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

✔ The advertiser is marketing different products, represented by ads, key-word 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 establish-ing 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 inconve-nient. 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.