Google™

Changes to AdWords Reporting
A Comprehensive Guide

Introduction

Reporting in AdWords is getting faster and easier! Reports that are currently only available in the Report Center under the Reports tab are moving into the Campaigns tab, making advanced AdWords statistics more accessible and actionable. Soon the Report Center will be retired completely, and the Campaigns tab will be your one-stop shop for managing campaigns, analyzing their performance, and downloading reports.

This detailed guide walks you through the new reporting functionality on the Campaigns tab. We'll show you where options are currently located in the Report Center and where the same options can be found in the Campaigns tab.

Since this document is meant to serve as a comprehensive resource for the transition, you may see some references to changes that have yet to occur. If you're unable to find a particular option in the Campaigns tab, you can continue using the Report Center to access that feature or report for now. Reports won't be removed from the Report Center until all of their key functionality is available in the Campaigns tab

Ready to get started? Let's dive into the details!

## Part 1: Basic Reporting Options

This section describes how common reporting actions can be accomplished in the Campaigns tab.

Filter data
Filters are useful for narrowing the scope of the data in your reports. For example, if you have a lot of keywords in your account, you can set up a cost filter to focus on keywords that represent a substantial part of your spend.
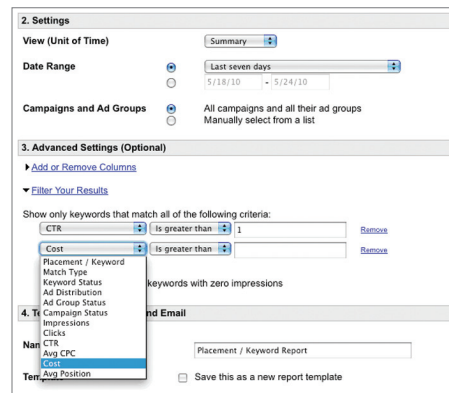
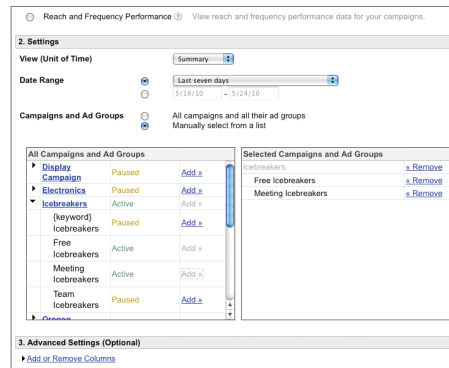*Before*   *After*
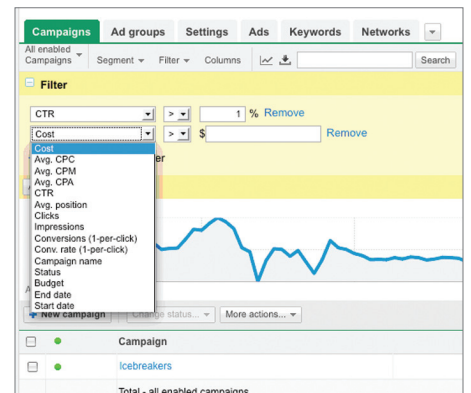
In the Report Center, you can only choose from a limited set of filters when creating your report.

A wider selection of filters is offered in the Campaigns tab. To see which filters are available, click the "Filter" button above any data table. If you download the table as a report, any filters you've applied are also included in the report. You can save useful filters for easy access in the future.

Select campaigns and ad groups

There may be times when you want reports to focus on a subsection of campaigns or ad groups in your account.
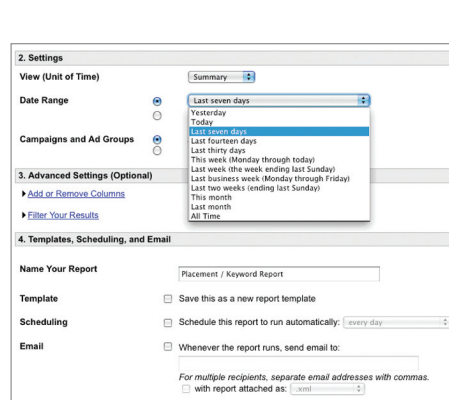

