



# Getting Started with the Search Marketing Desktop from Yahoo!

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## Ready to Get Started with the Yahoo! Search Marketing Desktop?

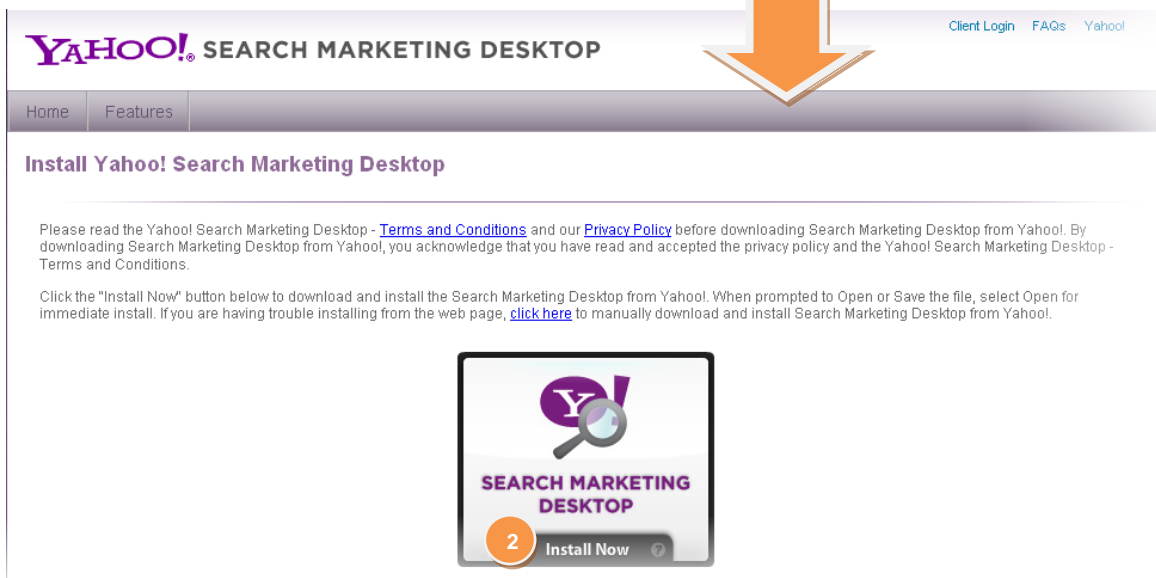
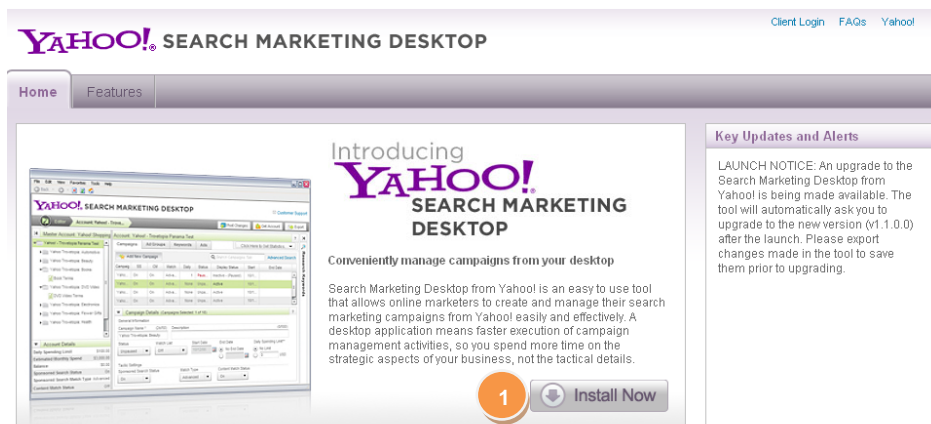
This guide will give you a quick overview of everything you'll need to start using this convenient, new tool. Once you have the Yahoo! Search Marketing Desktop (v.1.1) installed on your computer, you'll be able to manage your account more quickly and easily than ever.

- Search for and make edits to existing campaigns, ad groups, keywords and ads.
- Create new campaigns and ad groups.
- Add new, relevant keywords to your campaigns.
- Easily import your Yahoo! and Third-party account data.
- Boost productivity by copying and pasting from spreadsheets and across campaigns.
- Navigate your account easily, and with customizable account views.
- View account statistics.
- Manage your account even if you're offline.

# Downloading the Yahoo! Search Marketing Desktop Application

To download the application, visit the Yahoo! Search Marketing Desktop website at [advertising.yahoo.com/desktop](http://advertising.yahoo.com/desktop)

1. On the homepage, click the Install Now button. This will take you to an instructions page.
2. Once you've read the instructions, terms and conditions, click the Install Now button to begin downloading.

