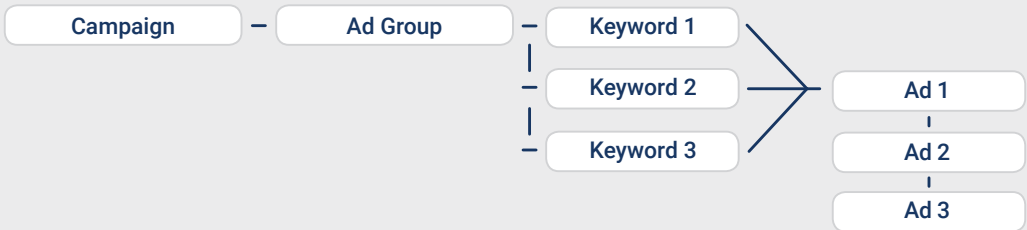


# Why Use Single Keyword Ad Groups?

Single Keyword Ad Groups give you more control over your ads, allowing you to easily monitor and improve their performance.

## TRADITIONAL ACCOUNT STRUCTURE

In a traditional account structure, ad groups contain multiple keywords. This structure makes it harder to get clean data on which keywords are doing well.



## SINGLE KEYWORD AD GROUP

With a Single Keyword Ad Group structure, you get better data to improve results more quickly.

