

About the Overview page

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This article only applies to the new Google Ads experience. [Determine which Google Ads experience you're using.](#)

The Overview page lets you review your performance at a glance. It's the first place you land when opening your Google Ads account, and includes a summary of your performance and important insights. You'll find an Overview for your entire account, as well as for individual campaigns and ad groups. Each Overview includes several summary cards with key metrics. For example, your account Overview page has cards that show which campaign or ad group changed the most, while a campaign Overview has cards showing information about your auctions and top searches. You can adjust the overall date range to change the data on your summary cards.

Occasionally, your Overview pages will also highlight key insights. Insight cards show important changes to your performance that you might have missed.

This article explains the different types of cards shown on your Overview pages.



To see subtitles in your language, [turn on YouTube captions](#). Click the Settings icon at the bottom of the video screen, select "Subtitles," and then specify your language.

Purpose

To provide assistance and instruction to users of all levels (new users to experienced marketing professionals) how to use various features and products that are a part of Google Ads.

Skills/Techniques

- HTML coding - drop-downs, formatting, links, tables
- Stakeholder management

Tools

- Google's internal content management system
- Google Suite products
- HTML

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Before you begin

To learn how to use the various features of your Overview page, read [Use the Overview page.](#)

What's on the Overview

Overview pages include two types of cards. Summary cards show you a general summary of your performance over the date range of your choosing. Insight cards highlight important observations and are not related to the date range you selected.

Summary cards

All Overview pages include a summary card with a line chart that lets you compare the past performance of your metrics. You can compare up to 4 key metrics at a time. Different summary cards will show for the account, campaign, or ad group levels. These cards include:

- Auction Insights data
- Audiences for Display and Video networks
- Biggest changes to your campaigns and ad groups
- Geographic location of people who interacted with your ads
- Keywords for Display and Video networks
- Most-shown ads
- Performance by day of week and time of day
- Performance by device

- Performance by keyword
- Placements for Display and Video networks
- Remarketing reach
- Status review
- Top products for Shopping
- Top performing campaigns and ad groups
- Top search terms on Google.com that caused your ads to display
- Top videos
- Topics for Display and Video networks

Insight cards

From time to time, interesting patterns in your data may arise. Insight cards let you know about these special observations.

Hourly performance pacing

This card lets you know when your clicks are unusually high or low on a particular day. If you tend to get a certain number of clicks by 4pm on Mondays, we'll let you know if you're under or over that amount. This card will show until the end of the day or until your clicks return to the day's average.

Based on this insight, you may decide to take action by [changing your bids](#) or budget.

New words

This card shows you new words that people used while searching and finding your ads on Google.com. If you use broad match keywords, your ads run when people search for relevant variations of your keywords, even if the variations aren't in your keyword lists.

Based on this insight, you may want to consider adding these words as [keywords](#) or [negative keywords](#), or changing your [keyword match types](#).

Device shift

This card lets you know when there's a significant change in the percentage of your ad impressions that came from a specific type of device. If most of your impressions typically come from one type of device and that has changed recently, you'll see this card appear.

Based on this insight, you may decide to take action by making a [bid adjustment](#) for devices.

Top vs. other

This card lets you know when there's a significant change in the percentage of impressions that happened when your ad appeared above the organic search results. If most of your impressions typically happen above the the organic search results and that has changed recently, you'll see this card appear.

Based on this insight, you may decide to take action by [changing how you bid](#).

Ad group shift

This card lets you know when there's a significant change in the cost of an ad group as a percentage of its campaign's cost. For example, if most of your cost used to come from one ad group within a campaign and that has changed recently, you'll see this card appear.

Based on this insight, you may decide to take action by moving the new leading ad group into its own campaign, [changing how you bid](#), or review changes you made to this campaign or ad group.

Geo

This card lets you know when there's a significant change in the percentage of impressions that happened in specific locations. If most of your ad's impressions typically happen in a certain location and that has changed recently, the Geo card will appear with that information.

Based on this insight, you might decide to take action by changing your bid modifiers for a certain location. To avoid having to change bids regularly, you can use [Smart bidding](#), which automatically optimizes for conversions based on location and many other factors.

Related links

[Measure performance by date range](#)

[Filter your view of performance data](#)

[Create, save, and schedule reports](#)

[Watch more videos about the new Google Ads experience](#)