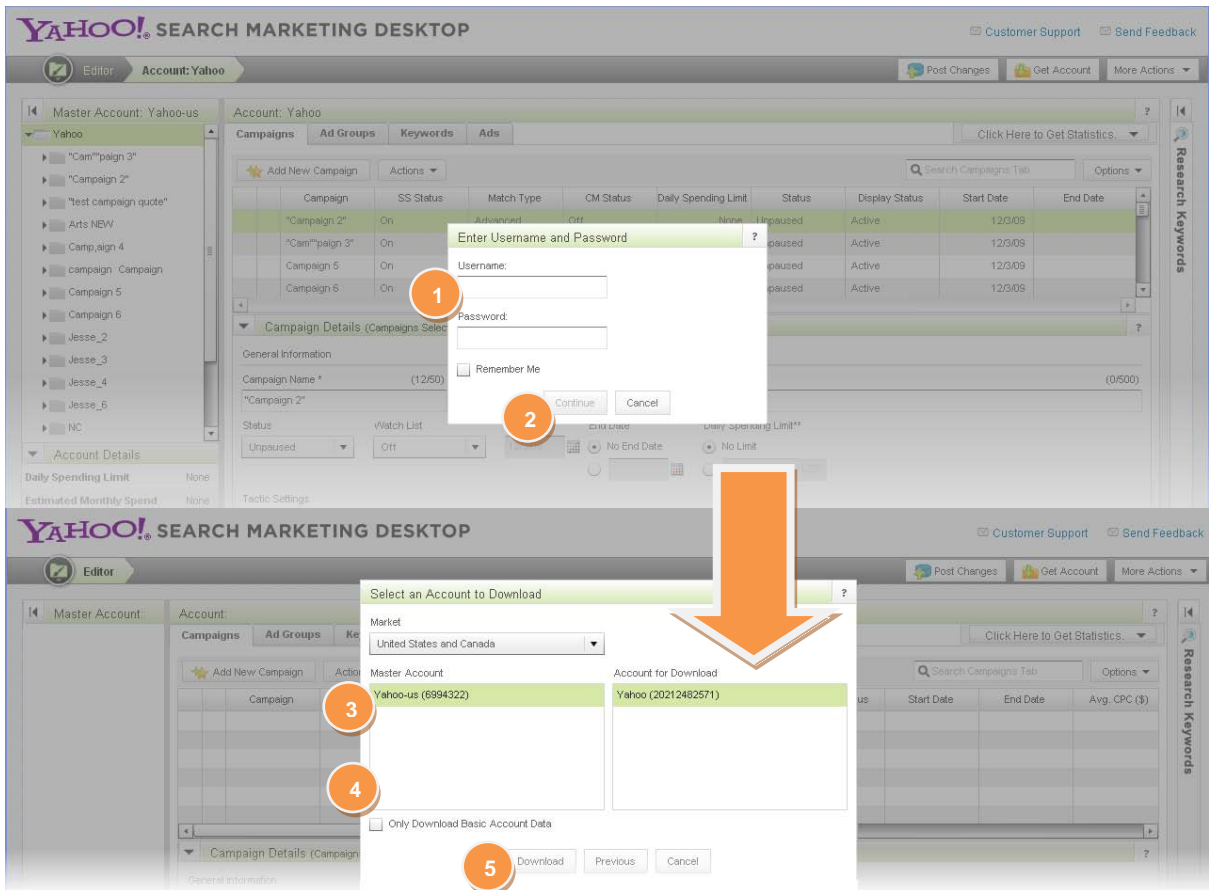


# Downloading Your Account

The first time you launch the Yahoo! Search Marketing Desktop, you'll be asked to log into your Yahoo! account.

1. Enter your Sponsored Search username and password.
2. Click "Continue" to view a list of your Master Accounts.
3. Highlight your Master Account on the left, and then highlight the sub-account you wish to download.
4. If you would like to add new campaigns and do not want to download your entire account, you can select the "Only Download Basic Account Data" option. This allows you to quickly add your campaigns and upload them without downloading your entire account.
5. Click "Download." Once the account is downloaded, you will be able to manage it from your computer even if you are not connected to the Internet.\*

\*Some features, such as Keyword Research, require an Internet connection to access data online.



# Viewing Your Account Contents

When viewing your account information, you can expand and collapse panels as needed.

1. This example shows the Master Account with the Account panel expanded for a “tree view.” Campaigns or ad groups with changes made to them will display in bold.
2. This example illustrates an expanded “settings view” of Account Details.
3. The data grid gives you high-level information about campaigns, ad groups, keywords and ads.
4. To research keywords, simply expand this panel.
5. This expanded Campaign Details panel demonstrates an open details “drawer.”

The screenshot displays the Yahoo! Search Marketing Desktop interface. The top navigation bar includes the Yahoo! logo, "SEARCH MARKETING DESKTOP", and links for "Customer Support" and "Send Feedback". Below this, the "Account: Yahoo" header is visible, along with "Post Changes", "Get Account", and "More Actions" buttons.

The main content area is divided into several sections:

- Left Sidebar (1):** A tree view of the account structure. The "Account Details" panel is expanded, showing sub-items like "Daily Spending Limit", "Estimated Monthly Spend", "Balance", "Sponsored Search Status", "Sponsored Search Match Type", and "Content Match Status".
- Top Panel (2):** The "Account Details" settings view, showing fields for "Campaign Name", "Description", "Status", "Watch List", "Start Date", "End Date", and "Daily Spending Limit".
- Table (3):** A data grid listing campaigns. The columns are Campaign, SS Status, Match Type, CM Status, Daily Spending Limit, Status, Display Status, Start Date, and End Date. Campaigns 1, 2, 3, and 6 are listed.
- Bottom Panel (5):** The "Campaign Details" drawer, which is expanded to show the "General Information" section, including fields for "Campaign Name", "Description", "Status", "Watch List", "Start Date", "End Date", and "Daily Spending Limit".
- Right Panel (4):** A "Research Keywords" panel, which is currently collapsed.

Numbered callouts (1-5) are placed over the interface to highlight these specific features.

# Importing Your Yahoo! and Third-Party Account Data

Easily import your Yahoo! or Third-Party account data.\*

1. Click the “More Actions” button in the upper right corner and select “Import Account from File,” and then browse for your account bulk sheet file. Select your Yahoo! or your third-party account file you would like to import.
2. Make changes to your account data as necessary.
3. Uncheck boxes for account components you would **not** like to import.
4. Click the Import button to begin the import process.
5. View a summary of your imported data. Click on the “Download Summary of Ignored Items (CSV)” link to save a CSV file containing your ignored components in order to fix issues for re-import.
6. Hover over the blue “!” icon in the data grid to view notification details about your import.

\*The Import Campaigns feature lets you import (and convert, if necessary) certain fields, such as bid and match type. You will not be able to import data that is uniquely generated by these other systems, such as advertisement ratings or scores.

The screenshot illustrates the Yahoo! Search Marketing Desktop interface during an import process. The main window shows a data grid for 'googletest.csv' with columns for Campaign, Campaign Daily Budget, Languages, Geo Targeting, and Ad Group. A dropdown menu is open for the 'Geo Targeting' column, showing options like CTR, Impressions, KeywordCU..., and Match Type. A 'More Actions' button in the top right is circled with a '1'. The 'Import' button at the bottom is circled with a '4'. Below the main window, an 'Import Summary' dialog box shows a table with columns for Campaigns, Ad Groups, Keywords, and Ads, and rows for Newly Added, Updated, Contain Errors, Contain Warnings, and Ignored. A 'Download Summary of Ignored Items (CSV)' link is circled with a '5'. To the right, a notification box titled 'You have 4 error(s) associated with this keyword' is circled with a '6', listing errors for 'Component Status', 'Match Type', and 'Sponsored Search Bid (USD)' fields.

|                  | Campaigns | Ad Groups | Keywords | Ads |
|------------------|-----------|-----------|----------|-----|
| Newly Added      | 0         | 0         | 0        | 3   |
| Updated          | 1         | 1         | 0        | 0   |
| Contain Errors   | 0         | 0         | 0        | 0   |
| Contain Warnings | 0         | 0         | 0        | 0   |
| Ignored          |           |           | 1        |     |

# Searching for Specific Campaigns, Ad Groups, Keywords or Ads

Using Basic and/or Advanced Search, you can search for particular campaigns, ad groups, ads or keywords. You should have at least one search parameter specified to perform an advanced search. From there, you can add or delete search parameters as needed. The maximum number of search parameters supported is 10.

1. Navigate to the tab where you would like to perform a search (i.e. Campaign, Ad Group, etc.).
2. Type in your search term and click "Enter" on your keyboard to view your search results.
3. Click "Clear" to reset your search.
4. Click "Advanced Search" from the Options dropdown to enter specific parameters for your search.
5. Click on the "+" button to add rows and enter additional search parameters.

