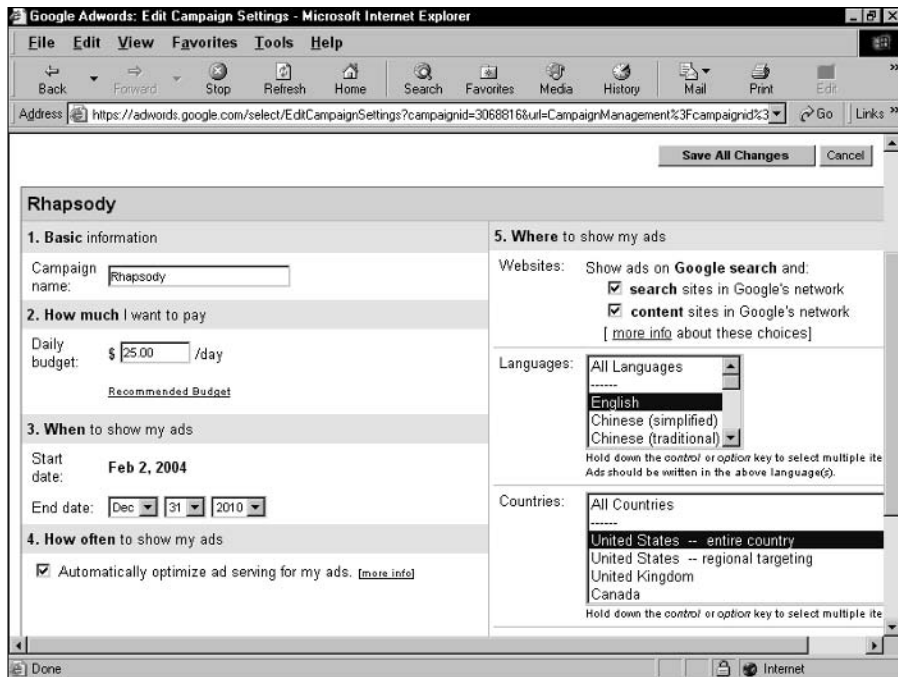


Figure 7-3:
Campaign
settings
apply
globally
to all Ad
Groups
in the
Campaign.



Here are the settings of each campaign that you need to consider when organizing your entire AdWords structure:

- ✔ **Name.** From an organizational viewpoint, the campaign name is probably the least important setting. Of course, you want to name your campaigns distinctly. If the name is the only difference among your planned campaigns, you might as well lump them together and distinguish them in Ad Groups.
- ✔ **Daily budget.** This setting is where you choose your spending cap per day. (Later sections of this chapter cover AdWords budgeting in detail.) This important setting, by itself, could determine a dedicated campaign in your AdWords account, even if it advertises a product similar to one in a campaign with a higher or lower daily budget.

Suppose that you sell kayaks and kayak supplies. Normally, you would probably consider your entire business to be under one campaign roof. But if you market a landing page filled with inexpensive accessories (water boots, paddling gloves, roof racks) separately from a landing page dedicated to the relatively expensive boats, you might decide to budget more money per day to a campaign driving traffic to the latter page. Such a