



Getting Started With the New AdWords Interface

A Guide to Changes in Campaign Management

Introduction and Overview

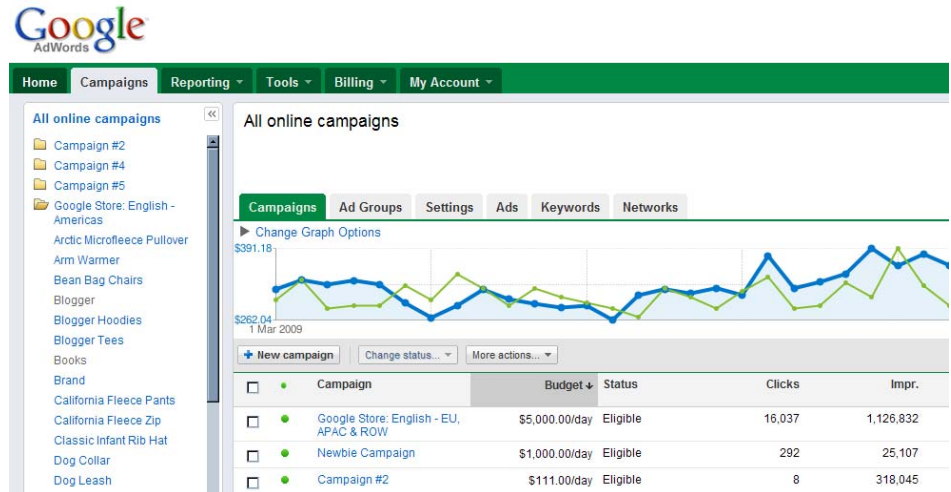
AdWords has grown, thanks to you. We've added over 20 tools and 10 reports since 2005 to keep pace with all the new ways that our advertisers use AdWords.

Recently we decided to look closely at how advertisers manage their campaigns, ask for their opinions, then see where we could make improvements. This is the result: a new AdWords interface.

Key Updates to the Interface:

Many small changes to the campaign management experience are part of the new interface. Key additions:

- **Easier account navigation** through a new account tree.
- **In-line editing** of keywords, bids, ads and placements.
- **Integrated reports** on campaign management pages.
- **Roll-up views** of all keywords, ads and placements in a campaign.
- **Quick filtering** to focus on the data that you care the most about
- **Performance summary graphs** for quick trend-spotting



Our goal is to make it even easier for you to complete typical daily tasks in your account. This means:

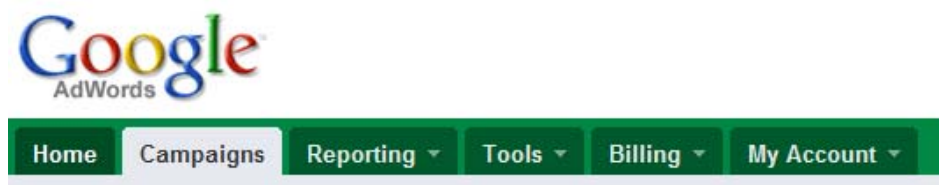
- More ways to see your data and find the right tools at the right time
- Quicker account navigation
- Easier editing for keywords, ads, bids and placements
- Better insight into your account through more detailed statistics and in-context reports

This guide will help you get started with the new AdWords interface. It's an overview of the key features that you'll discover as you navigate through your account.

I. Account Navigation

Navigation Tabs

When you open your account in the updated interface for the first time, you'll notice a change in the navigational tabs at the top of the page.



A new “Tools” tab will take you to the Tools page of your account. You still have access to the same group of tools, though some of them are now integrated into the “Campaigns” tab in the new interface.

The “My account” tab lets you view and edit your account preferences and account access settings, while the “Billing” tab gives you access to the billing summary and billing preferences pages.