YAHOO! SEARCH MARKETING DESKTOP

Editor Account: Yahoo Campaign: Campaign 3 Post Changes Get Account More Actions

Master Account: Yahoo-us Campaign: Campaign 3

Ad Groups Keywords Ads

Click Here to Get Statistics

Add New Ad Group Actions

| Campaign   | Ad Group       | Status   | Display Status | SS Status | SS Bid   | Match Type | CM Status | CM Bid | Options |
|------------|----------------|----------|----------------|-----------|----------|------------|-----------|--------|---------|
| Campaign 3 | Ad Group 4     | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 5     | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 55    | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 555   | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 5555  | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 55555 | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |

YAHOO! SEARCH MARKETING DESKTOP

Editor Account: Yahoo Campaign: Campaign 3 Post Changes Get Account More Actions

Master Account: Yahoo-us Campaign: Campaign 3

Ad Groups Keywords Ads

Click Here to Get Statistics

Add New Ad Group Actions

Search Results (clear)

| Campaign   | Ad Group      | Status   | Display Status | SS Status | SS Bid   | Match Type | CM Status | CM Bid | Options |
|------------|---------------|----------|----------------|-----------|----------|------------|-----------|--------|---------|
| Campaign 3 | Ad Group 5    | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 55   | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 555  | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |
| Campaign 3 | Ad Group 5555 | Unpaused | On             | 0.01      | Advanced | Off        | 0.01      | C      |         |

Ad Group Details (Ad Groups Selected: 1 of 5)

Advanced Search - Ad Group

Select Search Parameters Search: All Any

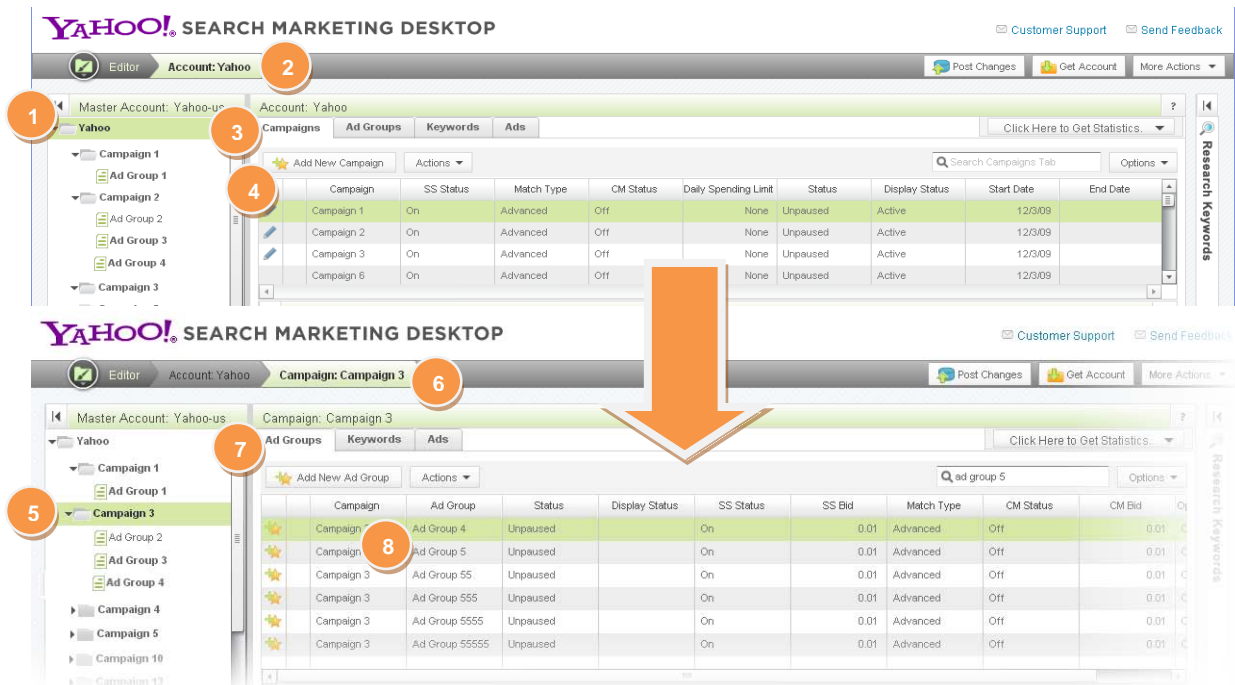
|                             |                 |        |
|-----------------------------|-----------------|--------|
| Campaign Name               | contains        | movies |
| Contain an Error            | is equal to     | Yes    |
| Ad Group Name               | contains        | dvd    |
| Sponsored Search Ad Group B | is greater than | 1.00   |

Close Clear Search

# Adding Campaigns and Ad Groups

The Yahoo! Search Marketing Desktop makes it simple to create new campaigns and ad groups.

1. To add a new campaign, click the account level in the tree view.
2. Make sure this account is reflected in the breadcrumb navigation.
3. Make sure you're on the Campaigns tab.
4. Click the "Add New Campaign" button.
5. To add a new ad group, select the campaign you'd like to add it to.
6. Make sure this campaign is reflected in the breadcrumb navigation.
7. Check that you're on the Ad Groups tab. Note that as you drill deeper into your account, tabs for higher levels will disappear in the data grid. Click the "Add New Ad Group" button.
8. A new ad group appears in the data grid. New items display a star icon next to them. You can edit the ad group name by double-clicking in that field.



