



Advertising Platform Help Guide

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Creating the campaign

- Step one: Create the campaign. Go to the campaigns tab and click on Campaign Editor
- On the left hand side you'll see the **explorer box**, this lists all of your campaigns. You can also use the search tool in the **explorer box** to search for a specific campaign.
- Click on "All Campaigns" to open a new tab within the campaign editor
- You'll notice as you click on items within the **explorer box**, new tabs will open so that you can always return to previously clicked on content easily

advertise.com Dashboard Campaigns Reports Tools Alerts Administration Fund Account JFISHMAN2 Current Balance: \$0.00

Campaign Editor - Campaign Editor Home

Explorer

Show All: ☒ Campaigns ☐ Ad Groups ☐ Ads

Filter By Name:

Name	Type
➤ All Campaigns	
➤ ADVTEST	Campaign
➤ Argentina	Campaign
➤ Campaign #1	Campaign
➤ Campaign #5	Campaign
➤ TEST	Campaign
➤ testdeep	Campaign
➤ Country Made	Campaign
➤ SharkTank	Campaign

Reload

Campaign Editor Home Campaign - Argenti... Campaign - TEST

Recently Visited Campaigns

Campaign Name	Account Name
TEST	jfishman2
Argentina	jfishman2
ADVTEST	jfishman2

Recently Visited Ad Groups

- Click on "All Campaigns" to open a new tab within the campaign editor
- Click on the "Create Campaign" box to make a new campaign or click on an existing campaign to add or edit adgroups in the existing campaign

VIDEO: <https://youtu.be/45Ynu-hhx8E>

Building the Campaign

- Step two: Now you're ready to build your campaign

The screenshot shows the 'Campaign Editor - Create a New Campaign' page on advertise.com. The top navigation bar includes links for Dashboard, Campaigns, Reports, Tools, Alerts(1), and Administration, along with a 'Fund Account' button. The main content area is divided into several sections:

- Basic Details:** Includes fields for 'Name your Campaign:' (ADV.TEST), 'Ad Group Name:' (AdGroup #1), and 'Campaign Type:' (Keyword Marketplace selected, Premium Run of Network unselected).
- Campaign Dates:** Includes 'Campaign Start Date:' (06-22-2017) and 'Campaign End Date:' (Ongoing). A 'Has End Date' section has 'Yes' and 'No' buttons.
- Day Parting:** Includes 'Status:' (Disabled), 'Time Zone:' (Pacific Time), and a 'Settings' link.
- Ad Group Geo Targeting:** Shows 'Geo Targets:' (Canada, United States) with an 'Edit' button.
- Ad Group Settings:** Shows 'Allowed Devices:' (All) and 'Traffic Type:' (None) with an 'Edit' button.
- Example:** A 'Campaign Hierarchy' diagram showing a 'Shoes.com' campaign branching into 'Shoes' and 'Boots' ad groups, which further branch into specific ad types like 'Nike Sale', 'Reebok Sale', and 'Hiking Shoes'.

At the bottom, there are buttons for 'Save and Create Ads' and 'Skip Directly to Funding Page'. A note states: 'Note:- We support Bulk Uploads. [Click Here](#) to go to Bulk Uploads Screen.'

- Enter all the campaign information including the campaign name, ad group name, campaign type, and the start and end dates
 - If the campaign is ongoing and does not have an end date, simply select “no” next to *Has End Date*

Adgroup Settings

- To access the adgroup settings, click on the “Edit” button on the right hand side within the Ad Group Settings box
- It is important to fill out the *Ad Group Settings* correctly so that your campaign is properly trafficked
- **NOTE:** You **MUST** click “Apply Changes” within each tab in Adgroup Settings to properly save all changes

Traffic Type

- The first setting is “traffic type”, select the traffic type that most closely matches the type of campaign you’re setting up.
- Your options include:
 - Interstitial: These ads appear as a banner overlay as a user visits a website.
 - Intext: These ads appear when a user hovers over hyperlinked keywords.
 - New Tab: These ads open as a new tab when the user clicks through the site.