Before   *After*
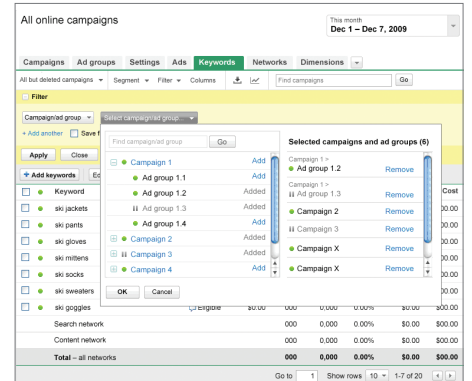
In the Report Center, you can select specific campaigns and ad groups when creating a report.

In the Campaigns tab, you can set up a "Campaigns/Ad Groups" filter to specify the campaigns and ad groups that should be displayed in your data table.

Choose date ranges

Whether you use the Report Center or the Campaigns tab, you can run reports for the custom date range of your choice. Additionally, you have the option to choose from a group of pre-selected date ranges available within your account.
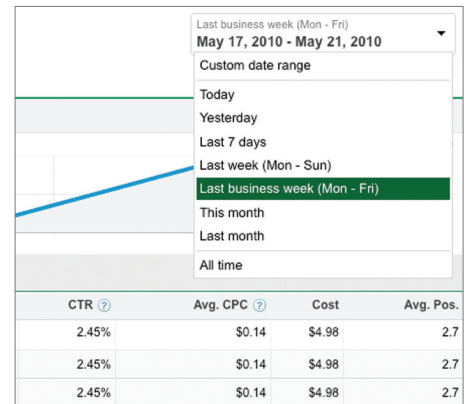
Before   *After*

Most preset date ranges from the Report Center are also offered in the Campaigns tab. However, the following date ranges are not available:
- This week (Monday through today)
- Last two weeks (ending Sunday)
- Last fourteen days
- Last thirty days

Create a similar report

"Create similar" links help you quickly create variations of reports you've run in the past.

Before   *After*

In the Report Center, the link is only available for the last 15 reports you created.

By contrast, the "Create similar" link is available for the last 100 reports you've generated in the Campaigns tab. Your reports are saved in the "Reports" section of the Control Panel & Library (accessible via the left side of the tab, below your list of campaigns). When you click the "Create similar" link next to one of your reports, you'll automatically be taken to the download panel for the report, where you can modify report settings and generate a similar report.

Save a report as a template

The Report Center offers the option to create a report template in order to help you quickly create reports, using past settings as a starting point.

Before   *After*

In the Campaigns tab, each report can essentially act as a template, so you no longer have to distinguish between templates and regular reports. Just use the "Create similar" links in the Control Panel & Library to run a report similar to one you've previously downloaded. If you want to change email and frequency settings for an existing report, you can edit those settings directly in the panel, instead of creating a new report with different settings.

Schedule a report

If you want to receive information about your account's performance on a regular basis, you can set up reports to automatically run every day, week, or month.

Before   *After*

In the Campaigns tab, you can choose a frequency for your report when you create it. Click the "Email and schedule report" link in the download panel to see your scheduling options.

Moreover, you now have the flexibility to modify your report's schedule at any time. Simply visit the "Reports" section in the Control Panel & Library and change the setting in the "Frequency" column for your report.

Before

After

For example, if you want to stop running a scheduled report, you can change the "Frequency" column setting for your report to "None," instead of deleting the report entirely. That way, you can keep the report on hand, in case you'd like to manually generate it in the future.

Email a report

You can share reports with others without giving them direct access to your entire account.

Before

After

In the Report Center, you can enter email addresses of additional recipients when you create a new report. However, it isn't easy to check which email addresses are associated with individual reports. For example, there's no easy way to remove a colleague from all reports if he or she leaves the company.

To make your reports more secure, email access to reports from the Campaign tab is now tied to other user access controls for your account. When you create a report, you can choose to email the report to other users of your account. If you want to send the report to someone who doesn't sign in to AdWords directly, click the "My account" tab, select "Access," and add him or her as an email-only user. Email-only users have limited access to the account.

Download a report

You can download reports directly in your account online or receive them via email.