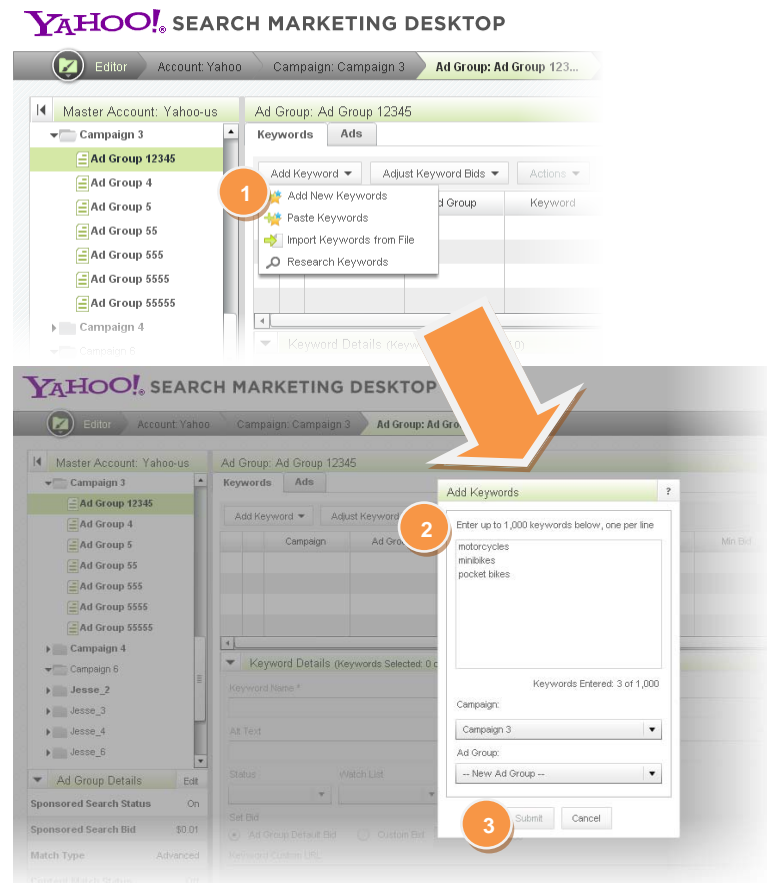


## Adding/Updating Keywords and Ads

You can quickly update your account's campaigns and ad groups with new keywords and ads. You can also paste and/or import your existing keywords from a spreadsheet or CSV file.

### Adding new keywords:

1. Make sure you're viewing the Keywords tab. Click on the "Add New Keywords" option from the "Add Keyword" dropdown.
2. Add up to 1,000 keywords (one per line) to any existing campaign and ad group in your account, or create a new campaign or ad group to add new keywords.
3. Click Submit.



## Adding new ads:

1. Make sure you're viewing the Ads tab. Click on the "Add New Ad" option from the "Add Ad" dropdown.
2. Enter your ad's title, description and additional ad content in the required fields. Required fields without content will display a red "!" error icon.

**YAHOO! SEARCH MARKETING DESKTOP**

Editor Account: Yahoo Campaign: Campaign 3 Ad Group: Ad Group 123...

Master Account: Yahoo-us Ad Group: Ad Group 12345

Campaign 3

- Ad Group 12345
- Ad Group 4
- Ad Group 5
- Ad Group 55
- Ad Group 555
- Ad Group 5555
- Ad Group 55555

Keywords Ads

Add Ad Add New Ad Paste Ads Import Ads from File

| Ad Group       | Ad Title |
|----------------|----------|
| Ad Group 12345 |          |

Ad Details (Ads Selected: 1 of 2)

Ad Name \* (17/300)  
Ad Group 12345 Ad

Ad Title \* (29/40)  
Search Marketing Desktop Tool

Ad Short Description \* (54/71)  
Download the Desktop Tool for Easy Account Management.

Ad Long Description (0/190)

Display URL \* (19/35)  
www.desktopool.com

Destination URL \* (0/1024)  
www.desktopool.com

Status: Unpaused

Ad Preview: Search Marketing Desktop Tool. Download the Desktop Tool for Easy Account Management. www.desktopool.com

Note: You are responsible for ensuring that your keywords and ads comply with the Editorial Guidelines and Advertiser Terms and Conditions.

Let's say you have keywords or ads in a third-party campaign, for example with Google, and you'd like to bring your data into your Yahoo! campaign. First, export your data into a spreadsheet or text CSV file.

## Pasting Keywords:

Make sure you're viewing the Keywords tab, and then use the "Paste Keywords" option from the "Add New Keywords" dropdown to copy the keyword data and paste it into the Yahoo! Search Marketing Desktop. Use the "Paste Ads" option from the "Add Ad" dropdown to do the same for ads.

1. A pop-up window will appear. Copy the keyword data from your spreadsheet or text file, making sure it contains only the following information, in this order, including the column header:

- Campaign Name
- Ad Group Name
- Keyword

These fields are optional:

- Keyword Alt. Text
- Match Type
- Sponsored Search Bid
- Keyword Custom URL
- Component Status

Then click the "Paste from Clipboard" button.

2. Your updated information will be available for review. Click the "Validate" button so Yahoo! Search Marketing Desktop can check your data for errors.

3. Hover over the yellow "!" icon to view warning details. Double-click in the validation table to make edits.

4. Click the "Submit" button.

**YAHOO! SEARCH MARKETING DESKTOP**

Paste Keywords

Copy keywords from another file or application, then click 'Paste from Clipboard.'

Make sure that you have only one row per campaign, and be sure to include the column headers in the first row. Keyword fields must be separated by a comma or a tab. Both Yahoo! and third party fields --such as Google and MSN --may be used (see examples below).

| Yahoo      | Campaign Name* | Ad Group Name* | Keyword*  | Keyword All Text | Match Type | Sponsored Search Bid   | Keyword Custom URL | Component Status |
|------------|----------------|----------------|-----------|------------------|------------|------------------------|--------------------|------------------|
| Campaign_1 | Ad_Group_1     | mykeyword      | myalltext | Advanced         | 0.10       | http://www.example.com | on                 |                  |

Google: Campaign\* Ad Group\* Keyword\* Keyword Type Max CPC Destination URL Keyword Status

|            |            |           |       |      |                        |        |  |  |
|------------|------------|-----------|-------|------|------------------------|--------|--|--|
| Campaign_1 | Ad_Group_1 | mykeyword | Exact | 0.10 | http://www.example.com | Active |  |  |
|------------|------------|-----------|-------|------|------------------------|--------|--|--|

\* Required Fields

Paste From Clipboard **1**

Due to possible memory constraints, if you have more than 10,000 keywords, we recommend that you input your keywords instead.

Import Keywords from File

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**YAHOO! SEARCH MARKETING DESKTOP**