Adgroup Settings - jackietest2019 - Campaign #1 - AdGroup #1

Traffic Type

Adgroup Device

Browser Targeting

Warning:

By selecting a specific or multiple types of publishers below in an existing adgroup, all current source settings for that adgroup will be overwritten. Please make sure to take note of current blocks and manually add them when needed. When you select a certain type of publisher, if new publishers are added, they will automatically be added to the allowed sources list but you still have the option to block that publisher id or subid as preferred.

Traffic Type - Manual:

false

Selected Traffic Types:

Products

↑

☐

Interstitial

☐

Intext

☐

New Tab

Apply Changes

Reset

Close

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Adgroup Device

- The next setting is Adgroup Device. If you wish to limit the devices targeted in your campaign, you may do so in Adgroup Device. Simply select “Let Me Choose” and then select the devices you wish to include.

Adgroup Settings - jfishman2 - ADVTEST - AdGroup #2

Traffic Type

Adgroup Device

Browser Targeting

Select Target Devices

☒ All

☐ Let me choose

▼ ☒ Desktops

- ☒ Mac
- ☒ Windows
- ☒ Linux
- ☒ Chromium
- ☒ Solaris

▼ ☒ Mobile Devices

- ☒ iPhone
- ☒ iPod

Close

Browser Targeting

- The final setting is Browser Targeting. If you wish to limit the browsers targeted in your campaign, you may do so in browser targeting. Simply select “NO” next to “allow all browsers” and then select the browsers you wish to include from the list.

The screenshot shows a dialog box titled "Adgroup Settings - jfishman2 - ADVTEST - AdGroup #2" with a close button (X) in the top right corner. On the left is a dark blue sidebar with three menu items: "Traffic Type", "Adgroup Device", and "Browser Targeting" (which is highlighted with a white background). The main content area is light blue and contains the "Browser Targeting" section. This section has a sub-header "Browser Targeting" followed by the text "Allow All Browsers:" and two radio buttons: "Yes" (which is selected) and "No". Below this is the text "Selected Browsers to be Blocked" followed by a list of browsers, each with an unchecked checkbox: Chrome, Edge, Firefox, IE, Opera, and Safari. At the bottom left of the dialog is a blue button labeled "Close".

Adgroup Geo Targeting

- **Adgroup Geo Targeting:** This field is automatically set to include Canada and the United States. However, you have the option to edit these Geo Target areas. Simply click on the Edit button within the Geo Targeting box. This will open another box that lists all the Geo Targeting areas available. The left box indicates all available Geo Targets while the right box displays all Geo Targets selected for your campaign. By clicking on the arrow icon next to a Geo Target in the left hand box, an expanded list will appear. To add a Geo Target, select the box next to the area and then click on the arrow in the center to add it to the list on the right. Make sure to check all boxes in the right hand side box and save your work before closing the Geo Targeting box.

The screenshot displays the Advertise.com Campaign Editor interface. The top navigation bar includes links for Dashboard, Campaigns, Reports, Tools, Alerts, and Administration. The user is logged in as JFISHMAN2 with a current balance of \$0.00. The main section is titled 'Campaign Editor - Campaign - Video Test'. On the left, an 'Explorer' panel shows a list of campaigns, including 'ADVERTEST', 'Argentina', 'Campaign #1', 'Campaign #5', 'TEST', 'TEST BCN', 'testdeco', 'Video Test', 'Country Made', and 'Short Test'. The 'Video Test' campaign is selected. The main area shows the 'Campaign: Video Test' settings. A table lists ad groups, with 'AdGroup #1' selected. A context menu is open over 'AdGroup #1', showing options: 'Change Status', 'View/Edit Settings', 'View/Edit Geo Target Settings', 'View/Edit Notes', 'Clone', and 'Clear Selection'. The table columns include Ad Group Name, Status, Appro., No. of..., Keyw..., Nega..., Applicable..., Max. CPC, Effective..., Clicks, Cost, Conversion..., Cost Per..., Conversion..., and Notes. The table shows two rows of data for 'AdGroup #1'.

