Google Ads Filters Examples

ACCOUNT LEVEL FILTERS

Filter > Account Name > Contains
Filter > Accounts > Manually Select
Filter > Accounts > Label

These can be used to filter by brand, account manager, include/exclude brand terms accounts, search only, display only, shopping only etc

Filter > Performance > Above Average CTR
Filter > Performance > Above Average
Conv Rate
Filter > Performance > Below Average CPA
Filter > Performance > Below Average CPC

(Then flip to highlight poor performers)

Top Tip!

On any performance-related view, add a compare-to-date range (previous 7 days, 30 days, same period last year etc) You can then look for big increases or reductions in things like spend, conversions, clicks, CTR etc

CAMPAIGN VIEW FILTERS

Filter > Attributes > Status Reason > Limited By Budget
(This can highlight areas that either need more budget or
lower spends)

Filter > Attributes > Bid Strategy Type (Use this to segment
views for manual or target CPA for example)

Filter > Attributes > Campaign Type (Use this to only see
search campaigns, display campaigns, discovery
campaigns etc)

Filter > Attributes > Optimisation Score (Use this to
highlight any campaigns that may have outstanding
recommendations)

Filter > Attributes > Status > Pending/Limited/Not Eligible
(This filter could highlight campaigns with issues that
need addressing, no keywords, policy issues etc)

Filter > Performance > Conv Rate > Above Average
Filter > Performance > Conv Cost > Below Average
Filter > Performance > CTR > Above Average
Filter > Performance > CPC > Below Average

(Then flip to highlight poor performers)

SEARCH KEYWORDS VIEW

Filter > Accounts > Manually Select

These can be used to filter by brand, account manager, include/exclude brand terms accounts, search only, display only, shopping only etc

Filter > Match Type

If you want to see performance for only broad, phrase or exact match keywords.

Filter > Performance > Conv Rate > Above Average
Filter > Performance > Conv Cost > Below Average
Filter > Performance > CTR > Above Average
Filter > Performance > CPC > Below Average

(Then flip to below average)

Filter > Conversions > Less Than 1 (Order by costs)

This allows you to see which keywords are spending budget but not converting.

SEARCH TERMS VIEW

Filter > Attributes > Added/Excluded > None

This will remove any keywords from the view that have already been added or excluded.

Filter > Attributes > Match Type

Filtering by broad match will often show more "Loosley related" search terms. Here you may see more irrelevant search terms to exclude

Filtering by phrase or exact close variant "Should" be more relevant to your existing keywords, so this view should offer some good options for adding new exact match keywords

Filter > Attributes > Search Term > Contains/Does Not

Filtering for search term "Contains" is a great way to ensure relevancy for potential new keywords. Flipping to "Doesn't Contain" is then a great way to find search terms to add as negatives.

Top Tip!

Still look closely at the search terms for any searches that are misspelled, as you don't want to block these

MULTI-PART FILTERS

Identify Top Performers

In the below example, we reduced over 100,000 keywords to 28.

Filter > Conv Rate 25%+
Filter > Conversions 10+
Filter > Account Name "Does not contain" Term
Filter > Search imp share 60% -
Filter > Bid Strategy Type is Manual/Enhanced CPC

We know that these keywords...

- Convert really well
- Have good volume
- Excludes brand terms we already know perform really well (Naming strategy mentioned earlier)
- Have more impression share volume to scale
- Are only manual CPC so we can make our own bid adjustments

You can tailor these numbers to suit your own accounts

MULTI-PART FILTERS

Broad Match Keyword Finder

If you dislike broad match as much as we do, this quick check allows us to see if any broad match keywords have been added by mistake.

Filter > Keyword Status Enabled
Filter > Match Type Broad
Filter > Keyword Text Does Not Contain +

You could flip this to look at only broad match modified keywords if you still have them. This could help you identify where you may want to add new phrase match versions, if you didn't already do that after last years BMM update.

OTHERS

Campaign/Ad Group > Competitive Metrics > Search Lost IS Rank/Budget (% of the time your ad didn't appear because of poor ad rank/your budget is too low)

Campaign > Attributes > Daily Budget (Could be used to highlight your largest budget campaigns)

Campaign/Ad Group > Competitive Metrics > Search Impression Share (Campaigns or ad groups with low impression shares)

Campaign/Ad Group > Competitive Metrics > Click Share (estimated share of all achievable clicks that you have received)

Ad Group > Attributes > Ad Rotation (Check ads are set to optimised)

Ads > Attributes > Ad Type (Use this to highlight different ad types, responsive, extended, call only etc)

Ads > Attributes > Ad Text (This could be used to highlight ads with a certain ad text, £ for example if you needed to update prices)

Ads > Attributes > Ad Strength (Highlight ads that could achieve a higher ad strength)