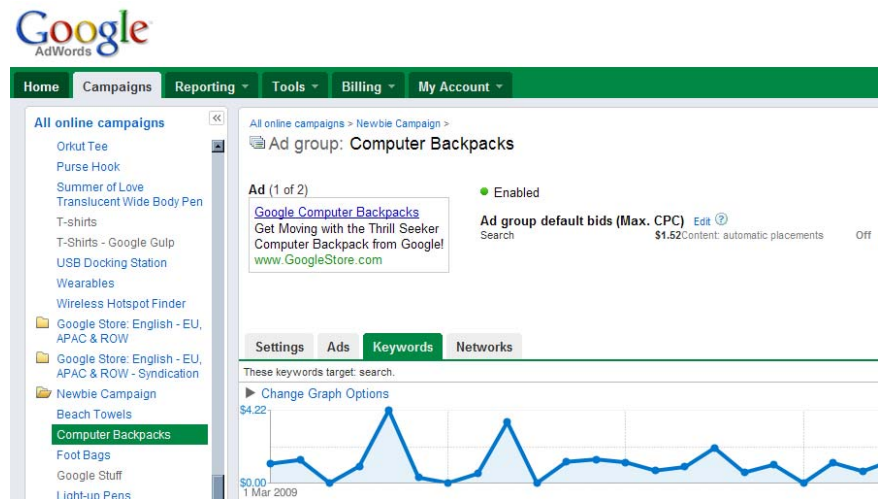
The “Campaigns” tab is the only tab whose contents are changing. Clicking any other tabs or the links below them will take you to the same pages that you’re used to from the previous AdWords interface.

Navigating with the Account Tree

On the side of the page you’ll see an account tree for navigation, similar to the account tree in AdWords Editor.

Tips for Account Navigation

- Use the account tree to jump quickly to any active campaign or ad group in your account
- Use the new roll-up tabs to see lists of all ad groups, keywords, placements and ads, for one campaign or across your account
- Labels at the top of each page show where you are in your account. Click any link to navigate back to previous levels.



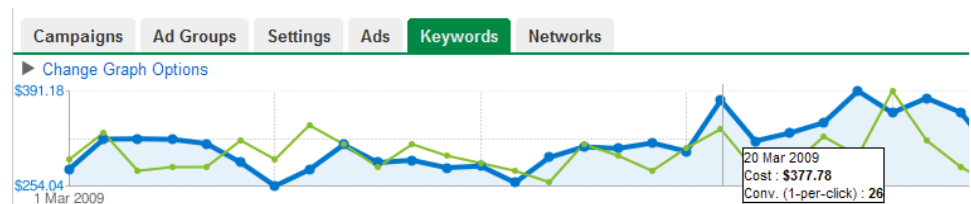
You can use the account tree to navigate quickly to any campaign or ad group from any page in your account.

If you choose not to use the account tree, you can still use the links at the top of your campaign management pages or within tables to navigate through your account.

II. Monitoring Performance

Performance Summary Graphs

Spot performance trends more easily with new graphs on multiple pages in your account.



Select up to two metrics at once and chart their performance over the date range that you select. If you want more space to manage your data, you can use the “Filter and Views” menu to hide the graphs entirely.

Account-Level and Campaign-Level Roll-Ups

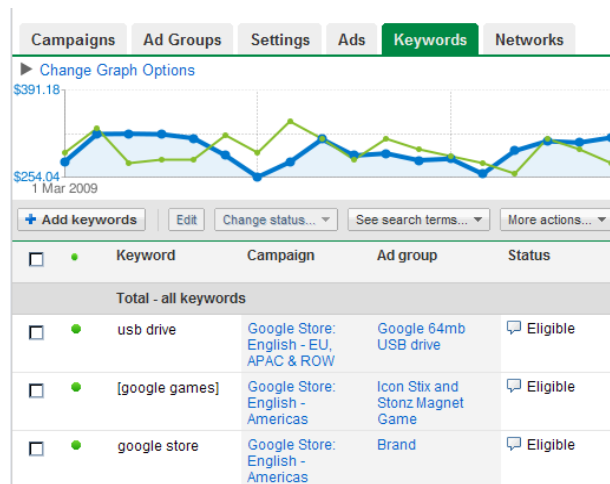
You now have more flexibility when viewing and sorting ads and keywords in your account. When viewing either All Online Campaigns or an individual campaign in your account, you'll see new tabs for Ad Groups, Settings, Ads, Keywords and Networks (more on this tab later).

Clicking the Keywords, Networks or Ads tabs will display all the keywords, placements or ads at the level that you've selected. This makes it easy to sort or filter by key metrics across ad groups and focus on specific high-performing or low-performing items.

For example, you can click the Keywords tab at the account level, then sort all your keywords by cost/conversion to see those which are performing the best for you across all ad groups. You might then consider bidding more for these keywords or grouping them into a single campaign with a dedicated daily budget.

Viewing Performance Statistics

- Use the roll-up tabs in your account to get a quick overview of the areas that need your attention.
- When looking at roll-up tabs, use the account tree to toggle quickly between complete lists of keywords, ads and placements for different campaigns.
- Use filters and roll-up tabs together to see all the keywords, placements or ads that meet rules that you specify
- Use the "see search terms" option to get ideas for negative keywords from low-performing searches.



