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Search fundamentals review

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796174&topic=2795210&ctx=topic&path=2792638->

March 29, 2013

Welcome to the Search Advertising Advanced Exam Learning Center.

Much of the material covered in this exam is unique from that covered in the Fundamentals Exam. However, the Search Advanced exam reviews some concepts from Fundamentals as well.

Review the Fundamentals covered in this section is highly recommended while studying for the Search Advertising Advanced exam. Good luck!

updated 10/16/2012

Organizing campaigns and ads in your account

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704396&topic=2795210&path=2792638&ctx=lefthav>

March 29, 2013

Now that you've mastered your first ad, you're on your way to creating many more, right? Before you do, it's important to know the three-layer design of AdWords. Understanding these layers can help you organize your ads and keywords into ad groups and campaigns so that AdWords can then target your ads for the right audience.

How AdWords is organized

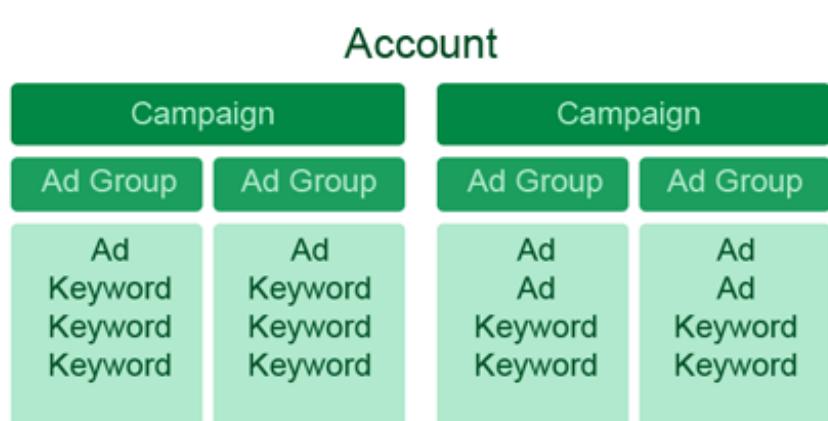
AdWords is organized into three layers: account, campaigns, and ad groups.

1. Your **account** is associated with a unique email address, password, and billing information.
2. Your ad **campaign** has its own budget and settings that determine where your ads appear.
3. Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show.

Watch this video

Why you should organize your ads into ad groups and campaigns

When people are searching online and they type a word or phrase, they're looking for information that's closely tied to those words. For example, if Eric types "digital cameras" and he sees an ad for film reels, he probably won't click the ad.



To show ads that are relevant to the searches of people you're trying to reach, bundle related ads with related keywords. In other words, create **ad groups**. A collection of ad groups forms a **campaign**. Your campaign is the master control for your ad groups where you can choose how much you're willing to spend on clicks or conversions from your ads, the networks and geographical locations where you want your ads to show, and other top-level settings that affect clusters of ad groups.

Example

Let's say you own an online electronics store and you create an AdWords account so you can begin to advertise the products that you sell. The top-most layer of your account might look as follows:

You've decided to advertise your inventory of televisions and cameras and create two separate campaigns for each. Splitting your account into two campaigns ensures that you can devote at least half of your online advertising budget to each product area.

Focusing on your camera campaign, you might create various ad groups for different types of cameras like digital cameras and compact cameras.

Within a particular ad group, such as digital cameras, you choose keywords that are very closely linked to your ad text. Types of keywords you might try are different brands, models, and prices for digital cameras.

Tying it all together, your overall account structure might look like this:



Seeing your account organization at a glance

Once you've created your first campaign, you'll see an "All online campaigns" panel appear on the left side in the **Campaigns** tab of your AdWords account. From this panel, you can see at a glance how your campaigns and ad groups are organized. This folder structure also allows you to quickly move around your account.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days
May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns

View Change Histc

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
□	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
□	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
Total - all but deleted campaigns				0	0	0.00%	\$0.00	\$0.00	0	
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	
Total - all campaigns		\$6.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Tip

Start organizing your campaigns and ad groups as you create them.

Reorganizing your account after you've created several campaigns and ad groups wipes out all the valuable data you've accumulated, possibly affecting how your ads perform.

AdWords account limits

These are the limits for an AdWords account:

- 10,000 campaigns (includes active and paused campaigns)
- 20,000 ad groups per campaign
- 20,000 individual targeting items per ad group (such as keywords, placements, audience lists, and product targets)
- 300 display ads per ad group (includes image ads)
- 4 million active or paused ads per account

- 5 million individual targeting items per account (such as keywords, placements, audience lists, and product targets)
- 10,000 location targets (targeted and excluded) per campaign, including up to 500 proximity targets per campaign
- 100,000 active legacy ad extensions per account
- 1.3 million references to legacy ad extensions per account*
- 100,000 active upgraded ad extensions per account
- 10,000 ad group references to upgraded ad extensions per account**
- 10,000 campaign references to upgraded ad extensions per account**
- *For example, suppose you have one campaign that uses a legacy sitelink extension. Then you add three more campaigns, each sharing the same legacy sitelink extension. Now, your account has four references to one active legacy ad extension.
- **For example, let's say you have one campaign that uses an upgraded sitelink extension. Then you add one more campaign and one more ad group, each sharing the same upgraded sitelink extension. Now, your account has 1 active upgraded ad extension, two campaign references to an upgraded ad extension, and one ad group reference to an upgraded extension.

Most advertisers don't reach this limit. Many accounts are best organized by creating one campaign and several ad groups within that campaign, and two or three ads and 10-35 keywords within each ad group.

If your ad groups are close to reaching their keyword limit, we'll place a notice in your account. Learn more about [keyword limits and how to create an effective keyword list](#).

Top Contributor



What our advertisers are saying

ScottyD, 08/08/2012

"Having an effective AdWords account structure is like having a solid foundation for a building. If either are built poorly, then it is likely the end result will prove to be ineffective." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Using keyword matching options

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497836&topic=2795210&path=2792638&ctx=leftnav>

March 29, 2013

You can use match types with your keywords to help control which searches can trigger your ad. Ranging from broad to narrow, here are the different match types: broad match, broad match modifier, phrase match, exact match, and negative match.

In general, the broader the keyword matching option, the more traffic potential that keyword has; while the narrower the keyword matching option, the more relevant that keyword will be to someone's search. Understanding these differences can steer you in choosing the right keyword matching options and can help you improve your [return on investment \(ROI\)](#).

About keyword match types

Each match type, which is specified by a special symbol, will trigger your ad to show for a customer's search in different ways.

The chart below serves as an introduction to the different match types, and we'll give more information on each option in the sections below.

Match type	Special symbol	Example keyword	Ads may show on searches that	Example searches
Broad match	none	women's hats	include misspellings, synonyms, related searches, and other relevant variations	<i>buy ladies hats</i>
Broad match modifier	+keyword	+women's +hats	contain the modified term (or close variations, but not synonyms), in any order	<i>woman's hats</i>
Phrase match	"keyword"	"women's hats"	are a phrase, and close variations of that phrase	<i>buy women's hats</i>
Exact match	[keyword]	[women's hats]	are an exact term and close variations of that exact term	<i>women's hats</i>
Negative match	-keyword	-baseball	are searches without the term	<i>baseball hats</i>

How keyword match types work

Here's an overview of each match type, in order from broad to narrow:

Broad match

The default matching option, broad match means that your ad may show if a search term contains

your keyword terms in any order, and possibly along with other terms. Your ads can also show for close variations of your keywords.

Sticking with the broad match default is a great choice if you don't want to spend a lot of time building your keyword lists and want to capture the highest possible volume of ad traffic.

Example

Broad match keyword	Ads may show on searches for
women's hats	women's hats buy ladies hats womens caps hats for girls womans hats Buy red hats for women

Broad match modifier

You can add a modifier, a plus sign (+), to any of the terms that are part of your broad match keyword phrase. By adding a modifier, your ads can only show when someone's search contains those modified terms, or close variations of the modified terms, in any order.

Unlike broad match keywords, modified broad match keywords won't show your ad for synonyms or related searches. For this reason, it adds an additional level of control. Using broad match modifier is a good choice if you want to increase relevancy even if it means you might get less ad traffic than broad match.

Example

Broad match modifier	Ads may show on searches for	Ads won't show on searches for
+women's +hats	women's hats buy women's hats Hats for women	helmets for women women's visors

Phrase match

With phrase match, your ad can show when someone searches for your exact keyword, or your exact keyword with additional words before or after it. We'll also show your ad when someone searches for close variations of that exact keyword, or with additional words before or after it.

Using phrase match can help you reach more customers, while still giving you more precise targeting. In other words, your keywords are less likely to show ads to customers searching for terms that aren't related to your product or service.

To use a phrase match keyword, simply surround the entire keyword with quotation marks. For

example, "women's hats".

Example

Phrase match keyword	Ads may show on searches for	Ads won't show on searches for
"women's hats"	women's hats buy women's hats woman's hats Women's hats	girls hats womens baseball hats

Exact match

With exact match, your ads can appear when someone searches for your exact keyword, without any other terms in the search. We'll also show your ad when someone searches for close variations of that specific keyword.

Unlike phrase match, if someone searches for additional words before or after your exact keyword, your ad won't show. Using exact match means that your keywords are targeted more precisely than broad match or phrase match.

To use an exact match keyword, simply surround the entire keyword with brackets. For example, [women's hats].

Example

Exact match keyword	Ads may show on searches for	Ads won't show on searches for
[women's hats]	women's hats woman's hats	buy women's hats women's hats on sale

Negative match

You can use negative match prevent your ad from showing to people searching for certain terms. Your ad won't show if a search term contains the keyword term you define with a minus sign (-) prefix. Negative keywords are an especially useful way to filter out irrelevant traffic and thus prevent unwanted clicks.

As shown in the screenshot below, negative keywords have their own section (which is minimized by default) below your keyword table. When you create a negative keyword (or make one from an existing keyword by adding the negative symbol), it will show up there. Note that you can use negative keywords in conjunction with other match types. For example, you could use an exact match negative keyword to prevent your ad from showing to people who searched for that exact keyword.

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Search

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea

All online campaigns

All online campaigns

7/19/12 - 7/25/12 Go ▾

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All but deleted keywords Segment Filter Columns Search View Change Histc

1 Clicks

0 Jul 19, 2012 Jul 25, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
<input type="checkbox"/>	Black tea	Sweet tea	Black tea	<input type="checkbox"/> Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	White tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Organic Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search						0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network						0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords						0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 ▾ 14 1 - 10 of 11 ▶ ▷

Negative keywords

Ad group level Campaign level Keywords | Keyword lists

Add Edit Delete Download Add Edit Delete Download

Shared library Reports Automated rules Labels All video campaigns Help Help Center

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Negative keyword Campaign Ad group

Coffee Broad match Save Cancel

Show rows: 10 1 - 1 of 1

There are no campaign level negative keywords.

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Example

If your keyword is *baseball hats* and you add the negative keyword *-baseball* your ad won't appear for any searches that contain the word *baseball*.

Negative match keyword	Ads may show on searches for	Ads won't show on searches for
-baseball	women's hats sun hats	baseball hats baseball caps

It's important to keep in mind that you should only add the minus sign (-) prefix to the keyword that you don't want to trigger your ad, like *-baseball* as shown in this example.

Notes

- Close variations include misspellings, singular and plural forms, acronyms, stemmings (such as *floor* and *flooring*), abbreviations, and accents.
- For broad match keywords, your ads are also eligible to appear for related searches or when someone searches for synonyms of your keywords.
- Since we'll automatically show your ads for close variations in your new and existing campaigns, there's no need to separately add variations of your keyword.
- Keywords aren't case-sensitive, which means they're matched without regard to upper-case or lower-case letters. For example, you don't need to enter *women's hats* and *Women's Hats* as keywords -- just *women's hats* will cover both.

How to narrow your exact match and phrase match targeting

As mentioned in the sections above on exact match and phrase match, we'll show your ads for close variations of your exact match and phrase match keywords. We recommend doing so to maximize your potential to show your ads on relevant searches.

You can narrow your exact match and phrase match targeting for new campaigns or existing ones. Just remember that doing so means your ads won't show for close variations of both your exact match and phrase match keywords.

Keep in mind

To narrow your exact match and phrase match targeting, you'll need to choose one of the following campaign types when you create your campaign or already be using one of these campaign types:

- "Search Network only - All features"
- "Search & Display Networks - All features"

Learn about the different [campaign types available](#)

If you have a different campaign type, you won't be able to restrict your matching options. You can switch your campaign type at any time. Keep in mind that doing so may hide or deactivate some

features that affect ad serving.

Follow these steps to restrict exact and phrase matching:

1. Sign in to your AdWords account at <http://adwords.google.com/>.
2. Click the **Campaigns** tab.
3. If you'd like to restrict your exact and phrase matching for a new campaign, click **+ New campaign**. If you'd like to restrict your exact and phrase matching for an existing campaign, select that campaign and click the **Settings** tab.
4. Scroll to the "Advanced settings" section. Click the **Keyword matching options** link. Keep in mind that if you don't see the link, it might be because you can only restrict your exact and phrase matching for certain campaign types, like "Search Network only - All features."

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾ Search **All online campaigns**

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Campaign #6
- Campaign #7
- Sweet tea
- Black tea
- Green tea
- New Ad Group

[All online campaigns >](#)
Campaign: Sweet teaEnabled Type: **Search & Display Networks - All features** Budget: **\$5.00/day** Targeting: **All devices English Canada; United States**[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad extensions](#) [Dimensions](#) [Display Network](#) [All settings](#) [Locations](#) [Ad Schedule](#)**Campaign settings****General**Campaign name **Sweet tea** [Edit](#)Type [?](#) **Search & Display Networks - All features** [Edit](#)**Networks**Networks [?](#) [All](#) [Edit](#)**Desktops & laptops, mobile devices and tablets**Devices [?](#) [All](#) [Edit](#)**Locations**

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#) [View location info »](#)

[⊕ Location options \(advanced\)](#)**Languages**

Languages [?](#) What languages do your customers speak?
English [Edit](#)

Bidding and budgetBidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[⊕ Delivery method \(advanced\)](#)**Ad extensions**

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour.](#)

Advanced settings

- [⊕ Schedule: Start date, end date, ad scheduling](#)
- [⊕ Ad delivery: Ad rotation, frequency capping](#)
- [⊕ Demographic](#)
- [⊕ Social settings](#)
- [⊖ Keyword matching options](#)

Exact and phrase match [?](#)

Search Network only

 Include plurals, misspellings, and other close variants Do not include close variants Save Cancel

- [⊕ Automatic campaign optimization \(Display Network only\)](#)
- [⊕ Experiment BETA](#)
- [⊕ IP exclusions](#)
- [⊕ Tracking URL for dynamic links](#)

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5. In the "Exact and phrase match" section, select **Do not include close variants**.

How to choose the right keyword match types

When choosing the appropriate match type for a keyword, we typically recommend following a broad-to-narrow strategy. This will make it easier to compare and filter for relevance based on observed performance. To get started, trying using the [Keyword Tool](#) to brainstorm for keyword ideas and explore the keyword variations that could trigger your ad.

As your broad matches quickly gather impressions and clicks, review the [search terms report](#) to monitor which keyword variations triggered your ads. You can use the "Match type" column in your search terms report to see how closely the search terms that triggered your ads on Google are related to the keywords in your account. Then, you can use this information to get an idea of which match types you might want to use for your keywords. For example, if you find that most of the variations shown in your search terms report are irrelevant to what you're advertising, consider making your keyword match types more specific.

The search terms report can also help you identify new search terms with high potential that you'll want to add as keywords, and weed out any terms that aren't as relevant to your business by adding them as negative keywords.

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Search

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns Search View Change Histc

1 Clicks

Jul 19, 2012 Jul 25, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Labels	Qual. Pos.	Dest. score
<input type="checkbox"/>	Black tea		Broad match	<input type="button"/> Save <input type="button"/> Cancel	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	White tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
<input type="checkbox"/>	Organic Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
Total - Search						0	0	0.00%	\$0.00	\$0.00	0	--	
Total - Display Network						0	0	0.00%	\$0.00	\$0.00	0	--	
Total - all keywords						0	0	0.00%	\$0.00	\$0.00	0	--	

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+ Negative keywords

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Note

As you get started with keyword match types, keep in mind that you can use them with campaigns that show ads on the Search Network or both the Search and Display Networks combined. Learn more about [network settings](#).

updated 03/29/2013

Using broad match - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497828&topic=2795210&path=2792638&ctx=lefthav>

March 29, 2013

When you use broad match, your ads automatically run on relevant variations of your keywords (including misspellings), even if these terms aren't in your keyword lists. This helps you attract more visitors to your website, spend less time building keyword lists, and focus your spending on keywords that work.

Broad match is the default match type that all your keywords are assigned if you don't specify another match type (exact match, phrase match, or negative match). The Google AdWords system automatically runs your ads on relevant variations of your keywords, even if these terms aren't in your keyword lists.

Keyword variations can include synonyms, singular and plural forms, possible misspellings, and phrases containing your keywords.

Example

Broad match keyword: Ads may show on searches for:

low-carb diet plan	carb-free foods low-crab diets low calorie recipes Mediterranean diet plans low-carbohydrate dietary program
--------------------	--

How broad match can help you

You can set any or all of your search-targeted keywords to broad match to help you do the following:

- **Get more clicks and conversions for your ads:** Variations of broad-matched keywords account for one-third of all Google search clicks and conversions, so using broad match can help you get additional relevant traffic.
- **Spend less time building keyword lists:** You don't have to think of every possible keyword variation -- our system does the work for you. That's a time saver, since 20 percent of the queries Google receives each day are ones we haven't seen in at least 90 days. This unpredictable search behavior can make it nearly impossible for you to create a keyword list using only exact match that covers all possible relevant queries.
- **Spend your money on keywords that work:** If your ad receives no clicks on a particular keyword variation, our system will quickly stop showing your ads for that and similar search queries. This prevents you from accruing click charges for keyword variations that aren't working and helps you focus on the keywords that work.

When other options might be more helpful

- Your Quality Score helps determine where your ad shows, and broad match keywords may contribute to a low [Quality Score](#) if your keywords appear relevant for too many queries. For example, consider the one-word keyword "hose" (and one-word keywords are almost always too general). You may sell garden hoses, but your keyword will also be relevant to queries for automotive hoses, hosiery, fire hoses, and more.
- You'll generally achieve a higher [Clickthrough rate \(CTR\)](#) with exact and phrase match because your ads include the exact terms your customers are searching on.

Use broad match modifier for more control over broad match

Adding modified broad match keywords can increase campaign clicks and conversions, while providing more precise control than broad match. Modified broad match lets you specify that certain broad match keyword terms, or their close variants, must appear to trigger your ad. Close variants include misspellings, singular/plural forms, abbreviations and acronyms, and stemmings (such as "floor" and "flooring"). Variants don't include synonyms or related searches.

Tips

- We suggest using a combination of two or more keyword match types to run an effective ad campaign. If you use broad and phrase match, for example, you'll reach a broader audience while also controlling who can see your ad.
- If you want to make sure your ads don't show for a certain search query, add that term to your ad group or campaign as a [negative keyword](#).
- Pausing or deleting a keyword won't stop one of your active broad-matched keywords from "expanding" to that term. For example, if your ad group contains the broad-matched keywords flowers and tulips, and you pause the keyword tulips, your ads could still potentially show for the search query tulips, since it's similar to the active broad-matched keyword flowers.

updated 03/19/2013

Using broad match modifier

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497702&topic=2795210&path=2792638&ctx=leftnav>

March 29, 2013

You can add a modifier to your broad match keywords to specify that certain words must be included in someone's search term to trigger your ads. Since broad match modifier allows you to target searches that include at least one of your keywords, it can help increase how relevant your traffic is to your ads, and thus improve your clickthrough (CTR) and conversion rates. To create a broad match modifier, just add a plus symbol (+) in front of one or more words in your broad match keyword.

By default, AdWords uses the [broad match](#) option to target searches that include any combination of the words that comprise your keyword term, as well as searches containing synonyms or other variations of those words. So although a broad match keyword like *tennis shoes* might send a lot of relevant click traffic to your site, you might reach more searches than you originally intended.

With a broad match modifier, you're able to control and know exactly how your keyword would be broadened by requiring that certain keyword terms must be a part of your potential customer's search. If you specify that you want your ad to only show when someone's search includes both *tennis* and *shoes*, for example, then your ad suddenly becomes more relevant to potential customers searching for *tennis shoes*. This targeted reach can help your keywords achieve a higher [clickthrough rate \(CTR\)](#), which in turn can help your site get more paying customers or other conversions.

How broad match modifiers impact traffic and clicks

Modifiers add more specificity to your broad match keywords, and therefore narrow their reach. So, while using a broad match modifier can increase the relevance of your keywords, it in turn can decrease your expected traffic.

Here are some best practices if you want to get additional relevant clicks:

- Leave your existing broad match keywords active (rather than modifying or deleting them).
- Add new modified broad match keywords to existing campaigns in a separate ad group to make it easy to compare new and existing keywords based on observed performance.
- If you've primarily used broad match keywords, consider adjusting your bids as you add more relevant modified broad match keywords. A higher [cost-per-click \(CPC\)](#) bid may increase your click volume and conversions.
- If you've primarily used exact and phrase match, adding modified broad match keywords may help you to reach more customers while retaining control over which search queries match your keywords.

Keep in mind that the broad match modifier feature only works when used with broad match keywords. If you want the increased click and conversion rates that can result from phrase or exact match keywords, you can try creating a separate ad group, and adding the corresponding modified broad match keyword for each phrase or exact match keyword.

If you currently have...	...You could add this modified broad match keywords to get additional relevant clicks
"buy blue suede shoes"	+buy +blue +suede +shoes
"purchase blue suede shoes"	+purchase +blue +suede +shoes
"shop suede shoes"	+shop +suede +shoes
"blue suede shoes"	+blue +suede +shoes
"suede blue shoes"	
"suede shoes blue"	

Setting up broad match modifiers

Just add a plus symbol (+) in front of one or more words in your broad match keyword. Each word preceded by a plus sign has to appear in someone's search exactly or as a close variant. Close variants include misspellings, singular and plural forms, abbreviations and acronyms, and stemmings (like "floor" and "flooring"). Synonyms (like "quick" and "fast") and related searches (like "shoes" and "boots") aren't considered close variants.

Tip

Don't leave space between the plus sign (+) prefix and the word you're modifying!

- **Correct:** +leather +shoes
- **Incorrect:** + leather + shoes
- **Incorrect:** +leather+shoes

To create a new broad match modifier from scratch, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Under **All online campaigns**, click the name of the campaign or ad group that you'd like to edit.
4. Click the **Keywords** tab.
5. Click the **+ Add keywords** button.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Sweet tea > Ad group: Black tea

Last 7 days May 31, 2012 - Jun 6, 2012

All online campaigns

- Campaign #1
- Sweet tea
 - Black tea**
 - Green tea

100% organic black tea
Top quality black tea leaves for a delicious cup of tea, hot or cold!
www.example.com

Enabled
Ad group bids (Max. CPC) [Edit](#) ?
Default bid \$1.00 Display Network bid **auto** ?

Settings Ads Keywords Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ [L](#) [D](#) Search

⚠ These keywords refine search, and determine which placements are good matches for your ads.

[View Change Hist.](#)

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ Add keywords Edit Change status... Keyword details Alerts Automate More actions... Labels

	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score
<input type="checkbox"/>	● Black tea	<input type="checkbox"/> Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	--	
				Total - all keywords	0	0	0.00%	\$0.00	\$0.00	0	--

Show rows: 50 1 - 1 of 1

⊕ Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library Reports Automated rules Custom alerts Labels Help Help Center

Search help center Go

- Enter your broad match keyword, with a plus sign (+) preceding the word or words you want to appear in your potential customer's search exactly or as a close variant.

Home

Campaigns

Opportunities

Tools and Analysis ▾

Billing ▾

My account ▾

- All online campaigns
- Campaign #1
 - Campaign #3
 - Campaign #4
 - Campaign #5
 - Sweet tea

All online campaigns

 Last 7 days
Jul 12, 2012 - Jul 18, 2012
[Campaigns](#) [Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad extensions](#) [Dimensions](#) [Display Network](#) ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

Clicks

0

Jul 12, 2012

Jul 18, 2012

Select an ad group

Choose... ▾

Add keywords

Add your keywords below, one per line.

To choose relevant keywords, try to imagine how your customers would describe your products or services.

Want to create keywords, bids, and URLs in bulk? [Add keywords by spreadsheet](#)

Add your keywords here

 Need ideas? Try the [Keyword Tool](#) or check out these sample keywords based on a scan of your website.
Advanced: learn how to use [keyword match types](#) for more control.

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

[Save](#)[Cancel](#)

- All online campaigns
- Campaign #1
 - Campaign #3
 - Campaign #4
 - Campaign #5
 - Sweet tea

	Keyword	Campaign	Ad group	Status ?	Max. CPC ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Labels Pos. ?	Qual. score ?	Dest. URL ?
□	● Black tea	Sweet tea	Black tea	☐ Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Oolong tea	Sweet tea	Green tea	☐ Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Green tea	Sweet tea	Green tea	☐ Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● White tea	Sweet tea	Green tea	☐ Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Blooming tea	Sweet tea	Green tea	☐ Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
□	● Oolong Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Black Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Herbal Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
□	● White Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	3/10	
□	● Organic Tea	Sweet tea	New Ad Group	☐ Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0 --	4/10	
	Total - Search ?					0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - Display Network ?					0	0	0.00%	\$0.00	\$0.00	0	--	
	Total - all keywords										0	--	

Go to page: Show rows: ▾ ▲ ▾ ▲ 1 - 10 of 11 ▾ ▾

⊕ Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

Help

Help Center

7. Click Save.

[Try it now](#)

To add a modifier to an existing broad match keyword, follow these steps:

1. Repeat steps 1-4 above to get to the **Keywords** tab.
2. Click a keyword to edit it inline.
3. Add the plus sign (+) prefix to any word(s) you want to include as required terms.

Google AdWords

[Help](#) [Sign out](#)

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea +darjeeling	Broad match		Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	-	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	-	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	-	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	-	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	-	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	-	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	-	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	-	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	-	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	-		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	-		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	-	--	

Go to page: 1 Show rows: 10 14 1 - 10 of 11

[Negative keywords](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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4. Click **Save**.

Next steps

- Find out how to [build a good keyword list](#).
- [See which search terms triggered your ads](#).

updated 03/19/2013

Account, campaign, and ad group performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404036&topic=2795210&path=2792638&ctx=lefthnav>

March 29, 2013

AdWords is organized into three layers (levels): account, campaigns, and ad groups. By familiarizing yourself with the different levels of your AdWords account, you can easily find the exact performance data you're looking for.

Keeping the three levels in mind, you can customize your view of your performance data to make it as broad or specific as you want. To help you navigate, the side panel of your AdWords account starts with the broadest level -- "All online campaigns" -- and narrows in focus as it moves downward. After clicking on an individual campaign, you'll see the ad groups contained in each one.

Your **account** is associated with a unique email address, password, and billing information. For reporting purposes, though, it's helpful to think of your account as a collection of campaigns. If you want to see performance data for your entire account, click **All online campaigns** in the side panel of your AdWords account. Totals for all of the rows are listed at the bottom of your statistics table.

See data for your entire account

See statistics for your entire account to get a quick overview of your overall AdWords performance.

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Click the **Dimensions** tab.
4. Click the **View** button to select the time period that you'd like to use to organize your statistics.



5. Once your statistics table looks the way you want, just click the download button to download it as a report.

An individual ad **campaign** has its own budget and settings that determine where your ads appear, and is made up of a collection of ad groups. Each of your campaigns is listed in the side panel of your AdWords account, and they also appear when you click the **Campaigns** tab in the middle of your screen.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Last 7 days
May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns View Change Histc

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	
		Total - all campaigns	\$6.00/day	0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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See campaign data

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Click the name of the campaign that interests you to see how its ad groups are performing. To view specific campaigns for your report, click the Filter button to set up a campaign filter.
4. Once your statistics table looks the way you want, just click the download button to download it as a report.

Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show. When you click on a campaign, AdWords will show you a view of the campaign's performance broken out by its individual ad groups. You can also see ad group data by clicking the **Ad groups** tab in the middle of your screen.

All online campaigns > Campaign: Sweet tea

Last 7 days Jul 3, 2012 - Jul 9, 2012

Enabled Experiment: Running Edit Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ad groups Segment Filter Columns Clicks

View Change Hist.

Ad group

	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Relative CTR	Conv. rate (1-per-click)
Black tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Green tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%

Show rows: 10 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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See ad group data

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Pick the ad groups that interest you.
 - To include all the ad groups from a specific campaign, click the campaign name in the table. You'll be taken to the "Ad groups" tab for that campaign.
 - To include all the ad groups in your account, click the **Ad groups** tab while viewing "All online campaigns."
 - To include specific ad groups from different campaigns, first click the **Ad groups** tab while viewing "All online campaigns." Then click the **Filter** button to set up an ad group filter.

Example

Let's look at how a business might set up its AdWords campaigns and ad groups. The account belongs to a chocolate maker (yum!) who wants to advertise its products to increase online sales.

The owners decide to organize their advertising efforts into two campaigns. One campaign

promotes their new line of chocolate bars, and the second promotes their holiday gift boxes. They split each campaign into targeted, relevant ad groups. One of the ad groups for the chocolate bar campaign is dedicated to the company's popular raspberry bar. Another is dedicated to a caramel bar, and a third to a chocolate bar infused with ginger. Here's what this account looks like:

Account:

Chocolate Maker

Campaign 1:

Chocolate bars

Campaign 2:

Valentine's Day gift boxes

Ad groups:

Raspberry bar

Caramel bar

Ginger bar

Ad groups:

30% off gift boxes

Free shipping on gift boxes

Luxury Valentine's chocolate

Each ad group can have multiple ads within it. This helps the chocolate maker compare performance for different ad text, for example, and see whether one version resulted in more clicks or sales than another.

Once you're familiar with the structure of your AdWords account, you can view and customize the data in your statistics table, and download reports to monitor the performance of your campaigns, individual campaigns, and ad groups -- as well as your ads and keywords.

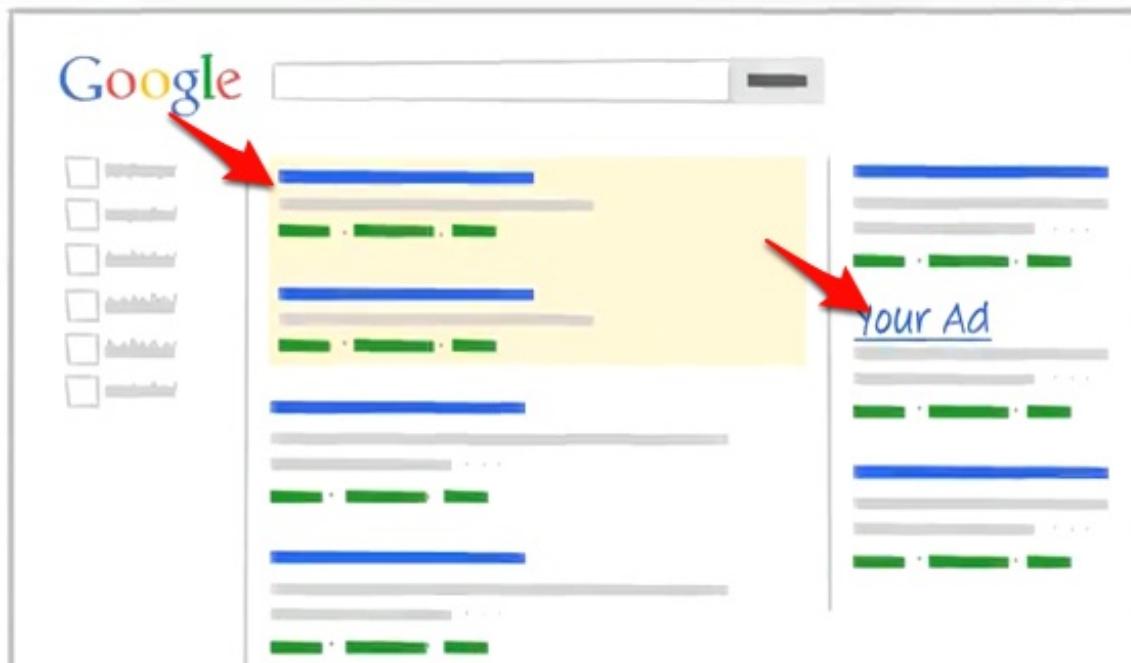
updated 03/16/2013

Understanding ad position

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722122&topic=2795210&path=2792638&ctx=leftnav>

March 29, 2013

Ad position is the order in which your ad shows up on a page. For example, an ad position of "1" means that your ad is the first ad on a page. In general, it's good to have a high ad position because it's likely that more customers will see your ad. Ads can appear on the top of a search results page, on the side of the page, or on the bottom of the page.



Top and side ads on a Google search

How ad position is determined

Ad position is determined by your **Ad Rank** in the auction. Your Ad Rank is a score that's based on your **bid** and your **Quality Score**. If you're using the cost-per-click bidding option, your bid is how much you're willing to pay for a single click on your ad. Your Quality Score is a measure of how relevant your keyword is to your ad text and to what a user is searching for.

To improve your ad position, you can increase your bid, or you can focus on improving your Quality Score. See the "Next steps" section below for more information about Quality Score and how to optimize your ad position.

AdWords essential

[The auction: how Google decides which ads to show and their order](#)

Keep in mind

Because of the diversity of websites on the Google Display Network, average position may be less useful in optimizing for performance on this network. If you want to measure performance on the

Display Network, we recommend focusing on metrics such as conversions and ROI. Read more on how to [evaluate ad performance on the Display Network](#).

Where to find your average ad position

In your AdWords account, you can easily see what your average ad position is. Let's walk through the steps to view your average position:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Look for the **Avg. Pos.** column in the statistics table. If you don't see this column in your table, you can add this column by clicking the **Columns** button in the toolbar above the statistics table.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area shows a search bar and a breadcrumb trail: All online campaigns > Sweet tea > Ad group: Black tea. To the right, there's a date range selector set to "Last 7 days" from "May 31, 2012 - Jun 6, 2012".

The main content area displays a detailed view of the "Black tea" keyword under the "Ad group bids (Max. CPC)" section. It shows the keyword is enabled, has a max CPC of \$1.00, and a display network bid of "auto".

Below this, there's a chart showing Clicks over time, with a single data point for May 31, 2012.

The main table below shows the following data:

Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--
Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
Total - all keywords			0	0	0.00%	\$0.00	\$0.00	0	

At the bottom of the table, it says "Show rows: 50 1 - 1 of 1".

A note at the bottom states: "Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)".

The footer includes links to "Search help center" and "Go".

You can also click the **Ads** or **Keywords** tab to see your average position by ads or by keywords. To see how often your ads have appeared on the top of the page, on the side of the page, or on

the bottom of the page, you can [segment your data](#).

Next steps

- Learn more about [Quality Score](#).
- [Learn about improving ad quality](#).

updated 03/16/2013

Actual cost-per-click (CPC)

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=6297&topic=2795210&path=2792638&ctx=leftnav>

March 29, 2013

Your maximum CPC bid is the most you'll be charged for a click, but you'll often be charged less -- sometimes much less. That final amount you're charged for a click is called your **actual CPC**.

Actual CPC is often less than Max CPC because with the AdWords auction, the most you'll pay is what's needed to rank higher than the advertiser immediately below you. To understand how this works, it's important to understand the concepts of Quality Score and Ad Rank. Your **Quality Score** is a measure of how relevant and useful your ad and landing page are to the people who see it. It's based on your click-through rates and other factors. We combine your Quality Score with your max CPC bid to determine something called Ad Rank. Each advertiser's Ad Rank is then used to determine where the ad appears (or whether it appears at all).

- If the advertiser immediately below you bids US\$2.00, and if that advertiser's ad is the same quality as yours, you'd need to bid a penny more than US\$2.00 to rank higher than that advertiser. With AdWords, that's the most you'll pay (about US\$2.01), whether your bid is US\$3.00, US\$5.00 or more.
- If the advertiser immediately below you bids US\$2.00 and has a *higher* quality ad than you, you'll pay about a penny more than what's required to match that advertiser's higher Ad Rank, but never more than your maximum CPC bid (unless you're setting bid adjustments or using Enhanced CPC).
- Note that the minimum Ad Rank required for ads above search results is generally greater than the minimum Ad Rank required for ads beside search results. As a result, the cost-per-click (CPC) when you appear above search results could be higher than the CPC if you appear beside search results, even if no other advertisers are immediately below you. Although you may pay more per click, top ads usually have higher click-through rates and give you access to certain ad extensions (like sitelinks) and other features available only in top ad positions. As always, you're never charged more than your max CPC bid.
- For certain ads on the Google Display Network, you may pay less than what's required to rank higher than the advertiser immediately below you. Learn more about the Display Network ad auction.

[More about cost-per-click bidding](#)
[Understanding ad position](#)

updated 03/16/2013

Search Advanced

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Ad Formats

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[Text ad](#)

[The components of a text ad](#)

[Tips for creating successful text ads](#)

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[Create stand-alone shopping ads for your products](#)

[Set up your Product Listing Ads campaign](#)

Dynamic Search Ads

[Using, creating, and optimizing Dynamic Search Ads](#)

[Create targets for your Dynamic Search Ad campaigns](#)

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Ad Extensions

Ad Extensions

[Enhance your ad using extensions](#)

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[Show your ads with your Google+ page endorsements](#)

Location Extensions

[Display your local business information](#)[Set up location extensions](#)[Tips and best practices for location extensions](#)

Google Places

[Link Google Places and AdWords](#)[Benefits of using Google Places](#)

Product Extensions

[Add product information to your text ad](#)[Setting up your product extensions campaign](#)

Call Extensions

[Add phone numbers](#)

Seller Ratings

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Search Advanced

Ad Formats

- Ad Formats

Text Ads

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Text ad - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=14093&topic=2795922&ctx=topic&path=2795283-2795211-2792638>

March 29, 2013

The standard type of AdWords ad. A text ad typically includes a link to your website and a description or promotion of your product or service.

- Text ads include a title that's also a clickable link to your webpage, one or two lines of text, and your website address shown in green.
- These ads can appear on Google search results pages and across the **Google Network**. Text ads might look slightly different on the Display Network.
- Text ads are sometimes known as "sponsored links" because the title links to the advertised website.
- Here are a few things that great text ads do: highlight what makes your business or product unique; include prices, promotions, or exclusive offers; have a clear call to action; and use at least one of your keywords in your ad text.

updated 03/16/2013

The components of a text ad

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704389&topic=2795922&path=2795283-2795211-2792638&ctx=leftnav>

March 29, 2013

All online ads are essentially clickable messages that connect customers with a website.

Text ads, the simplest version of a clickable message, contain three components: a headline, display URL, and a description. Let's look at the components of the sample ad below:

Advertise with Google

adwords.google.com

Want fast results?

Create your ad campaign today!

Headline

Display URL

Description

Headline

The first line of your ad is the one that customers are most likely to notice. If you really want your headline to stand out, consider including keywords. People are more likely to notice headlines that match what they're searching for. In our sample ad, the keyword "advertise" should get the attention of people who are searching for ways to advertise online. We can show up to 25 characters in your headline.

Display URL

Appearing in green, this line of your ad shows the address of the website that you're promoting. AdWords lets you choose a brief but meaningful display URL to give people who see your ad a clear idea of where it'll take them when they click on the link. Behind the scenes, you can also assign your text ads a different destination URL, which takes the person who clicks your ad to a precise location on the same website that's relevant to the ad itself. People can only see the display URL in your ad and not the destination URL.

Long display URLs

We can show up to 35 characters of your display URL due to limited space. For languages that use double-width characters, like Chinese (simplified or traditional), Japanese, or Korean, we can show up to 17 characters of your display URL. If your display URL is longer than the maximum character length, we'll shorten your display URL when we show your ad.

Display URLs enhanced with website links

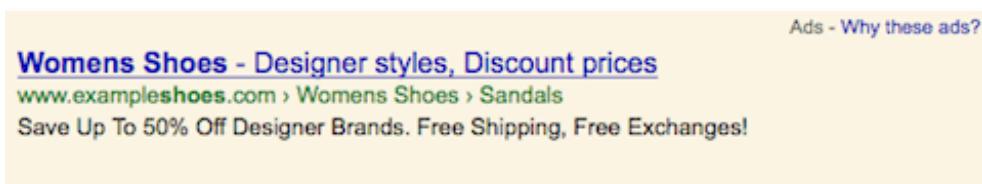
You might see that the Display URL of your text ad includes a set of links that show the locations of pages on your website. We call these links breadcrumbs - inspired by the trail of breadcrumbs Hansel left through the woods to find his way back home in the Grimm's fairy tale "Hansel and Gretel." These breadcrumb links help customers easily navigate to relevant sections of your website.

For some advertisers, we'll automatically add breadcrumbs to ads that appear at the top or

bottom of Google search results, helping to make your ads more relevant to customers. Customers can click an individual breadcrumb link to quickly navigate to the page or section of your website that they find relevant.

Example

Let's say a customer wants to buy a pair of sandals and she searches for "womens sandals". We might show her the following ad enhanced with breadcrumbs:



Deciding that she might want to see more than just sandals, she clicks the "Womens Shoes" breadcrumb link. She looks at the boots and sandals that you sell -- and finds shoes that she loves! -- so she decides to buy a pair of brown leather boots and hot pink sandals from your website.

Keep in mind

Since we use the breadcrumb annotations from the landing page of your ad to create the breadcrumb links, you're in control of which breadcrumbs are shown with your ad or whether breadcrumbs are shown at all.

How to show breadcrumbs with your ads

You can edit your website's code and add breadcrumb annotations to show your ad with breadcrumbs. Remember, you're in control of the code that's used on your website to create breadcrumbs. Learn more about how you can [modify your website code to show breadcrumbs](#).

Understanding your costs

We'll charge you each time a customer clicks any link on your ad, regardless of whether the link clicked is the headline of your ad or a breadcrumb link. You can decide the maximum amount you'd like to pay for a click by setting a [cost-per-click \(CPC\) bid](#). Keep in mind that the amount you'll pay is the same for a click on the headline or a click on a breadcrumb link. The amount won't be affected by whether the display URL of your ad does shows or doesn't show with breadcrumb links.

View your performance data

You can use [segments](#) to see how your breadcrumbs are performing. To see the number of times someone clicked your breadcrumb links to visit your website, select the **Ads** tab and segment your data by "Click type". Your performance data will be included in the "Breadcrumb" click type.

Description

The final lines of your text ad are where you describe the product or service you're advertising. Space is limited, so choose your words carefully to highlight the most important details and benefits. We can show up to 35 characters for each description line.

Keep in mind

Text ads on the Google Display Network might look slightly different.

Using characters with your ads

You can write your ads in a number of supported languages. Most non-English characters, including tildes, umlauts, and cedillas, will appear correctly in your ads, including the display URL.

For languages that use double-width characters, like Chinese (simplified or traditional), Japanese, or Korean, your text ads will appear on Google search results the same way that they appear in your account. Keep in mind that your headline, description lines, and display URL should meet our character limits. We recommend you preview your ads to make sure you're satisfied with how they appear.

updated 03/19/2013

Tips for creating successful text ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704392&topic=2795922&path=2795283-2795211-2792638&ctx=leftnav>

March 29, 2013

It's not easy fitting everything you want to say about your business in just a few words. Start by taking a moment to consider what you want to do with your ad. Then use the six guidelines in this article to create an ad that's accurate, to-the-point, and engaging – and hopefully brings you lots of clicks!

Watch this video

Highlight what makes your business, product, or offer unique

Free shipping? Large selection? Tell people! Highlight features or areas that make your business stand out from the competition.

Include prices, promotions, and exclusives

If you have something special to offer, make sure your customers see it. People are usually searching to make a decision about something. Give them what they need to help make their decision.

Tell your customers what they can do

Are you selling? Tell them what they can buy. Are you offering? Tell them what they'll receive. Strong verbs like *Purchase*, *Call today*, *Order*, *Browse*, *Sign up*, or *Get a quote* tell your customers what they can expect to do when they arrive at your website.

Include at least one of your keywords in your ad text

This can catch the attention of the people who searched for the keyword, and show that your ad is related to what they want. Additionally, the keyword you use will appear in bold in your ad, just like it does in the search results, making it more obvious how relevant your ad is. Let's say you include the keyword *digital cameras* in your ad's headline, like "Buy Digital Cameras," and a customer searches for *digital cameras*. Your ad's headline will appear in bold, like "**Buy Digital Cameras**." Your ad's headline could also appear in bold if a customer searched for *buy SLR cameras*, like "**Buy Digital Cameras**," since "buy" and "cameras" match words in the customer's search term.

Match your ad to your landing page

Take a look at the page on your website that you're linking to, which is called the *landing page*. Make sure the promotions or products in your ad are included in that page. If visitors don't find what they expect to see when they reach your site, they might leave.

Appeal to customers viewing your ad on a mobile device

When customers are on-the-go, certain information might be more useful to them (like your store location or phone number) or a particular message might grab their attention. If you're running an enhanced campaign, try using call extensions (also known as click-to-call) or location extensions to give customers the information they need to take action while they're on the move. Also, consider creating additional ads tailored for mobile devices, like text that highlights mobile-specific specials or discounts or a mobile-optimized display URL.

Experiment

Create three to four ads per ad group, trying out different messages to see which performs the best with your customers. AdWords can automatically show the better-performing ads within an ad group more often. This removes the guesswork and lets you build on what you've learned from your experiments.

Example

Which ad would you click on if you're searching for an 8 megapixel camera?

www.example.com we sell the main brands great prices here	www.example.com 10% off Digital Cameras. Free Delivery. Buy Today!
---	--

Successful text ads tend to contain words that match a person's search and tell them what they can expect when they click on the ad. Notice how the capital letters in the "8 Megapixel Cameras" ad make the words stand out.

Top Contributor



What our advertisers are saying

pankaj1782, 08/14/2012

"I don't really prefer using abbreviations or short forms inside my ad texts until I really don't have other choices. Reason being they could actually change the whole meaning of what you really want to express." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Search Advanced

- [Ad Formats](#)
- Ad Formats**

[Text Ads](#)

[Product Listing Ads](#)

[Dynamic Search Ads](#)

Product Listing Ads

[Create stand-alone shopping ads for your products](#)

[Set up your Product Listing Ads campaign](#)

Create stand-alone shopping ads for your products

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454022&topic=2795925&ctx=topic&path=2795283-2795211-2792638>

March 29, 2013

Product Listing Ads are a unique ad format that allows you to include specific product information like an image, title, price, promotional message, and your store or business name. Product Listing Ads appear in their own box on Google Search, separate from text ads.

With this format, you'll manage your ads and campaign in AdWords, while you'll manage your product information through a [Google Merchant Center](#) (Merchant Center) account. Before you create Product Listing Ads, learn more about the following:

- The benefits of using Product Listing Ads
- How Product Listing Ads work and where they appear
- The cost of Product Listing Ads
- Our advertising guidelines for Product Listing Ads

Note

Product Listing Ads are available in the following countries: Australia, Brazil, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Russia, Spain, Switzerland, the U.K., and the U.S.

Benefits of Product Listing Ads

- **More traffic and leads:** Many businesses experience significantly higher [clickthrough rates \(CTR\)](#) with Product Listing Ads compared to text ads shown in the same location for Google Shopping searches. In some cases, advertisers have experienced double or triple standard clickthrough rates.
- **Better qualified leads:** As a merchant, you can increase the quality of your leads by featuring product information directly in your ads to help shoppers make informed purchase decisions. This makes shoppers more likely to complete a purchase on your site.
- **Easy management:** With product targeting, you won't need to use keywords. Based on the [product targets](#) you set up, your Product Listing Ads are matched with the most relevant searches using information you provide in your Merchant Center account.
- **Broader reach:** More than one of your Product Listing Ads can appear for a given customer search, and if relevant, a Product Listing Ad and a text ad can also appear at the same time. This means your reach with shoppers for a single search could double.

How Product Listing Ads work

Product Listing Ads use your existing Merchant Center [product feed](#) to decide how and where to show your ads, instead of keywords. We'll use the information in this product feed when we show your listings that are relevant to a customer's search on Google Search and Google Shopping, so we recommend you always keep your product feed up-to-date. You'll also set up [product targets](#) to control which products are shown with your ads for a given campaign. Learn more about

[Merchant Center product feeds](#).

How various campaign settings work with Product Listing Ads

- **Campaign type:** You'll need to choose the "Search Network only" campaign type to create a Product Listing Ads campaign.
- **Networks:** Product Listing Ads are eligible to appear on Google Search and Google Shopping, which are part of the Google Search Network.
- **Bidding:** With Product Listing Ads, you can use [manual bidding](#).
- **Ad scheduling:** You can use ad scheduling to specify certain hours or days of the week when you want your Product Listing Ads to show.

Where and how Product Listing Ads appear

Product Listing Ads will show a set of relevant products for a given search. The products appear with additional information like a product image, price, and the merchant name, without the need for you to create unique ads for each product you sell. These ads may appear on Google Search and Google Shopping, which are part of the [Search Network](#). Their appearance may change as we experiment with the best display options for this format.

Product Listing Ads appear in their own box on Google Search, separate from text ads. They may appear at the same time as text ads, so that a single Google Search results page could show both Product Listing Ads and text ads.

Example

If you sell ballet slippers and have a text ad for ballet equipment and a Product Listing Ad for ballet shoes, a customer could see both of your ads on the same Google Search results page.

We allow a Product Listing Ad to appear at the same time as a text ad because we want to give shoppers access to the full variety of products that match their search. When a shopper searches for a commercial item online, like a pair of shoes, a video game, or a car, they're usually trying to see all the purchasing possibilities for the item they're looking for. We want Product Listing Ads to offer all possible variations available for that item, helping shoppers find the best match before clicking through to make a purchase. This helps merchants like you close a sale for a more targeted customer search.

How much Product Listing Ads cost

We charge for clicks on your Product Listings Ads on a cost-per-click (CPC) basis. Since Product Listing Ads don't use keywords, you'll use attributes in your Merchant Center product feed to define product targets. Then, you'll set [maximum cost-per-click \(CPC\) bids](#) for your product targets using these attributes. Just like how bidding works for AdWords ad formats, you'll only pay the minimum amount necessary to beat the ad position below yours and you'll often pay less than your maximum bid.

Note

Cost-per-acquisition percentage (CPA %) bidding is available to select advertisers in the U.S. only.

Advertising guidelines for Product Listing Ads

The content of your ad, including text and images (served dynamically from information within your Merchant Center account) should comply with our [Product Ads policies](#).

Note

Merchant Center policies state that product links should not have redirects. However, you can use redirects with the "adwords_redirect" attribute, which we'll use when using your product information to show your Product Listing Ads. Learn more about the ["adwords_redirect" attribute](#).

updated 03/21/2013

Ad Formats

Ad Formats

- Product Listing Ads

Create stand-alone shopping ads for your products

Set up your Product Listing Ads campaign

Set up your Product Listing Ads campaign

Now that you've read about [Product Listing Ads and how they work](#), it's time to set up your Product Listing Ads campaign and create product targets for them. You can also review some tips that will help you set up your campaign depending on your advertising goals.

Click one of the following links to learn more about getting started with your Product Listing Ads campaign:

- [Link your Google Merchant Center and AdWords accounts](#)
- [Set up your Product Listing Ads campaign](#)
- [Create product targets](#)
- [Get tips on setting up your Product Listing Ads campaign](#)

Set up your Product Listing Ads campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2456103&topic=2795925&path=2795283-2795211-2792638&ctx=leftnav>

March 29, 2013

Note

Product Listing Ads are available in the following countries: Australia, Brazil, the Czech Republic, France, Germany, Italy, Japan, the Netherlands, Russia, Spain, Switzerland, the U.K., and the U.S.

Link your Google Merchant Center account to your AdWords account

For your Product Listing Ads to show, you'll need to link your Google Merchant Center (Merchant Center) account to your AdWords account. Keep in mind that you can link multiple AdWords accounts to a single Merchant Center account.

Here's how to link your Merchant Center account to your AdWords account:

1. In your Merchant Center account, click **Settings** and then click **AdWords**.
2. Enter your AdWords customer ID. You can find your customer ID at the top of any AdWords page when you're signed in, near your email address.
3. Click **Add**.

You'll also need to link your AdWords campaign to your Merchant Center account. We'll show you how to do so in the next section of this article.

Create a new Product Listing Ads campaign

First, make sure that you've linked your Merchant Center account to your AdWords account. Then, click the link below to find out how to set up a new Product Listing Ads campaign.

[How to set up a new Product Listing Ads campaign](#)

Create a new Product Listing Ad in an existing campaign

To set up a Product Listing Ad in an existing campaign, first make sure that the campaign is linked to your Merchant Center account. We'll show you how to check whether your campaign is linked to your Merchant Center account in the following steps.

[How to create a Product Listing Ad in an existing campaign](#)

1. Sign in to your account at <https://adwords.google.com>.
2. Select the campaign where you want to create your ad.
3. To make sure that your campaign is linked to your Merchant Center account, click the **Ad extensions** tab and select "View: Product Extensions" from the drop-down menu. In the table, you should see your Merchant Center account information. If you don't see your Merchant Center account, add it by clicking **+New extension** and selecting your account

from the "Select extension" drop-down menu. Then, click **Save**.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. On the far right, there are Help and Sign out links. Below the navigation bar, a search bar is present. The main content area is titled "All online campaigns > Campaign: Campaign #22". It indicates that the campaign is Paused, its Type is "Search Network only - Product listing ads", and it has a Budget of \$1.00/day. The targeting is set to "All devices" and "English", with "All countries and territories" selected. A date range of "Last 30 days" from "Oct 21, 2012 - Nov 19, 2012" is shown. The left sidebar lists various campaigns under "All online campaigns", including Campaign #1 through #28, some of which are marked as "Empty". Below this is a "Shared library" section with links for Automation, Reports, and Labels. The main content area has tabs for Ad groups, Settings, Ads, Keywords, Ad extensions, Auto targets, and Dimensions. The "Ad extensions" tab is currently selected. A sub-section titled "Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing, for eligible ad extensions that have been triggered." includes a link to "Learn more about ad extensions statistics". A table displays the "Ad Extension" statistics:

	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
ID: 12345678, Example, all products	Eligible	0	0	0.00%	\$0.00	\$0.00	
Total - all extensions		0	0	0.00%	\$0.00	\$0.00	

Reporting notes at the bottom state: "Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more".

4. Select the **Ad groups** tab.
5. Click **+New ad group** and name your ad group.
6. You have the option to enter a promotional phrase for your ad. Your promotional text will appear with any of the products associated with this ad group, so make sure that the text is relevant to the products that you'll be advertising. For example, let's say your promotion is "Free shipping on orders over \$50," and you'd like to promote products for Brand X and Brand Y shoes. This offer needs to be relevant for your Product Listing Ad regardless of whether it shows Brand X or Brand Y shoes.

The screenshot shows the Google AdWords interface. On the left, there's a sidebar with navigation links: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area is titled "Type: Search Network only - Product listing ads". It asks to "Name this ad group" and provides a note about structuring the account. The "Ad group name" field contains "Ad Group #1". Below it, there's a "Create an ad" section with a "Promotion" input field. The "Auto targets" section has a checked checkbox for "All products: Show my product listing ads automatically for search terms related to all products in my Google Merchant Center feed". The "Ad group bids" section includes a "Maximum cost per click (Max. CPC)" note and a "Default bid" input field. At the bottom, there are three buttons: "Save and continue to billing" (highlighted in blue), "Set up billing later", and "Cancel new ad group". A note at the very bottom states: "Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is an 18+ hour delay for some metrics. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more".

7. Next, you'll add the "All products" target to your ad group by default. You can add more product targets to this ad group later. (You'll read more about product targets in the next section of this article)

This screenshot is identical to the one above, showing the Google AdWords interface for creating a new ad group. The steps are the same: naming the ad group, selecting auto-targets, and setting a default bid. The "Save and continue to billing" button is highlighted in blue.

8. Enter a default bid for this ad group under the "Ad group bids" section.

9. Click **Save**.

Note

It may take up to 12 hours from the time you update your settings for your Product Listing Ads to appear. If you're submitting a product feed for the first time, it may take up to two business days for the new feeds to be reviewed.

Tips

- If you link your Merchant Center account to an AdWords campaign that contains text ads, that campaign will be eligible to show product extensions. Product extensions are similar to Product Listing Ads, but they appear with your text ads. If you don't want to enable this format for your campaign, we recommend creating your Product Listing Ads in a separate campaign without keywords or text ads.
- Promotions are optional messages that allow you to highlight special information that applies to all the products you're targeting in a particular ad group. These messages shouldn't be used as ad text, but rather as actionable alerts for customers to make a specific purchase on your site. The character limit is 45, and [keyword insertion](#) won't work with this text or the product information text provided dynamically from your Merchant Center account.

Examples of promotions

Examples of ideal product promotions

- Use coupon code HALZ for \$10 off at checkout
- Save 5% with coupon code SRCH379 at checkout
- Free shipping on orders over \$50
- Buy a second one for 50% off
- Free 1 day shipping with any purchase of \$100 or more

Examples of less useful product promotions

- We are the best out there!
- Satisfaction guaranteed
- Certified the best costume retailer in the bay area
- Low prices, guaranteed

Create product targets

Product targets allow you to select which products are eligible to show on Product Listing Ads, and they also allow you to bid differently on different sets of products. You'll need at least one product target in order to run Product Listing Ads since they tell us what products you want to promote.

When you initially set up your Product Listing Ads campaign or add a Product Listing Ad to an

existing campaign, a product target for all the products in your product feed is created by default. You can create additional product targets and manage them from the **Auto targets** tab, which you'll see once you link your Merchant Center account to your campaign.

Understanding product targets and keywords

Instead of keywords, Product Listing Ads use product targets to determine when items in your Merchant Center account appear on a search results page. Defining keyword lists for proactive targeting won't have any effect on your Product Listing Ads or product targets at this time. However, you can use [negative keywords](#) to limit the searches for which your ads will show. Negative keywords can be applied at the ad group or campaign level.

Using the "All products" product target (default product target)

You can create an "All products" product target, which uses all of the products in your Merchant Center product feed to target your ads, if you don't need to specify a particular subset of your products. This "All products" target is created by default in any new ad group in a campaign that has a Merchant Center feed associated with it.

Using attributes with your product targets to define sets of products

Product targets are defined using attributes that are set in your AdWords and Merchant Center accounts. Attributes, like a product's type or condition, define your products in a unique way. If you'd like to bid differently for separate groups of products or simply organize your campaigns with specific groups of product, then you'll need to create product targets using the different attributes that we allow.

You can define groups of products choosing attributes from your Merchant Center feed and set which values those attributes should have for the products you specify. You might need to create additional attributes in your Merchant Center feed in order to use some product target settings. Once you've defined a group of products in this way, your Product Listing Ads in the ad group will be eligible to show for any customer searches that are related to the products you've specified.

Attributes

Here are examples of the attributes you'll need to show your products with your ads:

- **id**: The identifier (id) for each product in your Merchant Center account.
- **brand**: The product's brand as specified in your Merchant Center account. Example: Google
- **product_type**: The product's category. Examples: shoes, high heels, or fridge
- **condition**: The condition of the product. Examples: new, used, and refurbished
- **adwords_grouping**: A custom defined grouping of products. This attribute only accepts one value per product. You can create your own grouping as you see fit. Examples of custom groupings could be those of grouping the products per season, per designer, per manufacturer, per year, per model, etc.
- **adwords_labels**: The same as "adwords_grouping," but it accepts multiple values ("adwords_labels" accepts up to 10 values). You can group your products in two different concurrent groupings. For example, cars grouped by model and by manufacturer.

Tips

- If your campaign is using the CPC pricing method, we recommend that you use "adwords_labels."
- Check out the Merchant Center Help Center to [learn more about attributes](#).

How to set up your product targets

Here's how to create a product target:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Select the campaign where you want to create your target.
3. Click the **Auto targets** tab.
4. Click **Add product target**.

The screenshot shows the AdWords interface with the 'Auto targets' tab selected. The main area displays a campaign named 'Campaign: H 101 (1)'. A status message says 'Increase traffic by adding 3 potential new keywords' with a 'View' link. Below this, there are tabs for 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', 'Auto targets' (which is highlighted), and 'Dimensions'. A 'View: Product targets' dropdown is open. At the bottom, there is a chart showing 'Clicks' over time from Oct 21, 2012, to Nov 19, 2012. A note states: 'There are no product targets defined. Product targets are required for product listing ads to run.' A 'Learn more' link is provided. A 'Dismiss' button is also present. The left sidebar shows a list of campaigns under 'All online campaigns' and sections for 'Shared library', 'Automation', 'Reports', and 'Labels'.

5. Select the ad group where you'd like to create the product target.
6. Select up to three product attributes and enter their corresponding values. These values must match the values in your Merchant Center feed exactly, or your ads won't be eligible to show for these targets.

Select an ad group

Add product target

Add all products

Add a group of products. You can set up to three product criteria using Google Merchant Center feed attributes. [Learn more](#)

product type = Remove

- product type
- brand
- condition
- adwords labels
- adwords grouping

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Save**.

Tips

- You can add multiple product targets to each of your ad groups. You should only consider having multiple ad groups if you want to have different promotional messages for each product target.
- Like unique placement and keyword-level bids, you can set bids for your product targets. This will allow you to specify how much you are willing to pay when a customer clicks on a Product Listing Ad triggered by a particular target. You can read more about product targets and bids in the next section.

Tips for setting up your Product Listing Ads campaigns

Depending on your campaign goals, including your bidding strategy and promotional messaging needs, it might help to set up your Product Listing Ads campaigns according to certain guidelines. Click the link below to check out these guidelines.

[Setting up a Product Listing Ads campaign based on your bidding strategy and messaging needs](#)

Bidding strategy

Bid the same

Messaging needs

No promotional

Recommended approach

amount for all products	messages or one that works for all your products	<ol style="list-style-type: none"> 1. Create one ad group. 2. Create one product target set on "All Products" (enabled by default during ad group creation). 3. Create one product listing ad.
Bid the same amount for all products	Different promotional messages for different sets of products	<ol style="list-style-type: none"> 1. Create multiple ad groups. 2. For each ad group, create one product target set with one product target each. 3. Create a corresponding product listing ad per ad group with promotional messages. 4. Use the same bid or commission for each ad group.
Different bid for different sets of products	No promotional messages or one that works for all your products	<p>Merchant Center:</p> <ul style="list-style-type: none"> • Set up your feed data within your Merchant Center account to define groups of products (such as by brand, category, etc.). <p>AdWords:</p> <ol style="list-style-type: none"> 1. Create one ad group. 2. Within the ad group, create the same product targets to match all the different sets of products with the distinct bids (CPC) you want. 3. Product targets attributes: Use condition, brand, product_type or adwords_labels attributes to create the different product targets. 4. Create at least one corresponding product listing ad for the ad group.
Different bid for different sets of products	Different promotional messages for different sets of products	<p>Merchant Center:</p> <ul style="list-style-type: none"> • Set up your feed data within your Merchant Center account to define groups of products (such as by brand, category, etc.) <p>AdWords:</p> <ol style="list-style-type: none"> 1. Create multiple ad groups. 2. Create one product target per ad group with a corresponding product listing ad with

promotional message.

3. Product targets attributes: Use **condition**, **brand**, **product_type**, or **adwords_labels** attributes to create the different product targets.
4. Indicate your bid or commission for each product target you've defined.

Tip

If you're doing a CPC implementation, we recommend that you use the "adwords_labels" attribute because it's more flexible.

Bidding best practices

Here are a few tips to help you get started with setting bids for your Product Listing Ads:

- If you're using maximum cost-per-click (max CPC) bidding, try setting the same max CPC bid that you use for your existing text ads and then see how your Product Listing Ads perform.
- You can change your bids as often as you'd like. However, consider setting a bid amount and then seeing how your Product Listing Ads perform. Once you've collected enough data, you can identify how profitable your product targets are with their current bids. Then, you can adjust your bids accordingly.

Use product filters to restrict which products from your Merchant Center account appear with your ads

Product filters are a way for you to define which products in your Merchant Center account can appear for your Product Listing Ads. By default, we'll match people's searches to relevant products from your entire Merchant Center product feed. However, if you create a product filter for a group of products that are in your product feed, then we'll only show products from your product feed that match the filters you've created in your Product Listing Ads.

Example

Let's say your campaign is linked to a Merchant Center account featuring running shoes, women's clothing, books, and a range of household appliances. Let's also assume you've properly categorized your products using the "product_type" attribute.

For this campaign, you only want your product ads to include products from your feed that are in the category "Women's clothing," so your product filter would have to be: `product_type` is "Women's clothing." Once this product filter is set, only women's clothing items are eligible to show on your Product Listing Ads.

How to set up product filters

Note

Product Listing Ads and product extensions share the same product feed data at the campaign level. If you add a product filter to your Product Listing Ads campaign, it'll apply to both your Product Listing Ads and your product extensions.

1. Sign in to your account at <https://adwords.google.com>.
2. Select the campaign where you want to add product filters.
3. Select the **Ad Extensions** tab. Select **Product extensions** from the "View" drop-down menu above statistics table.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area is titled 'All online campaigns'. A sidebar on the left lists 'All online campaigns' (Campaign #1, Campaign #3, Campaign #4, Campaign #5, Sweet tea), Shared library, Reports, Automated rules, Labels, All video campaigns, Help (Help Center), and a search bar for the help center. The 'Ad extensions' tab is selected in the 'View' dropdown, which also includes options for Product Extensions, Dimensions, and Display Network. The main table displays product extension statistics for a campaign named 'Sample store, all' under 'Campaign #2'. The table columns include Campaign, Status, Clicks, Impr., CTR, Avg. CPC, Cost, and Avg. Pos. The data shows 0 clicks, 0 impressions, 0.00% CTR, \$0.00 cost, and \$0.00 average position. A note at the bottom states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time.' Below the table, there is a link to 'Manually entered Addresses'.

Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
Sample store, all	Campaign #2	Eligible	0	0	\$0.00	\$0.00	0

4. If you already have a Merchant Center account associated with your campaign, click on its entry in the statistics table to edit it. Otherwise, click "New extension" to begin.
5. Check the **Filter** box in the panel that appears.
6. Select multiple (up to 10) "OR" statements as requirements to determine which products from your feed are eligible to appear in ads in this campaign. You can specify up to five conditions within each "OR" statement.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days
Jul 10, 2012 - Jul 16, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

View: Product Extensions ▾ All but deleted ▾ Segment ▾ Filter ▾ Columns ▾

Review performance statistics for ads that have appeared with an ad extension. You'll only see statistics for the campaigns you are currently viewing, for eligible ad extensions that have been triggered. [Learn more about ad extensions statistics](#)

Edit product extension

Extend my ads with relevant product details from [Google Merchant Center](#)

Account: Example store Filter (advanced option)

product type Remove

product type
 brand
 condition
 adwords labels
 adwords grouping

Save Cancel

	Ad Extension	Campaign	Status	Clicks <small>[?]</small>	Impr. <small>[?]</small>	CTR <small>[?]</small>	Avg. CPC <small>[?]</small>	Cost <small>[?]</small>	Avg. Pos. <small>[?]</small>
<input type="checkbox"/>	<input checked="" type="checkbox"/> ID: 0000000, Example store, all products	Campaign #2	Eligible	0	0	0.00%	\$0.00	\$0.00	0
Total - all extensions					0	0	0.00%	\$0.00	\$0.00

Show rows: 10 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Save**.

Tip

The values you enter in your conditions must match your Merchant Center feed attributes exactly, or the conditions will not match any products, and Product Listing Ads won't serve for this campaign.

Setting the company name shown in your ads

The company name displayed in your ads is defined within your campaign's linked Merchant Center account.

You can change the company name for your Merchant Center account under **Settings > General > Company or organization name (Required)**.

[Learn more about this setting and Merchant Center company name guidelines.](#)

Search Advanced

[Ad Formats](#)[- Ad Formats](#)[Text Ads](#)[Product Listing Ads](#)[Dynamic Search Ads](#)

Dynamic Search Ads

Using, creating, and optimizing
Dynamic Search Ads

Create targets for your Dynamic
Search Ad campaigns

Ad Formats

Ad Formats

- Dynamic Search Ads

[Using, creating, and optimizing Dynamic Search Ads](#)

Create targets for your Dynamic Search Ad campaigns

Using, creating, and optimizing Dynamic Search Ads

While most search ads use keywords to determine when they show up on Google Search, Dynamic Search Ads differ in that they don't use keywords. Instead, Dynamic Search Ads automatically show your ad based on the content of your website. This means you don't have to choose keywords, tell us when you add a page to your website or take it down, or create an ad for each product page of your site.

To get started with Dynamic Search Ads, learn more about the following:

- [Who should use Dynamic Search Ads and the benefits of them](#)
- [How Dynamic Search Ads work](#)
- [How to create Dynamic Search Ads](#)
- [Automatic sitelinks for Dynamic Search Ads campaigns](#)
- [Optimizing your Dynamic Search Ads campaigns](#)

Using, creating, and optimizing Dynamic Search Ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2471185&topic=2795901&ctx=topic&path=2795283-2795211-2792638>

March 29, 2013

Who should use Dynamic Search Ads

Here are some examples of the types of businesses that are a good fit for Dynamic Search Ads:

- Your website features different products or services.
- You offer listings of services or products that change frequently.
- You sell seasonal product lines or other offerings.

Who shouldn't use Dynamic Search Ads

Dynamic Search Ads may not be the best campaign type for certain businesses. Here are some examples of such businesses:

- **Customizable product and gift websites.** The Dynamic Search Ads system uses content from your website to target your ads. For websites that sell customizable or speciality products, it can be challenging for the system to match your ad to the most relevant search term. For example, imagine your website sells t-shirts, mugs, and posters that feature pictures of puppies. Now, let's say someone wants to adopt a puppy and searches for puppies on Google. You probably don't want to show your ad to this person because it's likely that she's not interested in what you're advertising.
- **Comparison shopping sites and affiliate sites.** Generally, websites that show customers a list of products or other offerings from online retailers and drives traffic to third-party websites aren't a good fit for Dynamic Search Ads.
- **Daily deal sites.** Websites that feature daily deals aren't the best fit for Dynamic Search Ads. However, we're working on making Dynamic Search Ads better suited for daily deal sites in the future.
- **Certain small websites.** Websites with a small number of landing pages (for example, less than a few hundred) aren't a good fit for Dynamic Search Ads.

Why use Dynamic Search Ads

Here are some of the benefits of using Dynamic Search Ads:

- **Save time.** No more mapping keywords, bids, and ad text to each product on your website. Instead, we'll use Google's organic search index of your website to determine which searches might be relevant to the products on your website.
- **Show relevant ads.** When a customer's search is relevant to your product or service, we'll dynamically generate an ad with a headline that includes words from that customer's search phrase and the landing page in the ad.
- **Control your campaign.** You can show ads based on your entire website, or specific categories or pages. Or, prevent your ads from showing for products that are temporarily

out-of-stock.

- **Capture incremental traffic.** Dynamic Search Ads can help you gain incremental traffic and sales by promoting your business to more customers than you can reach with a keyword-targeted campaign.

