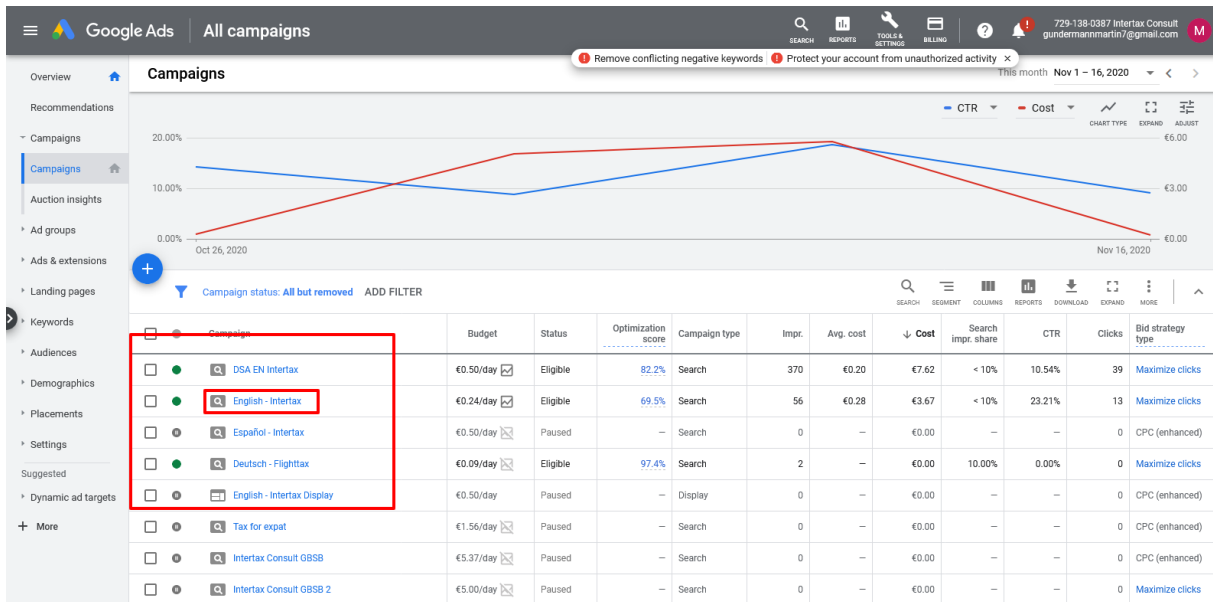
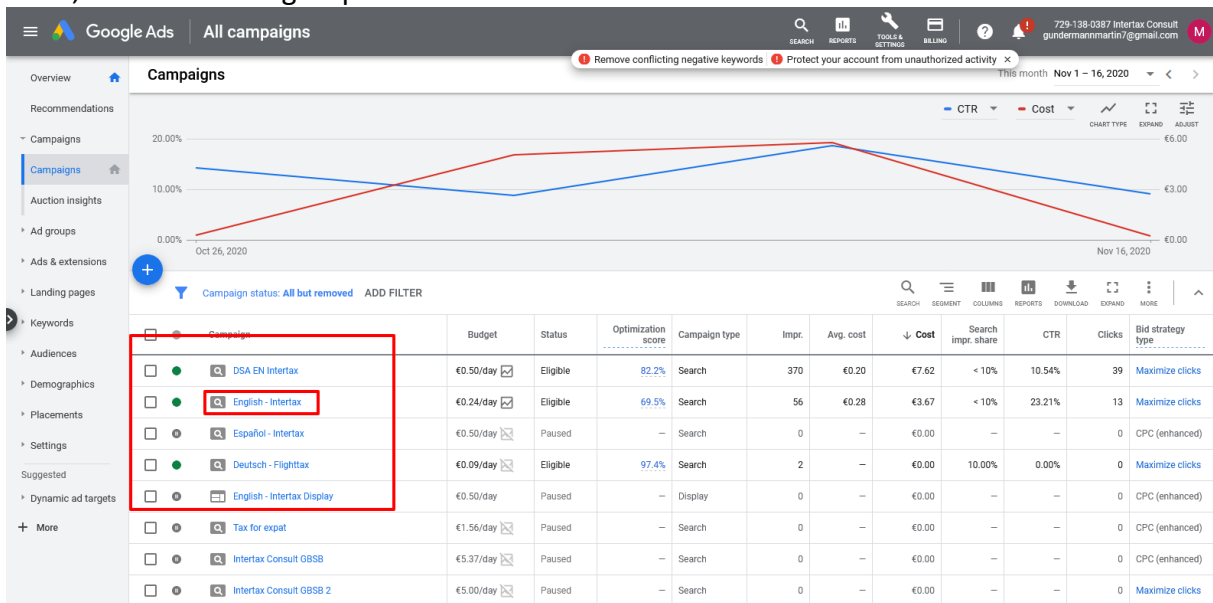


## How to navigate through Google Ads

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



Then, click on the ad group name



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

Google Ads interface showing the 'Search Keywords' section. The left sidebar has 'Search Keywords' highlighted. The main area shows a line chart for search volume and a table of keywords. A date range selector is open, showing 'All time' selected.

Keyword	Status	Policy details	Final URL	Clicks
[intertax taxes consultant]	Low search volume	Eligible	-	0
"intertax beratung"	Low search volume	Eligible	-	0
"intertax consult munich"	Low search volume	Eligible	-	0
intertax consulting	Eligible	Eligible	-	0
"intertax consult"	Eligible	Eligible	-	0
intertax consult de	Low search volume	Eligible	-	0
<b>Total: All but re...</b>				0

Then, you click on search terms

Google Ads interface showing the 'Search terms' section. The left sidebar has 'Search terms' highlighted. The main area shows a line chart for clicks and a table of search terms. The 'Search terms' link in the sidebar is highlighted with a red box.

Search term	Match type	Added/Excluded	Clicks	Imp.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
intertax consult	Exact match	✓ Added	19	43	44.19%	€0.11	€2.14	0.00	€0.00	0.00%
intertax consult de	Phrase match	✓ Added	1	2	50.00%	€0.01	€0.01	0.00	€0.00	0.00%
intertax consult frankfurt	Phrase match	None	1	1	100.00%	€0.23	€0.23	0.00	€0.00	0.00%
intertax consult munich	Phrase match	✓ Added	1	1	100.00%	€0.61	€0.61	0.00	€0.00	0.00%
intertax consulting	Exact match (close variant)	✓ Added	2	2	100.00%	€0.62	€1.23	0.00	€0.00	0.00%
<b>Total: Search te...</b>			24	49	48.98%	€0.18	€4.22	0.00	€0.00	0.00%
<b>Total: Ad group</b>			24	49	48.98%	€0.18	€4.22	0.00	€0.00	0.00%

You will see that you get search terms.