Before

After

Compared to the Report Center which only saves your most recent 15 reports, the "Reports" section of the Control Panel & Library lists all your reports from the Campaigns tab. Click "Run now" for any report in the table to download it.
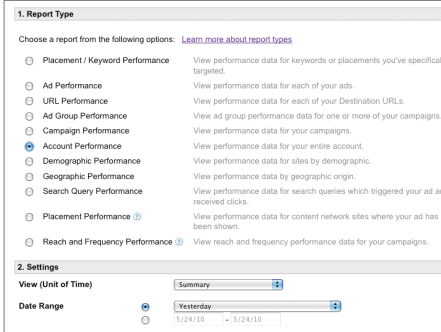
Emails from the Report Center can include reports as attachments, but this sometimes causes issues for very large accounts if the attachment is too big for email inboxes. To prevent this issue, report emails from the Campaigns tab contain a link to the report, instead of an attachment. Just click the link in the email to start the download.
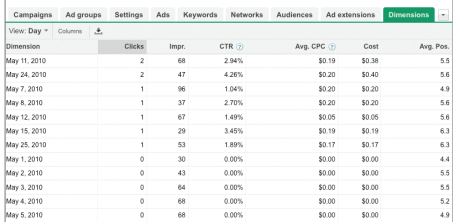
II. Individual Reports

In this section, we'll go through each report type that's available in the Campaigns tab. Instead of going through the extra step of visiting the Report Center to download your performance data, you can now download data tables within the Campaigns tab as reports. To export a table as a report, simply click ⬇ in the toolbar above the table to open the download panel.

Account reports

Account performance reports show you summary statistics for your entire account and can help you get a quick overview of your overall AdWords performance.
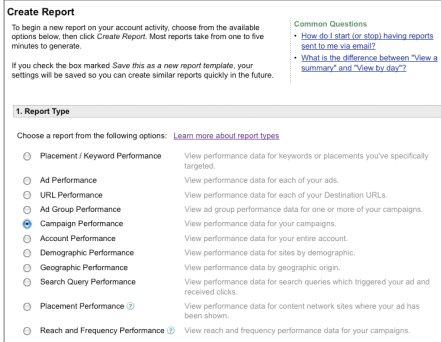
Before   *After*

You can view your account-wide data in various ways within the Campaigns tab.
- With "All online campaigns" selected on the left side of the page, look at the "Total" rows at the bottom of your tables.
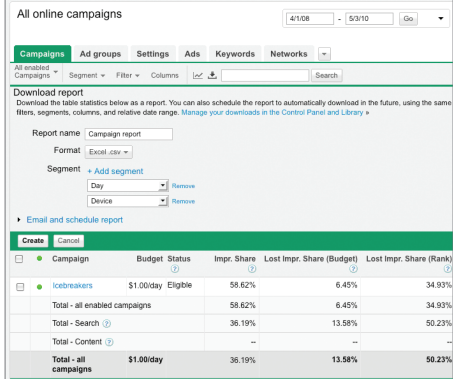
- Go to the "Dimensions" tab to organize your account data by the dimension of your choice. For example, you can choose to break out your account data by network or device. This tab is not turned on by default; to enable it, click the menu next to your last tab and select the "Dimensions" checkbox.

Campaign reports

Campaign reports show you the performance of your individual campaigns.

Before   *After*

To download a campaign report in the Campaigns tab, view your list of campaigns in the "Campaigns" sub-tab. Set up a "Campaigns/Ad Groups" filter if you'd like to see only certain campaigns in the data table. Click ⬇ in the toolbar above the table to download it as a report.

Ad group reports

To see statistics by ad group, visit the "Ad groups" tab and download the data table as an ad group report.

Before   *After*

Like the campaigns table, you can set up a "Campaigns/Ad Groups" filter to see only certain ad groups in the table.

Placement/keyword reports

The Placement/Keyword report in the Report Center combines performance data for both keywords and managed placements in one report. In the Campaigns tab, you can run reports for keywords and placements separately.

Before   *After*

To download a keyword report, click the download button in the toolbar above the data table on the "Keywords" tab. Similarly, to download a placement report, click the download button in the toolbar above the managed placements table on the "Networks" tab.

