## How to navigate through Google Ads

## You can do it like this: Click on the campaign name

👌 Goog	le Ads	All campaigns					Q SEARC	II. H REPORTS		] No (?	gund	9-138-0387 Inte ermannmartin7(	ertax Consult @gmail.com		
w 🏫	Campa	aigns			Remove conflicting negative keywords     Protect your account from unauthorized activity × This month     Nov 1 – 16, 2020     Y     Y										
mendations										- CTR 👻	- Cost	- ~	C) 32		
igns	20.00%							$\sim$				CHART TYPE	€6.00		
igns 🏠															
n insights	10.00%												€3.00		
* Ad groups 0.00%												_	€0.00		
extensions	<b>A</b>	Oct 26, 2020										Nov 16, 2020			
g pages	Campaign status: All but removed ADD FILTER									Q = III III ± C3 :					
ds		Compaign	Budget	Status	Optimization score	Campaign type	Impr.	Avg. cost	$\downarrow$ Cost	Search impr. share	CTR	Clicks	Bid strategy type		
ces	•	Q DSA EN Intertax	€0.50/day 📈	Eligible	82.2%	Search	370	€0.20	€7.62	< 10%	10.54%	39	Maximize clicks		
raphics	•	C English - Intertax	€0.24/day 📈	Eligible	69.5%	Search	56	€0.28	€3.67	< 10%	23.21%	13	Maximize clicks		
ients	. •	Q Español - Intertax	€0.50/day 🔀	Paused	-	Search	0	-	€0.00	-	-	0	CPC (enhanced)		
4		Q Deutsch - Flighttax	€0.09/day 🔀	Eligible	97.4%	Search	2	-	€0.00	10.00%	0.00%	0	Maximize clicks		
ic ad targets	. •	English - Intertax Display	€0.50/day	Paused	-	Display	0	-	€0.00	-	-	0	CPC (enhanced)		
	0	Q Tax for expat	€1.56/day 🔀	Paused	-	Search	0	-	€0.00	-	-	0	CPC (enhanced)		
		Q Intertax Consult GBSB	€5.37/day 📐	Paused	-	Search	0	-	€0.00	-	-	0	CPC (enhanced)		
	y y heendations gns gns tensions pages densions pages des aphics es aphics ents a c ad targets	Google Ads	Google Ads     All campaigns       rendations     20.00%       gna     20.00%       lo.00%     0ct 26, 2020       +     Campaign status: All but removed       add targets     Campaign status: All but removed	Google Ads       All campaigns         Campaigns       Campaigns         nendations       2000%         gns       10.00%       0.01 ± 0.00%         Oct 26, 2020       Campaign status: All but removed ADD FILTER         see       Budget       Budget         Campaign status: All but removed ADD FILTER       Budget         Campaign status: All but remov	Google Ads       All campaigns         Campaigns       Image: Campaign status and status a	Google Ads       All campaigns         Campaigns       Remove conflicting         and       200%         grages       200%         atensions       0.00%         pages       0.00%         of 26, 2020       Campaign status: All but removed ADD FILTER         Campaign status: All but removed ADD FILTER       Budget       Status         Optimization       Status       Optimization         aphics       Image: Status       Status       Optimization         aphics       Image: Status       Eligible       82.2%         Image: Im	Google Ads       All campaigns         Campaigns       @ Remove conflicting negative keywey         needations       200%       00%	Google Ads       All campaigns         Campaigns       Proteins         and autors       2000%       Remove conflicting negative keywords       Proteins         gene       2000%       Oct 26, 2020       Oct 26, 2020       Oct 26, 2020         Campaign status: All but removed       ADD FILTER       Budget       Status       Optimization       Campaign type       Impr.         ade applica       DSA EN Intertax       C0.50/day       Eligible       82.2%       Search       370         applica       Implicits       Eligible       99.5%       Search       370         a cat argets       Eligible       99.5%       Search       370         Implicits       Eligible       99.5%       Search       2         Implicits       Eligible       99.5%       Search       2         Implicits       Eligible       97.4%       Search       2	Google Ads       All campaigns         Campaigns       Remove conflicting negative keyword: Protect your account of the pro	Coogle Ads       All campaigns         Campaigns       Remove conflicting negative keywords       Protect your account from unauther services         neerdations       Compaign status: All but removed       ADD FLITER       Campaign status: All but removed       ADD FLITER         Campaign status: All but removed       ADD FLITER       Campaign status: All but removed       ADD FLITER       Campaign status: All but removed       ADD FLITER         Campaign status: All but removed       ADD FLITER       Campaign status: All but removed       ADD FLITER       Campaign status: All but removed       ADD FLITER         Campaign status: All but removed       ADD FLITER       Campaign status: All but removed       ADD FLITER         Campaign status: All but removed       ADD FLITER       Campaign status: All but removed       Control of the status         Campaign status: All but removed       Control of the status       Control of the status       Control of the status       Control of the status       Control of the status	Coogle Ads       All campaigns       Image: Campaigns       Image: Campaigns         rendations       gns	Google Ads       All campaigns       Image: Campaign status       All campaigns       Image: Campaign status       Image: Campaign status	Coogle Ads       All campaigns       Image: Campaign status: All bat removed ADD FLTER       Remove conflicting negative keywords       Protect your account from unutilotitied activity >         restations       0.00%       0ct 20, 2020       0ct		





