
About Smart campaigns

What are Smart campaigns? ([Google Ads blog post](#))

We are launching Smart campaigns as a new type of campaign within AdWords. Smart campaigns are designed for small businesses who do not have the time or the resources to manage an AdWords campaign. Smart campaigns offer a fast and efficient way to set up a campaign with meaningful conversions powered by machine learning. With a simple setup and easy-to-understand dashboard, advertisers will get a cross-channel campaign (Search and Display) up and running in minutes with the best possible results. We'll continue to improve Smart campaigns over time, and we expect they will be a good fit for even larger advertisers in the future.

Smart campaigns can be a great opportunity for partners who are looking to streamline and simplify their account creation and management processes. Partners can use Smart Campaigns to scale Search and Display campaigns for your clients, test a new market or product, or run a seasonal campaign. With our machine learning technology, we will continuously improve and manage your campaign to get better results, so you can save time.

- If you create a new account via an MCC, you will see other campaign type options. [Here](#)
- If you create a new account via **the self-signup flow from the AdWords HomePage**, you will enter the Smart campaign flow by default, with the option to transition ([here](#)) to Expert Mode (i.e., AdWords) to create other campaign types.
- **If you are a current user of other campaign types, you won't see the Smart campaign option until later this year.**




Advertiser needs to create another campaign type? Here are 3 different ways to do it.

During account creation

× New campaign

Pick a goal for your ad

What action do you most want customers to take? Your ad will be set up to help you reach this goal.

-  Call your business
-  Visit your storefront
-  Take an action on your website

[Experienced with AdWords?](#)

After account is created

Switch to Expert Mode

On Smart campaign dashboard