How Dynamic Search Ads work

Instead of keywords, we use content from your website domain to target your ads to searches. To do so, we use Google's organic search index of your website to determine which searches might be relevant to the products and services offered on your website. This means we don't crawl your website separately. You tell us whether all pages or just specific sections should be used to target your ads by creating dynamic ad targets. Dynamic ad targets can be your whole website or specific sections, such as the following:

- Pages belonging to specific categories
 - Pages with titles containing certain words
 - Pages with URLs containing certain strings
 - Pages containing certain words

When we find searches that are a match for your dynamic ad targets, we generate an ad text headline with a destination URL that links to the most appropriate page from your website. The headline is dynamically put together by taking words from the search phrase and content from the landing page chosen for the ad. The rest of the ad is a template that you wrote when you set up or edited your campaign.

Example

Advertise with Google headline, dynamically generated

www.adwords.google.com ad template, written by you

Want fast results?

Create your ad campaign today!

Dynamic Search Ads and your account

Although Dynamic Search Ads change the way that ads are targeted for searches, they won't impact the way that ads get ranked, the performance of your keyword-based ads, or the amount of control you have over your account.

- **Same ranking.** When entering the auction, the ranking of a dynamic search ad is determined in the same way as keyword-based ads: the maximum cost-per-click (CPC) bid that you've specified for the dynamic ad target, and the dynamic search ad's Quality Score using the same calculations that are used with other search ads. The cost for a click is based on your ad's Quality Score and the Ad Rank of the ad just below yours, just like with other search ads.

- **Works with your keyword-based campaigns.** Your dynamic search ads won't show when a customer's search term exactly matches one of your keywords (this applies to all keyword-based campaigns and accounts that use the same domain as your Dynamic Search Ads campaign). However, we might show your dynamic search ad instead of your keyword-targeted ad when a customer's search term is a broad match or phrase match to one of your keywords and when your dynamic search ad has a higher Quality Score. Additionally, the performance of your Dynamic Search Ads won't influence your keyword-based ads and vice-versa since we handle the history of your Dynamic Search Ads separately from your other ads.
- **You're still in control.** With Dynamic Search Ads, you control the dynamic ad targets, ad templates, bids, and your budget. You can use [negative keywords](#), like *free* or *returns*, just like with traditional campaigns to avoid showing your ads on searches that don't convert into sales. And you can prevent advertising when specific words or phrases appear on the page, like *temporarily out of stock* or *sold out*, when you add dynamic ad target exclusions to block pages containing these words. You'll also get full reporting: see the headlines and landing pages of your ads, the ad generated, average clickthrough rate and cost-per-click, and conversion data.
- **You'll get full reporting.** You can view a search terms report to see the terms that people searched for when they clicked your ad, and see the dynamic headlines and landing pages chosen for those search terms. You can also view a categories report to see how various categories of your website perform. Additionally, you can see the average clickthrough rate, cost-per-click, and conversion data for your ads.
- **Works with ad extensions.** You can include any of our [ad extensions](#) with your Dynamic Search Ads, showing customers additional business information like more website page links.

How to create Dynamic Search Ads

Now that you know how Dynamic Search Ads work, it's time to set up a Dynamic Search Ads campaign. Just like a text ad campaign, your Dynamic Search Ads campaign will include an ad group and text ads that you create.

Note

To use Dynamic Search Ads, you'll need to choose the "Search Network only - Dynamic Search Ads" campaign type. Learn about the different [campaign types available](#)

To get started, you'll need to create a campaign dedicated to your Dynamic Search Ads. Here's how:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **+New campaign** drop-down menu and select "Search Network only."

All online campaigns

Last week (Sun - Sat)
Apr 29, 2012 - May 5, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns Download Search

View Change His: Clicks

Apr 29, 2012 May 5, 2012

Campaign

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #2	\$20.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
			Total - all but deleted campaigns	0	0	0.00%	\$0.00	\$0.00	0	
			Total - Search	0	0	0.00%	\$0.00	\$0.00	0	
			Total - Display Network	0	0	0.00%	\$0.00	\$0.00	0	
			Total - all campaigns	\$30.00/day	0	0.00%	\$0.00	\$0.00	0	

Show rows: 10 1 - 2 of 2

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4. On the "Select campaign settings" page, enter your campaign name. Then, select the "Dynamic Search Ads" campaign type.
5. Scroll to the "Ad extensions" section. Next to "Extensions," click the **Select extension** drop-down menu. If you've created a Dynamic Search Ads campaign before, you can choose a website domain from the list. If you haven't created a Dynamic Search Ads campaign previously, click the **+ Create new extension** link. Then, enter your website domain in the box that appears and choose a language from the drop-down menu.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

- Campaign #10
- Campaign #11
- Campaign #12
- Campaign #13
- Campaign #3
- Campaign #4
- Campaign #5
- Campaign #6
- Campaign #7
- Campaign #8
- Campaign #9
- colors
- DSA
- DSA campaign
 - Ad group #1
 - DSA Test #1
 - Dynamic Search Ads - Branding Google.com
 - DynamicSearchAds_Example
 - Etsy Display
 - Etsy Search
- Shared library

Automation

Reports and uploads

Labels

Help

Contact Us

How can I find someone to help me manage my AdWords account?

How is an AdWords account structured?

Help Center

Search help center Go

- Campaign #6
- Campaign #7
- Campaign #8
- Campaign #9
- colors
- DSA
- DSA campaign
 - Ad group #1
 - DSA Test #1
 - Dynamic Search Ads - Branding Google.com
 - DynamicSearchAds_Example
 - Etsy Display
 - Etsy Search
 - Test
 - Test DSA Leanne
 - Test Keyword Suggestions
- New campaign
- Shared library

Automation

Reports and uploads

Labels

Help

Contact Us

How can I find someone to help me manage my AdWords account?

How is an AdWords account structured?

Help Center

Search help center Go

Select campaign settings Create ad group

Type: Search Network only - Standard

General

Campaign name

Type Search Network only

Standard - Keyword-targeted text ads showing on Google search results All features - All the features and options available for the Search Network Product listing ads - Ads promoting your product inventory from Google Merchant Center Dynamic Search Ads - Ads targeted based on your website content

[Learn more about campaign types](#)

or load settings from Existing campaigns

Networks

Networks To choose different networks, edit campaign type above, or create a new campaign.

Google Search Network Include search partners

Desktops & laptops, mobile devices and tablets

Devices All available devices (Recommended for new advertisers) Let me choose...

Locations

Locations What locations would you like to target (or exclude) in your campaign?

All countries and territories United States and Canada United States Let me choose... Advanced search

For example, a country, city, region or zip code.

Bidding and budget

Bidding option Basic options | Advanced options I'll manually set my bids for clicks You'll set your maximum CPC bids in the next step. AdWords will set my bids to help maximize clicks within my target budget.

Default bid \$ This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget \$ per day Actual daily spend may vary.

Ad extensions

You can use this optional feature to include relevant business information with your ads. Take a tour.

Location Extend my ads with location information
 Sitelinks Extend my ads with links to sections of my site
 Call Extend my ads with a phone number
 Social Increase the social relevance of my ads by associating them with my Google+ Page
 Offers Extend my ads with promotions

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6. Click Save and continue.

Tip

If your website domain contains pages in multiple languages and you want to target searches for your ads based on all of these pages, create a new campaign for each language.

Create an ad group

After you've created a Dynamic Search Ads campaign, you'll need to set up an ad group within this campaign. Here's how:

1. On the "Create ad group" page, name your ad group.
2. In the "Create an ad" section, select **Dynamic search ad**.
3. You'll see a section to create a text ad for your ad group. Enter text in the description lines.

The screenshot shows the 'Create ad group' interface in Google AdWords. The left sidebar lists campaigns like 'colors', 'DSA', 'DSA Test #1', 'DynamicSearchAds_Example', and 'Test DSA Leanne'. The main area is titled 'Create ad group' and 'Name this ad group'. It includes sections for 'Create an ad' (radio buttons for Text ad, Image ad, Display ad builder, WAP mobile ad, and Dynamic search ad), 'Headline' (labeled 'Dynamically generated headline'), 'Description line 1' (with placeholder 'Want fast results?'), 'Description line 2' (with placeholder 'Create your ad campaign today?'), 'Display URL' (set to 'www.example.com'), and 'Destination URL' (with a link to 'Edit to add tracking'). A preview window on the right shows the generated ad text: '(Dynamically generated headline) Want fast results? Create your ad campaign today? www.example.com'. Below the ad form are sections for 'Auto targets' (checkbox for 'Dynamic ad targets' and 'All pages') and 'Keywords' (button to 'Select keywords'). At the bottom are 'Save ad group' and 'Cancel new ad group' buttons, along with a note about reporting and tracking.

4. Click the **Edit to add tracking** link if you want to track the performance of your Dynamic Search Ads. You can track your ads by inserting ValueTrack parameters in your dynamic destination URL.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis ▾](#) [Billing ▾](#) [My account ▾](#)

Search 

Create ad group

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name:

Create an ad

Text ad Image ad Display ad builder WAP mobile ad Dynamic search ad

To get started, just write your first dynamic search ad below. Remember, you can always create more ads later. [Help me write a great dynamic search ad.](#)

Headline	Dynamically generated headline 
Description line 1	Want fast results?
Description line 2	Create your ad campaign today?
Display URL 	www.example.com
Destination URL 	Edit to add tracking

(Dynamically generated headline)
Want fast results?
Create your ad campaign today?
www.example.com

Auto targets

Dynamic ad targets  All pages: Show my ads when users search for terms related to any of my web pages. [Learn more](#)

Keywords

 [Select keywords](#)

[Save ad group](#) [Cancel new ad group](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library
Reports and uploads
Automated rules
Labels
Help
Help Center

[Search help center](#) [Go](#)

5. In the "Auto targets" section, select **All pages** next to "Dynamic ad targets" if it hasn't already been selected. Keep in mind that targeting **All pages** will target all pages that are indexed for your website, including subdomains.

Search

All online campaigns

- colors
- DSA
- DSA Test #1
- DynamicSearchAds_Example
- DSAExample ad group #1
- New ad group**
- Etsy Display
- Etsy Search
- Test DSA Leanne
- Test Keyword Suggestions

Create ad group

Name this ad group

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in this ad group on one product or service. [Learn more about how to structure your account.](#)

Ad group name:

Create an ad

Text ad Image ad Display ad builder WAP mobile ad Dynamic search ad

To get started, just write your first dynamic search ad below. Remember, you can always create more ads later. [Help me write a great dynamic search ad.](#)

Headline	Dynamically generated headline <small>?</small>
Description line 1	Want fast results?
Description line 2	Create your ad campaign today?
Display URL <small>?</small>	www.example.com
Destination URL <small>?</small>	Edit to add tracking

(Dynamically generated headline)

Want fast results?
Create your ad campaign today?
www.example.com

Auto targets

Dynamic ad targets All pages: Show my ads when users search for terms related to any of my web pages. [Learn more](#)

Keywords

Select keywords

Save ad group **Cancel new ad group**

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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6. Choose your ad group [default bids](#) and click **Save ad group**.

7. To create additional ad groups, click **+ New ad group**.

Tips

- Before you begin to write your ad text, think about how you can improve your website. Does your web copy reflect the language of your customers? Are your page titles descriptive? Work as much on the content of your website as you do the text in your ads since the quality of both can be interrelated.
- Write ad templates rather than one-of-a-kind ad text. Some themes you can try for your ad templates include the following:
 - Universal messages about your brand.
 - Offers, discounts, and promotions that apply to all of your products.
 - Features of your website. Consider mentioning free resources like online catalogs, product demos, and white papers that are always on your website.
- For enhanced Dynamic Search Ads campaigns, your new ad will be eligible to appear on all types of devices: desktops, tablets, and mobile phones. Check to make sure your ad text appeals to customers searching on mobile devices or browsing content on mobile devices since your ads are eligible to appear on all types of devices.

Make additional ads

Since creating a new ad group includes making an ad, you'll have at least one ad in your Dynamic Search Ads campaign. Below are the steps to add more Dynamic Search Ads to the ad group of the campaign you've just created:

1. Click the **Ads** tab from the ad group you created for your Dynamic Search Ads campaign.
2. Click the **+New ad** button.
3. Select **Dynamic search ad** from the drop-down menu.

	Ad group	Status	Labels	% Served	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	View-through Conv.
Text ad					0	0	0.00%	\$0.00	\$0.00	0	0
Image ad					0	0	0.00%	\$0.00	\$0.00	0	0
Display ad builder	(generated headline) sults? ad campaign today? le.com	DSAExample ad group #1	Campaign paused	—	0.00%	0	0.00%	\$0.00	\$0.00	0	0
WAP mobile ad					0	0	0.00%	\$0.00	\$0.00	0	0
Dynamic search ad					0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	0
Total - all ads					0	0	0.00%	\$0.00	\$0.00	0	0

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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4. Insert text in the description lines. If you track the performance of your ads with ValueTrack, include the relevant parameters in your dynamic destination URL.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: DynamicSearchAds_Example

All time Aug 2, 2011 - Aug 1, 2012

Paused Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network

All but deleted ads ▾ Segment ▾ Filter ▾ Columns ▾ Search

View Change Hist

1 Clicks

0 Aug 2, 2011-Aug 31, 2011 Aug 1, 2012

Select an ad group DSAExample ad group #1

New dynamic search ad Write your dynamic search ad below. Remember to be clear and specific. [Help me write a great dynamic search ad.](#)

Headline	Dynamically generated headline ?	(Dynamically generated headline)
Description line 1	Want fast results?	Want fast results?
Description line 2	Create your ad campaign today?	Create your ad campaign today?
Display URL ?	www.example.com	www.example.com
Destination URL ?	Edit to add tracking	

All enabled and paused ads are subject to review. We review all ads as quickly as possible, usually within 3 business days. [Learn more.](#)

Save ad **Cancel**

Ad Ad group Status Labels % Served Clicks Impr. CTR Avg. CPC Cost Avg. Pos. View-through Conv.

Ad	Ad group	Status	Labels	% Served	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	View-through Conv.
(Dynamically generated headline) Want fast results? Create your ad campaign today? www.example.com	DSAExample ad group #1	Campaign paused	—	0.00%	0	0	0.00%	\$0.00	\$0.00	0	0
Total - Search ?					0	0	0.00%	\$0.00	\$0.00	0	0
Total - Display Network ?					0	0	0.00%	\$0.00	\$0.00	0	0
Total - all ads					0	0	0.00%	\$0.00	\$0.00	0	0

Show rows: 10 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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5. Click **Save ad**.

Tips

Here are a few tips if you're using an enhanced Dynamic Search Ads campaign:

- When you add an additional ad to your ad group, you'll have the option to create a mobile-optimized ad with a message tailored for mobile devices. To do so, select the "Mobile" checkbox next to the "Device preference" setting.
- You can set bid adjustments to increase or decrease your dynamic ad target bids by a percentage. Bid adjustments can give you more control over when and where your ad is shown. Learn more about [how to use bid adjustments with your enhanced Dynamic Search Ads campaigns](#).

Automatic sitelinks for Dynamic Search Ads campaigns

When a customer's search term matches an appropriate page from your website, we'll automatically create sitelinks, which are links to pages from your website, that can appear with your Dynamic Search Ads. This means you can save time by not having to create and manage sitelinks extensions for your campaigns.

How automatic sitelinks work

When a customer searches on Google, the search term will be matched to an indexed page from your website. Then, we'll create sitelinks that can appear beneath the text of your ads when the search phrase and destination URL will result in a high-quality sitelink. Dynamic Search Ads with automatic sitelinks can appear at the top and bottom of results on Google Search.

Automatic sitelinks look and cost the same as the sitelink extensions that you create manually. You can also monitor the performance of your automatic sitelinks the same as you would your manual sitelinks. Learn more about [sitelink extensions](#).

Note

- Your ads won't always show automatic sitelinks. Also, when your ads show automatic sitelinks, the format that appears could vary.
- If you've already created sitelinks for your Dynamic Search Ads campaign, automatic sitelinks won't appear instead of the ones that you created.

How to track automatic sitelinks

Your automatic sitelinks will use the same dynamic tracking URL template that's used for your Dynamic Search Ad destination URL. This means that you can monitor the performance of your automatic sitelinks the same way that you do the performance of your Dynamic Search Ads.

Optimizing your Dynamic Search Ads campaign

Now that you're running a Dynamic Search Ads campaign, discover some of the reports and techniques that you can use to optimize these campaigns.

Search terms report

You can use a [search terms report](#) on the **Auto targets** tab to see what search terms triggered your Dynamic Search Ads. This report only shows search terms that triggered ads that were clicked.

- Discover undesired searches or landing pages. Filter these searches by adding negative keywords from the **Keywords** tab and block undesired landing pages by using [dynamic ad target exclusions](#) from the **Auto targets** tab to your account.
- Add search terms that are essential to your business as keywords to your keyword-targeted campaigns.

Categories report

See how different categories of your website are performing and the cost.

- Add specific categories with higher or lower bids based on your profit and cost goals.
- Identify high-performing categories and create separate ad groups for each category. That way, you can set bids and create ad text that's tailored to each category.

How to find a search terms and categories report

Follow the steps below to view a search terms report or a categories report:

1. From the "All online campaigns" page, click the **Auto targets** tab.
2. Click **View: Dynamic ad targets**.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays the 'All online campaigns > Campaign: DynamicSearchAds_Example' section. The 'Auto targets' tab is selected. Below the tabs, there are filters for 'View: Dynamic ad targets' (selected), 'All but deleted', 'Segment', 'Filter', 'Columns', and download options. The main table lists dynamic ad targets, with one entry for 'All webpages' under 'DSAExample ad group #1'. The table columns include Ad group, Status, Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, Conv. (1-per-click), Cost / conv. (1-per-click), and Conv. rate (1-per-click). The total row for 'Total - all dynamic ad targets' shows 0 clicks, 0 impressions, \$0.00 cost, and 0.00% conversion rate. At the bottom, there are links for 'Exclusions', help center, and footer information.

Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
All webpages	Eligible	auto: \$0.70	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%
Total - all dynamic ad targets			0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%

3. Look for the **See search terms** and **See categories** drop-down menus.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. Below the navigation bar, the main content area displays a campaign report for 'DynamicSearchAds_Example'. The report includes a search bar, a sidebar with 'All online campaigns' (listing 'colors', 'DSA', 'DSA Test #1', 'DynamicSearchAds_Example' (selected), 'Etsy Display', 'Etsy Search', 'Test DSA Leanne', and 'Test Keyword Suggestions'), and a main report area. The main report area shows a timeline from 'Aug 2, 2011 - Aug 31, 2011' to 'Aug 1, 2012'. It includes sections for 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', 'Auto targets', 'Dimensions', and 'Display Network'. A specific section for 'Dynamic ad targets' is highlighted, showing a table with data for 'All webpages' (DSAExample ad group #1) and a total row for 'Total - all dynamic ad targets'. The table includes columns for CPC, Clicks, Impr., CTR, Avg. CPC, Cost, and Conv. rate (1-per-click). The 'Exclusions' section is also visible.

	Dynamic ad target	Ad group	Selected	CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate (1-per-click)
<input checked="" type="checkbox"/>	Dynamic ad target		All	\$0.70	0	0	0.00%	\$0.00	\$0.00	0.00%
<input checked="" type="checkbox"/>	All webpages	DSAExample ad group #1	Campaign paused	\$0.70	0	0	0.00%	\$0.00	\$0.00	0.00%
	Total - all dynamic ad targets				0	0	0.00%	\$0.00	\$0.00	0.00%

Follow the steps below depending on which report you'd like to see.

Here's how to see search terms:

1. From the **See search terms** drop-down menu, choose "All" or "Selected." To see "Selected" search terms for a set of dynamic ad targets, select the checkboxes next to these targets.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area displays a campaign named "DynamicSearchAds_Example". The campaign status is Paused, with a budget of \$1.00/day. The time range is set from Aug 2, 2011 to Aug 1, 2012. The interface includes tabs for Ad groups, Settings, Ads, Keywords, Ad extensions, Auto targets, Dimensions, and Display Network. A search bar at the top left allows filtering by search terms. On the left sidebar, there's a "Shared library" section containing reports and uploads, automated rules, labels, help center links, and a search bar.

Category	Target	Status	CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate (1-per-click)
All webpages	DSAExample ad group #1	Campaign paused	\$0.70	0	0	0.00%	\$0.00	\$0.00	0.00%
Total - all dynamic ad targets				0	0	0.00%	\$0.00	\$0.00	0.00%

2. Your search term data will appear on the next page.

Tips

- Sort your search terms by the **Clicks** column to see the top terms customers searched for when they clicked your ad.
- Sort your search terms by the **Destination URL** column to see where we direct customers when they click your ad. You can use the data to identify sections of your website where you want to focus traffic. For example, if you're getting a significant amount of traffic on your product review pages, you can prevent customers from seeing those pages by adding dynamic ad target exclusions.

Here's how to see categories:

- From the **See categories** drop-down menu, choose "All" or "Selected." To see "Selected" categories for a set of dynamic ad targets, select the checkboxes next to these targets.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: DynamicSearchAds_Example

Paused Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network ▾

View: Dynamic ad targets ▾ All but deleted ▾ Segment ▾ Filter ▾ Columns ▾

1 Clicks Aug 2, 2011 - Aug 1, 2012

+ Add dynamic ad target Edit Change status... ▾ See search terms... ▾ See categories... ▾ More actions... ▾

Dynamic ad target	Ad group	Status	Max. CTR	Selected	CTR	Avg. CPC	Cost	Conv. rate (1-per-click)	
All webpages	DSAExample ad group #1	Campaign paused	auto: 0.0%	All	0.00%	\$0.00	\$0.00	0.00%	
Total - all dynamic ad targets					0	0.00%	\$0.00	\$0.00	0.00%

Show rows: 10 ▾ 1 - 1 of 1

Exclusions

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2. From the **View: Top level categories** drop-down menu, you can see three different levels, which will give you more insight into how each is performing. The three different levels are: top level categories, first level sub-categories, and second level sub-categories.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: DynamicSearchAds_Example

Paused Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network ▾

View: Top level categories ▾ Filter ▾ Columns ▾

Top level categories

First level sub-categories

Second level sub-categories

Note: Reports exclude dynamic ad targets with no clicks. To ensure your report has data, first select a date range in which some of your dynamic ad targets have clicks. Next, sort by clicks on the Auto targets tab and select dynamic ad targets that have received at least one click, or run this report for all dynamic ad targets.

Add as dynamic ad target Add as exclusion Download

Category	Ad group	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
Uncategorized		0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%

Not enough data to show particular categories.

Show rows: 10 ▾ 1 - 2 of 2

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Example

If your website has a section about computers, you might see the following:

- Top level category: computers
- First level sub-category: computers/ notebooks
- Second level sub-category: computers/ notebooks/ chromebooks

Tips

- Depending how you measure [return on investment \(ROI\)](#), sort your categories by the "Clicks" column or "Conv. (1-per-click)" column to see which categories get you more clicks or conversions. That way, you can identify which categories or pages are more attractive to customers, or are more likely to result in conversions. Then, try adding these categories or pages to your campaign and setting specific bids based on your ROI goals.
- Try using [enhanced cost-per-click \(ECPC\)](#) or [Conversion Optimizer](#) to optimize your bids to help you get more sales or other conversions. With Conversion Optimizer, try setting a target CPA bid, or the average amount you'd like to pay for a conversion.

Next steps

- [Create dynamic ad targets](#).
- [Input a tracking URL](#) to monitor your campaign performance.

updated 03/29/2013

Create targets for your Dynamic Search Ad campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497706&topic=2795901&path=2795283-2795211-2792638&ctx=leftnav>

March 29, 2013

To show your Dynamic Search Ads to customers, we'll use dynamic ad targets that you create based on the content of your website. You can set up an all-encompassing dynamic ad target that includes all pages in your website's domain. We'll also show you 10 themes based on your website content, which we call categories, that you might want to consider when targeting your ads. You can also create additional types of dynamic ad targets or block pages with dynamic ad target exclusions.

Ways to target

Dynamic Search Ads automatically show your ad based on the content of your website. This means that instead of keywords, we use dynamic ad targets to show your ads to customers. With dynamic ad targets, you can choose all or a subset of pages in your website's domain that'll be used to target your ads to customers. It's important to keep in mind that Dynamic Search Ads use the landing pages from your website's domain that are indexed in Google's organic search index.

Here are the five types of dynamic ad targets you can use to refine how we'll show your ads:

- **All webpages:** Every single page in your website's domain.

Example

Let's say you have a website about electronics, www.electronicsexample.com.

To target all pages in www.electronicsexample.com, select the **Add all webpages** button from the "Add dynamic ad target" section of the **Auto targets** tab. Then, click **Save**.

- **Categories:** The Dynamic Search Ads system uses Google's organic search index for your website to see the themes of your website content. Once our system identifies these themes, we create "categories" that you can target. Entering your own category instead of choosing from AdWords' categories may prevent the system from properly targeting sections of your website. That's because our system needs to match the landing pages from your website with the categories that you create, and sometimes it might be difficult for our system to understand the categories that you create.

Example

Let's say you have a website about electronics organized into sections for different devices, which the Dynamic Search Ads system might identify as different categories, like "camera," "television," and "video." You might also see **subcategories** in each category, like "camera accessories" and "camera models" in the "camera" category.

To target pages by categories, select the **Add a group of webpages** button from the "Add dynamic ad target" section of the **Auto targets** tab. Select "CATEGORY" from the drop-down menu and you'll see a list of categories identified by our system, like "camera," "television," and "video." Then, click **Save**. You'll see a dynamic ad target that looks like

"CATEGORY contains camera".

- **URLs:** Pages with URLs containing certain strings that you specify.

Example

Let's say you want to target all the services-related pages of your electronics website based on the URL string that appears when you navigate the site. If the URL for the landing page of your services section is www.electronicsexample.com/services/main/id=64725, then you can target all URLs that contain the term "services."

To target pages by URL, select the **Add a group of webpages** button from the "Add dynamic ad target" section of the **Auto targets** tab. Select "URL" from the drop-down menu and enter "services." Then, click **Save**. You'll see a dynamic ad target that looks like "URL contains /services/".

- **Page title:** Pages with titles that contain certain words. Don't know what a page title is? Click google.com and look at the top of your browser window. You should see the page title "Google" at the top.

Example

You might want to target pages with titles that contain certain words, like "cameras."

To target pages by title, select the **Add a group of webpages** button from the "Add dynamic ad target" section of the **Auto targets** tab. Select "PAGE_TITLE" from the drop-down menu and enter "camera." Then, click **Save**. You'll see a dynamic ad target that looks like "PAGE_TITLE contains cameras".

- **Page content:** Pages that contain certain words that you specify.

Example

Let's say you want to use all pages that contain the word "digital cameras" to target your ads.

To target pages by content, select the **Add a group of webpages** button from the "Add dynamic ad target" section of the **Auto targets** tab. Select "PAGE_CONTENT" from the drop-down menu and enter "digital cameras." Then, click **Save**. You'll see a dynamic ad target that looks like "PAGE_CONTENT contains cameras".

Example of how dynamic ad targets work

Think of dynamic ad targets the same way you'd think about operators, which are special search commands that people use to refine their searches on Google or other search engines. To help you understand how the Dynamic Search Ads system uses dynamic ad targets to show your ads, check out the following examples of how operators work on Google search:

All webpages

If someone uses the operator **site:google.com**, then the organic search index will include all

webpages within the domain google.com. To see an example, click the following link:
<https://www.google.com/search?q=site%3Agoogle.com>.

URLs

Let's say someone wants to search for webpages with URLs that contain certain terms. If that person uses the operator **inurl:adwords**, then the organic search index will include all webpages with a URL that contains the term "AdWords". To see an example, click the following link:
<https://www.google.com/search?q=site%3Agoogle.com+inurl%3Aadwords>

Page title

If someone only wants to see webpages with a certain page title, that person could use the operator **intitle:"adwords help"**. Then, the organic search index will include all webpages with a title that contains "AdWords Help". To see an example, click the following link:
<https://www.google.com/search?q=site%3Agoogle.com+intitle%3A>

Page content

Let's say someone only wants to see webpages with certain content. If that person uses the operator **intext:"dynamic search"**, then the organic search index will include all webpages with content that contains "Dynamic Search". To see an example, click the following link:
<https://www.google.com/search?q=site%3Agoogle.com+intext%22dynamic+search%22>

Create dynamic ad targets

You can add one or multiple dynamic ad targets to your Dynamic Search Ads campaign.

Keep in mind

Keep in mind that you can include three attributes per dynamic ad target only. For example, if you add the URL dynamic ad target that includes "camera," then you can only add two more attributes to this ad target. Then, one attribute could be a page title ad target that includes "digital cameras," and the other could be a page content ad target that includes "sale."

Here's how to add dynamic ad targets:

1. From your Dynamic Search Ad campaign, click the **Auto targets** tab.
2. Click the **+Add dynamic ad target** button.

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account |

All online campaigns >
Campaign: DynamicSearchAds_Example

Enabled Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network

View: Dynamic ad targets All but deleted Segment Filter Columns

Product targets Dynamic ad targets

Aug 2, 2011-Aug 5, 2011 Jul 27, 2012

+ Add dynamic ad target		Edit		Change status...		See search terms...		See categories...		More actions...				
		Ad group		Status	Max. CPC	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	
<input type="checkbox"/>	<input checked="" type="radio"/> Dynamic ad target	All webpages		DSAExample ad group #1	Eligible	auto: \$0.70	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%
		Total - all dynamic ad targets					0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%

Show rows: 10 1 - 1 of 1

Labels

Help Center

Search help center Go

Help

Help Center

Search help center Go

Exclusions

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3. Choose **Add all webpages** or **Add a group of webpages**. If you choose the latter, select whether to target by category, URL, page title, or page content. For specific page titles or page content, add double quotation marks, like "camera" to terms that you'd like to include.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. Below the navigation bar, the main content area displays a campaign titled 'Campaign: DynamicSearchAds_Example'. The campaign status is 'Paused', with a budget of '\$1.00/day'. Targeting is set to 'All available sites' and 'All devices'. The language is 'English' and the location is 'United Kingdom'. The date range is 'Aug 2, 2011 - Aug 1, 2012'. The left sidebar shows a 'Shared library' section with various items like 'colors', 'DSA', 'DSA Test #1', 'DynamicSearchAds_Example' (selected), 'DSAExample ad group #1', 'Etsy Display', 'Etsy Search', 'Test DSA Leanne', and 'Test Keyword Suggestions'. Other sections in the sidebar include 'Reports and uploads', 'Automated rules', 'Labels', 'Help', and 'Help Center'. The main content area has tabs for 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', 'Auto targets', 'Dimensions', and 'Display Network'. Below these tabs are buttons for 'View: Dynamic ad targets', 'All but deleted', 'Segment', 'Filter', 'Columns', and download options. A 'View Change Hist' link is also present. A modal window titled 'Select an ad group' is open, showing 'DSAExample ad group #1' selected. It includes fields for 'Add dynamic ad target' (radio buttons for 'Add all webpages' and 'Add a group of webpages'), a 'CATEGORY' dropdown (set to 'No categories currently available for this campaign.'), a 'Remove' link, and a '+ Add another' link. At the bottom of the modal are 'Save' and 'Cancel' buttons. Below the modal, a table shows the current dynamic ad targets. The table has columns for 'Status', 'Max. CPC', 'Clicks', 'Impr.', 'CTR', 'Avg. CPC', 'Cost', and 'Conv. rate (1-per-click)'. There are two rows: one for 'All webpages' (status: 'Campaign paused', Max. CPC: '\$0.70', Clicks: 0, Impr.: 0, CTR: 0.00%, Avg. CPC: '\$0.00', Cost: '\$0.00', Conv. rate: 0.00%) and one for 'Total - all dynamic ad targets' (status: 'Paused', Clicks: 0, Impr.: 0, CTR: 0.00%, Avg. CPC: '\$0.00', Cost: '\$0.00', Conv. rate: 0.00%). A 'Show rows' dropdown is set to 10, and a page number '1 - 1 of 1' is shown. At the bottom of the page, there's a note about reporting being not real-time and a link to learn more. The footer contains links to '© 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy'.

	Dynamic ad target	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate (1-per-click)
<input checked="" type="checkbox"/>	All webpages	DSAExample ad group #1	Campaign paused	auto: \$0.70	0	0	0.00%	\$0.00	\$0.00	0.00%
	Total - all dynamic ad targets				0	0	0.00%	\$0.00	\$0.00	0.00%

4. Click **Save**.

Tips

- To combine any dynamic ad targets, click the **Add another** link that appears below your first dynamic ad target.
- To target a subdomain, choose to target by "URL" and enter the subdomain you'd like to target. For example, when you create a dynamic ad target to target a subdomain, it might look like the following: "URL contains subdomain.example.com."
- Create dynamic ad targets that are more broadly defined to help increase your incremental traffic. If you create a dynamic ad target with too few indexed landing pages, then your ads might not get any incremental traffic.
- For enhanced Dynamic Search Ads campaigns, you can set bid adjustments to increase or decrease your dynamic ad target bids by a percentage. Bid adjustments can give you more control over when and where your ad is shown. Learn more about [how to use bid adjustments with your enhanced Dynamic Search Ads campaigns](#).

Block pages with dynamic ad target exclusions

Create dynamic ad targets that exclude pages on your website that you don't want to be used for generating your ads. For example, you might want to exclude pages that contain words like "out of stock" to prevent customers from seeing pages on your website that contain products they can't buy.

Here's how to add dynamic ad target exclusions:

1. From the "All online campaigns" page click the **Auto targets** tab.
2. Click "View" and choose **Dynamic ad targets**.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays the 'All online campaigns' section, specifically the 'Campaign: DynamicSearchAds_Example'. The 'Auto targets' tab is selected. A dropdown menu is open over the 'Dynamic ad targets' link, showing 'Product targets' and 'Dynamic ad targets'. The main table lists one dynamic ad target: 'All webpages' under 'DSAExample ad group #1'. The table includes columns for Ad group, Status, Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, Conv. (1-per-click), Cost / conv. (1-per-click), and Conv. rate (1-per-click). The total row shows 0 for all metrics except for 0.00% Conv. rate (1-per-click). At the bottom of the table, there is a note about reporting being not real-time and a link to learn more. The footer includes links for Help Center and Copyright information.

Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
All webpages	Eligible	auto: \$0.70	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%
Total - all dynamic ad targets			0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0.00%

3. Scroll to the bottom of the page and click **+ Exclusions**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: DynamicSearchAds_Example

All time Aug 2, 2011 - Aug 1, 2012

Paused Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network

View: Dynamic ad targets ▾ All but deleted ▾ Segment ▾ Filter ▾ Columns ▾

View Change Hist

+ Add dynamic ad target Edit Change status... See search terms... See categories... More actions...

<input checked="" type="checkbox"/>	Dynamic ad target	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate (1-per-click)
<input checked="" type="checkbox"/>	All webpages	DSAExample ad group #1	Campaign paused	auto: \$0.70	0	0	0.00%	\$0.00	\$0.00	0.00%
	Total - all dynamic ad targets				0	0	0.00%	\$0.00	\$0.00	0.00%

Show rows: 10 1 - 1 of 1

Exclusions

Ad group level

Add Edit Delete Download

<input type="checkbox"/>	↑ Dynamic ad target	Ad group	Website coverage
<input type="checkbox"/>			There are no ad group level exclusions.

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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4. In the section that expands, click **+Add**.
5. Assign your dynamic ad target exclusion to an ad group.
6. Choose to exclude pages by category, URL, page title, or page content. For page titles or page content, add double quotation marks to terms that you'd like to exclude.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns > Campaign: DynamicSearchAds_Example

All time Aug 2, 2011 - Aug 1, 2012

Paused Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network

View: Dynamic ad targets ▾ All but deleted ▾ Segment ▾ Filter ▾ Columns ▾

[View Change Hist](#)

+ Add dynamic ad target		Edit		Change status...		See search terms...		See categories...		More actions...									
<input checked="" type="checkbox"/> ● Dynamic ad target		Ad group		Status		Max. CPC ?		Clicks ?		Impr. ?		CTR ?		Avg. CPC ?		Cost ?		Conv. rate (1-per-click) ?	
<input checked="" type="checkbox"/> ● All webpages		DSAExample ad group #1		Campaign paused		auto: \$0.70		0		0		0.00%		\$0.00		\$0.00		0.00%	
		Total - all dynamic ad targets												0		0		0.00%	
														\$0.00		\$0.00		0.00%	

Show rows: 10 ▾ 1 - 1 of 1

[Exclusions](#)

Ad group level

Select an ad group
DSAExample ad group #1 ▾

Add dynamic ad target exclusion

CATEGORY ▾ = No categories currently available for this campaign. [Remove](#)

+ Add another

Note: You can add negative keywords on the [Keywords tab](#).

[Save](#) [Cancel](#)

↑ Dynamic ad target Ad group Website coverage ?

There are no ad group level exclusions.

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Save**. Your new dynamic ad target exclusion should appear in the "Exclusions" section.

Tips

We strongly recommend creating exclusions for pages that contain words like "sold out" or "unavailable." This will prevent customers from seeing pages on your website that contain products they won't be able to buy.

Add negative keywords

You can add [negative keywords](#) to your Dynamic Search Ad campaign just like how you'd add negative keywords to any campaign in your account. Even though Dynamic Search Ads don't use keywords, our system does consider negative keywords when it shows ads to potential customers.

Here's how to add negative keywords:

- From the "All online campaigns" page, click the **Keywords** tab.

The screenshot shows the Google AdWords interface with the 'Keywords' tab selected. The main content area displays a table of keywords under the 'All online campaigns' section. The table includes columns for Keyword, Campaign, Ad group, Status, Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Labels, Qual. score, and Dest. URL. Below the table, there is a section titled 'Negative keywords' with a note about reporting being not real-time and a link to learn more. The sidebar on the left contains links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account, and Help/Sign out.

	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
<input type="checkbox"/>	Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
				Total - Search		0	0	0.00%	\$0.00	\$0.00	0	--		
				Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	--		
				Total - all keywords		0	0	0.00%	\$0.00	\$0.00	0	--		

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- Scroll down to find the negative keywords section below the main keywords table. Expand the section by clicking "+".

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search View Change Hist

1 Clicks

0 Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

	Keyword	Campaign	Ad group	Status	Max. CPC	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
<input type="checkbox"/>	Black tea	Sweet tea	Black tea	<input type="checkbox"/> Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	White tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Organic Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search ?					0	0	0.00%	\$0.00	\$0.00	0	--			
Total - Display Network ?					0	0	0.00%	\$0.00	\$0.00	0	--			
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--			

Go to page: 1 Show rows: 10 ▾ 14 ▾ 1 - 10 of 11 ▾ ▾

Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library Reports Automated rules Labels All video campaigns Help Help Center Search help center Go Shared library Reports Automated rules Labels All video campaigns Help Help Center Search help center Go

3. You'll see two tables: "Ad group level" and "Campaign level."

Home Campaigns Opportunities Tools and Analysis ▾ Billing My account ▾

Search All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea

View Change Hist

Clicks

0 Jul 12, 2012 Jul 18, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 14 1 1 - 10 of 11

□ Negative keywords

Ad group level Campaign level Keywords | Keyword lists

Add	Edit	Delete	Download	Name	Campaign
□	Negative keyword	Campaign	Ad group	□	Name
□	Coffee	Sweet tea	Black tea	□	Example list

Show rows: 10 1 - 1 of 1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- To add negative keywords to an ad group, click the **+Add** button in the "Ad group level" table. To add negative keywords to a campaign, click the **Add** button in the "Campaign level" table.

5. Add your negative keywords, one per line. There's no need to include a negative sign (-) before each keyword. If you add broad-matched negative keywords, you'll need to add their plural versions. To add a negative phrase-matched keyword, surround the term with quotation marks, such as "used". To add a negative exact-matched keyword, surround the term with brackets, such as [used].

6. Click **Save**.

Example

Let's say you'd like to prevent your ad about electronic devices from showing to someone searching for *used camera* or *used television*. You'd want to add *used* as a negative keyword since that person isn't likely to buy your new cameras and televisions.

Next steps

- [Input a tracking URL](#) to monitor your campaign performance.
- Find out why your [Dynamic Search Ads campaigns aren't receiving traffic](#).

updated 03/16/2013

Search Advanced

- Ad & Site Quality

[Ad & Site Quality](#)

About invalid clicks

Ad & Site Quality

Ad Quality

[Check and understand Quality Score](#)

Site Quality

[Understanding landing page experience](#)

[Create an effective mobile site](#)

Check and understand Quality Score

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454010&topic=2795909&ctx=topic&path=2795844-2795275-2792638>

March 30, 2013

Quality Score is an estimate of how relevant your ads, keywords, and landing page are to a person seeing your ad. Having a high Quality Score means that our systems think your ad, keyword, and landing page are all relevant and useful to someone looking at your ad. You can find out your Quality Score for any of your keywords, and there are several things you can do to help improve your Quality Score.

Example

Suppose Sam is looking for a pair of striped socks. And let's say you own a website that specializes in socks. Wouldn't it be great if Sam types "striped socks" into Google search, sees your ad about striped socks, clicks your ad, and then lands on your webpage where he buys some spiffy new striped socks?

In this example, Sam searches and finds exactly what he's looking for. That's what we consider a great user experience, and that's what can earn you a high Quality Score. What's more, relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.



Watch this video

Checking your Quality Score

You can check your Quality Score by looking within your **Keywords** tab. There are a couple ways to check your Quality Score, as shown below.

Run a keyword diagnosis:

Another way to see your Quality Score is to enable the Qual. score column:

1. Click the **Campaigns** tab at the top.
2. Select the **Keywords** tab.
3. Look for the **Qual. score** column in the statistics table. If you don't see this column in your table, you can add this column by doing the following:
 - o Click the **Columns** dropdown in the toolbar above the statistics table.
 - o Select **Customize columns**.
 - o Select **Attributes**.
 - o Click **Add** next to **Qual. score**.

- o Click Save.

	Keyword	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score
<input type="checkbox"/>	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0		--
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0		--
	Total - all keywords				0	0	0.00%	\$0.00	\$0.00	0	--

Try it now

Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest. We recalculate your Quality Score every time your ads are eligible for the [ad auction](#), which can potentially happen many times a day. Rather than showing you different Quality Scores throughout the day, we show you a single Quality Score that gives you an estimate of that keyword's overall quality.

How we calculate Quality Score

Every time someone does a search that triggers your ad, we calculate a Quality Score. To calculate this Quality Score, we look at a number of different things related to your account. By improving the following factors you can help improve your Quality Score:

- **Your keyword's past clickthrough rate (CTR):** How often that keyword led to clicks on

your ad

- **Your display URL's past CTR:** How often you received clicks with your display URL
- **Your account history:** The overall CTR of all the ads and keywords in your account
- **The quality of your landing page:** How relevant, transparent, and easy-to-navigate your page is
- **Your keyword/ad relevance:** How relevant your keyword is to your ads
- **Your keyword/search relevance:** How relevant your keyword is to what a customer searches for
- **Geographic performance:** How successful your account has been in the regions you're targeting
- **Your ad's performance on a site:** How well your ad's been doing on this and similar sites (if you're targeting the Display Network)
- **Your targeted devices:** How well your ads have been performing on different types of devices, like desktops/laptops, mobile devices, and tablets – you get different Quality Scores for different types of devices

How Quality Score affects you

As we mention above, we calculate a Quality Score every time someone does a search for one of your keywords. This Quality Score is then used in several different ways, affecting the following things in your account:

- **Ad auction eligibility:** Higher Quality Scores make it easier and cheaper for a keyword to enter the ad auction.
- **Your keyword's actual cost-per-click (CPC):** Higher Quality Scores lead to lower CPCs. That means you pay less per click when your keyword has a higher Quality Score.
- **Your keyword's first page bid estimate:** Higher Quality Scores lead to lower first page bid estimates. That means it's easier for your ad to show on the first page of search results when your keyword has a higher Quality Score.
- **Your keyword's top of page bid estimate:** Higher Quality Scores lead to lower top of page bid estimates. That means it's easier for your ad to show towards the top of the page when your keyword has a higher Quality Score.
- **Ad position:** Higher Quality Scores lead to higher ad positions. That means your ad can show up higher on the page when your keyword has a higher Quality Score.

In a nutshell, higher Quality Scores typically lead to lower costs and better ad positions. The AdWords system works best for everybody – advertisers, customers, publishers, and Google – when the ads we show are relevant, closely matching what customers are looking for. Relevant ads tend to earn more clicks, appear in a higher position, and bring you the most success.

Next steps

- Learn how you can improve your ad quality.

- Learn about [Ad Rank](#).

Top Contributor



What our advertisers are saying

Theresa_Zook, September 2012

"Quality Score is important for two reasons. First, the higher a phrase's quality score, the less you have to bid and pay for each click. Second, the quality score is used when figuring the Ad Rank for the ad, and only the ads with the highest Ad Ranks are shown to the searcher." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/22/2013

Understanding landing page experience

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404197&topic=2795910&ctx=topic&path=2795844-2795275-2792638>

March 30, 2013

Landing page experience refers to how good we think someone's experience will be when they get to your landing page (the web page they end up on after clicking your ad). You can improve your landing page experience – and Quality Score – by focusing on three things: relevant and original content, transparency, and ease of navigation.

Many things can affect your landing page experience. For example, is your landing page relevant to what a visitor is looking for? Is it easy to find your contact information? Is the page itself easy to navigate? Your landing page experience affects not only your Quality Score, but also your advertising costs and ad position.

Why landing page experience matters

If you've ever owned a car, you probably know that getting tune-ups can help you get better mileage, prevent costly mechanical problems, and make your car run better in the long run. Landing pages are kind of like cars – make sure they're tuned-up properly, and you'll likely get better performance and savings out of them down the road.

A good landing page experience can help you gain the trust of your customers and keep them coming back to your site. Get more mileage out of your landing page by making it easier for visitors to make a purchase, sign up for a newsletter, or do other things you want them to do on your website.

How we determine landing page experience

To determine your landing page experience, we look at a number of different things, from the actual content on the page to the overall design of the page. Below are some of the things we encourage you to keep in mind when designing your landing page.

1. Relevant and original content

- Is the purpose of your site clear?
- Is your site actually useful to visitors?
- What does your site offer that other sites don't?

• Transparency

- Is your business and contact information easy to find?
- Are you upfront about any information you're collecting from visitors?
- Can people easily tell what'll happen when they perform an action on your site?

• Ease of navigation

- Is it easy for people to find what they're looking for?

- Does your site have too many links that might confuse people?
- Can people easily find information to learn more or answer questions?

Excluding your landing pages from review

By default, the AdWords system reviews advertised landing pages to assess landing page experience. If you don't want your landing page reviewed, you can follow the steps below to restrict the AdWords system from visiting your site. However, if you do this, you may end up with a drop in Quality Score because we won't have as much information to determine your landing page experience and relevance.

While we strongly recommend against restricting our system's automatic review of your landing page, you can edit your site's **robots.txt** file as shown below to avoid a review.

- To prevent the AdWords system from accessing your site, add the following to your **robots.txt** file:

```
User-agent: AdsBot-Google
Disallow: /
```

- To prevent the AdWords system from accessing certain parts of your site, add the following to your **robots.txt** file:

```
User-agent: AdsBot-Google
Disallow: /exclude/
```

(where **exclude** represents the directories you don't want the AdWords system to visit)

In order to avoid increasing CPCs for advertisers who don't intend to restrict AdWords visits to their pages, the system will ignore blanket exclusions (User-agent: *) in **robots.txt** files.

Mobile visits to your landing page

The AdWords system will also visit your landing page to evaluate your site as viewed by iPhones and other mobile devices with full browsers.

Currently, we use the following HTTP User-Agent header to identify AdWords mobile visits:

AdsBot-Google-Mobile (+http://www.google.com/mobile/adsbot.html) Mozilla (iPhone; U; CPU iPhone OS 3.0 like Mac OS X) AppleWebKit (KHTML, like Gecko) Mobile Safari

If you have a distinct, mobile-optimized version of your site, we recommend you configure your server to show the mobile-optimized site when the AdWords mobile User-Agent is detected.

Viewing your landing page experience

Unlike Quality Score, we don't give you a specific number that shows your landing page experience. Instead, we show you one of three statuses: **Above average**, **Average**, or **Below average**.

You can view this status by going into your **Keywords** tab and placing your cursor over the speech bubble next to the status of any keyword.

- **Above average** or **Average**: If you see either of these two statuses, you're in good shape –

your Quality Score won't be negatively affected by your landing page experience.

- **Below average:** This means that your landing page experience is in need of improvement, and your Quality Score might be lower as a result. You might want to consider some changes to improve your website's landing page, like making sure that customers can find what they're looking for quickly and easily. One way to do this is to [create destination URLs for individual keywords](#).

Landing page experience vs. Site policies

When we review landing pages, we sometimes come across pages that don't follow our policies. For example, if your landing page happens to contain malware (like a virus), that's a pretty bad landing page. Rather than giving you a "Below average" landing page experience status, you won't get a score at all. Instead, you'll see "Not applicable" as your landing page experience status, and any keywords or ads pointing to that website will get a "[Site suspended](#)" status. This status means that your website can't be advertised with AdWords because it doesn't follow one or more of our [site policies](#).

Site policies refer to the [Advertising Policies](#) that we use to evaluate your landing page (and overall website). If your landing page or website contains something that we don't allow, like malware or illegal products, we might suspend your website to protect our users. When a website is suspended, that means you won't be able to advertise that suspended website until you remove any unacceptable content.

Improving your landing page experience

If you're trying to improve your landing page experience, it might be time to give your landing pages a tune-up. Try reviewing the general guidelines below to help you think of ways to improve your landing page experience and get better performance out of your landing pages down the road.

1. Relevant and original content

- Make sure your landing page is directly relevant to your ad text and keyword.
- Provide useful information on your landing page about whatever you're advertising.
- Try to offer useful features or content that are unique to your site.
- Consider adding reviews that show real opinions from people who've used that product.

• Transparency

- Make it easy for visitors to find your contact information.
- Distinguish sponsored links, like ads, from the rest of your site content.
- Openly share information about your business and clearly state what your business does.

• Ease of navigation

- Don't make people hunt around for the information they might need.
- Make it quick and easy for people to order the product mentioned in your ad.
- Make sure people can easily find information to learn more about the advertised product.

The AdWords system visits and evaluates landing pages on a regular basis. If you've made significant changes to improve your landing page experience, it could lead to higher Quality Scores over time. You might not see an impact within the first few days, but you may see results over the next several months.

updated 03/20/2013

Create an effective mobile site

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2549057&topic=2795910&path=2795844-2795275-2792638&ctx=leftnav>

March 30, 2013

People who use high-end mobile devices, like iPhones or Android phones, can see standard AdWords ads and standard websites. Just because potential customers can see your desktop website on a mobile phone doesn't mean that it's mobile-friendly.

To reach the most mobile customers, it helps to create a mobile website that's tailored to the small screen and makes it easy for people to make a purchase or take other action on your site.

When designing your site, keep in mind mobile best practices, like simple navigation and highlighting local options of your business. If you'd like to reach customers with WAP phones, you'll also need to use mobile-friendly code to create your site.

Reaching mobile customers using an HTML website

Regardless of whether you have a mobile website, AdWords will let you show text ads to customers using Google Search on a high-end mobile device, like an iPhone or Android phone. These "smart phones" have a full Internet browser (like a desktop computer), so a customer who clicks your text ad from the search results page can visit your standard website.

Keep in mind

If you opt in, make sure that your landing page doesn't contain Flash content. Flash is currently not supported on iPhones or iPads, and has only limited support on Android and other high-end mobile devices. If our system detects that your landing page has lots of Flash content, we'll automatically limit your ads from running on high-end mobile devices.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search Select campaign settings Create ad group

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea
- New campaign

Select campaign settings

Load settings Campaign type or Existing campaign

General

Campaign name

Locations and Languages

Locations What locations would you like to target (or exclude) in your campaign?

All countries and territories
 United States and Canada
 United States
 Let me choose...

Enter a location to target or exclude. [Advanced search](#)
For example, a country, city, region or zip code.

Based on your targeted locations, you may want to target pages that use these interface languages:
• English
• French

[Target suggested languages](#)

Languages What languages do your customers speak?
English [Edit](#)

[Location options \(advanced\)](#)

Networks and devices

Networks All available sites (Recommended for new advertisers)
 Let me choose...

Devices All available devices (Recommended for new advertisers)
 Let me choose...
 Desktop and laptop computers
 Mobile devices with full browsers
 Tablets with full browsers

[Advanced mobile and tablet options](#)

Bidding and budget

Bidding option Basic options | [Advanced options](#)
 I'll manually set my bids for clicks

You'll set your maximum CPC bids in the next step.

AdWords will set my bids to help maximize clicks within my target budget

Default bid \$
This bid applies to the first ad group in this campaign, which you'll create in the next step.

Budget \$ per day
Actual daily spend may vary.

[Delivery method \(advanced\)](#)

Ad extensions

Ad extensions	
You can use this optional feature to include relevant business information with your ads. Take a tour.	
Shared library	<input type="checkbox"/> Extend my ads with location information
Reports	<input type="checkbox"/> Extend my ads with relevant product details from Google Merchant Center
Automated rules	<input type="checkbox"/> Extend my ads with links to sections of my site
Labels	<input type="checkbox"/> Extend my ads with a phone number
All video campaigns	<input type="checkbox"/> Increase the social relevance of my ads by associating them with my Google+ Page
Help	<input type="checkbox"/> Extend my ads with a link to a mobile/tablet app.
Help Center	
Search help center	Go

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
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Nowadays, many mobile devices have standard browsers, but some feature phones lack a full browser and can only view mobile-specific webpages. To reach customers on these devices, you'll need to create a **WAP mobile ad** and a WAP-friendly mobile website, which we'll talk about more below.

Best practices for designing a mobile site

When creating a mobile website, you'll want to keep in mind a few strategies that best take advantage of the small size of mobile screens and the behavior of mobile users. These strategies can help make sure your mobile site is a great experience for customers and direct them to take the desired actions on your site.

Keep it quick

1. Reduce large blocks of text and use bullet points.
2. Compress images to keep them small for faster site loading.

Make it easy to buy something or contact you

1. Reduce the number of steps needed to complete a transaction.
2. Keep forms short, with the fewest number of fields possible.
3. Use check boxes, lists, and scroll menus to make data entry easier.
4. Use click-to-call functionality for all phone numbers.

Simplify navigation

1. Minimize scrolling and keep it vertical only.
2. Use a clear hierarchy in menus and avoid rollovers.

3. Help customers navigate between levels with clear back and home buttons.
4. Use seven links or fewer per page of navigation.

Help people find and get to your local sites

1. Have your address or store locator on the landing page.
2. Include maps and directions. Use GPS to personalise when possible.
3. Allow customers to check stock at nearby stores.
4. Make sure your mobile website is being indexed for [web search](#).

Designing sites for WAP mobile phones

While desktop websites typically are written with HTML, a landing page for a WAP device will need to be written in a different coding language. WAP-friendly mobile websites can be written in a few different markup languages, including XHTML, CHTML, and WML. Each language is compatible with different mobile devices.

By considering which devices you'd most like your ad to appear on, you can best plan which language or languages you should use to create your mobile website.

Detailed instructions for creating a website in mobile-friendly code are available in the [Webmaster Help Center](#).

Tip

Visit [howtogomo.com](#) to get more tips on how to create a mobile version of your site.

Note

Once you're all set with your mobile website, make sure that the WAP mobile ads you create are set to display in the correct markup language(s) in which your mobile site is written. You'll see this step while you're creating or editing a WAP ad, under "Specify the markup language in which your mobile website is written."

updated 03/16/2013

Search Advanced

- Ad & Site Quality

[Ad & Site Quality](#)[About invalid clicks](#)

About invalid clicks

[About invalid traffic](#)

About invalid traffic

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2549113&topic=2795845&ctx=topic&path=2795275-2792638>

March 30, 2013

Invalid traffic refers to clicks and impressions on AdWords ads that we suspect aren't the result of genuine customer interest. Examples of invalid traffic include clicks and impressions performed by automated tools, as well as accidental clicks – for instance, if someone double clicks your ad. We don't charge you for invalid clicks and impressions because we think they have little or no value.

Types of invalid traffic

Below are some types of clicks and impressions that we consider to be invalid:

- Accidental clicks that provide no value, such as the second click of a double-click
- Manual clicks intended to increase someone's advertising costs
- Manual clicks intended to increase profits for website owners hosting your ads
- Clicks and impressions by automated tools, robots, or other deceptive software
- Impressions intended to artificially lower an advertiser's clickthrough rate (CTR)

How Google protects you from invalid traffic

We help protect advertisers from invalid traffic by working to isolate and filter out potentially invalid clicks before they ever reach your account reports. Each click on an AdWords ad is examined by our system. Google looks at numerous data points for each click, including the IP address, the time of the click, any duplicate clicks, and various other click patterns. Our system then analyzes these factors to try to isolate and filter out potentially invalid clicks before they ever show up in your account.

More about [Google's protection against invalid traffic »](#)

How Google handles invalid traffic

When our system detects invalid clicks on your ads, we automatically filter these out of your reports so that you're not charged for them. However, you still have the option to view invalid click data if you'd like to. See the section below about "Viewing invalid click data" for information on how to view invalid click data in your account.

If we find invalid clicks that have somehow escaped our automated detection in the past two months, we'll give you credit for these clicks. To view these credits for invalid clicks, click the **Billing** tab. Any invalid click credits you've received will be labeled "Invalid activity" on the transaction history page and will be credited to you.

If we find any invalid impressions in your account, this data won't affect the CTR used for determining your keyword's Quality Score.

[Viewing invalid click data](#)

You can see the number of invalid clicks your ads have received by adding the **Invalid clicks** and **Invalid click rate** columns when viewing your campaign statistics. Remember that you aren't charged for these clicks, so they don't affect your account statistics.

1. Click the main **Campaigns** tab.
2. You can view invalid click data for each of your campaigns, or view the data by time period.
 - o To view data by campaigns, click the **Campaigns** tab.
 - o To view data by time period, click the **Dimensions** tab. Select the appropriate view by clicking on the **View** dropdown in the toolbar above your statistics table. Choose a time period such as "Day of the week."

The screenshot shows the Google AdWords interface with the 'Campaigns' tab selected. The main content area displays a table titled 'All online campaigns' with the following data:

Day	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)
Jul 20, 2012	0						
Jul 21, 2012							
Jul 22, 2012							
Jul 23, 2012							
Jul 24, 2012							
Jul 25, 2012							
Jul 26, 2012							

A message at the bottom of the table area states: "There are no statistics for the selected date range. Please select a different date range."

The left sidebar contains the following navigation links:

- Home
- Campaigns** (selected)
- Opportunities
- Tools and Analysis ▾
- Billing ▾
- My account ▾
- Search bar

The bottom footer includes:

- Help
- AdWords Home
- Editorial Guidelines
- Privacy Policy

3. Click **Columns**, then **Customize columns**.

The screenshot shows the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. A search bar is at the top left. On the left, a sidebar lists 'All online campaigns' (Campaign #1, Campaign #3, Campaign #4, Campaign #5, Sweet tea), 'Shared library', 'Reports', 'Automated rules', 'Labels', 'All video campaigns', 'Help' (with 'Help Center'), and a 'Search help center' bar. The main content area is titled 'All online campaigns' and shows a date range from 'Jul 20, 2012 - Jul 26, 2012'. It includes tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Audiences', 'Ad extensions', 'Dimensions', and 'Display Network'. Below these are buttons for 'View: Day', 'Filter', 'Columns', and 'Customize columns'. A chart area shows a single data point for 'Clicks' on July 20, 2012, with a value of 1. The chart has a legend entry 'Clicks'. At the bottom, it says 'There are no statistics for the selected date range. Please select a different date range.' A note below states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)'.

4. Click **Performance**, then click **Add** next to the following options:

- **Invalid clicks**: See the number of invalid clicks filtered during the selected time period.
- **Invalid click rate**: See the percentage of your total clicks that were filtered during the selected time period.

5. Click **Save**.

All online campaigns

Last 7 days
Jul 20, 2012 - Jul 26, 2012

View: Day Filter Columns

1 Clicks

Jul 20, 2012 Jul 26, 2012

Customize columns

Select metrics

- Level of detail >>
- Performance** >> Clicks Added
- Conversions >>
- Competitive metrics >>

	Add all columns
Clicks	Added
Impr.	Added
CTR	Added
Avg. CPC	Added
Avg. CPM	Add
Cost	Added
Avg. Pos.	Added
Invalid clicks	Add
Invalid click rate	Add

Save this set of columns

Drag and drop to reorder

Clicks	Remove
Impr.	Remove
CTR	Remove
Avg. CPC	Remove
Cost	Remove
Avg. Pos.	Remove
Conv. (1-per-click)	Remove

Day Clicks ? Impr. ? CTR ? Avg. CPC ? Cost ? Avg. Pos. ? Conv. (1-per-click) ?

There are no statistics for the selected date range. Please select a different date range.

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Invalid click data should now appear in your table. If you'd like to download the data, click in the toolbar above the table.

More about [creating reports »](#)

Monitoring invalid clicks yourself

If you're worried about invalid clicks in your account, there are a number of things you can do to monitor your account's activity.

- Track invalid clicks in your account statistics:** As described in the section above, add the invalid click data columns to your campaign statistics table to see the number and percentage of invalid clicks in your account. Remember that you aren't charged for these clicks, so they don't affect your account statistics.
- Optimize your account:** Your first line of defense against invalid activity is to [optimize your account](#) so your ads receive only the most targeted clicks and impressions. Keep in mind that [conversion rate](#) is one of the best indicators of successful advertising. Identifying and correcting low-conversion areas in your account will also work towards identifying potential areas of invalid activity.

- **Monitor your account with Google Analytics:** Google Analytics is a free tool that helps you monitor various aspects of your AdWords account, including conversion rate, visitor behavior, and campaign performance. Google Analytics provides reports that you can use to refine traffic to your ads. You can also use [auto-tagging](#) to help track the performance of your keywords.
- **Monitor conversion rates on the Display Network:** For campaigns opted into the Display Network, monitor your ads' conversion rates on Display Network sites with the [placement report](#). If you notice that clicks from the Display Network aren't converting as well as clicks from Google or the Search Network, consider reducing your Display Network bids. If you find that a particular Display Network site isn't converting well, consider excluding it from your campaign.

Low conversion rates

A low conversion rate doesn't always mean that you're getting invalid clicks. A number of different factors can lead to high levels of traffic but relatively few sales. Here are some common causes of, and solutions to, low conversion rates:

- **Changes in market condition, user behavior, and web content** may affect your campaign's performance. Some of our advertisers experience a lower return on investment (ROI) as their industries face increasing competition within the Internet advertising marketplace. We recommend that you closely monitor the ROI for each of your keywords and ads and adjust your bids accordingly within the budget that's right for your business. [Learn how bidding strategically can maximize your ROI.](#)
- **Sites that are difficult to navigate** may drive away potential customers. Consider evaluating your site's overall design, layout, and functionality. With Google Analytics, you can see if visitors typically leave your website at a certain point before making a purchase.
- **Your keywords and ad text** may not be specific enough. If you use general keywords and ad text, someone may arrive at your site expecting to find something you don't offer. Highly targeted keywords and ad text will help ensure your ads show only to customers interested in your product or service.
- **Your campaign may not be optimized for the Display Network:** If your campaign is opted into the Display Network but isn't optimized, your ads may appear on Display Network sites that are irrelevant to the products or services you're advertising. Visitors are more likely to make a purchase on your website if your ads pertain to the sites they're currently browsing. For the best results, it's important that each of your ad groups contains a short, specific keyword list focusing on only one product or service. Learn more about [optimizing for the Display Network.](#)

More about [better understanding your ad traffic »](#)

Multiple clicks from the same IP address

Multiple clicks from the same IP address don't necessarily suggest invalid activity. There are several possible reasons why this happens:

- **Return visits:** Individuals may click your ad more than once when comparison shopping or returning to your site for more information.
- **Shared IP addresses:** Multiple clicks from a single source may be due to an Internet Service Provider (ISP) assigning identical IP addresses to multiple users. Certain ISPs, such as AOL,

distribute a relatively small number of shared, rotating IP addresses to a large number of users. As a result, multiple visitors may access your site from identical IP addresses, giving the impression of repeated clicks from a single visitor.

- **Web server logs:** Your site's web server logs include data for all visitors to your site, not just those who arrived after clicking an AdWords ad. You may see "Google.com" referrers from visitors who reached your site via the Google search results and not via your ad. Rest assured that your account is only charged for clicks your ads receive.
- **Third-party software:** We've found that some reporting software records clicks between pages as a visitor navigates through your website. As a result, it may appear that you received a large number of clicks from a single visitor in a short period of time. For a more accurate way to track only AdWords clicks, we recommend using [auto-tagging](#).

Clicks from Google

Some people have asked us whether they're charged for clicks originating from Google IP addresses. No need to worry about that – clicks on AdWords ads from within Google aren't charged to your account. You may see this activity in your web server logs, but rest assured, you aren't charged for this activity. This also applies to Google's web-crawling robots.

Common reasons for increased traffic

Just because you see a spike in the number of clicks or impressions in your account doesn't always mean your ads are affected by invalid traffic. In most cases, these spikes in traffic are caused by other things.

Examples of why you might see an increase in traffic:

- **Changes in daily budget:** If you raise the daily budget for your campaigns, it'll allow your ads to get more impressions and – naturally – more clicks.
- **Changes in maximum CPC for keywords:** Raising the maximum CPC (cost-per-click) for one or more of your keywords might allow your ads to show more often. It might also allow the ads to show in a higher position than before. That's also true for ads that show on the Display Network – a higher CPC can result in a higher position and therefore more impressions and clicks.
- **Adding new keywords:** Adding new keywords to your campaign, especially if the keywords are quite general or correspond to popular search queries, can increase the number of impressions and clicks you get.
- **Ads are showing on new Display Network sites:** If your ad campaign uses automatic placements and has enough daily budget, your ads' traffic can significantly increase if it starts showing on a new publisher site.
- **Seasonal trends or news events:** Sometimes a sudden increase in interest in a specific topic can cause increased traffic – for example, if it's a special holiday or if someone famous blogs or talks about a particular topic.

More about [valid reasons for increases in traffic »](#)

Reporting invalid clicks

As mentioned in the section above, there are many common reasons for increased traffic that

don't involve invalid clicks. However, if you suspect that your account is indeed affected by invalid click activity, we'll be happy to investigate your account.

Our team of specialists will use a variety of different signals including click and impression information to identify sources of invalid activity. Because of the large number of data points we look at, an investigation into your account may take several business days to complete. When you request an investigation, please share as much information as you have about the traffic you're concerned about.

More about [requesting a click investigation »](#)

updated 03/19/2013

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Overview of AdWords Tools

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152306&topic=2795939&ctx=topic&path=2795846-2795214-2792638>

March 30, 2013

AdWords tools can be used for a variety of functions.

- **Account management tools** help you view, edit, and update your account efficiently.
- **Keyword tools** provide resources for choosing effective keywords.
- **Placement refinement tools** enable you to optimize where your ad appears.
- **Bid and budget management tools** help you make the most of your advertising budget, either by saving you time or providing insight into what you should bid for your advertising.
- **Ad creation tools** enable you to create customized ads to promote your business.
- **Troubleshooting tools** help you figure out how to solve issues that come up in your account. For example, using the disapproved ads filter helps you quickly find and update ads that aren't running for policy reasons.

updated 08/18/2012

Value Proposition for AdWords Tools

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152307&topic=2795939&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

We don't expect that every advertiser will find each AdWords tool useful, but we do hope that you'll find value in using the tools that work well for your account. Using the right tools for your account is like using the right tools when you build a house: They make the job easier, and they improve the quality of the finished product. Using the right AdWords tools can help improve your ROI and save you time as you manage your account.

updated 08/18/2012

See your account history

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454137&topic=2795940&ctx=topic&path=2795846-2795214-2792638>

March 30, 2013

Have you ever tossed a bunch of ingredients together to make an amazing meal -- maybe with a few other cooks in the kitchen -- and wished you could go back in time to record the recipe?

Your AdWords account contains a history of changes that lets you see what you've done in the past so you can understand the recipe that led to success -- and aim for even better results in the future.

By seeing your account statistics alongside the changes in your account, you can understand what events triggered changes in your performance. You can also customize which changes you'd like to see -- by date, campaign or ad group, user, and type of change.

How to see and use your change history

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Tools and Analysis** tab and select Change history.
3. On the page that appears, choose what types of changes you want to see. You can filter the changes you'll view in four ways:

Time period: View changes for a particular date range using the drop-down menu in the **Within date range** section. You can see changes dating back two years.

Scope: Choose whether to see changes across your entire account, by campaign, or by ad group, using the list on the sidebar.

Tip

- To see changes made at an account level (like adding a new user), click **Account changes**.
- To see changes made to all campaigns, select **All changes**.
- Click a campaign name to see only the changes affecting that campaign.
- Within a campaign, click an ad group name to see only the changes affecting that ad group.

User: If multiple users with different logins manage your account, you can use the drop-down menu in the **Changed by** section to view changes made by a particular user.

Change type: Use the checkboxes to filter by change type. Check **All** to see all changes made, or check one or more of the change types to narrow the results. We'll go over the details of each change type in the next section.

4. To see more information about each change, click **Show all details**. To simplify the view, click **Hide all details**.

5. Export your change history by clicking **Download**.

Date & time / User	Campaign	Ad group	Changes
Jul 20, 2012 9:35:42 AM	Sweet tea	Black tea	+ 1 Placement Added Show details
Jul 20, 2012 9:32:15 AM	Sweet tea	Black tea	✗ 1 Placement Deleted Show details
Jul 20, 2012 9:28:48 AM	Sweet tea	Black tea	+ 1 Placement Added Show details ✗ 1 Placement Deleted Show details
Jul 20, 2012 9:28:31 AM	Sweet tea	Black tea	+ 1 Placement Added Show details
Jul 20, 2012 9:18:32 AM	Sweet tea		+ 1 WebSite Added Show details
Jul 20, 2012 9:07:43 AM	Sweet tea	Black tea	+ 1 Topic Added Show details
Jul 19, 2012 2:54:33 PM	Sweet tea	Black tea	+ 1 Keyword Added Show details
Jul 19, 2012 2:43:33 PM			+ Conversion Type was created.
Jul 19, 2012 2:38:16 PM			△ Conversion Type was updated. Hide details Status changed from Deleted to Enabled
Jul 18, 2012 11:32:46 AM	Sweet tea	New Ad Group	✗ 1 Ads Deleted Show details

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

[Try it now](#)

Account actions tracked in your change history

Here are the various change types tracked in your history:

- **Ad:** Actions taken to create, edit, pause, resume or delete an ad
- **Budget:** Adjustments to your campaign's budget
- **CPC:** Adjustments to your maximum cost-per-click (CPC) bids
- **Distribution:** Changes to the network settings chosen for a campaign
- **Keyword:** Actions taken to add, pause, resume, or delete keywords; adjustments to a keyword-level maximum cost-per-click (CPC) bid or destination URL
- **Status:** Actions taken to pause, resume, or delete a campaign or ad group
- **Targeting:** Adjustments to a campaign's location or language targeting

In addition to changes made directly in your AdWords account, your change history will show changes made via [automated rules](#), AdWords API, and AdWords Editor.

