Click to prove you're human

Google Ads is Google's online advertising program. Through Google Ads, you can create online ads to reach people exactly when they're interested in the products and services that you offer. Google Ads is a product that you can use to promote your business, help sell products or services, raise awareness, and increase traffic to your website. Google Ads accounts are managed online, so you can create and change your ad campaign at any time, including your ad text, settings, and budget. There's no minimum spending commitment, and you set and control your own budget. You choose where your ad appears, set a budget that's comfortable for you, and easily measure the impact of your ad. About Google Ads Set up your account and start advertising Explore Google Ads Next: Set up your bid and budget A campaign allows you to promote your products or services on Googles vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more. You'll choose a campaign type based on your advertising objective, brand strategy, and how much time youre able to invest. Tip: Each campaign type has its own set of targeting and ads. For example, a Search campaign lets you place text ads on search results, whereas a Video campaign lets you advertise video ads on YouTube. This article outlines how to create a new campaign, and provides links to complete the setup based on your campaign type. Instructions (Existing users) The first step in creating a new campaign is choosing your advertising objective. After you choose this objective, you will be guided to choose your goals. This goal will help you determine the best campaign type to reach your intended audience. CREATE IN MY ACCOUNT In your Google Ads account, click the Campaigns icon . Click the Campaigns drop down in the section menu. Click Campaigns. Click the plus button , then select New campaign. Choose your campaign objective, then follow the prompts in Google Ads. Review the steps on how to Select a campaign type below. Learn more About conversion goals. You can click Add goal to include other goals or click the icon next to the conversion goal you want to delete and then select Remove goal. Click Continue. As you create your campaign, you may receive notifications based on your setting selections. These notifications may alert you of issues that can result in decreased performance or that may be significant enough to prevent you from publishing your campaign. The campaign construction navigation menu that appears as you construct your campaign provides a holistic view of your construction progress and will call attention to notifications that you may want to address. Move between steps in the navigation menu to easily review and resolve potential issues with your targeting, bidding, budget, or other campaign settings. Learn how to Set up your campaign for success. Select a campaign type Your campaign type determines the places online where customers will find your ads. Each campaign type has a different setup and set of best practices. Refer to the guides included at the end of these instructions to finish setting up your campaign. Select a campaign type. If you selected a goal, youll be given the options for the best campaign types to achieve it. If your campaign type has subtypes, choose one. Click Continue. Youll be taken to a new page to select your settings, set up ad groups, and create your ads. Follow the guides below to complete these steps based on your campaign type: Search: Text ads on search results Display: Image ads on websites Video: Video ads on YouTube Shopping: Product listings on Google Demand Gen: Advertise within online feeds App: Promote your app on many channels Smart: Simplify your campaigns Performance Max: Find high value customers across all channels Tip: You may notice messages that guide you to ensure certain settings arent preventing your ads from running. Try to fix any potential issues before publishing your campaign. Instructions (New users) New users creating an account on Google Ads should visit the Google Ads homepage and click "Start Now". When you begin the signup flow, Google will walk you through the process to recommend a campaign, and get you up and running on Google Ads. This process can be broken down into 3 steps: Add business information. Create campaign goals and budget. Enter payment details. 1. Add business information Google will ask you for your business name, as well as the URL of your business, in order to gather information and make account setup as seamless as possible. Information you provide here will be pre-filled later on in the process. Additionally, you have the opportunity to link existing accounts, such as your Google Business Profile, or your YouTube channel. By adding this information, Google can provide more tailored solutions for your campaign. 