122 Part II: Creating and Managing an AdWords Campaign _

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All	Campaigns										
Shor	w only active campaigns	×						Jun	1, 2003 to Ma	ar 23, 2004	
+ <u>c</u>	+ Create New Campaign				Show statistics for:						
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	<u>Campaign Name</u>	Current Status	<u>Current Budget</u>	<u>Clicks</u>	<u>lmpr.</u>	<u>CTR</u> •	<u>Avg. CPC</u>	<u>Cost</u>	Conv. Rate	Cost/Com	
	<u>CD Baby</u>	Active	\$20.00 / day	43	3,577	1.2%	\$0.05	\$2.15	0.00%	\$0.0	
	Rhapsody	Active 1 Ad Groups Paused	\$25.00 / day	61	14,869	0.4%	\$0.05	\$3.05	0.00%	\$0.0	
_	ARC	Active 1 Ad Groups Paused	\$20.00 / day	18	8,248	0.2%	\$ 0.13	\$2.25	0.00%	\$0.0	
						0.101	\$0.06		0.000	\$0.0	
	Total - active campaigns	•	\$65.00 / day active campaigns	122	26,694	0.4%	\$U.U6	\$7.45	0.00%	фU.С	

Two major considerations lead advertisers to set up a second (and third) campaign:

- The advertiser is marketing different products, represented by ads, keyword groups, and landing pages that have nothing to do with each other. Even in this dispersed circumstance, you can accomplish the boundaries you need by working with Ad Groups within your campaign. But establishing a new campaign structure makes the Control Center pages neater and enables simpler naming of Ad Groups. Think of campaigns as marketing books, and Ad Groups as chapters in those books. Whether you want one book or several depends on the diversity of your marketing initiatives.
- ✓ The advertiser wants to launch ads with campaign settings that differ from an existing campaign. Google provides seven settings that affect all ads in a campaign. Campaign settings can be convenient and inconvenient. On one hand, global settings are cumbersome because you can't exempt specific ads from their effect. On the other hand, the ability to set variables across the entire campaign is a valuable shortcut.

Knowing how to organize your marketing effort into AdWords campaigns requires a clear understanding of the Campaign settings. Google divides the Edit Campaign Setting page (see Figure 7-3) into several sections.