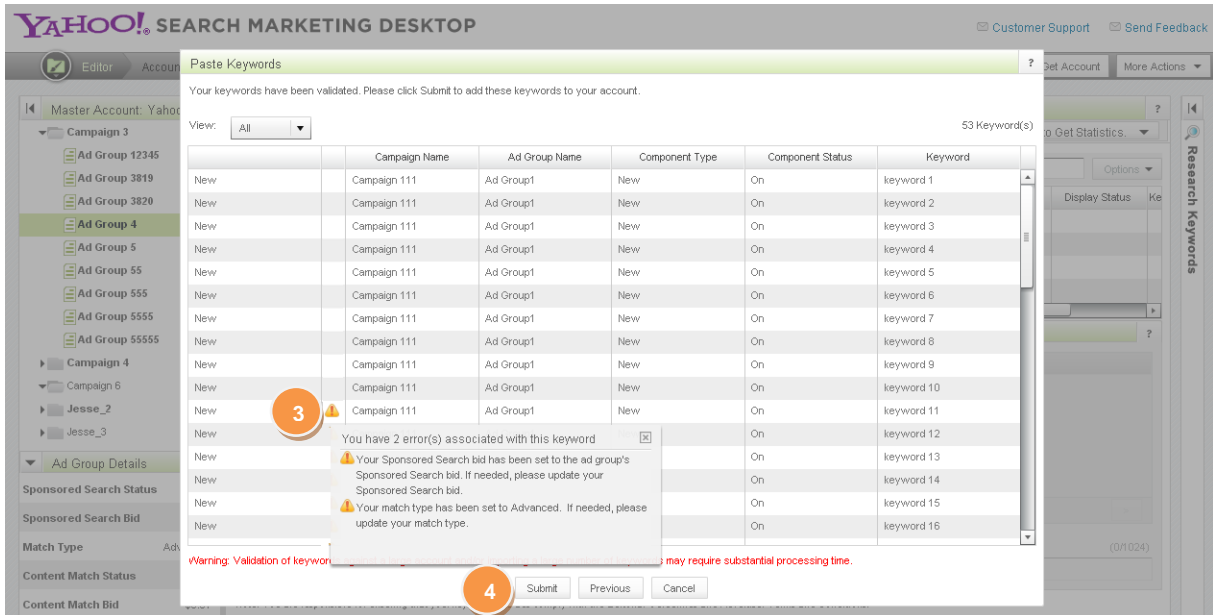
Paste Keywords

Please review your updated keywords and click Validate to check for errors and duplicates.

| Campaign Name | Ad Group Name | Component Type | Component Status | Keyword    |
|---------------|---------------|----------------|------------------|------------|
| Campaign 111  | Ad Group1     | New            | On               | keyword 1  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 2  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 3  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 4  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 5  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 6  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 7  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 8  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 9  |
| Campaign 111  | Ad Group1     | New            | On               | keyword 10 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 11 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 12 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 13 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 14 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 15 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 16 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 17 |
| Campaign 111  | Ad Group1     | New            | On               | keyword 18 |

Warning: Validation of keywords against a large account and/or importing a large number of keywords may require substantial processing time.

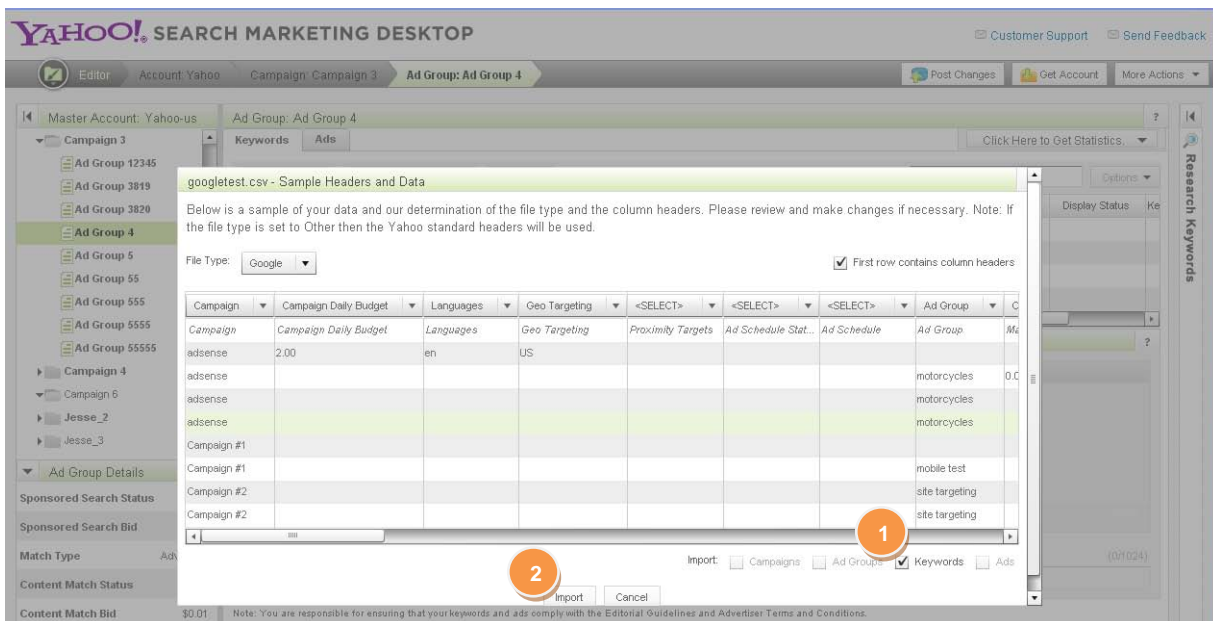
Validate Previous Cancel **2**



### Importing Keywords from a File:

If you have more than 10,000 keywords on your spreadsheet, you can click on the “Import Keywords from File” button to find a file on your computer containing your Yahoo! or Third-Party data. Again, be sure the file contains the required fields, including column headers. Make any necessary changes to your data, and then:

1. Note that only keywords are selected for import.
2. Click the Import button to update your keywords.



The same steps for pasting and importing are followed for ads from the Ads tab.

