

Account

eg: shoe shop

Campaign
eg: women's shoes

Campaign
eg: men's shoes

Ad group
eg: stiletto heels

Ad group
eg: wedge heels

Ad group
eg: loafers

Ad group
eg: brogues

Ad
(ad copy)

Keywords
eg: cheap
stilettos

Ad
(ad copy)

Keywords
eg: summer
wedges

Ad
(ad copy)

Keywords
eg: suede
loafers

Ad
(ad copy)

Keywords
eg: men's
brogues