Your change history doesn't track the following:

- Maximum cost-per-click (CPC) adjustments made by the Budget Optimizer
- Ad approval or disapproval
- Password changes (for security reasons)

Example

Let's say your assistant, Stu, has been a bit scatterbrained about money lately. So you want to see all changes he made to your daily budget and cost-per-click (CPC) bids last week.

- First, in the list of campaigns in the sidebar of the page, make sure to select **All changes**.
- Next, in the date drop-down, set it for last week.
- In the "Change types" section, check the boxes labeled **Budget** and **CPC**.
- Make sure to pick Stu from the **Changed by** drop-down.

Don't see any changes?

- There may not have been any changes in that time period, based on the limits you've set. Try widening your options to see changes.
- You just made a change. If it's only been a few minutes, wait a few more and try again.

Using the chart in your change history

If line after line of changes listed makes your eyes swim, take a look at the chart in your change history. Changes are mapped to the chart and you can choose which statistics to show.

Home Campaigns Opportunities **Tools and Analysis** ▾ Billing ▾ My account ▾

Account changes All changes

All changes

Last 7 days
Jul 16, 2012 - Jul 22, 2012

Graph options L Download D

Zoom out Manage campaigns

Clicks

Jul 16, 2012 Jul 22, 2012

Changed by All users

Change types: All Budget CPC Keyword Status Distribution Targeting Ad

Refresh Show all details Go to page: 1 Show rows: 10 1 10 100 1000 1 - 10 of more than 50 > >>

Date & time / User	Campaign	Ad group	Changes
Jul 20, 2012 9:35:42 AM	Sweet tea	Black tea	+ 1 Placement Added Show details
Jul 20, 2012 9:32:15 AM	Sweet tea	Black tea	✗ 1 Placement Deleted Show details
Jul 20, 2012 9:28:48 AM	Sweet tea	Black tea	+ 1 Placement Added Show details ✗ 1 Placement Deleted Show details
Jul 20, 2012 9:28:31 AM	Sweet tea	Black tea	+ 1 Placement Added Show details
Jul 20, 2012 9:18:32 AM	Sweet tea		+ 1 WebSite Added Show details
Jul 20, 2012 9:07:43 AM	Sweet tea	Black tea	+ 1 Topic Added Show details
Jul 19, 2012 2:54:33 PM	Sweet tea	Black tea	+ 1 Keyword Added Show details
Jul 19, 2012 2:43:33 PM			+ Conversion Type was created.
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Jul 18, 2012 11:32:46 AM	Sweet tea	New Ad Group	✗ 1 Ads Deleted Show details

Go to page: 1 Show rows: 10 1 10 100 1000 1 - 10 of more than 50 > >>

Help Help Center ≡

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To update the view, click the icon next to "Graph options."

- **See different metrics:** You can view one or two statistics in the chart. Choose one from the "Primary metrics" drop-down, and add another to compare to, if you like.
- **Zoom in or out:** See more or less detail in the chart by clicking "Zoom in" or "Zoom out" in the upper corner.
- **Focus on a date range:** To see more detail for a specific date range, click and drag on the graph for the dates that interest you.
- **See exact numbers:** Move your mouse cursor over a point in the chart, and we'll show you specific metrics for that date range.

If there's a significant change to the metric displayed in your chart, and if an event happened that day or the day before, the day will be flagged on the chart.

The screenshot shows the Google AdWords Change History interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main area is titled "All changes" and shows a graph of "Clicks" over time from July 16 to July 22, 2012. A tooltip indicates "Last 7 days" and the date range "Jul 16, 2012 - Jul 22, 2012". Below the graph is a "Graph options" section with a "Show graph" checkbox checked. Underneath the graph, there are filters for "Primary metric" (set to "Clicks"), "Compare to" (set to "None"), and a "Close" button. The main content area displays a timeline of changes with numbered flags. The log table has columns for Date & time / User, Campaign, Ad group, and Changes. Key entries include:

Date & time / User	Campaign	Ad group	Changes
Jul 20, 2012 9:35:42 AM	Sweet tea	Black tea	+ 1 Placement Added <a>Show details
Jul 20, 2012 9:32:15 AM	Sweet tea	Black tea	- 1 Placement Deleted <a>Show details
Jul 20, 2012 9:28:48 AM	Sweet tea	Black tea	+ 1 Placement Added <a>Show details - 1 Placement Deleted <a>Show details
Jul 20, 2012 9:28:31 AM	Sweet tea	Black tea	+ 1 Placement Added <a>Show details
Jul 20, 2012 9:18:32 AM	Sweet tea		+ 1 WebSite Added <a>Show details
Jul 20, 2012 9:07:43 AM	Sweet tea	Black tea	+ 1 Topic Added <a>Show details
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Jul 19, 2012 2:38:16 PM			△ Conversion Type was updated. <a>Show details Status changed from Deleted to Enabled
Jul 18, 2012 11:32:46 AM	Sweet tea	New Ad Group	- 1 Ads Deleted <a>Show details

At the bottom, there are sections for Help and Search help center, and a footer with copyright information and links to AdWords Home, Editorial Guidelines, and Privacy Policy.

- When you click a flag, the list of results below the chart will reload, showing only the events that happened that day. Click **Show all changes** to see all events again.
- The flags are numbered, and correspond to the list of dates next to the chart. This list shows the number of events that occurred on each date. Click **Scroll up** or **Scroll down** if you can't see all the dates at once.

Example

Let's say, on June 6, your business was featured in a news article, and impressions spiked. The change history tool will check if any changes were made in your account on June 6 or June 5. If impressions is one of the statistics you're viewing, your change history will flag one or both of those days. If you're viewing click-through rate (CTR) only, you may not see any change flagged on the chart, because there weren't significant changes to CTR in that time period.

Tip

- Like lists? Hide the graph by clicking the "Graph options" icon, then unchecking the box marked "Show graph."

Next steps

- Learn more about [monitoring ads and keywords](#).
- Find out how to [get reports sent to you](#) and other account users.

updated 03/19/2013

Try it now: Using the my change history tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=163713&topic=2795940&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

With easy access to your account history, you can make informed decisions about managing your account for maximum performance.

Follow these instructions to view change history for an account.

1. Go directly to the My Change History tool by visiting <https://adwords.google.com/ch/ChangeHistory>. You might be asked to sign in.
2. Select filter settings. You can filter the results in the My Change History tool in four ways:
 - Date range: Use the drop-down menus in the Within date range section to view changes for a particular time period.
 - Affecting level: Enter the name of a campaign for which you'd like to see changes. You'll be able to pick from a list of suggestions once you start typing. You can then further narrow results by entering an ad group name in the second field that appears. Alternatively, enter 'Account only' or 'All changes,' which will show you changes made only at the account level or changes made to all campaigns, respectively.
 - Change type: Use the checkboxes to filter by change type. Check **All** to see all changes made, or check one or more of the change types to narrow the results.
 - User: If multiple users with different logins manage your account, you can use the drop-down menu in the **Made by** section to view changes made by a particular user.
3. Click **Filter Change History**. The changes that occurred in your account for the selected parameters will be listed as well as displayed in a chart.
4. Click **Show all details** to see more information about each change. Click **Hide all details** to simplify the view.
5. Click **Download as .csv** to export your change history.

Questions to consider:

1. A campaign in your account was paused sometime during the past six months and you don't know who paused it or when it was paused. What can the My Change History report tell you?
2. What are the three changes that My Change History will NOT show?

updated 03/02/2013

About the keyword tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152312&topic=2795941&ctx=topic&path=2795846-2795214-2792638>

March 30, 2013

Need more keywords? This is what you can do with the Keyword Tool:

- Find and add new keyword ideas to your ad groups
- Refine your keyword list
- Find negative keyword ideas
- See additional keywords that can also trigger your ads (expanded matches)
- Estimate keyword traffic

Below you'll find specific directions for accessing and using the tool in different ways.

Using the tool

You can access the Keyword Tool from the **Keywords** tab of any ad group, the **Tools and Analysis** drop-down menu, or the **Opportunities** tab. You can use the search boxes and search button at the top to begin searching by entering a keyword or a URL. Or you can go straight to filtering keyword categories next to the statistics table. You can use one or the other or both together; the tool is completely flexible depending on how you'd like to use it.

To reach the Keyword Tool, follow these steps:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. From an ad group, click the **Add keywords** button above the keyword statistics table.
3. Click the **Keyword Tool** link above the list of keyword ideas.

You can also access the tool by clicking the **Tools and Analysis** drop-down menu and selecting the **Keyword Tool** option.

Once the keyword tool launches:

1. You can enter either a word or phrase in the text box, or a website in the website box to the right. You can also use both to further refine your keyword results.
2. Click **Search**. Results will appear in the main browser pane.
3. Select the keywords you'd like to add.
4. Click **Add keywords**.
5. In the new browser window, select the campaign and ad group where you'd like to add your keywords.
6. Click **Save and continue**.
7. Refine your search using the options listed below.

Refine your search further:

- Click **Advanced options** to further refine your search, for example, by country, language, or mobile search.
- Relevant categories will appear to the left. However, you can click **Show all categories** to view all the categories available. The relevant categories remain highlighted.
- Select or deselect the keyword match type checkboxes beneath the available categories to further refine your search in the main browser pane.
- Click the **Columns** button above the results table to customize the columns you see within your results data.

Reviewing your keyword results

The Keyword Tool provides several statistics along with your keyword results. This information can help you pick the keywords most likely to return quality leads within your budget. Below you'll learn how to customize the statistics shown, what each statistic means, and tips on interpreting the statistics.

Show or hide columns in your Keyword Tool results with the **Columns** drop-down menu. Each column shows historical performance statistics about the keyword results to help you pick the best ones to add to your ad group.

About the Statistics

Each column in the table shows a different statistic about the keyword results. If you access the Keyword Tool from within an ad group, certain statistics will factor in your performance history, as well as your campaign's [country and language targeting](#) (if you target a region or city, only the country will be reflected). If you use the external Keyword Tool, your [country and language selections](#) will influence these statistics.

In addition, the Keyword Tool's search statistics will vary depending on your selection of keyword match type. If you select **Broad** or **Phrase**, the tool will factor in certain variations of your keywords that could potentially trigger your ads. Learn about [keyword match types](#).

Default Columns

For any keywords you select, you'll see the following information by default within the results table:

- **Competition:** This column shows the number of advertisers worldwide bidding on each keyword relative to all keywords across Google. The shaded bar represents a general low-to-high quantitative guide to help you determine how competitive ad placement is for a particular keyword.
- **Global Monthly Searches:** This column shows the approximate 12-month average number of search queries matching each keyword. It includes traffic in all countries and languages but is specific to your keyword match type selection. If we don't have enough data for a particular keyword, you'll see this noted within the column. Learn more about the Keyword Tool's [search traffic statistics](#).

- **Local Monthly Searches:** This column shows the approximate 12-month average number of user queries for the keyword for your targeted countries and languages. It's specific to your selection from the **Match Type** drop-down menu. If we don't have enough data for a particular keyword, you'll see **not enough data**. Learn more about the Keyword Tool's [search traffic statistics](#).
- **Local Search Trends:** This column, available to signed-in advertisers only, shows a keyword's fluctuation in traffic over the past 12 months. Each bar represents a different month. This statistic is specific to your targeted country and language as well as your Keyword Match Type selection. Search traffic data is approximate. "Local" refers to searches from the selected countries and languages for your current campaign settings or those you selected in "advanced options."

Important note:

Search volume statistics are rounded. This means that when you select the option to get keyword ideas for multiple devices, like "All mobile devices," "Mobile WAP devices," and "Mobile devices with full internet browsers," the search volumes might not add up as you'd expect.

Additional columns

You can also click **Views > Customize columns** above the data table to see these additional columns:

- **Approximate CPC:** The approximate cost-per-click (CPC) you might pay if you were to bid on the keyword. The CPC is averaged over all the ad positions.
- **Ad Share:** This statistic describes the percentage of time that your ad is triggered for a query. This statistic is specific to your targeted country or territory.
- **Search Share:** This statistic describes the percentage of time that your website appeared on the first page of organic results. This statistic is specific to your targeted country or territory.
- **Extracted from Webpage:** This statistic appears for a successful keyword match to a relevant landing page.

updated 03/02/2013

About Campaign Negative Keywords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152316&topic=2795941&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Negative keywords prevent your ads from appearing whenever a user includes a certain term in his or her search query. You can apply negative keywords at both the ad group level and the campaign level. Adding a negative keyword at the ad group level means that the term will only affect the ads in the ad group. A campaign-level negative keyword will apply to all ads in all ad groups in that campaign.

Note that negative keywords work slightly differently on the Display Network than they do on search results pages. On search pages, negative keywords will prevent your ad from appearing for specific search terms. On the Display Network, our system compares your negative keywords with the content of the placements where your ads are eligible to appear. If your negative keywords match the content of a particular placement, your ad is less likely to appear on that page.

To add and edit negative keywords, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Select the campaign or the ad group that you'd like to edit.
3. Select the **Keywords** tab.
4. Scroll down to find the negative keywords section below the main keywords table. Expand the section by clicking "+".
5. You'll see two tables: "Ad group level" and "Campaign level." The following buttons appear at the top of each table.
 - **Add**: Add your negative keywords, one per line. No need to put a negative sign (-) before each keyword. (When you're viewing an ad group, you won't be able to add campaign-level negative keywords.)
 - **Edit**: Select the existing negative keywords you'd like to edit, and click the "Edit" button. You can then edit the keyword or change the match type. Click "Save" when you're done, or click "Cancel" to go back without making changes.
 - **Delete**: Select the negative keywords you'd like to delete. Click "Delete."
 - **More actions**: This drop-down offers several other options for your negative keyword tables. For example, choose "Export table" to download your entire list of campaign or ad group negative keywords. You'll be prompted to choose a format for the file. Then, click "Download" in the prompt window.

updated 08/18/2012

Campaign negative keywords best practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152317&topic=2795941&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

By filtering out unwanted impressions, negative keywords can help you reach the most appropriate prospects, improve your CTR, and increase your ROI. For example, the negative keyword '-free trial' would prevent your ads from showing on any search queries containing the terms 'free' and 'trial'. It wouldn't prevent your ads from showing on variations of these terms, however. It also wouldn't prevent your ads from showing on search queries that only contain one of the terms.

So, the search queries 'one-day trial' and 'free test' could trigger your ads, while 'free one-day trial' could not.

The process to add negative keywords to your ad group is just like adding any other keyword. The only difference is that you put a negative sign (-) before the term. You can also add negative keywords at the campaign level.

The Keyword Tool and the search term report are two great ways to [find potential negative keyword ideas](#) for your ad group.

updated 03/05/2013

Keyword Tool Best Practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152313&topic=2795941&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Ready for some advanced tips? This is what you can do with the Keyword Tool:

- **Create new, separate ad groups** with similar keywords. We recommend creating several ad groups in each campaign, each with a small, narrowly focused set of similar keywords. Use the Keyword Tool to discover ideas for relevant keywords, then divide them into lists of 5 to 20 similar terms. See examples of ad groups promoting a single product or service and multiple products or services.
- **Identify negative keywords.** The Keyword Tool may sometimes show you keywords that are not related to your business. For instance, suppose you sell cut flowers and you enter the term *flowers* into the Keyword Tool. The tool may deliver the term *gardens*, which you don't want to use as a keyword. However, it would be useful as a negative keyword, since it would stop your ad from showing on searches containing the word *gardens*. Negative keywords help make sure only interested customers see your ads.
- **Specify a language and location.** If you're using the Keyword Tool while signed in to your AdWords account, you can tailor your results to a particular location and language. If you happen to be targeting Spanish speakers who live in France, make sure you set the Keyword Tool to that language and location.
- **Start broad and then get specific.** Try broad terms like *flowers* in the Keyword Tool first. Then try specific terms like *red roses* or *miniature cactus*.
- Keyword selection should be based on quality over quantity; more relevant keywords are likely to give you better results. Keep in mind that keywords with higher search traffic or more advertiser competition don't necessarily provide more qualified leads.
- You can download your keyword results and the accompanying statistics by using the **Download** button above the keyword table. The **Competition** and **Local Search Trends** columns will show numbers ranging from 0 to 1 that correlate with the shaded bars in the Keyword Tool. A 0.8, for instance, would correspond to a bar that's 4/5 shaded. The **Local Search Trends** information, available to signed-in advertisers only, shows a keyword's fluctuation in traffic over the past 12 months. Each bar represents a different month.
- To sort your keyword results in descending order, click the column header. Click it again to sort your results in ascending order. You can also use the **Sort by ...** menu above the table.

updated 08/18/2012

Try it Now: Keyword Tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=163696&topic=2795941&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Learn how to use the Keyword tool.

Follow these instructions to find new keywords and landing pages specific to a website.

1. Go to <http://www.google.com/sktool>
2. Enter a website URL
3. Select **Find Keywords**
4. Check boxes to select suggested keywords
5. Select **Export** and choose selected

Questions to consider:

1. Is the campaign you wish to expand targeted to a specific country or territory? If so, how would you change the settings in the Keyword Tool?
2. Why is it recommended to log in to your AdWords account when using this tool?

updated 08/18/2012

Exclude IP addresses

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2456098&topic=2795977&ctx=topic&path=2795846-2795214-2792638>

March 30, 2013

Getting unwanted clicks that are costing you? You can take your ads off certain neighborhoods of the Internet map, so to speak, by excluding computer or network IP addresses from the **Settings** tab.

The **Settings** tab lets you exclude Internet Protocol (IP) addresses by campaign so that all ads in that campaign are blocked from computers and networks associated with those addresses.

Tip

Are you trying to prevent your ads from showing in certain geographical locations? Try excluding ads from a geographic location instead of excluding IP addresses.

Why exclude by IP address

Here are some reasons you'd want to exclude by IP address:

- Take advantage of the advanced exclusion controls that AdWords provides.
- Exclude your competitors' IP addresses.
- Limit unwanted impressions and clicks from your company's network.

Example

People working at your company regularly check your website's organic search results, where your ads sometimes show. Since unwanted ad impressions and inadvertent clicks are costly, you decide to exclude your company's network IP address.

Keep in mind

To exclude IP addresses, you'll need to use one of the following campaign types:

- "Search & Display Networks - All features"
- "Search Network only – All features"
- "Display Network only – All features"
- "Display Network only – Remarketing"

If you have a different campaign type from the ones listed above, you won't be able to exclude IP addresses. Learn about AdWords campaign types.

How to exclude IP addresses

Here's how to block your ads from showing to certain IP addresses:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Under the main **Campaigns** tab, click the **Settings** tab.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾

All online campaigns >

Campaign: Sweet Tea

All online campaigns

Campaign #1

Campaign #3

Campaign #6

Campaign #7

Sweet Tea

Ad Group #1

Ad Group #2

Enabled Experiment: Not started Type: Search & Display Networks - All features Budget: \$10.00/day Targeting: All devices English Ireland; Meilen, Kantor

Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Dimensions](#)[Display Network](#)

Campaign settings

General

Campaign name **Sweet Tea** [Edit](#)Type [?](#) **Search & Display Networks - All features** [Edit](#)

Networks

Networks [?](#) [All](#) [Edit](#)

Desktops & laptops, mobile devices and tablets

Devices [?](#) [All](#) [Edit](#)

Locations

Locations [?](#) Targeted locations:

- Ireland (country)
- Meilen, Canton of Zurich, Switzerland (city)
- Munich, Bavaria, Germany (city)
- Maui, Hawaii, United States (city)

[Edit](#)[Location options \(advanced\)](#)Target [?](#) People in, searching for, or viewing pages about my targeted location [Edit](#)Exclude [?](#) People in my excluded location [Edit](#)

Languages

Languages [?](#) What languages do your customers speak?English [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$10.00/day** [Edit](#)[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour.](#)

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)[IP exclusions](#)Manage IP exclusions [Edit](#)[Tracking URL for dynamic links](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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3. Click the campaign you'd like to exclude IP addresses from.
4. Scroll down to the **Advanced settings** section, and click the **IP exclusions** link.

5. Click **Edit** next to "Manage IP exclusions."

All online campaigns >
Campaign: Sweet Tea

Enabled Experiment: Not started Type: Search & Display Networks - All features Budget: \$10.00/day Targeting: All devices English Ireland; Meilen, Cantor Zurich, Switzerland; Munich, Bavaria, Germany; Maui, Hawaii, United States

Ad groups Settings Ads Keywords Dimensions Display Network

Campaign settings

General

Campaign name Sweet Tea Edit

Type ? Search & Display Networks - All features Edit

Networks

Networks ? All Edit

Desktops & laptops, mobile devices and tablets

Devices ? All Edit

Locations

Locations ? Targeted locations:
• Ireland (country)
• Meilen, Canton of Zurich, Switzerland (city)
• Munich, Bavaria, Germany (city)
• Maui, Hawaii, United States (city)

Edit

Location options (advanced)
Target ? People in, searching for, or viewing pages about my targeted location Edit
Exclude ? People in my excluded location Edit

Languages

Languages ? What languages do your customers speak?
English Edit

Bidding and budget

Bidding option ? Focus on clicks, manual maximum CPC bidding Edit
Budget ? \$10.00/day Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

Schedule: Start date, end date, ad scheduling
Ad delivery: Ad rotation, frequency capping
Demographic
Social settings
Keyword matching options
Automatic campaign optimization (Display Network only)
Experiment^{BETA}
IP exclusions Manage IP exclusions Edit
Tracking URL for dynamic links

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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6. In the box that opens, enter the list of IP addresses you want to exclude. Type just one IP

address per line, up to 500 addresses per campaign.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area shows a campaign named "Sweet Tea" with various sub-sections like Ad groups, Settings, Ads, Keywords, Dimensions, and Display Network. A modal dialog box titled "IP address exclusion" is open in the center. It contains instructions: "You can specify Internet Protocol (IP) addresses that you would like to exclude from seeing your ads. This list will apply only to ads in this campaign". It notes that users may still receive impressions and clicks from excluded IP addresses if a Google Network site doesn't provide users' IP information. Below this, it says "Enter one IP address per line" and provides a text input field with the placeholder "Format: 123.145.167.89". To the right of the input field, it says "You can enter fully specified IP addresses or use the wildcard character (*) for the last 3 digits to specify blocks of addresses." It includes examples: "• 123.4.5.67", "• 123.4.5.*", and "• 123.45.167.1". At the bottom of the modal are "Save" and "Cancel" buttons. The background of the main AdWords interface shows campaign settings, bidding options, delivery methods, ad extensions, and advanced settings. The sidebar on the left lists shared library, automation, reports, and labels. The bottom of the page includes help links, a search bar, and a footer with copyright information.

7. Click **Save**.

If you'd like to view or edit the IP address you've excluded for a campaign, return to the **Settings** tab.

Note

Some large Internet Service Providers (ISPs) assign the same IP address to a large number of computers. If you exclude such an IP address, you could block many legitimate customers from seeing your ads.

How to remove your IP address exclusions

Here's how to remove an IP address exclusion from your campaign:

1. Follow steps 1-5 (above).
2. In the box that opens, delete any IP address exclusions that you want to remove.
3. Click **Save**.

Next steps

- [Exclude sites and categories](#).
- [Exclude pages about a specific topic](#).

updated 03/16/2013

Target ads to a selected geographic location

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722043&topic=2795977&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

When it comes to advertising on AdWords, consider the real estate adage: "Location, location, location!" Regardless of how great your ad is, it probably won't perform as well if it doesn't appear in the right places. Reach your customers where they are and where your business can serve them by using AdWords location targeting.

AdWords location targeting allows your ads to appear in the geographic locations that you choose, as well as additional areas that AdWords suggests. Location targeting helps you focus your advertising on the areas where you'll find the right customers, and can increase your return on investment (ROI) as a result.

You can set and then adjust your location targeting settings at any time using the methods listed below. Click an option for more details:

Target entire countries

Targeting your ads to a country or multiple countries is a good idea if you provide products and services to those large areas. Targeting entire countries also allows you to receive more exposure than you would by targeting individual cities or regions within a country.

You might target entire countries if you run a national business, have an e-commerce site that ships all over the world, or your service area covers an entire country.

Example

If you sell surfboards online and ship to all regions of the U.S. and Canada, you could target both countries.

Who could benefit from national and international location targeting:

- An online retailer that ships worldwide
- A business that ships products to all regions in one or more countries
- An international business selling to several countries that share a common language

Who might not benefit from targeting entire countries:

- A business that doesn't serve all regions or cities. In this case, you might target individual regions or cities, which we'll explain in the next section.

How to target a country

Here's how to target a country:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.

3. Click the name of the campaign that you'd like to edit.

4. Click the **Settings** tab.

5. Click **Edit** next to Locations.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns (selected), Opportunities, Tools and Analysis, Billing, and My account. The left sidebar has sections for Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. The main content area shows a campaign named "Sweet tea" with various settings tabs: Ad groups, Settings (selected), Ads, Keywords, Dimensions, and Display Network. A modal dialog is open over the "Locations and Languages" section, specifically targeting the "Networks" settings. The modal shows two options: "All available sites (Recommended for new advertisers)" (selected) and "Let me choose...". At the bottom of the modal are "Save" and "Cancel" buttons. Below the modal, there are sections for Bidding and budget, Ad extensions, and Advanced settings, each with expandable options like Schedule, Ad delivery, Demographic, Social settings, Keyword matching options, Automatic campaign optimization, and Experiment (BETA). A note at the bottom states: "Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)".

6. Enter the name of the country that you'd like to target.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

Campaign settings

General

Campaign name Sweet tea Edit

Locations and Languages

Locations [?]

Targeted locations	Reach [?]	Remove all
Maui, Hawaii, United States - city	95,000	Remove Nearby
Munich, Bavaria, Germany - city	4,680,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	6,000	Remove Nearby
Ireland - country	2,270,000	Remove Nearby

Brazil [?] Advanced search

Matches	Reach [?]	
Brazil - country	36,900,000	Add Exclude Nearby
Brazil, Indiana, United States - city	2,000	Add Exclude Nearby
Brazilian Federal District, Brazil - state	807,000	Add Exclude Nearby
Brasília, Brazilian Federal District, Brazil - city	807,000	Add Exclude Nearby
Amapá, Brazil - state	9,000	Add Exclude Nearby

Languages [?] W Er

Location options (advanced)

Networks and devices

Networks [?] All Edit

Devices [?] All Edit

Bidding and budget

Bidding option [?] Focus on clicks, manual maximum CPC bidding Edit

Budget [?] \$5.00/day Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#).

Advanced settings

- Schedule:** Start date, end date, ad scheduling
- Ad delivery:** Ad rotation, frequency capping
- Demographic**
- Social settings**
- Keyword matching options**
- Automatic campaign optimization (Display Network only)**
- Experiment** BETA

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Click **Add** to add the location.

Search
All online campaigns

- Campaign #1
- Sweet tea
- Black tea
- Green tea

All online campaigns >
Campaign: Sweet tea
Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

Campaign settings
General

Campaign name **Sweet tea** [Edit](#)
Locations and Languages
Locations ?

Targeted locations	Reach	Remove all
Maui, Hawaii, United States - city	95,000	Remove Nearby
Munich, Bavaria, Germany - city	4,680,000	Remove Nearby
Meilen, Canton of Zurich, Switzerland - city	6,000	Remove Nearby
Ireland - country	2,270,000	Remove Nearby

Brazil	Advanced search
Matches	Reach
Brazil - country	36,900,000
Brazil, Indiana, United States - city	2,000
Brazilian Federal District, Brazil - state	807,000
Brasília, Brazilian Federal District, Brazil - city	807,000
Amapá, Brazil - state	9,000
Related locations	
Des Moines-Ames IA, Iowa, United States - metro	487,000

Languages ? **W** **E** [Edit](#)
Location options (advanced)
Networks and devices
Networks ? [All](#) [Edit](#)
Devices ? [All](#) [Edit](#)
Bidding and budget

Bidding option ? **Focus on clicks, manual maximum CPC bidding** [Edit](#)

Budget ? **\$5.00/day** [Edit](#)
Delivery method (advanced)
Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#).

Advanced settings

- ⊕ Schedule: Start date, end date, ad scheduling
- ⊕ Ad delivery: Ad rotation, frequency capping
- ⊕ Demographic
- ⊕ Social settings
- ⊕ Keyword matching options
- ⊕ Automatic campaign optimization (Display Network only)
- ⊕ Experiment^{BETA}

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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8. Click **Save** to save your settings.

[Try it now](#)

Target areas within a country

If your business doesn't serve all regions or cities, or you'd like to focus your advertising efforts on certain areas within a country, you'll want to choose more precise targeting. Depending on the country, you can target regions, Nielsen® DMA®s (metro areas), cities, or postal codes. [See location targeting options by country.](#)

Example

If you run a bakery in San Francisco, you can target your ads to the city of San Francisco to attract local customers when they search for *baguettes* on Google.com.

Who could benefit from targeting areas within a country:

- A small local business
- A business delivering unique advertising messages to selected areas
- A business promoting special offers only in selected locations
- A business trying to measure the success of ads in selected regions
- A business selling products only in selected regions or cities

Who might not benefit from targeting areas within a country:

- A business that is trying to reach most of the regions in a country, with just a few exceptions (say, all of the U.S. except for Alaska). In this case, it might be better to target the whole country, and then exclude the other areas.

Tip: Airport targeting

You also have the ability to target potential customers in more than 350 airports around the world, so you can reach travelers who are interested in the products and services that you offer. You'll be able to show your ads to customers in airports on their mobile or tablet devices, or when they indicate their location of interest as an airport on their desktop devices.

To target an airport, enter the full [airport name](#) along with the name of the country (e.g. San Francisco International Airport, United States). If that doesn't work, try using the [airport code](#).

Airport targeting is available for locations where we have high-quality data. Not all airports may be included at this time, but they may be included in the future. See the [full list of airports that you can target in AdWords](#) (select "Airport" as the Target Type).

How to target an area within a country

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign that you'd like to edit.
4. Click the **Settings** tab.

5. Click **Edit** next to Locations.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area displays a campaign named "Sweet tea". The left sidebar contains a tree view of campaigns: "All online campaigns" (Campaign #1, Sweet tea), "Black tea", and "Green tea". The right sidebar has sections for Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Help Center. The main content area shows "Campaign settings" with tabs for Ad groups, Settings (selected), Ads, Keywords, Dimensions, and Display Network. Under "General", the campaign name is "Sweet tea" with an "Edit" link. Under "Locations and Languages", "Locations" is set to "Targeted locations: Canada (country) and United States (country)" with an "Edit" link. "Languages" is set to "English" with an "Edit" link. There's also a link for "Location options (advanced)". Under "Networks and devices", "Networks" is set to "All available sites (Recommended for new advertisers)" with an "Edit" link. There are "Save" and "Cancel" buttons. Under "Devices", it says "All" with an "Edit" link. Under "Bidding and budget", "Bidding option" is set to "Focus on clicks, manual maximum CPC bidding" with an "Edit" link. "Budget" is set to "\$5.00/day" with an "Edit" link. There's also a link for "Delivery method (advanced)". Under "Ad extensions", it says "Use this option to show relevant business information with your text ads. You can create and manage your extensions from the Ad extensions tab. Take a tour." Under "Advanced settings", there are several expandable options: Schedule, Ad delivery, Demographic, Social settings, Keyword matching options, Automatic campaign optimization (Display Network only), and Experiment (BETA). At the bottom, a note says "Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more". The footer includes links for © 2012 Google, AdWords Home, Editorial Guidelines, and Privacy Policy.

6. Enter the postal code or name of the location that you'd like to target.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

Search ×

All online campaigns

- Campaign #1
- Sweet tea
- Black tea
- Green tea

● Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups
Settings
Ads
Keywords
Ad extensions
Dimensions
Display Network
▼

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations ?

Targeted locations	Reach ?	Remove all
Canada - country	22,400,000	Remove Nearby
United States - country	182,000,000	Remove Nearby
Paris, France		Advanced search
Matches	Reach ?	
Paris, Île-de-France, France - city	6,360,000	Add Exclude Nearby
Locations that enclose: Paris, Île-de-France, France		
Île-de-France, France - region	9,910,000	Add Exclude Nearby
France - country	30,200,000	Add Exclude Nearby
English Edit		

[Location options \(advanced\)](#)

Networks and devices

Networks ?
All [Edit](#)

Devices ?
All [Edit](#)

Bidding and budget

Bidding option ?
Focus on clicks, manual maximum CPC bidding [Edit](#)

Budget ?
\$5.00/day [Edit](#)

[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)
[Ad delivery: Ad rotation, frequency capping](#)

[Demographic](#)
[Social settings](#)

[Keyword matching options](#)
[Automatic campaign optimization \(Display Network only\)](#)

[Experiment^{BETA}](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
 There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Tip

If you're entering a city name, add the country name as well. You don't want to target Paris,

France, if you're trying to sell cowboy hats to customers in Paris, Texas.

7. Click **Add** to add the location.

The screenshot shows the Google AdWords interface. The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays a campaign named "Sweet tea". The campaign status is Enabled, with a budget of \$5.00/day targeting All available sites, All devices, English, Canada; United States. The "Campaign settings" tab is selected, showing sections for General, Locations and Languages, Networks and devices, Bidding and budget, and Advanced settings. In the Locations and Languages section, the "Targeted locations" table lists Canada (22,400,000 reach), United States (182,000,000 reach), and Paris, France (6,360,000 reach). The "Languages" section lists English (30,200,000 reach) and French. The "Bidding and budget" section shows a budget of \$5.00/day. The "Advanced settings" section includes options for scheduling, delivery, demographic targeting, social settings, keyword matching, automatic optimization, and experiments. A note at the bottom states that reporting is not real-time and there is a 24-hour delay in conversion tracking reporting. The left sidebar contains links for Shared library, Reports, Automated rules, Custom alerts, Labels, Help, and Search help center.

All online campaigns >
Campaign: Sweet tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Campaign settings

General

Campaign name Sweet tea Edit

Locations

Targeted locations	Reach	Remove all
Canada - country	22,400,000	Remove Nearby
United States - country	182,000,000	Remove Nearby
Paris, France	6,360,000	Add Exclude Nearby
Paris, Île-de-France, France - city	9,910,000	Add Exclude Nearby
Île-de-France, France - region	30,200,000	Add Exclude Nearby

Advanced search

Matches Reach

Paris, Île-de-France, France - city 6,360,000 Add | Exclude | Nearby

Locations that enclose: Paris, Île-de-France, France

Île-de-France, France - region 9,910,000 Add | Exclude | Nearby

France - country 30,200,000 Add | Exclude | Nearby

English Edit

Location options (advanced)

Networks

Devices

Bidding and budget

Bidding option Focus on clicks, manual maximum CPC bidding Edit

Budget \$5.00/day Edit

Delivery method (advanced)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the Ad extensions tab. Take a tour.

Schedule: Start date, end date, ad scheduling

Ad delivery: Ad rotation, frequency capping

Demographic

Social settings

Keyword matching options

Automatic campaign optimization (Display Network only)

Experiment BETA

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

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8. Click **Save** to save your settings.

Try it now

Target a radius around a location

If you run a delivery service or your local business relies on foot traffic, then radius targeting (also known as proximity targeting or "Target a radius") would help target your ads to customers within a certain distance around your location. Radius targeting helps you identify an area around your business to target, rather than choosing individual cities, regions, or countries.

Example

If your business is a movie theater in Philadelphia, you can target your ads to an area within a 10-mile radius around your theater, so only your likeliest movie fans will see your ad.

When you target a radius, you'll be able to target the cities and/or regions within the radius that you've chosen in your settings. We will show you a list of locations that are contained within the radius, also known as 'Locations within this target'. You can review these locations to make sure that you've captured the areas that you expect to target.

How to target a radius around a location Best practices for selecting a radius

For best results when selecting a radius, see the suggested tips for desktop and mobile-only campaigns below.

Desktop campaigns (campaigns that target people using desktop computers):

- **Minimum radius:** We suggest setting a minimum radius of 10 miles/20 kilometers for your location target. If the radius is smaller than the recommended distance, your ad might not reach customers because it doesn't sufficiently cover a full city or region. When a city or region is only partially covered, it might not be targeted at all. We suggest checking which locations are included in your radius to make sure that you're able to reach the cities or regions that you plan to target.
- **Add all:** We suggest that you select **Add all** instead of adding the radius target for all desktop campaigns. The **Add all** option will give you much more clarity in seeing the individual locations that would be included in the radius.
- **Locations within this target:** If you want to refine the list of areas that you'd like to reach, you can target only certain locations or exclude some locations from the **Locations within this target** list.

Mobile-only campaigns (campaigns that target people using mobile devices):

- **Minimum radius:** We suggest setting a minimum radius of 10 miles/20 kilometers for your location target. However, mobile devices with full internet browsers, such as Android devices or iPhones, can be targeted with more accuracy than desktop computers or laptops, so targeting down to 1 mile/1 kilometer is possible. Find out more about creating campaigns that [target only mobile devices with full internet browsers](#).
- **Add all:** We suggest that you select the radius target instead of **Add all** for all mobile-only campaigns where the radius target radius is less than 5 km/3 miles.

Location targets within each country

Some AdWords target types aren't available in all countries. See [available target types for each country](#).

You can also see a downloadable list of all available location targets and their unique names in the [AdWords API help center](#). Click the country name to see the targetable locations within each country.

Tips

- If you own an e-commerce company, target all the locations you ship to, not just where your business is physically located.
- It's a good idea to keep your language and location targeting settings consistent. For example, if you're targeting users in France, you may also want to target the French language, and be sure that your ads are written in French. Find out more about [how language targeting works](#).

Location targeting suggestions

You may have noticed that when you edit your location targeting settings, AdWords suggests other locations that you might want to target. You can review these suggestions to see if they make sense for your ad campaign.

[See available location targeting suggestions](#)

Search

All online campaigns >
Campaign: Sweet tea

All online campaigns
Campaign #1
Sweet tea
Black tea
Green tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

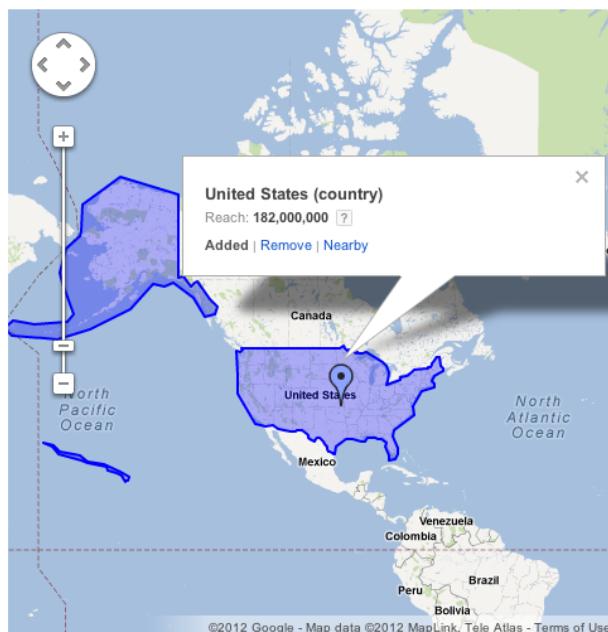
[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Ad extensions](#) [Dimensions](#) [Display Network](#) ▾

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Choose your locations



Search Radius targeting Bulk locations			
<input type="text"/> New	<input type="button" value="Search"/>		
For example: New York, NY, United States - city			
New York, New York, United States - city	8,810,000	Add Exclude Nearby	
New York, United States - state	12,700,000	Add Exclude Nearby	
New Orleans, Louisiana, United States - city	358,000	Add Exclude Nearby	
New South Wales, Australia - state	7,510,000	Add Exclude Nearby	
New Jersey, United States - state	4,400,000	Add Exclude Nearby	
New Zealand - country	3,000,000	Add Exclude Nearby	
Newark, New Jersey, United States - city	134,000	Add Exclude Nearby	
Newport Beach, California, United States - city	68,000	Add Exclude Nearby	
New Mexico, United States - state	684,000	Add Exclude Nearby	
Locations that enclose: New York, New York, United States			
New York NY, United States - metro	15,300,000	Add Exclude Nearby	
New York, United States - state	12,700,000	Add Exclude Nearby	
United States - country	182,000,000	Added Nearby	

[Hide locations on map](#) [?]

[Send feedback](#)

[Done](#)

[Cancel](#)

[Help Center](#)

[Search help center](#)

[Reports](#)

[Automated rules](#)

[Custom alerts](#)

[Labels](#)

[Help](#)

[Help Center](#)

[Search help center](#)

[Take a tour.](#)

Advanced settings

- Schedule: Start date, end date, ad scheduling
- Ad delivery: Ad rotation, frequency capping
- Demographic
- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)
- Experiment BETA

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- **Locations that enclose:** Enclosing locations are larger areas that contain the location you've selected. You might consider adding this larger enclosing location if you want to reach a larger audience.
- **Related locations:** Related locations may be near the location that you've entered, have a similar name, or enclose a location that has a similar name. Related locations can be added to or excluded from your campaigns.

- **Nearby locations:** Next to the name of a location, you may also see a **Nearby** link. Nearby locations are, as you might have guessed, locations that are nearby that you may also consider adding to or excluding from your campaigns.



Help Sign out

All online campaigns

- Campaign #1
- Sweet tea**
- Black tea
- Green tea

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Campaign settings

General

Campaign name Sweet tea Edit

Choose your locations

New York, New York, United States (city)
Reach: 8,810,000 Add | Exclude | Nearby

Search | Radius targeting | Bulk locations

Enter a location to target or exclude. Search

New York, New York, United States - city
Reach: 8,810,000 Add Remove

Nearby locations Show all Reach Add all

Location	Reach	Add	Exclude	Nearby
New Jersey, United States - state	4,400,000	Add	Exclude	Nearby
Connecticut, United States - state	1,840,000	Add	Exclude	Nearby
Brooklyn, New York, United States - city	1,030,000	Add	Exclude	Nearby
Bronx, New York, United States - city	344,000	Add	Exclude	Nearby
Staten Island, New York, United States - city	200,000	Add	Exclude	Nearby

Show locations on map

Enclosing locations Reach

Location	Reach	Add	Exclude	Nearby
New York NY, United States - metro	15,300,000	Add	Exclude	Nearby
New York, United States - state	12,700,000	Add	Exclude	Nearby
United States - country	182,000,000	Add	Exclude	Nearby

Selected locations

Targeted (1) Show locations Send feedback

Done Cancel

Help Center

Search help center Go

Reports

Automated rules

Custom alerts

Labels

Help

Help Center

Search help center Go

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more.

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Targeting multiple locations in bulk

If you'd like to target multiple locations in bulk, AdWords allows you to add a list of up to 1000 location targets at a time, rather than adding each location one-by-one. We also offer other tools for bulk editing. Click an option below to find out more.

How to add multiple location targets in bulk

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the name of the campaign you wish to edit.
4. Click the **Settings** tab.
5. Click **Edit** next to "Locations" and click **Advanced search**.
6. Click **Bulk locations**.
7. In the box, paste or type the names of up to 1000 locations that you'd like to target, and add locations from one country at a time. See the list of [targetable locations](#).
8. Select the [country code](#) for this set of locations.
9. Once you've entered your locations, click **Search**.
10. We'll display all locations that matched your search in the review panel. Review your results, then click **Add all matched locations** to target all of the locations that matched your search.
11. Under the section "Selected locations", you'll see the location targets that you've just added.
12. Click **Done**.
13. Once you've confirmed your changes, click **Save** on the Settings tab.

[Try it now](#)

Tips

- Selecting **Remove all matched locations** will remove all locations from the review panel, as well as from your existing location targets or location exclusions.
- To target a city or zip code, include the full name of the country or state as well -- for example, *Oxford, England* or *94103, California*.
- To target more than 1000 locations, you can add location targets in bulk multiple times. For example, if you'd like to target 1200 locations, add your first 1000 location targets. When you're done, add the remaining 200 locations.
- If you searched for any location targets that weren't found, you'll find them in the box where you entered the list of locations.

Other bulk editing options

Top Contributor



What our advertisers are saying

ScottyD, 08/08/2012

"if I had a luxury car servicing business in London and someone outside the city (my target area) searched "luxury car servicing London" then I still have the opportunity for my ad to be shown to them." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/22/2013

How geographic location is used to match ads to customers

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453995&topic=2795977&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

AdWords allows you to target customers in the geographic locations that you've chosen, so your ads can appear in the country, region, or city where you do business. Several factors are considered when determining where your ad can appear, including search terms, physical location, and the domain being viewed.

Geographic targeting on desktop

If your ads are targeted by geographic location, AdWords reviews several different conditions to determine whether to show your ad:

- **Location of interest**

If we detect geographic areas that someone is interested in, we may show appropriate ads targeted to those areas, even if she isn't physically located in the location. We may detect a location of interest if she does any of the following:

- Includes the name of a recognizable location in her search
- Searches within an area of the map on Google Maps
- Sets a custom location for Google search results

On the Search Network, location-specific terms in customers' searches will take precedence over other factors when determining where to show your geographically-targeted ad. You can choose whether or not to target by location of interest in your advanced location options.

Example

Matt is located in California and searches for *New York restaurant* on www.google.com. He sees ads targeted to customers in New York because he included *New York* in his search.

Tip

Location of interest works only if the location in the search is in the same country where the searcher is physically located. If you searched for *France hotel* while located in the United States, you won't see ads targeted to France even though your search showed interest in France. (You could still see ads for French hotels that are targeted to the United States, though!)

However, say you're in the United States and search for *France hotel* on Google.fr, the French domain. We'll identify your location as France because of the domain, and you'll be able to see ads targeted to France.

Example

The Google domain in France is www.google.fr, so customers who visit www.google.fr will see ads targeted to France.

- **Google domain**

Google domains in each country have a unique URL that helps us determine searchers' locations.

- **Physical location (IP address)**

When possible, we determine general physical location based on someone's computer or device location. That location is usually based on the computer's Internet Protocol (IP) address, which is a unique number assigned by Internet Service Providers to each computer connected to the Internet.

- **Google profiles**

Ads on the [Google Display Network](#) may also be targeted using the declared location in customers' Google profiles, but only when they're signed in to their Google account. If the location on a customer's Google profile is different than the location determined from her IP address, the customer is eligible to see ads targeted to both locations.

Geographic targeting on high-end mobile devices

You can also target ads by geographic location on high-end mobile devices, which are mobile devices with full Internet browsers. AdWords reviews several different conditions to determine whether to show your ad:

- **Location of interest**

If we detect geographic areas that someone is interested in, we may show appropriate ads targeted to those areas, even if she isn't physically located in the location. We may detect a location of interest if she does any of the following:

- Includes the name of a recognizable location in her search
- Searches within an area of the map on Google Maps for Mobile

Location-specific terms will take precedence over other factors when determining where to show your geographically-targeted ad.

- **Device location**

If [My Location](#) is enabled, we can get more precise information about searchers' locations when they use Google. We choose the most accurate source from various methods of detecting device location:

- **GPS:** Accuracy varies depending on GPS signal and connection.
- **Wi-Fi:** Accuracy should be similar to the access range of a typical Wi-Fi router.
- **Google's cell ID (cell tower) location database:** Used in the absence of Wi-Fi or GPS. Accuracy is dependent on how many cell towers are located within an area and available data, and some devices don't support cell ID location.

- **Physical location (IP address)**

If connected to a Wi-Fi network, we may detect the mobile device's IP address to determine physical location. If the mobile device is connected to a mobile carrier's proxy server, we'll use the carrier IP to determine the device's location.

- **Google Search history**

Based on the location obtained from a searcher's last few queries, we may estimate his approximate physical location and serve relevant ads.

Tip

When you target a city, we may also show your ad to customers in nearby, closely related cities that normally couldn't be targeted because of low population, insufficient data about the geographic area, or because city-level targeting isn't available. For example, if you target the city of Portland, we may also show your ads to searchers in nearby suburbs of Portland.

About Google.cn and Google.com.hk

Location targeting works differently for users who search on [google.cn](#) and [google.com.hk](#):

updated 03/05/2013

Using automatic bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2470106&topic=2795978&ctx=topic&path=2795846-2795214-2792638>

March 30, 2013

Automatic bidding allows you to put your bidding on autopilot with the goal of getting the most possible clicks within your budget. You can also set a CPC bid limit if you don't want to exceed a particular price for each click. At any time, you can switch to our manual bidding option, which allows you to choose your own bid amounts instead.

Automatic bidding is the simplest of the AdWords bidding options. You don't need to specify individual bids for your keywords, ad groups, or placements. Instead, you set a daily budget, and AdWords will help adjust your cost -per-click (CPC) bids to receive the most possible clicks within your budget.

Automatic bidding is ideal for advertisers who don't want to spend a lot of time setting bids, but would like to get the most clicks possible for their ads within their budget. If at any time you don't like the bid suggestions, you can easily switch to using manual bidding which gives you full control to set the bid amounts yourself.

Example

Liz runs a small travel agency and wants to get people to visit her website. She uses automatic bidding to help her ads get the maximum amount of clicks within her US\$100/day budget, without managing individual keyword bids.

Set up automatic bidding

You can switch to automatic bidding at any time. Simply follow these steps below:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. In the **Campaigns** list, click the campaign name.
3. Select the **Settings** tab.
4. Click **Edit** next to the bidding option.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#) Search

All online campaigns >

Campaign: Sweet tea

Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Ad extensions](#)[Dimensions](#)[Display Network](#)

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)Languages [?](#) What languages do your customers speak?**English** [Edit](#)[+ Location options \(advanced\)](#)

Networks and devices

Networks [?](#) **All** [Edit](#)Devices [?](#) **All** [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[+ Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[+ Schedule: Start date, end date, ad scheduling](#)Start date **Jun 5, 2012**End date **None** [Edit](#)Ad scheduling [?](#) **Show ads all days and hours** [Edit](#)[+ Ad delivery: Ad rotation, frequency capping](#)[+ Demographic](#)[+ Social settings](#)[+ Keyword matching options](#)[+ Automatic campaign optimization \(Display Network only\)](#)[+ Experiment^{BETA}](#)[+ IP exclusions](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#) Search help center Go[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#)

5. Select "AdWords will set my bids to help maximize clicks within my target budget."



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Ad groups

Settings

Ads

Keywords

Dimensions

Display Network



Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?[English](#) [Edit](#)[Location options \(advanced\)](#)

Networks and devices

Networks [?](#) [All](#) [Edit](#)Devices [?](#) [All](#) [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks - use maximum CPC bids I'll manually set my bids for clicks AdWords will set my bids to help maximize clicks within my target budget CPC bid limit [?](#) \$ Enhanced CPC [?](#) Use my conversion tracking data and bids to optimize for conversions
Unavailable because conversion tracking isn't set up. Setup [conversion tracking](#). Focus on conversions (Conversion Optimizer) - use CPA bidsUnavailable because conversion tracking isn't set up. Setup [conversion tracking](#).[Save](#)[Cancel](#)Budget [?](#) **\$5.00/day** [Edit](#)[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

6. Click **Save**.

[Try it now](#) [View your automatic bids](#)

To view the automatic bid for your campaign, follow the steps below:

1. Click the **Ad groups** or **Keywords** tab.
2. Under the "Default Max. CPC" heading, you'll see the maximum cost-per-click bid that the AdWords system is using for your campaign, as indicated by the "auto" tag.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area shows a campaign named "Sweet tea". The "Keywords" tab is selected. The interface displays a table of keywords with columns for Keyword, Ad group, Status, Max. CPC, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Labels, Qual. score, and Dest. URL. The table includes rows for "Black tea", "Oolong tea", "Green tea", "White tea", "Blooming tea", "Oolong Tea", "Black Tea", "Herbal Tea", "White Tea", and "Organic Tea". Some rows show "Ad group paused". The bottom of the screen shows reporting notes about real-time data and a footer with copyright information.

Tip

If you have [enhanced campaigns](#) that are using automatic bidding, you can [set bid adjustments](#) that increase or decrease your bids when your ad is competing to appear on mobile devices and in specific locations. Bid adjustments can give you more control over when and where your ad appears.

CPC bid limits for your campaign

It isn't possible to set individual CPC bids with automatic bidding, but you can set a maximum CPC bid for your entire campaign. This maximum CPC bid, known as the CPC bid limit, allows you to control the maximum amount you're willing to pay for each click. For example, if you specify a bid limit of US\$1, your CPC bids won't exceed US\$1 for any single click.

If it's important for your business to control the cost of individual clicks on your ad, it's a good idea to specify a CPC bid limit so you have more control over the cost of each click. Keep in mind, though, that a CPC bid limit can restrict your ad position or the number of clicks your ads receive.

Example

You sell baseball caps online for US\$10. To make a profit, you don't want to pay more than US\$1 per click on your AdWords ads. You set a CPC bid limit of US\$1 so your bids won't exceed US\$1 when you use automatic bidding.

If you choose not to set a bid limit, automatic bidding will work as it normally does by automatically choosing the maximum CPC bids that can allow you to receive the most possible clicks within your budget.

Tips

If you'd like to have more control over your bids, you may be interested in learning [how to set CPC bids for individual keywords or placements](#).

Set up CPC bid limits

If you're using automatic bidding and you set a CPC bid limit for your campaign, it will apply to all ad groups in the campaign.

To set a CPC bid limit, follow the steps below:

1. Sign in to your AdWords account.
2. Select campaign that you want to edit.
3. Select the **Settings** tab.
4. Next to "Bidding option", click **Edit**.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#) Search

All online campaigns >

Campaign: Sweet tea

Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Ad extensions](#)[Dimensions](#)[Display Network](#)

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)Languages [?](#) What languages do your customers speak?**English** [Edit](#)[+ Location options \(advanced\)](#)

Networks and devices

Networks [?](#) **All** [Edit](#)Devices [?](#) **All** [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[+ Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[+ Schedule: Start date, end date, ad scheduling](#)Start date **Jun 5, 2012**End date **None** [Edit](#)Ad scheduling [?](#) **Show ads all days and hours** [Edit](#)[+ Ad delivery: Ad rotation, frequency capping](#)[+ Demographic](#)[+ Social settings](#)[+ Keyword matching options](#)[+ Automatic campaign optimization \(Display Network only\)](#)[+ Experiment^{BETA}](#)[+ IP exclusions](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#) Search help center Go[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#)

5. Enter your bid limit in the field labeled "CPC bid limit."



Search



All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Sweet tea

Black tea

Green tea

Ad groups

Settings

Ads

Keywords

Dimensions

Display Network



Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?English [Edit](#)[Location options \(advanced\)](#)

Networks and devices

Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks - use maximum CPC bids I'll manually set my bids for clicks AdWords will set my bids to help maximize clicks within my target budget CPC bid limit [?](#) \$ Enhanced CPC [?](#) Use my conversion tracking data and bids to optimize for conversions
Unavailable because conversion tracking isn't set up. Setup [conversion tracking](#). Focus on conversions (Conversion Optimizer) - use CPA bidsUnavailable because conversion tracking isn't set up. Setup [conversion tracking](#).[Save](#)[Cancel](#)Budget [?](#) \$5.00/day [Edit](#)[Delivery method \(advanced\)](#)

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[Schedule: Start date, end date, ad scheduling](#)[Ad delivery: Ad rotation, frequency capping](#)[Demographic](#)[Social settings](#)[Keyword matching options](#)[Automatic campaign optimization \(Display Network only\)](#)[Experiment^{BETA}](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

6. Click **Save**.

[Try it now](#)

updated 03/16/2013

Automatic Cost-Per-Click (CPC) Bidding Best Practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152325&topic=2795978&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

- Your target daily budget is the amount you'd like to spend on your AdWords advertising per day. The budget you choose to set is entirely up to you, based on the advertising goals you have.
- With automatic bidding, the AdWords system automatically manages your CPC bids with the goal of seeking out the most clicks on your ad. No matter how you adjust your keywords or placements during a billing period, our system makes sure that you're never charged more than the number of days in that billing period times your daily budget.
- If it's important for your business to control the cost of individual clicks on your ad, it's a good idea to specify a CPC bid limit. For example, if you sell a product that costs \$5.00, you may wish to set a CPC bid limit of \$5.00 so you never pay more than that for a click.
- By setting a limit you have more control over your costs, but you also may restrict your ad position or the number of clicks your ads receive. If you choose not to set a bid limit, automatic bidding will function as it normally does, choosing whatever maximum CPC bids it determines will earn you the most clicks possible within your budget.

updated 08/18/2012

Enhanced cost-per-click (ECPC)

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2464964&topic=2795978&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Enhanced cost-per-click (ECPC) is a bidding feature that raises your bid for clicks that seem more likely to lead to a sale or conversion on your website. That helps you get more value from your ad budget.

Imagine that your job is to stand outside a barber shop and bring in new customers. If a businessman with shaggy hair comes walking by, you give him a big wave and a hello. If a bald man walks by, not so much.

ECPC does a similar job for your AdWords ads. It's a bidding feature that looks for ad auctions that are more likely to lead to sales for you, and then raises your max CPC bid up to 30 percent to compete harder for those clicks. When it sees auctions that don't look promising, it lowers your bid. That way you can get more sales and conversions out of the ad dollars you spend.

ECPC works on Google, the Search Network, and the Display Network, but isn't available for the "Display Network only - Mobile Apps" campaign type.

Example

Suppose you sell shoes on your site, and you've set your max CPC for US\$1, and you have ECPC bidding turned on. If the AdWords system sees an auction that looks likely to lead someone to buy shoes on your site, it might set your bid as high as US\$1.30 for that auction (that is, your US\$1 max CPC bid plus 30 percent more).

Enhanced CPC

How does ECPC know which auctions are promising?

The AdWords system looks for patterns of clicks and conversions and compares them to your past results. If certain search or keyword combinations lead to more sales, for instance, it will know. That's why, to use ECPC you have to have conversion tracking turned on, because that's where the data comes from.

ECPC will increase your max CPC bid by up to 30 percent when it sees a good opportunity. It'll also lower your max CPC by any amount (even more than 30 percent) if it determines a conversion isn't likely, so you'll pay less for clicks that convert less.

Tip

Because ECPC will increase your max CPC bid by up to 30 percent when it sees a good opportunity, don't be surprised if your AdWords report shows average CPCs that are over your max CPC.

How will I know ECPC is helping me?

ECPC double-checks itself by leaving part of your traffic alone to work with your regular max CPC

bids. Then it compares the two sets of results and adjusts accordingly. So when you choose ECPC, you should see conversion results that are better than, or at least the same as, the results you get without it.

How is ECPC different from Conversion Optimizer?

Both ECPC and [Conversion Optimizer](#) work to get you more conversions. The key difference: ECPC works with the max CPC bid you set, never going more than 30 percent over it. Conversion Optimizer needs no max CPC, though it does require a CPA bid.

Conversion Optimizer gives you the very best chance to improve your results, but ECPC provides a level of control and comfort that some people prefer.

Both ECPC and Conversion Optimizer

- Use conversion tracking or [Google Analytics](#) data from your account
- Predict a conversion rate for each auction
- Adjust your bids to help you win the most promising clicks
- Works with all your campaign settings and max CPC bids
- Can raise bids by up to 30 percent
- Works with third-party bidding systems

Conversion Optimizer

- Lets you set either a target CPA or max CPA
- Has full freedom to set your CPC bid for each auction
- May not work with some API-based bid management solutions

Tip

If your campaign doesn't have conversion tracking turned on, opting into ECPC will have no impact on your bids.

How to turn on ECPC

1. Sign in to your AdWords account at <https://adwords.google.com>
2. From your Campaigns tab, click the name of the campaign you want to work with.
3. Click the Settings tab.
4. Find the Bidding and budget section. Next to "Bidding Options," click Edit.
5. Find Enhanced CPC, and check the box reading "Use my conversion tracking data and bids to optimize for conversions."

When you choose ECPC, we'll automatically set your [ad rotation settings](#) to "optimize for conversions," even if it's currently set to "optimize for clicks."

Remember that you also must have conversion tracking enabled for ECPC to work.

Top Contributor



What our advertisers are saying

pankaj1782, August 2012

"I use Enhanced CPC little cautiously because of a small risk factor that involves higher Cost per Acquisition at times, but keep on experimenting this feature every time so as to see if it's in the benefit of my clients or not." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

AdWords Tools

[Overview of AdWords Tools](#)

- **Bidding and Budgets Tools**

[Using automatic bidding](#)

[Automatic Cost-Per-Click \(CPC\) Bidding Best Practices](#)

[Enhanced cost-per-click \(ECPC\)](#)

[Using conversion optimizer with conversion tracking](#)

Using conversion optimizer with conversion tracking

[About Conversion Optimizer](#)

[Set up Conversion Optimizer](#)

[Troubleshooting for Conversion Optimizer](#)

[About the Traffic Estimator](#)

[Traffic Estimator Best Practices](#)

[Try it Now: Traffic Estimator](#)

About Conversion Optimizer

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2471188&topic=2807580&ctx=topic&path=2795978-2795846-2795214-2792638>

March 30, 2013

If [conversions](#) are your ultimate goal, Conversion Optimizer can help you maximize your return on investment (ROI) by getting you the most possible conversions for your budget. By using your historical conversion data from [Conversion Tracking](#) or Google Analytics, Conversion Optimizer ensures that your ads show more often when you're likely to get conversions and less often when conversions are less likely. This way, you get more conversions without having to increase your budget. Many advertisers using Conversion Optimizer have achieved double-digit percentage increases in conversions, while paying the same price or less for each conversion.

With Conversion Optimizer, the goal is getting you the most conversions for your budget. Rather than focusing on clicks (CPC) or impressions (CPM), Conversion Optimizer focuses on getting you the most conversions for your budget. Conversion Optimizer uses algorithms to predict, in real time, which clicks are likely to be most valuable to you. Based on these predictions, it sets higher CPC bids for more valuable clicks and lower CPC bids for less valuable clicks. The predictions are based on your ad's conversion history and take into account factors such as where in the [Google Network](#) your ad is eligible to appear, the customer's location, the customer's search query, and other factors. This way, Conversion Optimizer can show your ads more often when you're likely to get conversions.

You can set either a maximum cost-per-acquisition (CPA), which is the most you're willing to pay for each conversion, or a target cost-per-acquisition, which is the average amount you'd like to pay for a conversion. Using historical information about your campaign, Conversion Optimizer automatically finds the optimal equivalent CPC bid for your ad each time it's eligible to appear. You still pay per click, but you no longer need to adjust your bids manually to reach your conversion goals.

Did you know...

You can use Conversion Optimizer for mobile app promotion campaigns too. If you're running a campaign to promote mobile app downloads, Conversion Optimizer can help you get the most downloads for your budget.

Conversion Optimizer provides you with a [recommended Max. CPA bid](#) and a [recommended Target CPA bid](#) to help get you started. It's best to use one of these recommended bids when you start out because these bids are calculated to help ensure a smooth transition to your new bidding mode. From this starting point, you can observe your performance and adjust your bid accordingly. As with CPC bidding, the CPA bid you set is your primary control over how many conversions you'll get and how much you'll pay for them. You can raise your CPA bid if you want to increase traffic and conversions. If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions. [Learn how to adjust your CPA bid.](#)

Example

Angela sells new and vintage concert T-shirts online. She had been successfully using contextual targeting to reach potential customers while they spend time on music blogs and read online entertainment magazines, but she thought there was still room for improvement. So she decided

to try Conversion Optimizer.

Angela knew that, on average, she'd like to pay \$5.00 for a conversion on her site, so she set this as her Target CPA bid and then let Conversion Optimizer do the rest. A few weeks later, Angela checked in on her campaign's performance. She was pleased to discover that her conversion rate improved by more than 0.5%!

Here are three examples of likely ways Conversion Optimizer accomplished this increase:

- It found that, over time, a blog about '80's bands drove conversions at a high cost by sending Angela many clicks that weren't translating into conversions. Bid levels for this site were automatically lowered until Angela's ads stopped appearing on this website, thus freeing up budget for higher performing websites.
- It found that, across the board, Angela's ads received clicks at lower costs on sites with a heavy metal band theme. However, clicks from visitors to these websites resulted in a high percentage of conversions. So, Conversion Optimizer made sure to bid successfully on even more Display Network sites related to heavy metal bands.

Requirements for Conversion Optimizer:

You'll need to meet the following requirements in order to begin using Conversion Optimizer:

- Your campaign uses AdWords Conversion Tracking or is importing data from Google Analytics.
- The campaign has received at least 15 conversions in the last 30 days. This conversion history enables the system to make accurate predictions about your future conversion rate. So, the more data we have, the more accurate we can be.
- The campaign must have been receiving conversions at a similar rate for at least a few days.

Increase your campaign's conversions

Here are some ideas for increasing the number of conversions in your campaign:

- If you're willing to spend more on your advertising, and you're currently hitting your budget on a regular basis, you can [increase your budget](#).
- If you're willing to spend more on your advertising, but you're not hitting your budget, you can increase your CPC bids for the ad groups in the affected campaign. Higher bids help increase your [Ad Rank](#), which leads to greater visibility for your ad. With more visibility, you're likely to get more clicks that lead to conversions.
- If you prefer to keep your costs the same, consider moving the conversion tracking code on your website. For example, Jean runs an insurance website. Her tracking code is on the page a customer reaches after signing up for an insurance policy. She decides to move the tracking code to the page that provides insurance quotes. The conversion data from this page is still meaningful for her business, and her conversions increase because more customers reach this page than the "Thank you" page. Note: If you move your conversion tracking code, be sure to wait two weeks before turning on Conversion Optimizer to allow the system time to adjust.
- Combine your campaign with another campaign for a related product that has a similar conversion rate. You can use AdWords Editor to copy and paste ad groups between

campaigns. Note: If you make this kind of major change to your campaigns, be sure to wait two weeks before turning on Conversion Optimizer to allow the system time to adjust.

- [Opt in](#) to the Google Display Network.
- [Add more relevant keywords](#) to your ad groups.
- [Change your ads or landing page to try to increase your clickthrough rate \(CTR\) or conversion rate.](#)

In addition, the following campaign characteristics can help increase conversions:

- The campaign is direct-response oriented. For example, the campaign focuses on generating sales on an e-commerce website.
- The campaign has a well-defined conversion type, such as a completed purchase or signup.
- The campaign has a relatively stable conversion rate, with no major changes (such as redefining the conversion event or moving the conversion tracking code) within the last two weeks.

At this time, the following AdWords features aren't compatible with Conversion Optimizer:

- Separate Display Network bids: note that Conversion Optimizer automatically optimizes your bids across the search and Display Networks.
- All types of bid adjustments, except mobile device bid adjustments of -100%. Conversion Optimizer automatically accounts for differences in conversion rates across devices, days, times, and locations. Because bid adjustments are already built into the technology that Conversion Optimizer uses, it's not necessary to set separate adjustments.

Did you know...

Conversion Optimizer looks at all Conversion (AdWords) and/or imported Goal Tracking data (Google Analytics), but it weighs recent data more heavily.

Changes in traffic

If you notice a drop in traffic (clicks and conversions) after turning on Conversion Optimizer, there could be a few things going on:

1. Your CPA bid might be too low. If you're using a target CPA bid, compare your bid to the historical average CPA of your campaign. If your bid is significantly below your historical average CPA, your target CPA may not be attainable while maintaining reasonable levels of traffic, and you should consider raising your bid.
2. Instead of conversions, you may be looking at clicks or impressions. Because Conversion Optimizer aims to get you more conversions by avoiding traffic that doesn't result in conversions, you may see a decrease in impressions or clicks while increasing the number of conversions.

Changes in conversion rate

It's possible to see a drop in conversion rate when you start using Conversion Optimizer. This

change may occur because you're observing an average of the conversion rate across all clicks. For example, suppose Conversion Optimizer causes your campaign to have an increase in very cheap clicks with slightly lower conversion rates. If there were no other changes in your campaign, this change in conversion rate would appear as a decrease. However, the change in cost could have a very positive effect on your campaign's ROI.

Here's an example: Let's say you used to get one conversion out of every 10 clicks from a specific website, and each click cost \$1. This would mean you have a 10% conversion rate with a total cost of \$10 per conversion. Then, let's say Conversion Optimizer changed your bids so you advertised on a website where you paid \$0.10 per click, but only one in 50 people converted from these. Your conversion rate would drop to just 2%, but your cost per conversion would also drop to just \$5.

Using Conversion Optimizer effectively for mobile app campaigns

If your advertising goal is to promote mobile app downloads, you may want to try the following approach:

1. When you launch your mobile app promotion campaign, avoid overly restrictive campaign settings (too much location targeting, for example) that could reduce your traffic.
2. Keep track of your performance over the first two weeks, then exclude sites and categories that aren't reaching your goals.
3. Once you've optimized your campaign and reached a sustainable CPA, begin using Conversion Optimizer, and set a target CPA that's consistent with your performance to date. Note that download conversion tracking is only available for advertisers promoting Android apps and for existing users of the AdMob iOS translation service.
4. Use these targeting methods to further refine your traffic:
 - Target new devices
 - [Add interest categories](#) to your ad groups to reach people interested in products and services similar to those your business offers
 - Use advanced ad scheduling with bid adjustments for specific days of the week and hours of day

10 tips for Conversion Optimizer success

1. Set either a Max. CPA or Target CPA bid based on which metric is most familiar to you.
2. Raise your max or target CPA bid to increase traffic and conversions.
3. Start with the recommended CPA bid and modify your bids often to find what's right for you.
4. Use Conversion Optimizer with existing campaigns. The longer a campaign has used conversion tracking and the more conversions it's received in the past 30 days, the more data that Conversion Optimizer can draw upon to make predictions.
5. Keep in mind that changes in ad performance are natural, and you may need to use Conversion Optimizer for some time to get an accurate understanding of its effects on your campaign's performance.
6. Don't make huge changes to a campaign while running Conversion Optimizer (example: deleting all ad groups and replacing them with new ones).

7. Do make small changes to your campaign that fit your business needs (examples: adding/deleting keywords, changing creative, changing landing page).
8. Don't remove your conversion tracking code from your website or move it to a different location while running Conversion Optimizer.
9. Raise your Max or Target CPA bid if you want to increase traffic and conversions. Lower your Max. or Target CPA bid if you want to lower your average CPA. Traffic will likely decrease.
10. Compare your CPA and conversion rate before and after using Conversion Optimizer to gauge its impact on your campaign.
11. Remember, you can always turn off Conversion Optimizer, and your campaign will revert to the previous CPC bids you were using.
12. If you're consistently hitting your budget, [increase it](#) to allow more visibility for your ads.
13. [Opt in](#) to the Google Display Network.
14. [Add more relevant keywords](#) to your ad groups.

You can also go to the [Conversion Optimizer homepage](#) for more information.

Set up Conversion Optimizer

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472674&topic=2807580&path=2795978-2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Conversion Optimizer uses your Conversion Tracking and Google Analytics data to get you more conversions at a lower cost. By optimizing your placement in each ad auction, Conversion Optimizer helps you avoid unprofitable clicks and gets you as many profitable clicks as possible. It also makes managing your AdWords bidding a lot easier while maximizing results. Read below to learn how to set up and manage this feature.