# Adjusting Keyword Bids

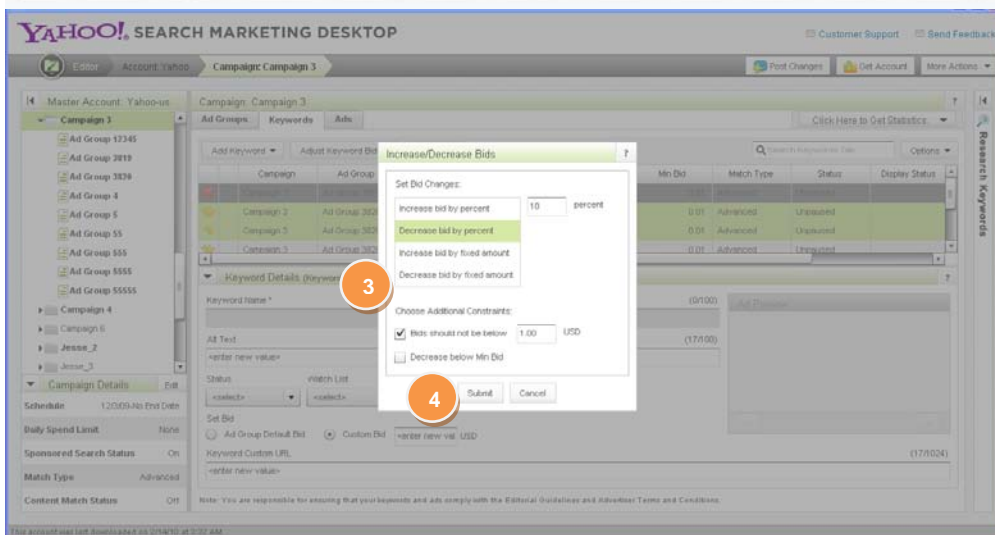
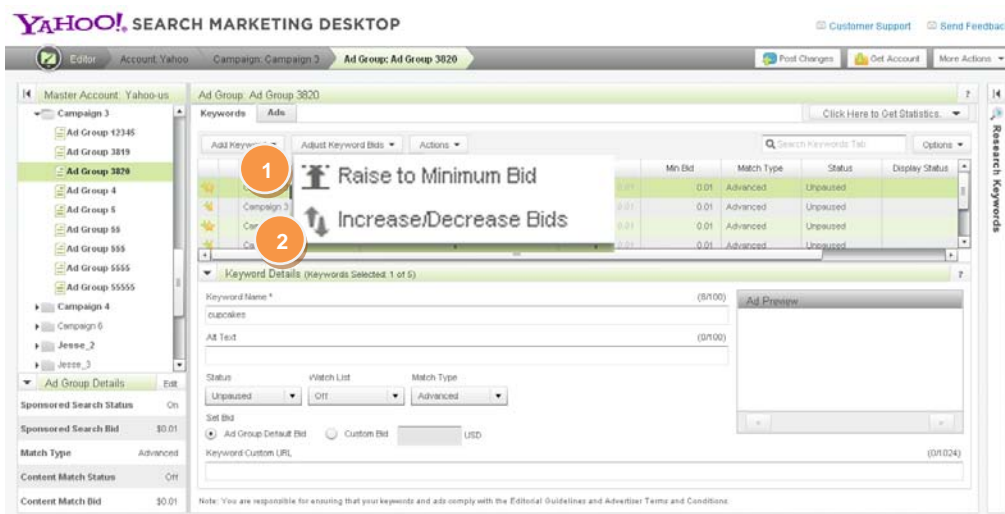
In addition to adjusting your keyword bids by pasting your bid data from your spreadsheet or importing your CSV file, you can also select rows in the data grid, and then adjust bids for those selected keywords. First, ensure you are on the Keywords tab, select keywords, and then, you can:

### Raise your keyword bids to your minimum:

1. Select "Raise to Minimum Bid" from the "Adjust Keyword Bids" dropdown. Your bids for the selected keywords will be adjusted to your minimum.

### Increase or decrease your keyword bids by a percentage and/or by a fixed currency amount:

2. Select "Increase/Decrease Bids" from the "Adjust Keyword Bids dropdown". A popup will display.
3. Select your bid changes, as well as any additional constraints you would like to add.
4. Click Submit.



## Researching Keywords

To open the Keyword Suggestion Tool, click and expand the Keyword Research panel on the right of the data grid.

**You have two options for generating keywords:**

1. Enter your website URL to have the system crawl your website to generate keyword suggestions.
2. Enter search terms on which you would like your suggestions to be based.
3. Select the “Results must contain these search terms (first 5 only)” checkbox to identify your first five keywords as seed terms (keywords you want to receive variations for)
4. Click the “Search” button to get your keyword suggestions.

**Once your keyword research results have been returned, you can also:**

5. Expand the Feedback History panel to further refine your terms.
6. Select the suggested keywords you want to add by clicking the checkbox(es).

**You have the following options once you have selected your generated keyword suggestions:**

7. Click “Save Selected to Ad Group” to view a popup with options for selecting a campaign and/or an ad group.
8. Click the “Export Selected Rows” button to generate a CSV file to save on your computer
9. Click the “New Search” button to begin a new search

The screenshot shows the 'Research Keywords' panel. At the top, there is a green header with the text 'Research Keywords'. Below the header, there is a prompt: 'Enter a website URL and/or search terms to get started.' The form contains the following elements:

- Website URL:** A text input field containing 'http://advertising.yahoo.com/desktop'. A red circle with the number '1' is positioned to the right of the label.
- Search Terms:** A text input field containing 'movies' and 'digital camera' on separate lines. A red circle with the number '2' is positioned to the right of the label.
- Checkbox:** A checkbox labeled 'Results must contain these search terms (first 5 only)'. A red circle with the number '3' is positioned to the right of the label.
- Search Button:** A button labeled 'Search'. A red circle with the number '4' is positioned to the right of the button.

**Research Keywords**

Feedback History

URL:

**Search Terms (4):** movies,dvds,televisions,electronics

**Yes Votes (4):** tv,movie dvd,dvd players,camera

**No Votes (4):** movie trailer,movie download,yahoo movie api,dvd review

Add Votes Start Over

Results Must Contain (max 5): Results Should Not Contain (max 5):  Exclude Keywords From This Ad Group:

Campaign: Campaign 3

Ad Group: Ad Group 555

Apply

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**YAHOO! SEARCH MARKETING DESKTOP**

Customer Support Send Feedback

Editor Account Yahoo! Campaign: Campaign 3 Ad Group: Ad Group 555

Post Changes Get Account More Actions

Master Account: Yahoo-us

Campaign 22

Campaign 27

Campaign 3

Ad Group 12345

Ad Group 3819

Ad Group 3820

Ad Group 4

Ad Group 5

Ad Group 55

Ad Group 555

Ad Group 5555

Ad Group 55555

Campaign 4

Campaign 6

Ad Group Details Edit

Sponsored Search Status On

Sponsored Search Bid \$0.01

Match Type Advanced

Content Match Status Off

Content Match Bid \$0.01

**Research Keywords**

Feedback History

**Research Results**

View Top 100 Save Selected to Ad Group Export Selected Rows New Search

| <input type="checkbox"/>            | Keyword                                | Canonical Form                      | Search Volume | Advertiser Competition*  |
|-------------------------------------|--|-------------------------------------|---------------|--------------------------|
| <input type="checkbox"/>            | yahoo yellow pages local search        | local page search yahoo yellow      | 6,500         | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | yahoo advanced search                  | advanced search yahoo               | 600           | <input type="checkbox"/> |
| <input type="checkbox"/>            | add url to yahoo search engine         | add engine search url yahoo         | 500           | <input type="checkbox"/> |
| <input type="checkbox"/>            | submit link to yahoo                   | link submit yahoo                   | 1,600         | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | help.yahoo.com                         | help.yahoo.com                      | 790,600       | <input type="checkbox"/> |
| <input type="checkbox"/>            | submit site to yahoo search            | search site submit yahoo            | 7,600         | <input type="checkbox"/> |
| <input type="checkbox"/>            | yahoo image search                     | image search yahoo                  | 600           | <input type="checkbox"/> |
| <input type="checkbox"/>            | add site to yahoo                      | add site yahoo                      | 300           | <input type="checkbox"/> |
| <input type="checkbox"/>            | submit web page to yahoo search engine | engine page search submit web yahoo | 400           | <input type="checkbox"/> |
| <input type="checkbox"/>            | add my site to yahoo search            | add search site yahoo               | 600           | <input type="checkbox"/> |
| <input type="checkbox"/>            | online game                            | game online                         | 1,300         | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | new yahoo preview                      | new preview yahoo                   | 7,900         | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> | yahoo search ranking                   | ranking search yahoo                | 1,600         | <input type="checkbox"/> |

\*These are approximations only, based on historical data -- not guarantees.  
 Note: You are responsible for ensuring that your keywords and ads comply with the Editorial Guidelines and Advertiser Terms and Conditions. You are also responsible for making sure your use of keywords does not violate any applicable laws, including any applicable trademark rights.

