

# Segmenting Your Campaigns 5 Ways

Segmenting, or in other words, organizing data, is the process of translating your goals into the structure of your account. Everyone will segment their campaigns differently, depending on what they're trying to achieve, but use the following examples of segmented campaign structures to guide your own process.

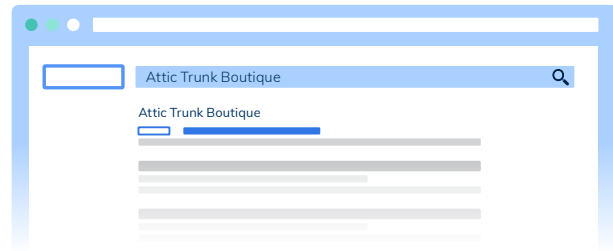


## Top-Performers

Break out your campaigns by top-performing products or services to capitalize on Keywords already generating great results.

## Branded Terms

Build awareness and encourage engagement by targeting keywords related to your brand name.

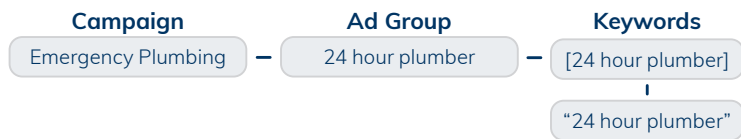


## User Intent

Create campaigns based on the user's stage in their purchasing journey.

## Single Keyword Ad Groups

Isolate a strong keyword into its own ad group to create a niche target.



## High vs. Low Volume

Separate high and low volume keywords to evenly distribute budget and avoid overshadowing by the more expensive, high volume keywords.

\*Be careful not to over-segment your campaigns. Getting too granular could make it difficult to identify strengths in your account that, otherwise, could have stood out as big opportunities to invest in.