Ad Group Name	Status	Appro.	No. of...	Keyw...	Nega...	Applicable...	Max. CPC	Effective...	Clicks	Cost	Conversion...	Cost Per...	Conversion...	Notes
Summaries:			3	5	0			\$0.000	0	\$0.00	0	\$0.00	0.00%	
AdGroup #1	Active		2	2	0	NA	\$0.150	\$0.000	0	\$0.00	0	\$0.00	0.00%	
AdGroup #2			1	2	0	NA	\$0.150	\$0.000	0	\$0.00	0	\$0.00	0.00%	

Adgroup Geo Targetting: AdGroup #1

Specify your geo targeting preferences for one or more targetable areas, such as city or DMA®

Browse

Search

Load a Profile

Check / Uncheck All

☒ United States (US)
 ☒ Canada (CA)
 ☐ Afghanistan (AF)
 ☐ Aland Islands (AX)
 ☐ Albania (AL)
 ☐ Algeria (DZ)
 ☐ American Samoa (AS)
 ☐ Andorra (AD)
 ☐ Angola (AO)
 ☐ Anguilla (AI)
 ☐ Anonymous Proxy (A1)

Close

Save

Reset

Save GEO Profile

Go Global

Only the Geo-Target regions displayed in GREEN will be saved as selected regions i.e. if a sub-region is selected, its parent region will not be saved as Geo Target. The number of selected geo-targets must not exceed 250.

Selected GEO Targets

Check / Uncheck All

☐ Canada (CA)
 ☐ United States (US)

Adgroup Geo Targetting: AdGroup #1

Specify your geo targeting preferences for one or more targetable areas, such as city or DMA®

Browse

Search

Load a Profile

Check / Uncheck All

☐ Malta (MT)
 ☐ Marshall Islands (MH)
 ☐ Martinique (MQ)
 ☐ Mauritania (MR)
 ☐ Mauritius (MU)
 ☐ Mayotte (YT)
 ☒ Mexico (MX)
 ☐ Micronesia, Federated States of (FM)
 ☐ Moldova, Republic of (MD)
 ☐ Monaco (MC)
 ☐ Mongolia (MN)
 ☐ Montenegro (ME)

Close

Save

Reset

Save GEO Profile

Go Global

Only the Geo-Target regions displayed in GREEN will be saved as selected regions i.e. if a sub-region is selected, its parent region will not be saved as Geo Target. The number of selected geo-targets must not exceed 250.

Selected GEO Targets

Check / Uncheck All

☒ Canada (CA)
 ☒ Mexico (MX)
 ☒ United States (US)

VIDEO: <https://youtu.be/tEaADYRURUI>

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Adgroup Level Budget

- You are able to set separate budgets for each adgroup to optimize the CPC.
- To do this, click on the campaign so that you can view all the adgroups within that campaign. Hover over the “Max. CPC” box so that you see the pencil icon within that row.
- When you double click on the pencil icon, a box will pop up giving you the option to update the max CPC price. Enter the amount you wish to set for that particular adgroup and click “update” once complete.

Campaign Editor - Campaign - ADVTEST Current Balance: \$0.00

Campaign Editor Home Campaign - ADVTEST

Account: jfishman2 Campaign: ADVTEST Manage Traffic

☒ Campaign Info
 ☒ Campaign Settings
 ☐ Status Filter
 ☐ Actions

Summarize By: Today

Ad Group Name	Status	App...	No. ...	Key...	Neg...	Applicabl...	Max. CPC	Effectiv...	Clicks	Cost ↓	Convers...	Cost Pe...	Convers...	Notes
Summaries:			4	5	0				0	\$0.00	0	\$0.00	0.00%	
<input type="checkbox"/> AdGroup #1	Active		3	4	0	NA	\$0.600	\$0.000	0	\$0.00	0	\$0.00	0.00%	<input type="button" value="Edit"/>
<input type="checkbox"/> AdGroup #2	Active		1	1	0	NA	\$0.750	\$0.000	0	\$0.00	0	\$0.00	0.00%	<input type="button" value="Edit"/>

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Displaying 1 - 2 of 2

VIDEO: <https://youtu.be/yra6qVpU5qU>

Creating the Ad

- Step three: Here you will enter all the information for individual ads. You can create up to 100 ads per campaign. As you enter the ad information, a live preview will form to the right of the page.
- To complete the form, the required information to fill in is Title, Description 1, Display URL, and Click URL
 - If you have the option to upload an image or video, please keep the files within the limits detailed below:
 - *Image Size:* Images must be uploaded as 600 x 500 pixels.
 - *Image Quality:* Images must be crisp, clear, and not distorted.

