

Figure 7-2:
An AdWords account running three campaigns, each with multiple Ad Groups. Some Ad Groups are paused.

<input type="checkbox"/>	Campaign Name	Current Status	Current Budget	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. Rate	Cost/Conv.
<input type="checkbox"/>	CD Baby	Active	\$20.00 / day	43	3,577	1.2%	\$0.05	\$2.15	0.00%	\$0.00
<input type="checkbox"/>	Rhapsody	Active 1 Ad Groups Paused	\$25.00 / day	61	14,869	0.4%	\$0.05	\$3.05	0.00%	\$0.00
<input type="checkbox"/>	ARC	Active 1 Ad Groups Paused	\$20.00 / day	18	8,248	0.2%	\$0.13	\$2.25	0.00%	\$0.00
	Total - active campaigns	-	\$65.00 / day active campaigns	122	26,694	0.4%	\$0.06	\$7.45	0.00%	\$0.00
	Total - all 5 campaigns	-	\$65.00 / day active campaigns	137	37,119	0.3%	\$0.06	\$8.23	0.00%	\$0.00

*Reporting is not real-time. Clicks and Impressions received in the last 3 hours may not be included here.

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.