Framework Nesting & Definitions

Ad Unit
This element is not surfaced in the merchant UI - there is no reason to organize, group or collect items in this manner.

Ad Campaign
This element is the top level in the merchant UI - it is the collection of items, targeting, budget and network.

Ad Template
This element is defined at the Campaign level. When a merchant decides they want a display ad unit, they select some layout and display configurations.

Ad Group
This element is a collection of ads eligible for display based on a manual or programmatic determination.

Ad
An Ad is the singular unit of display - the element a consumer interacts with.

An Ad can be several things:
   * An individual catalog item
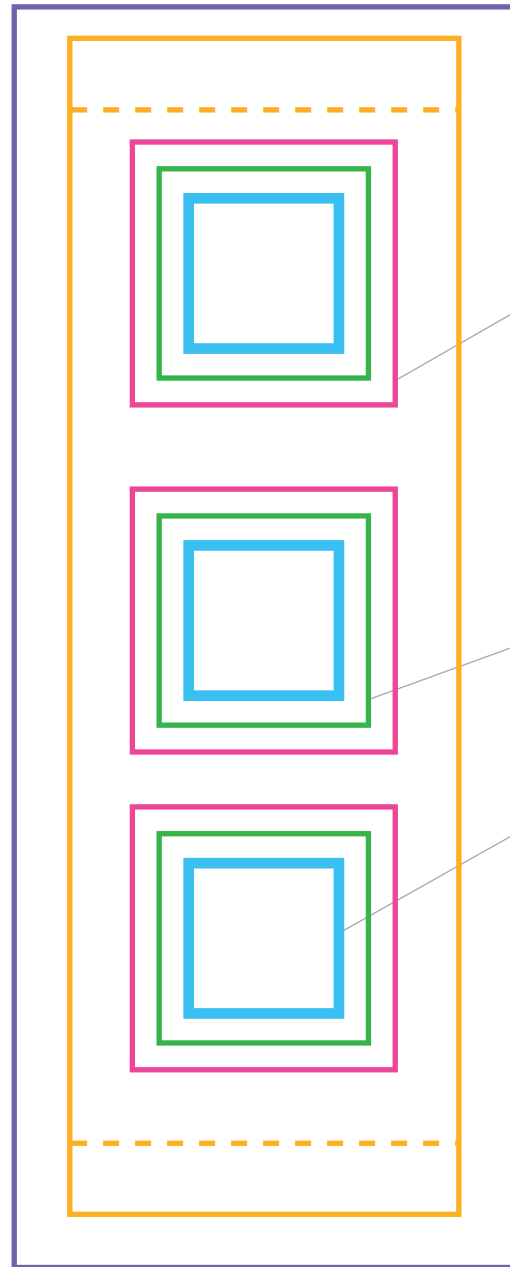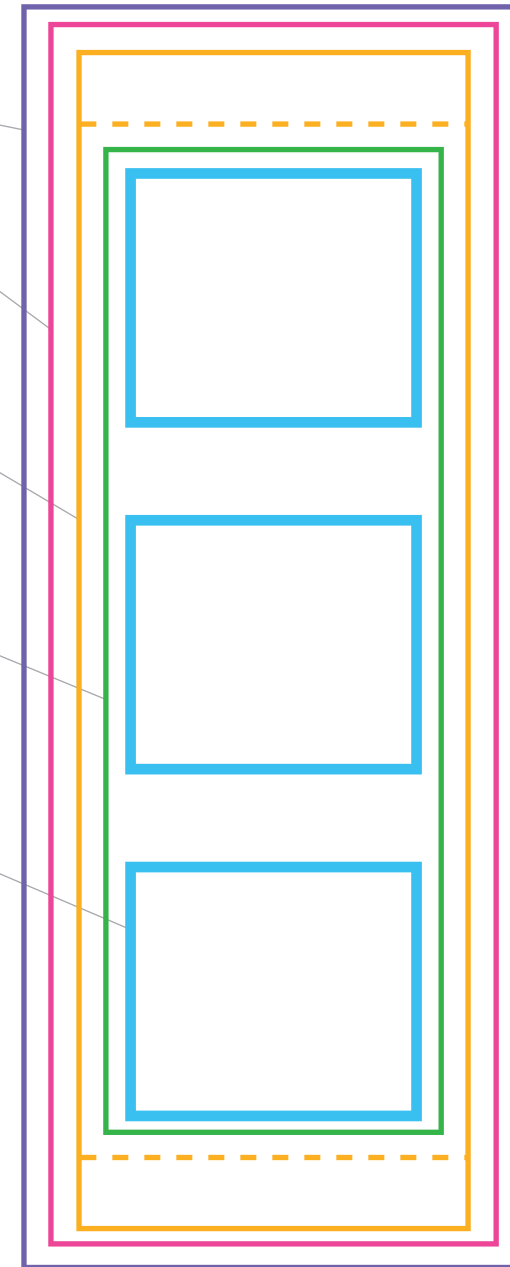   * A generalized ad (a collection of catalog items)

Ads by Amazon
Many merchants, one campaign, one template with unique branding, one ad group with many items.

Merchant Display Ad
One merchant, one campaign, one template with unique branding, one ad group with many items.

Ad Unit
Ad Campaign
Ad Template
Ad Group
Ad

Legend

☐	Ad Unit
☐	Ad Campaign
☐	Ad Template
☐	Ad Group
☐	Advertisment