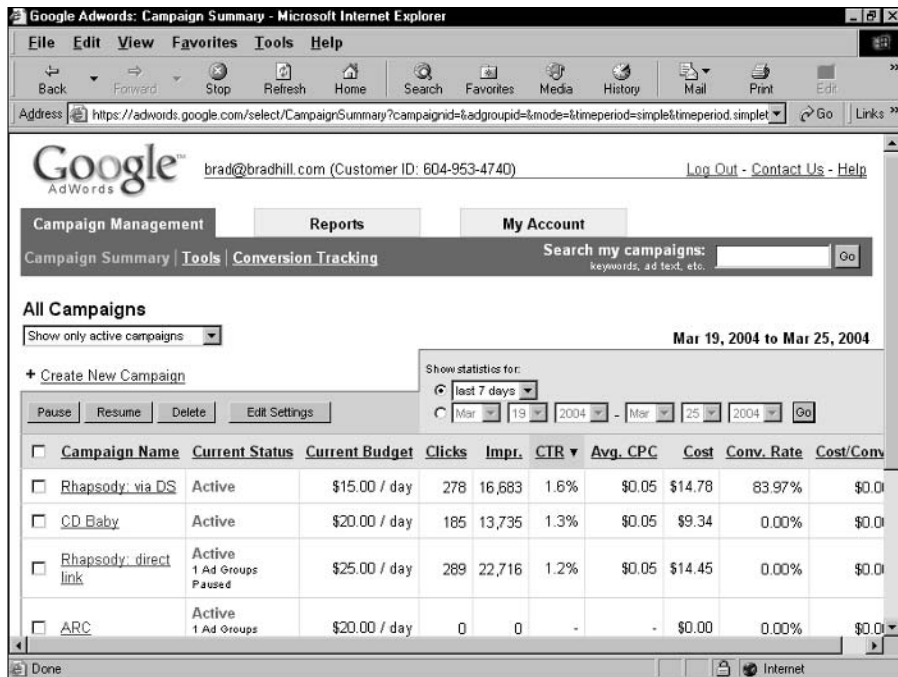Figure 8-1:
The
AdWords
Control
Center,
where
advertis-
ers view
campaigns
in progress.

Control Center screens rapidly, but not exactly in real time. I've seen early statistics of an added marketing element show up within minutes. At the most, allow a three-hour delay for impressions and clickthroughs to come into view and jive with each other. When campaigns are running continuously, without intermittent pausing and resuming (see Chapter 10), you must cut three hours of slack when you look at them. The only way to get a complete, static snapshot of marketing statistics is to pause one or more elements of your account and then allow three hours for the dust to settle.

✓ **Report your marketing statistics.** The Control Center's information screens are flexible and robust in their capacity to offer views of your advertising at work. AdWords reports take your marketing metrics to the next level by offering more detailed, customized views and automatic e-mail delivery of the reports.

✓ **Research keywords.** This book describes non-Google keyword research tools, but the AdWords Control Center provides everything needed in many cases. The Keyword Suggestion Tool and Traffic Estimator give any marketer plenty of ideas for experimentation and refinement.

✓ **Adjust basic account properties.** The Control Center keeps track of your billing and payment information, display language, and log-in password.