

# Ad Word Analyst

User Guide

**Table of contents:**

1. Introduction
2. Installation Steps
3. Getting The XML File From Google
4. Using Ad Word Analyst

# 1 INTRODUCTION

Ad Word Analyst can help you quickly and easily analyze all of your AdWords campaigns. Know at-a-glance if your campaigns are making money or costing you a small fortune in losses! Please follow the instructions for installation and usage.

# 2 INSTALLATION STEPS

Installing Ad Word Analyst is very simple. Download the executable file to a location that you will easily remember.

Double click the program to begin the installation process. Then follow the prompts to complete the install.

# 3 GETTING THE XML FILE FROM GOOGLE

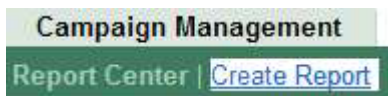
To analyze all of your AdWords data you will need to first run a report to extract the data from your Google account.

To do so, please follow these steps:

1. Log in to your Adwords account and click on the "Reports" tab.



2. Click "Create Report".



3. Change "Report Type" to "Ad Performance".

### 1. Report Type

Choose a report from the following options: [Learn more about rep](#)

- ☐ Keyword Performance View performance data for all keyw
- ☒ Ad Performance View performance data for each of
- ☐ URL Performance View performance data for each of

4. Change "View (Unit of Time)" to "Daily".

View (Unit of Time) Daily

5. Choose your date range for "Date Range".

Date Range ☒ All Time ☐ 5/9/07 - 5/15/07

6. Click " Add or Remove Columns".

### 3. Advanced Settings (Optional)

► [Add or Remove Columns](#)

7. Select all of the available columns.

**Level of Detail** : These columns reflect this report's coverage and level of detail

<input checked="" type="checkbox"/> Campaign	<input checked="" type="checkbox"/> Ad Group	<input checked="" type="checkbox"/> Keyword
<input checked="" type="checkbox"/> Destination URL	<input checked="" type="checkbox"/> Ad Id	

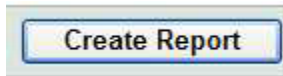
**Attributes** : These columns report on your current ad settings and status

<input checked="" type="checkbox"/> Keyword Matching	<input checked="" type="checkbox"/> Keyword Status	<input checked="" type="checkbox"/> Keyword Min CPC
<input checked="" type="checkbox"/> Ad Preview <small>(Only viewable in HTML format)</small>	<input checked="" type="checkbox"/> Headline	<input checked="" type="checkbox"/> Description Line 1
<input checked="" type="checkbox"/> Description Line 2	<input checked="" type="checkbox"/> Display URL	<input checked="" type="checkbox"/> Ad Variation
<input checked="" type="checkbox"/> Ad Status	<input checked="" type="checkbox"/> Ad Distribution	<input checked="" type="checkbox"/> Daily Budget
<input checked="" type="checkbox"/> Current Maximum CPC	<input checked="" type="checkbox"/> Content Bid	<input checked="" type="checkbox"/> Highest Position Preference
<input checked="" type="checkbox"/> Lowest Position Preference	<input checked="" type="checkbox"/> Keyword Destination URL	<input checked="" type="checkbox"/> Ad Group Status
<input checked="" type="checkbox"/> Destination URL	<input checked="" type="checkbox"/> Campaign Status	

**Performance Statistics** : These columns feature data about how your ads are performing

<input checked="" type="checkbox"/> Impressions	<input checked="" type="checkbox"/> Clicks	<input checked="" type="checkbox"/> CTR
<input checked="" type="checkbox"/> Avg CPC	<input checked="" type="checkbox"/> Cost	<input checked="" type="checkbox"/> Avg Position

8. Click "Create Report".



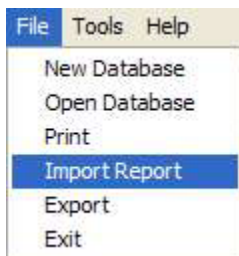
9. Wait for Google to create your report.

9. To "Download Report" click ".xml" and save to your PC.



## 4 USING AD WORD ANALYST

To begin using Ad Word Analyst open the program and select File > Import Report.

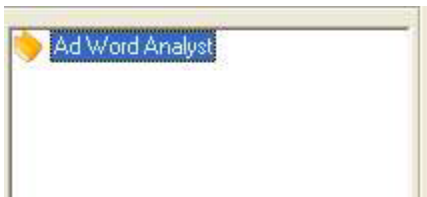


In this top menu you can easily Print, Open a database, Export and other general functions. There are also buttons for some of the functions at the top of your screen.



Browse to the location where you saved your generated Google XML report and click Open.

On the left hand menu your campaigns will then appear under Ad Word Analyst



You can then select an individual campaign or select Ad Word Analyst to choose all of them.

You can display your data by any specific date range.

Start Date: 3 / 1 /2007 End Date: 3 /31/2007 Date Range: All

You can use the Date Range drop down to select typical ranges.

All  
This week  
Last week  
This month  
Last month  
All  
Custom

Once you have selected a date range the Campaign Summary will automatically populate a variety of data.

Campaign Summary							
Campaigns	Clicks	Impr.	CTR	Avg.CPC	Cost	Conv.	Conv.Rate

You can also sort by Budget, Clicks, Click Through Rate (CTR), Conversions, Cost Per Conversion, Impressions, Max CPC and Position.

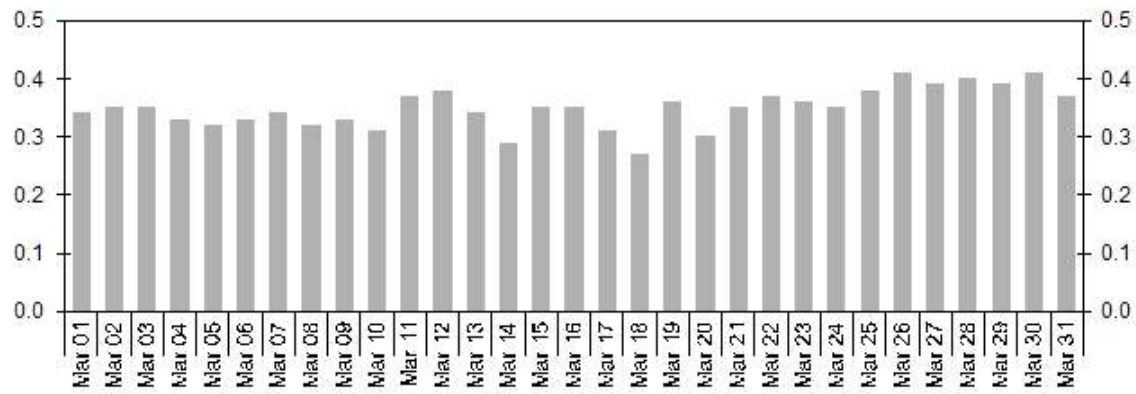
Shown Values (bar):

Impressions  
Average Cost Per Click  
Costs  
Clicks  
Click Through Rate  
Conversions  
Cost Per Conversion  
Budget  
Max CPC

Group by:

Days  
Days  
Weeks  
Months

Your graphs will look similar to this.



Note:

You will not be able to get Conversion data unless you are using the Conversion Tracking tool in your Google AdWords account.

If you are selling your own products, then I highly suggest using the Conversion Tracking feature.

You can use Ad Word Analyst for any number of campaigns to analyze the performance of your Google AdWord Campaigns.

I hope you enjoy Ad Word Analyst.