- *Image Content:* Images must relate to both the ad copy and the landing page.

advertise.com[™]

Dashboard ▾Campaigns ▾Reports ▾Tools ▾Alerts(1) ▾Administration ▾

Funnel

Campaign Editor - Create a New Campaign

Campaign Editor HomeCreate a New Campaign

Create Campaign → Create Ads → Add Keywords → Set Budget → Summary

Account: jfishman2 Campaign: ADVTEST Adgroup: AdGroup #1

Campaign Ads

Ad

Edit

No Ads Present

Page 0 of 0

No data to display

Build and Preview your Ads

Ad Info

Title:Test36 of 40 characters remaining

Description 1:ThisIsATest24 of 35 characters remaining

Description 2:35 of 35 characters remaining

Display URL:advertise.com22 of 35 characters remaining

Click URL:http://www.advertise.com/

Test URL:Click here to test this URL

Live Ad Preview

[Test](#)
ThisIsATest
advertise.com

Save As New

Back

Add Keywords

Skip Directly to Funding Page

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advertise.com Dashboard Campaigns Reports Tools Alerts(1) Administration Fun

Campaign Editor - Create a New Campaign

Campaign Editor Home Create a New Campaign

Create Campaign → Create Ads → Add Keywords → Set Budget → Summary

Account: jfishman2 Campaign: ADVTEST Adgroup: AdGroup #1

Campaign Ads

Ad	Edit
Test ThisIsATest advertise.com	
TestTest This is a test test test advertise.com	
TestTest This is a test test 2 test 2 advertise.com	

Page 1 of 1

Displaying 1 - 3 of 3

Build and Preview your Ads

Ad Info

Title: 32 of 40 characters remaining

Description 1: 21 of 35 characters remaining

Description 2: 22 of 35 characters remaining

Display URL: 22 of 35 characters remaining

Click URL: 2028 of 2048 characters remaining

Test URL: [Click here to test this URL](#)

[Save Changes](#) [Save As New](#)

Live Ad Preview

[TestTest](#)
This is a test
test 2 test 2
advertise.com

[Back](#) [Add Keywords](#) [Skip Directly to Funding Page](#)

- Now that you've created all of your adgroups, you will see each ad on the left side of the page.
 - If you need to make any edits to the ad, you can click on the ad itself or on the pencil icon, make the changes, and press "save changes"
 - If you wish to use the same ad copy but with slight changes, click on the ad as if you were going to edit it. Make the changes to the ad and click "save as new". This will create a new ad without the hassle of entering duplicate content.

VIDEO: <https://youtu.be/gawKbnVLhBM>

Keywords

advertise.com Dashboard Campaigns Reports Tools Alerts(1) Administration Fund Acco

Campaign Editor - Create a New Campaign

Campaign Editor Home Create a New Campaign

Create Campaign → Create Ads → Add Keywords → Set Budget → Summary

Account: jfishman2 Campaign: ADVTEST Adgroup: AdGroup #1 Keyword Count for this Adgroup: 0

Enter Keywords Load Keyword Profile

Ready to select your keywords?
Use the keyword selection tabs above in this step to add keywords to your adgroup.

- Enter your keywords below
- Get Suggestions based on chosen words or a URL
- Browse suggestions based on a library of categories or..
- Load a previous profile

Enter or paste your keywords. Enter one term per line. All Keywords are Phrase Matched:

test
united states
canada
mexico

Add Keywords

Selected Keywords - Max Keywords for an adgroup can be 10000

Remove Selected Remove All Keyword Count - 4

Keyword Phrase	Match Type
<input type="checkbox"/> test	Phrase
<input type="checkbox"/> united states	Phrase
<input type="checkbox"/> canada	Phrase
<input type="checkbox"/> mexico	Phrase

Back Save and Set Budget Skip Directly to Funding Page 4 keywords selected and added to Selected Keywords.

