



# **BUILD A WINNING CAMPAIGN: KEY **GOOGLE** **ADS** FEATURES**

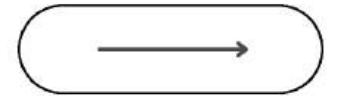


# COMMON CAMPAIGN CHALLENGES

Don't let common campaign challenges undermine your advertising goals! Understand the obstacles and discover the solutions.







## **DIFFICULTY NAVIGATING CAMPAIGN SETUP**

- Complex interface and features
- Time-consuming campaign creation process
- Difficulty configuring targeting, bidding, and ad rotation
- Inefficient use of resources and budget

## **LIMITED VISIBILITY INTO CAMPAIGN PERFORMANCE**

- Lack of real-time metrics and insights
- Difficulty tracking conversions and ROI
- Insufficient data to inform optimization decisions
- Unclear understanding of campaign effectiveness



## **UNCERTAINTY ABOUT BIDDING AND TARGETING STRATEGIES**

- Difficulty identifying and reaching target audience
- Uncertainty about bidding strategies and budget allocation
- Inefficient use of ad spend
- Missed opportunities for conversions

## **MISSED OPPORTUNITIES FOR OPTIMIZATION**

- Failure to capitalize on high-performing ad creative
- Inefficient ad rotation and scheduling
- Untapped potential for audience expansion
- Lack of A/B testing and experimentation