2. Create campaign goals and budget After you add your business information, Google will ask your goal for this campaign. For information regarding goals, review About Campaign Goals in Google Ads. Based on the goal you select, Google will guide you to the proper campaign type which will best suit your needs. Based on the campaign type you choose, you will select your settings, set up ad groups, and create your ads. Follow the guides below to complete these steps based on your campaign type: Performance Max: Find high value customers across all channels Search: Text ads on search results Display: Image ads on websites Video: Video ads on YouTube Shopping: Product listings on Google Demand Gen: Advertise within online feeds App: Promote your app on many channels Local: Promote your locations on many channels Smart: Simplify your campaigns Follow the automated steps to provide your payment information. 3. Enter payment details As the final step, Google Ads will guide you to provide your billing information. For more details, review Googles Account & Billing topics. Related links Reach new customers and grow your business with Google Ads, Google's online advertising program. These guides are designed to get you up to speed quickly, so you can create successful ads and turn your advertising investment into revenue. Just pick the path that's right for you to begin! 1. Google and Greenberg mWeb and App Study, US Only, Q2 2021. Next: Set up your first campaignSign up with Google Ads to start reaching new customers with online ads tailored to your business goals and budget. This guide walks you through creating your Google Ads account and setting up your first ad campaign. Note: Newly created accounts will no longer support URLs in the account name. SIGN UP FOR GOOGLE ADS Instructions To get started with Google Ads, it just takes 3 simple steps: add your business information, select your campaign goals and budget, and enter your payment details. Youll also have the opportunity to setup conversion measurement as the final step: so you can measure important actions people take on your ads and website. Tip: We recommend you create your account before creating a campaign. While creating your account, you can skip all recommendations to create a campaign. Add business information About your business To start the signup process, youll be prompted to add your business information (name and URL) for faster campaign setup. By providing Google with your details upfront, this allows for pre-filling of information later on in the process and allows Google to best tailor the signup process to your needs. Link Accounts At this stage, youll also have the opportunity to link your existing accounts, including a YouTube channel and Google Business Profile account, which will help with faster campaign setup. By linking your accounts in the sign up flow, Google saves you time by automatically suggesting keywords and headlines for campaigns for you to review. At this stage, you also have the option to create an account without a campaign. Add billing information Set up your billing information by following these steps: Click the Billing country drop-down menu and select the country or territory where your billing address is located. Your billing country determines the billing options that are available for your location and currency. Make sure the correct time zone is selected. If not, click the drop-down menu to change it. Your reports, statistics, and billing are all affected by the time zone you select, so choose carefully. If you have a promotional code (also known as coupons or vouchers), enter the code in Introductory offer and click Apply. You'll be prompted to either select an existing payment profile or create a new one. Your Account type defaults to Organization but you can change to Individual if appropriate, for tax purposes in your country. Enter information for the payment method you want to use for this account, such as a credit or debit card, PayPal, or bank account. Note: If you're using a credit or debit card, you might see a temporary authorization on your card account, which is typically removed within a week. The exact amount will be shown in your Ads account during sign-up. Click Submit to create your campaign and complete your account setup. Fix a problem with creating or signing in to a Google Account Related links On July 24th, 2018, Google AdWords becameGoogle Ads. The new Google Ads brand represents the full range of campaign types available today, including Search, Display and Video. Whatchanged On July 24, 2018,the new Google Ads brandincluding the new name and logowas updated in the product interface, Help Center, billing documents, and more. The URL you use to access your accountchangedfrom adwords.google.com to ads.google.com, and the Help Center changed from support.google.com/adwords to support.google.com/google-ads. Changes to the Google Ads branding will not impact your campaign performance, navigation, or reporting. To learn more about this change, including changes to the DoubleClick Digital Marketing and Google Analytics 360 Suite brands, read about the new brands for our advertising products on the Google blog. It doesn't look like you have an account yet. You can sign up on your own below or getfree, personalized support with a