- Step four: add any necessary keywords. This step will only appear if you've selected a campaign type of "keyword marketplace".
- Here is where you can enter all keywords you'd like associated with your ad. These keywords will be applied to all adgroups in the campaign.
- Once you've finished click on "save and set budget"

VIDEO: <https://youtu.be/Mmo2iTsn8E8>

<https://youtu.be/rvrfkjeEfGI> (adding neg kw)

Set Budget

- Step five: set the budget for your campaigns keywords. You will see a list of all the keywords you just entered. Here, you can select separate keywords and set different budgets, or you can select all keywords and enter the same dollar amount.
 - To select keywords, click on the box next to the word. In the box next to "set bid for selected keywords" enter the amount you'd like associated with that keyword and click "apply"

- Note: budget prices should be entered as CPC, cost per conversion.
- Once you've completed this step, click on "save and review settings"

advertise.com™

Dashboard ▾
Campaigns ▾
Reports ▾
Tools ▾
Alerts(1) ▾
Administration ▾

Campaign Editor - Create a New Campaign

Campaign Editor Home

Create a New Campaign x

Create Campaign → Create Ads → Add Keywords →

Set Budget

→ Summary

Account: jfishman2 Campaign: ADVTEST Adgroup: AdGroup #1

Keywords

Delete Selected

Delete All

Set Bid for selected keywords (\$):

0.4

Apply

Tip #1

Tip #2

<input type="checkbox"/>	Keyword	Match Ty...	Bid	Click URL	Display URL
<input type="checkbox"/>	canada	Phrase	0.5		
<input type="checkbox"/>	mexico	Phrase	0.186		
<input checked="" type="checkbox"/>	test	Phrase	0.186		
<input type="checkbox"/>	united states	Phrase	0.186		

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Save and Review Settings

Skip Directly to Funding Page

advertise.com

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Campaigns

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Alerts(1)

Administration

Fund Account

JFISHMAN2

Campaign Editor - Create a New Campaign

Current Balance:\$0.00

Campaign Editor Home

Create a New Campaign

Create Campaign

Create Ads

Add Keywords

Set Budget

Summary

Account: jfishman2

Campaign: ADVTEST

Adgroup: AdGroup #1

Keywords

Delete Selected

Delete All

Set Bid for selected keywords (\$):

Apply

Tip #1

Tip #2

<input type="checkbox"/>	Keyword	Match Ty...	Bid	Click URL	Display URL
<input checked="" type="checkbox"/>	canada	Phrase	0.5		
<input type="checkbox"/>	mexico	Phrase	0.3		
<input type="checkbox"/>	test	Phrase	0.4		
<input type="checkbox"/>	united states	Phrase	0.2		

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Ad Group Details

Adgroup Name:

AdGroup #1

Campaign Name:

ADVTEST

Cost:

\$0

No. of Ads:

3

No. of Keywords:

4

Default Keyword Bid (\$):

0.186

Save

Reset

Back

Save and Review Settings

Skip Directly to Funding Page

Campaign Summary

advertise.com

Dashboard

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Alerts(1)

Administration

Fund Account

JFISHMAN2

Campaign Editor - Create a New Campaign

Current Balance:\$0.00

Campaign Editor Home

Create a New Campaign

Create Campaign

Create Ads

Add Keywords

Set Budget

Summary

Account: jfishman2

Campaign: ADVTEST

Adgroup: AdGroup #1

Ad Details

Ad Title	Description 1	Description 2	Display URL	Click URL
Test	ThisIsATest		advertise.com	http://www.advertise.com/
TestTest	This is a test	test test	advertise.com	http://advertise.com
TestTest	This is a test	test 2 test 2	advertise.com	http://advertise.com

Campaign Details

Campaign Name:

ADVTEST

Campaign Type:

Keyword Marketplace

Ad Group Name:

AdGroup #1

No. of Keywords:

4

Average Daily Budget (\$):

25

Monthly estimated amount (\$):

750.00

Save

Reset

Back

View Campaign

Close

Skip Directly to Funding Page

- Congrats! You've successfully created a campaign! Just a few final things before your campaign can go live.
 - In the campaign summary page, you will see there is the option to set an average daily budget. If you wish to do so, just edit the number on the right hand side in the box next to "Average Daily Budget"
 - If everything looks good, you can close the campaign summary window to return to the advertise.com admin home
 - Your campaign will be approved by an advertise.com representative prior to going live
 - If you have any questions, feel free to contact us!

