

Figure 8-5:
Set the maximum CPC bid across multiple Ad Groups.

Ad Group Name	Status	Max CPC	Clicks	Impr.	CTR	Avg CPC	Cost	Avg Pos
O.A.R.	Active	\$ 0.10	31	1,444	2.1%	\$0.05	\$1.55	2.0
E. S. Posthumus	Active	\$ 0.05	6	45	13.3%	\$0.05	\$0.30	1.2
Idina Menzel	Active	\$ 0.05	5	203	2.4%	\$0.05	\$0.25	1.1

The table that you see within an Ad Group (see Figure 8-6) present statistical totals above the reporting details. A curious arrangement, and there's nothing to do about it. Notice, also, the two Total rows — one for “search” and one for “content targeting.” These cryptic labels need some explaining.

If you read Chapter 7, you might remember that you have a choice, in Campaign Settings, to run your ads across the Google network of sites. (If you're next to the computer, try going to Campaign Settings to see that choice.) Specifically, you can opt to distribute all the ads of any campaign in one of four distribution patterns:

- **Just on Google's search pages.** These pages include search results pages in Web search, Google Groups, Google Directory, and Froogle. Your ads must run on these sites, regardless of how you adjust the other two settings.
- **On Google's search pages, plus Google's search partners.** These other search sites include Web-search portals to which Google provides AdWords advertising. As of this writing, these sites include Excite, About.com, Teoma, AskJeeves, Netscape, AOL Search, and Go.com. You may opt in or out of this extended network of search sites. If you opt in, your keyword statistics corresponding to Google pages plus other search pages are totaled in the Total — search row.