


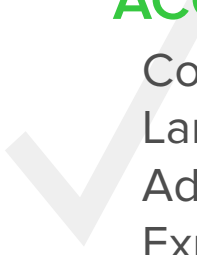


ACCOUNT STRUCTURE




- Campaign size
- Ad group size
- Ad count

ACCOUNT PERFORMANCE




- Cost
- Landing Page Experience
- Ad Relevance
- Expected CTR

CONVERSION SETTINGS



- What's tracking?
- How is it tracked?

CAMPAIGN SETTINGS



- Location
- Bid Strategy