Get started

Before setting up Conversion Optimizer, first make sure you're already importing your conversion data into your AdWords account either by enabling Conversion Tracking or by importing your goals and transactions data from Google Analytics. Your campaign must have received at least 15 conversions in the last 30 days, and must have been receiving conversions at a similar rate for at least a few days. For best results, we recommend you run Conversion Tracking for at least two weeks before trying Conversion Optimizer -- longer if you don't have a high volume of conversions.

How to enable Conversion Optimizer (if using manual bidding):

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Select the **Campaigns** tab.
3. Select the campaign name.
4. Select the **Settings** tab.
5. Next to "Bidding option," click **Edit**.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#) Search

All online campaigns >

Campaign: Sweet tea

Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Ad extensions](#)[Dimensions](#)[Display Network](#)

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)Languages [?](#) What languages do your customers speak?**English** [Edit](#)[+ Location options \(advanced\)](#)

Networks and devices

Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[+ Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[+ Schedule: Start date, end date, ad scheduling](#)Start date **Jun 5, 2012**End date **None** [Edit](#)Ad scheduling [?](#) **Show ads all days and hours** [Edit](#)[+ Ad delivery: Ad rotation, frequency capping](#)[+ Demographic](#)[+ Social settings](#)[+ Keyword matching options](#)[+ Automatic campaign optimization \(Display Network only\)](#)[+ Experiment^{BETA}](#)[+ IP exclusions](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#)

6. Click the "Focus on Conversions" (Conversion Optimizer) radio button.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾

All online campaigns >

Campaign: Sweet tea

All online campaigns

 Campaign #1 Campaign #3 Campaign #4 Campaign #5 Sweet tea

Black tea

Green tea

New Ad Group

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Audiences](#) [Ad extensions](#) [Auto targets](#) [Dimensions](#) [Display Network](#) ▾

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?English [Edit](#)[Location options \(advanced\)](#)

Networks and devices

Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks - use maximum CPC bids I'll manually set my bids for clicks AdWords will set my bids to help maximize clicks within my target budget

Unable to transition directly from the 'Focus on conversions' option.

 Focus on conversions (Conversion Optimizer) - use CPA bids[Advanced options](#)

Bid type

 Max CPA: Most you would want to pay for any particular conversion Target CPA: Average amount you would like to pay for each conversion

Set an initial target CPA (1-per-click) bid for your ad groups

 Start with recommended bid: **\$0.56**

This is approximately equivalent to a maximum CPC bid of \$0.14

 Start with custom bid \$ Target CPA

💡 When you click 'Save', your default bid will be set for all ad groups in this campaign. To edit your bids later, navigate to the ad group you wish to update.

[Save](#)[Cancel](#)Budget [?](#) \$1.00/day [Edit](#)[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#)

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
- [Ad delivery: Ad rotation, frequency capping](#)
- [Demographic](#)
- [Social settings](#)
- [Keyword matching options](#)
- [Automatic campaign optimization \(Display Network only\)](#)
- [Experiment BETA](#)
- [IP exclusions](#)

[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)

[Help](#)
[Help Center](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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7. Under Advanced Options, select either Max CPA or Target CPA, and select either "Start with recommended bid" or select and set a custom bid. For campaigns that promote mobile app downloads, you can only set a target CPA.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis](#) ▾[Billing](#) ▾[My account](#) ▾

All online campaigns >

Campaign: Sweet tea

All online campaigns

Campaign #1

Campaign #3

Campaign #4

Campaign #5

Sweet tea

Black tea

Green tea

New Ad Group

Enabled Budget: \$5.00/day Targeting: All available sites All devices English Canada; United States

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Audiences](#) [Ad extensions](#) [Auto targets](#) [Dimensions](#) [Display Network](#) ▾

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?English [Edit](#)[Location options \(advanced\)](#)

Networks and devices

Networks [?](#) All [Edit](#)Devices [?](#) All [Edit](#)

Bidding and budget

Bidding option [?](#) Focus on clicks - use maximum CPC bids I'll manually set my bids for clicks AdWords will set my bids to help maximize clicks within my target budget

Unable to transition directly from the 'Focus on conversions' option.

 Focus on conversions (Conversion Optimizer) - use CPA bids[Advanced options](#)

Bid type

 Max CPA: Most you would want to pay for any particular conversion Target CPA: Average amount you would like to pay for each conversion

Set an initial target CPA (1-per-click) bid for your ad groups

 Start with recommended bid: **\$0.56**

This is approximately equivalent to a maximum CPC bid of \$0.14

 Start with custom bid \$ Target CPA

💡 When you click 'Save', your default bid will be set for all ad groups in this campaign. To edit your bids later, navigate to the ad group you wish to update.

[Save](#)[Cancel](#)Budget [?](#) \$1.00/day [Edit](#)[Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions](#) tab. [Take a tour](#)

Advanced settings

- [Schedule: Start date, end date, ad scheduling](#)
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- [Experiment BETA](#)
- [IP exclusions](#)

[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)

8. Click **Save** to finish.

How to enable Conversion Optimizer if using automatic bidding

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Select the **Campaigns** tab.
3. Select the campaign name.
4. Select the **Settings** tab.
5. Next to "Bidding option," click **Edit**.
6. Select the radio button next to "I'll manually set my bid for clicks."
7. Click **Save**.
8. Next to "Bidding option," click **Edit** again.
9. Click the "Focus on Conversions" (Conversion Optimizer) radio button.
10. Click **Save** to finish.

How to disable Conversion Optimizer

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Select the **Campaigns** tab.
3. Select the campaign name.
4. Select the **Settings** tab.
5. Next to "Bidding option," click **Edit**.
6. Select the radio button next to your new bidding choice.
7. Click **Save** to finish.

How to set up Conversion Optimizer for multiple conversion types and values in a single campaign

Here are some examples of how to handle more complex situations:

Example 1: More than one conversion type

It's possible that in one of your campaigns you have one conversion type that happens much more frequently than others. For example, suppose 10% of your online visitors sign up for a mailing list, and your CPA for this conversion is \$2. In addition, 20% of those visitors also make a purchase, for which your CPA is \$10. Conversion Optimizer only considers the first conversion (the signup). To optimize both for the signups and purchases, set a maximum cost-per-acquisition (CPA) bid that's primarily based on the value of the signups, plus a slight increase for the purchases. Here's how it works:

Conversion type: Signup Conversion rate: 10% Maximum CPA: \$2 Conversion type: Purchase
Conversion rate: 20% of the 10% above Maximum CPA: \$10 $\$2 + (20\% \text{ of } \$10) = \$4$ = your maximum CPA bid

Example 2: Different CPA values for different products

You have one conversion type (such as purchases), but different CPA values for different products. Your maximum CPA bid should be the weighted average of these sales. Here's how this works:

Product: Black boots Percentage of total sales: 75% Maximum CPA: \$20 Product: Purple boots Percentage of total sales: 25% Maximum CPA: \$50 $(75\% * 20) + (25\% * 50) = \27.50 = your weighted maximum CPA bid

Example 3: More than one landing page

Your products are mostly on different landing pages. Make sure each product and landing page pair has its own ad group, and then set a unique maximum CPA bid for each ad group.

Adjustments for seasonal business

Conversion Optimizer can adjust to gradual changes in the conversion rate. However, if your conversion rate alters dramatically from day to day during a seasonal period, we recommend you monitor performance closely and adjust your bids accordingly.

For example, a toy manufacturer might experience the following changes during the holiday shopping season:

- More potential customers search for toy-related queries, leading to more ad impressions.
- Users are more likely to click on the ads, leading to a higher CTR and more clicks.
- Users who click on the ads are more likely to then make a purchase, leading to a higher conversion rate.

If you're using Conversion Optimizer, it's important to pay attention to the third factor (a sudden increase in conversion rate). It takes the AdWords system time to learn about and adapt to this kind of change. During a period following a sudden change in conversion rates, you can compensate by changing your maximum CPA or target CPA bid. Likewise, you can decrease your maximum CPA or target CPA bid during periods of lower conversion rates. In comparison, you might do the same thing with a CPC campaign, raising the bids when conversion rates are higher and lowering the bids when conversion rates drop.

Note: Sudden changes in your conversion rate may cause the AdWords system to over predict the probability of a conversion and could cause the average CPA to exceed the maximum CPA or target CPA bid.

Learn more about Conversion Optimizer

How you know Conversion Optimizer is working

If you're using Conversion Tracking or have [imported your data from Google Analytics](#), it's likely you're interested in two metrics:

- The number of conversions you get per day
- The average cost for each of these conversions (this is your average CPA, or cost-per-acquisition).

Here are three steps for assessing whether Conversion Optimizer is working for you.

Guideline 1: Compare your campaign's conversions and average CPA from before you enabled Conversion Optimizer to its current performance.

Keep in mind that external factors, such as changes in your competitors' ads, can affect your campaign's key metrics from week to week. To help determine whether your campaign performance has been affected by changes you made or by external changes, you might consider comparing changes in the performance of your Conversion Optimizer campaigns to changes in your other campaigns.

Guideline 2: Look at the performance of your campaign in light of your goals for Conversion Optimizer.

Here are some example goals:

- Maintain the same average CPA and get more conversions.
- Decrease your average CPA and get more conversions than you would with CPC bidding, given the lower CPA.
- Raise your average CPA and get more conversions than you would have while increasing your average CPA the same amount with CPC bidding.

You can shift your performance according to your primary goal if you're using maximum CPA bids, by [raising and lowering your maximum CPA bid](#). You can raise your Max. CPA bid if you want to increase traffic and conversions. If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions.

Guideline 3: Keep in mind that changes in ad performance are natural, and you may need to use the Conversion Optimizer for some time to get an accurate understanding of its effects on your campaign's performance. For example, suppose a campaign normally receives 10 conversions per day, and it receives only eight the day after you start using Conversion Optimizer. This could be part of a normal fluctuation. We recommend watching the conversion rate for a longer period of time before evaluating whether this is part of a long-term change in campaign performance.

Did you know...

If your campaign drops below 15 conversions in 30 days, Conversion Optimizer will remain enabled unless you turn it off. However, if you choose to disable Conversion Optimizer, you won't be able to re-enable it until you've reached the requirement.

updated 03/08/2013

Troubleshooting for Conversion Optimizer

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152565&topic=2807580&path=2795978-2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

You may encounter some of the following problems or limitations when using Conversion Optimizer:

Can't enable Conversion Optimizer:

The Conversion Optimizer relies on historical data collected through AdWords Conversion Tracking, so it isn't available for new campaigns, campaigns that just started using conversion tracking, or campaigns that have received fewer than 15 conversions in the last 30 days.

Actual cost-per-acquisition (CPA) exceeding maximum cost-per-acquisition (CPA):

Your actual CPA depends on factors outside of Google's control, so it may exceed the maximum CPA you specify. The Conversion Optimizer uses historical conversion data to predict the likelihood your ads will convert. However, your actual conversion rate can be affected by changes to your website and ads, or external factors such as increased competition. If your actual conversion rate turns out to be lower than the predicted conversion rate, your actual CPA may exceed your maximum CPA bid.

High average cost-per-acquisition:

If your average CPA is higher than you prefer, you can lower your bid, which will likely decrease both average CPA and the number of conversions. Conversely, you can raise your maximum CPA bid if you want to increase traffic and conversions.

Traffic rate decreases after enabling Conversion Optimizer:

If you notice a drop in traffic after turning on the Conversion Optimizer, it's likely the initial maximum CPA bid was too low. Setting a low maximum CPA bid is equivalent to decreasing the original CPC bids; it can result in lower position and less traffic on your ads. For this reason, it's best to use the recommended CPA bid provided when you begin to use the Conversion Optimizer. This bid is calculated to help ensure a smooth transition to your new bidding mode. Also, since the Conversion Optimizer aims to get you more conversions by avoiding traffic that doesn't result in conversions, you may see a decrease in impressions or clicks while increasing the number of conversions.

Conversion rate decreases after enabling Conversion Optimizer:

It's possible to see a drop in conversion rate when you start using Conversion Optimizer because you're observing an average of the conversion rate across all clicks. For example, suppose the Conversion Optimizer causes your campaign to have an increase in very cheap clicks with slightly lower conversion rates. If there were no other changes in your campaign, this change would appear as a decrease. However, the change in cost could have a very positive effect on your campaign profit.

Compatibility with other AdWords features, the search and Display Network, and third-party ads:

The following AdWords features are not compatible with the Conversion Optimizer:

- Separate Display Network bids (the Conversion Optimizer will automatically optimize your bids across the search and Display Networks.)
- Advanced ad scheduling (basic ad scheduling is supported.)

The Conversion Optimizer does work on the search and Display Networks and with third-party ads. (Note that AdWords Conversion Tracking is still required in order to use the Conversion Optimizer with third-party ads.)

updated 08/18/2012

About the Traffic Estimator

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152326&topic=2807580&path=2795978-2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign. You can also review estimates for current keywords already running in an ad group.

When you enter a keyword into the Traffic Estimator, you get estimates for your keyword's status, search volume, average cost-per-click (CPC), cost/day, and average position. By using this tool, you can better forecast your ad's placement and performance based on your CPC bid, targeting options, and other criteria.

You can access the Traffic Estimator from the **Tools and Analysis** drop-down menu or the Tools page on your **Opportunities** tab. The estimates you receive are based in part on the values you enter (or on your current ad group and campaign settings), including your CPC bid and targeting options. If you're flexible on your costs and targeting, it's a good idea to play around with these fields to see different results.

To use the Traffic Estimator tool, follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Tools and Analysis** tab and select **Traffic Estimator** from the drop-down menu.
3. Enter keywords: In the field provided, enter your keywords so that each word or phrase appears on its own line.
4. Choose a currency: If you're not signed in to your AdWords account, you'll need to select your currency. If you're signed in, we'll use the currency specified in your account.
5. Enter a specific CPC bid for your estimates
6. In the "Location and languages" section, click **Edit** next to Locations, select countries, regions, and cities, and click **Save**.
7. Choose your target languages: Select which languages you'd like to target.
8. Click **Estimate** to see your estimates.

Important note:

If you select multiple countries or a location that isn't a country (like a city, state, or region), we won't show local search volume statistics.

The Traffic Estimator works for ads with keyword targeting only; it does not work for ads with placement targeting using either CPC or CPM bidding.

updated 08/18/2012

Traffic Estimator Best Practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152327&topic=2807580&path=2795978-2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

When you use the Traffic Estimator, you'll see the following estimates for each keyword entered:

Search Volume: Indicates the amount of search traffic received by your keywords. This information can help you determine how competitive ad placement is for a particular keyword. The green bar shown represents a general low-to-high quantitative guideline.

Estimated Avg. CPC: The average amount you'll pay for each click. The AdWords Discounter automatically adjusts your actual CPC so you pay only one cent more than the minimum amount required to keep your ad's position. Therefore, the displayed amount may be lower than your "official" CPC bid above.

Estimated Ad Positions: The average position in which your ad may show. '1' is the highest position on the first page of search results. There is no 'lowest' position. Values may contain ranges because the Traffic Estimator displays estimates as averages based on dynamic keyword activity among advertisers. Also, average ad positions are not fixed; they may vary depending on bidding activity and your keyword's quality.

Estimated Daily Clicks: The number of clicks your ad may receive each day for this keyword.

Estimated Daily Cost: The average amount you may spend per day for this keyword.

The values provided by the Traffic Estimator are only estimates, not guarantees. They will vary depending on conditions such as fluctuations in user behavior and dynamic search and pricing activity.

updated 08/18/2012

Try it Now: Traffic Estimator

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=163194&topic=2807580&path=2795978-2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

The Traffic Estimator provides traffic and cost estimates for new keywords before you add them to your campaign. Learn how to use this tool to better forecast your ad's placement and performance based on your CPC bid, targeting options, and other criteria.

Follow these instructions to pull traffic estimates and analyze the data.

1. Sign in to your AdWords account at <https://adwords.google.com>
2. Go to the **Opportunities** tab, select **Tools** and then choose **Traffic Estimator**.
3. Enter in keywords.
4. Choose a language and location. You can get specific estimates based on customized locations like cities and regions.
5. Click **Continue**.

Questions to consider:

1. The estimates you receive are dependent on the values that you enter. What are some of the variables you could change to change the outcome of the data?
2. The traffic estimator can also be used to run estimates for keywords already running in your campaign. In what situation would you do this?

updated 08/18/2012

Find your ad - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704363&topic=2795979&ctx=topic&path=2795846-2795214-2792638>

March 30, 2013

Once you've created your text ad, you'll probably be curious to see what it looks like on Google's search results. Or you might just want proof that it's actually running. The best ways to do this are by using the Ad Preview and Diagnosis tool, making sure your ad is enabled, and checking your account statistics.

Check on your ad without affecting its performance

We know it's tempting, but it's best to resist the urge to search for your own ad on Google.com. Here's why:

- By performing searches that trigger your ad, you'll rack up impressions without clicks, which can lower your clickthrough rate and prevent your ad from appearing as often as it should.
- If you repeatedly look for your own ad using Google search but never click on it, you might stop seeing it entirely. That's because Google's system stops showing you ads that it thinks you aren't interested in.

Best ways to check on your ad

- **Option 1: Use the Ad Preview and Diagnosis tool**

See where your ad appears in search results for a particular search query. This is an easy way to check how your ad appears in context, and the tool provides the exact same results as a Google search without accumulating any impressions. Just visit

<http://www.google.com/AdPreview>, or click **Ad Preview and Diagnosis** in the **Tools and Analysis** tab at the top of your AdWords account. After you choose the appropriate options at the top, you can see exactly which ads are being triggered by the search term you enter in any location.

Customize modules

All campaigns Primary metric Clicks

Clicks	Impr.
0	0

Alerts and announcements (0)

Woohoo, no alerts!

Change history
Conversions
Google Analytics
Website Optimizer
Keyword Tool
Traffic Estimator
Placement Tool
Contextual Targeting Tool
Ad Preview and Diagnosis

Jun 18, 2012 Jun 24, 2012

Conv. (1/click) 0 Cost/conv. (1/click) \$0.00 Cost \$0.00

All enabled ad groups (5) All non-active ad groups (0)

No matching ad groups.

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Try it now

Tip

If you've targeted your ad to a certain language, location, or device, be sure to specify this information when using the tool. For example, if you've targeted your ad to only appear to customers in Los Angeles, you'll need to enter **Los Angeles** in the "Location" box.

- **Option 2: Make sure your ad is enabled**

Click your **Ads** tab and look for a green circle next to your ad. Paused ads will have a "paused" sign next to them. You can change your ad from "Paused" to "Enabled" status by clicking on the paused sign and selecting the green circle from the drop-down.

Try it now

- **Option 3: Check your account stats**

See if your ads are receiving traffic from customers. Sign in to your AdWords account, and click the **Campaigns** tab. On each tab, you'll see statistics that show detailed information about your clicks, impressions, clickthrough rates (CTR), and much more. You can use this information to make sure your ads are actually running and getting traffic.

Home Campaigns Opportunities Tools and Analysis Billing My account

All online campaigns Last 7 days May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns Search View Change Hist

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
	Total - all campaigns	\$6.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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Search help center Go

[Try it now](#)

Tip

If you've just created or changed an ad, remember that it needs to be approved per our advertising guidelines before it appears on sites in the Google Network. You can see whether your ad is under review by looking at the "Status" column on the **Ads** tab of your AdWords account. See more information about the [ad approval process](#).

- **Option 4: Visit the Keywords tab**

Make sure your keywords are triggering ads. Click the speech bubble icon in the "Status"



column to get information about whether a keyword is triggering your ads to appear.

[Try it now](#)

Next step

- Still unclear? [Use our troubleshooter](#) to find other reasons why you might not be able to see your ad.

Try it Now: Ad Preview and Diagnosis Tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=162975&topic=2795979&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Learn how to preview your ad on Google.com search results pages without accruing extra impressions for your ad. Preventing extra impressions preserves an accurate CTR.

Follow the instructions below to preview your ad on Google.com search results pages:

1. Go to <http://www.google.com/adpreview>.
2. Enter a keyword on which your ad is running.
3. Enter a Google domain, and choose the language and location.
4. Click **Preview Ads**.

Questions to consider:

1. When would it be helpful to use this tool?
2. By going to Google.com and performing searches for your ad, you can accrue impressions. How could this affect your ad position and clickthrough rate?

updated 08/18/2012

About keyword diagnosis

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152341&topic=2795979&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Keyword diagnosis reviews data for each search query and its related ad(s) based on all available account data at the time you run a keyword diagnosis. The tool's results will include the factors within your account that affect the keyword and ad being diagnosed.

Here are some more details about keyword diagnosis:

- Issues reported for a particular ad and its related keywords may include any aspect related to ad creation and your account settings. Examples include ad and keyword approval status, cost-per-click (CPC) and budget price settings, ad and keyword performance, ranking status, geo-targeting settings, etc.
- Details that may impact your ad delivery for a particular query will only be included from active campaigns, ad groups, and keywords.
- Currently, the data reviewed is specific only to those ads you have targeted to the Google Search Network. If you have mobile ads, you can also diagnose how they're doing on Google's mobile search.
- Like the statistics available for your campaigns and ad groups, reporting is not real-time and may not reflect data received in the last three hours.

To run a keyword diagnosis, hover over the speech bubble icon next to the status for any keyword in the **Keywords** tab to see a help bubble appear with information about your keyword. You can also use the 'Diagnose keywords' option in the "More Actions" menu to diagnose multiple keywords at once and set parameters for the diagnosis.

updated 10/16/2012

Try it now: Ads diagnostic tool

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=164979&topic=2795979&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

Learn how to troubleshoot why ads in your account may not be running.

When you sign in to your AdWords account, you can access the Ads Diagnostic Tool in two ways: in the **Status** column of your **Keywords** tab (under top-level **Campaigns** tab), as well as under the top-level **Opportunities** tab.

Once you access the tool, there are two options for troubleshooting:

- Use the first option if you'd like to know why an ad is not appearing for one or more of the keywords in your account.
 1. Choose a keyword in your account and enter it into the keyword search box.
 2. Click Continue.
- Use the second option if there is a specific Google search results page where you think your ad should be appearing.
 1. Go to Google.com and do a search using a keyword in the account.
 2. Copy and past the URL of the search results page into the box under 'Option 2.'

Questions to consider:

1. In the first option, what do the results tell you? A few common scenarios as to why your ads are not showing might be 'ads disapproved,' 'we're showing your ad occasionally based on your budget,' or 'one of your ads is showing for this keyword.' How would you get these ads running again?
2. The second troubleshooting option allows you to provide a specific Google search results page on which you think your ad should be appearing. What changes could you make to get your ad to appear if it isn't already?

updated 10/16/2012

Filtering for Disapproved Ads

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152343&topic=2795979&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

You can find disapproved ads across your account by using filters. To do so, please follow these steps:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Navigate to the account, campaign or ad group for which you'd like to see disapproved ads.
3. Click the **Ads** tab.
4. Click the **Filter and views** button above the table.
5. Select **Filter ads** from the "Filter and views" drop-down menu.
6. Select the **Approval Status** filter from the "Filter" drop-down menu.
7. Check the **Disapproved** box and uncheck all other status boxes.
8. Check the **Save filter** box if you'd like to use the filter you've created again later.
9. Click **Apply**.
10. You'll see all disapproved ads in the table. Click the icon next to your disapproved ad to view disapproval reasons.

Editing and saving your ad will resubmit it to us for review. The table's **Status** column will update to reflect the change in your ad's approval status and change from "Disapproved" to "Under review." Here's how to edit your ad:

1. Make sure you're on the **Ads** tab.
2. Just hover over the table row that lists the ad you want to edit. This highlights the row and exposes the editable fields on which you can click to edit. Click on the pencil icon next to the ad, and you'll be able to edit the ad right there.
3. Click **Save**.

updated 08/18/2012

Disapproved Ads Best Practices

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152344&topic=2795979&path=2795846-2795214-2792638&ctx=leftnav>

March 30, 2013

When you receive a disapproval, you should review the appropriate policy that affected your ad. Decide whether your ad, keyword, and/or website can be modified to comply with our guidelines. Whenever possible, consider making the required change to allow your ad to run. Do not resubmit an ad with the same violation as this will only result in another disapproval.

Before making a change to your ad, review the entire set of [AdWords advertising policies](#) to help avoid a disapproval for a different issue.

If your ad is flagged for a policy violation that you don't think is applicable to your ad or product, you can submit a policy exception request. You can do this either while modifying your ad text (for text-based ads, such as text ads and mobile text ads) and keywords, or after an ad has been disapproved.

updated 08/18/2012

Search Advanced**- AdWords Tools**[Overview of AdWords Tools](#)[AdWords Editor](#)**AdWords Editor****Introduction to AdWords Editor**[Overview of AdWords Editor](#)[AdWords Editor Features](#)[Installing AdWords Editor](#)[Navigating AdWords Editor](#)[AdWords Editor Settings](#)[Downloading Accounts or Campaigns](#)**AdWords Editor Functions:
Add, Edit and Delete**[AdWords Editor: Add Individual Items](#)[AdWords Editor: Add Multiple Items](#)[AdWords Editor: Edit Individual Items](#)[AdWords Editor: Edit Multiple Items](#)[AdWords Editor: Advanced Editing Tools](#)[AdWords Editor: Find and Replace](#)[AdWords Editor: Delete Items](#)[AdWords Editor: Copy or Cut and Paste](#)[AdWords Editor: Cost and Budget Settings](#)[AdWords Editor: Get Recent Changes](#)[Try it Now: Sync Account](#)

AdWords Editor Functions: View and Sort Information

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Overview of AdWords Editor

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152345&topic=2796029&ctx=topic&path=2795912-2795214-2795214-2792638>

March 30, 2013

AdWords Editor is a free, downloadable desktop application for managing your AdWords campaigns. If you have a large number of campaigns or keywords, or if you manage multiple accounts, AdWords Editor can save you time and help streamline your workflow.

The basic process is simple: download your account or specific campaigns, make your changes, then upload your revised campaigns. You'll learn more details about these steps in subsequent lessons.

updated 08/18/2012

AdWords Editor Features

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152346&topic=2796029&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

With AdWords Editor, you can:

- Work offline on your Mac or PC.
- Upload changes to AdWords any time.
- Store and navigate one or more accounts.
- Add, edit, and delete campaigns, ad groups, ads, keywords, and placements.
- Make large-scale changes quickly.
- Perform advanced searches and edits.
- Add comments for your changes.
- Sort and view performance statistics.
- Copy or move items between campaigns, ad groups, and accounts.
- Export a snapshot of your account for archiving or sharing.
- Import a backup or shared file and review the proposed changes.

You'll learn more details about these and other features later in this lesson.

updated 08/18/2012

Installing AdWords Editor

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152347&topic=2796029&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

To download and install AdWords Editor, visit the AdWords Editor website at <http://www.google.com/adwordseditor>. Select Windows or Mac, then click **Download AdWords Editor**. You'll need Windows XP (Home/Pro), Windows Vista, Windows 7, or Mac OS X (10.4 or later, Intel or PowerPC).

The first time you run AdWords Editor, you'll be prompted automatically to download your account. To download additional accounts, go to the **File menu > Open account**.

You may only edit one account at a time. To switch accounts, go to the **File menu > Open account**, select the account you want to view, and click **Open selected account**.

updated 08/18/2012

Navigating AdWords Editor

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152348&topic=2796029&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can navigate through your account in AdWords Editor using the tree view of your account on the side of the screen, along with the tabs for the different items in your account.

Tree view: The tree view displays the account name, followed by the campaign names and the ad groups within them. Click the plus and minus signs to expand and collapse the tree view and see the campaigns and ad groups in the account.

Tabs: Once you've selected the account name or a particular campaign or ad group in the tree view, use the tabs to choose what you want to view or edit. Each tab shows a part of your account, such as keywords, ad groups, or campaigns. For example, to view the ad groups in Campaign #1, select Campaign #1 in the tree view and click the **Ad Groups** tab.

Columns: You can customize the columns that appear on a particular tab. Click the small square that appears after the last column header, then select or deselect the columns you wish to show. Note that performance statistics columns only appear after you've downloaded statistics. Double-click a column header to fit the width to its contents, or right-click the column header and select 'Auto-size Column.' To auto-size all columns at once, click the column chooser and select 'Auto-size All Columns.'

Tool bars: The tool bar contains buttons for account-level actions, such as **Post Changes** and **View Statistics**. In addition, each tab has a tool bar with buttons for functions within the tab. For example, the **Keywords** tab has buttons for adding and deleting keywords, making multiple changes, and reverting changes. The adding and editing options are also available in the **Data menu**.

Data view and edit panel: The data view is the large part of the screen below the tabs that displays the details of the selected tab. When you select a row in the data view, you can edit it directly in the row or in the edit panel below the data view.

updated 08/18/2012

AdWords Editor Settings

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=157500&topic=2796029&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can specify the following settings under the Tools menu > Settings:

- Enable usage tracking and send anonymous data to Google to help improve AdWords Editor.
- Choose whether to hide deleted items in your account, and whether to include deleted and ended items when you download your account.
- Enable diagnostic logging. When diagnostic logging is enabled, AdWords Editor automatically saves reports containing messages sent between AdWords Editor and the AdWords server. If you encounter technical problems, AdWords Specialists may request that you send us the logs to help our engineers troubleshoot the issue.
- Choose your locale, which determines the currency and interface language in AdWords Editor.
- Choose your default campaign targeting. When you create new campaigns in AdWords Editor, they'll automatically use the default language and location targeting you choose here.

updated 03/16/2013

Downloading Accounts or Campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=157501&topic=2796029&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can download your entire account or specific campaigns. Once you've downloaded account information to AdWords Editor, you can refresh it any time with the "Get Recent Changes" feature. If you've downloaded only some of your campaigns, you can change the set of campaigns any time.

To download an AdWords account in AdWords Editor, follow these steps:

1. Go to **File > Open Account**.
2. Click **Add Account**.
3. Enter your AdWords username and password, and click **Next**.
4. Select the part of your account you'd like to download.

If you manage several AdWords accounts, AdWords Editor can store them all for easy viewing and editing. Only one account at a time may be edited, but you can easily add more accounts or switch between accounts that you've downloaded. If you have a My Client Center account, you can use AdWords Editor to make changes to client accounts through your MCC account.

updated 08/18/2012

AdWords Editor: Add Individual Items

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152349&topic=2796030&ctx=topic&path=2795912-2795214-2792638-2951627>

March 30, 2013

You can add an individual campaign, ad group, ad, keyword, or placement several ways. The two simplest ways are:

- Go to the **Data menu** and select the type of addition you want to make. For example, to add a keyword to Campaign #1, go to the **Data menu > Add New Keyword**.
- Click the **Add** button on the appropriate tab. For example, to add an ad group to Campaign #2, select Campaign #2 in the tree view. Next, go to the **Ad Groups** tab and click **Add Ad Group**.

When you add a new item to your account, a plus sign (+) appears next to it.

If you want to create a draft version of your additions, without posting them, you can create a draft campaign. Draft campaigns aren't posted to your account until you change the status of the campaign to 'Active.' To create a draft campaign, go to the **Data menu > Campaigns > Add Draft CPC Campaign** or **Add Draft CPM Campaign**.

updated 08/18/2012

AdWords Editor: Add Multiple Items

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152350&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

The **Add Multiple** tools enable you to add large numbers of keywords, placements, ads, or ad groups at once. These tools are available from the **Data menu** or on the tab tool bars. Simply type or paste a list of items into the tool to add them to the locations you specify.

For example, the **Add Multiple Keywords** tool enables you to add keywords to a single ad group, to all campaigns and ad groups, or only to the ad groups you specify. After you type or paste your keyword information, click **Next** to review your keywords, and **Finish** to apply the changes.

The other **Add Multiple** tools work much the same way as the **Add/Update Multiple Keywords** tool. You can find detailed instructions for each tool in the [AdWords Editor Help Center](#).

updated 08/18/2012

AdWords Editor: Edit Individual Items

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152351&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

To make a single change, such as updating your campaign budget or editing a keyword bid, follow these basic steps:

1. Select the appropriate context in the tree view. This could be your account name or a specific campaign or ad group containing the item you want to edit.
2. Click the relevant tab above the data view.
3. Select the item you want to edit in the data view.
4. Make your changes in the edit panel or directly in the data view.

For example, to edit a keyword destination URL in Ad Group #1, select the ad group in the tree view, then click the **Keywords** tab. Select the keyword you want to edit, then type your new destination URL in the keyword row.

You can revert any change in AdWords Editor that has not been posted. Select one or more items in the data view and click **Revert Selected Changes**. Note that reverting changes removes any unposted change, not just the latest change. For example, suppose you add a new ad group, then add keywords and ads to that ad group. If you select the ad group and click **Revert Selected Changes**, the ad group and all the new ads and keywords will be removed.

updated 08/18/2012

AdWords Editor: Edit Multiple Items

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152352&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

To edit multiple items at once, you can enter a list of changes in the **Add/Update Multiple** tools, or you can select items and edit them directly.

Add/Update Multiple tools

These tools are ideal for making long lists of specific changes to CPC or CPM bids, destination URLs, or ad group settings. To use the Add/Update Multiple tools (available for keywords, placements, ads, and ad groups), go to the Data menu and select the tool you want to use. Then enter your list of changes.

Select and edit specific items

- To select more than one item, hold the **Control** or **Command** key and click the items you want to edit.
- To select a consecutive list of items, select the first item, then hold the **Shift** key and select the last item in the list.
- To select all items in the data view, go to the **Edit menu > Select All**.

Once you've selected the items to edit, you can edit them in two ways:

- Enter your changes in the edit panel below the data view. Any changes made to a given field will apply to all selected items.
- Use the Advanced URL Changes or Advanced Bid Changes tools. (See the next section, entitled 'Advanced Editing Tools'.)

updated 08/18/2012

AdWords Editor: Advanced Editing Tools

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152353&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

The **Advanced Bid Changes** and **Advanced URL Changes** tools enable you to change large numbers of CPC bids, CPM bids, and destination URLs quickly.

To use one of these tools, select the items in the data view that you want to edit, then click **Advanced Bid Changes** or **Advanced URL Changes** at the bottom of the edit panel. Within the tools, you have the following options.

Advanced Bid Changes:

- Increase or decrease your bids by a percentage.
- Remove bids at the keyword or placement level so they use the ad group default bid
- Constrain any of these changes so that bids do not fall below or exceed certain values.

Advanced URL Changes:

- Set a specific URL for all selected keywords, placements, or ads.
- Append text to each URL.
- Remove a specific URL parameter.

updated 08/18/2012

AdWords Editor: Find and Replace

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152354&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

The **Replace Text** feature enables you to find and replace text in keywords, placements, ads, and destination URLs. Simply select the items you want to search, then go to the **Edit menu > Replace Text in Selected Items**. Advanced users may also wish to use formula words to insert campaign or ad group names into the selected items. [Learn more about formula words](#).

You may also wish to use the **Append Text** tool to add text before or after existing text in a particular column, for all selected rows. For example, you could use this tool to add the word 'new' at the beginning of selected keywords or ad headlines, or add 'Order now' at the end of your text ad description lines. To use this tool, select the rows you want to edit, then go to the **Edit menu > Append Text to Selected Items**.

updated 08/18/2012

AdWords Editor: Delete Items

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152355&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

As with adding and editing, you can delete items individually or delete multiple items at once.

To make individual deletions, select the items to delete in the data view. For keywords, ads, or negative keywords or sites, click the **Delete** button in the tab tool bar. For campaigns or ad groups, change the status to **Deleted** in the edit panel. A minus sign (-) will appear next to deleted items in the data view.

To delete a list of keywords, placements, negatives, or text ads from various locations, use the appropriate **Delete Multiple** tool. These tools are available via the **Data menu** or in the tab tool bars.

To find and delete a list of items that meet specific criteria (such as underperforming keywords or text ads that contain a certain word), use advanced search. You'll learn more about advanced search later in this lesson.

updated 08/18/2012

AdWords Editor: Copy or Cut and Paste

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152356&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can copy or move items within an account, or between two different accounts.

Basic copy or move

1. In the data view, select the rows you want to copy or cut.
2. Go to the **Edit** menu > **Copy or Cut**.
3. In the tree view, select the new destination ad group or campaign. If you're moving something to a different account, go to the **File** menu > **Open Account**, then select the new location in the tree view.
4. Go to the **Edit** menu > **Paste**.

Drag and drop

To move something quickly, select it in the data view and drag it to the new location in the tree view. To copy it, hold the Control key.

For example, to move text ads to a new ad group, select the ads in the data view of the Text Ads tab, then drag your selection to the destination ad group in the tree view. The original ad group will show those ads as deleted, and the new ad group will show them as added.

To copy or move ad groups, you can drag and drop them within the tree view.

Copy options

- Copy just the keyword text or placement URL.
- Copy just the campaign targeting.
- Copy campaign or ad group 'shells' enables you to copy a campaign or ad group without the items inside, then paste the duplicate campaign or ad group into a new location.

All of these options are available from the **Edit** menu > **Copy Special**.

Paste to multiple locations

To paste ads, keywords, or placements into multiple ad groups, select the destination ad groups in the data view of the **Ad Groups** tab. Next, go to the **Edit** menu > **Paste Special > Paste Into Selected Ad Groups**. To paste campaign negative keywords or sites into multiple campaigns, select the destination campaigns in the data view of the **Campaigns** tab. Next, go to the **Edit** menu > **Paste Special > Paste Negatives Into Selected Campaigns**.

updated 08/18/2012

AdWords Editor: Cost and Budget Settings

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152357&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can make the following changes to your cost and budget settings in AdWords Editor:

- Change your campaign budget.
- Change your ad group default bids.
- Change the bids for individual keywords or placements.

It isn't possible to change your campaign bidding option (such as enabling the Conversion Optimizer, or switching from automatic to manual bidding). It also isn't possible to change your account-level billing preferences. To make these changes, please sign in to your AdWords account at <https://adwords.google.com>.

updated 08/18/2012

AdWords Editor: Get Recent Changes

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152358&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

After you download an account to AdWords Editor, the contents of the campaigns are stored on your computer. Before you begin a session of editing a previously downloaded account, it's a good idea to make sure you're working with the most recent version of your campaign information.

To download and review any recent changes that might have been made since the previous download, click **Get recent changes** in the tool bar. Choose either the basic option (faster) or more data (slower). The "more data" option includes top of page bid estimates, first page bid estimates, Quality Score, and approval information.

updated 08/18/2012

Try it Now: Sync Account

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=164895&topic=2796030&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

When there are several people making changes to an account, it's important that you're always working off of the most recent version of the account.

Follow these instructions to learn how to download and review recent account changes.

1. Open Adwords Editor.
2. Select an account to open.
3. Click **Get Recent Changes (Basic)**.
4. Click **All campaigns**.

Questions to consider:

1. Why is it important to get recent changes before working on an account?
2. There are two other options when you click **Get Recent Changes (Basic)**. What are some reasons why you might want to update select campaigns or update campaigns you just downloaded?

updated 08/18/2012

AdWords Editor: Symbols and Colors

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152359&topic=2796164&ctx=topic&path=2795912-2795214-2792638-2951627>

March 30, 2013

Here are some symbols, colors, and other visuals you'll see in AdWords Editor:

- Plus (+): added item
- Delta (Δ): edited item
- Minus (-): deleted item
- Red circle: error that will prevent posting (such as a potential advertising policy violation or a structural issue, such as a daily budget of zero for a campaign)
- Yellow circle: warning
- Green circle: item that has passed AdWords Editor checks but hasn't been posted
- Pushpin icon: item with a comment (to see all items with comments, go to the **View menu > Items with comments**)
- Bold: unposted change
- Gray: paused or deleted campaign or ad group
- Strikethrough: deleted item

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AdWords Editor: View or Hide Deleted Items

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152360&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can set your preferences to view or to hide deleted items in your account. To change your preferences, go to the **Tools menu > Settings**. Check or uncheck the appropriate boxes under **Hide all deleted and ended items**. To view the contents of deleted or ended campaigns and ad groups, check the box next to **Download deleted and ended campaigns and ad groups**. The next time you download your account or click **Get Recent Changes**, the deleted items will appear in AdWords Editor.

updated 08/18/2012

AdWords Editor: Show Performance Statistics

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152362&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

To download and view performance statistics such as clickthrough rate, cost, position, and conversion information, select a date range with the **View Statistics** button in the tool bar. It may take a few moments for the information to download.

Once the download is complete, click through the tabs to see performance statistics for each level of your account. You can control which columns are visible with the column chooser, located at the top right corner of the data view.

The statistics you download will remain in AdWords Editor until you select a new statistics interval or download your account again. You'll receive a warning before your previously downloaded statistics are removed.

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AdWords Editor: Search and Custom Views

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152361&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

AdWords Editor provides several ways for you to search and filter the information in your ad groups and campaigns:

- Use the **Search** box above the data view to perform a simple word or number search within your account or a specific campaign or ad group.
- Use the **View menu** to filter the information that appears on each tab.
- Click **Advanced search** to perform a more detailed search for items that meet specific criteria, such as performance statistics or keyword match type. When you use advanced search, the results are called a **custom view**.

For example, use advanced search to find all poorly performing keywords:

1. In the tool bar, use the **View Statistics** menu to download your recent account statistics.
2. In the tree view, select your account name.
3. Click **Advanced search** next to the search box.
4. In the **Performance statistics** section, use the drop-down menus to select specific metrics. For example, to find all keywords with a clickthrough rate lower than 0.5%, select "CTR" from the first drop-down menu, and "is less than" from the second drop-down menu. Then type "0.5" in the text box.
5. If you think you'll want to perform this same search later, check the box next to "Save this search for reuse" and enter a name for your search.
6. Click **Search**.
7. To view the keywords that match your search, select the account or a specific campaign in the tree view, then select the **Keywords** tab.

To view your entire keyword list again, go to the **View menu > All**. You can return to your last custom view at any time by going to the **View menu** and selecting **Last unnamed custom view** or the named search of your choice under **Saved custom views**.

updated 08/18/2012

AdWords Editor: Sort the Data View

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152363&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

To sort the rows in the data view, click a column header. For example, to sort by maximum cost-per-click (CPC) bid, click the **Max. CPC** column header. To reverse the order of rows, click the column header again. To return the rows to their original order, click a third time.

To sort by multiple columns at once, go to **Data > Sort**. Select up to three columns, then click **OK**. The columns available for sorting are only those you already have showing in the data view. For example, if you haven't downloaded performance statistics, you won't be able to sort by performance statistic columns, such as clicks and impressions.

Once you've sorted by multiple columns, numbers appear in the column headers to indicate which columns you've used in the sort. If you click on any other column header, you'll undo the multiple column sort.

updated 08/18/2012

AdWords Editor: Add and View Comments

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152364&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

You can add comments to any item in AdWords Editor. Comments can be helpful personal reminders, or they can explain your changes when you share your changes with other AdWords Editor users.

To add a comment for an item, select the item in the data view and click **Add comment** at the bottom of the tab. Type your comment in the text box. (If you collaborate with other people, you may wish to include your initials to distinguish your comments from others.)

A red pushpin icon appears to the left of items with comments in the data view. To view all comments, go to the **View menu > Items with comments**.

updated 08/18/2012

AdWords Editor: Find Duplicate Keywords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152365&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

Use the **Find Duplicate Keywords** tool to locate keywords that are repeated throughout your account. To access this tool, go to the **Tools menu > Find Duplicate Keywords**.

The duplicate keywords will appear in a list on the **Keywords** tab, where you can edit or delete them as necessary. To then select specific duplicate keywords quickly, Click the **Select duplicates by** button on the tab tool bar. Choose one of the menu options, such as **CTR > Lowest**, and the keywords meeting your chosen criteria will be selected. You can then edit or delete them as needed.

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AdWords Editor: Keyword Tools

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152366&topic=2796164&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

AdWords Editor includes several tools for getting keyword ideas and organizing keywords within an account. These tools are available in the **Tools** menu.

Keyword Grouper: The **Keyword Grouper** breaks up your keyword list into groups of related terms and allows you to create new ad groups with the related keywords. Your keywords will be copied automatically into the new ad groups and deleted from their original locations.

Keyword Opportunities: This tool includes several features for finding new keywords for your account and adding the new keywords directly to new or existing ad groups. The Keyword Opportunities features include:

- **Keyword expansion:** Generate keyword ideas based on descriptive words or phrases. For example, enter the term "gourmet coffee" to see other related terms, along with the estimated search volume and competition for each keyword.
- **Search-based keywords:** Find new keywords that are relevant to your website. Based on your website URL, this feature generates a list of relevant user queries that have occurred on Google search properties with some frequency over the past year. The keyword suggestions won't overlap with any of the keywords currently in your campaigns.
- **Keyword multiplier:** Combine lists of terms to form a new keyword list. For example, your first list could contain adjectives, such as "cheap" and "discount." Your second list could contain products or services, such as "hotels" and "motels." The tool will then show you combinations of those terms, so you can select the appropriate ones for your account. Keywords with low search traffic are automatically excluded from the combined list.

updated 08/18/2012

AdWords Editor: Export and Import Account Information

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152367&topic=2796165&ctx=topic&path=2795912-2795214-2792638-2951627>

March 30, 2013

You can export a snapshot of an account, campaign, or ad group any time to review or to share with colleagues. AdWords Editor offers the following export formats in the **File menu**.

- **Export spreadsheet (CSV)**: Generate a comma-separated values (CSV) file that you can view or edit in a spreadsheet program.
- **Export spreadsheet with images (ZIP)**: With this option, a CSV file is packed into a ZIP file with any images you have in your account.
- **Export summary (HTML)**: View a clean summary of your account with your keywords, placements, and ads together.
- **Export backup (AEA)**: Create a backup that you can import later to restore your account to its current state. This export option is the only export option that includes draft campaigns. Backups are in the AdWords Editor Archive (AEA) format.
- **Export changes for sharing (AES)**: Share your changes with other AdWords Editor users. They'll be able to import your changes to AdWords Editor, review your changes, and add comments. Share files are in the AdWords Editor Share (AES) format.

You can also import several kinds of files into AdWords Editor. All options are available in the **File menu**.

- **Import a backup (AEA)**: When you import a backup file, you restore your account to the state it was in when the backup file was created. There are two kinds of backup files:
 - Manual backups: These are created when you choose the File > Export Backup option.
 - Automatic backups: AdWords Editor automatically creates backup AEA files during version upgrades and when you run "Get Full Account." These files are automatically stored in a file called "auto-backup" on your computer. [Learn more about importing backups](#).
- **Import CSV**: If you have changes or additions to your account in a spreadsheet, you can import those updates with the Import CSV option. Spreadsheets must include correct column headers and be saved in CSV encoding. [Learn more about importing CSV files](#).
- **Import share file (AES)**: View proposed changes and accept or reject them. Before importing an AES file, be sure you've downloaded the most recent version of the account (using Get Recent Changes). The import is likely to fail if your view of the account is older or newer than the exported version. Also note that files can only be imported into the account for which they were created. [Learn more about importing share files](#).

updated 08/18/2012

Try it Now: AdWords Editor

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=163182&topic=2796165&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

Learn how to export account information from Adwords Editor into Microsoft Excel. This feature provides a way to share your account information with someone who doesn't use AdWords Editor.

Follow these instructions to export an account.

1. Open Adwords Editor.
2. Select an account to open.
3. From the **File** menu, select **Export Spreadsheet (CSV)**.
4. Select **Export Whole Account**.

Questions to consider:

1. There are a few other options for export in the drop-down menu. What are some reasons you might want to use **Export Backup**?
2. You can also **Export Changes for Sharing**. How could this option be useful when working with other team members?

updated 08/18/2012

AdWords Editor: Review an Imported File

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152368&topic=2796165&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

When you import a file, the **Review Proposed Changes** panel appears. The panel contains a key to the highlighted changes in your account: proposed changes are green, unposted local changes are purple, and conflicts between proposed changes and unposted changes are red.

To view only the proposed changes in the data views of each tab, go to the **View menu > Proposed changes only**. To view only the unposted changes that overlap with the proposed changes, select **Unposted changes with proposed changes only**.

updated 08/18/2012

AdWords Editor: Accept or Reject Changes

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152369&topic=2796165&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

When you review changes that you've imported in AdWords Editor, you have the option to reject any changes you don't want to apply to the account.

To reject a proposed edit entirely, select the row containing the edit you want to reject, then click **Reject Selected Proposals** in the tab tool bar. This option is also in the **Edit menu**. In the case of a new proposed ad group or campaign, this will also reject any of the proposed edits within that ad group or campaign.

To reject aspects of a proposed edit that conflict with your own unposted local changes, select the row containing the edit you want to reject. Go to the **Edit menu > Reject Selected Conflicting Proposals**.

If instead you want to revert *your* unposted change in the selected row and keep the proposed change, simply click **Revert Selected Changes** in the tab tool bar.

Once you've reviewed the proposed changes, you can take the following actions to clear away the merge panel and signal that the merge is finished:

1. Click **Keep Proposed Changes** to accept all proposals that you haven't explicitly rejected.
2. Click **Reject Proposed Changes** to clear away every proposed change. This action won't affect any edits you've made since importing the proposal.

At this stage, you can either post the edits to the account, or export and share with another AdWords Editor user.

updated 08/18/2012

AdWords Editor: Check Changes

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152370&topic=2796165&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

When you click **Check changes** in the tool bar, AdWords Editor reviews all your unposted changes, helping to ensure the changes comply with AdWords policies. To check your changes, follow these steps:

1. Click **Check changes** on the tool bar.
2. Review the count of changes that will be checked.
3. Click **Check changes** to proceed with the editorial checks.
4. If you need to pause while your changes are checking, click **Pause** in the dialog. Then click **Resume** when you're ready to begin.
5. Click **Close** when checking changes is complete.

After the check is complete, items that fail checks have a red circle with an exclamation mark in the data view. To see specific errors, select the item in the data view. A red box below the data view shows explanations of violations and suggestions for how to fix them.

AdWords Editor also includes a spell-check feature for certain languages (English, French, Italian, German, Spanish, Brazilian Portuguese, and Dutch). To spell-check a field, right-click the field and select **Spell check this field**.

updated 08/18/2012

AdWords Editor: Errors and Warnings

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152371&topic=2796165&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

AdWords Editor displays red and yellow splats (circles) when it detects issues that may prevent your campaigns from posting properly, such as editorial issues or missing maximum cost-per-click (CPC) values. To review errors and warnings for your changes, follow these steps:

1. Go to the **View menu > Errors and warnings only, Errors only, or Warnings only**.
2. The items that match your selection will appear in the data view. Click on the tabs to see the errors for keywords, ads, etc.
3. To see details for a specific error or warning, select the item in the data view. An explanation of the error will appear in the edit panel, with instructions to correct the violation or submit an exception request.
4. To return to the normal view, go to the **View menu > All**.

updated 08/18/2012

AdWords Editor: Post Changes

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152372&topic=2796165&path=2795912-2795214-2792638-2951627&ctx=leftnav>

March 30, 2013

To post your changes to your AdWords account, click **Post Changes** in the tool bar. If you have a large number of changes, it may take some time to post everything. If you need to pause while your changes are posting, click **Pause** in the posting dialog. Then click **Resume Post** when you're ready.

The changes you've made through AdWords Editor will be reflected in your account immediately. However, as with any changes to your account, there may be a slight delay before the changes are reflected on the Google Network.

updated 08/18/2012

Best Practices - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152373&topic=2796166&ctx=topic&path=2795912-2795214-2792638-2951627>

March 30, 2013

Here are ten best practices for using AdWords Editor, followed by a few of users' favorite tips and features. These are merely ideas for making the most of AdWords Editor that you can adapt for your own account. For detailed instructions, visit the [AdWords Editor Help Center](#).

1. Copy or cut and paste between ad groups, campaigns, or across accounts. You can use the Edit menu commands or the keyboard shortcuts (Control or Command + X, C, and V). For example:

- Copy 6 ads from one ad group to 15 other ad groups.
- Select 10 keywords and copy them into another ad group.
- If you manage multiple accounts, copy campaigns between accounts and customize campaign settings for each account.

2. Make bulk changes to keywords or destination URLs using the Add/Update Multiple tools or Advanced URL Changes. For example:

- Add 100 keywords to one ad group using the **Add/Update Multiple Keywords** tool under **Make Multiple Changes** on the Keywords tab.
- Use **Advanced URL Changes** to edit the destination URLs for 20 ads in 10 different ad groups.

3. If you need to edit your keywords or ads in a spreadsheet, you can then bring those changes back to AdWords Editor. For example:

- Copy the items to edit from the data view and paste them into a spreadsheet. Make your changes, then paste the contents of the spreadsheet directly into the appropriate Add/Update Multiple tool.
- Export your whole account or selected campaigns as a CSV file, make your changes, then import the CSV file back into AdWords Editor.

4. Find duplicate keywords quickly in your account or in selected campaigns and ad groups, then select one of each set of duplicate keywords to delete or edit.

5. Search your account quickly and perform bulk changes on the results of your search. For example:

- Type a keyword into the search box to locate all instances of that keyword in the account, then append text to that keyword or otherwise edit it.

6. Use advanced search to find items that meet the multiple criteria that you specify. Note that you need to download statistics before you can search for performance criteria. For example:

- Filter performance status of keywords (CTR higher than 2%) and increase their bids to improve their position and performance.

- Find all keywords with an average position lower than 1%. Review these keywords and delete them or use **Advanced bid changes** to increase their bids.
- Find all keywords with 0 clicks. Make a note of keywords that have many impressions but no clicks. These keywords may be less relevant and are therefore lowering your overall CTR. You may wish to use one of the **Make Multiple Changes** tools on the Negatives tab to add any irrelevant terms as campaign or ad group negative keywords.

7. Once you've specified criteria for an advanced search, save that search to reuse in the future. For example:

- Do a fast sanity check on a daily basis. Run **Get recent changes**, then use saved searches to view the best or worst performing keywords.

8. Make bulk edits inline. For example:

- Select 3 out of 10 campaigns in one account and change the budgets for all of them at once.

9. Drive more traffic to your site and improve your ROI by using the Keyword Opportunities tool. For example:

- Use the keyword expansion tab to find new keyword ideas based on terms that are currently performing well for your account.
- Use the search-based keywords tab to find and add 10 relevant keywords to a new ad group.
- Use the keyword multiplier tab to combine lists of words into new keywords, and the tool will make sure you only add the ones that will bring traffic to your site.

10. Combine AdWords Editor tools with the search query reports available in your AdWords account online. For example:

- Sign in to your AdWords account, then run a search query report for one ad group. Download the report as a CSV file. Take the 5 keywords that have received the most clicks and add them as positive keywords to this ad group.
- Sign in to your AdWords account, then run a search query report for your account. Download the report as a CSV file. Open the spreadsheet, and remove any exact match queries from your list. Then sort by descending CTR. Copy the best performing queries into the Add Multiple Keywords tool in AdWords Editor, either for a new or existing campaign.

Other favorite tips and features:

- Download selected campaigns if you want to focus your work on a subset of campaigns.
- Undelete and activate previously deleted text ads.
- Automatically organize your keywords into ad groups based on common themes, using the Keyword Grouper.
- Submit multiple exception requests at once.
- Save a snapshot of your account for archiving or for sharing. Later, you can import the archive file to restore your prior account settings.

Search Fundamentals
Review

Ad Formats

Ad & Site Quality

AdWords Tools

Performance Monitoring
and Reporting

Optimizing Performance

Performance,
Profitability, and Growth

AdWords API

Performance Monitoring and Reporting

AdWords Reporting

[Introduction to AdWords Reporting](#)

[Types of Reports](#)

[Running AdWords Reports](#)

[Interpreting AdWords Reports](#)

[Best Practices for AdWords Reports](#)

Overview of AdWords Reports

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152380&topic=2796031&ctx=topic&path=2795894-2795215-2792638>

March 30, 2013

Objective: Learn about AdWords reports. Reports are collections of statistics that help advertisers analyze their accounts.

updated 08/18/2012

Understanding AdWords Reports

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152381&topic=2796031&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Generate fully customizable reports on specific topics such as campaigns, keywords, and ad text. These reports let you identify important trends over weeks, months, or years. And because each report can be customized with configurable columns and performance filters, they provide just the information you need to help you identify your strengths and areas of low performance.

You can view your reports online or download them to your computer and open them with a spreadsheet application, such as Microsoft Excel. You can also schedule reports to run on a regular basis and have them be emailed to you.

updated 08/18/2012

Report Types - AdWords Certification Help

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796425&topic=2796032&ctx=topic&path=2795894-2795215-2792638>

March 30, 2013

You can download any data table on the main Campaigns tab as a report. You can use the "Campaign", "Ad Group", "Keyword", "Auto Targets", "Display Network" and "Dimensions" tab to generate reports. Customize the table using columns, segments, and filters, so that the report contains just the data that you want to see. Here are some of the most frequently used reports:

- Keyword performance: The table on the Keywords tab displays details on selected keywords and organizes statistics by keyword.
- Ad performance: The table on the Ads tab presents relevant statistics for ad variations, such as text ads, image ads, video ads, and local business ads.
- Destination URL performance: The "Destination URL" view on the Dimensions tab displays statistics and measures the performance of destination URLs.
- Ad group performance: The Ad groups tab shows statistics for each of your ad groups.
- Campaign performance: The Campaigns tab shows statistics for each of your campaigns.
- Account performance: The views on the Dimensions tab display statistics for your entire account.
- Geographic performance: The "Geographic" view on the Dimensions tab shows the geographic origin of your visitors.
- Demographic performance: The "Demographic" view on the Dimensions tab displays the age and gender of your visitors.
- Search term performance: The Keywords tab shows performance data for the search terms that triggered your ads.
- Product Listing Ads performance: The Auto Targets tab shows performance data for Product Listing Ads
- Dynamic Search Ads performance: The Auto Targets tab shows performance data for Dynamic Search Ads.
- Performance per Label: The views on the Dimensions tab display statistics per Label.
- Time segmentation: The views of the dimension tab show statistics per time period: Hour, day, week, month, quarter, year and per day of the week.
- Auction Insights: The Keywords tab shows performance data for a specific keyword compared with other advertisers who competed in the same auctions.

Exploring your data options

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454005&topic=2796032&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

The **Campaigns** tab is your first stop for understanding the performance of your ads. Here, you can track overall statistics to gauge the success of entire campaigns, or view more specific data for ad groups, ads, and keywords. You can customize how you view your data so that you can easily see what's most important to you.

Within your AdWords account, take a look at the tabs that appear after you click the main **Campaigns** tab at the top of your screen. Each tab "specializes" in a different view of your data, and you'll probably use some of them more than others depending on what you want to know.

For example, if you're interested in how specific ads are performing, you'll want the **Ads** tab, where you can compare the performance of individual ads against one another. Or, if you want to adjust settings that affect an entire campaign, such as budget, bidding options, or location and device targeting, the the **Settings** tab is the place to go.

The screenshot shows the Google AdWords interface with the 'Campaigns' tab selected. The main area displays 'All online campaigns' for the date range 'May 31, 2012 - Jun 6, 2012'. A chart shows Clicks over time from May 31 to June 6. Below the chart is a table of campaigns:

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
0	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
1	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	
	Total - all campaigns	\$6.00/day		0	0	0.00%	\$0.00	\$0.00	0	

Below the table, a note states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time.' A link to 'Learn more' is provided.

At the bottom, links include: '© 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy'.

On the left sidebar, categories like 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', 'My account', 'Shared library', 'Reports', 'Automated rules', 'Custom alerts', 'Labels', 'Help', and 'Help Center' are listed. A search bar and a 'Go' button are also present.

Here's an overview of what you'll find on each tab:

1. Campaigns

The **Campaigns** tab is a great starting point for analyzing the performance of your campaigns. Like most of the tabs, you can customize your view of the data on the Campaigns tab. This means you can add columns to your statistics table to display the data that's most useful to you. You might want to start with clicks, impressions, and CTR to compare the success of your campaigns. If you want more specific information, you can click individual campaigns for more details.

[Try it now](#)

2. Ad groups

Use the **Ad groups** tab for insight into how your individual ad groups are performing. You can use this information about what's working best to refine current ad groups and specific ads, and to plan for future campaigns.

[Try it now](#)

3. Settings

[Try it now](#)

4. Ads

The **Ads** tab is where you can view data about each individual ad in your account. This allows you to compare ads, see which ones are most successful, and use that information to create even better ads. You can also edit, pause, or delete ads that aren't performing as well as others.

[Try it now](#)

5. Keywords

The **Keywords** tab is a one-stop keyword management shop. You can see keywords that you've selected for all of your campaigns, or just those for a single ad group. You can also get performance and quality information about your keywords that can help you decide whether to create more keywords, or edit, pause, or delete the ones you've already created.

[Try it now](#)

6. Ad extensions

Ad extensions help people easily find out more about your business and its offerings by providing additional information such as an address and phone number, more page links, and product images. If you've opted to use ad extensions to maximize the impact of your campaign, the **Ad extensions** tab is where you can track how effective they are.

[Try it now](#)

7. Dimensions

The **Dimensions** tab lets you slice and dice your data by the dimension of your choice across an ad group, a campaign, or your entire account. You can use Dimensions to view statistics that cut across other AdWords tabs. For example, you can view your total stats by month, hour, or geographic region in a single report. You could run a report to compare your total clicks in January across ad groups, or see individual cities where your clicks came from.

[Try it now](#)

8. Display Network

The **Display Network** tab is where you can manage your display campaigns and see performance data about your ads on the [Display Network](#). Manage your display campaigns by adding or editing [targeting methods](#) like keywords, [placements](#), topics, interests and [remarketing](#) lists, gender, and age. See detailed information about how your ad groups perform, use data to optimize, manage bids, and remove low performing targeting methods. You can view your targeting methods within a single campaign or across all campaigns that target the "Display Network only" or "Search & Display Networks."

[Try it now](#)

updated 03/16/2013

Use columns to find specific performance data

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454071&topic=2796032&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Columns provide a variety of statistics about your account, and your column choices vary depending on which statistics table and tab you're viewing. You can choose which ones you'd like to see, and rearrange and save them in the order that you prefer.

Here's how to add or remove columns in your statistics table:

Tip

After you've added the columns that interest you, you can click any column name to sort by that topic. For instance, click the "Ad group" column to sort alphabetically by ad groups, or click the "Impressions" column to sort your ad groups from most impressions to least.

Common columns

Certain columns can be found on almost every tab in your AdWords account.

Status columns

The "Status" column on the **Campaigns** and **Ad groups** tabs displays information about the current state of individual campaigns or ad groups, and whether they're paused, deleted, limited by budget, or other states.

- On the **Ads** tab, the "Status" column shows you whether or not your ad is running and, if not, whether it is paused, deleted, or disapproved.
- On the **Keywords** tab, it shows you whether each keyword is eligible to trigger ads, or is marked paused, deleted, disapproved, or another status.

Performance, Conversions, and Call Details columns

Conversions columns

If you've set up Conversion Tracking on your website, these columns can give you insight into your conversion performance. Hover over the question mark at the top of each column for a definition.

Assist and Assisted-Conversion Data from Search Funnels

These columns can help you understand the role your keywords play in the Google.com searches leading up to a conversion. Often, the "last click" before a conversion gets all the credit because that's the click that leads directly to the sale, acquisition, or sign up that you're trying to get. But there are also helper keywords that might have guided your customers toward that conversion along the way. The assist and assisted-conversion data from Search Funnels can give you a more complete picture of the value of your individual keywords when it comes to generating conversions. As with the Conversions columns, you'll need to have Conversion Tracking set up on your website to view assist data.

Call details columns

These columns provide reporting for calls from ads showing a Google forwarding phone number on desktops/laptops, tablets, and high-end mobile devices, and can be found on the **Ad Groups** and **Campaigns** tabs. Find out which statistics are available in the [Call details columns](#).

Columns that only appear on certain tabs

Some columns can only be found on certain AdWords account tabs. Here's what they can tell you about your performance:

Ad type

This column is available on the **Ads** tab, and it indicates which type of ad you're running: text, image, mobile, or video.

Dest. URL

The [Destination URL](#) column can be found on the **Keywords** tab, among others. If you set a keyword-level destination URL, it will take priority over the destination URL that you set for each ad. Let's say you choose the following:

- **Ad destination URL:** www.example.com
- **Keyword:** apple
- **Keyword destination URL:** www.example.com/apple

If your ad is triggered by the keyword "apple," then the ad will use **www.example.com/apple** instead of **www.example.com** as its destination URL.

Est. first page bid / Est. top of page bid

The "Est. first page bid" and "Est. top of page bid" metrics approximate the cost-per-click (CPC) bid needed for your ad to reach the first page or top of Google search results when a search query exactly matches your keyword. The estimates are based on the [Quality Score](#) and current advertiser competition for that keyword.

In rare cases, the "Est. top of page bid" may exceed US\$100 and be denoted as >=US\$100. Currently, estimated bids greater than US\$100 are not shown. When viewing "Est. top of page bid" in other currencies, you may see a similar annotation for the equivalent of US\$100 in your preferred currency.

Note that these estimates aren't a guarantee of placement. Ad position is influenced by many factors, including other advertiser activity, search user activity, account settings, and account activity such as budget changes. For all of these reasons, your ad may not show on the first page or at the top of the page, even if you meet the estimates.

These columns are available on the **Keywords** tab only.

ID

This is the individual ID number of your ad. This column is available on the **Ads** tab only.

Image URL

If you've chosen to run [image ads](#) on the Display Network, the images are stored on Google's

servers and referenced from this URL. This column is available on the **Ads** tab only.

Impression share, Lost IS (rank), Lost IS (budget), Exact match IS

Impression share is the percentage of impressions you received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores. Get more details about [impression share](#), [Lost IS](#), and [Exact match IS](#).

This column is available on the **Campaigns** and **Ad groups** tabs. Impression share data is also available on the **Dimensions** tab "Time" reports.

Invalid clicks / Invalid click rate

These columns indicate the number and percentage of clicks that were classified as invalid and automatically filtered from your account. You aren't charged for these clicks, and they don't affect your account statistics. Data for invalid clicks is only available after January 1, 2006. Learn more about [invalid clicks](#).

This column is available on the **Campaigns** and **Dimensions** tabs only.

Match type

You can set each search-targeted keyword to have one of four settings: broad match, phrase match, exact match, or negative match. These keyword matching options help you control who sees your ads. You might see more ad impressions, clicks, and conversions with some match types, or fewer impressions and more narrow targeting with others. The "Match type" column on the **Keywords** tab indicates which setting you chose for each keyword, and allows you to change the setting. Learn [more about keyword match type](#).

This column is located on the **Keywords** tab.

Additional "match type" metrics are also available in AdWords:

Search terms match type segment: See your keyword data segmented by search terms match type, which are the broad, phrase, and exact match search terms that triggered your keyword. This allows you to compare statistics such as clicks, impressions, CTRs, or conversion rates for search terms that triggered your ad. Use this [segmentation option](#) to identify which keywords are driving the best performance for a particular search term match type.

"Match type" column in the search terms report: This column in your [search term report](#) tells you which match type allowed the user to see your ad when they searched on a particular term. Use this information to improve your keyword list.

Served

This column indicates the percentage of time your ad has been shown in relation to the rest of the active ads within the same ad group. This column is available on the **Ads** tab only.

Tip

When you're comparing % served between two ads, make sure to adjust your date range to a period of time when both ads were running to produce an accurate comparison.

It's normal for the ad served percentage or the number of impressions accrued for each ad in your ad group to be different. The following factors influence how often a given ad appears:

- **Ad Rotation**

By default, all campaigns are set to [optimized ad serving](#). This means that if one ad has a higher clickthrough rate (CTR), it will show more frequently than the other ads in your ad group. This system automatically favors better-performing ads that drive more traffic to your site.

You can opt out of optimized ad serving if you'd like the AdWords system to rotate your ads roughly evenly. If you do so, note that your ads still may accrue different ad served percentages or numbers of impressions. This is because the AdWords system considers an ad's [Quality Score](#) when ranking it on a search result page. An ad with a high Quality Score may appear on the first page of search results, where it accrues an impression every time it's served. On the other hand, an ad with a low Quality Score may appear on the second page of search results, where it will only accrue an impression if the user clicks through to that page.

- **Time**

If an ad is created late in the day, it will have a lower ad served percentage at the end of the day than the existing ads. This difference will decrease over time.

- **Approval status**

If an ad has yet to be reviewed and approved, it'll only appear on Google. If it isn't yet generating impressions on the Google Network, an ad will have a lower ad served percentage.

Quality Score

This column displays your keyword's [Quality Score](#), a measurement of how relevant your ads, keywords, and landing page are to a person seeing your ad.

This column is available on the **Keywords** tab only.

Relative CTR

Relative CTR is a measure of how your ads are performing on the Display Network compared to other advertisers' ads that are appearing on the same websites.

We calculate Relative CTR by dividing your CTR by the average CTR of all advertisers on the placements where your ads are shown. Because this is a competitive metric, it's not static. It will change based on the websites where your ad appears and what other advertisers do.

This column is available on the **Campaigns** and **Ad groups** tabs only.

Example

Let's say that an advertiser who sells digital cameras is getting a Display Network CTR of 0.05%. The advertiser is appearing on a single page about photography on the Display Network with three other advertisers. The other advertisers are getting CTRs of 0.005%.

The first advertiser is getting a CTR that is 10x larger than the competitors' CTR. Because people are more interested in this advertiser's products, this advertiser has a very high Relative CTR (10).

Total cost

The total costs that a campaign has accrued during the time frame you selected.

This column is available on the **Campaigns** tab only.

updated 03/19/2013

Customize your performance data

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454067&topic=2796032&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

You can customize your latte (triple shot, extra foam) and your burger (no onions, please!), so why not your data? By adjusting your date range, columns, segments, filters, and graphs, you can customize your statistics tables to see only the data that interests you. Think about your AdWords goals and what statistics are most important for measuring progress toward those goals, and then customize your tables accordingly. If you then choose to download a table as a report, the report contains the same data that's displayed in your table.

Here's how to customize your [statistics tables](#):

Adjust the date range

Click the date range near the top of the page. Choose from a group of pre-set ranges or set your own custom date range. The table, and the performance graph, automatically adjust to show you the data for the date range of your choice.

You can also use the “on/off” slider button in the date range drop-down menu to display data in the performance graph for two date ranges. To do so, make sure “on” is selected next to “Compare dates” in the drop down menu. Then you’ll be able to select the dates you’d like to compare.