VIDEO: <https://youtu.be/J93bEC0D3VM> (budget + Campaign summary)

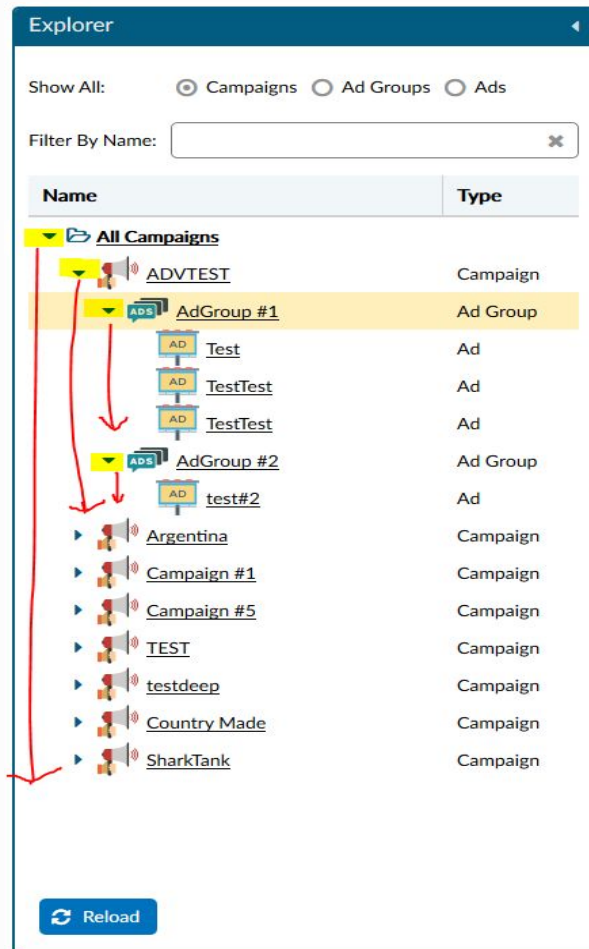
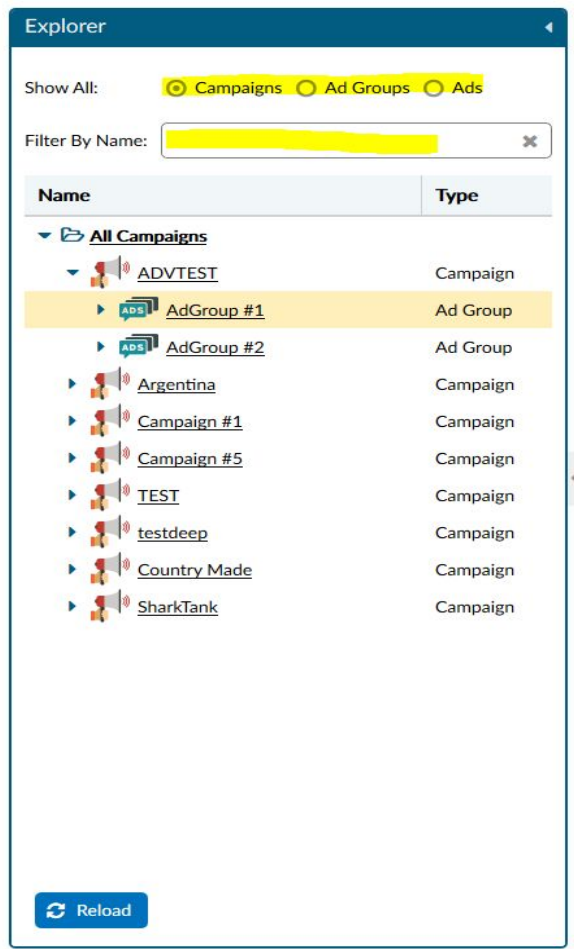
Shortcuts