Ad reports

Ad reports let you easily compare and analyze the performance of ads across your account. These reports are especially helpful for identifying effective messaging strategies.

Before   *After*

In the Report Center, you can run an ad performance report for selected ad types. For example, you can run a report for image ads and display ads, or a report just focusing on your text ads. In the Campaigns tab, go to the "Ads" tab to sort your statistics by ad type. Click the "Columns" button in the toolbar above the table and add the "Ad Type" column.

The functionalities available through mobile ads, local business ads, video ads and rich media ads are being integrated into existing ad formats, so you won't have the option to add or remove columns specific to these formats from your data table.

URL reports
URL reports show you how your destination URLs are performing. To download this report in the Campaigns tab, visit the optional "Dimensions" tab and select "Destination URLs" as your dimension. You can set up a "Campaigns/Ad Groups" filter to limit your report to destination URLs in specific parts of your account. Click the download button in the toolbar to download the table as a report.

Placement performance reports
Placement performance reports show you the domains or URLs where your ads appeared on the Google Display Network. In the Report Center, you can choose whether to see domain or URL data when creating a placement performance report.

Domain-level reports:

Before　　　　　*After*

In the Campaigns tab, you can see the domains of your automatic placements on the "Networks" tab. Click the "show details" link for automatic placements in the summary table, then click the download button in the toolbar to export the data as a report.

URL-level reports:

Before　　　　　*After*

To see URLs, click the "See URL list" button above either the automatic placements or managed placements table. By selecting individual domains, you can easily view the URL details only for those domains that you're interested in. Click the "Download" button on the details page to export the data as a report.

By providing the report directly in the Campaigns tab, we hope you can take action on the data in your report even more quickly. Determine which placements you'd like to add or exclude, then use the buttons at the top of the automatic placements table to make changes right away.

Demographic reports

Demographic reports help you better understand the demographic composition of users who saw your ads on participating publisher sites in the Google Display Network.

In the Report Center, you can aggregate data the demographic report at the campaign level or at the ad group level.

In the Campaigns tab, find account-level demographic data in the optional "Dimensions" tab. Click the "View" menu and select "Demographics" as your dimension. To focus on a single campaign or ad group, set up a "Campaigns/Ad Groups" filter. Click the download button in the toolbar to download the table as a report.
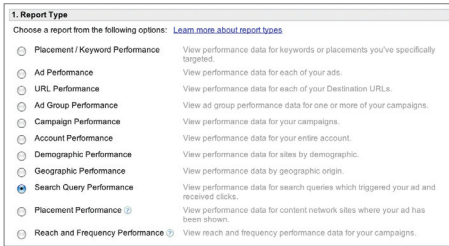
Geographic reports

Use geographic reports to analyze your performance in the countries and regions that are sending AdWords traffic to your site.

Like demographic data, you'll find geographic data on the optional "Dimensions" tab. Country, region, metro, and city metrics, which are available as attribute columns in the Report Center, are now provided as separate views.
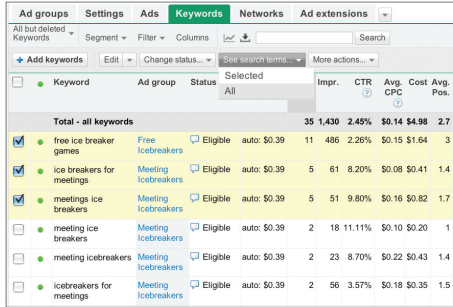
Search query reports

The search query report shows performance statistics for the actual search queries that triggered your ad. The data in this report can help you make informed decisions about high-potential search terms you should add as keywords, as well as identify less relevant queries that you should exclude with negative keywords.

Before   *After*

In the Campaigns tab, click the "See search terms" menu in the "Keywords" tab to see this data. You can choose to see search terms just for specific keywords: select the checkboxes for the keywords you're interested in, and then choose "Selected" in the "See search terms" menu. Click the "Download" button on the next page to export the data as a report.

By providing the search query report directly in the Campaigns tab, we hope you can take quicker action on this data: simply select queries you'd like to add or exclude, and then use the buttons at the top of the table to make those changes right away.