Once you click “Go,” you’ll be able to see data in the performance graph for both selected date ranges. However, it’s important to note that the rest of your metrics (those in the table below the graph) will display data for only the later range you’ve selected.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days Sep 7, 2012 - Sep 13, 2012 Compare to: Aug 31, 2012 - Sep 6, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Auto targets Dim

All but deleted campaigns Segment Filter Columns

Assist impr. vs Cost / conv. (1-per-click)

Sep 7, 2012

New campaign Change status... Automate

	Campaign	Budget	Status	↓ Clicks	Impr.	CTR	
□	● (Opt) Eating Disorders	\$1,400.00/day	Limited by budget	1,550	60,766	2.55%	\$2,028.07
□	● Content Campaign	\$1,000.00/day	Eligible	953	377,773	0.25%	\$2,028.07
□	● (Opt) Binge/Compulsive	\$1,400.00/day	Eligible	499	23,342	2.14%	\$2,065.64
□	● (Opt) Night Eating/Overeating/Misc.	\$1,400.00/day	Eligible	380	14,372	2.64%	\$673.70
□	● (Opt) Bulimia	\$1,400.00/day	Eligible	275	10,814	2.54%	\$1,390.66
□	● (Opt) Anorexia	\$1,400.00/day	Eligible	98	3,688	2.66%	\$606.93
□	● California	\$100.00/day	Eligible	8	403	1.99%	\$49.99
□	II Placement-targeted	\$1,000.00/day	Paused	0	0	0.00%	\$0.00
	Total - all but deleted campaigns			4,072	508,058	0.80%	\$17,334.67
	Total - Search			3,119	130,285	2.39%	\$15,306.60
	Total - Display Network			953	377,773	0.25%	\$2,028.07
	Total - all campaigns	\$8,600.00/day		4,072	508,058	0.80%	\$17,334.67
				1.3			41
							\$422.80

Go to page: 1 Show rows: 10 14 1 1 - 10 of 14

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

Add or remove columns

Columns provide a variety of statistics about your account, and your column choices vary depending on which statistics table you're viewing. Choose which ones you'd like to see, and rearrange and save them in the order that you prefer.

To add or remove columns from the table, click the **Columns** button in the toolbar above the statistics table. Besides picking the columns you'd like to see in your table, you can also rearrange the order in which these columns appear. When you're done, click **Save**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Last 7 days Jul 12, 2012 - Jul 18, 2012

All but deleted campaigns Segment Filter Columns Customize columns Search View Change Hist

Clicks

Jul 12, 2012 Jul 18, 2012

+ New campaign Change status... Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
		Total - Search		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
		Total - Display Network		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
		Total - all campaigns	\$111.00/day	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 10 1 - 5 of 5

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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After you've added the columns that interest you, you can click any column name to sort by that topic. For instance, click the "Ad group" column to sort alphabetically by ad groups, or click the "Impressions" column to sort your ad groups from most impressions to least. Try clicking "Impressions" again to reverse the order and see your statistics from least impressions to most.

Once you've chosen a set of columns, you can save the set for easy access in the future by selecting the "Save this set of columns" checkbox.

Apply segments to break down your data

Segments split your view of data into separate parts. There are many different segments that you can apply to your data, such as device, click type, network, and time period.

To use a segment, click the **Segment** button in the toolbar above the statistics table and select the level of detail you'd like to apply to the data in your table.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days
Jul 12, 2012 - Jul 18, 2012

Campaigns	Ad groups	Settings	Ads	Keywords	Ad extensions	Dimensions	Display Network	▼					
All but deleted campaigns ▾	Segment ▾	Filter ▾	Columns ▾										
None Time Conversions Network Network (with search partners) Click type Device Experiment Top vs. Other +1 Annotations													
				CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conv. (1-per-click) ?	Cost / conv. (1-per-click) ?	Conv. rate (1-per-click) ?	View-through Conv. ?	Labels ?	
<input type="checkbox"/> Campaign	<input checked="" type="checkbox"/> Campaign #1			0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	-	
	<input checked="" type="checkbox"/> Sweet tea			\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	-	
	<input checked="" type="checkbox"/> Campaign #3			\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	-	
	<input checked="" type="checkbox"/> Campaign #4			\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	-	
	<input checked="" type="checkbox"/> Campaign #5			\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	-	
				Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	-
				Total - Search ?			0	0	0.00%	\$0.00	\$0.00	0	-
				Total - Display Network ?			0	0	0.00%	\$0.00	\$0.00	0	-
				Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0

Show rows: 10 ▾ 1 - 5 of 5

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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The available segmentation options depend on whether you're viewing your keyword, ad group, or campaign tables.

Example

Here are some examples of how you can use segments:

1. Break down your keywords by their match type.
2. Break down your campaign and ad group data by network to quickly compare your performance on Google and search partner sites to your performance on the Display Network.
3. Use time segmentation options (day, week, or day of week, month, quarter, or year) to isolate changes in your performance. For example, if you segment your data according to the day of the week and find that your ad performance is significantly different on Saturdays, you can modify your bids to account for the change in visitor behavior.

Use filters to search your data

Use filters to search your table for specific information, such as keyword text, bids, and clickthrough rates.

To create a filter, click **Filter** in the toolbar above the statistics table. You can save your filters for easy access in the future.

The screenshot shows the Google AdWords interface. On the left, there's a sidebar with links like Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account, and Help. The main area is titled "All online campaigns". At the top right, there's a date range selector set to "Last 7 days Jul 12, 2012 - Jul 18, 2012". Below it, a toolbar includes buttons for Campaigns, Ad groups, Settings, Ads, Keywords, Ad extensions, Dimensions, and Display Network. A "Create filter" option is highlighted in a dropdown menu. The main table lists campaigns with columns for Budget, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Conv. (1-per-click), Cost / conv. (1-per-click), Conv. rate (1-per-click), View-through Conv., and Labels. The table shows five campaigns: Campaign #1, Sweet tea, Campaign #3, Campaign #4, and Campaign #5. There are also summary rows for "Total - all but deleted campaigns", "Total - Search", and "Total - Display Network". The bottom of the page includes a note about reporting being not real-time and having a 24-hour delay, along with copyright information for 2012 Google and links to AdWords Home, Editorial Guidelines, and Privacy Policy.

View or hide deleted items

You can either include or hide deleted campaigns, ad groups, ads, keywords, and networks in your statistics tables. The first menu on the toolbar above the table lets you control the display of deleted items.

1. To *hide* deleted items, click the first button on the toolbar and select **All but deleted**.
2. To *show* deleted items, click the first button on the toolbar and select **All** to see all enabled,

paused, and deleted items. For the campaign and ad group tables, you can also select **All enabled** to see only active items.

The screenshot shows the Google AdWords interface. The top navigation bar includes links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. A search bar is at the top left. On the left, a sidebar lists 'All online campaigns' with sub-options: Campaign #1, Sweet tea, Black tea, and Green tea. Other sidebar options include Shared library, Reports, Automated rules, Custom alerts, Labels, Help (with a Help Center link), and a search bar for help center. The main content area displays 'All online campaigns' with a date range from May 31, 2012 to Jun 6, 2012. It features a toolbar with buttons for Campaigns, Ad groups, Settings, Ads, Keywords, Dimensions, and Display Network. Below the toolbar is a dropdown menu for filtering: All but deleted campaigns, Segment, Filter, Columns, and a search bar. A timeline at the bottom shows the date range from May 31, 2012 to Jun 6, 2012. The main table lists campaigns with columns for Campaign, Budget, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., and Labels. The table includes rows for Campaign #1 (Sweet tea, \$5.00/day, Paused), Campaign #2 (Deleted), and totals for all but deleted campaigns, search, display network, and all campaigns. At the bottom right, there are buttons for New campaign, Change status, Alerts, Automate, and Labels, along with a 'Show rows' dropdown set to 50 and a page number indicator '1 - 3 of 3'. A note at the bottom states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)'.

View performance summary graphs

If the performance graph isn't visible above your data table, click the graph icon on the toolbar above the table to make it appear. (You can click the icon again to make the graph disappear.)

You can compare two metrics using the drop down menus just above the graph on the left. Click each drop down and select the metric you're interested in. For example, you could choose to view impressions and clicks for a given time period or impressions and assist impressions.

You can also compare two date ranges for these metrics by selecting "Compare dates" from the drop down date range menu in the upper right corner of the page. For example, you could view your total clicks and impressions from this week alongside your total clicks and impressions from last week.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days
Sep 7, 2012 - Sep 13, 2012 ▾
Compare to: Aug 31, 2012 - Sep 6, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network Overview ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search

Assist impr. ▾ vs Cost / conv. (1-per-click) ▾ View Change Hist.

+ New campaign Change status... Automate ▾

	Campaign	Budget	Status	↓ Clicks	Impr.	CTR	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	View-through Conv. ▾
□	● (Opt) Eating Disorders	\$1,400.00/day	Limited by budget ?	1,550	60,766	2.55%	\$8,790.82	1.9	21	\$418.61	0
□	● Content Campaign	\$1,000.00/day	Eligible	953	377,773	0.25%	\$2,028.07	1.1	1	\$2,028.07	0
□	● (Opt) Binge/Compulsive	\$1,400.00/day	Eligible	499	23,342	2.14%	\$2,065.64	1.4	8	\$258.20	0
□	● (Opt) Night Eating/Overeating/Misc.	\$1,400.00/day	Eligible	380	14,372	2.64%	\$673.70	1.6	7	\$96.24	0
□	● (Opt) Bulimia	\$1,400.00/day	Eligible	275	10,814	2.54%	\$1,390.66	1.9	1	\$1,390.66	0
□	● (Opt) Anorexia	\$1,400.00/day	Eligible	98	3,688	2.66%	\$606.93	2.1	0	\$0.00	0
□	● California	\$100.00/day	Eligible	8	403	1.99%	\$49.99	1.8	0	\$0.00	0
□	II Placement-targeted	\$1,000.00/day	Paused	0	0	0.00%	\$0.00	0	0	\$0.00	0
	Total - all but deleted campaigns			4,072	508,058	0.80%	\$17,334.67	1.3	41	\$422.80	0
	Total - Search ?			3,119	130,285	2.39%	\$15,306.60	1.8	40	\$382.66	0
	Total - Display Network ?			953	377,773	0.25%	\$2,028.07	1.1	1	\$2,028.07	0
	Total - all campaigns	\$8,600.00/day		4,072	508,058	0.80%	\$17,334.67	1.3	41	\$422.80	0

Go to page: 1 Show rows: 10 ▾ 14 ▾ 1 - 10 of 14 ▾ ▾

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There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

Tip

Once your statistics table displays exactly what you want, you can download the data as a report in a variety of formats by clicking the download button in the toolbar.

updated 03/16/2013

Create, save, and schedule reports

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404176&topic=2796033&ctx=topic&path=2795894-2795215-2792638>

March 30, 2013

You can find the specific performance data that interests you by customizing the statistics tables of your AdWords account using columns, segments, and filters. Once the table looks exactly how you want, you can download it as a report in a variety of formats, and AdWords will automatically save it for you. You can also set up the report to run at specific intervals, and schedule it to be emailed to you or other people who have access to your account.

With AdWords, you always have two easy options to view and analyze your performance data:

- Customize your statistics tables in the **Campaigns** tab using columns, segments, and filters to get the data you need at a glance.
- Create one-time or recurring reports from the data in your statistics tables that you can download, schedule, and share with others.

Follow the steps below to create and download a report, and schedule it to be emailed on a recurring basis.

Customize your statistics table to create a report

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Go to the tab containing the statistics table you'd like to download. Make sure that the table contains the date range, columns, filters, and segments you'd like to include in your report. Segments that you've applied to the data in the table show up in your report as columns.
[Learn how to create a customized view of your data](#)

Download the table as a report



1. Click in the toolbar above the table to open the download panel.
2. In the download panel, name your report.
3. Use the "Format" drop-down to select the file type for your report.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days
Jul 10, 2012 - Jul 16, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns Clicks

View Change Hist.

0 1 0 Jul 10, 2012 Jul 16, 2012

Download and schedule report

Download the table statistics below as a report. You can also schedule the report to automatically download in the future, using the same filters, segments, columns, and relative date range. [Manage your downloads in the Reports management](#)

Report name Campaign report Format Excel .csv

Segment + Add segment

Email and schedule report

Send to No one (no emails needed) Only me () All account users with access to view reports Specific account users and me ?

Frequency One time

Create One time Daily Every Monday

First day of month	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
Total - Search ?			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
Total - Display Network ?			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

Show rows: 10 1 - 5 of 5

Common questions:

- How can I customize the data in my tables and reports?
- How do I send reports to other people?
- Where can I learn about recent reporting changes?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Email and schedule your report

- To email your report to yourself or others who have access to the account, click the **Email**

and schedule report link. Select the recipients for the report and how frequently you'd like to generate the report. Want to send the report to someone else who doesn't have access yet? [Add users to your account](#).

2. Click **Create**. One-time reports will download immediately.
3. You don't have to save your reports. We automatically save any report you've downloaded in the **Reports** section of the side panel of your AdWords account for future access.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days
Jul 10, 2012 - Jul 16, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns

View Change Hist.

1 Clicks

0 Jul 10, 2012 Jul 16, 2012

Download and schedule report

Download the table statistics below as a report. You can also schedule the report to automatically download in the future, using the same filters, segments, columns, and relative date range. [Manage your downloads in the Reports management](#) »

Report name Campaign report Format Excel.csv

Segment + Add segment

Email and schedule report

Send to No one (no emails needed) Only me () All account users with access to view reports Specific account users and me ?

Frequency One time

Create One time Daily Every Monday

	Campaign	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
□	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
□	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
□	Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
□	Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
□	Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - Search ?			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - Display Network ?			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

Show rows: 10 1 - 5 of 5

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Change the frequency of existing reports

- Sign in to your AdWords account at <http://adwords.google.com>.

2. Click the **Campaigns** tab.
3. Click **Reports** on the left, below your list of campaigns.
4. Find the report you want to modify and click its setting in the "Frequency" column.
5. Select a new frequency from the menu that appears. To cancel recurring downloads, select **One time**.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, on the left, is a sidebar with links for All online campaigns, Shared library, Reports (which is highlighted in green), Automated rules, Labels, and All video campaigns. The main content area is titled 'Reports' and contains a message: 'The reports you have downloaded or scheduled to run automatically are listed below. You can re-run these reports or create similar reports with different settings.' It also includes a link to 'Create a new report' and a section for downloading statistic tables as reports (Keyword report, Campaign report, Geographic report). Below this is a table listing a single report entry:

Report	Format	Email	Date range	Creation date	Created by	Frequency	Actions
Campaign report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		<input checked="" type="checkbox"/> One time	<input type="button" value="Save"/> <input type="button" value="Cancel"/>

A context menu is open over the 'Frequency' dropdown, showing the following options: One time (selected), Daily, Every Monday, and First day of month. The menu has a yellow background and a black border. At the bottom right of the menu, it says 'rows: 10 1 - 1 of 1'.

At the bottom of the page, there's a note about reporting being not real-time and a 24-hour delay in conversion tracking reporting. It also includes links for Help Center, Search help center, Go, and footer links for © 2012 Google, AdWords Home, Editorial Guidelines, and Privacy Policy.

Cancel report emails or change email recipients

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click **Reports** on the left, below your list of campaigns.
4. To choose new email recipients for your report, click the setting in the "Email" column.
5. Select another option from the menu that appears. To cancel report emails, select "No one." This will reset the "Frequency" column selection for your report to "One time."
6. Click **Save**.

The screenshot shows the Google AdWords interface. In the top navigation bar, the 'Campaigns' tab is selected. On the left sidebar, under the 'Reports' section, there is a list of report types: 'Automated rules', 'Labels', and 'All video campaigns'. Below this, 'Help' and 'Help Center' are listed. A search bar and a 'Go' button are also present. The main content area is titled 'Reports' and contains a message: 'The reports you have downloaded or scheduled to run automatically are listed below. You can re-run these reports or create similar reports with different settings.' It includes a link to 'Create a new report' and a list of download options: 'Keyword report', 'Campaign report', and 'Geographic report'. A note says 'Learn more about other types of performance data.' A modal dialog box is overlaid on the page, asking 'Send to': 'No one (no emails needed)' (selected), 'Only me', 'All account users with access to view reports', or 'Specific account users and me'. Buttons for 'Save' and 'Cancel' are at the bottom right of the dialog.

Tip

In addition to adjusting the frequency and recipients of your reports as described above, you can also easily create variations of existing reports with a **Create similar** option, and edit your existing report names, formats, and date ranges. Just click **Reports** in the left panel of your AdWords account, below your list of campaigns, to make these types of changes.

When reports will run

Reports for individual accounts begin running at 1 a.m. in your designated time zone. Reports for My Client Center (MCC) begin running at 5 a.m. in your designated time zone. Reports for accounts without a designated time zone will begin running at 1 a.m. PT for individual accounts and 5 a.m. PT for MCC accounts.

Next steps

- [Create a customized view of your data with segments, filters, and columns](#)
- [Find a list of all your reports](#) and modify or delete them

updated 03/16/2013

Find, edit, or delete reports

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404251&topic=2796033&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

We save your reports to save you time. After you've created and downloaded reports from the **Campaigns** tab, you can see them in a list. From this list, you can run the same reports whenever you want, or use them to create similar ones.

You can also make changes to your report settings directly from the list. You can change the name, format, email recipients, date range, or frequency. If you no longer want the data, you can also delete the report entirely.

See a list of your reports

Follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click **Reports** on the left side of the page, below your list of campaigns and the shared library.
4. If you've downloaded reports already, you'll see the list in a table in the center of the screen.

Click **Run now** to see the report of your choice. Or, click **Create similar** (if available) to build a new report by modifying an existing one.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar is a sidebar on the left containing links for Search, All online campaigns, Shared library, Reports (which is currently selected), Automated rules, Labels, All video campaigns, Help, and Help Center. A search bar for the help center is also present. The main content area is titled "Reports" and contains instructions for creating new reports (Keyword report, Campaign report, Geographic report) and a link to learn more about other types of performance data. Below this is a table listing two scheduled reports:

<input type="checkbox"/>	Report	Format	Email	Date range	Creation date	Created by	Frequency	Actions
<input checked="" type="checkbox"/>	Keyword report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		One time	Run now Create similar
<input type="checkbox"/>	Campaign report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		One time	Run now Create similar

At the bottom of the page, there's a note about reporting being delayed by 24 hours and a footer with copyright information.

Try it out

Edit report settings from your reports list

Before you click **Run now** to crunch the latest numbers on your favorite report, review your report settings and update them (if you like) directly from the list.

You can update the following settings from the list of reports:

- Format:** choose to view your information in different formats (e.g., Excel or a .pdf file).
- Email:** email the report to yourself and/or others.
- Date range:** change the timeframe.
- Frequency:** create an ongoing schedule to run the reports automatically.

Follow these steps:

- Sign in to your AdWords account at <https://adwords.google.com>.
- Click the **Campaigns** tab.
- Click **Reports** on the left side of the page, below your list of campaigns.
- Find your report and click its settings -- name, format, email, date range, or frequency -- to edit them directly on the page.

To create a variation of the report (by adding new report recipients, different date ranges, or campaigns, for example), click **Create similar** (if available) in the "Actions" column for the report.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Reports

The reports you have downloaded or scheduled to run automatically are listed below.
You can re-run these reports or create similar reports with different settings.

[Create a new report](#)

Download your statistic tables as reports.

- [Keyword report](#)
- [Campaign report](#)
- [Geographic report](#)

[Learn more about other types of performance data.](#)

[Delete](#)

<input type="checkbox"/>	Report	Format	Email	Date range	Creation date	Created by	Frequency	Actions ?
<input checked="" type="checkbox"/>	Keyword report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		One time	Run now Create similar
<input type="checkbox"/>	Campaign report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		One time	Run now Create similar

Show rows: 10 ▾ 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Delete a report

Follow these steps:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click **Reports** on the left side of the page, below your list of campaigns.
4. Check the box for the report you'd like to delete and click **Delete**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Shared library

Reports

Automated rules

Labels

All video campaigns

Help

Help Center

Search help center Go

Reports

The reports you have downloaded or scheduled to run automatically are listed below. You can re-run these reports or create similar reports with different settings.

[Create a new report](#)

Download your statistic tables as reports.

- [Keyword report](#)
- [Campaign report](#)
- [Geographic report](#)

[Learn more](#) about other types of performance data.

<input type="checkbox"/>	Report	Format	Email	Date range	Creation date	Created by	Frequency	Actions <small>?</small>
<input checked="" type="checkbox"/>	Keyword report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		One time	Run now Create similar
<input type="checkbox"/>	Campaign report	Excel .csv	No one (no emails needed)	Last 7 days	Jul 17, 2012		One time	Run now Create similar

Show rows: 10 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Tip

- Sort your list of reports by clicking the column headings.
- If you're trying to cancel emails for scheduled reports, you can simply change the report's email frequency without deleting the report. Click the selection in the "Frequency" column for the report and select **One time** in the menu that appears.

Next step

- [Create a customized view of your data with segments, filters, and columns.](#)
- [Create, save, and schedule reports.](#)

updated 03/16/2013

Account, campaign, and ad group performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404036&topic=2796167&ctx=topic&path=2795894-2795215-2792638>

March 30, 2013

AdWords is organized into three layers (levels): account, campaigns, and ad groups. By familiarizing yourself with the different levels of your AdWords account, you can easily find the exact performance data you're looking for.

Keeping the three levels in mind, you can customize your view of your performance data to make it as broad or specific as you want. To help you navigate, the side panel of your AdWords account starts with the broadest level -- "All online campaigns" -- and narrows in focus as it moves downward. After clicking on an individual campaign, you'll see the ad groups contained in each one.

Your **account** is associated with a unique email address, password, and billing information. For reporting purposes, though, it's helpful to think of your account as a collection of campaigns. If you want to see performance data for your entire account, click **All online campaigns** in the side panel of your AdWords account. Totals for all of the rows are listed at the bottom of your statistics table.

See data for your entire account

See statistics for your entire account to get a quick overview of your overall AdWords performance.

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Click the **Dimensions** tab.
4. Click the **View** button to select the time period that you'd like to use to organize your statistics.

5. Once your statistics table looks the way you want, just click the download button  to download it as a report.

An individual ad **campaign** has its own budget and settings that determine where your ads appear, and is made up of a collection of ad groups. Each of your campaigns is listed in the side panel of your AdWords account, and they also appear when you click the **Campaigns** tab in the middle of your screen.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Last 7 days
May 31, 2012 - Jun 6, 2012

Campaigns Ad groups Settings Ads Keywords Dimensions Display Network

All but deleted campaigns Segment Filter Columns View Change Histc

1 Clicks

0 May 31, 2012 Jun 6, 2012

+ New campaign Change status... Alerts Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	--
		Total - all but deleted campaigns		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Search ?		0	0	0.00%	\$0.00	\$0.00	0	
		Total - Display Network ?		0	0	0.00%	\$0.00	\$0.00	0	
		Total - all campaigns	\$6.00/day	0	0	0.00%	\$0.00	\$0.00	0	

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Shared library Reports Automated rules Custom alerts Labels Help Help Center Search help center Go

See campaign data

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Click the name of the campaign that interests you to see how its ad groups are performing. To view specific campaigns for your report, click the Filter button to set up a campaign filter.
4. Once your statistics table looks the way you want, just click the download button to download it as a report.

Your **ad group** contains a set of similar ads and the words and phrases, known as **keywords**, that you want to trigger your ads to show. When you click on a campaign, AdWords will show you a view of the campaign's performance broken out by its individual ad groups. You can also see ad group data by clicking the **Ad groups** tab in the middle of your screen.

All online campaigns > Campaign: Sweet tea

Last 7 days Jul 3, 2012 - Jul 9, 2012

Enabled Experiment: Running Edit Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted ad groups Segment Filter Columns Clicks

View Change Hist.

Ad group

	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Relative CTR	Conv. rate (1-per-click)
Black tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Green tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%

Show rows: 10 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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See ad group data

1. Sign in to your AdWords account at <http://adwords.google.com>
2. Click the **Campaigns** tab.
3. Pick the ad groups that interest you.
 - To include all the ad groups from a specific campaign, click the campaign name in the table. You'll be taken to the "Ad groups" tab for that campaign.
 - To include all the ad groups in your account, click the **Ad groups** tab while viewing "All online campaigns."
 - To include specific ad groups from different campaigns, first click the **Ad groups** tab while viewing "All online campaigns." Then click the **Filter** button to set up an ad group filter.

Example

Let's look at how a business might set up its AdWords campaigns and ad groups. The account belongs to a chocolate maker (yum!) who wants to advertise its products to increase online sales.

The owners decide to organize their advertising efforts into two campaigns. One campaign

promotes their new line of chocolate bars, and the second promotes their holiday gift boxes. They split each campaign into targeted, relevant ad groups. One of the ad groups for the chocolate bar campaign is dedicated to the company's popular raspberry bar. Another is dedicated to a caramel bar, and a third to a chocolate bar infused with ginger. Here's what this account looks like:

Account:

Chocolate Maker

Campaign 1:

Chocolate bars

Campaign 2:

Valentine's Day gift boxes

Ad groups:

Raspberry bar

Caramel bar

Ginger bar

Ad groups:

30% off gift boxes

Free shipping on gift boxes

Luxury Valentine's chocolate

Each ad group can have multiple ads within it. This helps the chocolate maker compare performance for different ad text, for example, and see whether one version resulted in more clicks or sales than another.

Once you're familiar with the structure of your AdWords account, you can view and customize the data in your statistics table, and download reports to monitor the performance of your campaigns, individual campaigns, and ad groups -- as well as your ads and keywords.

updated 03/16/2013

Evaluating ad performance on the search network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404037&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

You've created your ad, and it's up and running. Your next step is to find out how it's performing. Tracking statistics like clicks, impressions, and clickthrough rate is a great way to start. It's also important to think about what you're trying to accomplish with your campaign, so you can focus on the statistics that can help you achieve your goals.

If you're new to tracking your performance, start by clicking the **Campaigns** tab in your AdWords account. The statistics tables on your **Ads** and **Keywords** tabs under the Campaigns tab provide a complete, customizable view of all of your data. You can keep the reporting simple or dig deeper for more detailed insights into the success of your campaigns.

Clicks, impressions, and clickthrough rate

To help you get comfortable tracking data for your ads running on the [Search Network](#), we suggest monitoring the clicks, impressions, and especially the [clickthrough rate \(CTR\)](#) of your ads and keywords. CTR is the percentage of people that clicked on your ad after they saw it. By tracking it, you can make sure that your ads and keywords are attractive to customers. Find these statistics listed in columns in your account's statistics table. If you don't see them, click the **Columns** button and select the ones you'd like to enable.

	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score
0	Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
0	Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
0	Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
0	White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
0	Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10
0	Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--	--
0	Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--	--
0	Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--	--

Show rows: 50 1 - 5 of 5

[+ Add keywords](#) [Edit](#) [Change status...](#) [Keyword details](#) [Alerts](#) [Automate](#) [More actions...](#) [Labels](#)

[Negative keywords](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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This video explains the importance of clicks, impressions, and clickthrough rate for measuring success in your Google AdWords account.

You may also want to keep an eye on the following information about your ads and keywords:

Ad performance

- Status:** In the "Status" column of the statistics table on your **Ads** tab, you can see whether each of your ads is running.
- Average position:** Look for the "Average position" (Avg. pos.) column in the statistics tables on your account tabs to find out exactly where your ad is appearing on Google's search results page. Positions one through 10 usually appear on the first page of search results. This is the best way to check on the positions of many ads at once.

If you don't see the column in your statistics table, you can add it by going to your **Keywords** tab, then clicking the **Columns** button and choosing "Customize columns" from the drop-down. Click **Performance**, then add "Avg. pos."

- Ad variations:** If you have more than one ad in an ad group, your ads will be rotated and take turns showing. By comparing the performance of your different ads, you can find out what your customers find the most compelling. For example, see which ad has the highest CTR and improve those ads with the lowest CTR. We suggest testing between two and four ads in an ad group at a time.

Keyword performance

- **Keyword status:** The **Status** column of the statistics table on your **Keywords** tab tells you whether each of your keywords is triggering ads to run. Click the speech bubble icon to read a summary of each keyword's status. Or, click the **Keyword details** drop-down button, then select **Diagnose keywords** to see multiple keyword statuses at once.
- **Quality Score:** This column helps you monitor the **Quality Scores** of your keywords. The column is disabled by default in new accounts, but you can make it appear in your statistics table by going to your **Keywords** tab, then clicking the **Columns** button.
- **Search terms:** You can see the actual search terms that drove traffic to your ads on your **Keywords** tab. From the **Keyword details** drop-down button, in the "Search terms" section, select **All** to see a list of the searches that triggered your ads. You can use this information to identify which keywords are the most successful and to find new keywords to add to your account. If you see that irrelevant terms are triggering your ad, you can add these as **negative keywords** to prevent your ad from showing on these terms.

Track statistics based on your campaign goals Track statistics for mobile ads on high-end devices

Use the **Segment** button to see the data in your campaign segmented by device. This allows you to compare statistics such as clicks, impressions, CTRs, or conversion rates for desktop computers and high-end mobile devices. Segmenting your data can help you identify which campaigns, ad groups, ads, or keywords are driving the best performance for a particular type of device, especially for campaigns combining desktop computer and mobile devices.

Tip

Here's some data you might not know about. You can see how your **destination URLs** are performing for your entire account, or specific campaigns and ad groups. Just click the **Dimensions** tab, then click **View**, and select "Destination URL" from the drop-down.

Next steps

- Customize your statistics table with **columns, segments, filters and more** to see the exact data that interests you.
- Create, **save, and schedule reports**.

updated 03/19/2013

Evaluating ad performance on the Display Network

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404178&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Customize your AdWords statistics tables to learn how your ad is performing on specific placements on the Display Network, see a list of the URLs where your ad has shown, and check whether or not your ad is actually running on specific placements. You can also learn how segments and columns can help you zero in on data about your Display Network performance.

See how your ads are performing on specific Display Network placements

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. To see data for a specific period, click the date range menu on the top right corner of the page and select the time period you'd like to analyze.
4. On the **Display Network** tab, click the **Placements** tab, and then click the [Managed placements](#) or [Automatic placements](#) links to expand the tables, if they aren't already expanded.
 - In the "Managed placements" section, you can view where your ad appeared based on any specific websites (managed placements) you've added.
 - In the "Automatic placements" section, you can view where your ad appeared based on your keywords and topics.
5. If you'd like, download the table of your choice as a report:



directly above the graph.



in the toolbar above the table.

Due to the large amount of information that must be aggregated to create the reports, complete data for a given day is not available until 3 p.m. PT the following day.

Find out how your ads perform on parked domain sites and error pages

The "Special category" segment labels certain kinds of pages that have shown your ads. The two special categories that we currently identify are [error pages](#) and [parked domain](#) sites.

Note

If you set your placement report's start date early enough, you may see a **Parked domains** line item not tied to a URL. This line item represents the aggregate parked domain site traffic that occurred before per-site statistics were introduced in your account.

Enable the "Special Category" segment

Here's how to enable the "Special category" segment in a downloaded automatic placement report:

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Display Network** tab.
4. On the **Placements** tab, click **Automatic placements** to expand the table.



5. Click the **Download** button in the toolbar above the table.
6. Click **+ Add segment**, then select **Special category** from the drop-down.
7. Click **Create**.

See the URLs of sites where your ads have shown

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. To see data for a specific period, click the date range menu on the top right corner of the page and select the time period you'd like to analyze.
4. On the **Display Network** tab, click the **Placements** tab, and then click the **Managed placements** or **Automatic placements** links to expand the tables, if they aren't already expanded.
 - In the "Managed placements" section, you can view where your ad appeared based on any specific websites (managed placements) you've added.
 - In the "Automatic placements" section, you can view where your ad appeared based on your keywords and topics.
5. Click the **See details** button above either table.
 - To see all of the URLs for all the placements in the tables, select **All** in the drop-down menu.
 - To see URLs only for certain placements, first select the checkboxes for the placements you'd like to analyze, then choose **Selected** in the drop-down menu.

The screenshot shows the Google AdWords interface for the 'Sweet tea' campaign. The left sidebar includes links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main content area displays the campaign settings for 'Sweet tea', including budget (\$5.00/day) and targeting (All available sites). The 'Managed placements' tab is selected, showing a table of placements with columns for Ad group, Status, Max. CPC, Clicks, Impr., CTR, Avg. CPC, Avg. CPM, Cost, and Dest. URL. The table lists various YouTube domains and their performance metrics. Below the table are sections for 'Automatic placements' and 'Exclusions'. A note at the bottom states: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)'.

Placement	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Dest. URL
youtube.com	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
youtube.com::Entertainment 300x250,Middle right	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
youtube.com::Music 300x250,Middle right	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
youtube.com::Individual Video Partnership	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
youtube.com::Individual Video Partnership Converted to YPP	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
youtube.com::PyWatchNoAdX	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
youtube.com::PyYTWatch	Black tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - all placements				0	0	0.00%	\$0.00	\$0.00	\$0.00	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	\$0.00	

6. The list of URLs will now appear. Depending on the performance of each URL, you may want to add a domain or URL from the automatic placements list to your managed placements list. Just select the placement, then click the **Manage placement and bid** button. If you want, you can select a new bid. You can also exclude a placement to ensure your ad no longer appears on that site.
7. To download the list of URLs, click the **Download** button in the toolbar above the table.

Tip

You can also see the complete list of automatic placement URLs where your ad appeared for your entire account, or specific campaigns or ad groups at a glance, on the **Dimensions** tab. Just click **Dimensions**, then click **View** and select "Automatic placements" from the drop-down.

Reports with shortened URLs

You may notice that some parts of the reported URLs are replaced with an ellipsis (...). This happens automatically when the URL is too long to fit in the report, or when the URL information affects user privacy. From time to time we remove any segment of the URL following a question mark (?) in the URL string, or any portions of the URL that may contain user-specific information, such as usernames or passwords.

If you visit a shortened URL that appears in your report, you may end up on a different page than the one that a person visited when he saw your ad. Please keep this in mind when evaluating the URLs provided in the report.

See whether your ads are running on specific Display Network placements

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Display Network** tab and then, click the **Placements** or **Topics** tab.
 - **Placements tab:** In the "Managed placements" section, under the "Status" column,  point to the speech bubble icon  next to the status of one of your placements. Diagnostic information will appear.
 - **Topics tab:** Under the "Status" column, point to the speech bubble icon  next to the status of one of your topics. Diagnostic information will appear.

Use specific segments and columns to track Display Network statistics

Click the **Segment** and **Columns** buttons above your AdWords statistics table to select the level of detail you'd like to apply to your data. Segments split your data into rows by the options that you select (such as date, device, etc.), while columns add specific types of data to your statistics table.

All online campaigns

Last 7 days
Jun 25, 2012 - Jul 1, 2012

View Change Hist

Keywords

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--	--
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--	--
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--	--

Show rows: 50 1 - 5 of 5

Use segments to see performance of mobile ads on high-end devices

Use the **Segment** button to see the data in your campaign segmented by device. This allows you to compare statistics such as clicks, impressions, CTRs, or conversion rates for desktop computers and high-end mobile devices. Use segmentation options to identify which campaigns, ad groups, keywords, or ads are driving the best performance for a particular type of device, especially for campaigns combining desktop computer and mobile devices.

You can also segment your data using multiple segments when you download a report. Just click the **Download** button in the toolbar, click **+Add Segment** and select the segment you'd like to include in the downloaded report.

Use segments and columns to see impression share by network

Impression share is an estimate of the percentage of auctions your ads won out of estimated impressions they were eligible to win, and it's good to track this if you're running a branding campaign with the goal of maximizing your impressions. If you have a campaign that's running on both the Search and Display Networks, the following steps will allow you to see impression share information for each network individually.

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.

3. Click **All online campaigns** in the left panel of your account.
4. Click the **Segment** button, and select **Network** or **Network (with search partners)** to segment the data in your campaign. If you select the first option, your data is split into rows for Google search and the Display Network. If you select the second option, you can also see a row for search partners.
5. Click the **Columns** button, and select "Competitive metrics," then "Add all columns."
6. Click **Save**. Impression share data should now appear in your statistics table.

Learn more about [impression share](#) and the steps you can take to improve your performance.

Use columns to view Relative CTR

Relative CTR is a measure of how your ads are performing on the Display Network compared to other advertisers' ads that are appearing on the same websites. This is more helpful than CTR by itself, because CTR doesn't indicate how relevant an ad is on the Display Network. An ad may be very relevant but hidden in an set of ads at the bottom of a long page that gets few clicks. CTR for the same ad can also vary depending on which site the ad appears on.

Relative CTR works at the ad group and campaign levels, not at the keyword level. The value is obtained by dividing your CTR by the average CTR of all advertisers on the placements where your ads are shown, and the average Relative CTR is 1x. Because this is a competitive metric, it's not static. It'll change based on the websites where your ad appears and what other advertisers do.

Note

- Relative CTR compares text to other text ads and display to other display ads. However, if an ad group has both text and display, the Relative CTR will be an average of both.
- Relative CTR doesn't work with campaigns with [CPM bidding](#).

Example

Say that an advertiser who sells digital cameras is getting a Display Network CTR of 0.05%. The advertiser is appearing on a single page about photography on the Display Network with three other advertisers. The other advertisers are getting CTRs of 0.005%.

The first advertiser is getting a CTR that is 10x larger than the competitors' CTR. Because people are more interested in this advertiser's products, this advertiser has a very high Relative CTR (10).

View your Relative CTR data

1. Sign in to your AdWords account at <http://adwords.google.com>.
2. Click the **Campaigns** tab.
3. To see data for a specific period, click the date range menu on the top right corner of the page and select the time period you'd like to analyze.
4. Click **All online campaigns** in the side panel.
5. Click the **Columns** button, then select **Customize columns** from the drop-down menu.

6. Click **Competitive metrics**, then add **Relative CTR**.
7. Click **Save**. Relative CTR data should now appear in your table.

Tip

Here's how to find some data you might not know about. You can see how your [destination URLs](#) are performing for your entire account, or specific campaigns and ad groups. Just click the **Dimensions** tab, then click **View**, and select "Destination URL" from the drop-down.

updated 03/19/2013

Understanding Conversion Tracking reports

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1722023&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Once you've set up Conversion Tracking, you'll have access to a handy set of reports about your conversions (those important actions your customers take on your website, such as a purchase or email signup).

These reports are called **Search Funnels**. "Search," of course, refers to people searching on Google. "Funnels" refers to the series of steps your customers take before completing a conversion. Think of it as a passage (or funnel) through which your customer reaches the conversion.

Search Funnels can give you more detailed information about ads, clicks, and other elements that are part of your online campaign. This gives you a better sense of your customers and, ultimately, the effectiveness of the ads and keywords you've created.

We'll tell you where to find Search Funnel reports and what they can tell you below.

Find reports

Click the links below for steps on how to do the following:

Find your conversion tracking reports

1. Click the **Tools and Analysis** tab in your AdWords account, and select "Conversions".

Home Campaigns Opportunities Tools and Analysis Billing My account

Customize modules

All campaigns Primary metric Clicks

Clicks 0	Impr. 0
-------------	------------

Alerts and announcements (0)

Woohoo, no alerts!

Change history
Conversions
Google Analytics
Website Optimizer
Keyword Tool
Traffic Estimator
Placement Tool
Contextual Targeting Tool
Ad Preview and Diagnosis

Last week (Sun - Sat)
Jun 3, 2012 - Jun 9, 2012

Avg. CPC \$0.00 Cost \$0.00

0 Jun 3, 2012 Jun 9, 2012 Clicks

Good quality but low traffic keywords (0) No matching keywords.

Keywords below first page bid (0) No matching keywords.

All enabled keywords (1) No matching keywords.

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC
Example	0	\$0.00	0.00%	0	\$0.00

All non-active keywords (0) No matching keywords.

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

2. On the left-hand side of the page, click the **Search Funnels** link.

Announcements (1)

Home Campaigns Opportunities Tools and Analysis Billing My account

Conversions

All conversions

Calls from e-store
June promotion

Conversion Webpages

+ Conversion Import from Google Analytics Change status... All but deleted

	Conversion	Source	Category	Tracking Status	Conversions (many-per-click)	Value	
	Calls from e-store	Call	Lead	Unverified	0	\$0.00	
	June promotion	Webpage	Lead	Unverified	0	\$0.00	
Totals - all but deleted conversions						0	\$0.00
Totals - all conversions						0	\$0.00

Search Funnels
See how users convert.

Help Center

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|| Give us feedback!

Search help center Go

3. You'll now see a series of reports that you can click on to learn more about your clicks and conversions.

Overview

2,641 of 2,641 total conversions (100.00%)

Conversions vs. Select a metric

Conversions

100

50

Jul 2011 Oct 2011 Jan 2012 Apr 2012

There were 2,641 total conversions

- Conversions: 2,641
- Days to conversion: 0.49
- Ad clicks per conversion: 1.17
- Ad impressions per conversion: 1.83

Conversion Type	Conversions	% Conversions
1. Any blog visit	2,289	86.67%
2. Views of "shalini through the years" post	340	12.87%
3. read jan05 posts	12	0.45%

view full ref

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Add conversion data information to tables on your Campaigns tab

1. On the **Campaigns** tab, look to the table below and click the **Columns** button.

Home | Campaigns | Opportunities | Tools and Analysis | Billing | My account |

All online campaigns

Last 7 days
Jul 2, 2012 - Jul 8, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns Download Search Customize columns

1 Clicks

0 Jul 2, 2012 Jul 8, 2012

Customize columns

Select metrics

- Performance >>
- Conversions** >> Add all columns
- Attributes >>
- Call details >>
- Competitive metrics >>

Conv. (1-per-click)	Added
Cost / conv. (1-per-click)	Added
Conv. rate (1-per-click)	Added
View-through Conv.	Added
Conv. (many-per-click)	Add
Cost / conv. (many-per-click)	Add
Conv. rate (many-per-click)	Add
Total conv. value	Add
Conv. value / cost	Add

Drag and drop to reorder

- Campaign
- Budget
- Status
- Clicks Remove
- Impr. Remove
- CTR Remove
- Avg. CPC Remove
- Cost Remove
- Avg. Pos. Remove
- Conv. (1-per-click) Remove
- Cost / conv. (1-per-click) Remove
- Conv. rate (1-per-click) Remove
- View-through Conv. Remove
- Labels Remove

Save this set of columns

Apply **Cancel**

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	● Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	● Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	● Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - all campaigns	\$56.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 50 ▾ 1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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2. There, you'll see data that you can add to your data table. Check the boxes of the data you'd like to include.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days
Jul 2, 2012 - Jul 8, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns Customize columns Search

1 Clicks

0 Jul 2, 2012 Jul 8, 2012

Customize columns

Select metrics

- Performance >>
- Conversions** >> Add all columns
- Attributes >>
- Call details >>
- Competitive metrics >>

Conv. (1-per-click)	Added
Cost / conv. (1-per-click)	Added
Conv. rate (1-per-click)	Added
View-through Conv.	Added
Conv. (many-per-click)	Add
Cost / conv. (many-per-click)	Add
Conv. rate (many-per-click)	Add
Total conv. value	Add
Conv. value / cost	Add

Drag and drop to reorder

- Campaign
- Budget
- Status
- Clicks Remove
- Impr. Remove
- CTR Remove
- Avg. CPC Remove
- Cost Remove
- Avg. Pos. Remove
- Conv. (1-per-click) Remove
- Cost / conv. (1-per-click) Remove
- Conv. rate (1-per-click) Remove
- View-through Conv. Remove
- Labels Remove

Save this set of columns

Apply **Cancel**

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	● Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	● Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	● Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - all campaigns	\$56.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 50 ▾ 1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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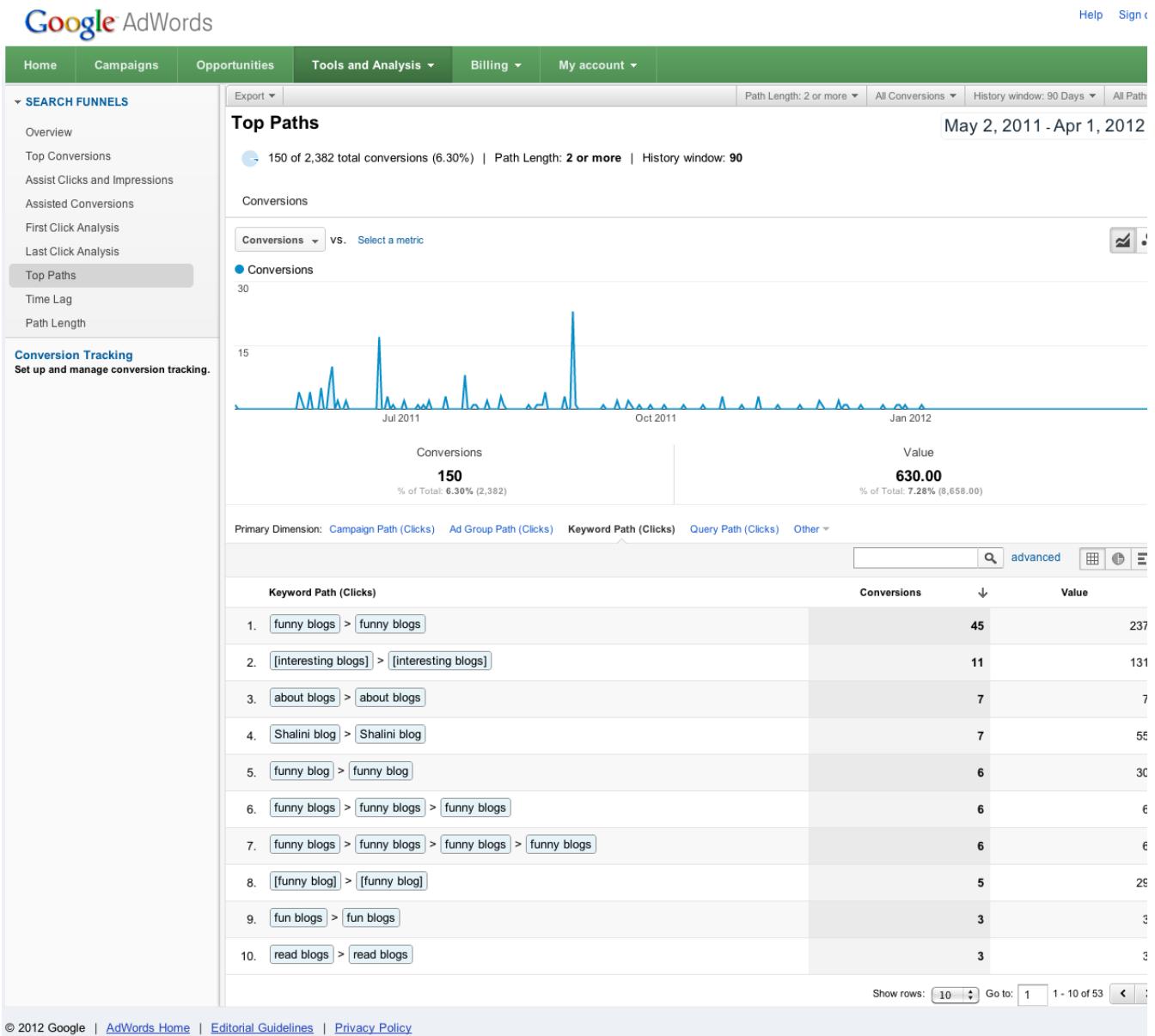
Reports and data

Besides the **Overview** and **Top Conversions** report you'll see on the Search Funnels page, you'll also find several more detailed types of reports. Conversion reports are based on [many-per-click conversions](#) unless stated otherwise. These include the following:

- **Report on customer search patterns**

This report, known as **Top Paths**, shows you the most common paths your customers take to complete a conversion. It provides this information based on the ads that were shown or clicked, or both, before a conversion took place. Within this report, there are four more specific reports. Click the links below to learn about each one: [Top Paths \(Clicks\) report](#)

This report shows the sequence of keywords that customers clicked before completing a conversion, and how frequently that sequence happened.



For example, the fourth row of this Top Paths (Clicks) report shows that there were 24 conversions in which the customer first clicked on an ad for the keyword "interesting blogs to read," then an ad for the keyword "read blogs," and then an ad for "funny blogs to read," before completing a conversion. This report is available at campaign, ad group, and keyword levels.

[Top Paths \(Impressions\) report](#)

This report shows the numerous related keywords customers searched with before completing a conversion. It also shows the sequence of keywords where your ads appeared

for customers as they searched, regardless of whether they clicked.

The screenshot shows the Google AdWords interface with the 'Tools and Analysis' tab selected. On the left, a sidebar titled 'SEARCH FUNNELS' includes options like Overview, Top Conversions, Assist Clicks and Impressions, Assisted Conversions, First Click Analysis, Last Click Analysis, Top Paths (which is selected), Time Lag, and Path Length. Below this is a 'Conversion Tracking' section. The main content area is titled 'Top Paths' and displays a chart showing 743 conversions from May 2, 2011, to April 1, 2012. The chart has two y-axes: 'Conversions' (0-30) and 'Value' (\$0-\$2,747.00). Below the chart, summary statistics are shown: 743 conversions, 31.19% of total (2,382), and a value of \$2,747.00, which is 31.73% of the total (\$8,658.00). A table titled 'Keyword Path (Impressions)' lists the top 10 conversion paths:

Keyword Path (Impressions)	Conversions	Value
1. [funny blogs] > [funny blogs]	199	\$871
2. [funny blogs] > [funny blogs] > [funny blogs]	64	\$328
3. [funny blog] > [funny blog]	31	\$79
4. [interesting blogs to read] > [read blogs] > [funny blogs to read]	24	\$48
5. [about blogs] > [about blogs]	22	\$22
6. [funny blogs] > [funny blog]	19	\$91
7. [funny blogs] > [funny blogs] > [funny blogs] > [funny blogs]	14	\$47
8. [funny blogs] > [funny blogs] > [funny blogs] > [funny blogs] > [funny blogs]	14	\$62
9. [why blog] > [why blog]	13	\$13
10. [Shalini blog] > [Shalini blog]	12	\$12

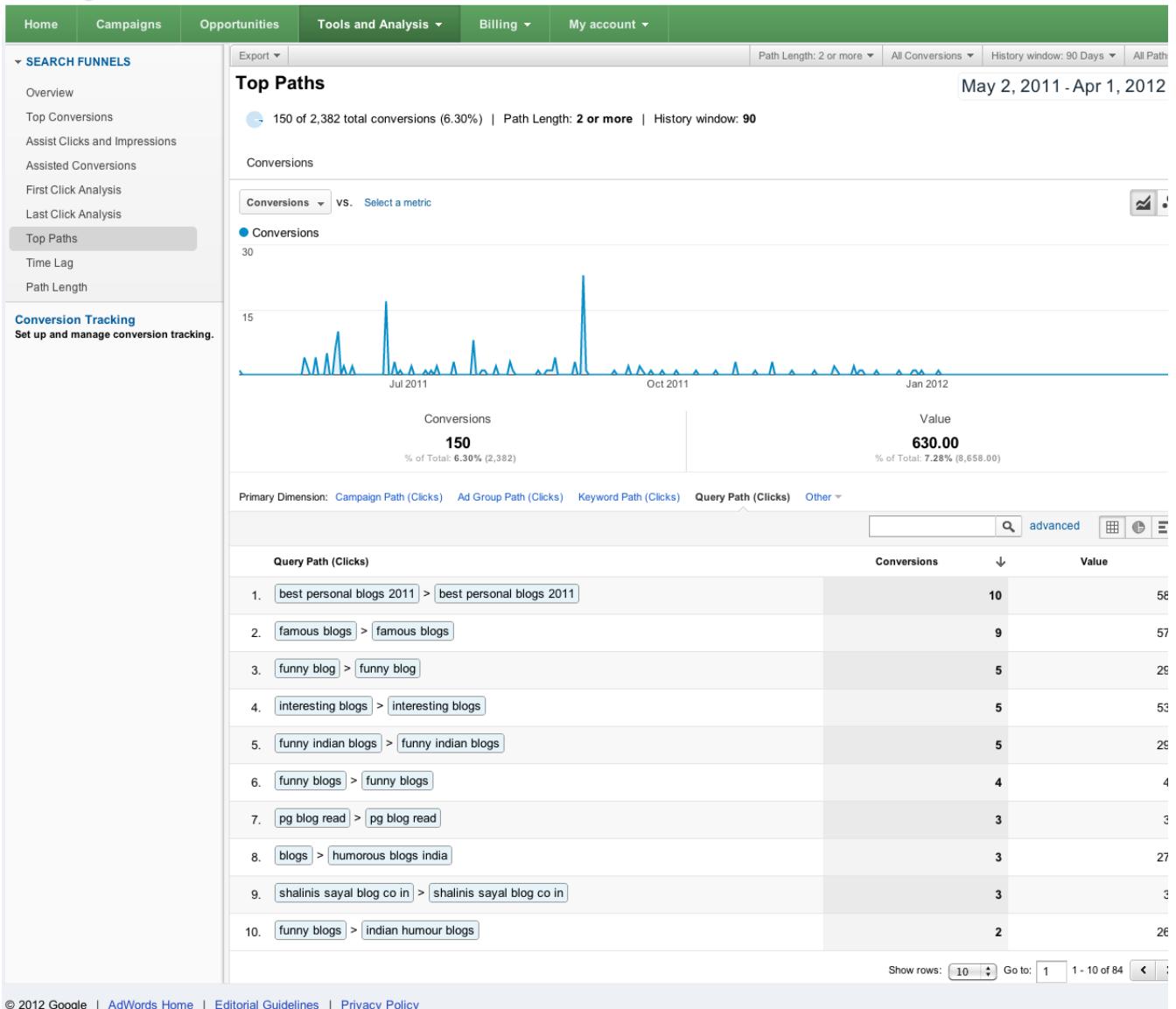
At the bottom, there are links to 'AdWords Home', 'Editorial Guidelines', and 'Privacy Policy'. Navigation controls include 'Show rows:' (10), 'Go to:', and page numbers (1 - 10 of 10).

For example, the top row of this Top Paths (Impressions) report shows that there were 199 conversions in which the customer first searched and saw an ad for the keyword "funny blogs," then searched again and saw an ad for the same keyword before completing a conversion. For each of these paths, the customer could've clicked on either ad, or both. This report is available at campaign, ad group, and keyword levels.

To protect people's privacy, this report is cut off at a frequency of 10 or fewer conversions.

Top Paths (Query Paths) report

This report shows actual customer searches. This is different than Keyword Paths in Search Funnels, which reflect the keywords that were matched by the customer's search.

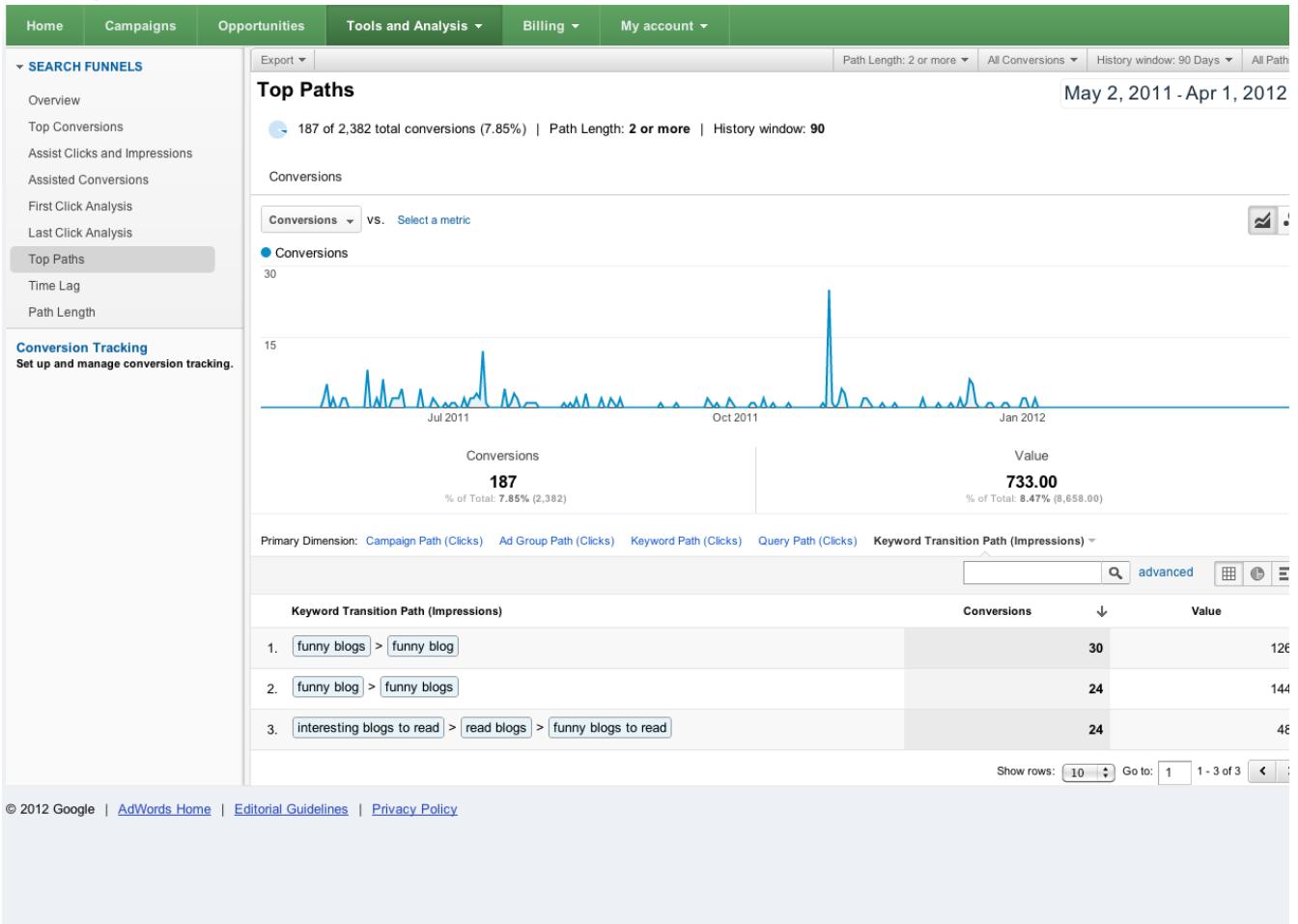


For example, this report shows that 9 customers searched for "famous blogs" twice before converting.

Query Paths will only reflect clicked search ads, not search impressions. A small number of conversions -- where certain data couldn't be detected -- may be filtered from the Query Paths report.

Top Paths (Transitions) report

This report also shows paths, but collapses any keywords that were repeated along the way. This is useful for seeing conversion paths that consist of different keywords, and how customers move between keywords.



For example, the top row of this Top Paths (Transitions) report shows that there were 30 conversions where the customer first searched and clicked on an ad for the keyword "funny blogs" one or more times, then searched and clicked on an ad for the keyword "funny blog" one or more times before converting. This report is available at keyword, ad group, and campaign levels.

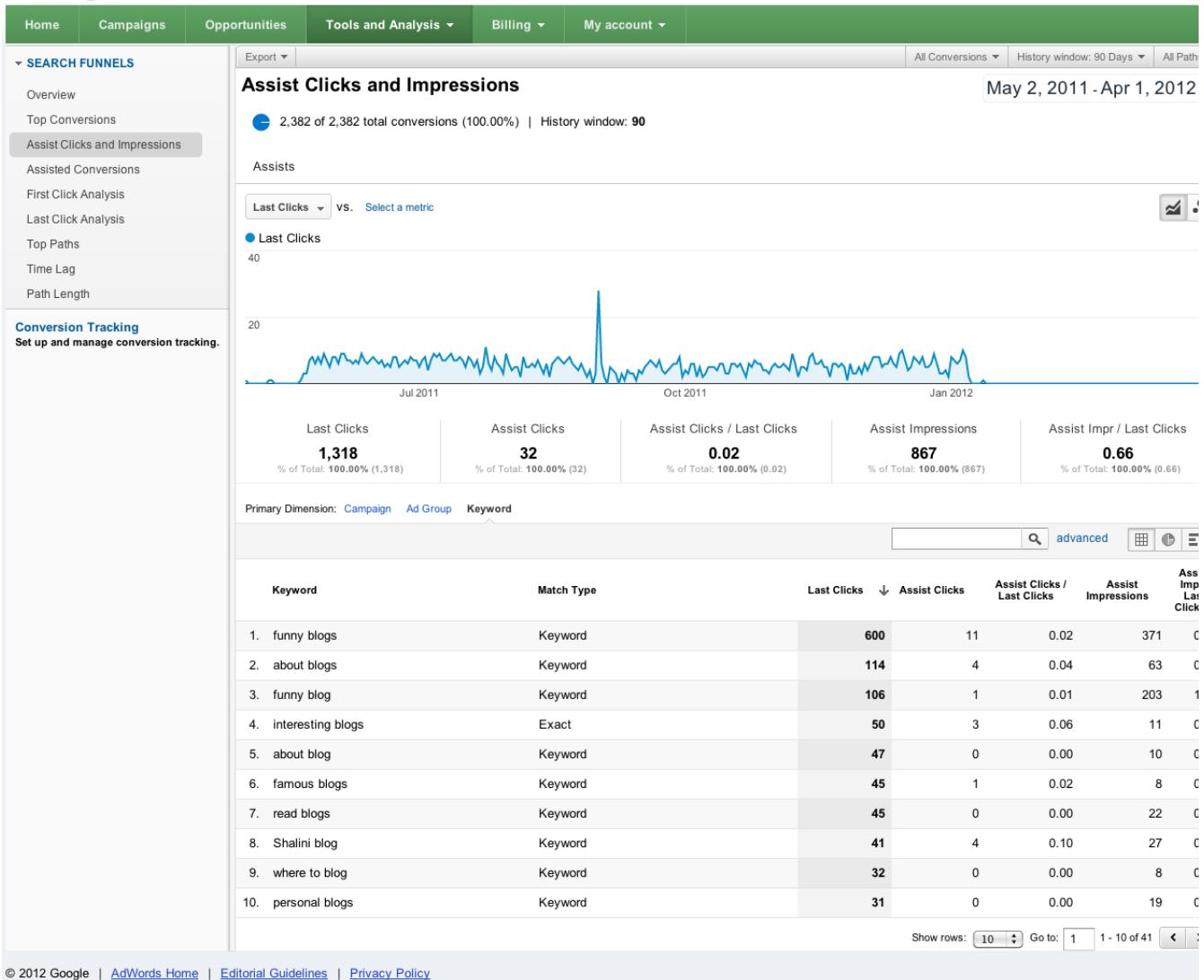
- **Reports on assist clicks, assist impressions, and assisted conversions**

Often, the "last click" before a conversion gets all the credit. But there are also little helpers that might've also guided your customers toward that conversion. Specifically, these are:

- **Assist clicks:** All the clicks leading up to a conversion -- except for the **last click** -- for each keyword.
- **Assist impressions:** The display ads that showed but weren't clicked by a customer as they searched.

The **Assist Clicks and Impressions** report identifies these little helpers, so you can see how useful they are to your campaigns. Click the link below to see more details about this report:

[Assist Clicks and Impressions report](#)



This report shows you the assist clicks and impressions that might've helped users get to that last click before they purchased your product or signed up for your newsletter.

It also shows you ratios for assist click/last click and assist impressions/last clicks. These ratios further help identify keywords that otherwise might not be noticed if you only looked at last clicks.

This report is based on one-per-click conversions.

Example

You own a spa for dogs, and you're running an online campaign. One of your keywords, "free paw massage," gets a lot of last clicks before customers finally buy for their pooches. Another one of your keywords, "dog pampering," doesn't get a lot of last clicks. But then you look at an Assist Analysis report and see that this keyword brings a lot of customers to your website, people who like to browse around for a bit before purchasing your services. Because of this, you invest more in "dog pampering," which brings even more traffic to your site.

The best way to confirm the assist value of a keyword is by testing it to see if increased

investment yields improved ROI.

Assisted Conversions report



Help Sign in

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Export ▾ All Conversions ▾ History window: 90 Days ▾ All Paths

Assisted Conversions May 2, 2011 - Apr 1, 2012

2,382 of 2,382 total conversions (100.00%) | History window: 90

Last Click Conversions Impression-Assisted Conversions

Last Click Conversions vs. Select a metric

Last Click Conversions

Last Click Conversions | Last Click Conversion Value | Click-Assisted Conversions | Click-Assisted Conversion Value | Click-Assisted Conversions / Last Click Conversion

2,382 % of Total: 100.00% (2,382)	8,658.00 % of Total: 100.00% (8,658.00)	150 % of Total: 100.00% (150)	630.00 % of Total: 100.00% (630.00)	0.06 % of Total: 100.00% (0.06)
---	---	---	---	---

Primary Dimension: Campaign Ad Group Keyword

Keyword	Match Type	Last Click Conversions	Last Click Conversion Value	Click-Assisted Conversions	Click-Assisted Conversion Value	Click-Assisted Conversions / Last Click Conversion
1. funny blogs	Keyword	1,196	5,471.00	77	269.00	C
2. funny blog	Keyword	186	882.00	13	37.00	C
3. about blogs	Keyword	181	250.00	7	7.00	C
4. interesting blogs	Exact	86	446.00	14	158.00	C
5. famous blogs	Keyword	76	94.00	3	3.00	C
6. read blogs	Keyword	74	74.00	6	6.00	C
7. about blog	Keyword	64	64.00	0	0.00	C
8. Shalini blog	Keyword	56	368.00	10	82.00	C
9. where to blog	Keyword	56	65.00	1	1.00	C
10. what is blog	Keyword	48	48.00	1	1.00	C

Show rows: 10 Go to: 1 1 - 10 of 36

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Although similar to the "assist clicks" report, the "assisted conversions" report has some important distinctions. Rather than looking at how many assist clicks or impressions your advertising provided, these tabs show the number of conversions your advertising assisted.

For example, if a customer clicked on two ads for the keyword "merchandise" before later clicking on an ad for the keyword "store" and converting, this would have counted as two "assist clicks" but only one "assisted conversion."

This report is a great resource to quickly identify which keywords are helping to drive the most conversions. You may find that some keywords are the last click for very few conversions, but actually assisted many conversions. In those instances you may choose to test increasing investment for these keywords to see whether you can drive more conversions for your business.

Include Assist Data in your Core Reports

Since assist and assisted-conversion data is most useful when considered alongside the rest of your performance data, we've made this information available within your keyword,

adgroup, campaign and ad reports. Statistics such as assist clicks, assist impressions, and assisted-conversions can give you a more complete picture of the value of your individual keywords. To include this data in your core reports, simply navigate back to one of these tabs, click "customize columns", and look for the Search Funnels category on the left hand side of the column customization drop down menu. By integrating this information directly into your reports, you can more easily make targeted decisions based not only on conventional metrics like average cost-per-click (CPC), clickthrough rate (CTR) and conversion rate, but also based on the value your keywords contribute throughout the entire search experience.

Keep in mind, if Conversion Tracking is currently enabled, but you aren't seeing data in these columns, it could be that there's no data for the date range you've selected. (This data is not available for dates prior to May 1, 2011.)

- **Reports on first and last clicks**

First click is a good way to find what keywords introduce customers to your site, while last click helps you see what completed the conversion. Think of these as different salespeople in a department store: one salesperson might be the person who first spoke to the customer, while another salesperson closed the deal.

- **Reports on timing**

These reports can give you a sense of the steps your customers take or the pages they visit as they complete a conversion. This process is often called a funnel, which leads to a conversion or business goal. These reports can also give you a sense for how long a funnel takes.

Click the links below to learn more about each report:

[Path Length](#)

This report gives you a high-level look at the steps your customers take or pages they look at on their way to completing a conversion.

Here's one that focuses on clicks:

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Export ▾ All Conversions ▾ History window: 90 Days ▾ All Paths

Path Length May 2, 2011 - Apr 1, 2012

2,382 of 2,382 total conversions (100.00%) | History window: 90

Clicks before conversion Impressions before conversion

Ad clicks per conversion	Conversions	Value
1.17 % of Total: 100.00% (1.17)	2,382 % of Total: 100.00% (2,382)	8,658.00 % of Total: 100.00% (8,658.00)

Primary Dimension: Clicks before conversion

Clicks before conversion	Conversions	Value	Percentage of total
1	2,232	8,028.00	93.70% 92.72%
2	101	533.00	4.24% 6.16%
3	17	65.00	0.71% 0.75%
4	9	9.00	0.38% 0.10%
5	2	2.00	0.08% 0.02%
6	2	2.00	0.08% 0.02%
7	3	3.00	0.13% 0.03%
8	2	2.00	0.08% 0.02%
9	1	1.00	0.04% 0.01%
10	1	1.00	0.04% 0.01%
11	1	1.00	0.04% 0.01%
12+	11	11.00	0.46% 0.13%

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This shows that most of your conversions happen after multiple clicks, which tells you that there might be some opportunities to refine your keywords and ads. Keep in mind, this report only reflects the keywords and ads in your account, so if these paths of clicks seem shorter than you might expect, that's why.

You can also use the Path Length report to look at impressions. For example, you can see whether most conversions happen after the customer searches multiple times or the first time he or she sees your ad.

Time Lag

As you probably guessed, this report has to do with time. Specifically, it's how much time it takes for a customer to complete a conversion after the following:

- The first impression of a display ad
- Their first click on your website
- Their last click on your website

Overall, there's a lot of great data and information to glean from your AdWords account. Because it might take some time to remember all of it, click the link below for a cheat sheet on the terms we've mentioned here.

Conversion terminology cheat sheet

- **Assist Clicks:** Any search ad click that happened prior to the "last click" before a conversion.
- **Assisted Conversions:** The number of conversions that were assisted by a particular campaign, ad group, or keyword. Assisted conversions don't include last click conversions.
- **Assist Clicks / Last Clicks:** The ratio of assist clicks / last clicks for a particular campaign, ad group, or keyword.
- **Assist Impressions:** Any search ad impression that wasn't clicked and happened prior to a conversion.
- **Assist Impressions / Last Clicks:** The ratio of assist impressions / last clicks for a particular campaign, ad group, or keyword.
- **Last Clicks:** Any search ad click that happened just before a conversion.
- **Last Click Conversions:** The number of conversions that had a particular campaign, ad group, or keyword as the immediately preceding search ad click.
- **Path Length (Impressions):** The total number of search ad impressions that preceded a conversion. These could've been clicked or not clicked.
- **Path Length (Clicks):** The total number of search ad clicks, including the "last click," that preceded a conversion.
- **Time Lag (from first impression):** The total amount of time from when the viewer first sees one of your search ads (clicked or un-clicked) until conversion. The upper bound is 30 days.
- **Time Lag (from first click):** The total amount of time from when the user first clicks on one of your search ads until conversion. The maximum time that can be measured is 30 days.
- **Time Lag (from last click):** The total amount of time from when the "last click" happened, until conversion. There can be significant lag from last click, as AdWords will count a conversion happening up to 30 days after the last click.
- **Top Paths (Clicks):** Describes the sequence of search ad clicks leading up to conversion. Can be at the keyword, ad group, and campaign level.
- **Top Paths (Impressions):** Describes the sequence of search ad impressions leading up to conversion. Can be at the keyword, ad group, and campaign level.
- **Top Paths (Clicks, Transition Only):** Collapses consecutive "repeat clicks" on a conversion path.
- **Top Paths (Impressions, Transition Only):** Collapses consecutive "repeat impressions" on a conversion path.

View-through conversion data

A **View-through Conversion** happens when a customer sees an image or rich media ad, then later completes a conversion on your site. This is different from a **Click-through Conversion**, which happens when a customer had previously clicked on an ad (such as on the Google Search or the [Google Display Network](#)) and then completed a conversion on your site.

The data you see in your reports can be affected by how you're tracking view-through

conversions. Here's how, depending on whether or not the feature is enabled or disabled in your account:

- **Disabled:** If a customer views your display ad, doesn't click it, and then later clicks on a search campaign ad, we'll count one view-through conversion and one click conversion.
- **Enable:** If a customer views your display ad, doesn't click it, and then later clicks on a search ad, we'll count only the last conversion type (the click conversion, for example).