Google Ads Expert. Start Now This article shows you how to sign in to your Google Ads account. You can also learn more about additional sign-in options and other relevant information for signing in to Google Ads. Your Google account allows access to most Google products, so we recommend you don't share your password with anyone. Enable 2-step verification in your Google Account for additional security. This verification process requires your username, password, and validation using your phone or verification codes when you sign into your account. Adding a current recovery phone number is an easy way to help recover access to your account. Learn more about how to Set up a recovery phone number or email address. Before you begin, make sure youre using the most up-to-date version of your browser. Google Ads is compatible with the latest versions of Firefox, Internet Explorer, Safari, and Chrome. Learn more about how to Fix an issue with your browser. Sign in to Google Ads using your Google account Go to the Google Ads homepage. Click the Sign in link at the top right of the page. Enter your Google account email address, an alternate email address, or your Gmail username in the "Email" field. Enter your password in the "Password" field. Click Next. Additional sign-in options Access multiple Google Ads accounts from the same Google account If you're an agency or manage multiple Google Ads accounts, a manager account could save you time by letting you view and easily manage all of your Google Ads accounts from one account. Learn more About Google Ads manager accounts. If you already have a manager account, you can use the same email address for your manager account and your Google Ads accounts. If you have multiple Google Ads accounts, you can associate them with your Google account and access them all from one place. This allows you to manage multiple businesses with separate Google Ads accounts without needing to create a new Google account or email address for each of them. Switch to another Google Ads account without signing out Click your profile image on the top right of your Google Ads account. This will show a list of the Google Ads accounts associated with your current Google account. From the list of associated accounts, select the account you want to access. If your Google Ads accounts are linked to different Google accounts, you can also access these different Google accounts, and associated Google Ads accounts without having to sign out and back in again. Sign in to multiple Google accounts Click your profile image on the top right of your Google account. Click Switch account. Enter the email address for the account, and click Next. Enter the password for the account, and click Next. Note that signing into multiple accounts doesnt merge your account data or give these accounts access to one another. After youve logged into multiple accounts in the same browser, you can click your profile image and select a different account from the list at any time.If you sign in to a Google account that isn't yet associated with a Google Ads account, you'll be directed to the Google Ads sign-up page. Sign in with an alternate email address for your Google account If you've added an alternate email address to your Google Account, you can use that alternate email address to sign in to Google Ads. Your password will be the same as the password for your primary email address. Fix a problem with signing in How to Sign into Google Ads Troubleshoot issues with signing in Use the sign-in issues troubleshooter to help resolve login issues in your Google Ads account. This troubleshooter can help you learn more about issues such as lost usernames or passwords, common browser issues, and account recovery. Update your credentials You can change the information you use to sign in to your Google Ads account in several ways. The method you choose affects how you sign in to your other Google products. Learn more about how to Change your Google Ads sign-in information. Recover a lost account If you can't access your account because the original account manager has left your organization, submit the lost account form. In case contacting an Admin is not feasible, like in cases where there are no active admins in the account, you can request access using the form. Youll need to provide proof of account ownership, which will be validated by the support team that grants access to the account. Related links : " Google" . " Google" . : URL . " Google" " Google" 3 : . . : . . (URL) . Google Google . YouTube " Google" . Google . . : " " . . . . . ("") " " . . " " "" "" . PayPal . Note: If you're using a credit or debit card, you might see a temporary authorization on your card account, which is typically removed within a week. The exact amount will be shown in your Ads account during sign-up. . Google Il semble que vous n'ayez pas encore de compte. Vous pouvez en crer un ci-dessous ou obtenir une assistance gratuite et personnalise de la part d'un expert GoogleAds. Commencer Cet article vous explique comment vous connecter votre compte