



Repairing Broken Campaigns

Sometimes things can go wrong. Specifically, Google puts its nose in your account, inhibiting the distribution of your ads. This grim fact is frustrating at first to nearly every advertiser, but it's all in the cause of relevance, which in the end is the key to everyone's success.

Things can go wrong with your marketing effort that have nothing to do with Google's intrusions and corrections. You might not convert leads to sales on your site. You might spend too much for clickthroughs, generating high click-through rates (CTRs) but dragging down your return on investment (ROI). These issues seek a variety of solutions ranging from product pricing to site design to advertising strategy. The purpose of this section is to show you how to deal with the problems that arise and are solved in the AdWords Control Center, namely, recovering from slowed and disabled account elements.