Explorer Box

The screenshot shows the Campaign Editor interface. On the left is the Explorer box, which is highlighted with a yellow border. It displays a list of campaigns under the 'All Campaigns' section, including 'ADVERTIST', 'Argentina', 'Campaign #1', 'Campaign #5', 'TEST', 'testdeco', 'Country Made', and 'SharkTank'. The main area on the right shows a table of 'Recently Visited Campaigns' with columns for 'Campaign Name' and 'Account Name'. The table lists various campaigns and their associated accounts, such as 'USA Survey - cpa goal 28' for 'ytzmedia' and 'BE - Sweepstakes - Iphone - Pops' for 'mediabuy.ac2'.

Campaign Name	Account Name
USA Survey - cpa goal 28	ytzmedia
USA Survey - cpa goal 28	ytzmedia
BE - Sweepstakes - Iphone - Pops	mediabuy.ac2
US - GARCINIA - PPV - KW - garcinia	brosincome
CB - obsessionphrases.com World	vansontan
BE - Sweepstakes - Iphone - Pops	mediabuy.ac2
booking.com USA	leon1078
BE - Sweepstakes - Iphone - Pops	mediabuy.ac2
CB - obsessionphrases World	vansontan
CB - obsessionphrases.com World	vansontan
CB - obsessionphrases World	vansontan
USA Survey - cpa goal 28	ytzmedia
C4T&Z647	ConvertStar
BE - Sweepstakes - Iphone - Pops	mediabuy.ac2
booking.com USA	leon1078
USA Survey - cpa goal 28	ytzmedia
booking.com USA	leon1078
Argentina	jfishman2

- A new function included with the campaign editor is the Explorer box. The explorer box should increase efficiency and ease of finding campaigns, adgroups, and ads for any advertiser.



- At the top of the explorer box you can filter and search for the specific campaign, adgroup, or ad that you are looking for.
- By clicking on the drop down arrows, a list of all adgroups and ads will manifest. You also have the option to **show all** ad groups or ads if you don't need to see all of the campaign information. You may toggle between Campaigns, Ad Groups, and Ads by selecting the view you wish to see under the "select account" search towards the top explorer box.

VIDEO: https://youtu.be/6oVn_Rp4En4

Campaign Editor Home

Campaign Editor Home

Recently Visited Campaigns

Campaign Name	Account Name
ADVTEST	jfishman2
TEST	jfishman2
Argentina	jfishman2

Recently Visited Ad Groups

- For added convenience, to the right of the explorer box is the campaign editor home. This box will display all of your recently visited Campaigns and Ad Groups. As in the explorer box, if you click on an item within the campaign editor home, a new tab will appear with the campaign or adgroup information.

Adgroup/Geo Settings

- To quickly get to the adgroup settings, just go to the campaigns tab and click on Campaign Editor. All of your active campaigns will appear in the Explorer Box on the left side of the page. Use the arrows to the left of the campaign name to expand the drop down options. This will show a list of all the adgroups within the campaign, right click on the adgroup name to display the adgroup settings.

The screenshot displays the Advertise.com Campaign Editor interface. The top navigation bar includes links for Dashboard, Campaigns, Reports, Tools, Alerts, and Administration. The user's Fund Account is JFISHMAN2, and the Current Balance is \$0.00.

The Explorer sidebar on the left shows a tree view of campaigns. The 'ADVTEST' campaign is expanded, revealing a list of adgroups. A right-click context menu is open over the 'AdGroup' adgroup, showing options such as 'Open', 'View/Edit Details', 'View/Edit Settings' (highlighted), 'View/Edit GeoTarget Settings', 'Clone', 'View/Edit Notes', 'Keywords', 'Negative Keywords', 'Create Ads', 'Add Keywords', and 'Add Negative Keywords'.

The main content area, titled 'Campaign Editor Home', features a 'Recently Visited Campaigns' table. The table has two columns: 'Campaign Name' and 'Account Name'. The data rows are as follows:

Campaign Name	Account Name
ADVTEST	Jfishman2
TEST	Jfishman2
Argentina	Jfishman2

Below the table is a 'Recently Visited Ad Groups' section with a plus icon to expand it.