Google Ads Makes Predefined Reports Easier to Access by @MattGSouthern

Google Ads is making it easier for users to find predefined reports for the dataset they're viewing.

When looking at campaign or ad group data, users will now find a 'Reporting' icon above the statistics table.

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Previously, the only way to access predefined reports was through an icon on the very top navigation bar.

By default, predefined reports used to start with account-level data. Users had to dig deeper from there to access campaign or ad group data.

Now, users can immediately load a predefined report with the same scope of data they're currently viewing.

> *"For example, if you had scoped down to a particular ad group or only search campaigns, and then opened a 'Day' report using this icon, the report will be filtered to only that ad group or search campaigns, respectively."*

Users can still open a predefined for their entire account using the previously existing 'Reporting' icon in the very top navigation bar.

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