Google Ads. Vous y dcouvrirez galement d'autres options de connexion et des informations utiles. tant donn que votre compte Google donne accs la plupart des produits Google, nous vous recommandons de ne partager votre mot de passe avec personne. Par mesure de prcaution, activez la validation en deux tapes dans votre compte Google. Il s'agit d'un processus de validation qui ncessite votre nom d'utilisateur et votre mot de passe. Vous devrez vous munir de votre tlphone ou renseigner un code de validation lorsque vous vous connectez votre compte. Ajoutez un numro de tlphone de rcupration valide afin de faciliter la rcupration de l'accs votre compte. Dcouvrez comment dfinir un numro de tlphone ou une adresse e-mail de rcupration. Avant toute chose, vrifiez que votre navigateur est jour. Google Ads est compatible avec les dernires versions de Firefox, d'Internet Explorer, de Safari et de Chrome. Dcouvrez comment rsoudre un problme concernant votre navigateur. Connexion Google Ads avec le compte Google Accdez la page d'accueil Google Ads. Cliquez sur le lien Se connecter situ en haut droite de la page. Dans le champ Adresse e-mail, saisissez l'adresse e-mail associe votre compte Google, une adresse e-mail secondaire ou votre nom d'utilisateur Gmail. Dans le champ "Mot de passe", saisissez votre mot de passe. Cliquez sur Suivant. Autres options de connexion Accder plusieurs comptes Google Ads partir du mme compte Google Si vous tes une agence ou si vous grez plusieurs comptes Google Ads, nous vous recommandons d'utiliser un compte administrateur afin de gagner du temps. En effet, vous pourrez alors visualiser et contrler facilement l'ensemble de vos comptes de faon centralise. En savoir plus sur les comptes administrateur Google Ads Si vous disposez dj d'un compte administrateur, vous pouvez utiliser la mme adresse e-mail pour celui-ci et pour vos comptes Google Ads. Si vous avez plusieurs comptes Google Ads, vous pouvez tous les associer au mme compte Google pour y accder plus facilement. Autrement dit, vous pouvez grer plusieurs entreprises ayant des comptes Google Ads distincts sans devoir crer un compte Google ou utiliser une adresse e-mail diffrente pour chacune d'entre elles. Passer un autre compte Google Ads sans vous dconnecter Dans votre compte Google Ads, cliquez sur votre image de profil en haut droite. Une liste s'affiche et indique les comptes Google Ads associs votre compte Google actuel. Dans la liste des comptes associs, slectionnez celui auquel vous souhaitez accder. Si vos comptes Google Ads sont associs des comptes Google diffrents, vous pouvez galement accder chacun sans avoir vous dconnecter et vous reconnecter. Procdure suivre pour vous connecter plusieurs comptes Google Dans votre compte Google, cliquez sur votre image de profil en haut droite. Cliquez sur Changer de compte. Saisissez l'adresse e-mail associe au compte, puis cliquez sur Suivant. Saisissez le mot de passe du compte, puis cliquez sur Suivant. Remarque : Mme si vous vous connectez plusieurs comptes, leurs donnes ne seront pas fusionnes. Les comptes ne pourront pas non plus avoir accs aux uns et aux autres. Lorsque vous vous connectez plusieurs comptes dans le mme navigateur, vous pouvez tout moment cliquer sur votre image de profil et slectionner un autre compte. Si vous vous connectez un compte Google qui n'est pas encore associ un compte Google Ads, vous serez redirig vers la page d'inscription de Google Ads. Se connecter l'aide d'une adresse e-mail secondaire associe votre compte Google Si vous avez ajout une adresse e-mail secondaire votre compte Google, vous pouvez vous en servir pour vous connecter Google Ads. Notez que le mot de passe sera le mme que celui associ votre adresse e-mail principale. Rsoudre les problmes de connexion How to Sign into Google Ads Rsoudre les problmes de connexion Utilisez notre outil de dpannage pour rsoudre les problmes de connexion votre compte Google Ads. Cet outil peut vous aider, entre autres, si vous avez oubli votre nom d'utilisateur ou votre mot de passe, si vous rencontrez des problmes courants avec votre navigateur ou si vous avez besoin de rcuprer votre compte. Modifier vos identifiants Vous disposez de plusieurs mthodes pour modifier les informations que vous utilisez pour vous connecter votre compte Google Ads. Celle que vous choisissez a un impact sur votre accs aux autres produits Google. Dcouvrez comment modifier vos informations de connexion Google Ads. Rcuprer un compte perdu Si la personne qui tait responsable de la gestion de votre compte a quitt votre entreprise et si vous n'avez plus accs votre compte, remplissez ce formulaire. Si vous ne pouvez pas contacter un administrateur (par exemple, parce que le compte n'en comporte aucun), vous pouvez remplir le formulaire pour demander un accs. Il vous faudra fournir des justificatifs prouvant que vous tes le titulaire du compte. Ces justificatifs seront examins par l'quipe d'assistance qui vous fournira un accs au compte. Liens associs Comment pouvons-nous l'amliorer?

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