- Keyword search volume is based on historical data from the previous month.
- Advertiser competition is a general indicator of how many advertisers are bidding on a keyword.

# Editing/Updating in Bulk

Yahoo! Search Marketing Desktop provides several ways to edit and update your account data:

## Make edits from the tree view:

1. Right-click on your account, campaign, or ad group name in the navigation tree view to edit components.

## Highlight and modify components in bulk:

2. Highlight the rows of campaigns, ad groups, keywords or ads you'd like to update by holding the Shift or Ctrl key on your keyboard, while selecting the rows.
3. Modify the settings in the drawer.

## Cut and/or copy components and paste them across campaigns:

4. Once you have highlighted the rows of campaigns, ad groups, keywords or ads you'd like to update, you can right-click on the selected rows and select options to edit your selection or all items in the data grid
5. Click on the Actions button to export your selection to a CSV file or "revert" any edits to their prior state.

## Find and replace text:

Ensure you are on the tab for the component for which you would like to find and replace text.

6. Select the Find and Replace option from the Options dropdown menu.
7. When the Find and Replace pop up displays, enter the text you would like to find, the type of text you want to find and replace and the replacement text.

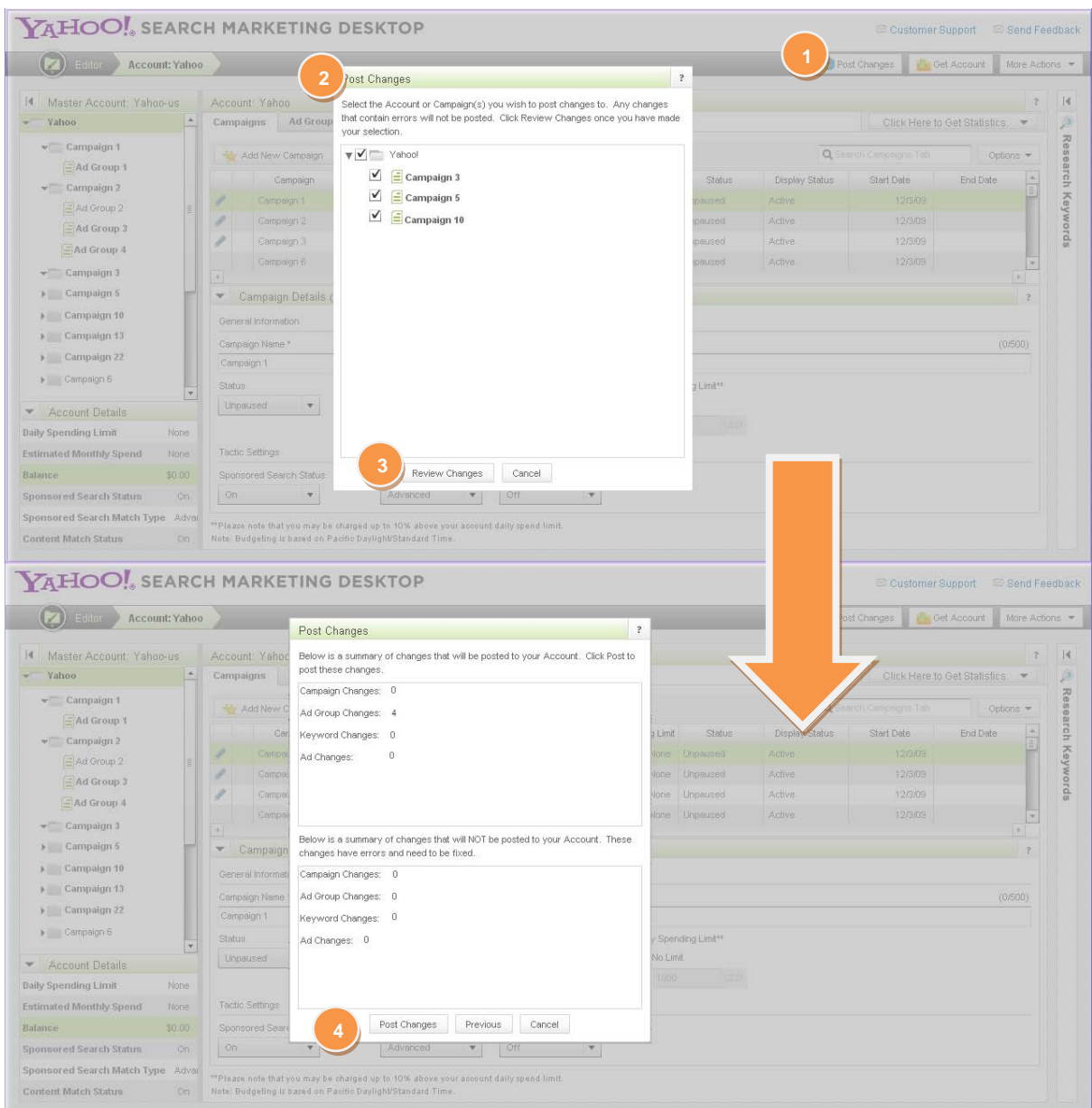
The screenshot displays the Yahoo! Search Marketing Desktop interface. On the left, a navigation tree (1) shows a hierarchy of Campaign 3, Ad Group 3820, and Ad Group 5555. The main area shows a table of keywords (2) with columns for Campaign, Ad Group, Keyword Name, SS Bid, Min Bid, Match Type, and Status. A context menu (4) is open over the selected row, showing options like Cut, Copy, Paste, and Revert Selected. The Actions button (5) is highlighted. A 'Find and Replace' dialog box (7) is open, showing the 'Find and Replace - Keywords' window with fields for 'Find:', 'Replace With:', and 'In:' (set to 'All Text Fields'). The 'Options' dropdown menu (6) is also visible, showing the 'Find and Replace' option selected.



# Posting Your Changes

When your edits are complete, you may post changes to your account directly through Yahoo! Search Marketing Desktop.