Benefits of view-through conversions

View-through conversions is a helpful way to track the value of your display ad campaigns on the Google Display Network. That's because it measures the conversions where a customer saw -- but didn't click -- a display ad on the Google Display Network before completing a conversion. In turn, this can help determine the best places to advertise.

Set up view-through conversions

To review or set up your view-through conversion settings for a particular conversion, follow these steps:

1. Sign into your AdWords account.
2. Click the **Tools and Analysis** tab, then select conversions.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

[Customize modules](#)

[All campaigns](#) Primary metric [Clicks](#)

Clicks 0	Impr. 0
--------------------	-------------------

Alerts and announcements (0)
Woohoo, no alerts!

Change history
Conversions
Google Analytics
Website Optimizer
Keyword Tool
Traffic Estimator
Placement Tool
Contextual Targeting Tool
Ad Preview and Diagnosis

Avg. CPC **\$0.00** Cost **\$0.00**

Jun 3, 2012 Jun 9, 2012

Good quality but low traffic keywords (0)
No matching keywords.

Keywords below first page bid (0)
No matching keywords.

All enabled keywords (1)

Keyword	Clicks	Cost	CTR	Impr.	Avg. CPC
Example	0	\$0.00	0.00%	0	\$0.00

[View saved filter »](#) 1-1 of 1

All non-active keywords (0)
No matching keywords.

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

3. Click the conversion you'd like to edit, then click the **Advanced** tab.

4. Click Disable or Enable view-through conversion tracking.

[Home](#) [Campaigns](#) [Opportunities](#) [Tools and Analysis](#) [Billing](#) [My account](#)

Conversions

- [All conversion types](#)
 - Any blog visit
 - Time on blog (ms-agrawal.blogspot.com/)
 - Users interested in Cameras
 - Views of "shalini through the years" post
 - read feb05 posts (ms-agrawal.blogspot.com/)
 - read jan05 posts (ms-agrawal.blogspot.com/)

Search Funnels
See how users convert.

Help

[Help Center](#)

Search help center Go

All conversion types

[Webpages](#) [Settings](#) [Code](#) [Advanced](#)

View-through conversion window Disabled Enabled

View-through conversion search de-duplication

[Save](#) [Cancel](#)

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Low conversion data

Sometimes, conversion numbers are lower than you might expect on your reports. This can happen for a few reasons. Here are the most common ones:

- **Conversions counted within 30 day window**

Google AdWords conversion tracking only records conversions that happen within 30 days from the time an AdWords ad is clicked. So, if your customer completes a conversion after that time, it's not recorded.

- **Customer disabled cookie**

If a customer disabled cookies in her web browser before visiting your website, or blocks Google's conversion tracking cookie, we can't record her conversions -- there's no cookie to record the information.

- **Customer didn't get to your site through Google**

If a customer reached your site through a search engine other than Google, his conversions won't be recorded.

Tips

- You can select between 30 (default), 60, and 90 days of history data leading up to a conversion using the conversion history window. For any time span you select, you'll be able to see the search ad impressions and clicks within that time period prior to a conversion. The information will be included in each Search Funnels report, with the option to toggle between time spans.
- You can compare Display Network conversion and search conversion rates in your reports down to the ad group level.
- Pausing your campaign or capping your budget can cut off potential customers who're in the middle of researching your products.
- If you know customers are visiting multiple times before conversion, consider re-engaging these repeat visitors -- say, with targeted website content or a discount.

Next step

See how to [optimize your conversions](#).

updated 03/16/2013

Understanding the Search terms report

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472708&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Use the Search terms report to see how your ads performed when triggered by actual searches within the [Search Network](#). Identify new search terms with high potential, and add them to your keyword list. Look for search terms that aren't as relevant to your business, and add them as negative keywords. This can help you avoid spending money showing your ad to people who aren't interested in it.

What's the difference between a search term and a [keyword](#)? A *search term* is the exact word or set of words a customer enters when searching on Google.com or one of our Search Network sites. A *keyword* is the word or set of words AdWords advertisers create for a given ad group to target your ads to customers.

Example

David is looking to buy a Valentine's Day bouquet online. He types "red roses" into the search box on Google.com. "Red roses" is the search term. Let's say you're the owner of an online flower business. Because you have included the word "roses" as a keyword in your AdWords campaign, your ad may be eligible to show on David's search results page.

View your search terms data

Keep in mind that you'll only see search terms that were used by people at least 24 hours ago and have either received clicks in the past 30 days or were searched for by a significant number of people. Any search terms that did not meet this criteria will be summed up in the 'Other search terms' row.

Understanding your search terms data

Understanding the "Keyword" column

The "Keyword" column tells you which one of your keywords matched someone's search term and triggered your ad. This information can help you see your keywords "in action" by showing you how they are matching to actual searches.

You can use the data in the "Keyword" column to improve your keyword list. For example, let's say you sell tulips. When you look at your Search terms report, you see that your broad match keyword *flowers* triggers your ad to show when people search for *red roses* and *purple orchids* -- flowers you don't sell. So, you decide to refine your keyword list to focus on terms and phrases more specific to the products you do offer: tulips.

To enable the "Keyword" column, click the **Columns** drop-down menu and choose "Customize columns." Then, click the **Add** link next to "Keyword" and click **Apply**.

Understanding the "Match type" column

The "Match type" column in your search terms report tells you how closely the search terms that triggered your ads on Google are related to the actual keywords in your account. By seeing which

match types are working well for which keywords and searches, you can refine match types for all your keywords to better hone in on the right customers.

How search term match type is determined

To help you understand how the search term match type is determined, we'll use the following example:

Ad group	Keyword
Ad group A	Exact match keyword [purple flowers]
Ad group B	Phrase match keyword "purple flowers"
Ad group C	Broad match keyword purple flowers

Keeping these ad groups and keywords in mind, we'll use the following table to show you how different search terms that triggered your ads on Google are related to your keywords. Note that when the search term match type is a **close variation**, this includes misspellings, singular and plural forms, acronyms, stemmings (such as floor and flooring), abbreviations, or accents.

It's important to keep in mind that a search term match type listed in your report might not be the same as the match type you've selected for the keyword that triggered the ads. This is because keywords with broader match types can still match search terms in narrower ways. For example, if someone searched for *purple flowers*, and your broad match keyword purple flowers triggered your ad, the search terms match type would be exact match, even though in your ad group, purple flowers is broad match.

Your keyword	Customer's search term	Search term match type	Reason for search term match type
[purple flowers]	purple flowers	Exact match	The search term exactly matches your exact match keyword from ad group A .
[purple flowers]	purple flowers	Exact match (close variant)	The search term is a close variant (misspelling) of your exact match keyword from ad group A .
"purple flowers"	purple flowers	Exact match	The search term exactly matches your phrase match keyword from ad group B .
"purple flowers"	free purple flowers	Phrase match	The search term contains your phrase match keyword from ad group B .
"purple flowers"	free purple flows	Phrase match (close)	The search term is a close variant (misspelling) of your phrase match keyword from ad group B .

variant)

purple flowers	purple flowers	Exact match	The search term exactly matches your broad match keyword from ad group C .
purple flowers	free purple flowers	Phrase match	The search term contains your broad match keyword from ad group C .
purple flowers	pink flowers	Broad match	The search term is a variation of your broad match keyword from ad group C .
purple flowers	send flowers	Broad match (session-based)	This match type indicates that other search terms from the user's search session were considered when the system showed your ad for this search term. Because the user searched for "purple flowers" earlier in his or her search session, the search term is considered a variation of your Broad match keyword from ad group C .

Keep in mind that if you've chosen not to show your ads for close variants of your exact match and phrase match keywords, you might still see the "Exact match (close variant)" and "Phrase match (close variant)" search term match types for searches that were triggered by your broad match keywords.

For example, if your keyword list includes the broad match keyword tennis shoe and someone searches for *tennis shoes*, we'll identify that search term as a "Exact match (close variant)" since tennis shoes is a close variant - plural - of tennis shoe.

Manage your keywords based on search terms data

Use your search terms data to make changes to your keywords that can have a positive impact on your performance. Here are some ideas:

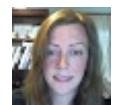
- Add high-performing search terms to your ad group as keywords. Consider adjusting your bids as well, since search terms appearing in the search terms report are already receiving traffic. Therefore, adding those terms as keywords shouldn't do much unless paired with changes to bids, ad text, or both.
- If a search term isn't relevant enough to the products or services you offer, add it as a [negative keyword](#) instead. This will help keep your ad from showing to people who are looking for something you don't sell. For example, if you sell eyeglasses, and you see that the search term "wine glasses" is triggering your ads, you might want to add "wine" as a negative keyword.
- Select the correct [match type](#) (e.g. broad, phrase, exact, or negative) for existing keywords. The "Match type" column (see above) can help you understand how keyword match type is affecting your ad performance.

Tip

You can also use the **Dimensions** tab to see the list of search terms that triggered your ad for your entire account, or specific campaigns or ad groups. Just click **Dimensions**, then click **View** and select "Search terms" from the drop-down. Note that while the same information for individual

keywords is available when viewing the Search terms report this way, you can't add keywords or negative keywords directly from the report like you can when viewing the report from the **Keyword** tab.

Top Contributor



What our advertisers are saying

Kim_Clink, 08/13/2012

"The AdWords Search Terms Report is one of my favorite AdWords reports. This valuable report can assist advertisers in maintaining a healthy account and reducing wasted budget." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/20/2013

Measuring keyword performance for search campaigns

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453974&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Just like all good managers evaluate their employees' performance on a regular basis, you probably want to review your keywords' performance to see which ones are helping you meet your advertising goals for your campaigns that target the Google Search Network. To do so, you can view and download your keyword performance from a specific time period, or customize your AdWords statistics table to track how your keywords are performing by match type. You can also run a keyword diagnosis to review your keyword Quality Score.

View and download your keyword performance

1. Sign into your AdWords account at <https://adwords.google.com>
2. Click the **Campaigns** tab.
3. Click the **Keywords** tab. Make sure your [statistics table](#) contains the date range, columns, filters, and segments you'd like to include in your report. Segments that you've applied to the data in the table show up in your report as columns. [Learn how to create a customized view of your data.](#)



4. Click the **Download** button .
5. You'll see a **Download and schedule report** panel above your statistics table.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days Jul 13, 2012 - Jul 19, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ L Download Search

View Change Hist

1 Clicks

0 Jul 13, 2012 Jul 19, 2012

Download and schedule report

Download the table statistics below as a report. You can also schedule the report to automatically download in the future, using the same filters, segments, columns, and relative date range. [Manage your downloads in the Reports management](#) »

Report name Keyword report Format Excel.csv Segment + Add segment [Email and schedule report](#)

Create Cancel

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Avg. Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords										0	--		

Go to page: 1 Show rows: 10 ▾ 1 4 1 - 10 of 11 ▶ ▷

Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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6. Name your report, and then choose the type of format.

7. Click **Create**.

Note

Due to the large amount of information that must be collected to create the reports, complete data for a given day is not available until 3 p.m. PT the following day.

Use specific segments, columns, or filters to track keyword statistics

You can customize your statistics table to view keyword data by the following:

- **Segments:** Split your data into rows by the options you select (such as date, click type, or device).
- **Columns:** Add specific types of data to your statistics table.
- **Filters:** Search for statistics you'd like to see.

Use segments to see performance of search terms match type

You can see your keyword data segmented by search terms match type, which are broad, phrase, and exact match search terms that triggered your keyword. This allows you to compare statistics such as clicks, impressions, CTRs, or conversion rates for search terms that triggered your ad. Use segmentation options to identify which keywords are driving the best performance for a particular search term match type.

To segment your data by search terms match type, click the **Segment** button above your statistics table and select "Search terms match type" from the drop-down.

Use columns to track your Quality Score

Quality Score is a measure of how relevant your ads, keywords, and landing page are to a customer. Each keyword gets a Quality Score on a scale from 1 to 10, where 1 is the lowest score and 10 is the highest.

To enable your **Quality Score** column, go to the **Keywords** tab and click the **Columns** button above your statistics table, then choose **Customize columns**. In the **Attributes** section, click the **Add** link next to **Qual. score**.

The screenshot shows the Google AdWords interface for a campaign named "Sweet tea". The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. A search bar is at the top left. The main content area shows a table of keywords with columns for Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Labels, and Qual. score. A "Customize columns" dialog is open, allowing users to select metrics from three categories: Performance (e.g., Clicks, Impr., CTR), Conversions (e.g., Labels, Dest. URL, Qual. score), and Attributes (e.g., Est. first page bid, Est. top page bid, Match type). The "Drag and drop to reorder" section on the right lists these metrics with remove buttons.

Use columns to view your first page and top of page bid estimates

Your first page bid estimate and top of page bid are the approximate [cost-per-click \(CPC\)](#) bids needed for your ad to reach the first page of Google search results or the top of the page when a search term exactly matches your keyword. The estimates are based on your Quality Score and current advertiser competition for that keyword. If your first page bid estimate is very high, it may mean that your keyword's Quality Score is poor.

To see your first page bid estimate or your estimated top of page bid, go to the **Keywords** tab and click the **Columns** button above your statistics table, then choose **Customize columns**. In the **Attributes** section, click the **Add** link next to **Est. first page bid** or **Est. top page bid**.

Use columns to view your keyword match type

Your keyword match types are the keyword matching options -- broad, phrase, exact -- that we use to determine which Google searches can trigger your ads to appear. You might see more ad impressions, clicks, and conversions with some match types, or fewer impressions and more narrow targeting with others.

To monitor how a particular [keyword match type](#) is performing, go to the **Keywords** tab and click the **Columns** button above your statistics table, then choose **Customize columns**. In the **Attributes** section, click the **Add** link next to **Match type**.

Use filters to sort your keyword data

Filters allow you to search for specific types of data so you can easily evaluate the performance of your keywords. You might filter your data to see which keywords are eligible to trigger ads, or maybe you'd like to see which keywords have a good return-on-investment.

To create a filter, go to the **Keywords** tab and click the **Filter** button, then choose **Create filter**. In the filter panel, select which filter you'd like to use from the drop-down menu.

Diagnose your keywords

If you'd like to know whether your keyword is showing ads or if you'd like to get a snapshot your keyword's Quality Score, you can easily diagnose your keywords. Follow the steps below whether you'd like to diagnose individual keywords or multiple keywords at once.

Diagnose individual keywords:

1. Click the **Campaigns** tab.
2. Click the **Keywords** tab.
3. Hover over the speech bubble next to the [status of your keyword](#) to see whether your keyword is showing ads and its Quality Score. If your keyword isn't showing ads, we'll explain why and help you solve the problem. You'll also see a breakdown of your Quality Score, which includes your keyword relevance, landing page experience, and landing page loading time.

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All online campaigns Last 7 days Jul 13, 2012 - Jul 19, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords Segment Filter Columns L Download Search View Change Hist

1 Clicks

0 Jul 13, 2012 Jul 19, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible							0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible							0	--	3/10	
White tea	Sweet tea	Green tea	Eligible							0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible							0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused							0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused							0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 ▾ 1 4 1 - 10 of 11 ▶ ▾

Keyword: Blooming tea
Showing ads right now?
No Your ads can't start running until after you've entered your billing details. What can I do?
All text ads in this ad group have been disapproved. Learn how to review and address any issues with your disapproved ads.
Quality score Learn more 4/10 Expected clickthrough rate: Average Ad relevance: Average Landing page experience: Average
Ad Preview and Diagnosis

+ Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. Learn more

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Shared library Reports Automated rules Labels All video campaigns Help Help Center Search help center Go

Reports Automated rules Labels All video campaigns Help Help Center Search help center Go

Diagnose multiple keywords at once:

1. Click the **Campaigns** tab.
2. Click the **Keywords** tab.
3. Click the **Keyword details** drop-down menu.
4. Select **Diagnose keywords**.

All online campaigns

Last 7 days Jul 13, 2012 - Jul 19, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns L Download Search

View Change Hist

Clicks

0 Jul 13, 2012 Jul 19, 2012

+ Add keywords Edit Change status... Keyword details Automate More actions... Labels

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL		
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0.00	0.00%	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0.00	0.00%	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0.00	0.00%	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0.00	0.00%	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0.00	0.00%	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0.00	0.00%	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0.00	0.00%	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0.00	0.00%	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0.00	0.00%	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0.00	0.00%	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	0	--		
Total - all keywords						0	0	0.00%	\$0.00	\$0.00	0	--

Go to page: 1 Show rows: 10 1 4 1 - 10 of 11 11 12

Negative keywords

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- You'll see a **Diagnose keywords** panel where you can customize your diagnosis to answer specific questions about your ad's visibility. For example, you can test whether people on specific Google domains, those using Google in a particular language, or those in particular countries are seeing your ads. Choose which attributes you'd like to test.

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All online campaigns

Last 7 days Jul 16, 2012 - Jul 22, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

View Change Hist

1 Clicks

0 Jul 16, 2012 Jul 22, 2012

Diagnose keywords

Keyword diagnosis allows you to test whether your ads are showing for each keyword and, if they aren't, find out why not. You can define test conditions for the diagnosis below. [Learn more](#)

Domain www.google.com ▾

Language English ▾

Location United States [Edit](#)

Device Desktop or laptop computer [Edit](#)

Run test Cancel

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 ▾ 1 2 3 4 5 6 7 8 9 10 of 11

Negative keywords

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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6. Click **Run test**.

7. Once you receive results from your diagnosis, the information in the **Status** column will change. To see results for a particular keyword, hover over the speech bubble in the **Status** column. Click the **Close** link above the table to clear your diagnosis.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns Last 7 days Jul 16, 2012 - Jul 22, 2012 ▾

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

View Change Hist

1 Clicks

0 Jul 16, 2012 Jul 22, 2012

+ Add keywords Edit ▾ Change status... ▾ Keyword details ▾ Automate ▾ More actions... ▾ Labels ▾

Diagnosis complete - 11:21 AM ? Filter results | Edit test conditions | Close

Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Labels	Qual. score	Dest. URL
Black tea	Sweet tea	Black tea	Not showing (other)	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Oolong tea	Sweet tea	Green tea	Not showing (other)	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Green tea	Sweet tea	Green tea	Not showing (other)	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
White tea	Sweet tea	Green tea	Not showing (other)	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Blooming tea	Sweet tea	Green tea	Not showing (other)	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--		
Total - all keywords					0	0	0.00%	\$0.00	\$0.00	0	--		

Go to page: 1 Show rows: 10 ▾

Negative keywords ?

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Note

The results of your diagnosis are only applicable at the time when you run the diagnosis and may quickly become outdated. Your most recent diagnosis will be indicated by a timestamp above your statistics table ("Diagnosis complete - -"). Run a new keyword diagnosis when you want to see fresh data.

updated 03/29/2013

Measuring reach and frequency

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472714&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

By analyzing reach and frequency data, you can find out how many people saw your ads and how many times they saw them over a certain period of time. Reach is the number of unique customers exposed to a particular advertisement during a specified period of time. Frequency is the minimum number of times a unique user saw your ad over a given time period.

Daily, weekly, and monthly reach and frequency data is available for all Display Network Cost-per-thousand impression **CPM** campaigns, as well as Display Network Cost-per-click (CPC) campaigns that are using interest-based advertising and/or frequency capping. Reporting is available from September 1, 2011 to the present.

See reach and frequency data

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Dimensions** tab. If you want to run the report for a specific campaign or ad group, click its name in the side panel.
4. Click **View** in the toolbar above the table, then click **Reach and frequency**. You can choose whether to view daily, weekly, or monthly statistics.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns All time Dec 16, 2010 - Jul 20, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

View: Day Filter Columns ↗ ↘

Time Conversions Reach and frequency Labels Destination URL

Geographic User locations Search terms Automatic placements Free clicks Call details

	Imp.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
Thu, Jan 13, 2011	0	1,805	0.00%	\$0.00	\$0.00	6.7	\$0.00	0.00%	0
Fri, Jan 14, 2011	0	1,010	0.00%	\$0.00	\$0.00	8.3	\$0.00	0.00%	0
Sat, Jan 15, 2011	0	195	0.00%	\$0.00	\$0.00	14.8	\$0.00	0.00%	0
Sun, Jan 16, 2011	0	1,584	0.00%	\$0.00	\$0.00	12.1	\$0.00	0.00%	0
Mon, Jan 17, 2011	0	1,418	0.00%	\$0.00	\$0.00	8.5	\$0.00	0.00%	0
Tue, Jan 18, 2011	0	1,368	0.00%	\$0.00	\$0.00	7.7	\$0.00	0.00%	0
Wed, Jan 19, 2011	0	1,146	0.00%	\$0.00	\$0.00	7.7	\$0.00	0.00%	0

Go to page: 1 Show rows: 10 ↗ ↘ 1 - 10 of 558 ↗ ↘

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5. To download the data in a report, click the download button in the toolbar above the table.

in the toolbar above the

How does Google calculate reach and frequency?

Google calculates the estimated frequency by obtaining data from a sample group. This data is then applied to the full set of impressions to determine the estimated reach.

For example, let's say customers from the sample group saw the ad an average of two times each, and there were 500 total impressions for the ad. The reach is calculated by dividing 500 by two to determine a reach of 250 unique users. (Note that AdWords minimizes the possibility that anyone is counted twice, including those who reset their cookies.)

Did you know...

You might be surprised to see decimals in your **Unique users**, **Clicks**, and **Conversions** columns, like this:

1,809,601.18

Because the estimated frequency is based on sample group data, the estimation of unique users, and their subsequent clicks, isn't always a whole number.

About frequency capping

If you turn on frequency capping for a campaign, you specify a limit to the number of impressions you'll allow per day, per week, or per month for an individual on the Google Display Network. You also choose whether the limit applies to each ad, ad group, or campaign. Frequency capping doesn't apply to the Search Network. Setting a frequency cap can be helpful if you want to limit the number of times someone sees your ad, or if you want to focus more on gaining exposure to new people. You may want to note the following:

- A change to frequency capping, such as a change from a cap of two to three, can take up to a day to take effect.
- Although it's uncommon, a slight server delay can result in the frequency cap that you've set being exceeded.
- You can use data from the CTR and Conversion rate columns of your frequency report to help guide you on where to set the cap.

updated 03/16/2013

Measuring geographic performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453994&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Much like how snorkeling is popular in Hawaii and sledding is in Alaska, you may find that your business flourishes in particular parts of the world. Performance data in your AdWords account can help you identify those geographic areas, so you can decide where to focus more of your advertising efforts and budget.

See performance by geographic location

If you already set your [location targeting](#) and your campaigns have been running for awhile, you can track your account, campaign, and ad group performance by geographic location in the **Dimensions** tab.

Two types of data are available for geographic location:

- **Geographic:** Your Geographic data shows your customers' physical locations or locations that they had shown interest in through searches on Google or Google Maps.
- **User location:** Your User Location data shows only your customers' physical locations, regardless of any locations they may be interested in.

You can pull both of these reports and overlay them to get an idea of where your customers are located, even if they had been interested in a location different than their physical location.

Example

Mindy owns a bookstore in Sacramento. She pulls a geographic performance report (which includes physical location and location of interest data) and finds that she's gotten 70 ad impressions in Sacramento and 30 ad impressions in San Francisco.

She then pulls a user locations report (which includes only physical location data) and finds that she's received 10 ad impressions in Sacramento and 90 impressions in San Francisco.

Mindy draws the conclusion that most people searching for her business are located in San Francisco, and she decides to allocate more of her advertising budget there.

See your geographic data

Types of geographic performance data

When you view geographic data in your statistics table, you may also see the following columns and details:

Location type

In the **Location type** column, we record the location type for the ad impression. AdWords allows you to target customers by two different location types:

- **Physical location:** Location where the customer was physically located when the ad impression was recorded.
- **Location of interest:** This can be the location that a customer searched for on Google, an area that was searched on Google Maps, the default location applied to Google search results, or a location related to the content someone viewed.

In addition, if someone performs a search on a country-specific domain (such as google.fr, google.co.uk) but her IP address shows that she is located in a different country, then we'll record her location of interest based on the country-specific domain.

Location type statistics aren't available before November 15, 2011, which will be indicated by "--" in the report.

Get more details about [location types and advanced location options](#).

Tip

Geographic reports can only show data about locations you can target within the country. For example, in India, advertisers can target at the region level, so geographic reports will only show data for regions that they can target in India. In countries that don't have region or city-level targeting, geographical data is only available at the country level.

Most specific location

The **Most specific location** column shows the most detailed information we have about the location that was used to show your ads. This location may either be your customer's physical location or a location that she showed interest in. The most specific location varies by country depending on the level of geographic targeting available. For example, in India, only regional targeting is available at this time, so geographic reports will not show data more specific than the regions that can be targeted in India. In the U.S., the most specific location may be available at the postal code level.

Most specific location statistics aren't available before November 15, 2011, which will be indicated by "--" in the report.

Unspecified areas

You may notice data from "Unspecified" areas. There are a number of reasons why an area where your ad showed might be unspecified:

- **Country-specific domains:** If someone performs a search on a country-specific domain (such as google.fr, google.co.uk) but her IP address shows that she is located in a different country, then we'll record her location based on the country-specific domain, but we won't be able to identify the city or region.
- **IP address or search query:** We can't determine the location from the IP address, and the search query didn't indicate interest in a recognized location.
- **Multiple cities/regions in Google Maps:** The search was performed on Google Maps within a large geographic area that included several cities or regions.

Variation in geographic reporting numbers

The geographic data in your AdWords statistics table may vary somewhat from other data in your account or sources such as third-party tracking or web logs. Click the section below to see a few possible reasons.

Reasons for data variation

- **Campaign or billing summary:** Performance data may vary slightly from data in your campaign summary or billing summary because our data collection techniques can vary. For invoicing and campaign spend, use the reports in the billing summary tab.
- **IP addresses:** IP addresses are routinely re-assigned, and AdWords updates its IP data regularly to reflect these changes. Third-party tracking providers may update their IP data on a different schedule.
- **Invalid clicks:** AdWords filters out [invalid clicks](#), so the number of clicks per geographic area may differ from that shown by other data sources.
- **Location of interest:** AdWords may pick up on locations that a customer is interested in, which other data sources may not be able to detect.
- **Other sources of traffic:** Third-party tracking providers may count all sources of traffic to your site, instead of just AdWords traffic. For example, let's say AdWords generates 50 visits to your site, but your site has a total of 100 visits from all sources. AdWords will only report on the 50 clicks from AdWords traffic.

updated 03/16/2013

Measuring ad extensions performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454049&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

If you've added extensions to your ads -- a phone number, for example, or a link to your website -- you can see how these extensions are performing. Just visit your AdWords account to see how many clicks and impressions your ad extension has received, its related costs, and other statistics.

Find your ad extension statistics

Tip

Keep in mind that when you make changes to any of your extensions, this will delete the extension and reset its statistics to zero.

You can see statistics for any of your campaign's ad extensions on the **Ad extensions** tab. You can also manage your ad extensions on this tab.

If you've enabled ad extensions in at least one campaign, this tab automatically appears in your account. But you can make the tab appear or disappear at any time.

To find statistics about your ad extensions, and to make the **Ad extensions** tab appear or disappear, follow these steps:

1. Sign into your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. If you don't see an **Ad extensions** tab but would like to, click the drop-down button at the top right of the table and check the box next to **Ad extensions**. If you prefer not to see it, uncheck the **Ad extensions** box in the drop-down menu.

All online campaigns >
Campaign: Campaign #1

Enabled Budget: \$1.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Last 7 days Jun 1, 2012 - Jun 7, 2012

Show tabs

Ad extensions [?](#)
 Display Network [?](#)

Note: Hiding a tab does not change the settings in the tab.

OK Cancel

	Total - all but deleted ad groups	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - Search ?	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - Display Network ?	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
	Total - all ad groups	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
There are no enabled or paused ad groups in this campaign. Click "+ New ad group" above to create an ad group.											

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- To see statistics about your extensions, click the **Ad extensions** tab.

Try it out

Clicking this link will take you to the top level of your account and automatically enable the Ad extensions tab for your campaign tables.

Once you've clicked the **Ad extensions** tab, you can narrow down which kinds of extensions you'd like to see statistics for.

Example

If you select "Location Extensions," the tab will display all location extensions for that campaign in the campaign details page, or all campaigns in the "All online campaigns" overview.

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with tabs: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, the main content area has a left sidebar with links like All online campaigns, Shared library, Reports, Automated rules, Custom alerts, Labels, and Help. The main content area displays a campaign named "Campaign #1" which is enabled with a budget of \$1.00/day targeting all available sites. The "Ad extensions" tab is selected. A sub-menu for "Location Extensions" is open, showing options like Location Extensions, Call Extensions, Sitelinks Extensions, Social Extensions, and Mobile App Extensions. Below this, there's a section for "Manually entered Addresses" with a note about reporting delays and a link to "Take a tour". At the bottom of the page, there's a footer with copyright information: © 2012 Google | AdWords Home | Editorial Guidelines | Privacy Policy.

Available ad extension statistics

Now that you've found or enabled the **Ad extensions** tab, here's the information (in columns) you can find for your ads:

- Status:** You'll see whether your ad extensions are considered Eligible or Disapproved. Eligible ad extensions will only appear with your ads when they're relevant and the associated ad is also eligible to run. You also can see whether your ad extensions have earned impressions in the statistics table.
- Clicks:** You'll see how many clicks your ad received when it was displayed with a particular extension type. This includes clicks on the ad headline as well as on the ad extension, if this applies. Keep in mind that it's not yet possible to see click statistics for only your ad extensions -- clicks on your ad headline aren't filtered out.

Example

Let's say an ad extension is shown with an ad 10 times. Out of the 10 times the ad and extension appear together, the ad headline receives two clicks and the ad extension receives three clicks. The numbers reported would be:

- Clicks = 5
- Impressions = 10
- CTR = 50%
- **Impressions:** The number of times your ad appeared with the ad extension. Impressions are only counted when your ad extension is actually triggered and appears with an ad.

- **Clickthrough rate (CTR):** The number of clicks your ad received divided by the number of impressions.
- **Cost:** The total cost of all clicks on your ad.
- **Avg. Position:** The ad's [average position](#) on search results pages when it's shown.
- **Avg. Cost-per-Click (CPC):** The average amount you pay each time someone clicks your ad extension. Average CPC is determined by totalling the cost of all clicks and dividing it by the number of clicks received.

Ad extension statistics are available for ads that appear on Google Search, Google's search partners for mobile (including Google Maps for mobile), and, in some cases, the Google Display Network. We'll add new statistics in the future!

Data by ad extension type

When you look at statistics for any of your campaign ad extensions on the **Ad extensions** tab, you can choose to see "All" or "All but deleted" extensions, and you can also choose the type of ad extensions to view, such as location or product extensions. For example, if you select "Location Extensions," the tab will display all location extensions for that campaign (in the campaign details page) or all campaigns (in the "All online campaigns" overview).

The data shown depends on the type of ad extension associated with the campaign(s). Ad extensions without any statistics (no earned click or impression activity) will still appear in the statistics table. In addition to basic performance metrics, you'll see the following data for each ad extension type:

- **Locations:** Each row will show data for an address that is either manually entered or automatically retrieved from a linked Google Places account.
- **Phone:** Each row will show data for your business phone numbers.
- **Ad Sitelinks:** Each row will show data for a set of sitelinks. Data at the individual link level isn't currently supported. Also, if you modify the link or link text of any one of your Sitelinks, this will reset the ad extension's statistics to zero.
- **Product:** Each row will show aggregate statistics for the linked Google Merchant account. Data at the individual product level isn't currently supported. Also, if you activate or deactivate a product extension feed, this will reset the ad extension's statistics to zero.

Next steps

- [Explore the different ad extension formats available.](#)

updated 03/19/2013

Measuring performance by periods of time

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454008&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Curious whether your ad is clicked more often on Fridays than Sundays? Want to easily compare ad group impressions by quarter? You can find this information by segmenting your data or by using the **Dimensions** tab in your AdWords account.

Here are two ways to view your performance data by period of time:

Segment your data by time



Click the **Segment** button above your statistics table and select "Time" from the drop-down. This splits your statistics table into rows based on the period of time you select.

Options include:

- Day of the week (e.g., Monday, Tuesday, Wednesday)
- Day (e.g., Wed., December 21, 2011)
- Week
- Month
- Quarter
- Year
- Hour of day

Next step

Get detailed instructions on [how to segment and download your data](#).

Use the "Time" view in the Dimensions tab



The **Dimensions** tab lets you slice and dice your data by period of time across an ad group, a campaign, or your entire account. For example, you might want to track an ad group's performance on an hourly basis to see how well it's performing at different times throughout the day. Then you can use these insights to [schedule your ads](#) for the hours when they're most likely to receive the greatest number of impressions and clicks.

For example, you could run a report to compare your total clicks in January across ad groups, or find out whether a certain campaign has a better CTR at 10 a.m. or 2 p.m. How you view your data is up to you!

Here's how to see performance by time period in the Dimensions tab:

1. Sign in to your AdWords account at <https://adwords.google.com>.

2. Click the **Campaigns** tab.
3. Select the campaign or ad group you'd like to see in the side panel. You can also see statistics for your entire account by clicking **All online campaigns** in the panel.
4. To see data for a specific period, click the date range menu on the top right corner of the page and select the time period you'd like to analyze.
5. Click the **Dimensions** tab.
6. Click the **View** button in the toolbar above your statistics table.
7. Select **Time** from the drop-down, then choose **Day**, **Week**, **Month**, etc. Your statistics table will update with time data.
8. Once your statistics table looks the way you want, you can download the data in a report.



Just click the download button .

Google AdWords

[Help](#) [Sign out](#)

All online campaigns

Dec 16, 2010 - Jul 20, 2012

View: Month | Filter | Columns | L | L | View Change History

Dec 16, 2010-Dec 31, 2010 | Jul 1, 2012-Jul 23, 2012

Month	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
Jan 2011	2	16,424	0.01%	\$0.71	\$1.42	8.3	0	\$0.00	0.00%	0
Feb 2011	31	17,081	0.18%	\$0.70	\$21.80	5.2	0	\$0.00	0.00%	0
Mar 2011	3	1,019	0.29%	\$0.85	\$2.54	5.6	0	\$0.00	0.00%	0
Apr 2011	17	40,305	0.04%	\$0.63	\$10.78	2.9	0	\$0.00	0.00%	0
May 2011	18	37,825	0.05%	\$0.70	\$12.54	2.7	0	\$0.00	0.00%	0
Jun 2011	9	445	0.20%	\$0.79	\$7.08	4.8	0	\$0.00	0.00%	0
Jul 2011	28	56,461	0.05%	\$0.75	\$20.88	3.9	0	\$0.00	0.00%	0
Aug 2011	60	41,228	0.15%	\$0.45	\$27.25	2.9	0	\$0.00	0.00%	0
Sep 2011	64	39,059	0.16%	\$0.41	\$26.36	3.3	0	\$0.00	0.00%	0
Oct 2011	64	55,852	0.11%	\$0.48	\$30.72	3.1	0	\$0.00	0.00%	0

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Tip

You can also view [performance by geographic location](#) and see [reach and frequency data](#) on the **Dimensions** tab.

updated 03/16/2013

Tracking impression share

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2497703&topic=2796167&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Impression share (IS) is the number of impressions you've received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and Quality Scores. Data is available at the campaign and ad group levels.

An easy way to understand the value of impression share is to think of the online advertising landscape as a delicious pie. You and your competitors are each trying to grab the biggest slice of that pie. By tracking your impression share metrics, you're keeping tabs on the size of your slice compared to the whole.

Available network-specific impression share metrics include:

- **Search impression share:** The impressions you've received on the Search Network divided by the estimated number of impressions you were eligible to receive.
- **Display impression share:** The impressions you've received on the Display Network divided by the estimated number of impressions you were eligible to receive.
- **Search Lost IS (budget):** The percentage of time that your ads weren't shown on the Search Network due to insufficient budget. This data is available at the campaign level only.
- **Display Lost IS (budget):** The percentage of time that your ads weren't shown on the Display Network due to insufficient budget. This data is available at the campaign level only.
- **Search Lost IS (rank):** The percentage of time that your ads weren't shown on the Search Network due to poor Ad Rank. Note: Lost IS (rank) won't be shown on your Ad groups tab if you ran out of budget at any point during the date range being examined.
- **Display Lost IS (rank):** The percentage of time that your ads weren't shown on the Display Network due to poor Ad Rank. Note: Lost IS (rank) won't be shown on your Ad groups tab if you ran out of budget at any point during the date range being examined.
- **Search Exact match IS:** The impressions you've received divided by the estimated number of impressions you were eligible to receive on the Search Network for search terms that matched your keywords exactly (or were close variants of your keyword).

View impression share data

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Columns** button above your statistics table, then choose "Customize columns" from the drop-down.

Google AdWords

Help Sign out

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

All time Dec 16, 2010 - Jul 20, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

View: Geographic Filter Columns

Country/Territory	Region	Metro area	City	Most specific location	Location type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
Canada	Unspecified	Unspecified	--	Physical location	0	4,121	0.00%	\$0.00	\$0.00	3.6	0	\$0.00	0.00%	0	
Canada	Unspecified	Unspecified	Canada	Location of interest	1	1,194	0.08%	\$0.01	\$0.01	4.1	0	\$0.00	0.00%	0	
Canada	Unspecified	Unspecified	Canada	Physical location	5	9,561	0.05%	\$0.46	\$2.32	2.3	0	\$0.00	0.00%	0	
Canada	Alberta	Unspecified	--	Physical location	0	1,653	0.00%	\$0.00	\$0.00	3.2	0	\$0.00	0.00%	0	
Canada	Alberta	Unspecified	Alberta	Location of interest	0	287	0.00%	\$0.00	\$0.00	4	0	\$0.00	0.00%	0	
Canada	Alberta	Unspecified	Alberta	Physical location	0	56	0.00%	\$0.00	\$0.00	3.2	0	\$0.00	0.00%	0	
Canada	Alberta	Airdrie	Airdrie	Location of interest	0	3	0.00%	\$0.00	\$0.00	3	0	\$0.00	0.00%	0	
Canada	Alberta	Airdrie	Airdrie	Physical location	0	169	0.00%	\$0.00	\$0.00	4.1	0	\$0.00	0.00%	0	
Canada	Alberta	Athabasca	Athabasca	Physical location	0	3	0.00%	\$0.00	\$0.00	1.7	0	\$0.00	0.00%	0	
Canada	Alberta	Banff	Banff	Physical location	0	58	0.00%	\$0.00	\$0.00	2.6	0	\$0.00	0.00%	0	

Go to page: 1 Show rows: 10 ▾ 14 14 1 - 10 of 22649 ▾ ▾

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
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4. Click **Competitive metrics**, then add the Impression share columns you are interested in.

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All online campaigns All time Dec 16, 2010 - Jul 26, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Auto targets Dimensions Display Network

All but deleted campaigns Segment Filter Columns Search

Graph options Show graph Primary metric Clicks Compare to Nothing Close

View Change Hist

Dec 16, 2010-Dec 31, 2010 Jul 1, 2012-Jul 26, 2012

Customize columns

Select metrics

Performance >	Add all columns
Conversions >	Add
Attributes >	Add
Call details >	Add
Competitive metrics >	
Impr. share	Add
Exact match IS	Add
Lost IS (budget)	Add
Lost IS (rank)	Add
Relative CTR	Add

Drag and drop to reorder

Campaign
Budget
Status
Clicks Remove
Impr. Remove
CTR Remove
Avg. CPC Remove
Cost Remove
Avg. Pos. Remove
Avg. CPM Remove
Conv. (1-per-click) Remove

Save this set of columns Apply Cancel

	↑ ●	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Avg. CPM	Conv. (1-per-click)
	●	Mickaboo (Search Network)	\$1.00/day	Eligible	267	223,449	0.12%	\$0.51	\$136.56	3.6	\$0.61	0
	●	Mickaboo (Display Network)	\$1.00/day	Eligible	3	3,668	0.08%	\$0.47	\$1.42	3.4	\$0.39	0
	●	Campaign #1	\$2.00/day	Eligible	597	942,994	0.06%	\$0.48	\$286.44	4.2	\$0.30	0
	●	Campaign #2	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
	●	Campaign #3	\$3.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
	●	Campaign #4	\$2.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
	●	Campaign #5	\$10.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
	●	Campaign #7	\$20.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
	●	Thanksgiving campaign	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
	●	Campaign #8	\$60.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	\$0.00	0
		Total - all but deleted campaigns			867	1,170,111	0.07%	\$0.49	\$424.42	4.1	\$0.36	0
		Total - Search			107	52,683	0.20%	\$0.65	\$69.50	6.3	\$1.32	0
		Total - Display Network			760	1,117,428	0.07%	\$0.47	\$354.92	3.9	\$0.32	0
		Total - all campaigns	\$101.00/day		867	1,170,111	0.07%	\$0.49	\$424.42	4.1	\$0.36	0

Show rows: 10 1 = 10 of 10

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

5. Click **Save**. Impression share data will now appear in your statistics table.



6. To download the data in a report, click the download button in the toolbar above the table.

Note

You can view impression share data for specific ad groups by enabling the "Impression share" column on the **Ad groups** tab. You can also view impressions share data on the **Campaigns** tab and on the **Dimensions** tab "Time" reports.

Data notes

All impression share metrics are updated once per day, at approximately 1pm Pacific Time [GTM-8]. As a result, the impression share data you see won't reflect the current day, and it may not include the previous day's impression share as well (if you are running your report before 1pm). For example, Impression share data for Monday won't be available until after 1pm on Tuesday.

Data for impression share columns is available from October 2012 to the present.

How our system estimates impression share

To estimate impression share, our system analyzes the ad auctions over the course of the day, and uses internal data such as [Quality Score](#) for you and your competitors. It includes all auctions where your ad showed or where the system estimates that your ad was competitive in the auction. For example, it could include auctions where your ad could show at twice its current bid, but could exclude auctions where your ad is estimated to need a 1,000% bid increase in order to appear.

Keep in mind that impression share is based on an *estimate* of when your ad was competitive in the auction, and small fluctuations over time don't necessarily indicate that action is needed. Changes to your bids, Quality Scores or Google's ad systems may change the set of auctions in which the system estimates you were competitive.

Understanding exact match impression share

Exact match impression share is the percentage of impressions that your campaign received for searches that exactly matched your keyword, divided by the estimated number of exact match impressions you were eligible to receive. Since keyword match type can affect your impression share, this statistic can help you determine your share of total impressions for just the specific searches you're targeting, without requiring you to make adjustments to your campaigns.

For example, if you use broad match keywords and have low impression share, you may want to look at your exact match impression share data to see how your keywords perform on only those searches that exactly match your keywords.

Say you have a broad match keyword "flowers." A customer might see your ad if they search for "flowers" or "roses." The exact match impression share metric will tell you how often your keyword shows when a user searches for "flowers."

You can then determine whether your impression share is low on all searches, or only on those

searches that broadly match your keywords.

If your impression share is low on all searches, you may want to learn more about strategies to improve it (see below for tips).

If your impression share is low only on searches that broadly match your keywords, consider running a [search term report](#). Not only can you see which searches aren't exactly matching your keywords, but you can increase your impression share on those searches by adding those terms as keywords and assigning appropriately higher bids. If a search term isn't relevant enough to the products or services you offer, you can add it as a [negative keyword](#) instead.

This data is only available for campaigns in the Search Network.

Improving your impression share

To increase your impression share, your ads must appear either more often or in more places.

Here are some general tips to help improve your impression share:

- Increase your campaign budget – it's important to remember that the budget controls how often an ad is shown.
- Increase your bid.
- If you decrease your regional targets, you may see an increase in impression share – but keep in mind that the size of the "pie" has been reduced.
- If you increase your regional targets, you may see a decrease in impression share because your "pie" is bigger now. To avoid this, consider re-adjusting your budget so that it'll cover the costs of your new campaign settings.

For Google Search Network campaigns: Improve your [search ad quality](#).

For Google Display Network campaigns:

- Improve your [display ad quality](#).
- Adjust your [managed placements](#). With managed placements, you choose Display Network websites or subsets of websites where you'd like your ad to appear.
 - If you increase the number of your placements, remember to consider re-adjusting your budget so that it'll cover the costs of your new campaign settings.
 - If you decrease the number of your placements, you may see an increase in impression share – but keep in mind that the size of the "pie" has been reduced.

Here are some general tips to improve your lost impression share:

- **Lost impression share (budget):** Since this metric represents the impression share you lost due to an insufficient budget, consider increasing your budget.
- **Lost impression share (rank):** This metric represents the impression share you lost due to a poor ad rank. Try increasing your bid or improving the quality of your campaign.

What does "--" in the ad group Lost IS (rank) column mean?

There are two possible reasons why you might not see a number for your Lost IS (rank):

1. We don't have data for that row. This can happen if your date range is set earlier than October 2012, or if your campaign or ad group hasn't received any traffic for the time period you're examining.
2. Our system won't generate ad group-level Lost IS (rank) metrics if your campaign runs out of budget during the date range being examined -- specifically, when your campaign's Lost IS (budget) is greater than zero. This happens because Lost IS (rank) isn't meaningful in a situation where your campaign's budget is regularly used up.

Tip

If your goal is to increase impression share but you regularly use up your daily budget, then increasing bids could actually reduce the number of clicks and impressions you receive. So, before you consider increasing your bid in an attempt to capture more impression share, first make sure that your campaign's budget is high enough to allow you to capture more clicks.

Next step

- Learn more about [creating reports](#) and [segmenting your data](#).

updated 03/16/2013

Using auction insights to compare performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2579754&topic=2796168&ctx=topic&path=2795894-2795215-2792638>

March 30, 2013

The Auction insight report lets you compare your performance with other advertisers who are participating in the same [auctions](#) that you are. With the Auction insights keyword-level report, you can see how your impression share, average position, and other statistics stack up in relation to those of other advertisers.

With the Auction insights report, you can compare your performance with other advertisers who competed in the same auctions as you. You can see how often your ads rank higher in search results than other advertisers, and how your share of total possible impressions compares with theirs. This information can help you make strategic decisions about bids, budgets, and keyword choices by showing you where you are succeeding and where you may be missing opportunities for improved performance.

AdWords essential

[The auction: how Google decides which ads to show and their order](#)

Auction insights statistics

The Auction insights report is a keyword-level report that provides five different statistics: impression share, average position, overlap rate, position above rate, and top of page rate. You can only generate a report for one keyword at a time, and data is only available for keywords that meet a minimum threshold of activity for the time period specified.

- **Average position**

[Average position](#) is a quick way to gauge how high your ads are ranking compared with those of other advertisers competing in the same auctions. Average position is the average rank of the ad in the auctions, which determines the order of the ads on the search results page.

For example, if one of the other participants in your Auction insights report is showing a “5” in the Average position column, this means that participant’s ad showed, on average, in 5th place in auctions when your ad also showed.

- **Impression share**

Impression share is the percentage of [impressions](#) you received divided by the estimated number of impressions you were eligible to receive. Eligibility is based on your current ads' targeting settings, approval statuses, bids, and [Quality Scores](#). In the Auction insights report, impression share also tells you the impression share of other advertisers as a proportion of the auctions in which you were also competing.

- **Overlap rate**

Overlap rate is how often another participant's ad received an impression when your ad also received an impression.

For example, if one of the other participants in your Auction insights report is showing “60%” in the Overlap rate column, this means that in six out of every 10 times your ad showed, an ad from this participant showed as well.

- **Position above rate**

Position above rate is how often the other participant’s ad was shown in a higher position than yours was, when both of your ads were shown at the same time.

For example, if one of the other advertisers in your Auction insights report is showing “5%” in the Position above rate column, this means that the other participant’s ad showed in a position above yours in 5 out of every 100 times your ads showed at the same time.

- **Top of page rate**

Top of page rate tells you how often your ad (or the ad of another participant, depending on which row you are viewing) was shown at the top of the page, above the unpaid search results.

Note

This report provides information on other advertisers who participated in the same auctions as you. This does not indicate that the other advertisers have the same keywords, match types, or other targeting settings as you. The other advertisers' metrics shown are based only on instances when your ads were also estimated to be eligible to appear. This report will not reveal the actual keywords, quality, or settings from your campaigns, and it will not give you insight into the same information for others.

While this information is already available by searching on Google -- and many already attempt to estimate this data by scanning the ads that appear -- this report will make it easier to access and understand this information. It's free to advertisers whose keywords have a minimum threshold of activity.

Find the Auction insights reports for your keywords

The Auction insights filter allows to you see at-a-glance, which of your keywords have Auction insights reports available to view.

See how to create the Auction insights filter

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. Click the **Keywords** tab.
4. Click the "Filter" button above your statistics table.
5. Click "Create filter."

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Search

All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search View Change Hist.

Clicks Create filter Filter by label

Jul 12, 2012 Jul 18, 2012

+ New campaign Change status... Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-click)	Cost / conv. (1-click)	Conv. rate (1-click)	View-through Conv.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 10 ▾ 1 - 5 of 5

Shared library Reports Automated rules Labels All video campaigns Help Center Help Center

Search help center Go

Labels All video campaigns Help Center Help Center

Search help center Go

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- Click the dropdown menu in the panel that appears to see a list of conditions for new filters. Select "Auction insights" and click the circle next to "Available." (Click "Unavailable" to create a filter for keywords which haven't yet had enough activity for an Auction insights report.)

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days Aug 13, 2012 - Aug 19, 2012 ▾

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ Search

Filter

Auction insights ▾ Available Not available Remove

+ Add another Save filter Apply Close

View Change Hist

1 Clicks

0 Aug 13, 2012 Aug 19, 2012

+ Add keywords		Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Qual. score	Dest. URL
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Black tea	Sweet tea	Black tea	<input type="checkbox"/> Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Oolong tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Green tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	White tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Blooming tea	Sweet tea	Green tea	<input type="checkbox"/> Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	4/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	4/10	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	White Tea	Sweet tea	New Ad Group	<input type="checkbox"/> Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	3/10	
		Total - all but deleted keywords					0	0	0.00%	\$0.00	\$0.00	0	--	
		Total - Search					0	0	0.00%	\$0.00	\$0.00	0	--	
		Total - Display Network					0	0	0.00%	\$0.00	\$0.00	0	--	
		Total - all account					0	0	0.00%	\$0.00	\$0.00	0	--	

Go to page: 1 Show rows: 10 ▾ 14 ▾ 1 - 9 of 11 ▾ ▾

Negative keywords

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- Save this new filter by checking the "Save filter" box and clicking "Apply." The table automatically updates to show you your keywords with available Auction insights reports.

Find the Auction insights reports for your keywords

- Click the box next to the keyword you're interested in.
- Click the "Keyword details" box at the top of the statistics table.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns

Last 7 days
Aug 13, 2012 - Aug 19, 2012

Campaigns	Ad groups	Settings	Ads	Keywords	Ad extensions	Dimensions	Display Network	<input type="button"/>
All but deleted keywords <input type="button"/>	Segment <input type="button"/>	Filter <input type="button"/>	Columns <input type="button"/>	<input type="button"/>	<input type="button"/>	<input type="button"/>	<input type="button"/>	<input type="button"/>
1 Clicks View Change Hist								
<input type="button"/> + Add keywords <input type="button"/> Edit <input type="button"/> Change status... <input type="button"/> Keyword details <input type="button"/> Automate <input type="button"/> More actions... <input type="button"/> Labels								
			SEARCH TERMS Selected All Auction Insights (single keyword only)					
			CTR <input type="button"/>	Avg. CPC <input type="button"/>	Cost <input type="button"/>	Avg. Pos. <input type="button"/>	Qual. score <input type="button"/>	Dest. URL <input type="button"/>
<input type="checkbox"/> ● Keyword Black tea Sweet tea Black tea			0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/> ● Oolong tea Sweet tea Green tea			0.00%	\$0.00	\$0.00	0	3/10	
<input type="checkbox"/> ● Green tea Sweet tea Green tea			Eligible \$3.50 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 3/10		
<input type="checkbox"/> ● White tea Sweet tea Green tea			Eligible \$1.25 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 3/10		
<input type="checkbox"/> ● Blooming tea Sweet tea Green tea			Eligible \$1.00 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 4/10		
<input type="checkbox"/> ● Oolong Tea Sweet tea New Ad Group			Ad group paused \$5.00 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 3/10		
<input type="checkbox"/> ● Black Tea Sweet tea New Ad Group			Ad group paused \$5.00 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 3/10		
<input type="checkbox"/> ● Herbal Tea Sweet tea New Ad Group			Ad group paused \$5.00 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 4/10		
<input type="checkbox"/> ● White Tea Sweet tea New Ad Group			Ad group paused \$5.00 <input type="checkbox"/>	0 0 0.00%	\$0.00 \$0.00	0 3/10		
Total - all but deleted keywords <input type="button"/>				0 0 0.00%	\$0.00 \$0.00	0 --		
Total - Search <input type="button"/>				0 0 0.00%	\$0.00 \$0.00	0 --		
Total - Display Network <input type="button"/>				0 0 0.00%	\$0.00 \$0.00	0 --		
Total - all account <input type="button"/>				0 0 0.00%	\$0.00 \$0.00	0 --		

Go to page: 1 Show rows: 10 14 4 1 - 9 of 11

Negative keywords

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- In the dropdown menu, click "Auction insights (single keyword only)."

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Search

All online campaigns

Last 7 days Aug 13, 2012 - Aug 19, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted keywords Segment Filter Columns

View Change Hist

1 Clicks

0 Aug 13, 2012 Aug 19, 2012

+ Add keywords			Edit		Change status...		Keyword details		Automate		More actions...		Labels	
	Keyword	Campaign	Ad group	SEARCH TERMS		Selected		CTR	Avg. CPC	Cost	Avg. Pos.	Qual. score	Dest. URL	
<input checked="" type="checkbox"/>	Black tea	Sweet tea	Black te	All				0.00%	\$0.00	\$0.00	0	3/10		
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	3/10		
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	3/10		
<input type="checkbox"/>	White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	3/10		
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	4/10		
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	3/10		
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	3/10		
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	4/10		
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	3/10		
Total - all but deleted keywords							0	0	0.00%	\$0.00	\$0.00	0	--	
Total - Search							0	0	0.00%	\$0.00	\$0.00	0	--	
Total - Display Network							0	0	0.00%	\$0.00	\$0.00	0	--	
Total - all account							0	0	0.00%	\$0.00	\$0.00	0	--	

Go to page: 1 Show rows: 10 14 1 - 9 of 11

Negative keywords

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4. You'll now be taken to the Auction insights report page for your selected keyword. Note: only keywords that meet a minimum threshold of activity will have the Auction insights report.

Home Campaigns Opportunities Tools and Analysis Billing My account

Search

All online campaigns

Last 7 days
Aug 1, 2012 - Aug 7, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Filter Columns

[« Back to Keywords](#)

See how you're performing compared to other advertisers. With the Auction insights report, you can see how successful your keywords are in terms of impression share, average position and other statistics, in relation to those of other advertisers who are participating in the same auctions. Note: the information in this report is a summary of what you might see if you run a query on Google Search for this keyword.

Keyword: hybrid cars

- Active Max CPC \$1.00 Match type Broad

Display url domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate
You	80.00%	1.1	--	--	55.00%
domain 1	70.00%	2.2	60.00%	5.00%	25.00%
domain 2	60.00%	3.3	60.00%	5.00%	15.00%
domain 3	50.00%	4.4	60.00%	5.00%	10.00%
domain 4	40.00%	5.5	40.00%	8.00%	35.00%

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Search help center Go

Try it out

Top Contributor

What our advertisers are saying

PPCBossmann, 08/13/2012

"I have found the AdWords Auction Insights tool to be quite useful in reviewing the actual advertisers that I am competing against for certain keywords in my campaigns. Knowledge is power in online advertising and with AdWords Auction Insights; Google has provided yet another valuable piece of competitive information for advertisers." [More from the AdWords Certification Community](#)



This content is contributed by advertisers and not created/approved by Google.

updated 03/22/2013

Using the home tab to track your performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2453989&topic=2796168&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

As you might know, the AdWords Home tab is a one-stop shop for much of your account information. Once you're familiar with it, you can customize some of the modules on the page to better monitor your performance.

Choose or remove your modules

When you sign in, you can see as many or as few of the modules -- those boxes on the page that show information about your account -- as you'd like. Just follow these steps to pick the ones that are most important to you:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. If you're not already on the **Home** tab when you sign in, click the **Home** tab.

The screenshot shows the AdWords Home tab interface. At the top, there's a navigation bar with links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below the navigation bar, there's a "Customize modules" link and a date range selector set to "All time" (Dec 16, 2010 - Jul 24, 2012). The main area displays performance metrics: Clicks (864), Impr. (1,165,685), CTR (0.07%), Avg. CPC (\$0.49), Conv. (1/click) (0), Cost/conv. (1/click) (\$0.00), and Cost (\$422.51). To the right of these metrics is a "Performance graph" showing Clicks over time from Dec 16, 2010, to Jul 24, 2012. Below the metrics and graph are several filter panels: "Alerts and announcements (0)" (Woohoo, no alerts!), "Good quality but low traffic keywords (24)", "All enabled keywords (84)", "All enabled ad groups (12)", "All non-active keywords (80)", "Keywords below first page bid (13)", and "All non-active campaigns (0)". At the bottom left, there's a checkbox for "Make this my starting page" and a note about reporting and time zones.

3. Click the **Customize modules** link in the upper corner.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#)[Customize modules](#)

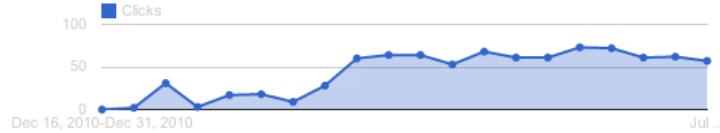
All time

Dec 16, 2010 - Jul 24, 2012

All campaigns ▾	Primary metric	Clicks ▾	Compare to	Nothing ▾
Clicks 864	Impr. 1,165,685	CTR 0.07%	Avg. CPC \$0.49	Conv. (1/click) 0

↳ Alerts and announcements (0)

Woohoo, no alerts!

↳ Performance graph**↳ Good quality but low traffic keywords (24)****↳ All enabled ad groups (12)****↳ Keywords below first page bid (13)****↳ All enabled keywords (84)****↳ All non-active keywords (80)****↳ All non-active campaigns (0)** Make this my starting page. [Learn more](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times:(GMT-08:00) Pacific Time. [Learn more](#)

4. Under "Select modules," you'll see the modules you can choose from. Next to each one, check or uncheck the box in the **Show?** column, depending on whether or not you'd like to see it when you sign in.

All time

Dec 16, 2010 - Jul 24, 2012

Select modules

Specify which modules you'd like to appear on your Home tab. These modules will also appear on AdWords for Mobile.

Module	Show?
Good quality but low traffic keywords	<input checked="" type="checkbox"/>
All enabled keywords	<input checked="" type="checkbox"/>
All enabled ad groups	<input checked="" type="checkbox"/>
All non-active keywords	<input checked="" type="checkbox"/>
Keywords below first page bid	<input checked="" type="checkbox"/>
All non-active campaigns	<input checked="" type="checkbox"/>
All enabled campaigns	<input checked="" type="checkbox"/>
Clicks >= 10	<input type="checkbox"/>
All non-active ad groups	<input type="checkbox"/>

Add your own customized modules by creating saved filters on the Campaigns tab! [Learn more](#).[Save](#)[Cancel](#)

Primary metric [Clicks](#) ▾ Compare to [Nothing](#) ▾

Clicks	Impr.	CTR	Avg. CPC	Conv. (1/click)	Cost/conv. (1/click)	Cost
864	1,165,685	0.07%	\$0.49	0	\$0.00	\$422.51

► **Alerts and announcements (0)** ▾ Woohoo, no alerts!

► **Performance graph** ▾

Dec 16, 2010-Dec 31, 2010 Jul ...

► **Good quality but low traffic keywords (24)** ▾

► **All enabled keywords (84)** ▾

► **All enabled ad groups (12)** ▾

► **All non-active keywords (80)** ▾

► **Keywords below first page bid (13)** ▾

► **All non-active campaigns (0)** ▾

 Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

5. Click **Save.**Try it out**Customize preset modules**

We've created some preset modules for you, based on what many advertisers like to see. You'll see a performance graph, for example, that shows your clicks over time.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Customize modules All time Dec 16, 2010 - Jul 24, 2012

All campaigns Primary metric Clicks Compare to Nothing

Clicks	Impr.	CTR	Avg. CPC	Conv. (1/click)	Cost/conv. (1/click)	Cost
864	1,165,685	0.07%	\$0.49	0	\$0.00	\$422.51

➡ Alerts and announcements (0) Woohoo, no alerts!

➡ Performance graph

Dec 16, 2010-Dec 31, 2010 Jul ...

Good quality but low traffic keywords (24) All enabled keywords (84)
All enabled ad groups (12) All non-active keywords (80)
Keywords below first page bid (13) All non-active campaigns (0)

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

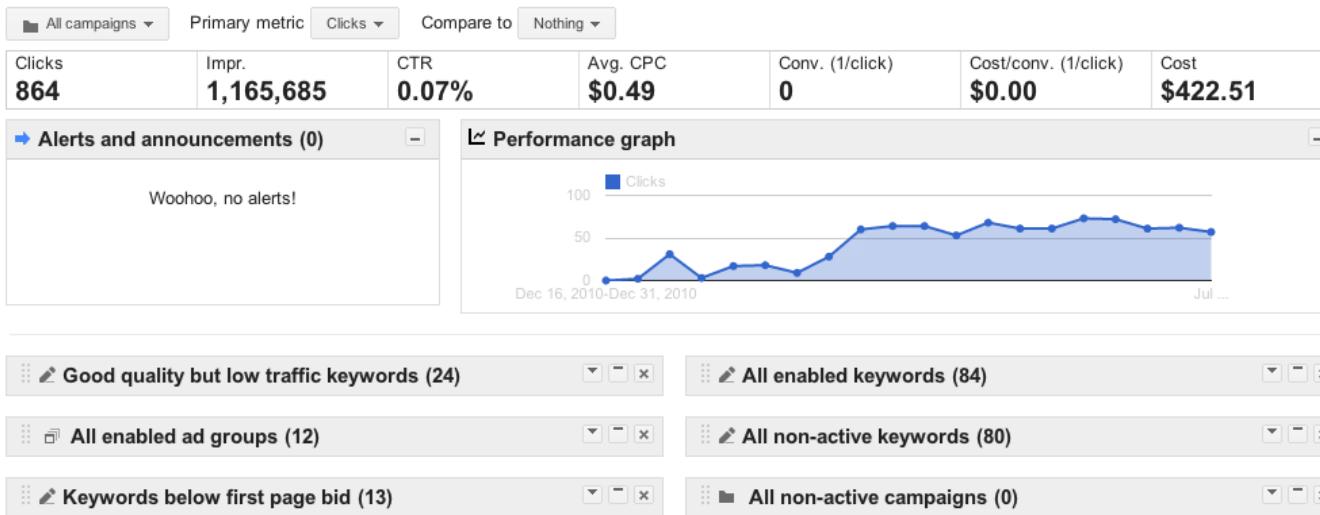
Still, you might find that *impressions* -- not *clicks* -- are more interesting to you. Or maybe you'd like to see both your costs and your clicks on the Performance graph shown here. If that's the case, you can just customize the preset modules. Here's how:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. If you're not already on the **Home** tab when you sign in, click the **Home** tab.

[Customize modules](#)

All time

Dec 16, 2010 - Jul 24, 2012

 Make this my starting page. [Learn more](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times:(GMT-08:00) Pacific Time. [Learn more](#)

3. Click the **Customize modules** link in the upper corner.

[Customize modules](#)

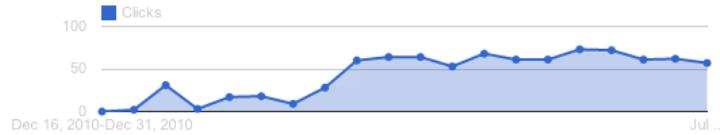
All time

Dec 16, 2010 - Jul 24, 2012

All campaigns ▾	Primary metric	Clicks ▾	Compare to	Nothing ▾
Clicks 864	Impr. 1,165,685	CTR 0.07%	Avg. CPC \$0.49	Conv. (1/click) 0

↳ Alerts and announcements (0)

Woohoo, no alerts!

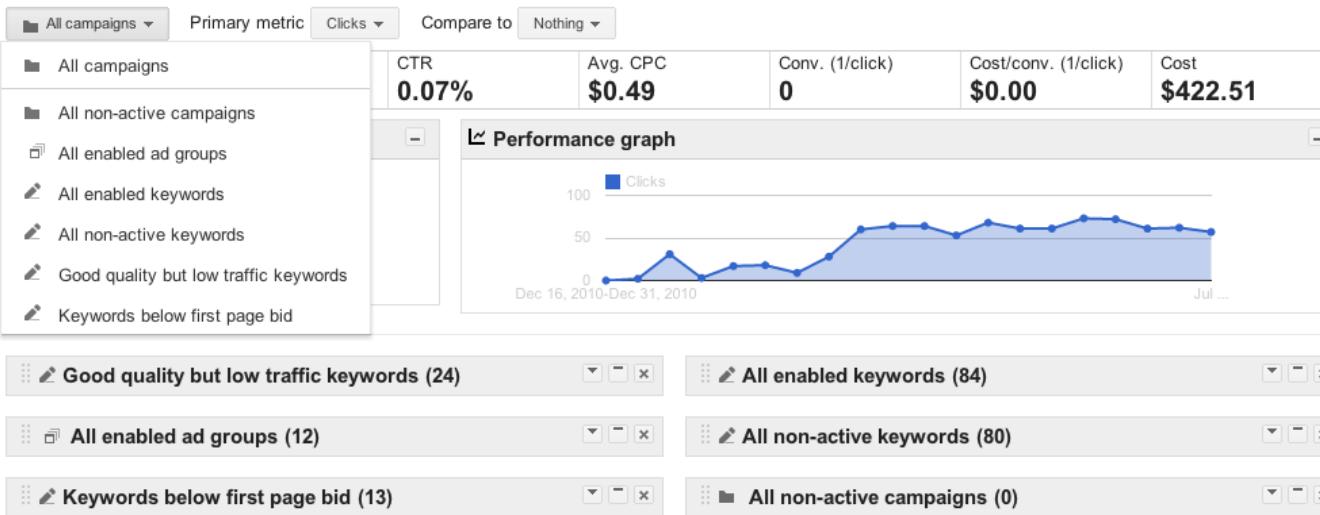
↳ Performance graph**↳ Good quality but low traffic keywords (24)****↳ All enabled ad groups (12)****↳ Keywords below first page bid (13)****↳ All enabled keywords (84)****↳ All non-active keywords (80)****↳ All non-active campaigns (0)** Make this my starting page. [Learn more](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times:(GMT-08:00) Pacific Time. [Learn more](#)

4. Below the "Select modules," you'll see all your preset modules. From there, click the drop-down menu to choose which area you'd like to customize. If you choose "All campaigns," for instance, this means that this will affect the modules below that focus on all your campaigns overall, such as the Performance graph.

[Customize modules](#)

All time

Dec 16, 2010 - Jul 24, 2012

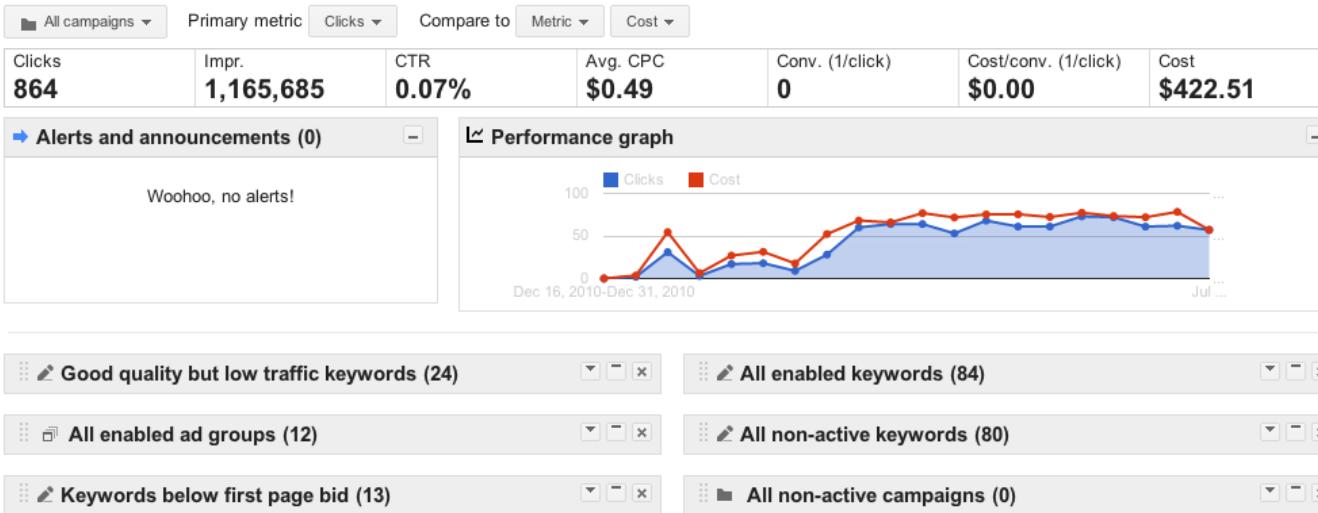
 Make this my starting page. [Learn more](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

5. In the next drop-down, choose a metric -- or statistic -- you'd like to filter by. If you choose "Cost," for example, the Performance graph will show your costs instead of your clicks over time.
6. Next, if you'd like, choose another metric to compare to the first metric. For example, if you choose "Cost" for the first metric, and then you choose "Clicks," in this second drop-down menu, your Performance graph will show both your clicks and costs over time.

[Customize modules](#)

All time

Dec 16, 2010 - Jul 24, 2012

 Make this my starting page. [Learn more](#)Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times:(GMT-08:00) Pacific Time. [Learn more](#)

7. When finished, click the **Save** button above the preset modules.

Try it out

Create a custom module

Want to see which ads always have more than 100 impressions? Or which of your ads have less than 50 clicks? You can create custom modules that show you specific information each time you sign in. Here's how:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search View Change Hist.

Clicks Create filter Filter by label

Jul 12, 2012 Jul 18, 2012

<input type="checkbox"/>	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
Total - all but deleted campaigns				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - all campaigns				\$111.00/day	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 10 ▾ 1 - 5 of 5

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Search help center Go

Labels

All video campaigns

Help Center

Help Center

Search help center Go

- As in our example, you'll see several sub-tabs: **Campaigns, Ad groups, Ads, Keywords, Networks, Audiences, Ad Extensions, and Dimensions**. If you don't see some of these but would like to, click the drop-down button at the end of the tabs to add more.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search View Change Hist.

Clicks Create filter Filter by label

Jul 12, 2012 Jul 18, 2012

+ New campaign Change status... Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 10 ▾ 1 - 5 of 5

Shared library Reports Automated rules Labels All video campaigns Help Center Help Center

Search help center Go

Labels All video campaigns Help Center Help Center

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- Click a tab -- that is, a category -- you'd like to create a custom module for. If you'd like to create one for keywords, for instance, click **Keywords**. Then, in the grey bar below the tabs, click the drop-down menu that says **Filter**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search View Change Hist.

