

Ambergreen Saves Time with Clearer, More Intuitive AdWords Interface



Who they are

www.ambergreeninternetmarketing.com

Digital marketing agency
Edinburgh, UK

What they needed

More efficient management of AdWords accounts

What they did

Began exploring the new tools and functionalities of the new AdWords interface

What they accomplished

Significant time savings and improved account management effectiveness for Ambergreen's range of blue chip clients

Founded in 2001, Edinburgh-based Ambergreen can count itself amongst the most established digital marketing agencies in the UK. Ambergreen provides a host of marketing services including SEO, paid search, brand management and social media marketing to a range of blue-chip clients including global brands like Thomas Cook and Hotel Chocolat. Having coined the phrase 'Search Doesn't Work in a Vacuum' Ambergreen prides itself on practising this mantra and providing a holistic approach to marketing.



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Ian Duncan, Head of Search at Ambergreen

Improved Navigation and Editing

With Ambergreen utilizing AdWords as its principle online marketing tool it was keen to trial any improvements to the interface. Ian Duncan, head of search, and William Campbell, search specialist, were both early adopters of the new AdWords interface. They were immediately impressed. Campbell outlines "My first impression was it certainly looks a lot more updated than the old interface. It feels like AdWords Editor. Obviously you've got your branch down the left hand side so you can filter your campaigns, gain easy access into your ad groups and keywords, see how things are going. Even making changes is a lot easier than it was in the old AdWords." Also included in the interface is faster access to reports and in-line editing of keywords. Users no longer have to burrow down to different account levels to make changes. Duncan says "I really like the easy access to all keywords. Without having to filter down to campaign, ad group and then keyword you can just see all your keywords. Your cost-per-click is accessible and you can easily change individual keywords or make multiple changes if you like."

Clearer and More Intuitive

As well as the best features of AdWords Editor, the new AdWords interface has incorporated some of the most popular and useful elements of Google Analytics. The interface allows customizable graphing to ensure better visualisation of data. Campbell says "One other feature that helps us strategically is the chart option. We can compare click data from last week to this week; see if there is any drop-off. It saves us going into Google Analytics as much. Most of the data we need day-to-day we can access now through the new interface." The goal of presenting important account information in a clearer and more intuitive way has also resulted in more integrated reporting. The new interface incorporates search query reports and placement performance data into day-to-day statistics, negating the need to create and schedule these reports. Also, Google performance, the search network and the content network are now broken out and given more granular reporting in the new 'Networks' tab. Duncan concludes "I think the new interface will definitely make our jobs easier with the search query reporting and various other tools in the interface. It saves so much time because you don't have to be moving between AdWords Editor and other tools. It really allows you more time to be strategic."