# GOOGLE ADS CAMPAIGN FEATURES



Campaign navigation menu



Campaign health checks



Campaign forecasts



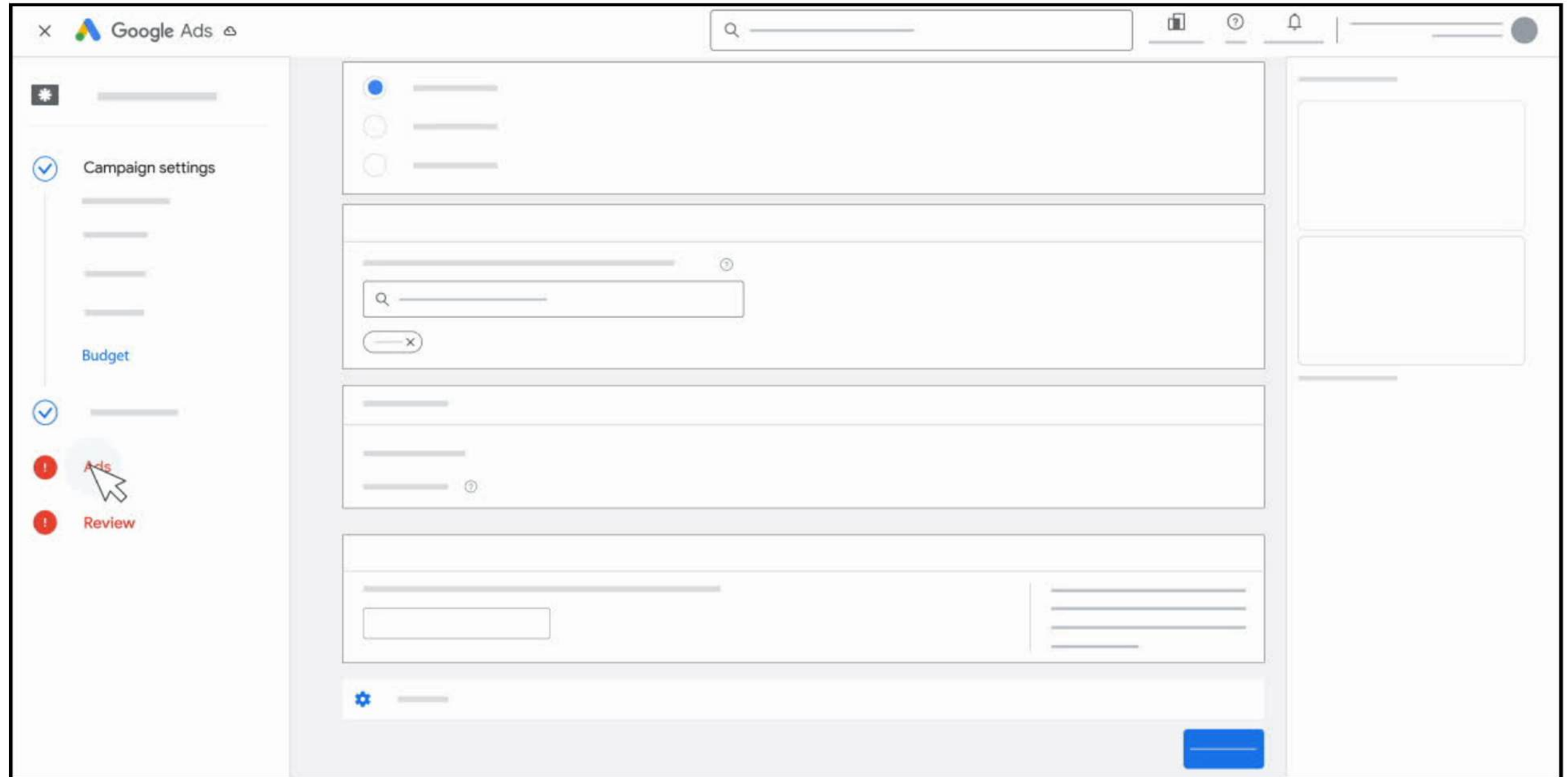
Reviews and drafts



# Feature 1: Campaign Navigation Menu

The **Campaign Navigation Menu** streamlines campaign creation, providing an intuitive workflow and holistic progress view. It highlights warnings on targeting, bidding, budget, creatives, and other settings.

This feature helps you identify and address potential issues, saving time and improving campaign performance.



# Feature 2: Campaign Health Checks

Google Ads Campaign Health Checks provide **real-time guidance** to optimize campaign performance. As you create your campaign, you'll receive **actionable recommendations based on targeting, bidding, budget, and other settings.**

These checks help ensure your campaign serves effectively and reaches its full potential.



You could get XX% more conversions by increasing your budget to \$YY, given your current campaign settings. [Learn more](#)

[Apply](#)

## Limited Conversion Potential

**Health Check Alert:** Your current budget may limit conversions.

**What it means:** Increasing budget can lead to more conversions without changing target cost-per-conversion.

**Action:** Increase budget by x amount to

- Expand audience reach
- Boost conversions

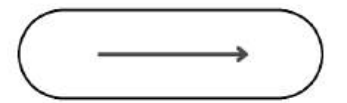






Your targeting signals are too narrow [Learn more](#)

Fix it



## Narrow Audience Targeting

**Health Check Alert:** Your audience targeting is too restrictive.

**What it means:** Current targeting limits ad visibility to a small audience.

**Action:**

- Turn on optimized targeting to reach relevant audiences
- Review and adjust audience targeting selections to expand reach



You may not spend enough of your budget - use optimized targeting [Learn more](#)

Apply



You may not spend enough of your budget - increase your bid to \$XX [Learn more](#)

Apply

## Suboptimal Budget Utilization

**Health Check Alert:** Bidding and settings limit budget usage.

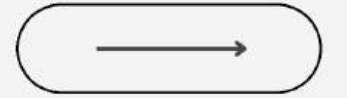
**What it means:** Current bids and targeting don't fully utilize allocated budget.

**Action:**

- Increase bid to x amount to maximize budget
- Turn on optimized targeting for relevant audiences
- Consider switching to Maximize Conversions bidding strategy



# Feature 3: Campaign Forecasts




Get real-time performance estimates based on your campaign settings.

**Campaign forecasts** appear in the far-right column during campaign creation and update dynamically as you make selections for budget, targeting, bidding, and other settings.


Review the estimations to ensure they align with your advertising objectives. **If they don't, consider updating the campaign's targeting, budget, bidding, and other settings to optimize performance and achieve your goals.**

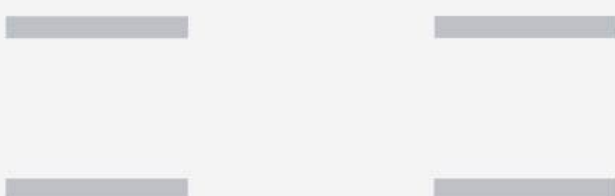
**This feature helps you make informed decisions and set your campaign up for success.**