Using roll-up tabs to look at elements across your account can give you insights that you can use to improve your overall performance.

Filters

You can now set up filters for your data, displaying only the ads, keywords or placements that meet the business rules that you specify.

Filter Load saved filter

CTR > 2.00 % Remove

+ Add another

Save filter

Apply Close

Choose "Create Filter" under "Filters and views" to set up one or many filters. For example, to find high potential opportunities to increase sales, filter for the keywords in your account with a high conversion rate and low spend or filter for content network placements with a low cost/conversion and a few impressions.

Using filters and roll-up tabs together is a powerful way to focus your attention on the most important parts of your account, no matter the ad group in which they're located.

Integrated Reports

You now have easier access to reports that provide more detailed information on where your ads are being displayed.

On the Keywords tab, click “See search terms” for the keywords of your choice to see an integrated search query report. This report shows you performance statistics for the search terms where your ads appeared. You can easily take action by adding these terms as regular or negative keywords to improve the quality of your traffic.

These keywords target: search.					
<input type="button" value="+ Add keywords"/> <input type="button" value="Edit"/> <input type="button" value="Change status..."/> <input type="button" value="See search terms..."/> <input type="button" value="More actions..."/>					
<input type="checkbox"/>	Keyword	Status	Selected	Max. CPC	Position preference
<input type="checkbox"/>	blogger tees	Eligible	All	\$1.00	Any
<input checked="" type="checkbox"/>	blogger t-shirt	Eligible		\$1.00	Any

Want to see how your keyword performance varies by match type? Select the new “Segment by query match type” option under the “Filter and Views” menu to see how your performance differs for broad, phrase and exact matches of your keywords.

Tips for Making Changes:

- Use in-line editing to make quick changes to your account.
- To change multiple keywords, placements or bids, choose the items to be adjusted and use the “Edit” button to make bulk changes.
- Want to try your keywords in a different ad group? Use the “Copy” button to complete the task in a few clicks.
- Use the “Download” button to export items into a .csv file and make changes offline.

For more efficient content network management, check “Automatic placements” on the Networks tab to see the sites and URLs in the content network where your ads have been appearing, just as you would in a Placement Performance Report. (More on this later.)

III. Making Additions and Changes

New Creation Workflow

We’ve also updated the campaign and ad group creation process to provide more flexibility as you expand your account.

All online campaigns > Campaign #5 > Ad group: **New Ad Group**

Ad: Enabled

Ad group default bids (Max. CPC)

Create an ad
Enter your first ad here. You can create more ads later.

Settings **Ads** Keywords Networks

New text ad

Headline 25 max

Description line 1 35 max

Description line 2 35 max

Display URL 35 max

Destination URL 1024 max

Ad preview

[Google Computer Backpacks](#)
Get Moving with the Thrill Seeker
Computer Backpack from Google!
www.GoogleStore.com

You can create ads, add keywords and set bids in any order. You make these additions on the same tabs that you’ll use to manage your campaign or ad group once that they’re complete. Or if you’d prefer a different approach, you can use a one-page creation process to build new ad groups even more quickly.

In-line Editing

Make fast changes to your account with in-line editing. Click any editable item in your account and make changes directly without navigating to a separate page.

Keyword	Status	Max. CPC	Position preference	Cost	Conv.	Cost / Conv.
blogger tees	<input type="button" value="Broad match"/> <input type="button" value="Save"/> <input type="button" value="Cancel"/>	\$1.00	Any	\$0.00	0	\$0.00
blogger t-shirt	Eligible	\$1.00	Any	\$0.00	0	\$0.00
blogger tee	Eligible	\$1.00	Any	\$0.00	0	\$0.00

For example, you can click any keyword to make quick edits to the keyword itself, or change the match type.

IV. The Networks Tab and Automatic Placements

Networks Tab

The Placements tab that you remember from the previous AdWords interface is now the Networks tab. It shows the summary statistics for the performance of your ads on Google Search, search partner sites and the Google Content Network.

