

■ Partner Guide: New Google Policy — Referrer Ad Creative (RAC)

Effective: November 1, 2025

Applies to: All partners sending paid or sponsored traffic to [Your Feed Name] search results

1. What's changing

Google is updating its AdSense for Search policy. Starting November 1, 2025, everyone who sends users to a Related Search for Content page (like our search feed) must tell Google exactly what ad or post the user clicked on — word for word. This is done through a new data field called Referrer Ad Creative (RAC).

Since we're responsible for passing this data to Google, we need you — our partners — to include it when you create your ads and submit them for approval.

2. What Google requires

Google's new rule requires the full and exact creative text from each ad that leads to our search results pages. You must include every visible or spoken word, including headlines, taglines, text inside images, spoken words, captions, and any visible text in videos.

3. Our approval process

We've updated our shared Google Sheet where you submit creatives for review. You'll now see two new columns:

Column	What it's for
RAC (adCreative)	You enter the exact text that appears in your ad (including text in images or videos).
RAC Encoded	This column automatically generates a URL-encoded version of your RAC text.

4. Adding the adCreative parameter to your ad

When creating or editing your ads, add this to your Final URL or Tracking Template field:

&adCreative=YOUR_RAC_ENCODED_TEXT

Copy the value from the RAC Encoded column in the Google Sheet and paste it in place of YOUR_RAC_ENCODED_TEXT.

5. Checklist before submitting your ad

- Fill out the RAC (adCreative) column with the complete ad text.
- Confirm the RAC text matches your live ad exactly.
- Copy the encoded text from the RAC Encoded column into your ad URL.
- Do not shorten or paraphrase the text.
- Never use placeholder text like 'click ad' or 'promo link'.

6. What happens if it's missing or incorrect

If the adCreative parameter is missing, blank, or doesn't match your approved text:

- We will not serve the Related Search (RSOC) widget on that page.
- You will not earn revenue from that traffic.
- Unapproved or mismatched creatives may be paused until corrected.

7. Need help?

If you have any questions or run into issues filling out the Google Sheet or adding the adCreative to your ads:

- **Please reach out in our shared Slack channel** — this is the fastest and only support path for RAC setup. Our team will review your setup, help with encoding, and confirm your RAC values are ready to go live.