

Campaign Settings

Using campaign settings is like holding up a sign to potential customers' and saying 'I'm here.' It means speaking their language, controlling your spend, and choosing when and where your ad campaigns are shown. All that, and it's a great way to help win more potential customers for your client. Now doesn't that sound great?

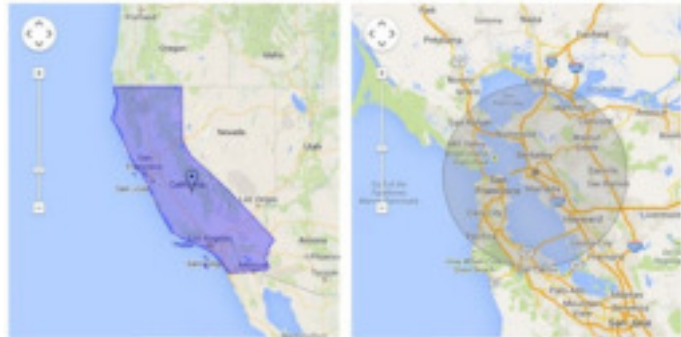
Remember that not all campaign settings are available with every campaign type. [Learn more about campaign types and their available features.](#)

Types of campaign settings

General settings

1. **Campaign name:** Edit the name of a particular campaign.
2. **Campaign type:** Tailor the set-up process to just what's relevant for goals.
3. **Locations:** Target ads to almost any geographic area.
4. **Languages:** Target ads by customer language preference.
5. **Networks:** Show ads on Google's Search Network and/or Display Network, or both.
6. **Devices:** Campaigns target all types of devices by default.
7. **Bidding option:** Choose automatic or manual bidding for ad clicks (Max. CPC).
8. **Budget:** Adjust the campaign's daily budget at any time.
9. **Delivery method:** Choose either standard or accelerated delivery for the daily budget to determine how quickly ads are shown each day - that's if the campaign is limited by budget.

Example of location targeting



Tip: You can increase or decrease your bids to gain more control over when and where your ad is shown by setting bid adjustments.

Advanced settings

1. **Ad extensions:** Show relevant business information (such as a phone number) with text ads. Create and manage ad extensions from the "Ad extensions" tab.
2. **Schedule:** Start date, end date, ad scheduling: Specify certain hours or days of the week when you want the AdWords ads to appear. Adjust bids for the ads during certain time periods.
3. **Ad delivery:** Ad rotation, frequency capping: Ad rotation selection determines how often we deliver active ads in relation to one another within an ad group. Frequency capping limits the number of times those ads appear on the Google Display Network to a unique user.
4. **Automatic campaign optimization (Display Network only):** Select "Auto-optimized" if you'd like Display Campaign Optimizer to find additional conversions for a campaign automatically.
5. **Experiment (BETA):** Make experimental changes to your bids, keywords, and ad groups in your campaign. As traffic accumulates on your experiment, statistical differences may emerge. Evaluate and apply changes based on your tests.

Tip: Keep your client's Search and Display campaigns separate by creating specific campaigns for each network. Since the advertising strategy will be different for Search and Display, campaign settings should be different too.

Editing your campaign settings

If you don't have any campaigns yet, click the **+Campaign** button to create a new campaign and follow the instructions on the page to complete your ad group. [Learn more about creating a new campaign.](#)

Once you've created a campaign, you can edit its settings as often as you like. Here's how to do it:

- Sign in to your AdWords account at <https://adwords.google.com>.
- Click the **Campaigns** tab.
- Under **All campaigns**, click the name of the campaign that you'd like to edit.
- Click the **Settings** tab.
- Click **Edit** next to the settings you'd like to change.
- Click **Save** after each change.