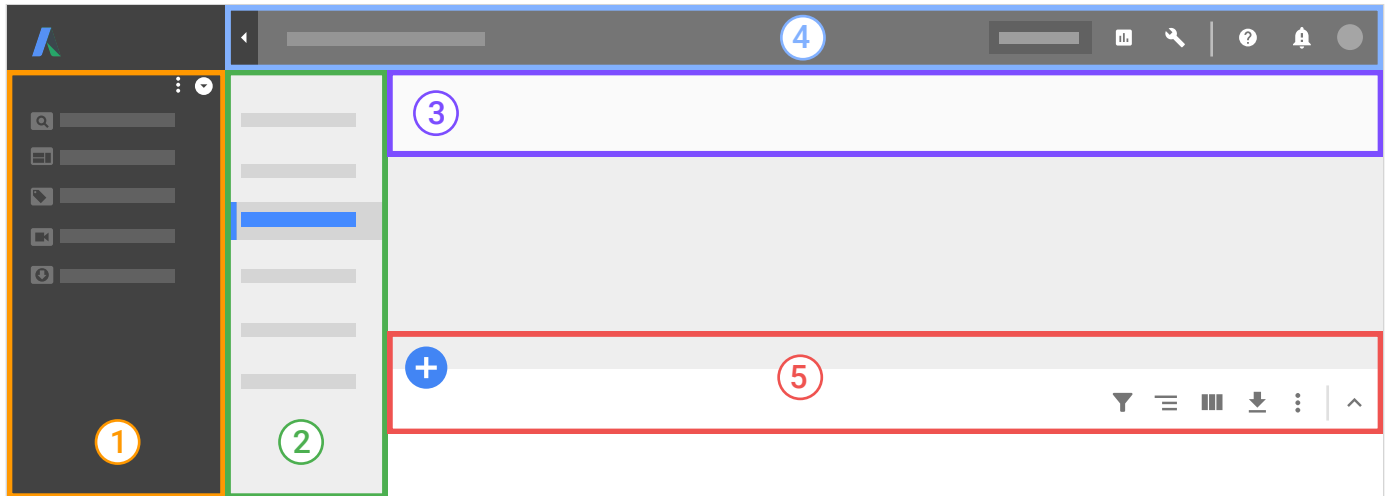








## Quick reference map

This guide shows you how to quickly find key features in the new AdWords experience. Use the image as a map of your account to find such features as the campaigns page, billing, and shared library.



- ① Navigation menu
- ② Page menu
- ③ Page title
- ④ Top bar
- ⑤ Table tool bar

## Basic Account Management

Go to any page		GO TO icon ④, then enter the page you want to go to. Or type G then T on your keyboard
Expand navigation menu		Arrow icon ④
Campaigns		To view all your campaigns, click <i>All campaigns</i> ①, then <i>Campaigns</i> ②. To go to one campaign, select the campaign ①.
Ads		<i>Ads &amp; extensions</i> ②, <i>Ads</i> ③
Keywords		<i>Keywords</i> ②
Search terms		<i>Keywords</i> ②, then <i>Search terms</i> ③
Extensions		<i>Ads &amp; extensions</i> ②, <i>Extensions</i> ③
Audiences or remarketing		<i>Audiences</i> ②
Conversions, Attribution, Google Analytics		Tool icon ④, then <i>Measurement</i> section
Shared library, Tools, Keyword Planner, Billing		Tool icon ④
Business data		Tool icon ④, then <i>Setup</i> section
Display Planner		Reach and performance estimates are now available in Display
Change history		<i>Change history</i> ②
Help		Help icon ④