Paid Search Management B2C

Element	1	2	3	4
Keywords	Most relevant intent keywords	Match types	Negative Keywords	Monitor Close Varients
Ads	Test Headlines	Site Links	Assets (Images, Phone Numbers, Call outs)	Promotion Extensions
Settings	Bid Strategy	Locations	Device Adjustments	Ad Schedule (Days/Times)
Conversion	Landing Page Alignment	Conversion Management	Conversion Values	Attribution Settings
General	Competitive Research	Audience Demos- Include/Exclude	Impression Shares	Quality Score