### Forecasts

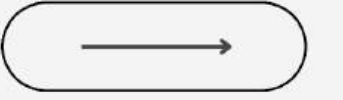
 Available weekly impressions

Impressions  
**5B+**

 Estimated weekly performance



# Feature 4: Review and Drafts

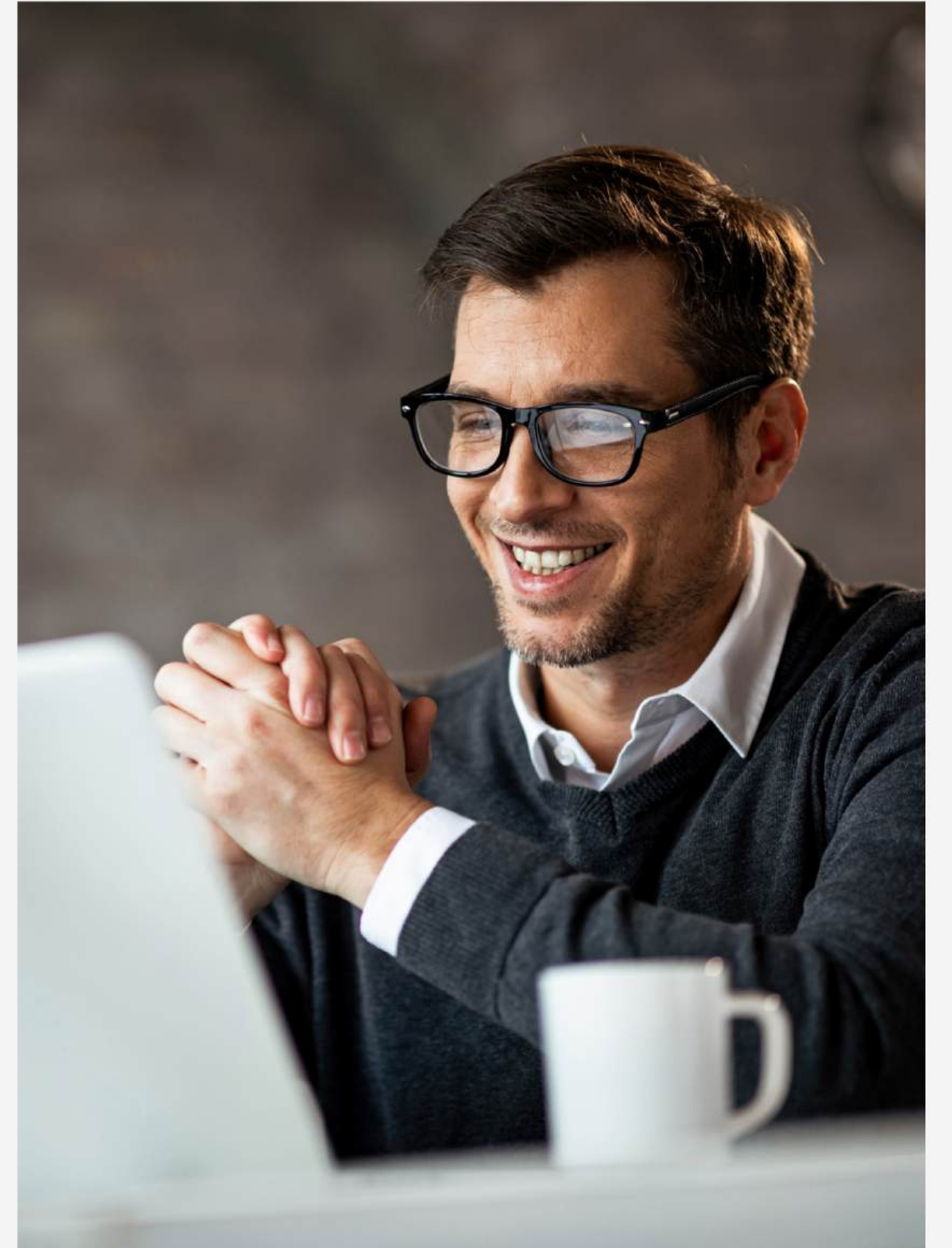


Before launching your campaign, review all your setting selections on the **"Review" page**.

On this page, you can:

- Address potential issues by clicking "Fix it" to resolve them.
- Resolve any critical issues preventing campaign publication. *Note that campaign publishing will be blocked until these issues are fixed.*
- Ensure everything is accurate and complete before confirming your campaign settings.

Campaign drafts are automatically saved, allowing you to progress from drafting to ad serving at any time, once issues are resolved.