Clicks Create filter Filter by label

Jul 12, 2012 Jul 18, 2012

<input type="checkbox"/>	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
Total - all but deleted campaigns				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
Total - all campaigns				\$111.00/day	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 10 ▾ 1 - 5 of 5

Shared library Reports Automated rules Labels All video campaigns Help Center Help Center

Search help center Go

Labels All video campaigns Help Center Help Center

Search help center Go

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- From here, you can remove an existing module (by clicking **Remove** next to any listed module) or **Create filter** to create a new module.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days Jul 12, 2012 - Jul 18, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted campaigns ▾ Segment ▾ Filter ▾ Columns ▾ Search View Change Hist.

Create filter Filter by label

Clicks

0 Jul 12, 2012 Jul 18, 2012

+ New campaign Change status... Automate Labels

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	Labels
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
<input type="checkbox"/>	<input checked="" type="radio"/> Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	--
	Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Search			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - Display Network			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	
	Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0	

Show rows: 10 ▾ 1 - 5 of 5

Shared library Reports Automated rules Labels All video campaigns Help Help Center

Search help center Go

Labels All video campaigns Help Help Center

Search help center Go

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6. After clicking **Create filter**, you'll see a drop-down menu with several choices for areas you can filter by. For example, if you want to create filters for keywords, you can filter by clicks, impressions, or Quality Score.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

Search

All online campaigns Last 7 days Jul 17, 2012 - Jul 23, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

All but deleted campaigns Segment Filter Columns Search

Filter

Cost > \$ Remove

Conversions Performance Relative CTR Campaign name Campaign Status Budget Campaign start date Campaign end date Labels

View Change Hist

Change status... Automate Labels

	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. rate (1-per-click)	Labels
<input type="checkbox"/> ● Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
<input type="checkbox"/> ● Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
<input type="checkbox"/> ● Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
<input type="checkbox"/> ● Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
<input type="checkbox"/> ● Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0.00%	
Total - Search [?]			0	0	0.00%	\$0.00	\$0.00	0	0.00%	
Total - Display Network [?]			0	0	0.00%	\$0.00	\$0.00	0	0.00%	
Total - all campaigns	\$111.00/day		0	0	0.00%	\$0.00	\$0.00	0	0.00%	

Show rows: 10 1 - 5 of 5

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here. There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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- After making your choice, you'll see a second drop-down menu where you can further filter your choice. These options will depend on which selections you've made in the previous tab. If you choose clicks, for example, you'll be able to choose whether you want clicks that are greater, less than, or equal to a certain number.

The screenshot shows the Google AdWords interface with the 'All online campaigns' report selected. On the left, there's a sidebar with links like 'Shared library', 'Reports', 'Automated rules', 'Labels', and 'Help'. The main area displays a table of campaigns with columns for Budget, Status, Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Conv. rate (1-per-click), and Labels. A filter dialog is open over the table, asking for a value to be entered into a dropdown menu. The dropdown options are '>=' (selected), '=', and '<='.

	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. rate (1-per-click)	Labels
0	Campaign #1	\$1.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
0	Sweet tea	\$5.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
0	Campaign #3	\$50.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
0	Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
0	Campaign #5	\$25.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0.00%	--
Total - all but deleted campaigns				0	0	0.00%	\$0.00	\$0.00	0	0.00%	
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	0.00%	
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	0.00%	
Total - all campaigns	\$111.00/day			0	0	0.00%	\$0.00	\$0.00	0	0.00%	

8. Enter the amount you'd like to filter by in the empty box.
9. If you'd like to filter this further, click the **+Add another** link. You'll then follow the same steps of selecting a category, a filter type, and entering a value.
10. Click the **Save** filter box, give your filter a name, and click the **Apply** button. Then, to add this new filter to your **Home** tab, click the **Home** tab.
11. Click the **Customize modules** link in the top left-hand corner.
12. Find the name of your new filter in the list of modules, and click the box under the **Show?** column.

All time

Dec 16, 2010 - Jul 24, 2012

Select modules

Specify which modules you'd like to appear on your Home tab. These modules will also appear on AdWords for Mobile.

Module	Show?
Good quality but low traffic keywords	<input checked="" type="checkbox"/>
All enabled keywords	<input checked="" type="checkbox"/>
All enabled ad groups	<input checked="" type="checkbox"/>
All non-active keywords	<input checked="" type="checkbox"/>
Keywords below first page bid	<input checked="" type="checkbox"/>
All non-active campaigns	<input checked="" type="checkbox"/>
All enabled campaigns	<input checked="" type="checkbox"/>
Clicks >= 10	<input type="checkbox"/>
All non-active ad groups	<input type="checkbox"/>

Add your own customized modules by creating saved filters on the Campaigns tab! [Learn more](#).**Save****Cancel**

Primary metric Clicks ▾ Compare to Nothing ▾

Clicks	Impr.	CTR	Avg. CPC	Conv. (1/click)	Cost/conv. (1/click)	Cost
864	1,165,685	0.07%	\$0.49	0	\$0.00	\$422.51

► **Alerts and announcements (0)** ▾

Woohoo, no alerts!

► **Performance graph** ▾

Dec 16, 2010-Dec 31, 2010 Jul ...

► **Good quality but low traffic keywords (24)** ▾

► **All enabled keywords (84)** ▾

► **All enabled ad groups (12)** ▾

► **All non-active keywords (80)** ▾

► **Keywords below first page bid (13)** ▾

► **All non-active campaigns (0)** ▾

Make this my starting page. [Learn more](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting.
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

13. Click **Save**. You'll now see this new custom module on your **Home** tab!

[Try it out](#)

Next steps

- Learn more about the [Campaigns tab](#).

Using labels in AdWords

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2475865&topic=2796168&path=2795894-2795215-2792638&ctx=leftnav>

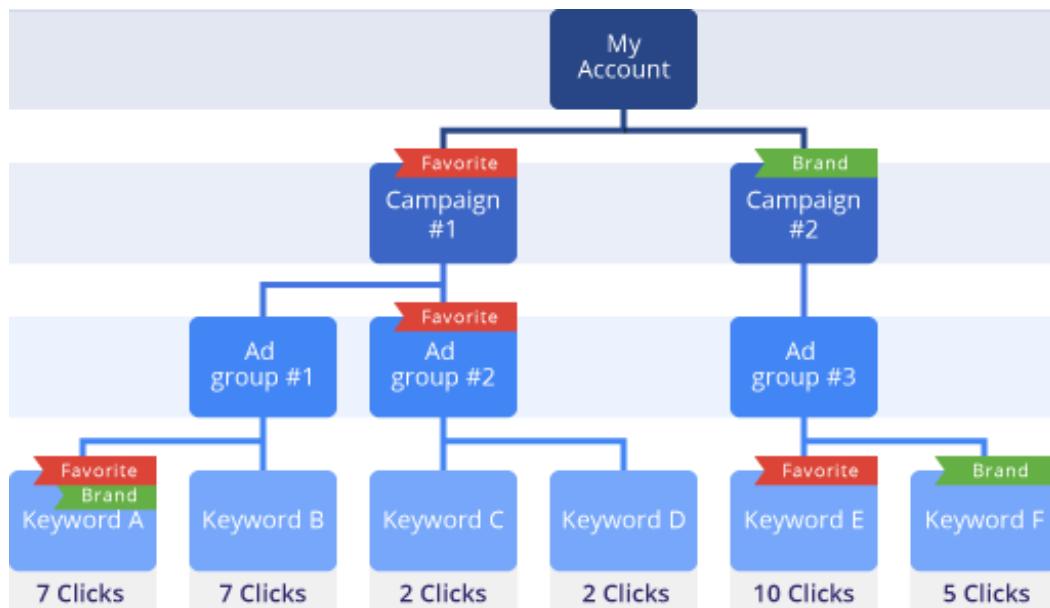
March 30, 2013

With labels, you can organize the elements in your account into meaningful groups so you can quickly and easily filter and report on the data that is of most interest to you. You can apply labels to keywords, campaigns, ad groups, and ads, which enables you to see how the custom categories you create are performing relative to each other and to the unlabeled entities in your account.

Bob is an online retailer that sells apparel and accessories for men and women. He has campaigns for shoes, clothes and bags for each of his three major markets (New York, Massachusetts and Pennsylvania) and within the campaigns has separate ad groups for generic and brand keywords. This structure (ex: New York - Shoes - Generic and Massachusetts - Shoes - Generic) means that he has the same ads and keywords in different parts of his account. Without labels, Bob can't easily sort his account or run a report to see how well sneakers are selling in New York compared to Massachusetts. With labels, however, Bob can create the label "sneakers" and apply it to all sneaker-related keywords across his account. He can then filter by this label on the **Keywords** tab to only see sneaker keywords, or can use the **Dimensions** tab labels reports to aggregate performance by label. These reports allow him to compare, for example, how sneakers perform against all other shoes, or how the label "sneakers" compares with other individual labels.

Understanding labels

The diagram below illustrates how you can use labels to gauge the performance of custom categories across your account. In this example, you've applied two labels, "Favorite" and "Brand" to different elements in your account. It's important to know that labels aren't inherited down throughout the campaign. This means that if you apply a label to a campaign, the label only applies to that campaign, not the ad groups and keywords that are within that campaign. If you want a label to apply to an ad group or individual keyword as well, you'll need to specifically apply the label to each.



There are four kinds of labels reports you can run, one for each element-type: campaigns, ad

groups, ads, and keywords. They're located on the **Dimensions** tab in the "labels" view.

When you run a labels report for your campaigns, you see the label "Favorite" is associated with 18 clicks. That's because the total clicks for all the keywords under the Campaign #1, which has the "Favorite" label applied to it, was 18. The label "Brand" is associated with 15 clicks because the keywords in Campaign #2, which has the "Brand" label applied to it, received 15 clicks. The "Everything Else" row is blank because there are no campaigns in this account without labels.

But, because labels are not inherited, things look different when you run a report at the ad group level. In this account, there is only one ad group with a label applied to it: Ad group #2 in Campaign #1. The keywords under this ad group received a total of four clicks. So, when you run a labels report for your ad groups, the label "Favorite" is credited with four clicks. The label "Brand" received zero clicks at the ad group level because there are no ad groups in this account with the label "Brand". The "Everything Else" has 29 clicks because that's how many clicks there were on keywords in unlabeled ad groups.

Labels Report (Campaign)

Label	Clicks	Impr.
Favorite	18	...
Brand	15	...
Everything Else	0	...

Reporting at the keyword level provides a different view. Here, "Favorite" received 17 clicks (keywords A and E), and "Brand" received 12 clicks (keywords A and F) because those are the total clicks on keywords with those labels. Note that the seven clicks for keyword A are counted in both rows because keyword A has both labels applied to it. Because it's likely that many of your keywords will have more than one label, it's unlikely that the number of clicks in each row will add up to the total number of clicks. In this report, "Everything Else" has 11 clicks because that's the total number of clicks triggered by unlabeled keywords in this account.

Labels Report (Ad group)

Label	Clicks	Impr.
Favorite	4	...
Brand	0	...
Everything Else	29	...

Managing labels

There's more than one way to manage the labels in your account. You can create, add, and remove labels directly from the labels drop down menu above your statistics tables on the **Keyword**, **Campaign**, **Ad groups**, and **Ads** tabs. However, if you want to add or delete labels as well as edit your label names, description, and colors, or see how many elements are designated with a particular label, you can visit the Labels admin page by clicking on the link on the left side of your screen.

Labels Report (Keyword)

Label	Clicks	Impr.
Favorite	17	...
Brand	12	...
Everything Else	11	...

Click the links below for steps on how to do the following:

[Apply and delete labels using your Campaigns, Ad groups, Ads, and Keywords tabs. Applying labels in bulk](#)

To apply a label to all entities in a table, including the ones on subsequent pages that aren't shown on the first page, follow the steps below:

1. Click the **Keywords** tab (or the Ad groups, Ads or Campaigns tab).
2. Using the "Customize columns" button, add the "Labels" column to your statistics table if it's not there already.
3. Check the box on the upper left corner of the table. This will select all of the keywords (or ads, ad groups, or campaigns) currently visible in the table.
4. Click the message at the top of the table that says "Select all rows across all pages."
5. Then click the "Labels" button above the table and select the label you want to apply (or

create a new one).

6. Click "Apply."
7. You'll see a message that your labels are being applied. If it's a large job, this may take some time. Click "Run in background" if you'd like to leave this page. To monitor the progress, you can check on this request by clicking "Bulk Operations" and selecting "Bulk Edit." Here you can view the status of all your bulk editing requests. [Learn more about Bulk edits](#)

Filter by label using your Campaigns, Ad groups, Ads, and Keywords tabs.

1. Click the **Keywords** tab (or the Ad groups, Ads, or Campaigns tab)
2. In the "Filter" drop down menu, select "Filter by label"
3. Using the additional drop down menus, select the label or labels you would like to filter by
4. Click "Apply"
5. In the statistics table, you can see all the keywords (or ad groups, or ads, depending on what tab you are working under) with that label (or combination of labels) as well as the other labels applied to each entity.

Manage labels from the Labels admin page

You can get to the best place for managing your labels by clicking "Labels" in the left panel of your AdWords account. Here you can see all your labels, and how many campaigns, ad groups, ads, and keywords are designated with each. If you click on a number in either the campaigns, ad groups, ads, or keywords columns of this table, you'll be taken to a new table filtered for just that label and entity.

You can also add and delete labels as well as edit label names, descriptions, and colors.

The screenshot shows the AdWords interface with the 'Labels' section selected. On the left sidebar, there are links for Home, Campaigns, Opportunities, Tools and Analysis, Billing, My account, and Help/Sign out. The main content area has a search bar and a 'Labels' heading. Below it, a message encourages reporting on custom groupings. A dropdown menu allows selecting a report. A 'New label' button is visible. The main table displays five labels: Branded, Favorite, Generic, Most important, and Seasonal. Each row includes a checkbox, a color-coded square, a label name, a description (e.g., "--"), and four numerical columns for Campaigns, Ad groups, Ads, and Keywords. At the bottom, a note about reporting delay and a footer with copyright information are visible.

	Label	Description	Campaigns	Ad groups	Ads	Keywords
<input type="checkbox"/>	Branded	--	0	1	0	5
<input type="checkbox"/>	Favorite	--	0	1	0	3
<input type="checkbox"/>	Generic	--	0	0	0	0
<input type="checkbox"/>	Most important	--	0	0	0	0
<input type="checkbox"/>	Seasonal	--	0	0	0	1

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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To change the name of a label, or its color, or to add or edit a description, click the label name or the color square and a pop-up box will appear allowing you to type in a new name, or select a new color.

View your performance data by label

Here's how to view your Labels performance data on the **Dimensions** tab:

1. Click the **Dimensions** tab
2. Click "View"
3. In the drop down menu, select "Labels"
4. Then select whether you'd like to view Labels data by keyword, ad, ad group, or campaign.
5. In the statistics table you'll see your performance data broken out by label at the level you selected for the date range you've specified. The last row, called the "Everything Else row" shows a summary of performance for all elements that are not associated with the labels in the table.

Tip

The "Everything Else" row shows a summary of performance for all elements that are not associated with the labels in the table. In the case of an unfiltered labels report, the Everything Else row will contain the total performance for all keywords without a label. But, if you filter the report to show two of five labels, the Everything Else row will contain results for all keywords without those two labels.

This row comes in handy, for instance, when you are labeling branded vs non-branded keywords. Since your branded keywords likely represent 10-20 keywords, you do not need to create a label for the thousands of non-branded keywords in your account. Rather, you can simply run a report on the branded label and see the results from the non-branded keywords reflected in the Everything Else row.

Next steps

- [Learn more about account, campaign, and ad group performance](#)
- [Customize your performance data with segments](#)

updated 03/16/2013

Use segments to view performance data

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454072&topic=2796168&path=2795894-2795215-2792638&ctx=leftnav>

March 30, 2013

Use segments to split your data into rows based on the options that matter most to you, such as periods of time, click type, or device. This makes it easier to view the data by isolating exactly what you want to see. Your segment choices vary depending on which tab of your AdWords account you're viewing.

Here's how to add or remove segments from the rows in your statistics table:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab.
3. To see data for a specific period, click the date range menu on the top right corner of the page and select the time period you'd like to analyze.
4. Click one of the tabs that appear in the middle of the page, such as the **Campaigns**, **Ad groups**, or **Ads** tab.
5. Click the **Segment** button above the statistics table.
6. To add a segment, select a segment from the drop-down. To remove a segment, select "None."

Home Campaigns Opportunities Tools and Analysis Billing My account

Search

All online campaigns

Last 7 days
Jul 12, 2012 - Jul 18, 2012

Campaigns	Ad groups	Settings	Ads	Keywords	Ad extensions	Dimensions	Display Network		
All but deleted campaigns	Segment	Filter	Columns						
None Time Conversions Network Network (with search partners) Click type Device Experiment Top vs. Other +1 Annotations									
	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.	
	[?]	[?]	[?]	[?]	[?]	[?]	[?]	[?]	
Campaign #1	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0 --	
Sweet tea	\$5.00/day	Eligible	0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0 --
Campaign #3	\$50.00/day	Eligible	0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0 --
Campaign #4	\$30.00/day	Eligible	0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0 --
Campaign #5	\$25.00/day	Eligible	0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0 --
Total - all but deleted campaigns			0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0
Total - Search			0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0
Total - Display Network			0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0
Total - all campaigns	\$111.00/day		0	0.00%	\$0.00	\$0.00	0	\$0.00 0.00%	0

Show rows: 10 ▾ 1 - 5 of 5

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7. Although you can only apply one segment at a time in your statistics table, you can apply multiple segments to your data if you choose to download a report. Once your statistics



table looks the way you want, just click the download button to create a report.

8. In the panel that opens, add additional segments by clicking **+Add segment**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns

Last 7 days Jul 13, 2012 - Jul 19, 2012

Campaigns Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

All but deleted keywords ▾ Segment ▾ Filter ▾ Columns ▾ L Download Search

View Change Hist

1 Clicks

0 Jul 13, 2012 Jul 19, 2012

Download and schedule report

Download the table statistics below as a report. You can also schedule the report to automatically download in the future, using the same filters, segments, columns, and relative date range. [Manage your downloads in the Reports management](#) »

Report name Keyword report Format Excel.csv Segment + Add segment Email and schedule report

Create Cancel

	Keyword	Campaign	Ad group	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Avg. Labels	Qual. score	Dest. URL
<input type="checkbox"/>	Black tea	Sweet tea	Black tea	Eligible	\$4.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Oolong tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Green tea	Sweet tea	Green tea	Eligible	\$3.50	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	White tea	Sweet tea	Green tea	Eligible	\$1.25	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Blooming tea	Sweet tea	Green tea	Eligible	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	Oolong Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Black Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Herbal Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
<input type="checkbox"/>	White Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	3/10	
<input type="checkbox"/>	Organic Tea	Sweet tea	New Ad Group	Ad group paused	\$5.00	0	0	0.00%	\$0.00	\$0.00	0	--	4/10	
Total - Search														
Total - Display Network														
Total - all keywords														
Go to page: 1 Show rows: 10 ▾ 1 4 1 - 10 of 11 ▶ ▷														

9. Click **Create**.

Available segments

Some segments can be found on almost every tab in your AdWords account, while others are only available on particular tabs. In some cases, you may need to download a report to apply a particular segment to your data.

Click type

Use this segment to see which clicks resulted in visits to your website, or clicks on your phone number when your ad is shown on a mobile device (also called click-to-call).

Note

Click type may apply to multiple aspects of the same impression (for example, a click-to-call impression may show alongside a headline impression in the same ad). In this situation, you'll see "--" instead of summary totals in your downloaded report. A sum total would be inaccurate because it would double-count some of the impressions.

Here's how to [add a phone number to your ad](#).

Conversions

If you've set up [Conversion Tracking](#) on your website, the segments "Conversion action name" and "Conversion tracking purpose" can give you insight into conversion performance by individual action or conversion type.

Device

Use this segment to compare performance across devices: computers, mobile devices with full browsers, and tablets with full browsers.

Experiments

If you're running a [Campaign Experiment](#), you can segment your data by experiment or control groups, or both, on the **Keywords**, **Ads**, or **Ad group** tabs. You'll also have aggregate "control" and "experiment" data on your **Campaigns** tab.

Keyword / Placement

Use this segment to compare how individual keywords are performing for particular ads.

This segment is available on the **Ads** tab only.

Network

Use this segment to compare Google search and Google Display Network performance. This is frequently used to compare individual ads on the **Ads** tab.

Network (with search partners)

Use this segment to compare Google search, search partners, and Google Display Network performance. This is frequently used to compare performance by network for individual ads on the **Ads** tab.

+1 Annotations

Use this segment to see how customers are interacting with [+1 buttons](#) on your ads.

Search terms match type

Segmenting a keyword by search terms match type can help you understand how actual search terms relate to the keyword you have. This type of segment can show you how your keyword performs in its broad, phrase, and exact matches.

You could use the segment to see the clicks, impressions, or CTR from each search term match type to a certain keyword. Then you could make changes to your keyword match type to improve performance.

Example

Let's say you have a keyword, *dog toys*, that you've set to broad match, and a customer searches for *toys to buy for dogs*. The search term match type will be **broad**. If the customer searches for *buy dog toys* or *buy dogs toys*, the search term match type will be **phrase**. If the customer's search is simply *dog toys* or *dogs toys*, the search term match type will be **exact**.

Your keyword	Search term	Search terms match type
dog toys	toys to buy for dogs	Broad match
dog toys	buy dog toys buy dogs toys	Phrase match
dog toys	dog toys dogs toys	Exact match

Now, let's say you add the segment to your statistics table, and you see that your broad match keyword *dog toys* shows your ad for each search term match type (broad, phrase, and exact). Based on how *dog toys* performs for each search term match type, you might decide to increase or decrease your bid for the keyword.

Keep in mind

Even if you choose not to show your ads for close variants of your exact match and phrase match keywords, you might still see an increase in the number of exact and phrase search term match types. For example, if your keyword list includes the broad match keyword *dog toys*, and someone searches for *dog toy*, we'll identify that search term match type as exact since *dog toy* is a close variant of *dog toys*.

Special category

The "Special category" segment is available when you download a report for your automatic placement performance on the Google Display Network. It displays two types of pages that have shown your ads: error pages and parked domain sites.

Time

Use this to split your statistics table into rows based on the period of time you select. If you're requesting a substantial amount of data, you may get a message instructing you to download a report.

Options include:

- Day of the week (Monday, Tuesday, Wednesday...)
- Day (Wed., December 21, 2011 for example)
- Week
- Month
- Quarter
- Year
- Hour of day

Tip

You can also use the **Dimensions** tab to [view performance by periods of time](#).

Top vs. Other

Apply the "Top vs. Other" segment to your statistics tables to find out where your ad appeared on Google's search results pages and search partners' pages. Segmenting your data by "Top vs. Other" can help you optimize your search campaigns to serve your ads on the parts of the page that perform best for you.

How to interpret the data

- **Google search: Top** -- Your ad ran above the organic Google search results.
- **Google search: Other** -- Any AdWords text ads that don't appear directly above Google search results are categorized as "Google search: Other."
- **Search partners: Top** -- Your ad ran above the partner's organic search results on a search partners' page.
- **Search partners: Other** -- Ads that don't appear directly above partner search results are categorized as "Other."
- **Google Display Network** -- Your ad ran on the Google Display Network.

updated 03/16/2013

Search Fundamentals
Review

Ad Formats

Ad & Site Quality

AdWords Tools

Performance Monitoring
and Reporting

Optimizing Performance

Performance,
Profitability, and Growth

AdWords API

Optimizing Performance

Optimizing for Greater Conversions

[Introduction to Optimizing for Greater Conversions](#)

[Opportunities for Optimization](#)

Campaign Experiments

[About Campaign Experiments](#)

[Set up experiments](#)

[Monitor your experiments](#)

Additional Optimization Best Practices

[Using custom ad scheduling](#)

[Using keyword insertion](#)

Search Advanced

Optimizing
Performance

- Optimizing for Greater
Conversions

Introduction to Optimizing
for Greater Conversions

Opportunities for
Optimization

Introduction to Optimizing for Greater Conversions

Overview of Conversions and their
Impact

Cost-per-acquisition (CPA)

Overview of Conversions and their Impact

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152560&topic=2796169&ctx=topic&path=2795895-2795276-2792638>

March 30, 2013

In online advertising, a conversion occurs when a click on your ad leads directly to user behavior you deem valuable, such as a purchase, signup, page view, or lead. With conversion data, you can make smarter online advertising decisions, particularly about what ads and keywords you invest in, and you can better measure your overall return on investment (ROI) for your AdWords campaigns. The Conversion Optimizer helps streamline bidding for conversions at a lower cost by optimizing your placement in the ad auction to make sure you get low-converting clicks only if they are cheap while still getting you as many high-converting clicks as profitable. Evaluating and optimizing for conversions is key to helping you identify the effectiveness of your AdWords ads and keywords.

updated 08/18/2012

Cost-per-acquisition (CPA)

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2472713&topic=2796169&path=2795895-2795276-2792638&ctx=leftnav>

March 30, 2013

If maximizing conversions is your ultimate objective, AdWords [Conversion Optimizer](#) can help you. To enable this feature, you'll need to tell us how much you want to pay per conversion by specifying either a Maximum Cost-per-acquisition (CPA) or a Target CPA for each ad group. Then Conversion Optimizer can get to work finding you the most possible conversions for your budget.

When using Conversion Optimizer, you can specify a Maximum CPA bid or a Target CPA bid for each ad group in your campaign. A Max. CPA bid is the most you're willing to pay for each conversion, such as a purchase or signup. When you use Conversion Optimizer, most of your bids will be below whatever maximum you set. A Target CPA bid is the *average* amount you'd like to pay for a conversion. Some bids will be above this target and some will be below it, but altogether, the cost per conversion should average to the Target CPA you set.

An important note

Your actual CPA depends on factors outside Google's control such as changes to your website and ads, or external factors such as increased competition. So it's possible that your actual CPA may exceed the Max. CPA or Target CPA bid you specify. Conversion Optimizer uses historical conversion data to predict the likelihood your ads will convert. If your actual conversion rate turns out to be lower than the predicted conversion rate, your actual CPA may exceed your Max. CPA or Target CPA bid.

Also, because the system is designed to adjust over the long term, the likelihood of your actual CPA exceeding your CPA bid decreases the longer you use CPA bidding.

Here's how to change your Max. CPA or Target CPA bid:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns tab**.
3. Click the **Ad groups tab**.
4. Find the ad group that contains the Max. CPA or Target CPA bid you want to edit. As you place your cursor over the rows, a **pencil icon** appears.
5. Click the numeric **Max. or Target CPA** bid.
6. Change the value of the **Max. CPA or Target CPA** bid and select "**Save**" to finish.

To bulk edit your **Max. CPA or Target CPA** for all ad groups, you'll need to follow separate instructions:

1. Click the checkbox next to the "**Ad group**" column. This should select all the checkboxes for every ad group.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

All online campaigns >
Campaign: Sweet tea

Last 7 days
Jul 18, 2012 - Jul 24, 2012

Enabled Budget: \$5.00/day Edit Targeting: All available sites Edit All devices Edit English Edit Canada; United States Edit

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All but deleted ad groups Segment Filter Columns | ↕ ↘ Search

View Change Hist!

1 Clicks

Jul 18, 2012 Jul 24, 2012

+ New ad group Edit Change status... Automate Labels

Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Relative CTR	Conv. rate (1-per click)
<input checked="" type="checkbox"/> Black tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
<input checked="" type="checkbox"/> Green tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
<input type="checkbox"/> New Ad Group	Paused	\$5.00	\$4.00	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%

Show rows: 10 1 - 3 of 3

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

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Search help center Go

Search help center Go

2. Select the "Edit" option.

The screenshot shows the Google AdWords interface for a campaign named "Sweet tea". The top navigation bar includes Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. The main area displays campaign settings: Enabled, Budget: \$5.00/day, Targeting: All available sites, and Languages: English, Canada; United States. Below this, the "Ad groups" tab is selected, showing two ad groups: "Black tea" and "Green tea", both in an "Eligible" status with a default Max. CPC of \$1.00. The "Clicks" chart shows 1 click from July 18, 2012, to July 24, 2012. The table below lists the ad groups with their respective metrics: Clicks, Impr., CTR, Avg. CPC, Cost, Avg. Pos., Relative CTR, and Conv. rate (1-per-click). The table also includes summary rows for "Total - all but deleted ad groups", "Total - Search", "Total - Display Network", and "Total - all ad groups". The bottom of the page includes links for Help Center and search help center.

Ad group	Status	Default Max. CPC	Display Network Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Relative CTR	Conv. rate (1-per-click)
Black tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Green tea	Eligible	\$1.00	auto	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
New Ad Group	Paused	\$5.00	\$4.00	0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all but deleted ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Search				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - Display Network				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%
Total - all ad groups				0	0	0.00%	\$0.00	\$0.00	0	--	0.00%

3. Select the **Max. CPA** or **Target CPA** field. Click the list icon that appears. This will copy your new Max. CPA or Target CPA to all CPA fields below.
4. Click "Save" to finish.

Recommended CPA bids

Conversion Optimizer can provide you with a recommended Max. CPA bid or a recommended Target CPA bid, depending on how you'd like to structure your bidding. Either choice will help to keep your costs stable when you change from another bidding mode to Conversion Optimizer. Your recommended Max. CPA bid is directly based on your current cost-per-click (CPC) bids and conversion rates over time. Your recommended Target CPA bid is based on the average CPA your campaign paid over the last 30 days. If your campaign hasn't accrued 30 full days of conversion tracking data, your recommended Target CPA bid will be calculated using the average CPA for the days data exists.

If you set your Max. or Target CPA bid to the recommended amount, you should see more conversions without much change to your existing average CPA. If you set your bid below the recommended amount, you're likely to pay less for each acquisition, but you'll likely also get less traffic on your ad and fewer conversions.

When you begin using Conversion Optimizer, it's best to start with the recommended bid, then observe your performance and adjust as necessary. If your average cost is within an acceptable range, you can raise your maximum CPA bid to get more conversions. If your cost is higher than you'd like, you can lower your bid, which is likely to lower your average CPA and the number of conversions.

How Google determines your recommended Max. CPA bid

The recommended Max. CPA bid is directly based on your current cost-per-click (CPC) bids and conversion rates over time.

For example, suppose you have one ad group with two keywords: coffee and roasted coffee.

	coffee	roasted coffee
Current maximum CPC bid	US \$1.00	US \$1.40
Conversion rate	10%	20%
Number of conversions	100	50

To get a maximum CPA bid for each keyword, Conversion Optimizer divides the current maximum CPC bid by the conversion rate:

	coffee	roasted coffee
Maximum CPA bid (CPC / Conversion rate)	US\$10.00 (US\$1.00 / 10%)	US\$7.00 (US\$1.40 / 20%)

With the maximum CPA bid for each keyword, the Conversion Optimizer can compute the recommended maximum CPA bid for the ad group. The recommended bid is the average of the keyword bids, weighted by the number of conversions for each keyword. In this case, coffee has twice as many conversions as roasted coffee, so the weighted average is US \$9.00. This is the recommended Max. CPA bid for the ad group.

Top Contributor



What our advertisers are saying

ScottyD, 08/08/2012

"If you don't feel like you have enough time to manage your AdWords account on an hourly or daily basis, then I would suggest trying out CPA bidding if you have enough historical feedback in terms of conversions." [More from the AdWords Certification Community](#)

This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Search Advanced

Optimizing
Performance

Opportunities for Optimization

[The Opportunities tab](#)

[Get ideas to improve your account](#)

- Optimizing for Greater Conversions

Introduction to
Optimizing for Greater
Conversions

[Opportunities for
Optimization](#)

The Opportunities tab

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=1704390&topic=2796035&ctx=topic&path=2795895-2795276-2792638>

March 30, 2013

The Opportunities tab is an entire section of your AdWords account dedicated to helping you improve your ad campaigns. It's like a personal assistant who can help you discover more keywords and make the most of the budget you're comfortable with. People who've managed their AdWords account long enough to have developed some goals and an account history should try the tab.

How the Opportunities tab works

The Opportunities tab looks for ways to make reasonable changes that could have an impact on your account if you choose to accept the changes. You start by choosing a goal. Then the Opportunities tab runs with your goal, looking over your historical campaign data, Google search volume and trends, and your campaign settings to automatically generate ideas for you to consider.

The goals that you can tell it to work with are:

- **Increase traffic:** Increase impressions and clicks, even if costs rise
- **Balance cost and traffic:** Raise impressions and clicks with moderate cost changes
- **Maintain or decrease cost:** Get as much as possible with your current budget

What the Opportunities tab helps you do

If you have an account history to work with, the tab can help you:

- **Make improvements without spending a lot of time and money**

The Opportunities tab looks for opportunities for you so you can focus on making decisions instead of conducting research. And you'll keep costs in check because the Opportunities tab works to make small improvements with what you're willing to spend.

- **Keep your campaigns fresh**

Have you been using the same keywords for awhile? When's the last time you changed your bids? The Opportunities tab can help you keep your account fresh.

- **See performance estimates based on historical data**

While the Opportunities tab doesn't predict whether your ads will do well, it does tap into a lot of data from the past like your campaign performance and what people search for on Google, to show you possibilities.

VIDEO

Next steps

- Get ideas to improve your account, from the Opportunities tab

updated 03/16/2013

Get ideas to improve your account

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404205&topic=2796035&path=2795895-2795276-2792638&ctx=leftnav>

March 30, 2013

Using the **Opportunities** tab in your AdWords account, you can get suggestions tailored to your specific account -- ideas that can help you get more out of AdWords. These include suggestions specific to keywords, bids, budgets, sitelinks, and call extensions.

You can also model campaign and account level bid changes using the [Campaign Bid Simulator](#).

And finally, you can use the [Analyze competition](#) tool to see how you're performing compared to other advertisers and make more informed decisions about which types of optimization changes are right for your account.

Keyword Ideas

The keyword ideas on your **Opportunities** tab can help extend your advertising reach by targeting additional customers. You might gain additional impressions and clicks when you add relevant keywords to an ad group.

How we generate keyword ideas

Keyword ideas are generated by our automated tools. By analyzing Google search data related to your campaigns, our system can often find new keywords that are relevant to your ads and that don't currently exist in your account.

How you can assess their potential impact

If keyword ideas have been generated, you'll see the potential impact on your **Keywords** tab. If a keyword idea doesn't have potential estimates, we may instead show an approximate search volume. This shows the estimated number of searches each month that match the new keywords proposed for your ad group.

Ideas

Campaign bid simulator

Analyze competition

All online campaigns

- Campaign #1 (37)
- Campaign #2 (0)
- Campaign #3 (0)
- Campaign #4 (0)
- Campaign #5 (0)
- Campaign #7 (0)
- Campaign #8 (0)
- Mickaboo (Display Network) (0)
- Mickaboo (Search Network) (8)
- Thanksgiving campaign (0)

Show: All | Only those with ideas

Help Help Center ▾

Search help center Go

💡 Ideas: All online campaigns

We've analyzed your budget, keywords, and campaign performance to create a list of automated ideas, customized for your account. These ideas can potentially improve your campaign performance. Click an idea listed below to see its estimated impact. If you like an idea, you can apply it directly to your account. Ideas are refreshed every few weeks, so check back regularly. [Learn more](#).

Show ideas to meet this goal: Increase traffic ▾ Export all ideas to .csv

Keywords (2) Potential 1 week impact calculated for Jul 19, 2012 - Jul 26, 2012

Apply Now Run experiment Remove Export to .csv

Idea	Ad group	Campaign	Potential Cost	Potential Impr.	Potential Clicks	?
37 new keywords: tea, black tea, organic tea	Black tea	Sweet tea	+\$5.11	+ 261	+ 9	
8 new keywords: delicious tea, blooming tea, steeping t	Green tea	Sweet tea	--	--	--	

Show rows: 10 ▾ 1 - 2 of 2

Give feedback

Important note: These are automatically generated ideas, so please review all ideas carefully. We cannot guarantee that these ideas will improve your campaign performance. Keep in mind that you are responsible for the changes you make to your campaign and for making sure that your use of keywords does not violate any applicable laws, including any applicable trademark laws. For more details, please review our [Terms and Conditions](#).

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Before you apply a keyword idea, evaluate whether the potential clicks and impressions you could earn and the estimated cost of the idea meet your advertising goals. Also keep in mind that there's more to keywords than volume -- what's critical is their relevance to your products and services.

How to edit keyword ideas

Click the set of ad group ideas to see each proposed keyword. These new keywords are automatically set to use your ad group's default [cost-per-click \(CPC\)](#) bid and [destination URL](#). Click "Show settings" to see what's set for each keyword. In the drop-down menu for a particular keyword, just select "Use proposed CPC and URL" to see the automated bid values and URLs. You can also click these cells in the table to edit the settings in-line:

- Click the ad group cell to move that keyword into a different ad group.

Keyword ideas (8)

Home
Ideas
Campaigns
Analyze data
All online
Campaigns
Campaigns
Campaigns
Campaigns
Campaigns
Campaigns
Mickaboo
Mickaboo
Thanks
Show: All |
Help
Search help

Online campaigns > Mickaboo (Search Network) >
Ad group: Black tea

Review these keyword ideas and their potential impact. To add them directly to this ad group, select the keywords you like and click the 'Apply now' button.

100% organic tea

Top quality black tea leaves for a delicious cup of tea, hot or cold!
example.com

Enabled

Text ads (1 of 2)

Keyword settings Use default CPC and URL ▾ Hide settings

<input type="checkbox"/> Rating	Keyword	Estimated monthly searches	Competition	Ad group	Max CPC	Destination URL
<input type="checkbox"/>	organic tea				0.95	
<input type="checkbox"/>	blooming tea				0.95	
<input type="checkbox"/>	Silver steel				0.95	
<input type="checkbox"/>	darjeeling				0.95	
<input type="checkbox"/>	keemun				0.95	
<input type="checkbox"/>	nilgiri				0.95	
<input type="checkbox"/>	tibeti	12,100	<input type="text" value="0.95"/>	Black tea	auto: \$0.95	
<input type="checkbox"/>	nilgiri	6,600	<input type="text" value="0.95"/>	Black tea	auto: \$0.95	

Not ready? Run experiment.

Apply Now**Remove****Close****Export to .csv**

⚠ All unselected ideas will be discarded when you apply or save any ideas above. Before you apply or save any ideas, make sure you've selected all the ones you like.

Important note: We cannot guarantee that these keywords will improve your campaign performance. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws, including any applicable trademark laws. Please review our [advertising policies](#) before adding keywords; we reserve the right to disapprove any keywords you add.

- Click the max CPC cell to change that keyword's maximum bid. The proposed value and the ad group's default are both listed.

[Home](#)[Ideas](#)[Campaigns](#)[Analyze](#)[All online](#)[Campaigns](#)[Campaigns](#)[Campaigns](#)[Campaigns](#)[Campaigns](#)[Campaigns](#)[Campaigns](#)[Mickaboo](#)[Mickaboo](#)[Thanks](#)[Show: All](#)[Help](#)[Search help](#)

Keyword ideas (8)

Online campaigns > Mickaboo (Search Network) >
Ad group: Black tea

Review these keyword ideas and their potential impact. To add them directly to this ad group, select the keywords you like and click the 'Apply now' button.

100% organic tea
Top quality black tea leaves for a delicious cup of tea, hot or cold!
example.com

● Enabled

Text ads (1 of 2)

[Keyword settings](#) [Use default CPC and URL](#) [Hide settings](#)

<input type="checkbox"/> Rating	Keyword	Estimated monthly searches	Competition	Ad group	Max CPC	Destination URL
<input type="checkbox"/>	organic tea	5,400	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea		
<input type="checkbox"/>	blooming tea	2,900	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea		
<input type="checkbox"/>	Silver steed eyebrow	480	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	darjeeling	260	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	keemun	320	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	nilgiri	480	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	tibeti	12,100	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	nilgiri	6,600	<div style="width: 20%;"><div style="width: 100%;"> </div></div>	Black tea	auto: \$0.95	

Not ready? Run experiment.

[Apply Now](#)

[Remove](#)

[Close](#)

[Export to .csv](#)

⚠ All unselected ideas will be discarded when you apply or save any ideas above. Before you apply or save any ideas, make sure you've selected all the ones you like.

Important note: We cannot guarantee that these keywords will improve your campaign performance. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws, including any applicable trademark laws. Please review our [advertising policies](#) before adding keywords; we reserve the right to disapprove any keywords you add.

- Click the destination URL cell to enter a unique landing page URL for that keyword.

Keyword ideas (8)

Online campaigns > Mickaboo (Search Network) > Ad group: Adoption (Cockatiels)

Review these keyword ideas and their potential impact. To add them directly to this ad group, select the keywords you like and click the 'Apply now' button.

<input type="checkbox"/> Rating	Keyword	Estimated monthly searches	Competition	Ad group	Max CPC	Destination URL
<input type="checkbox"/>	organic tea	5,400	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	<input type="text" value="http://"/> Save Cancel
<input type="checkbox"/>	blooming tea	2,900	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	Leave blank to use ad's default URL.
<input type="checkbox"/>	Silver steed eyebrow	480	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	darjeeling	260	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	keemun	320	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	nilgiri	480	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	tibeti	12,100	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	
<input type="checkbox"/>	nilgiri	6,600	<div style="width: 20%;"> </div>	Black tea	auto: \$0.95	

Not ready? Run experiment.

Apply Now **Remove** **Close** **Export to .csv**

⚠ All unselected ideas will be discarded when you apply or save any ideas above. Before you apply or save any ideas, make sure you've selected all the ones you like.

Important note: We cannot guarantee that these keywords will improve your campaign performance. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws, including any applicable trademark laws. Please review our [advertising policies](#) before adding keywords; we reserve the right to disapprove any keywords you add.

Keyword ideas might use broad, phrase, or exact match. The match type is selected based on a variety of factors including the match types and traffic of your current keywords.

Keyword relevance

Review all ideas carefully before you apply them. Since these keyword ideas are automated, it's possible that you'll see some that aren't relevant or that don't suit your business goals. You can help us improve these ideas by clicking the face next to each keyword and reporting whether the keyword idea fits, isn't quite a fit for that ad group, or appears to be completely irrelevant. We'll use that feedback to improve the quality of these ideas for you.

Bid Ideas

This section refers to the ad group and keyword level bid ideas in the Opportunities tab. To model bids at a campaign or account level, use the [Campaign Bid Simulator](#).

Your **Opportunities** tab may show ideas for changing two types of CPC bids: maximum CPC bids at the keyword level and default CPC bids for an entire ad group. Ideas include increased bids (to help capture more clicks) and decreased bids (to help lower your costs). While we don't know enough about your advertising goals to make specific bid recommendations, we try to identify which of your keywords and ad groups seem to be good candidates for bid changes. You can use

the ideas to help make your bidding decisions.

Bid ideas related to your goal

The first step is to decide what your goal is so that you can see bid ideas related to this goal. You can select your goal -- "Increase traffic," "Maintain or decrease cost," or "Balance cost and traffic" -- from the drop-down menu at the top of your **Opportunities** tab. If you've already selected your goals, bid ideas focused on these goals will appear.

Types of bid ideas

- **Keyword bid ideas:** This type of idea shows changes to a keyword's maximum CPC bid. If you've selected the goal "Increase traffic" or "Balance cost and traffic," and your ad has the potential to appear above the Google search results rather than on the side of the page, we'll show you keyword bid ideas that might increase your top-of-page impressions.
- **Ad group bid ideas:** This type of idea shows changes to an ad group's default bid. If a keyword of a particular ad group already has its own bid, the keyword bid supersedes the ad group bid idea just as it would the ad group default bid.

Bid amounts and estimates

We use the **bid simulator** to estimate the cost, clicks, and impressions that the keyword or ad group could have received during a period of a week if you had used a different bid. When you click a bid idea, you'll see a range of bid amounts and the bid simulator's estimated impact of each. You can learn more below about the technical details of how bid ideas are selected.

The estimates you see are variations on your past performance and are not attempts to predict or estimate *future* performance. Also, traffic patterns are always subject to fluctuation, so keep in mind that your future performance is likely to shift over time. If you have reason to believe that next week's traffic will be significantly different from the last week's, such as for seasonal reasons, then it's a good idea to incorporate that information when you choose your bids.

Choosing a bid amount

The bid amount you decide to use is entirely up to you. When you click an idea, you'll have the option to choose from a range of bid amounts or to enter the amount of your choice. To decide on an amount, review the cost, click, and impression estimates.

- If you're *raising* a bid, consider whether the extra clicks and impressions are worth the potential added cost.
- If you're *decreasing* a bid, consider whether the saved cost is worth the potential loss of clicks and impressions.

Like all ideas we offer on the **Opportunities** tab, you should review bid ideas carefully. We suggest that you use the data we provide to gain insight into how different bids could affect your performance. Use that insight, along with other data (such as your [return on investment \(ROI\)](#)) to help you choose bids that will support your advertising goals.

If you don't feel comfortable with a certain bid change, you can easily remove it from your list of ideas.

If you don't see bid ideas

You won't always see bid ideas. Here are a few common reasons why you won't see a bid idea:

- The keyword or ad group doesn't have bid simulations available (such as its campaign isn't eligible for the bid simulator).

- A bid idea was recently applied to the keyword or ad group (we'll wait at least a week before showing another idea for that keyword or ad group).

Bid ideas are refreshed daily, so check the **Opportunities** tab regularly.

Budget Ideas

Your AdWords account shows budget ideas when a campaign is repeatedly meeting its daily budget. When your campaign is in this situation, your budget is limiting your potential traffic and clicks. Each budget idea shows a recommended daily budget for that campaign as well as the predicted impact of using that budget. These are the same budget recommendations as you sometimes see in your campaign settings.

Where to find budget ideas

- **Opportunities** tab: Click the ideas in the **Budgets** tab.
- **Campaigns** tab: Click the icon or the text "Limited by budget" in the Status column.

Budget ideas are only available for campaigns limited by budget, so you may not always see them in your **Opportunities** tab.

VIDEO

Potential impact of budget changes

With a higher budget, your limited campaign could gain additional impressions and clicks that it's currently missing. Once you click the idea, you'll also see a graph showing how that budget might perform for your campaign. For example, if you'd been using the proposed amount as your daily budget during the noted time period, we estimate that you could've received the number of clicks and impressions shown in the graph. Our system compares the proposed budget and your actual CPCs to see how many clicks could fit into this budget. Since we know how many Google searches are available for your keywords, and we know how often your ad impressions result in clicks (your clickthrough rate), we can estimate how many clicks you could receive using this budget.

Estimates are based on the past performance of your campaigns and aren't attempts to predict future performance. Google search patterns do fluctuate, so keep in mind that your budget needs are likely to shift over time. If you have reason to believe that future traffic will differ from past traffic, such as based on seasonal trends, then it's a good idea to consider that information before you apply a budget idea.

Choosing a budget amount

Click the budget idea to see a graph of various budget amounts and corresponding performance estimates. To help you choose an amount, consider whether or not the potential increase in clicks and impressions is worth the extra cost. Once you have an amount that you're happy with, click "Apply now" to change your campaign's budget.

When considering the recommended budget, you should also understand how we calculate this amount and what happens if you choose a lower budget.

Sitelinks Ideas

If you have ads that are eligible to show sitelinks (links to pages in your website), we may provide

this as another optimization idea in the **Opportunities** tab. As you add sitelinks to your campaign, we'll show you a preview of how these links could look in your ads. You can also check the "Potential impact" tab for details on how much uplift you might get by adding different numbers of sitelinks.

[Visit our ad sitelinks help article](#) for more information on how to write good sitelinks and where sitelinks appear in Campaign Management.

Call Extension Ideas

If you have ads that could benefit by showing phone numbers in the ad (also called call extensions), we may provide this as another optimization idea in the Opportunities tab. As you add call extensions to your campaign, we'll show you a preview of how these phone numbers could look in your ads. You can also check the "Potential impact" tab for details on how much uplift you might get by adding phone numbers (note that sometimes you may not see estimates; this happens if we don't have reliable estimates for your selection).

[Visit our call extensions help article](#) for more information on how call extensions work and where they appear in Campaign Management.

Notes on Applying and Saving Ideas

- To see ideas for a single campaign at a time, click a campaign name on the side navigation bar. The **All online campaigns** link will take you back to the page showing all available ideas for your entire account.
- You can click **Apply now** to immediately make the changes to your account.
- Or click **Save to pending changes** to review the changes again later before applying them to your account.
- When you apply or save any keyword ideas, all other keyword ideas in that ad group that are not selected will be discarded. So before you apply or save any ideas, make sure you've selected all the ones you like.
- If you don't like an idea, select the box next to the idea and click **Remove** to dismiss it entirely.

Remember that these are automatically generated ideas, so please review them carefully. If an idea doesn't seem relevant to your ad campaign or appropriate for your advertising goals, we suggest that you don't apply that idea. Also remember that we won't necessarily have ideas for every campaign at all times. If you don't see ideas, check back in a few weeks since ideas are periodically generated.

How the changes you apply go into effect

Applied changes usually take effect right away. As soon as you click one of the **Apply now** buttons on your Opportunities tab, all of the changes you've applied will immediately go into effect in your campaign. When you next visit your campaign page, you'll see it has been updated to reflect the changes you applied.

The one exception is with some keyword changes. All keywords have to comply with the [AdWords policies](#), so some new or edited keywords may need to await review and approval before they are

eligible to trigger your ad.

Tip

We recommend running the campaign with your changes for at least two weeks in order to see the impact of the changes on your campaign performance. This ensures that your ad groups accrue enough performance history to contribute to your keywords' Quality Score, position, and conversion rate. We also suggest you track the results of your changes using the [performance reports](#) in your Campaigns tab or one of our free reporting tools such as [conversion tracking](#) and [Google Analytics](#).

Also keep in mind that there's no automatic "undo" function on your Opportunities page. Once you decide to apply the proposed changes, there's no way to automatically revert back to your previous campaign.

However, you can make changes manually to your campaign at any time.

All of the approved changes that are applied to your campaign will be shown in your account's [My Change History](#). This can help you determine what has changed in your campaign. [Visit your Change History](#) now

Evaluating Ideas as Experiments

How you can monitor your experiments from the Opportunities tab

You can use the 'Experiments' table to monitor the performance of one or more experiments that you run on the keyword or bid ideas in the Opportunities tab. **Active experiments** metrics can help you determine whether to fully apply the ideas to 100% of your traffic or to delete them from your account.

Each active experiment is organized by campaign. In other words, keyword and bid ideas are put in the same experiment if they affect the same campaign.

Each row of an active experiment shows the experiment's performance and the percentage change. The percentage change compares 50% of your campaign traffic with the new ideas you enabled (the experiment) to the 50% of traffic without the new ideas enabled (the control). Let's say you run an experiment and your overall campaign earns 100 clicks. If 60 of those clicks are attributed to your experiment and the remaining 40 clicks came from your control, then you'll have achieved a 50% improvement when you compare your experiment to your original campaign.

You can use the percentage change to determine whether the positive, negative, or neutral impact of your experiment merits adopting these ideas or deleting them before the experiment ends. At the end of your experiment, AdWords promotes these ideas to 100% of your traffic if you haven't deleted the experiment from your 'Experiments' table.

Although you'll want to regularly monitor the results of your experiment over the period of time that it's active, it's best to wait for a few days after you've activated an experiment. Begin to interpret results after several days or a week so that your experiment has time to gather enough traffic that you can then evaluate.

What the experiments in the Opportunities tab are

Experiments in the Opportunities tab are based on the same technology as [AdWords Campaign Experiments](#) and let you evaluate any of the keyword and bid ideas in your account. When ideas are applied as experiments from the Opportunities tab, their settings only affect a *portion* of a campaign's traffic, allowing you to evaluate the impact of these ideas before their settings are applied to *all* traffic.

See the difference in performance with and without ideas

When you apply ideas as experiments, the changes in your keywords or bids affect only 50% of your traffic for the duration of the experiment. To help you compare the 50% of your campaign traffic with the new ideas you enabled (the experiment) to the 50% of traffic without the new ideas enabled (the control), you'll see the percentage change of impressions, clicks, CTR, average CPC, and cost in the 'Experiments' table of the 'Ideas' page. If you use AdWords Conversion Tracking, you'll also see the percentage change of conversions.

Run campaign-based experiments in your Opportunities tab

Experiments in the Opportunities tab are campaign-based such that all keyword and bid ideas that apply to the same campaign are grouped into a single experiment. You'll only be able to run one experiment per campaign at a given time, although a single experiment can contain multiple ideas.

Control when your experiments run

You can choose when to start and end the experiment as long as it runs for at least one week and doesn't exceed 90 days. Ideas are automatically applied to all traffic when your experiment ends, unless you take action by either canceling the experiment or applying it earlier than the end date. Cancel or apply active experiments from the 'Experiments' table in your Opportunities tab.

How you can apply ideas as experiments in the Opportunities tab

If you'd like to test the keyword and bid ideas in your Opportunities tab, follow these steps to set up an experiment:

- Choose a keyword or bid idea to test.
 - Select the checkbox next to the idea and click the **Evaluate ideas** button.
 - Or, click the idea to see details and select the 'Evaluate this idea' checkbox.
- Select a start and end date for your experiment. Choose an end date that is at least seven days from the start date, but no more than 90 days.

Monitor your performance from the **Experiments** table of the 'Ideas' page as long as it's active. You can cancel or apply an experiment to all traffic any time before the end date from the 'Experiments' table. If an experiment ends before you take action, the ideas will be automatically applied to all traffic.

AdWords sends an email reminder as a campaign maintenance alert for any active experiments that are approaching their end date.

To ensure that you receive this email, check that **Campaign maintenance alerts** is set to 'All' from the 'Notification settings' section under 'My account.'

What statistical significance means

Statistical significance means that it's unlikely that the outcome of an experiment is a chance event or accidental.

In the Opportunities tab, we report three different scenarios on the experiments that you run:

- **Green:** The percentage change is statistically significant and may have a positive impact on the campaign
- **Red:** The percentage change is statistically significant and may have a negative impact on the campaign
- **Gray:** The percentage change isn't statistically significant

If the percentage change in clicks, impressions, and other metrics isn't statistically significant, it's possible that the experiment didn't have an impact on your campaign.

If, near the beginning of your experiment, you see a change that matters to you but isn't statistically significant, let your experiment remain active for the 30 day trial period. This will give your experiment more time to accrue data such that the percentage change may or may not become statistically significant. Even statistically significant changes might not be important to your business, so consider these factors when you evaluate your results.

Campaign Bid Simulator

The Campaign Bid Simulator has similar functionality to the bid simulator that's currently available at the keyword and ad group level. But, using the Campaign Bid Simulator you can model and apply bid changes across your account and view details at the campaign level.

Here are a few benefits of the Campaign Bid Simulator:

- You can view bid changes in aggregate and model changes even when keywords or ad groups might not have enough data for this on their own.
- Bid scaling is available, so you can see what might happen if you increased or decreased all your bids by a specific percentage (10%, for example).
- Because campaign-level bid changes can increase traffic significantly, we'll tell you whether you need to increase your budget and, if so, what to change it to.
- You can model what happens if you changed all your bids in the campaign to a fixed value (if you choose to apply one of these campaign-wide bid changes, your ad group default bids will be changed to this fixed value, and your keyword-level bids will be erased).
- You can download the bid-simulation data at the account or campaign level.
- You can download an AdWords Editor-compatible file with the bid amounts to which ad groups and keywords must be set.

For information about how simulation data is calculated, see our article on [using the bid simulator](#).

The "Analyze competition" tool

On your **Opportunities** tab, there's an "Analyze competition" link in the side panel. You can use this feature to see how you're performing compared to other advertisers and make more informed decisions about which types of optimization changes are right for your account.

Watch a video about this feature

Here are some of the key benefits of having competitive data:

- Understand whether your performance is in the normal range for advertisers like you.
- Identify areas of your performance that might be improved by optimization changes.
- Explore new opportunities to grow your account and become more competitive in your market.

How it works

On the "Analyze competition" page, discover whether your performance is below, at, or above average for advertisers like you. Here's how:

1. Choose a metric.

You can compare your performance in terms of impressions, clicks, clickthrough rate (CTR), and average position. Choose one of these metrics to focus on first, though we encourage you to later review all of the metrics to get a comprehensive idea of your performance.

2. Review each category.

You'll see a list of categories in which we think you're advertising based on your keywords and other factors. By using categories, we can benchmark your AdWords performance against that of other advertisers who advertise similar products or services. For each category shown, your ads have appeared for searches on that topic. If a category is blue, you can click it to explore sub-categories within that topic.

See search terms from each category

You can see the Google search terms that triggered your ad for each of the most specific sub-categories in your account. Click a category name to see more specific sub-categories. When the category name is no longer a link, you know you're at the most specific sub-category -- this is where you'll see a **See Search Terms** link that leads to a list of actual searches that are identified as relevant to that category. If you don't think that the category is appropriate for you, consider adding negative keywords or refining your existing keyword list to help prevent your ad from showing on those irrelevant searches.

3. Review the data for the metric you selected.

There are two sections of data, each with their own way of comparing data:

- The "**competitive range**" shows how your performance compares to that of all other advertisers in the category. The range of performance is broken into five segments, so you'll see if you perform in the top portion of advertisers, the bottom portion, or somewhere in between.

- The **bar graph** shows how you compare to the advertisers who perform in that same range for the metric you've chosen to look at.

To see a more specific analysis, there are several ways to further refine the data you see:

- Narrow down the category you're viewing by clicking the category name.
- See data for just one of your campaigns or ad groups by selecting it from the list in the side panel.
- See data from competitors targeting a specific region. Click the **Filter competition** button above the table, select which location you'd like to see data from, then click **Apply**. Your performance will be compared to advertisers in the category whose ads were targeted to that location.

4. Consider where you'd like to improve.

Use this data in conjunction with other reports and statistics to understand if changes are right for your campaigns. If you think that you can gain some competitive advantage with keyword, bid, or budget changes, click the **Explore ideas** button to see some customized ideas for your ad groups and campaigns.

It's important to remember that it's not always a bad thing to compete below your competitors for a certain metric. Based on your specific advertising goals, make sure to focus on the metric that best reflects what success means to you.

What data you can see about your competitive performance

Here are a few additional details about what kind of data you'll find.

Metrics

You can choose which metric you'd like to use to compare your performance.

- **Impressions:** The number times your ads were shown for searches in that category
- **Clicks:** The number times your ads were clicked during searches in that category
- **Clickthrough rate (CTR):** The number times your ads were clicked divided by the number of times your ads were shown
- **Average position:** The average slot (between 1-8) where your ad was shown for searches in that category (a lower slot number is a higher position on the page)

Basics about the data

- **Anonymous data:** Know that the competitor performance data that you see is aggregated and averaged, so all performance data is anonymous. You won't be able to know exactly who is in the auction with you, but you will be able to see how you're performing compared to your general competition.
- **Search performance only:** The analysis only uses your performance data from Google search and the Search Network. Your performance on the Google Display Network isn't taken into account.
- **Time range:** The data used in competitive analysis is refreshed once a week so that you'll

always see relatively current data. The time range above the table shows the dates that are included in your performance data.

Comparison data

Here's a bit more about the two ways we compare your performance data to that of other advertisers:

- **Competitive range** (*shown in the five-section panel*)

The panel of competitive ranges shows how your performance compares to that of all other advertisers in the category. For each category, we create a histogram that shows the distribution of performance levels across all advertisers in the category. We then break the histogram into ranges.

- **Your range:** The range of performance is broken into five segments, so you'll see if you perform in the top portion of advertisers in the category, the bottom portion, or a range in between. For example, your range might be 21-40% or 90-100%.

- **Detailed comparison data** (*shown in the bar graphs and hover-over panel*)

The bar graph and accompanying data show how you compare to just those advertisers who perform in the same range for the metric you've chosen to look at.

- **Bottom of range:** For the metric you've chosen, this is the lowest recorded statistic within your range. If you're looking at CTR, for example, this statistic will show the lowest CTR in that category for all advertisers in your range.
- **Median:** This is the number that falls in the middle of your range, meaning that there is an equal number of advertisers above and below this number within your range.
- **Average:** This is the sum of all statistics in your range, divided by the total number of advertisers in that range.
- **Top of range:** This is the highest recorded number in your range. If you're looking at clicks, for example, this statistic will show the highest number of clicks in that category that was received by an advertiser in your range. If you see "n/a" for the highest range, it means that we've omitted the statistic to protect the identity of the individual advertiser.

Who you're compared to

There are several sets of advertisers who you're compared to: those in your advertising category and then, within that group, those who have performed similarly to you. Here are the details of how we determine these groups.

1. Advertising categories

For the competitive range data (shown in the five-section panel), you'll be compared to all other advertisers in that category.

First, we analyze your performance in comparison to all other advertisers that we think are in the same category as you. Categories are themed groups that generally describe what we think is the subject of your advertising.

How to narrow down the category

If a category is blue, you can click it to explore more specific sub-categories within that topic. There are five levels of categories, each level being more specific than its parent. For example, the top-level category "Computers & Consumer Electronics" has the sub-category of "Computers" which in turn can be narrowed down even further to "Laptops" and so on.

How categories are formed

We reviewed all of the search terms that have triggered any AdWords ad. From that information, our machine-learning algorithm identified themes and used them to create a set of 7000 categories (with about 50 top-level categories) that are related to the products and services that we've seen from our advertisers. In addition to these search queries, we look at other signals like your ads' landing pages, keywords, and ad text when categorizing each ad group. It's possible that the chosen categories are ambiguous for a search term (for example, "apples" could be categorized as "Computers & Consumer Electronics / Computers" or as "Food & Groceries / Food / Produce / Fruit"). In this case, we use the context of the ad group, campaign, or account to influence which category that search term should be assigned to for the particular advertiser.

A few more details about categories:

- We compute benchmarks for each category in each country so you can see how targeting affects the market.
- All keywords that don't fit into one of these categories are aggregated into a section called "**Uncategorized**." This is essentially an "other" bucket for performance data that doesn't fit into one of the defined categories.
- We'll show a category if you've had at least one impression in the last two weeks in a category that we think that you're advertising in.

2. Similar advertisers

For the detailed comparison (shown in the bar graphs), you'll be compared to a narrower set of advertisers: only the advertisers in that category who performed in the same range as you did.

Within the group of advertisers from your category, we identify those that have performed similarly to you. We use this subset of advertisers to create the bar graphs and accompanying data. This way, you can see how you compare to just those advertisers who are similar to you and are likely to have a similar budget and scope of advertising.

How you should use the "Analyze competition" data

Competitive benchmarks give you a unique view of your advertising ecosystem, helping you make more informed account optimization decisions based on your performance in the market. While this data can be illuminating and powerful, it's important that you use it as another piece of information to hone your advertising strategy.

Know your goals

Like with all automated ideas and analyses, it's important that you know your advertising goals and only make changes that can contribute to those goals.

- **Look at the right metric.** Based on your specific advertising goals, make sure to focus on the metric that best reflects what success means to you. If you value clicks and traffic to your website, for example, you might not need to worry about how you compete in average position.
- **Filter the data.** If you care most about your success in a certain location or from a certain campaign, focus on just that data. Click a campaign or ad group to hone into its performance. Click the **Filter competition** button above the table to see data from competitors in your region only.
- **Winning isn't everything.** It's important to remember that it's not always a bad thing to compete below your competitors for a certain metric. Sure, it's tempting to want to beat all your competitors in every metric, but make sure to focus on areas that you value the most and pay less attention to areas that don't affect your goals.

Understand the data

- **If you perform below your competitors:** If you're performing below your competitors for a metric that you value, consider making improvements to your campaigns. Click the **Explore ideas** button to get ideas on how to improve your performance. While you consider improvements, it's important to understand the cost of each of the changes you make in your account. Some changes can get you more traffic or better competitive performance, but it's up to you to decide if that boost adds sufficient value to your business.
- **If you perform in the middle:** Continue to monitor the competitive analysis to see if you stay in the middle. Since your performance is probably close to the norm, use other indicators to judge whether you are meeting your advertising goals. For example, review your conversion data to see if your performance is yielding the number of sales or leads that you'd like.
- **If you perform much better than your competitors:** Make sure that you compare your performance for every metric. For example, you might lead the pack in impressions, but perform below average in clicks. Decide which metrics are most important to you and then aim to perform above average in those comparisons. You also want to consider the value you receive from performing well in one area. For example, if you outperform everyone in clicks but receive many valuable sales from those clicks, it doesn't really matter how your competitors perform.

Improve your campaigns

After reviewing the data and considering your goals, you might decide that you want to improve your performance in a certain area. If you think that you can gain some competitive advantage with keyword, bid, or budget changes, click the **Explore ideas** button to see some automated ideas for your campaign.

You can also follow some of our optimization tips to improve your performance in a particular area.

- **Clicks:** You might get more clicks by adding keywords, improving your ad text to make it more compelling, increasing your bids to help your ad show in a higher position, and

increasing your budget so that your ad can show more often.

- **Impressions:** If your goal is to have more ad views, consider adding relevant keywords so that your ad can show for a wider range of searches, expanding your targeting to help reach more customers, or increasing your budget so that your ad can show more often. [See more tips for increasing impressions](#).
- **CTR:** For better clickthrough rate, focus on improving the quality of your ad text, ensuring the relevance of your keywords, and organizing your campaign into tightly themed ad groups. [See more tips for improving CTR](#).
- **Ad position:** A better Quality Score can help improve your ad position, so consider increasing the relevance of your keywords and ads. Higher bids might also improve your ad position. [See more tips for improving ad position](#)

VIDEO

updated 03/19/2013

About Campaign Experiments

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2385204&topic=2795913&ctx=topic&path=2795276-2792638>

March 30, 2013

AdWords Campaign Experiments allow you to test changes to your account on a portion of the auctions that your ads participate in. Like putting a bit of hot sauce on just part of your meal, Campaign Experiments give you a taste of the results so you can figure out whether you want to pour on the heat! This way, you can test changes to your keywords, bids, ad groups, and placements.

The results from experiments can help you make better decisions and help you increase your return on investment.

How experiments work

When you create an experiment, you decide what sort of change you want to test -- new keywords, a higher bid, new ads, or different placements, for example. Then, you decide what percentage of your auctions should have this experimental change. Keep in mind that AdWords experiments are random-auction, meaning every time a user conducts a search on Google.com or our Search partners, or a new user loads a webpage on our Content partners, we'll randomly decide to make either your control or experimental split active for the auction (based on the percentage you set within experiment settings).

After the experiment has been running for a short while, you can view the results on any page you normally use to view your campaigns and ads. These pages will also let you know if your experimental changes are performing significantly better or worse than the ads without changes.

At any point, you can choose to end the experiment, cancel the experimental changes, or enable the experimental changes for all relevant ad auctions.

Example

Let's say you're advertising in your city for hot sauce, and you're wondering if you should increase your bids to get more traffic. You'd like to see how such a change would affect your auctions, but a spicy food festival is scheduled to start in your city just two days from now.

If you simply raise your bid and you see that your clicks and impressions increase substantially, you won't know whether that increase came from the changes you made to your bid, or if the increase occurred because there are more people who love habaneros in town.

However, you can set up a campaign experiment to simultaneously use two different bids on the same keywords -- a portion of your auctions will use one bid and the rest will use another bid. This means that when you look at the performance of these two bid sets, the only significant difference will be the bid amount. You'll then be able to tell if the increased traffic was the result of your higher bid or just an unrelated upswing in interest in hot sauces.

Common goals and elements of experiments

While your experiment goal will depend on your business, some common goals for advertisers include:

- Increasing conversions
- Increasing clicks or impressions
- Improving return on investment
- Improving campaign quality
- Improving ad text

To experiment with these goals, here are some things you can test:

If using the Google Search Network

- New keywords
- New ad text
- New ad groups
- Negative keywords at the ad group level
- Most keyword match types
- Ad group default bids, including max CPC
- Max CPA if campaign is using Conversion Optimizer
- Keyword insertion

To test some of these elements, you might need to copy an ad group first.

If using the Google Display Network

- Bids on managed placements
- Additional placements
- Additional keywords for contextually-targeted ad groups
- New text ads or display ads
- New ad groups
- Ad group default bids, including max CPC and max CPM
- Max CPA if campaign is using Conversion Optimizer
- Remarketing options
- Site exclusions

To test some of these elements, you might need to copy an ad group first.

Things you can't test

Any campaign settings you choose for your campaign while running an experiment will apply to the entire campaign, not just your experiment or control group. This means you essentially can't test:

- Targeting of any kind, including geographic targeting, language targeting, network targeting, and device targeting
- Bidding features
- Daily budget
- Ad extensions
- Ad scheduling
- Frequency capping
- Negative keywords at the campaign level

In addition, you can't set up experiments with automatic bidding or enhanced CPC because these features work on the campaign level. You'll need to disable these features to run an experiment, and you won't be able to turn them on for any campaigns that are already running an experiment.

Costs of experiments

While campaign experiments don't cost anything to enable, experiments are treated as changes to your account and will be billed like any other campaign. If you raise your bid, for example, you'll need to pay the costs associated with using that increased bid for whatever portion of traffic it affects.

Success stories

Here are stories of two companies that used campaign experiments to improve their business goals:

Belnick Inc.

Belnick Inc. (www.bizchair.com) tested their ad creatives and increased their conversion rate by 50 percent. They also reduced their cost-per-conversion by more than 50 percent.

[See the case study](#)

SEER Interactive

SEER Interactive ran a landing page experiment for WisdomTree® and saw a conversion boost of 400 percent.

[See the case study](#)

Campaign experiments and Quality Score

Campaign experiments influence your Quality Score for any keywords involved in your experiments.

Running an experiment might negatively impact your Quality Score in the short-term because you might test ads or bids that perform worse than your current ads or bids. However, in the long term, running an experiment and finding high quality ads or a better bid should raise your quality score, making up for this short-term drop in performance.

Campaign experiments and AdWords Editor

Some aspects of campaign experiments can be managed through AdWords Editor.

What you can do through AdWords Editor

- Download existing experiments
- Change experimental bids
- Apply and edit an experiment status (e.g. "control only", "experiment only", "control and experiment") at the ad group, ad, or keyword level
- Apply and edit a default max. CPC, Display Network max. CPC, or max. CPM bid multiplier at the ad group level
- Apply and edit a max. CPC bid multiplier at the keyword level
- Change the maximum CPC bid and destination URL, add new keywords, change keyword text, and change keyword match type
- Download and upload experiment status and bid multipliers in CSV and XML

What you cannot do through AdWords Editor

- Create, pause, or delete a campaign experiment
- Display segmented statistics for experiment and control groups

Campaign experiments and bid management tools

Not all bid management tools can be used to work with campaign experiments. Let's say you use tools that aren't set up for experiments. You change your bid on a keyword that has an experimental bid and is active in both control groups and experiment groups. The result is that the bid change will be applied to the control group, and the experimental group will be changed a certain percentage that you previously set.

If you make changes to a keyword that has no experimental bid and is active in both the control and experiment groups, the bids will update normally. Similarly, if you make changes to a keyword that's active only in either the control or experiment group, the bid will update normally.

If your bid management software hasn't yet fully integrated with AdWords Campaign Experiments, we suggest contacting your software provider for more information.

