

Switching to the new Google Ads experience

[Live version](#)

☰ Google Ads Help

🔍 Describe your issue

[Help Center](#) [Announcements](#)

Switching to the new Google Ads experience

Starting mid-July 2018, and rolling out over the following weeks, the new Google Ads experience will become the exclusive way to manage your account. Access to the previous experience will no longer be available. You'll have access to new exclusive features to help you accomplish your business goals.

If you have a manager account, some of your managed accounts may lose access to the previous experience before others. Over time, the new Google Ads experience will become the exclusive way to manage all of your accounts.

Getting ready

If you have any saved reports, filters, or [automated rules](#), they have been automatically moved from the previous experience to the new one.

If your account uses [features and reports](#) that aren't available in the new Google Ads experience, like some automated rules or columns and segments changes, notifications were sent to your account.

Learn more

- Read about the biggest [differences between the previous and new experiences](#).
- Review the [quick reference map](#) to quickly find the most commonly used features in the new experience.
- Take the [guided tour](#). This should be the first thing you see when you switch to the new experience.

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. This article was also linked through an alert in the UI.

Skills/Techniques

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

Tools

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

Switching to the new Google Ads experience

Starting mid-July 2018, and rolling out over the following weeks, the new Google Ads experience will become the exclusive way to manage your account. Access to the previous experience will no longer be available. You'll have access to new exclusive features to help you accomplish your business goals.

If you have a manager account, some of your managed accounts may lose access to the previous experience before others. Over time, the new Google Ads experience will become the exclusive way to manage all of your accounts.

Getting ready

If you have any saved reports, filters, or [automated rules](#), they have been automatically moved from the previous experience to the new one.

If your account uses [features and reports](#) that aren't available in the new Google Ads experience, like some automated rules or columns and segments changes, notifications were sent to your account.

Learn more

- Read about the biggest [differences between the previous and new experiences](#).
- Review the [quick reference map](#) to quickly find the most commonly used features in the new experience.
- Take the [guided tour](#). This should be the first thing you see when you switch to the new experience.