://feeds.searchengineland.com/~r/searchengineland/~3/tQu6G2hC3XI/google-testing-car-rental-comparison-ad-unit-in-search-results-325391