

## Day 6 Assignment – Create a Google Ad Campaign

The screenshot displays the Google Ads 'New campaign' setup process. The top navigation bar shows the 'New campaign' page with a progress indicator for four steps: Select campaign settings, Set up ad groups, Create ads, and Confirmation. The main content area shows a confirmation screen with the message 'Congratulations! Your campaign is ready.' Below this, a summary card provides details about the campaign: 2 clicks, a cost of ₹1.00, and a daily estimate. The campaign is scheduled for Sep 7, 2020 - Sep 8, 2020, targeting India with English language, a budget of ₹1.00/day, and a goal of Leads. The bid strategy is Manual CPC. A 'CONTINUE TO CAMPAIGN' button is visible.

Below the summary card, the 'All campaigns' page is shown. The left sidebar lists various campaign types and settings. The main area displays a table of campaigns with columns for Campaign, Budget, Status, Optimization score, Campaign type, Impr., Interact, Interaction rate, Avg. cost, Cost, Bid strategy type, Clicks, and Avg. CPC. The table shows three campaigns: 'Looking for a Watch Store?' (Smart campaign, ₹33.00/day), 'Campaign Assignment\_Search' (Search campaign, ₹1.00/day), and 'Assignment Campaign' (Search campaign, ₹1.00/day). The total account budget is ₹35.00/day.

Campaign	Budget	Status	Optimization score	Campaign type	Impr.	Interact	Interaction rate	Avg. cost	Cost	Bid strategy type	Clicks	Avg. CPC
Looking for a Watch Store?	₹33.00/day ₹1,003.20/...	Eligible (Learning) Bid strategy learning	—	Smart	0	0	—	—	₹0.00	Maximize clicks	0	—
Campaign Assignment_Search	₹1.00/day	Eligible	—	Search	0	0	—	—	₹0.00	Manual CPC	0	—
Assignment Campaign	₹1.00/day	Eligible	—	Search	0	0	—	—	₹0.00	Manual CPC	0	—
Total: All but removed campaigns					0	0	—	—	₹0.00		0	—
Total: Account	₹35.00/d...				0	0	—	—	₹0.00		0	—