Campaign experiments and bid multipliers

Advanced ad scheduling bid multiplier is applied at the campaign level, so this multiplier is applied first. If you've made any experimental bid changes in your campaign experiment, those will be applied second.

Example

Let's say your ad group level default bid is \$1.00. On Tuesdays, you have advanced ad scheduling applying a bid multiplier of 50 percent, so all day Tuesday, your bids are \$1.50. You then turn on an experiment for this campaign with an experimental bid of +10 percent. On Monday, and Wednesday through Sunday, your bids will be \$1.00 in the control group and \$1.10 in the experiment group. However, on Tuesdays your bids will be \$1.50 in the control group and \$1.65 (+10 percent of \$1.50) in the experiment group.

updated 03/16/2013

Set up experiments

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375383&topic=2795913&path=2795276-2792638&ctx=leftnav>

March 30, 2013

Some advertisers may see different options in their campaigns' settings tabs. This is because different campaign types support different features. If you can't locate the options below, learn how you can [switch campaign types](#) to see them.

You can run one experiment per campaign at a time, testing the performance of different keywords, ads, and ad groups. Your experiment can include existing keywords, ads and ad groups, new keywords, or both. When you set up your experiment, you can choose how long you want it to run and what percentage of searches will see your experimental changes. Whether you want your experiment to start on a scheduled date or start manually is up to you.

Creating an experiment and setting its scope and duration

To set up an experiment, start by defining the experiment's name, how much of your traffic should see your experimental changes, and how long your experiment should run:

Choosing your experimental changes

You can make up to 1,000 experimental changes to your campaign's keywords and bids. You can also define entire ad groups to be a part of an experiment and set an experiment bid for the ad group.

Make sure that the settings for your keyword or ad are the same as the settings for the ad group they're in – otherwise, they won't show. For example, if an experiment-only keyword or ad is in a control-only ad group, it will receive no impressions. To receive impressions, the experiment-only keyword or ad will need to be in an ad group set to either experiment-only or experiment and control.

Selecting existing keywords, ads, or ad groups for your experiment

By default, existing keywords, ads, and ad groups will appear in both your control and experiment groups. If you want existing keywords, ads, and ad groups to appear in just your control or experiment groups:

Try it now

[Adding new keywords to your experiment](#) [Adding a new ad group to your experiment](#) [Making experimental bid changes to keywords](#) [Making experimental bid changes to ad groups](#) [Making experimental changes to your ads](#)

Tracking your experiment traffic

If you have Google Analytics or use other traffic tracking, you can add a [ValueTrack tag](#) to your keyword's or ad's tracking destination URL to see whether a click is coming from the experiment or control split.

For example, If your web site is www.example.com, you can change the destination URL for keywords or ads in your experiment to www.example.com?type={aceid}.

A number corresponding to either the control ID or the experiment ID will show in the referral URL in your weblogs or within your tracking software. When you first create an experiment in your campaign, you can find your experiment and control IDs for your experiment in the My Change History tool. These will be the same IDs that are referred to in your ValueTrack tag.

Starting your experiment

If you didn't set a start date for your experiment, you'll need to start it manually:

[Try it now](#)

Next steps

- [Monitor your experiments.](#)
- [Make account changes based on experiment results.](#)

updated 03/16/2013

Monitor your experiments

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2375390&topic=2795913&path=2795276-2792638&ctx=leftnav>

March 30, 2013

Once your experiment is running, you can begin viewing data for your experiment within your campaign and compare it to your control data. You'll find arrow icons in your account performance data that'll help you figure out how certain you can be that the change in data is due to the changes you've made. You can also download your data or set up your account so that people you choose can receive regular emails with the experiment report.

Viewing your campaign data during experiments If you can't see your experiment data

Make sure:

- Your date range includes time when your experiment was running.
- The ads in your experiment have been approved to show.
- That any experimental bids are above first page bids.

Understanding the experiment report

If your experimental data is statistically significant, meaning that it's likely that any differences in performance aren't due to chance, we'll display an up arrow or down arrow next to that data depending on whether your performance has increased or decreased. As many as three arrows can appear in the same direction, and the more arrows in the same direction, the more statistically significant the results are. One arrow means that we're 95 percent certain that the change is not due to chance, two arrows means we're 99 percent certain, and three arrows means we're 99.9 percent certain. Two gray arrows in opposite directions mean the results are not statistically significant.

The more statistically significant the results, the more likely that the results you see in your experiment will continue if you apply these experimental changes. The more traffic you have on a keyword, ad, or ad group, the faster you're likely to get statistically significant results.

VIDEO

AdWords Campaign Experiments: Understanding your experiment results and statistical significance

Understanding your experiment's results

How you read the results of your experiment directly relates to what your advertising goal is and how you operate your business. For example, a higher clickthrough rate might not be worthwhile for you if you haven't seen an increase in conversions on your website. Conversely, a higher average CPC might be worth the extra cost if you're attracting more high-quality clicks.

Here are some general tips for evaluating your experiment's results:

1. Evaluate your campaign as a whole

Even if the performance of particular keywords, ads, or ad groups declined, you might be

doing better overall in your campaign – or vice versa. For example, you could have been using keywords that were competing with each other for the same traffic – having multiple keywords with lower clickthrough rates could mean more traffic for other, perhaps less expensive, keywords in your campaign.

2. Statistical significance doesn't necessarily mean it's important

For example, you can have a clickthrough rate in your experiment that has three upward arrows next to it – meaning its performance compared to your control is almost certainly not due to chance – but the rate might only be 0.01 percent higher, a trivial amount to you. Moreover, maybe your advertising goals center more around average CPC or impressions than clickthrough rate.

3. Choose a longer time frame

Try to look at larger time periods in one-week chunks, instead of one day at a time. This will help you get a bigger picture of the data that's less affected by the fluctuations in traffic caused by the day of the week.

4. Wait for experiment results to become significant

Some things just take more time to develop. That's why making conclusions based on results that are not statistically significant can be misleading or just plain incorrect. Because larger date ranges include more data, you're more likely to see subtle variations the longer you wait.

Understanding differences in impressions between control and experiment groups

Even if you create an experiment that uses 50 percent of your auctions for experimental changes and 50 percent for your control, these groups might get different amounts of impressions. This can happen because the performance of keywords, ads, ad groups, and bids might be causing fewer or more impressions.

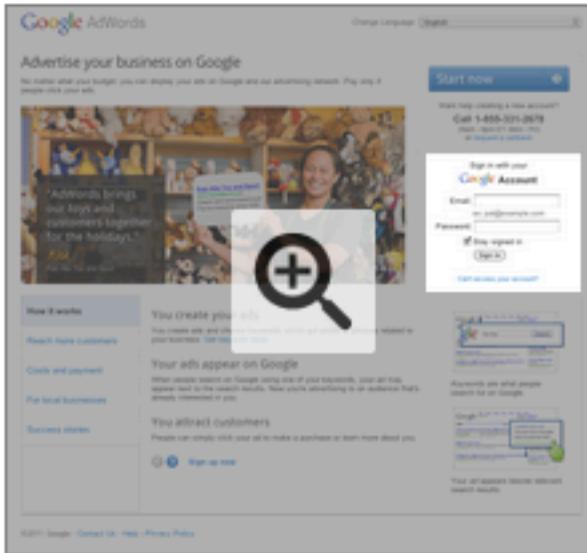
For example, if you create an experiment with an experimental bid that's 50 percent higher than your bid in your control group, that higher bid might result in your ad receiving many more impressions because it's winning more auctions.

Downloading your experiment report and scheduling regular email reports Ending your experiment

– Downloading your experiment report and scheduling regular email reports

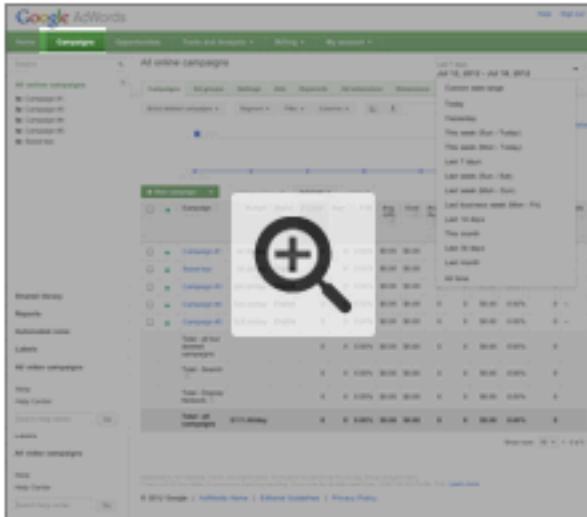
You might want to download a report from a current experiment or have emails sent to people regularly with your experiment results:

1. Sign in to your AdWords account at <http://adwords.google.com>



Sign into your account

2. Click Campaigns.



Go to the Campaigns tab

3. From the **Segment** menu, click **Experiment** to show the control and experiment details for each campaign.

The screenshot shows the Google AdWords interface. The left sidebar lists various campaign types: All online campaigns, Ad groups, Campaigns, Creative sets, Labels, and Video campaigns. The 'Experiment' option under 'Campaigns' is highlighted with a large black circle and a magnifying glass icon. The main content area displays a table of data with columns for Date range, Clicks, Impressions, CTR, Avg. position, and Avg. cost per click. The table includes rows for different experiments and controls, such as 'Control A', 'Experiment A', 'Control B', and 'Experiment B'. At the bottom of the page, there is a link to 'Negative keywords'.

Display both your control and experiment data

4. Click the download button.

The screenshot shows the Google AdWords interface with the 'Download and activate report' dialog box open. The dialog box contains instructions: 'Download the table statistics below as a report. This can also refresh the report by automatically updating it in the future, using the same settings, conditions, and date range.' It includes sections for 'Report name' (set to 'Campaign report'), 'Campaigns' (selected 'Ad group'), 'Segments' (selected 'All'), and 'Download and activate report' (checkbox checked). Below the dialog box is a table with the same data structure as the previous screenshot, showing experimental results across multiple campaigns. The bottom of the page features a footer with links to 'Help Center', 'Privacy Policy', and 'Terms of Service'.

Download your experiment data

5. Give your report a name.

The screenshot shows the Google AdWords interface with the 'Reports' section selected. A modal dialog box is open over the main content area, titled 'Download and schedule report'. It contains fields for 'Report name' (set to 'Campaign report'), 'Segment' (set to 'All'), and 'Format' (set to 'CSV'). Below these are buttons for 'Print' and 'Download'. To the right of the dialog, there is a section titled 'Customize options' with three checkboxes: 'Show me - I understand the data in my table and report?', 'How do I view reports in other formats?', and 'How can I learn about recent reporting changes?'. The main content area displays a table titled 'All online campaigns' with columns for 'Name', 'Type', 'Status', 'Avg. Clicks', 'Avg. Clicks', 'Avg. Clicks', and 'Avg. Clicks'. The table lists several campaigns, each with a green checkmark icon. At the bottom of the table, there are summary rows for 'Total: all selected campaigns', 'Total: All', 'Total: Campaigns', and 'Total: All campaigns', followed by a total row for 'Total: All campaigns'.

Name the data file

6. Select what format you'd like for your report.

This screenshot is identical to the one above, but the 'Format' dropdown in the 'Download and schedule report' dialog box has been changed from 'CSV' to 'HTML'. The rest of the interface and the data table remain the same.

Choose the format of your data report

7. Choose which segments you'd like to apply to your report. You can use this to evaluate data from a certain time period, or to look at just a subset of your data.

The screenshot shows the Google AdWords interface with the 'Download and schedule report' dialog box open. The dialog box contains fields for 'Report name' (set to 'Campaign report'), 'Format' (set to 'CSV'), and 'Email and schedule' options. Below the dialog is a table titled 'Campaigns' showing various campaign details like name, status, and budget. At the bottom of the page, there's a note about reporting changes and links to AdWords Home, AdWords Support, and Privacy Policy.

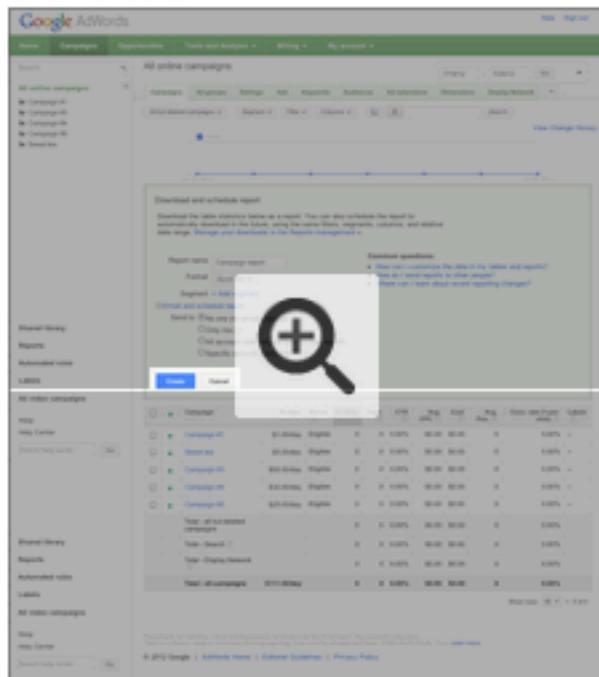
Select which data you'd like to see

8. If you want to email reports, click **Email and schedule report**. You can then specify who should receive the report and how often they should receive it.

This screenshot is identical to the one above, showing the 'Download and schedule report' dialog box over the AdWords interface. The dialog box is set to 'Email and schedule' mode, and the main view shows the same 'Campaigns' table and reporting notes as the previous screenshot.

Select if you want emailed reports

9. Click Create.



The screenshot shows the Google AdWords dashboard. A modal window titled "Create your report" is open in the center. It contains a search bar with a magnifying glass icon and a list of report types. Below the list is a table with columns: Report name, Campaign, Status, Type, Start date, End date, and Last updated. The table lists several campaigns, each with a status of "Active" and a start date of "2012-08-01". The last row shows "Total campaigns" with a count of 2011. At the bottom of the modal, there are "Create" and "Cancel" buttons.

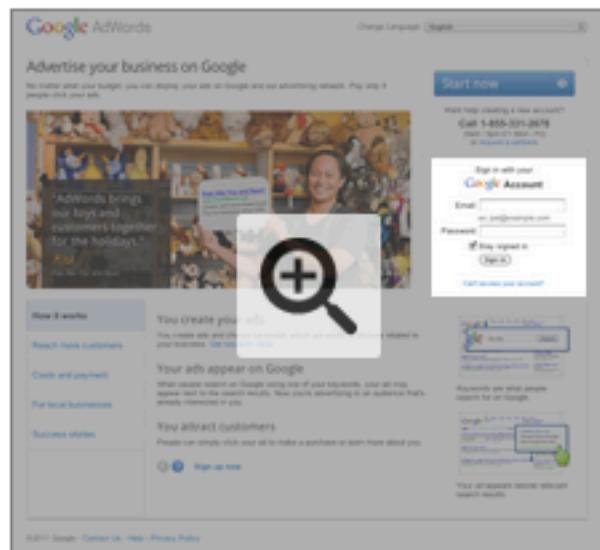
Create your report

Try it out

— Ending your experiment

You can stop your experiment at any time:

1. Sign in to your AdWords account at <http://adwords.google.com> ↗



The screenshot shows the main landing page of the Google AdWords website. It features a large banner with the text "Advertise your business on Google" and a "Start now" button. Below the banner, there are several sections: "How it works", "Reach more customers", "Costs and payment", "For local businesses", and "Success stories". On the right side, there is a sign-in form for a "Google Account" with fields for "Email" and "Password", and a "Sign in" button. There is also a "Forgot password?" link and a "Create a new account?" link. The bottom of the page includes a copyright notice for 2011 Google and links for "Contact Us", "Help", and "Privacy Policy".

Sign into your account

2. Click Campaigns.

The screenshot shows the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns' (which is highlighted in green), 'Opportunities', 'Tools and Analytics', 'Billing', and 'My account'. The left sidebar has sections for 'Shared library', 'Reports', 'Automated rules', 'Custom alerts', 'Labels', 'All video campaigns', 'Help', and 'Help Center'. Under 'All active campaigns', there are two entries: 'Campaign A1' and 'Campaign B1' (both under 'Experiments'), followed by 'Sweet tea' and 'Sweet tea'. The main content area is titled 'Campaign settings' for 'Campaign: Sweet tea'. It contains tabs for 'General', 'Locations and languages', 'Networks and devices', 'Building and budget', 'Ad extensions', and 'Advanced settings'. A large 'Experiment' section is prominently displayed, featuring a magnifying glass icon over a plus sign. Below this, there's a yellow box with instructions for running an experiment, followed by a 'Campaign experiment' section with fields for 'Experiment name' (set to 'Sweet tea'), 'Experiment start date' (set to '2013-08-01'), 'Experiment end date' (set to '2013-08-15'), and 'Experiment test duration' (set to 'None').

Go to the Campaigns tab

3. Click on the campaign whose experiment you want to stop.

This screenshot is nearly identical to the previous one, showing the Google AdWords interface with the 'Campaigns' tab selected. The left sidebar shows 'All active campaigns' with 'Campaign A1' and 'Campaign B1' under 'Experiments', and 'Sweet tea' selected. The main content area displays 'Campaign settings' for 'Campaign: Sweet tea'. The 'Experiment' section is visible, showing the same configuration as the previous screenshot: 'Experiment name' set to 'Sweet tea', 'Experiment start date' set to '2013-08-01', 'Experiment end date' set to '2013-08-15', and 'Experiment test duration' set to 'None'.

Select your experimental campaign

4. Click Settings.

The screenshot shows the 'Campaign settings' page in Google AdWords. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Keywords', 'Tools and analysis', 'Billing', and 'My account'. Below the navigation is a sidebar with links like 'All active campaigns', 'Campaign A1', 'Campaign B1', 'Search terms', 'Block list', and 'Custom lists'. The main content area is titled 'Campaign settings' and contains sections for 'General', 'Locations and languages', 'Advanced settings', and 'Budget and budget'. In the 'Advanced settings' section, there's a large button labeled 'Experiment' with a magnifying glass icon. Below this button is a yellow box containing text about ways to run an experiment, followed by four numbered steps: 1. Specify experiment settings, 2. Make experimental changes to bills, keywords, ad groups, and ads in your campaign, 3. Change experiments at groups, ad sets, 4. Start experiment. At the bottom of the 'Advanced settings' section, there are tabs for 'Not started', 'Not running experiment', 'Make recent changes', and 'Delete recent changes'. Under 'Not running experiment', there are three options: 'None', '100% control & 0% experiment' (selected), '100% - The experiment will start immediately', and '100% - 50% from now'. The status 'Experiment not modified' is shown as 'None'.

Open the experiment section

5. Under "Advanced settings" near the bottom of the page, click **Experiment** if the experiment section isn't open.

This screenshot is identical to the one above, showing the 'Experiment' section in the 'Advanced settings' part of the 'Campaign settings' page. The 'Experiment' button is highlighted with a red box. The rest of the interface, including the sidebar, main sections, and status information, remains the same.

Select whether to keep or discard experimental changes

6. Click Stop running experiment.

The screenshot shows the Google AdWords interface. In the center, there is a large white box with a black magnifying glass icon and a plus sign inside it. Below this icon, the text reads: "Select whether to keep or discard experimental changes". At the bottom of this box, there are three buttons: "Keep changes", "Apply changes later", and "Discard changes". Above the main content area, there is a yellow banner titled "Steps for running an experiment" with the following steps: 1. Identify experiment settings, 2. Apply experimental changes to keywords, ad groups, and ads in your campaign, 3. Start experiment. As traffic accumulates, statistically significant differences may emerge, 4. Evaluate experiment. Apply changes later to reverse changes. At the very bottom of the interface, there is a footer with links: "Help", "AdWords Home", "AdWords Support", and "Privacy Policy".

Select whether to keep or discard experimental changes

Try it out

When you stop your experiment, your campaign will keep your experiment data unless you delete or apply the experimental changes. However, your experimental changes will no longer affect your keywords, ads, campaigns or bids.



Next step

- Make account changes based on experiment results.



updated 03/16/2013



+1 Recommend this on Google

Using custom ad scheduling

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2404244&topic=2795914&ctx=topic&path=2795276-2792638>

March 30, 2013

Some advertisers may see different options in their campaigns' settings tabs. This is because different campaign types support different features. If you can't locate the options below, learn how you can [switch campaign types](#) to see them.

Timing is everything, so you want to make sure your customers are awake and online to see your ads. By default, your AdWords campaigns are set to "Show ads all days and hours," which means that we'll automatically try to spend your entire daily budget during each calendar day that your ad is active.

But if you want to reach your customers within a special "window of opportunity," then ad scheduling is for you. It lets you specify certain hours or days of the week when you want your AdWords ads to show. Note that ad scheduling won't change your overall daily budget -- we'll try to spread the spending evenly across any segments you've scheduled in that calendar day.

If you're running an [enhanced campaign](#), you can [set bid adjustments](#) to increase or decrease your bids for specific days, times, and more, and view reporting from the **Ad schedule** subtab in your campaign settings. Any legacy [campaign type](#) other than "Standard" can also set ad schedule bid adjustments. You'll find instructions below for both enhanced and legacy campaigns.

Example

Suppose you run a dog-sled touring business in Alaska. By viewing your "Hour and day of the week" performance on the **Ad schedule** subtab, you've noticed that your ads get the best results between 8 and 11 a.m. on Tuesdays, when *Extremely Cold Places* is playing on television. You decide to adjust your ad schedule so that on Tuesdays, your ads only appear during that time.

Create an ad schedule for an enhanced campaign

Here's how to schedule your ad to run at specific times and days:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be scheduled.
4. Click the **Settings** tab, then click the **Ad schedule** subtab.
5. Click the **Edit ad schedule** button.
6. Make your selections for specific days and times.
7. Click **Save**. You'll see your changes reflected in the Ad schedule statistics table.

[Try it out](#)

Set bid adjustments for an enhanced campaign

You can set bid adjustments for specific days and times in the **Ad schedule** subtab in your campaign settings. If you also opt to set bid adjustments for mobile devices and locations, all of your adjustments will be multiplied together to determine the resulting bid adjustment. By setting bid adjustments, your spending on individual clicks may vary, but your overall daily budget won't change.

Example

Let's continue our earlier example. You run a dog-sled touring business in Alaska, and you have an existing ad group max CPC bid of \$1.00. You've scheduled your ad to show on Tuesdays between 8 and 11 a.m. You decide to set a bid adjustment of +10% on Tuesdays between 8 and 10 a.m. So, your bid for that time period would be $\$1.00 \times (+10\%) = \1.10 .

You also decide to set a +20% adjustment for Anchorage, where many of the customers that love your dog-sled tours live. Your resulting bid for a search that occurs on Tuesdays at 9:30 a.m. for a customer in Anchorage will be \$1.32. Here's how it works:

Starting bid: \$1.00

Tuesdays, 8 to 10 a.m. adjustment: $\$1.00 \times (+10\%) = \1.10

Anchorage adjustment: $\$1.10 \times (+20\%) = \1.32

Final bid for Tuesdays, 8 to 10 a.m., in Anchorage: \$1.32

How to set a bid adjustment

To adjust your bids for a certain time, just follow steps 1-4 above. Then:

1. Click the cell in the "Bid adj." column of the row whose bid you want to adjust.
2. Choose "Increase by" or "Decrease by" from the drop-down, and enter a number.
3. Click **Save**.

Notes

- The bid adjustment affects all bids in the campaign. When the time period of your bid adjustment is over, your normal campaign bids will be restored unless you've set other adjustments (for devices or locations, for example). Using the example above, at 10:01 a.m. on Tuesday, your bid will become $\$1.00 \times (+20\%)$, or \$1.20 for a search that occurs in Anchorage, until your ads stop showing at 11 a.m.
- You can stop using ad scheduling so that your ad appears every day of the week by adding all days as targets.

Create an ad schedule and adjust bids for a legacy campaign

Here's how to schedule your ad to run at specific times and days:

1. Sign in to your AdWords account at <https://adwords.google.com>.
2. Click the **Campaigns** tab at the top.
3. Under **All online campaigns**, click the name of the campaign to be scheduled.

4. Click the **Settings** tab.
5. In the "Advanced settings" section, click **Schedule: Start date, end date, and ad scheduling**.

[Home](#)[Campaigns](#)[Opportunities](#)[Tools and Analysis ▾](#)[Billing ▾](#)[My account ▾](#) Search

All online campaigns >

Campaign: Sweet tea

Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

[Ad groups](#)[Settings](#)[Ads](#)[Keywords](#)[Ad extensions](#)[Dimensions](#)[Display Network](#)

Campaign settings

General

Campaign name **Sweet tea** [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- **Canada (country)**
- **United States (country)**

[Edit](#)Languages [?](#) What languages do your customers speak?**English** [Edit](#)[+ Location options \(advanced\)](#)

Networks and devices

Networks [?](#) **All** [Edit](#)Devices [?](#) **All** [Edit](#)

Bidding and budget

Bidding option [?](#) **Focus on clicks, manual maximum CPC bidding** [Edit](#)Budget [?](#) **\$5.00/day** [Edit](#)[+ Delivery method \(advanced\)](#)

Ad extensions

Use this option to show relevant business information with your text ads. You can create and manage your extensions from the [Ad extensions tab](#). [Take a tour](#).

Advanced settings

[+ Schedule: Start date, end date, ad scheduling](#)Start date **Jun 5, 2012**End date **None** [Edit](#)Ad scheduling [?](#) **Show ads all days and hours** [Edit](#)[+ Ad delivery: Ad rotation, frequency capping](#)[+ Demographic](#)[+ Social settings](#)[+ Keyword matching options](#)[+ Automatic campaign optimization \(Display Network only\)](#)[+ Experiment^{BETA}](#)[+ IP exclusions](#)

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#) Search help center Go[Shared library](#)[Reports](#)[Automated rules](#)[Labels](#)[All video campaigns](#)[Help](#)[Help Center](#)

6. Next to "Ad scheduling," click **Edit**.
7. In the window that appears, click any day of the week under the **Time period** column to set the hourly range for when your ads should run (or *shouldn't* run). Click **Add another time period** to create up to six running time periods in a single day.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

 Search
All online campaigns >
Campaign: Sweet tea

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea
- Black tea
- Green tea
- New Ad Group

● Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

 Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network

Campaign settings

General

Campaign name Sweet tea Edit

Locations and Languages

Locations ? Targeted locations:

- Canada (country)
- United States (country)

 EditLanguages ? What languages do your customers speak?English Edit Location options (advanced)

Networks and devices

Ad schedule

X

Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

 Reset to all days and hoursMode: **Basic** | Bid adjustment ? Clock: **12 hour** | **24 hour**

Day	Time period	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	<input checked="" type="checkbox"/>					
Tuesday	Running all day	<input checked="" type="checkbox"/>					
Wednesday	<input checked="" type="radio"/> Running 12 AM <input type="button"/> : 00 <input type="button"/> to 12 AM <input type="button"/> : 00 <input type="button"/> Remove + Add another time period	<input checked="" type="checkbox"/>					
Thursday	<input checked="" type="radio"/> Not Running	<input checked="" type="checkbox"/>					
Friday	<input checked="" type="radio"/> OK <input type="button"/> Copy <input type="button"/> Cancel	<input checked="" type="checkbox"/>					
Saturday		<input checked="" type="checkbox"/>					
Sunday	Running all day	<input checked="" type="checkbox"/>					

America/Los_Angeles

 Save Cancel

- Social settings
 Keyword matching options
 Automatic campaign optimization (Display Network only)
 Experiment BETA
 IP exclusions

8. Click **OK** to save your ad schedule, and you'll see the changes reflected in the time blocks. The green blocks show the hours when ads are scheduled to run, while the gray blocks show when they aren't.
9. Click **Save**.

[Try it out](#)

How to set a bid adjustment for a legacy campaign

The "Ad schedule" window in the steps above includes a **Bid adjustment** mode, too. You can specify bid adjustments to raise or lower your bid during certain hours or on different days of the week. Here's how:

1. In the ad scheduling window, click **Bid adjustment**.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

 Search
All online campaigns >
Campaign: Sweet tea

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea
- Black tea
- Green tea
- New Ad Group

● Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

 Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

Campaign settings

General

Campaign name Sweet tea Edit

Locations and Languages

Locations ? Targeted locations:

- Canada (country)
- United States (country)

 EditLanguages ? What languages do your customers speak?English Edit Location options (advanced)

Networks and devices

Ad schedule

X

Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

 Reset to all days and hoursMode: **Basic** | Bid adjustment ? Clock: **12 hour** | **24 hour**

Day	Time period	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	<input checked="" type="checkbox"/>					
Tuesday	Running all day	<input checked="" type="checkbox"/>					
Wednesday	<input checked="" type="radio"/> Running 12 AM <input type="button"/> : 00 <input type="button"/> to 12 AM <input type="button"/> : 00 <input type="button"/> Remove + Add another time period	<input checked="" type="checkbox"/>					
Thursday	<input checked="" type="radio"/> Not Running <input type="button"/> OK <input type="button"/> Copy <input type="button"/> Cancel	<input checked="" type="checkbox"/>					
Friday	<input checked="" type="radio"/> Running 12 AM <input type="button"/> : 00 <input type="button"/> to 12 AM <input type="button"/> : 00 <input type="button"/> Remove + Add another time period	<input checked="" type="checkbox"/>					
Saturday	<input checked="" type="radio"/> Not Running <input type="button"/> OK <input type="button"/> Copy <input type="button"/> Cancel	<input checked="" type="checkbox"/>					
Sunday	Running all day	<input checked="" type="checkbox"/>					

America/Los_Angeles

 Save Cancel

- Social settings
- Keyword matching options
- Automatic campaign optimization (Display Network only)
- Experiment BETA
- IP exclusions

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.
There is a 24-hour delay in conversion tracking reporting. Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

2. Click a row to set a bid adjustment (**% of bid**) for a **Time period**, then click **OK**.
3. When you're finished and the green and gray blocks reflect your changes, click **Save**.
4. To stop using the bid adjustments, click **Basic** at the top of the ad scheduling window. Your time settings will be saved, but your bid adjustment settings won't be saved.

Home Campaigns Opportunities Tools and Analysis ▾ Billing ▾ My account ▾

 Search
All online campaigns >
Campaign: Sweet tea

All online campaigns

- Campaign #1
- Campaign #3
- Campaign #4
- Campaign #5
- Sweet tea
- Black tea
- Green tea
- New Ad Group

● Enabled Experiment: Not started Budget: \$5.00/day Targeting: All available sites All devices English Canada; Unit States

 Ad groups Settings Ads Keywords Ad extensions Dimensions Display Network ▾

Campaign settings

General

Campaign name Sweet tea [Edit](#)

Locations and Languages

Locations [?](#) Targeted locations:

- Canada (country)
- United States (country)

[Edit](#)Languages [?](#) What languages do your customers speak?English [Edit](#) Location options (advanced)

Networks and devices

Ad schedule

X

Edit days and times below. When you're happy with the schedule, click "Save." To bid more or less during particular time periods, switch to the bid adjustment mode. (You can always switch back.)

[Reset to all days and hours](#)Mode: [Basic](#) | [Bid adjustment](#) [?](#) Clock: [12 hour](#) | [24 hour](#)

Day	Time period	% of bid	Midnight	4:00 AM	8:00 AM	Noon	4:00 PM	8:00 PM
Monday	Running all day	100%	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓
Tuesday	08:00 AM - 11:00 AM	120%	✗✗✗✗	✗✗✗✗	✓✓✓✗	✗✗✗✗	✗✗✗✗	✗✗✗✗
Wednesday	Running all day	100%	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓
Thursday	Running all day	100%	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓
Friday	Running all day	100%	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓
Saturday	Running all day	100%	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓
Sunday	Running all day	100%	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓	✓✓✓✓✓

America/Los_Angeles

[Save](#)[Cancel](#)

-
- Social settings
-
-
- Keyword matching options
-
-
- Automatic campaign optimization (Display Network only)
-
-
- Experiment
- BETA
-
-
- IP exclusions

Adjusting for time zone differences

The ad schedules you set are based on the time zone you selected when you initially created your AdWords account. So you'll need to adjust your ad schedule to account for any difference in your target customers' time zone. To verify your account's time zone setting, click the **My account** tab and select **Preferences**.

Top Contributor

What our advertisers are saying

Kim_Clink, August 2012

"Ad Scheduling is a feature that allows advertisers to schedule their campaign ads for certain times of the day or days of the week. Advertisers also have the ability to increase bids by a specific percentage when using the bid multiplier feature under Ad Scheduling." [More from the AdWords Certification Community](#)



This content is contributed by advertisers and not created/approved by Google.

updated 03/16/2013

Using keyword insertion

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2454041&topic=2795914&path=2795276-2792638&ctx=leftnav>

March 30, 2013

Keyword insertion allows you to dynamically update your ad text with the keyword that's used to target your ad. Keyword insertion can help make your ads more relevant to potential customers, while making it easier for you to create unique ads for a large number of keywords.

To use keyword insertion, you just need to add a snippet of code to your ad text. Then each time your ad shows, we'll automatically replace the code with the keyword that triggered the ad.

Use keyword insertion with your ads

You can use keyword insertion with any text-based ad, including a standard text ad, an ad with a location extension, or a mobile ad. Keyword insertion works for campaigns that target search only, the Search and Display Networks, or the Display Network only.

We recommend that you review this article before using keyword insertion with your ad. Here are a few things to keep in mind:

- Since your ad text is dynamically updated with keywords from your account, make sure that all your keywords would make sense inserted in your ad text.
- Make sure your destination URL and landing page are relevant to any potential variation of your ad. That way customers are directed to a page on your website that relates to the ad they clicked.

Did you know...

We've found that people searching are more likely to think an ad is useful if it mentions a specific product, rather than a more generic ad. This means that keyword insertion can help improve the [clickthrough rate \(CTR\)](#) of your text ads because it makes your ads more specific.

Using the keyword insertion code

Add the keyword insertion code to your ad

To get started, insert the following snippet of code at any point in your ad's headline, description lines, or destination URL: **{keyword:default text}**.

Example

Let's say you own a candy store and one of your campaigns has an ad group called "Chocolate candy." You have the following keywords for that ad group: *dark chocolate*, *sugar free chocolate*, and *gourmet chocolate truffles*.

To use keyword insertion, you insert the following snippet of code in your ad text: **{KeyWord:Chocolate}**. Note that in this example the default text is "Chocolate."

Depending on which keyword a customer searches for, your ad could look different. Here are some examples of how your ad could look for customers:

Customer searches for:	Your ad could look like:	Your destination URL could be:
dark chocolate	Buy Dark Chocolate Artisan candy from San Francisco Free shipping orders \$50 more www.example.com	http://www.example.com/? kw=dark_chocolate
sugar free chocolate	Buy Sugar Free Chocolate Artisan candy from San Francisco Free shipping orders \$50 more www.example.com	http://www.example.com/? kw=sugar_free_chocolate
gourmet chocolate truffles	Buy Chocolate Artisan candy from San Francisco Free shipping orders \$50 more www.example.com	http://www.example.com/? kw=gourmet_chocolate_truffles

Keep in mind

Make sure your default text, in the example above "chocolate," is short enough to keep your ad within the character limits. If your keyword is too long and would cause the ad text to exceed its character limit, the ad's default text will be used instead. For example, when a potential customer searches for "gourmet chocolate truffles," the default text is used in the ad's title since the keyword is too long to fit. However, "gourmet chocolate truffles" is used in the destination URL since there's no character limit there.

Things to know before using keyword insertion:

- You can use the keyword insertion code multiple times within an ad and across several ads at once.
- If a broad match keyword triggers your ad, the keyword will still be used in the ad. For example, if a customer searches for "organic dark chocolate," which is similar to your broad match keyword *dark chocolate*, your ad could appear with the headline "Buy Dark Chocolate." The phrase "organic dark chocolate" doesn't appear in your ad because it wasn't the

keyword that triggered your ad. For search campaigns, if a phrase match keyword triggers your ad, the keyword will still be used in the ad.

Tips

- For search campaigns, see how your keyword insertion ad will appear to potential customers by visiting the [Ad Preview Page](#) and searching for a keyword in the ad's ad group. If you can't find your ad, learn why by using the [Keyword Diagnosis Tool](#).
- To ensure that all browsers show ads properly when using keyword insertion, special characters are not fully supported within your Destination URL. For example, if your URL contains the letter "e" with an acute accent (é), the URL will appear with '%C3%A9' instead. To avoid this, we recommend that you don't include special characters in your Destination URL.

Keyword insertion guidelines

Ads using keyword insertion must adhere to the following guidelines or they'll be disapproved:

- Keyword insertion ads can't promote adult content.
- When a keyword appears in an ad, the ad should reflect correct grammar and punctuation. It should also be accurate, clear, and directly relevant to your site, service, or product.
- As with any ad you create, you must follow our [advertising policies](#) when creating a text ad that uses keyword insertion.
- When you create a text ad that uses keyword insertion, you must follow our trademark policies. Learn more about [how keyword insertion works with trademarked terms](#).

Keyword insertion and capitalization

You can modify your snippet of code to change the capitalization of the keyword when it's inserted in your ad text. The chart below illustrates our keyword insertion capitalization guidelines - let's assume the search term "dark chocolate" triggered your ad.

Your ad's title	How the ad title appears to potential customers	What part of the keyword is capitalized?
Buy {keyword:Chocolate}	Buy dark chocolate	No part
Buy {Keyword:Chocolate}	Buy Dark chocolate	The first letter of the first word only (sentence capitalization)
Buy {KeyWord:Chocolate}	Buy Dark Chocolate	The first letter of each word (initial capitalization)
Buy {KEYWord:Chocolate}	Buy DARK Chocolate	The entire first word and the first letter of each additional word
Buy {KeyWORD:Chocolate}	Buy Dark CHOCOLATE	The first letter of the first word and the entirety of each additional word

Buy
{KEYWORD:Chocolate}

Buy Dark Chocolate

The first letter of each word (initial capitalization)

Keep in mind

- The default text will appear how you write it and isn't affected by how you capitalize "keyword." In each example above, the title would always read "Buy Chocolate" if the default text were used.
- AdWords capitalization rules still apply, which means that an ad can't include excessive capitalization such as "BUY DARK CHOCOLATE." Full capitalization may only be used when the natural spelling of a word requires it, such as in acronyms, technical terms, and trademarked terms.

Using keyword insertion effectively

When you use keyword insertion, make sure that all of your keywords in your ad group are closely related and fit well in each ad that contains the snippet of code. Otherwise, your ad could appear confusing or irrelevant to potential customers.

To get an idea of how to create an effective ad group when using keyword insertion, take a look at the examples below. In general, the more narrowly focused your ad groups, the more successful they'll be.

Examples

Good ad group

Let's say you own a candy store and sell a wide assortment of sweet treats. You create an ad group with a range of keywords covering each type of candy. You also create general ads that are relevant to all the keywords in your ad group.

Ad group name: Candy

Keywords: candy bars, lollipops, taffy, gummy candy, sour candy, hard candy

Ad text:
Buy {KeyWord:Candy}
Wholesale candy
Free shipping orders \$50 more
www.example.com

Better ad group

Alternatively, you might want to create a separate ad group for each type of candy. Each ad group could contain keywords only about that candy, and the ads could be specific to that type of candy. For example:

Ad group name: Sour candy

Keywords: sour gummy bears, extreme sour candy, sour sweet candy

Ad text:

Buy {KeyWord:Sour Candy}
Wholesale sour candy
Free shipping orders \$50 more
www.example.com

Keep in mind

If your keyword insertion ads are well-written and separated into well-organized ad groups, they'll be more relevant to potential customers and more likely to get you clicks. This also means that keyword insertion might help improve the [Quality Score](#) for your ads and keywords over time through improved clickthrough rates (CTRs) and overall performance.

Keywords aren't showing in approved keyword insertion ad

Your keywords might be approved for your ad group, but it's possible that they aren't appropriate for us to insert them in your ad text. In this case, your keywords are conditionally approved, with the restriction that they shouldn't be inserted into your ad. In other words, your keywords can show your ad to customers, but they won't appear in your ad text.

To help you get a better idea of why your keywords aren't showing in your ad, here are some common reasons why your keywords might be restricted:

- **Too many characters:** Ads can't contain more than 25 characters in the headline, or more than 35 characters in each of the two description lines. The display URL in your ad can show up to 35 characters. If your URL is longer than 35 characters, it will appear shortened when your ad is displayed.
- **Ads targeting certain countries:** For text ads targeting certain countries, the character limit can vary. Ads in languages with double-width characters (such as Chinese (simplified or traditional), Japanese, or Korean) can contain the following number of characters, including spaces: 12 characters in the headline, 17 characters in each of the two description lines, and 17 characters in the display URL. Certain Eastern European and Asian countries support longer text ads that can contain up to 30 characters in the headline and 76 characters in the rest of the ad text.
- **Unclear ad text:** Your ad text must make sense. For example, *central europe* might be appropriate as one of your keywords. However, if we insert that keyword into the headline "Buy {KeyWord:Products}", the resulting ad text would read "Buy Central Europe."
- **Incorrect grammar:** Your ad text shouldn't use incorrect grammar. For example, *red shoe* might be appropriate as one of your keywords. However, if we insert that keyword into the headline "Buy {KeyWord:Products}", the resulting ad text would read "Buy Red Shoe." This headline is grammatically incorrect, and should read "Buy Red Shoes."
- **Misspelled words:** The keywords that we insert can't be misspelled. For example, *ipodd* might be appropriate as one of your keywords. However, per our advertising policies, we don't allow misspellings in ad text.

- **Unacceptable content:** The keywords that we insert can't promote unacceptable content. For example, keywords that are related to certain restricted content or products, like firearms or tobacco, may initially be appropriate as keywords for your ad groups. However, if we insert one of those keywords into the body of your ad text, your ads wouldn't comply with our advertising policies.
- **Adult content:** Ads can't promote sexual content or adult material. This requirement helps us maintain a positive experience for all our customers and AdWords advertisers overall.

Keep in mind

Any ad text that's the result of a keyword being inserted into your ad text is subject to our [advertising policies](#).

Disapproved keyword insertion ad

If you use keyword insertion with your ad and it gets disapproved, the default text might not meet our [advertising policies](#) or your ad might use the tag incorrectly. Below are examples of two common situations when using keyword insertion can lead to an ad being disapproved.

Incorrect default text

Headline: Buy Gourmet {Keyword:Default Text} Here Headline: Buy Gourmet {Keyword:Blank} Here

The default text is meaningless to potential customers. Instead, the default text should describe the product or service you're providing. For instance, the following default text would be acceptable:

Headline: Buy Gourmet {Keyword:Chocolate} Here

Landing page URL error

The ad's landing page URL should still function when the default text is inserted instead of a matched keyword. Let's say the website is expecting a URL that ends with **?kw=nil** only, it can't recognize **?kw=chocolate**. Therefore, potential customers would arrive at an error page, not a working webpage. You should only use keyword insertion in your destination URL if the final URL the customer will be taken to will be a working webpage. For instance, the following destination URL would be acceptable:

Destination URL: <http://www.example.com/?kw={keyword:chocolate}>

Next steps

- Try adding a [unique destination URL to individual keywords](#).
- Find out more about [location insertion for location extensions](#).

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Performance,
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Performance, Profitability, and Growth

Budget Growth

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Learning the basics of online budget strategy

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796433&topic=2795915&ctx=topic&path=2795277-2792638>

March 30, 2013

You can set your marketing budgets for online campaigns the same way you would for any other form of media. But sometimes it pays to use a different approach that's tailored to the unique strengths of online advertising. In this section, we'll identify some of the key advantages of online campaigns, and explain how some campaigns are able to run without budget limitations as long as ROI is positive. Then we'll define the three stages of campaign growth, and show you how to improve your campaign performance when limited by budget.

Online campaigns: easy to measure and control

Have you ever heard this saying about traditional advertising?

"

Half the money I spend on advertising is wasted; the trouble is I don't know which half."

-- John Wanamaker

Happily, this is often not a problem with online advertising, because success is much easier to measure. You can isolate which parts of a campaign are profitable and which aren't, and then refine or remove the parts that aren't working.

Also, online campaigns offer a much shorter time between initial investment and measurable return. For example, you might be able to establish profitability with a new e-commerce site within the first day of an online campaign, and revise your budget the next day.

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Scaling budget by performance

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796497&topic=2795915&path=2795277-2792638&ctx=leftnav>

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With this combination of measurability and control, many businesses may opt for a flexible marketing budget that scales upward with good performance. Think about a campaign that returns \$2 in profit for each \$1 in advertising spend. If the business can handle more customers, it makes sense to increase budget to a point where it captures all of the profitable traffic available.

Best Practice:

Even for campaigns that are scalable by performance, we recommend setting your AdWords daily budget at a level low enough to limit your spending if something unexpected happens, like a sudden shift in traffic quality of one of your keywords due to a news event.

Example: If you're running a profitable campaign with an average cost of \$750/day, you don't need a daily budget limit of \$10,000/day. A daily budget limit between \$1,000-1,500/day allows for flexible traffic growth while helping protect you from dramatic increases in spend.

A campaign that scales by performance can work for many advertising goals, including:

- Selling goods or services directly via an e-commerce site
- Generating leads for a sales team
- Driving signups for a monthly subscription service

If you can estimate the value of a conversion for your business, a scalable budget is worth exploring.

Campaigns that scale with performance usually meet the following conditions:

- You can estimate your conversion value (e.g., you make an average of \$50 profit per sale)
- You understand how much time is needed before profits will be available to reinvest (e.g., you know that sales leads convert to deals in 3-5 weeks)
- Your costs of servicing new customers remain stable or decrease as you grow (e.g., the more customers you gain, the lower the costs of supporting each new customer)

Here are some conditions that can make it more difficult for a campaign to scale with performance:

- You have high fixed costs that make it difficult to estimate the profit value of a conversion (e.g. significant manufacturing costs)
- You have supply or customer service limitations (e.g., you can't serve additional customers if you grow)
- You have cash flow limitations (e.g., you have a \$100 CPA for new signups worth \$500 over 5 years)
- You have sales tracking limitations (e.g., most of your sales are difficult to track because

they're offline)

updated 10/16/2012

Growing a profitable campaign

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796498&topic=2795915&path=2795277-2792638&ctx=leftnav>

March 30, 2013

To achieve success with AdWords, it's important to understand when a campaign is profitable and how to help it grow. ROI-driven campaigns generally follow three stages of growth: testing, growth, and maturity.

Stage 1: Testing

New campaigns start out in the testing stage. You'll gather performance data to understand which CPC bid, keyword, and ad combinations are working well for you. In this stage, your primary goal is to establish profitability by comparing costs to revenues.

Once you achieve profitability, it's time to grow.

Stage 2: Growth

In the growth stage, your goal is to reach more customers while remaining profitable. You may be able to achieve this by increasing your AdWords campaign budget while leaving your CPC bids, keywords, and ad text the same. If parts of your campaign are no longer profitable after you increase your budget, try adjusting your CPC bids, keywords, or ads to regain profitability before you continue to grow.

By gradually increasing your AdWords campaign budget over time, you'll reach a point where it no longer limits your exposure. For an estimate of this amount, check your recommended budget in the "Budget" section of the Settings tab of any campaign.

Stage 3: Maturity

If your costs don't reach your AdWords daily budget and you're profitable, you've successfully scaled up to the traffic available. Congratulations!

Here are some characteristics of this stage:

- Your AdWords budget is high enough to show at all times so you don't miss an eligible impression.
- Your daily costs, profits, and sales rise and fall with regular fluctuations in search volume.

Tip: Even if your ads are able to show for every impression, you can still optimize CPC bids, keywords, and ad text to achieve even greater profit. See the [AdWords Bidding Tutorial](#) for more detail.

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Growth in Practice

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796499&topic=2795915&path=2795277-2792638&ctx=leftnav>

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You can often grow profit more rapidly by identifying smaller parts of a campaign that are profitable and giving them a separate budget before you're able to confirm the success of the entire campaign.

For example, say you're managing an e-commerce shop that sells a wide range of bicycles and accessories. After running a new campaign for a few weeks, you notice that 20 ad groups have gotten enough traffic to confirm profitability, while another 50 ad groups haven't.

If you wait for all 70 ad groups to become profitable before starting to work on growth, it might take months. On the other hand, if you raise your AdWords campaign budget now before you're certain that the majority of your campaign is profitable, you risk over-investing in parts of your campaign that might not be working.

By creating another campaign for the profitable ad groups, you can set a separate AdWords campaign budget and start to focus on growth. With two campaigns, you can keep the original budget and limit the risk from the ad groups where profitability is still unclear, while steadily growing parts of the campaign that you know are working.

Over time, you can continue to move profitable ad groups from the original campaign into the growth campaign until you've completed profitability testing.

updated 10/16/2012

Improve performance when daily budget is depleted

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796438&topic=2795915&path=2795277-2792638&ctx=leftnav>

March 30, 2013

When your AdWords daily budget is depleted, it's often a sign you can improve performance. Your business objectives will determine the best approach to take.

Campaigns that focus on profit

Example: You run a bicycle e-commerce website that measures profitability by using Conversion Tracking.

- If your campaign is unprofitable, your AdWords budget limits your losses. You can improve performance by optimizing your bids, keywords, and ads until the campaign is profitable.
- If your campaign is already profitable, depleting your AdWords budget prevents you from getting additional profitable conversions. You can improve performance by gradually increasing your budget while making sure your campaign remains profitable.

Campaigns that focus on exposure

Example: You own a restaurant, and you're using AdWords to increase your website's impressions and visitors.

- If you prioritize increasing your clicks over improving your ad's position, and you find that you're consistently meeting your daily budget, then this frequently indicates that some of your CPC bids may be too high. Testing lower CPC bids may increase clicks while allowing you to stay within your budget.
- If you prioritize improving your ad's position over getting more clicks, depleting your budget is normal.

Notice that you can improve performance by optimizing your bids and AdWords campaign budgets in every situation listed above except the last. It's not always this straightforward to balance different business objectives in real life, but understanding the basic principles that have been outlined here can help guide you in the right direction.

How to budget strategically by business goal

If your business objectives include maximizing both profit and exposure, you can budget strategically by creating different campaigns for each goal.

Example: You run an e-commerce website that sells toys. You have a \$5,000 marketing budget to create a campaign that will increase exposure for a new game. You create a second campaign that's focused on maximizing profit for your existing product lines. You can grow this campaign with a flexible budget based on the profitable traffic available.

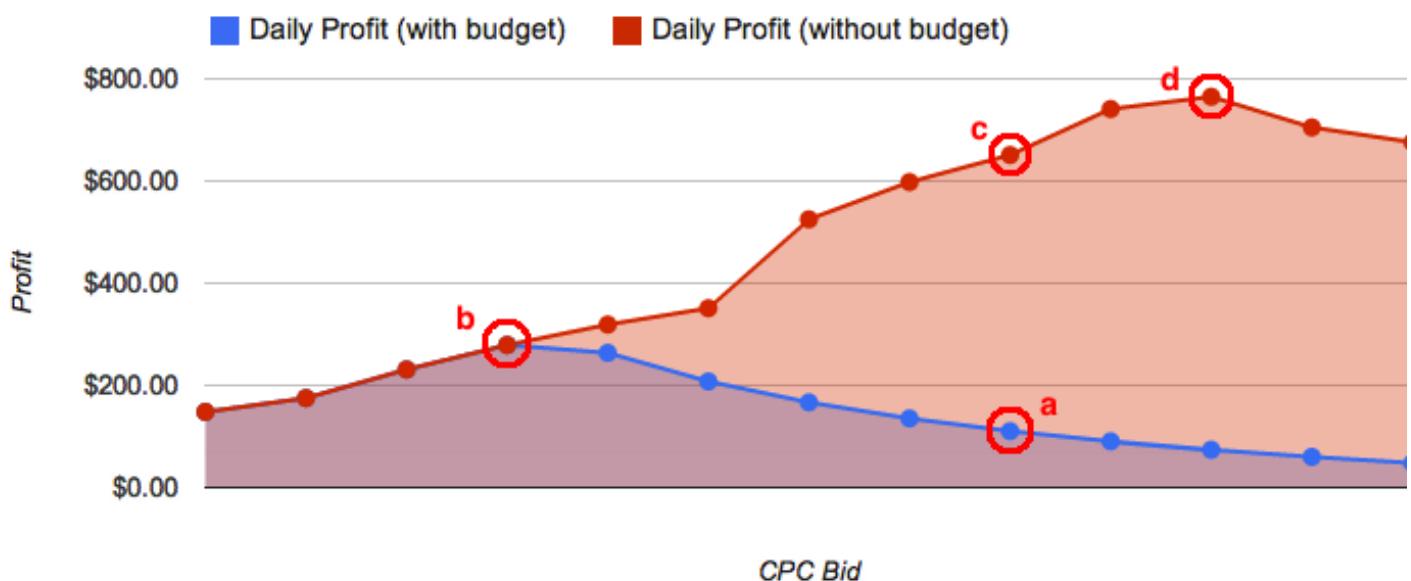
Understand budget impact on profit

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796440&topic=2795915&path=2795277-2792638&ctx=leftnav>

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The graph below illustrates the impact of budget limitations on a profitable campaign, and why it often makes sense to optimize budgets before CPC bids.

- Point (a): A sample starting point; profit is missed due to limited budget
- Point (b): Profit possible by optimizing CPC bids within a limited budget
- Point (c): Profit achieved by optimizing budgets first
- Point (d): Maximum profit achieved by optimizing CPC bids after budget



Here's how to interpret the graph:

- The vertical y-axis represents profit after advertising expenses.
- The horizontal x-axis represents lower CPC bids on the left and higher CPC bids on the right.
- Actual profit curves vary by keyword, ad text, landing page, and your profit-per-conversion.

So, in order to fully maximize profit, optimize your budget first (in other words, reach point c), then test different CPC bids to optimize profit (point d).

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Learn the basics of performance-based bidding

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796504&topic=2795896&ctx=topic&path=2795277-2792638>

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When your campaign is focused on performance, it's important to understand how adjusting your bids impacts each performance metric. This article covers the basic principles of bidding to maximize performance, and explains how to balance your bidding strategy for different business objectives.

Bidding to balance sales volume and profitability

Given that

conversion rates don't vary much with ad position, the following trends are important to remember:

- Increasing bids generally results in more conversions at a higher average cost-per-acquisition (CPA).
- Decreasing bids generally results in fewer conversions at a lower average CPA.
- Increasing bids while limited by daily budget generally results in fewer conversions at a higher average CPA.

Prioritizing business objectives

In order to achieve your goals most effectively, it's helpful to prioritize your business objectives. You can optimize your AdWords campaigns to achieve many different goals, but tradeoffs are often necessary.

For example, consider managing a campaign with the following objectives:

- Aim for ad positions 1-3
- Maximize profit
- Maximize conversions
- Maximize clicks

You might discover that your most profitable CPC bids come from ad positions that are outside the top three.

As another example, consider pairing any of the objectives listed above with the objective below:

- Keep CPA below \$10

The CPC bids necessary to keep the CPA below \$10 may be lower than the CPC bids that maximize profit, clicks, or preferred ad positions.

Tip: When managing a campaign for someone else, make sure they also understand the tradeoffs involved so everyone is clear on expectations. For example, is their business objective to keep CPA at a certain level, or is it to maximize profit? If it becomes clear that two objectives are conflicting with one another, which is more important to them?

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Selecting metrics to maximize profit

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796443&topic=2795896&path=2795277-2792638&ctx=leftnav>

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With so many options, which AdWords metrics are most effective to help you reach your business goals? Here we'll discuss two metrics that are important to consider if you're interested in maximizing profit, and point out some common pitfalls to watch out for.

Value-per-Conversion

Value-per-conversion is the amount of expected profit or value you gain from each conversion. If you can estimate value-per-conversion for a given product or service, it's a useful benchmark to define the upper limit that you can invest in advertising per conversion before becoming unprofitable.

CPA Targets

CPA targets can be helpful for establishing or maintaining profitability, and are usually set below your value-per-conversion.

Example: If a remote-control helicopter sale is worth \$50 profit and any CPA below that is profitable, a \$10 CPA target can help achieve a consistent \$40 profit-per-sale (after advertising costs).

The [Conversion Optimizer](#)

allows you to automate CPC bidding for a desired CPA target.

A note about maximizing profit

It's easier to pick a CPA target that will be profitable than one that maximizes profit. To understand why, consider the example above where any CPA target below \$50 is profitable. Which CPA target is most likely to maximize profit: \$20, \$30, or \$40?

In practice, you can't know in advance. By testing different targets, you can learn which one achieves the optimal balance of profit-per-sale and sales volume. For a visual illustration, see the [AdWords Bidding Tutorial](#).

Common ROI targets that are unlikely to maximize profit

- Targets decided in advance of a campaign (e.g., "With \$50 profit per conversion, \$10 is a good target.")
- Targets based on traditional rules of thumb (e.g., "Ad spend should be 9% of revenue.")
- Targets based on other marketing channels (e.g., "E-mail and Search should have the same CPA.")

While the approaches described above may achieve profitability, they don't take into account changes in sales volume at higher or lower targets. Measure profitability achieved, then try testing a few different targets to see if you can find a path to better results!

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Achieving profitability

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796444&topic=2795897&ctx=topic&path=2795277-2792638>

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Knowing how to accurately assess whether a campaign is making or losing money is key to success and normally a prerequisite to growth. If you determine that your campaign isn't profitable, achieving profitability is often possible by comparing your cost-per-acquisition (CPA) with your expected profit-per-conversion and adjusting keywords or CPC bids to a profitable point.

Finding your CPA is easy with AdWords Conversion Tracking. You can easily find costs for specific actions such as purchases, signups, sales leads, subscriptions, and a variety of other actions.

To start with a simple example, say you are selling downloadable music-mixing software for \$50. Your costs are minimal, so virtually all of the \$50 is profit for each sale you make.

In your AdWords campaign, you can use this \$50 benchmark to assess the profitability of various parts of your account.

Example 1: Ad group level profitability

Say you have three ad groups, each with its own CPA:

- Ad group 1: 'Music mixing software' CPA: \$35
- Ad group 2: 'Music production' CPA: \$85
- Ad group 3: 'Music editors' CPA: \$53

At a glance, you can see that the first ad group is profitable with a cost of \$35 for a profit of \$15 (\$50 - 35). If your campaign is reaching its budget, this ad group is a good candidate for growth.

The latter two ad groups have a cost-per-sale higher than your expected profit of \$50. You'll want to take a closer look at their keywords, ads, bids, and other settings to bring them to profitability.

Example 2: Keyword level profitability

Let's take a closer look at the 'Music production' ad group to see if you can make it profitable. This ad group has the following keywords:

- Keyword 1: music production CPA: \$42
- Keyword 2: music production software CPA: \$28
- Keyword 3: learn music production CPA: \$65
- Keyword 4: music production companies CPA: \$230
- Keyword 5: music production packages CPA: \$39

Looking at the keyword level, you can see three keywords in this ad group that are actually profitable. It's the two unprofitable keywords 'learn music production' and 'music production companies' that are making the average CPA for the ad group appear to be unprofitable.

Take a closer look at the unprofitable keywords:

- ‘music production companies’ is clearly unprofitable: \$50 profit - \$230 cost = \$180 lost per sale. Removing this keyword may bring the ad group to a point of profitability.
- ‘learn music production’ is unprofitable, but there might be hope. Users interested in learning music production may want to use your software. It’d be a great idea to break this keyword off into a separate ‘learn music production’ ad group with supporting keywords, ad text, and a landing page. If you don’t have time to fully optimize, testing lower CPC bids may bring the CPA below \$50.

Notice that in the above examples, profitability was calculated at the conversion level for a given product or service. This is often more practical than trying to make an assessment at the campaign or account level.

For example, a campaign that costs \$5,000 in advertising across a variety of products or services may be more difficult to establish as profitable. Calculating an expected profit-per-conversion for each product or service gives you a simple benchmark for profitability.

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How to estimate conversion value

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=2796446&topic=2795897&path=2795277-2792638&ctx=leftnav>

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When estimating value-per-conversion, it's often strategic to factor in things like repeat business, word-of-mouth, and lifetime customer value. Factoring in these values can give you the flexibility to bid higher while confidently bidding below your value-per-click.

Let's look at a fictional business-to-business machinery company named Example Machines to see how this works. Rather than sell directly online, Example Machines uses AdWords to generate leads for its sales team. We'll factor that in too.

Short-term conversion value for Example Machines

- **Average deal revenue:** \$3,000
- **Profit margin:** 45%
- Leads that convert to a deal: 20%
- Value-per-conversion (short-term): \$270 ($\$3,000 * 45\% * 20\%$)

Factoring in word-of-mouth

Example Machines has data showing that for each customer they usually gain 15% in additional business through word-of-mouth. Here's how we factor that in:

- Value-per-lead (short term): \$270
- **Gain from word-of-mouth:** 15%
- Value-per-conversion (+word-of-mouth): \$310.50 ($\$270 * 115\%$)

Note that we multiply by 115% instead of 15%. This is because we are amplifying a gain as opposed to a loss.

Factoring in lifetime customer value

Lastly, Example Machines knows that each new customer makes repeat purchases worth approximately \$5,000 in revenue over their lifetime. It's easiest to factor this into initial deal value.

- **Average deal revenue:** \$3,000
- Repeat business over lifetime: \$5,000
- **Profit margin:** 45%
- Lifetime profit-per-customer: \$3,600 ($\$3,000 + \$5,000) * (45\%)$)

Then we can factor back in how many leads convert to a deal and word-of-mouth gains:

- Lifetime profit-per-customer: \$3,600
- Leads that convert to a deal: 20%
- **Gain from word-of-mouth: 15%**
- Lifetime value-per-conversion: \$828.00 ($\$3,600 * 20\% * 115\%$)

How this enables more strategic bidding

Let's assume 5% of clicks convert to a sales lead and see how this affects our value-per-click:

- Value-per-click (short term): \$13.50 ($\$270.00 * 5\%$)
- Value-per-click (+word-of-mouth): \$15.53 ($\$310.50 * 5\%$)
- Value-per-click (lifetime): \$41.40 ($\$828.00 * 5\%$)

Notice how factoring in full conversion value enables Example Machines to consider a broader range of profitable CPC bids.

Conversion value challenges

Many factors can make it difficult to estimate conversion value in practice. Some examples include:

- A hotel chain where inventory is limited by time and available rooms
- An e-commerce site where customers search for one product, then purchase another
- Business services where deal sizes can vary from thousands to millions of dollars
- Subscription services where a new customer may enroll in a range of offerings over time

Even in cases where estimating conversion value is difficult, it still may be possible to use an estimated range for your likely conversion value, or conservative estimates for factors that are difficult to track. For example, if you're intuitively confident that gains from word-of-mouth represent an additional 20-30% of value but you lack definitive tracking, using a 15-20% conservative estimate is often more helpful than using no value at all.

Choosing your conversion value

It's important to use a method that makes sense for your business and advertising objectives. Short-term conversion values can be useful when you want to maximize immediate profit or customer acquisition as cash flows allow. Lifetime conversion values can be more useful when trying to maximize long term growth. When choosing a conversion value, it's important to opt for a method that aligns with your goals.

updated 10/16/2012

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Introduction to the AdWords API

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152590&topic=2796036&ctx=topic&path=2795917-2795216-2792638>

March 30, 2013

The AdWords Application Programming Interface (API) allows developers to use applications that interact directly with the AdWords server. With these applications, advertisers can manage large accounts and campaigns more efficiently. It offers the same AdWords functionality that is available through our online interface; the difference is that the API gives developers and users more flexibility to create additional applications and tools to manage their AdWords accounts.

The AdWords API is designed for developers representing large, tech-savvy advertisers and third parties. This includes search engine marketers (SEMs), agencies, and other online marketing professionals who manage multiple client accounts or large campaigns.

Because implementing the AdWords API takes technical expertise and programming skills, advertisers who employ developers can achieve the best results. API developer documentation is currently available only in Chinese (Simplified and Traditional), English, Japanese, and Korean.

updated 03/15/2013

AdWords API Benefits

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152591&topic=2796036&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

With the AdWords API, you can employ programs that help you interact with your AdWords account more efficiently. You have many development and integration opportunities -- from simply pulling reports automatically to creating complex applications that integrate with existing databases and enterprise systems.

Depending on your programming talents and advertising needs, the possibilities are practically limitless. Some possibilities include:

- Generating automatic keyword, ad text, URL, and custom reports
- Integrating AdWords data with other databases, such as inventory systems
- Developing additional tools and applications to help you better manage AdWords accounts

updated 08/18/2012

Programming Languages Supported

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152592&topic=2796036&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

The AdWords API uses SOAP 1.1 and WSDL 1.1.

- SOAP is the Simple Object Access Protocol. It's used for information exchange and RPC, usually (but not necessarily) over HTTP. More information can be found at SoapRPC.com

- WSDL is the Web Service Description Language. It provides a formal description of a web service, much like CORBA's IDL. The WSDL file is all you need to know how to call the web service; toolkits can generate proxy code from a WSDL file directly.

All messages are sent via SSL ([https](https://)) to protect our user's privacy, and are authenticated via embedded passwords. We do not currently use any of the higher-level WS-* specifications.

Our goal is to be interoperable with SOAP toolkits in any customer development environment. Currently we support Java, PHP, Python, .NET, Perl, and Ruby.

updated 08/18/2012

About AdWords API Versioning

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152593&topic=2796036&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

The AdWords API is frequently updated, with the goal of feature parity with the online AdWords interface. We assign it a new version number each time it's updated. To allow developers time to migrate to new versions, old releases and documentation remain available and updated for four months after a new release.

When new versions eliminate or alter functionality available in previous (still available) releases, the Release Notes and Reference sections of the [Developer's Guide](#) will annotate these changes:

- The Reference section features version-based documentation, accessible through version-numbered links in the upper right corner of each page. To view differences between versions, click the "DIFF" link on the same navigation bar. Elements that have been removed from the earlier version will be shown with a strikethrough.
- Read the Release Notes for updates on features and functions. A [blog post](#) will also explain updates to newly released versions.

updated 08/18/2012

Signing Up for the AdWords API

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152594&topic=2796170&ctx=topic&path=2795917-2795216-2792638>

March 30, 2013

To sign up for the AdWords API, you'll need a My Client Center (MCC) account. Read our [FAQ](#) to learn more about MCC. If you already have an MCC account, you can sign up for the AdWords API directly from the **My Account** tab. Click on "API Center" and follow the instructions to apply for AdWords API access. Make sure your information is correct and the URL you provide for your company is functioning. If the website is not a live page, we will not be able to process your application. During AdWords API registration, you'll be asked to provide developer, application, and user information. You'll also need to agree to our Terms & Conditions and provide billing information for API charges.

Please note that invoicing for the AdWords API is separate from other AdWords payments you may make for other charges (such as advertising costs). However, AdWords API charges will be applied to your total company credit line with Google. You can read our [FAQ](#) for more information on billing for the AdWords API.

You'll be assigned a Developer Token once your application is approved. This unique text string of letters, numbers and symbols is your key to accessing the API. Your token will be sent to your account email address and will also be available through your AdWords API Center -- accessible through your **My Account** tab.

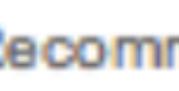
Once approved, your token will be activated and you'll be able access the API by including it in your request headers when interacting with our system. Here are some resources you can use to help you get started:

updated 08/18/2012

- [Developer's Guide](#)
- [Developer's Forum](#)
- [Sample Code](#)

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updated 08/18/2012



[Recommend this on Google](#)

About AdWords API Web Services

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152604&topic=2796170&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

Using the AdWords API, you can create and manage campaigns, ad groups, keywords, and ads. You can also generate keyword suggestions, get traffic estimates for predicted impressions, receive clicks and clickthrough rates, and retrieve reports on actual performance.

To access and manage your AdWords account using the AdWords API, you build a client application that connects to one or more of the provided web services. While each service can be used independently, most real-world scenarios (such as adding a new campaign that has ad groups, ads, and keywords) require a client application to use multiple services.

The core messaging technology for the AdWords API is Simple Object Access Protocol (SOAP), which is an XML- and HTTP-based protocol with wide support in the industry. The AdWords API uses document/literal style SOAP 1.1.

The AdWords API web services for v13 are listed by the [Web Services Overview](#) in the v13 Developer's Guide. The web services for v2009 are listed in the [v2009 documentation](#).

updated 08/18/2012

About AdWords API Units, Fees, and Billing

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152597&topic=2796170&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

Google AdWords API developers are charged US\$0.25 (or local currency equivalent) per 1000 API units consumed. The rate sheet defines how different API operations consume varying amounts of API units. While some operations consume just one unit, other types consume more.

Visit the [API Rate Sheet](#) in the Developer's Guide to view specific unit costs per function.

Please note that certain developers who design proprietary applications to advertise their own businesses [may be eligible](#) for free API unit allocations. Agencies and developers of search engine marketing tools can [apply for preferred AdWords API pricing](#) to receive free API units.

updated 08/18/2012

AdWords API User Requirements

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152598&topic=2796170&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

The AdWords API has its own Terms and Conditions that a developer must agree to, which are separate from (and in addition to) the standard AdWords Terms and Conditions. These can be found on the [AdWords API site](#).

updated 08/18/2012

AdWords API Information Sources

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152601&topic=2796171&ctx=topic&path=2795917-2795216-2792638>

March 30, 2013

You have five sources for AdWords API information:

- The [AdWords API Developer Guide](#) is the technical reference for individuals building AdWords API applications.
- The [AdWords API Help Center](#) answers frequently asked questions about the AdWords API offering.
- The [Developer Forum](#) offers a place to discuss the AdWords API with fellow developers and members of the Google AdWords API team.
- The [AdWords API Blog](#) hosts all AdWords API announcements, tips, and program updates. All product changes and new version launches are announced on the blog.
- The [AdWords API Mailing List](#) sends program announcements, updates, and launch notifications to your email address.

updated 08/18/2012

Overview of AdWords API Tools and Resources

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152600&topic=2796171&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

The AdWords API Service has a wealth of resources in addition to code documentation, to help developers get started quickly. We provide open source client libraries and existing applications that can serve as the foundation for new applications. Further, we offer a sandbox environment so developers can experiment without making changes to their account or using AdWords API units.

updated 08/18/2012

About the AdWords API Sandbox

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152602&topic=2796171&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

The sandbox is a testing and development environment that replicates the functionality of the AdWords API web services. You can use the sandbox to:

- Develop and test applications without spending API units (calls made in the sandbox are free)
- Test logic that would modify your AdWords campaigns (changes in the sandbox never affect live campaigns)
- Develop an AdWords API client library without having an AdWords account (using the sandbox only requires a Google account)
- Develop against new or changed AdWords API methods before the changes go live on the production service

Learn about [AdWords API Sandbox best practices](#).

updated 08/18/2012

About AdWords API Code Resources

<http://support.google.com/adwords/certification/bin/answer.py?hl=en&answer=152603&topic=2796171&path=2795917-2795216-2792638&ctx=leftnav>

March 30, 2013

For faster AdWords API development, the [AdWords API Developer Guide](#) includes multiple client [code libraries and samples](#). The client libraries provide a high-level view of AdWords API functionality, making it easier to quickly develop applications.

Using these resources allows you to accelerate your development and focus on your business needs.

updated 08/18/2012