REMEMBER

TIP

Use the drop-down menus above the table to define a date period. Click the upper radio button to select from the pull-down menu of time frames. Click the lower radio button next to use the month-day-year menus.

Note the check box to the left of each campaign. Click one or more to select campaigns to pause, resume, or delete. You may also adjust Campaign settings for multiple campaigns on a single screen. I describe the Campaign Settings page in Chapter 7, but I want to revisit that screen here. Figure 8-3 shows the Campaign Settings screen when more than one campaign is selected with check boxes. As you can see, small arrows (they're yellow) appear next to settings that you may apply to all checked campaigns. (The Campaign name is the only setting that must remain unique.) As you adjust settings for the first campaign, click the yellow arrow whenever you want that new setting to take hold in the others. You may scroll down and enter new values, overriding the arrow, at any time.

Seeing inside the campaign

To drill into any campaign and see its Ad Groups, click any campaign link in the Campaign Name column (back in Figure 8-2). Figure 8-4 details the inside of a campaign, showing several Ad Groups. Many of the features on this page are the same as those in Figure 8-2, so I won't repeat them here. Note that deleted Ad Groups work just like deleted campaigns in that they remain accessible and their statistics contribute to the bottom line.
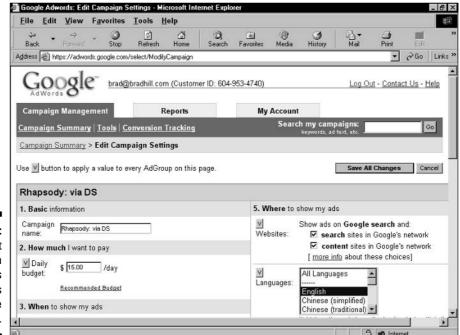

Figure 8-3: Adjust Campaign settings across multiple campaigns.