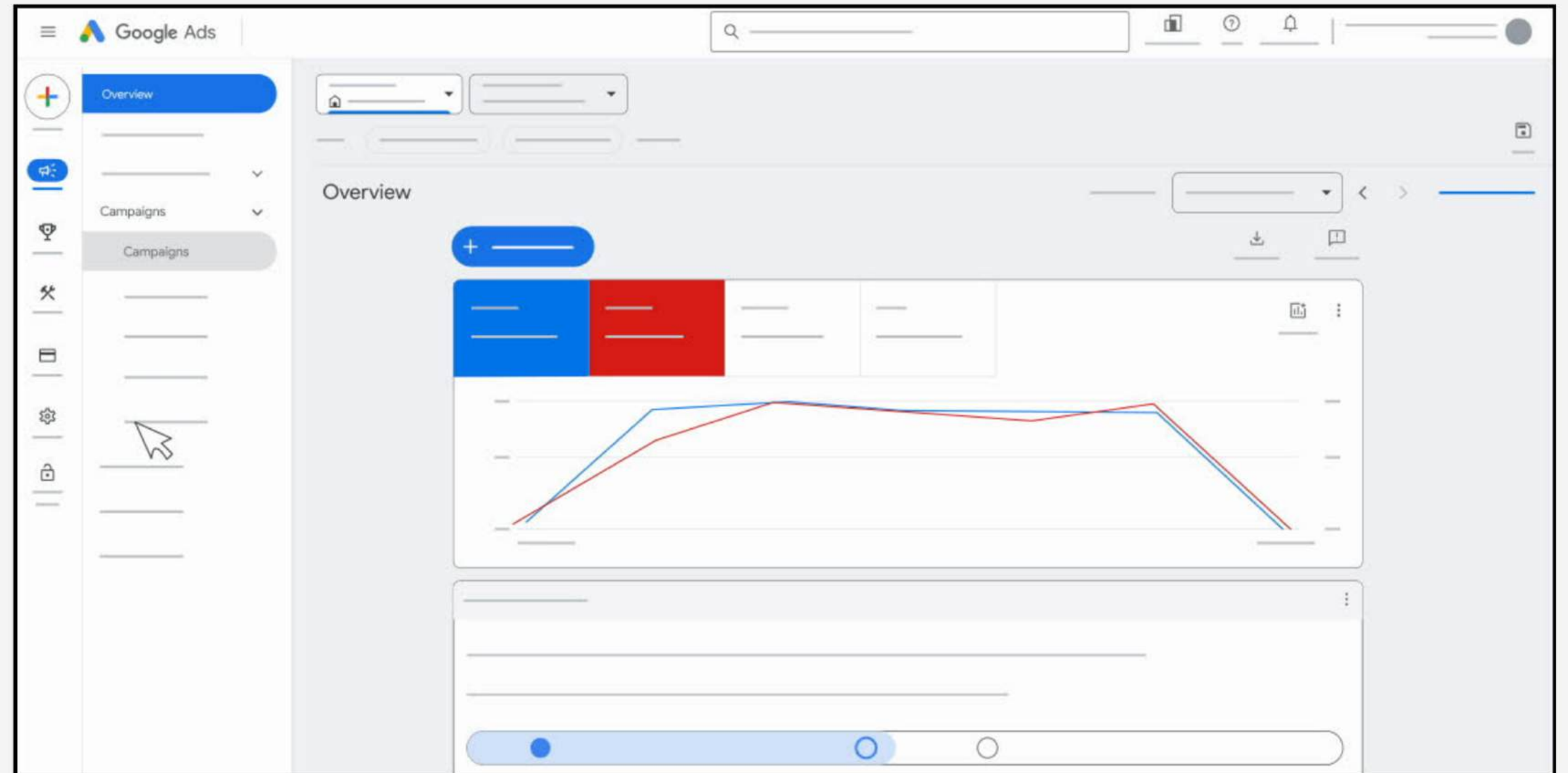


## Resuming a Draft:

To work on an existing draft, follow these steps:

1. Sign in to Google Ads.
2. Click the New campaigns button from the Overview view.
3. Select Resume campaign draft.
4. Choose the desired draft from the drafts menu to resume editing or publish.

Alternatively, start fresh by selecting the option to create a new campaign without using an existing draft.



# Need expert help with your Google Ads?

Connect with us.



416-477-0587



[sales@mrkt360.com](mailto:sales@mrkt360.com)

Google MRKT360



# Resources

<https://mrkt360.com/google-ads-management/>

<https://support.google.com/google-ads/answer/11052121>