the next step is to define the timeframe, you go up to the right-hand side, where you see the date and select "all time" from the dropdown menu

😑 ٨ Goog	le Ads	All campaigns > English - Brand	ntertax >			Q SEARCH			•	72 gund	29-138- Ierman	-0387 I inmarti	ntertax n7@gn	Consu 1ail.coi	
Overview	Enabled Status: Eligible Type: Standard More details														
Recommendations	Searc	h Keywords		Custom		11/1/2020 - Nov 16, 2020									
▹ Ads & extensions					OCT 2020 👻			-		<	>				
Landing pages	2	Today		s	М	т	w	т	F	s					
- Keywords			This week (Sun - Today)								^				
Search Keywords	1		Last 7 days		ост	2020			1	2	3				
Negative Keywords				Last week (Sun - Sat)		4	5	6	7	8	9	10			
Search terms	0	Nov 1, 2020	Nov 1, 2020						11	12	13	14	15	16	17
Auction insights	•	Konword status: All but se	Annual status All his second AND EUTED						18	19	20	21	22	23	24
h Audianaan		Reynold Status. All Darre							25 26 27 2			28	8 27 30		31
Addiences		Keyword	Status	Policy details	Final URL	Clicks	All time		NUV	2020	0			,	
Demographics		[intertax taxes consultant]	Low search volume	Eligible	-	0	Andrie	_	9	2	3	4	5	6	/
Settings	•	"intertax beratung"	Low search volume	Eligible	-	D	30 days up to today		8	9	10	10	12	13	14
— Less	•	"intertax consult munich"	Low search volume	Eligible	-	0	30 days up to yesterday		22	22	24	25	26	20	20
Devices	•	intertax consulting	Eligible	Eligible	-	0	Compare	p.	29	30	24	20	20	27	20
Change history	•	"intertax consult"	Eligible	Eligible	-	0	0 -		_		-				€0.00
	•	intertax consult de	Low search volume	Eligible	-	D	0 -				-	-			€0.00
		Total: All but re 💿				0	0 -				-	-			€0.00
Then, you	ı clic	k on searc	h terms												
≡ 🔥 Goog	le Ads	All campaigns > English - Brand	ntertax >			Q SEARCH	REPORTS TOOLS & BILLING			73 gund	29-138- Ierman	-0387 I inmarti	ntertax n7@gn	Consu 1ail.coi	t M
Overview	<ul> <li>Enable</li> </ul>	d Status: Eligible Type	Standard More det	tails 🗸											
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	Recommendations														
,	Ads & extensions									-	Clicks 👻 🗕 I	None 👻 📈	다. 크는 PE EXPAND ADJUST		
,	Landing pages	4													
	- Keywords										$\wedge$				
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>	Auction insights	Ŧ	🝸 ADD FILTER 📜 💆 🖸												
	<ul> <li>Audiences</li> </ul>		Search term $~\uparrow~$	Match type	Added/Excluded	Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate		
,	<ul> <li>Demographics</li> </ul>		intertax consult	Exact match	✓ Added	19	43	44.19%	€0.11	€2.14	0.00	€0.00	0.00%		
	Settings		intertax consult de	Phrase match	✓ Added	1	2	50.00%	€0.01	€0.01	0.00	€0.00	0.00%		
-	- Less		intertax consult frankfurt	Phrase match	None	1	1	100.00%	€0.23	€0.23	0.00	€0.00	0.00%		
	Devices		intertax consult munich	Phrase match	✓ Added	1	1	100.00%	€0.61	€0.61	0.00	€0.00	0.00%		
	Change history		intertax consulting	Exact match (close variant)	✓ Added	2	2	100.00%	€0.62	€1.23	0.00	€0.00	0.00%		
			Total: Search te 💿			24	49	48.98%	€0.18	€4.22	0.00	€0.00	0.00%		
			Total: Ad group 💿			24	49	48.98%	€0.18	€4.22	0.00	€0.00	0.00%		

You will see that you get search terms.