

If an ad group is not active (scheduled or paused), will it still get keyword recommendations?

No. Only ad groups that are live and have been running for at least 3 days will get keyword recommendations.

How many keywords can I add to each Ad Group?

There is a limit of 1000 keyword & match-type combinations per Ad Group. For example, if you are targeting both broad and phrase match on a keyword, that would count as 2.

Is there a maximum number of ad groups allowed per account?

Yes. There is a maximum of 15,000 ad groups allowed per account.

What are ad groups?

Ad groups are subgroups within a campaign which can be used to group products with similar keywords or goals. This helps streamline the campaign creation process and make it easier for you to optimize your campaigns.

Where can I access ad group reports?

Reporting can be accessed on the individual campaign report page, under ad group performance.

How should I use Ad Groups?

Ad Groups should be used to group items that are similar and/or items that have similar goals, such as similar keywords, match types, product types, or CPC's.

How are Ad Groups different than campaigns?

An Ad Group contains one or more ads that are similar or that can target a shared set of keywords. Each of your campaigns is made up of one or more ad groups.

Are Ad Groups required within a campaign?

Yes. You must create at least one Ad Group within each campaign.

What metrics are available for ad groups?

Ad groups have the same metrics as the standard campaign performance metrics.