

# Microsoft® adCenter

## January 2009 Upgrade Feature Guide

We are beginning the New Year by upgrading adCenter with enhancements you've been asking for. Now, you can customize your campaign performance grids to quickly show the information that is important to you—without having to run a performance report. The new features for your campaign, ad group, ad, and keywords grids are:

**Custom date ranges.** View performance during time periods that you specify, or use the preset date ranges that you are already familiar with.

**Column filters.** Display the performance data that is most important to you by applying new column filters.

These new features will allow you to more quickly and easily optimize your campaigns.

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### Customize your campaign performance grids

#### Set a custom date range for performance data

Now you can quickly view performance data for your campaigns, ad groups, ads, or keywords for custom time periods that you specify—without having to run reports. For example, you can quickly verify your advertising performance for a weekend sale or promotion, and immediately make appropriate updates.

You can set custom date ranges for up to 31 consecutive days within the last two years, or you can use the existing adCenter preset date ranges: this month, today, yesterday, last 7 days, last month, last 3 months, last 6 months, this year, last year, or entire time.

The screenshot shows the Microsoft Advertising adCenter interface. At the top, there are navigation tabs for Campaigns, Accounts & Billing, Research, and Reports. Below this, the user is logged in as 'Adventure\_Works' and is viewing 'Campaign: Campaign 8'. A dialog box titled 'Performance data for: This month (12/1/2008 - 12/15/2008)' is open, allowing the user to select a custom date range. The dialog box has a 'Predefined ranges' section with 'This month' selected, and a 'Customize' section with 'Start: 12/01/2008' and 'End: 12/15/2008'. A calendar is visible, showing the month of December 2008, with the 15th highlighted. A green arrow points to the dialog box with the word 'New'. Below the dialog box, there is a table with columns for Ad group name, Ad group start date, Ad group end date, Status, Spend, Clicks, Impressions, CTR%, Avg. position, Conversions, Avg. CPC, Avg. CPM, and Negative keywords. The table shows data for four ad groups, all with a 'Paused' status and zero performance metrics. A 'Total - all 4 ad groups' row is at the bottom of the table.

Ad group name	Ad group start date	Ad group end date	Status	Spend	Clicks	Impressions	CTR%	Avg. position	Conversions	Avg. CPC	Avg. CPM	Negative keywords
AdGroup 11687	6/11/2008	6/11/2018	Paused	0.00	0	0	0.00	0.00	0	0.00	0.00	None
Order 10	11/5/2006	11/5/2016	Paused	0.00	0	0	0.00	0.00	0	0.00	0.00	None
Order 5620	1/25/2008	1/25/2018	Paused	0.00	0	0	0.00	0.00	0	0.00	0.00	None
Order 698	3/11/2007	3/11/2017	Paused	0.00	0	0	0.00	0.00	0	0.00	0.00	None
<b>Total - all 4 ad groups</b>	-	-	-	<b>0.00</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	-

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### Refine your performance data by applying custom filters

Now you can quickly find the performance data that is most important to you by applying column filters to your campaign performance grids. For example, you can use column filters to hide low-performing keywords and let you focus on the high-performing ones. Or you might want to display keywords with high spend but low click-through rates to optimize them, and much more.

In addition to applying filters to the data values, you can also set as many as three custom filters on certain columns. This feature will be familiar, because it is similar to the filtering feature in Microsoft Excel.

The screenshot shows the Microsoft Advertising adCenter interface. At the top, there are navigation tabs for Campaigns, Accounts & Billing, Research, and Reports. Below this, the user is logged in as 'Adventure\_Works' and is viewing 'Campaign 8'. The main area displays 'Manage selected ad group' with details for 'Campaign 8' and 'Ad group: Order 698'. A table of performance data is shown for the month of 12/1/2008 - 12/17/2008. The table has columns for Keyword, Status, Match type, Current bid (max. CPC), Spend, Clicks, Impressions, CTR%, Avg. position, Conversions, and Avg. CPC. A 'Custom filters' dialog box is open over the table, allowing the user to filter data based on column values. The dialog box includes a 'Custom filters' section with three filter rows, each with a dropdown menu, a comparison operator (AND/OR), and a text input field. A green arrow points to the dialog box with the word 'New' written on it.

Keyword	Status	Match type	Current bid (max. CPC)	Spend	Clicks	Impressions	CTR%	Avg. position	Conversions	Avg. CPC
adventure	Active	Broad	1.00	0.00	0					
adventure	Active	Content	1.00	0.00	0					
adventure hiking	Active	Broad	1.00	0.00	0					
adventure hiking	Active	Content	1.00	0.00	0					
Northwest hiking	Active	Broad	1.00	0.00	0					
Northwest hiking	Active	Content	1.00	0.00	0					
Pacific Northwest	Active	Broad	1.00	0.00	0					
Pacific Northwest	Active	Content	1.00	0.00	0					
Seattle WA hiking	Active	Broad	1.00	0.00	0					
Seattle WA hiking	Active	Content	1.00	0.00	0					
<b>Search total</b>	-	-	-	<b>0.00</b>	<b>0</b>					
<b>Content total</b>	-	-	-	<b>0.00</b>	<b>0</b>					
<b>All sources total</b>	-	-	-	<b>0.00</b>	<b>0</b>					