Reach and frequency reports

Use the reach and frequency report to learn how many people have seen your ads and how often they've seen them.

In the Report Center, you can aggregate data in the reach and frequency performance report at the campaign level or at the ad group level.

In the Campaigns tab, you'll find reach and frequency data on the "Dimensions" tab. You can drill down into a single campaign or ad group to view and download more detailed statistics.

My Client Center (MCC) reports
If you use My Client Center, you can continue to use the "Client Reporting" tab in your account to run reports across all your client accounts. Once you navigate to an individual client account, you'll find all reporting options in the Campaigns tab.
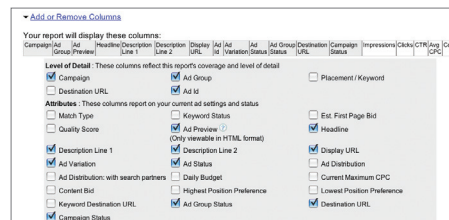
TV reports
If you currently run reports for TV campaigns, you'll continue to find TV-specific reporting options in the Report Center. All other reports, however, are available only in the Campaigns tab.

III. Report Metrics

The Report Center offers a large selection of metric columns for each report. Most of these metrics are also available in the Campaigns tab. You can use segments, filters, and column options in the Campaigns tab to fully customize the data in your tables and reports.

Campaign/ad group status
You can manually include special columns for campaign and ad group status in your Report Center reports.

Before   *After*

These statuses are included by default in the data tables on the Campaigns tab, so they're also automatically present in your reports.

- The first column in the tables indicates if an item has been enabled, paused, or deleted. This information is in the "State" column in your reports.

- The "Status" column always shows the most relevant status for the item in the table. For example, if a keyword is in a paused ad group, the Status column displays an "Ad group paused" message.

Daily budget column
The "Campaign daily budget" column from the Report Center is not available for keyword, placement, and ad reports from the Campaigns tab.

The daily budget column is visible when you view your list of campaigns in the "Campaigns" sub-tab, so you'll be able to see this information when you run a campaign report. However, this column is not offered in the "Keywords," "Ads," and "Networks" tabs, and is therefore not available for reports downloaded from these tabs.

Ad distribution

Ad distribution statistics let you see how your campaigns are performing on Google Display Network and search partner sites.

Before   *After*

In the Report Center, you can see this information by including the "Ad Distribution" and "Ad Distribution: with search partners" columns.

In the Campaigns tab, you can see the same information by adding the "Network information" column to your table. Click the "Columns" button in the toolbar above the table and select the "Network information" checkbox. Alternatively, click the "Segments" button in the toolbar and select "Network" to see statistics broken out by network in the table. Segments applied to tables are included as columns in reports.

First page cost-per-click (CPC)

The first page CPC is an estimate of the bid required to show on the first page of search results.

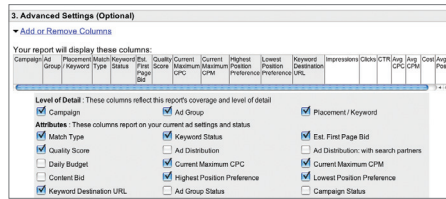*Before*   *After*

In the Report Center, you can manually include the "Estimated First Page Bid" column in your keyword reports.

In the Campaigns tab, keywords with the "Below first page bid" status will automatically show the estimated bid required to place ads on the first page of search results. However, this metric is no longer available for other keywords.

Position preference columns

If you've enabled the position preference feature in a campaign, you can specify your preferred positions for your keywords on search results pages. It's important to keep these preferences in mind when analyzing your keyword statistics, since they can have a significant impact on the number of impressions for which your keywords are eligible.
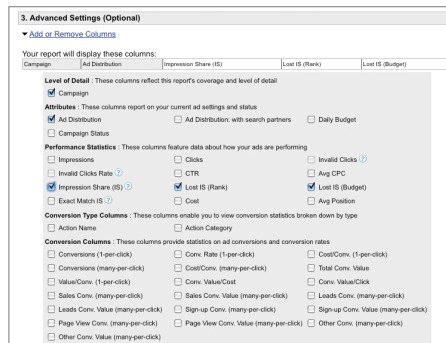
In the Report Center, you can manually include "Highest Position Preference" and "Lowest Position Preference" columns in keyword reports.

