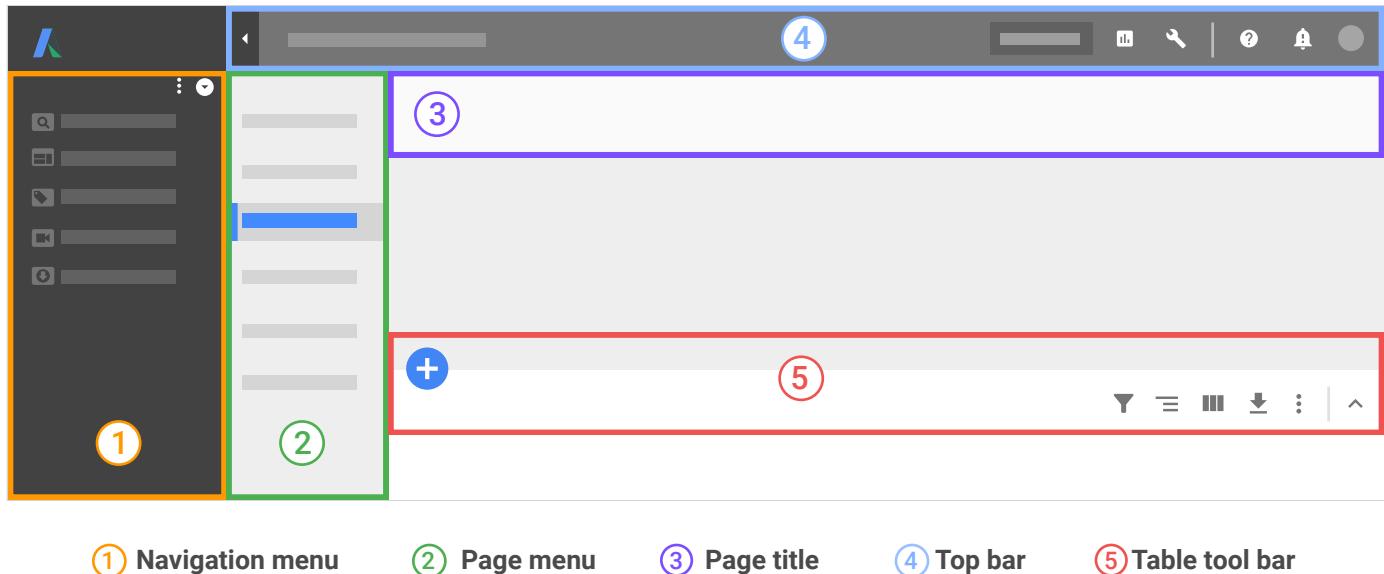


## Quick reference map

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.



## Basic Account Management

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