Campaigns	Ad groups	Settings	Ads	Keywords	Networks	Clicks	Impr.	CTR ?
Search						37,943	1,944,340	1.95%
Google search						37,943	1,944,323	1.95%
Search partners ?						0	17	0.00%
Content						8	318,028	0.00%
Managed placements ? show details						0	0	0.00%
Automatic placements ? hide details						8	318,028	0.00%
Total - All networks						37,951	2,262,368	1.68%

Networks Tab Tips

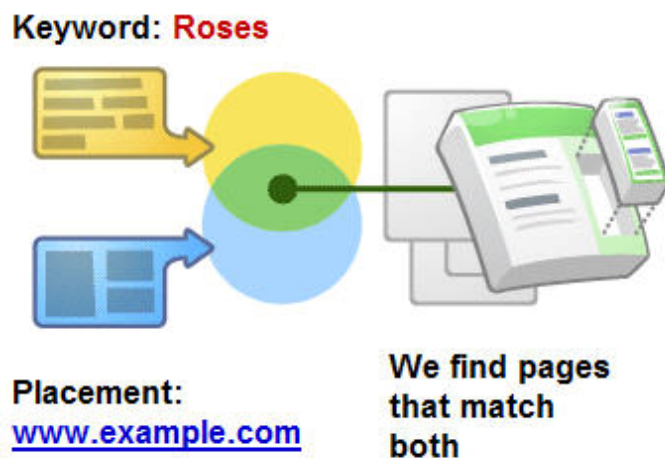
- When you're using keywords for contextual targeting, automatic placements show you the content network sites where your ads have appeared. Your keywords will continue to target your ads on any managed placements that you've added.
- Use your list of automatic placements to find new managed placements.
- Optimise your performance by setting unique bids for managed placements.
- If a placement is performing poorly, consider lowering its bid before excluding it.
- Consider excluding a placement if it has consistently poor performance or doesn't meet your other business goals.
- To make sure that you'll have sufficient click volume, try running your ads across the content network and monitoring traffic to your managed placements before restricting your delivery.

You can also use the Networks tab to see domain and URL-level reports for the content network placements where your ads were displayed and manage the placements on the content network where your ads appear.

Content network statistics on the Networks tab are now divided into two groups: managed placements and automatic placements.

Managed Placements

Let's start with an explanation of managed placements. Here's a quick reminder of how keywords and managed placements [work together](#):



If you have keywords in your ad group, we always use your keywords to contextually target your ads to pages on the content network.

For example, if you have the keyword theme "roses" in your ad group, your ads will appear only on content network pages related to roses. If you then add a managed placement to your ad group, that placement will function differently depending on your campaign settings.

If you've chosen to run your ads on **relevant pages across the entire network**, your managed placements won't change the pages where your ads are eligible to appear. Instead, adding a managed placement lets you set a specific bid for that placement. Set higher bids for placements where you'd like more traffic and lower bids for placements that aren't meeting your performance goals.

If you've chosen to run your ads on **relevant pages on the placements that I manage only**, adding a managed placement increases the number of pages in the content network where your ads can be displayed. However, your ads will appear only on pages within your managed placements that are relevant to the themes in your keyword list. (If you don't have keywords in your ad group, your ads can appear on any page on the managed placements that you've added).

Automatic Placements

Automatic placements are the contextually relevant parts of the content network where we've placed your ads. In the previous AdWords interface, you'd see these placements by running a Placement Performance Report in the Report Centre. Now, using the new interface, you can view these placements directly on your Networks tab. The best way to find managed placements to add to your ad group is to look at your automatic placements.

■ Content: automatic placements

Manage placement and bid Exclude placements Show URL report Download				
<input type="checkbox"/>	Domain	Ad group	Clicks ▼	Impressions
<input checked="" type="checkbox"/>	landbou.com	Internet Advertising	0	277
<input type="checkbox"/>	news24.com	Internet Advertising	0	439

Your automatic placements show you the parts of the content network that are performing best, and you can quickly take action on this helpful data. Use the "Manage placement and bid" button to add an automatic placement to your list of managed placements and set a customised bid.

Or if you want to make sure that your ads no longer appear on a certain placement, use the "Exclude placements" button to exclude that placement from your campaign or ad group permanently.

The Networks tab gives you access to a number of advanced tools and reports. Use these new options to learn more about your content network advertising, then make changes that will have a large impact on your overall performance.

V. Giving Feedback

The new AdWords interface should improve your ability to effectively manage AdWords campaigns to your business goals. However, we're always looking for improvements as we continue to make changes. Please submit any comments about the new interface through the feedback link in the top corner of your account.

[Previous Interface](#) | [Send feedback](#) | [Help](#) | [Sign out](#)



Your comments will go directly to the AdWords product development team. We read each comment individually and we'll use your input to help us decide the changes that we should make next.

Thank you for devoting time to learning more about the new interface. We hope that we've made AdWords clearer and more efficient for you, and that these changes help you get the most out of your campaigns.