In the Campaigns tab, position preference is automatically included in your keyword table and report if you've enabled it for a given campaign.

Impression share

Impression share metrics show you the percentage of total available impressions for which your ads appeared in the market you're targeting.

This data is available for campaigns running on Google.com or search partner sites, and can be seen at either the campaign level or the overall account level.

In the Report Center, impression share metrics are available as optional columns for account and campaign reports.

In the Campaigns tab, the same metrics are also available as columns when you're viewing your list of campaigns. If you download the table as a campaign report, you can look at the "Total" row to see the overall impression share data for your account.

Conversion type data

If you use AdWords conversion tracking, you can specify different conversion types for each snippet of conversion code you add to your site. This means that if you're tracking conversions for sales, newsletter sign-ups, and lead form submissions, you can set a descriptive conversion type for each category, which lets you easily tally the number of times each action was completed.

In the Report Center, "Conversion Type" columns are available for most reports. In the Campaigns tab, you can apply conversion type segments to your data table.

Please keep in mind that in both the Report Center and the Campaigns tab, conversion type columns are only compatible with a limited number of conversion statistics. Because multiple types of conversions may be associated with a single click, it's not possible to see statistics such as clicks, impressions, or average position along with your conversion type data.

Conversion value data

If you track the value of your conversions, either manually or automatically, there are a number of columns to help you analyze the conversion value of your campaigns.

The following key conversion columns from the Report Center are available in the Campaigns tab:
- Total Conversion Value
- Value/Conversion
- Conversion Value/Cost

Additional conversion value statistics, such as "Conversion Value/Click," are not available.

Invalid click data

Invalid click columns let you see the number and percentage of clicks that have been classified as invalid and therefore automatically filtered from your account. Remember: you aren't charged for these clicks, and they don't affect your other account statistics, such as cost or click-through rate (CTR).

In the Report Center, invalid clicks columns are available for campaign and account reports.

In the Campaigns tab, you can include these columns in the data table on the "Campaigns" sub-tab.

Interaction data

Interaction columns in the Report Center show you how users interacted with your display ads before clicking them.

Before   *After*

These columns, such as mouseovers, interactions, and video playbacks, are not yet available in the Campaigns tab.

However, with richer advertising options now available through ad extensions, a number of new interactions are now possible with AdWords ads. Statistics for each of these extensions is available through the optional "Ad extensions" tab in your account. You can also see some interaction data by applying segments to your data table (for example, URL clicks versus calls for phone extensions).

Local Business Ad interaction columns

Local Business Ad interaction statistics show how your customers are interacting with these ads. For example, you can see how many users opened your information window from a map marker, clicked to get directions to your business, or used Street View to see your business.

Before   *After*

Since Local Business Ads are becoming location extensions, the statistics available for your local ads are changing. Now you can see statistics for your location extensions by enabling the "Ad extensions" tab in your account.

Historical video columns
Historical video columns show data for Click-to-Play Video Ads, an ad format that has since been incorporated into Display Ad Builder functionality. Since this ad format no longer exists, historical video columns are not available in the Campaigns tab.

IV. Conclusion

As you've seen above, the fundamentals of AdWords reporting aren't changing. The same powerful metrics available through the Report Center are being integrated into the Campaigns tab to make your performance data more accessible and actionable.

If you have questions about the changes, please consult the following article in the AdWords Help Center: **http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=177116**. This article is updated regularly, so please use it as your first resource for any issues that may arise.

The changes we're making will soon make possible new ways of data analysis. For example, in the future you'll be able to use segmentation options within the Dimensions tab to analyze your performance in even more interesting ways. See how your average cost or conversion on Google.com varies by region, or how the demographic breakdown of the customers who see your ads on Google Display Network sites changes depending on the day of the week.

AdWords has always been a place to find insightful and useful statistics, and we hope that with these changes the value you get from your reports increases even further. If you have any feedback on the changes or suggestions for future reporting controls, please let us know: **https://survey.googleratings.com/wix/p4080007.aspx?SR=web**.

And thanks as always for choosing AdWords for your business!