1. Click the "Post Changes" button in the upper right.
2. A window will appear, displaying just the campaigns with changes. You may uncheck a box next to the component name to exclude changes you do not wish to upload.
3. Click the "Review Changes" button to see a summary of changes that will be posted.
4. Click the "Post Changes" button in this window to commit the changes to your account.



# Exporting Your Changes

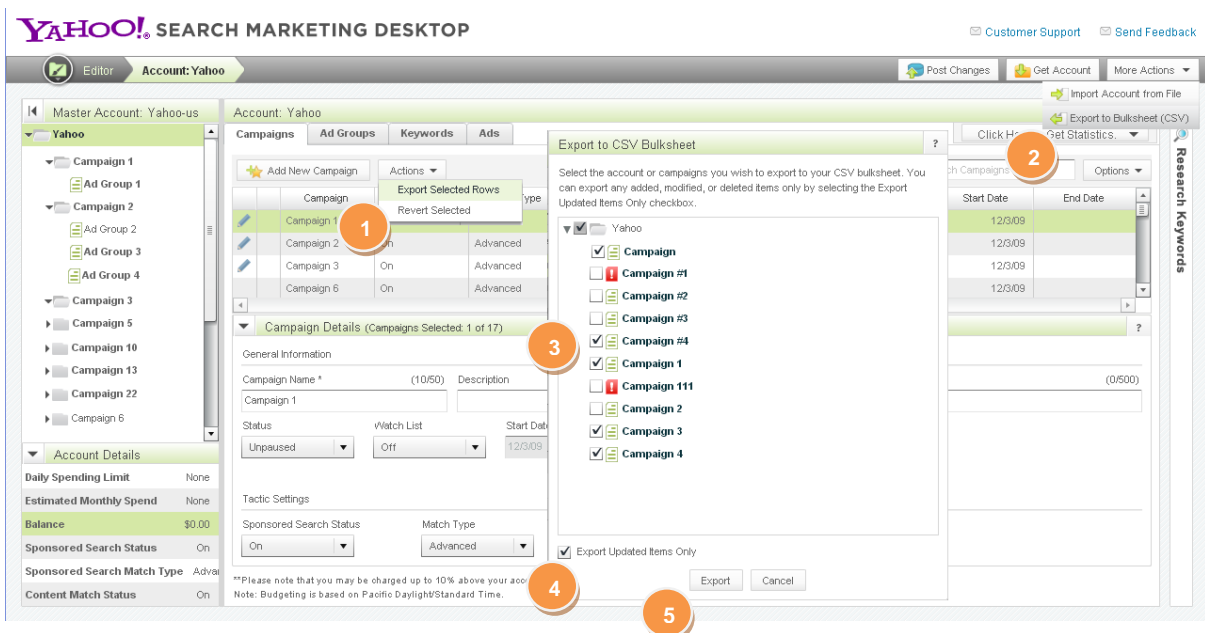
If you want to review or share changes with colleagues before upload, you can export your changes to a CSV bulk sheet. You can export selected rows in your campaign, ad group, keyword or ad view; or, you can export any added, modified, or deleted items:

## Export Selected Rows:

1. Navigate to the tab containing the rows you would like to select for export. Select the “Actions” dropdown and click on the option to Export Selected Rows. A popup will display allowing you to select a location on your computer to save the exported rows in a CSV file format.

## Export Any Added, Modified or Deleted Items:

2. Select the “Export to Bulksheet” option from the “More Actions” dropdown in the upper right. A window displaying all your account campaigns will appear. Campaigns with changes will show up in bold.
3. Select the campaigns you wish to export. A red “!” icon identifies campaigns that contain errors.
4. Or export only the items you changed using the Export Updated Items Only checkbox.
5. Select the “Export” button to select a target export location.



# Viewing Account Statistics

Receive on-demand status and statistical information on impressions, clicks, click-through rate (CTR), cost, quality index, and other important activity for your account components. We do not support campaign-only level statistics at this time.

1. Open the "Click Here to Get Statistics" dropdown menu.
2. Select a predefined date range from the dropdown, or enter a custom date range using the calendar feature.
3. Click the "Get Data" button.
4. Click the "View" button to see your statistics, which becomes the "Hide" button when your statistics are displayed in the grid. This allows you to toggle between showing and hiding your statistics for the date range displayed.

YAHOO! SEARCH MARKETING DESKTOP

Customer Support Send Feedback

Editor Account Yahoo Campaign: Campaign 3 Post Charges Get Account More Actions

Master Account: Yahoo-us Campaign: Campaign 3

Ad Groups Keywords Ads

Add Keyword Adjust Keyword Bids Actions

|   | Campaign   | Ad Group      | Keyword  | All Text | SS Bid | Min Bid |    |
|---|------------|---------------|----------|----------|--------|---------|----|
| ✖ | Campaign 3 | Ad Group 3819 | djkljka  |          | 0.01   | 0.01    | Ac |
| ★ | Campaign 3 | Ad Group 3820 | cupcakes |          | 0.01   | 0.01    | Ac |
| ★ | Campaign 3 | Ad Group 3820 | cakes    |          | 0.01   | 0.01    | Ac |
| ★ | Campaign 3 | Ad Group 3820 | pies     |          | 0.01   | 0.01    | Ac |

Keyword Details (Keywords Selected: 1 of 6)

Keyword Name \* (8/100) djkljka

All Text (0/100)

Status: Unpaused Watch List Match Type: Advanced

Set Bid: Ad Group Default Bid Custom Bid 0.01 USD

Keyword Custom URL (0/1024)

Note: You are responsible for ensuring that your keywords and ads comply with the Editorial Guidelines and Advertiser Terms and Conditions.

YAHOO! SEARCH MARKETING DESKTOP

Customer Support Send Feedback

Editor Account Yahoo Campaign: Campaign 111 Post Charges Get Account More Actions

Master Account: Yahoo-us Campaign: Campaign 111

Ad Groups Keywords Ads

Feb 16, 2010 - Feb 22, 2010 Hide

Add Keyword Adjust Keyword Bids Actions Search Keywords Tab Options

| SS Bid | Min Bid | Match Type | Status   | Display Status | Keyword Custom... | Avg. Position | Avg. CPC (\$) | CTR (%) | Impres |
|--------|---------|------------|----------|----------------|-------------------|---------------|---------------|---------|--------|
| 1.00   | 0.01    | Advanced   | Unpaused |                |                   | 11            | 0.23          | 0.28    |        |
| 1.00   | 0.01    | Advanced   | Unpaused |                |                   | 7             | 0.07          | 0.13    |        |
| 1.00   | 0.01    | Advanced   | Unpaused |                |                   | 1             | 0.21          | 5.90    |        |
| 1.00   | 0.01    | Advanced   | Unpaused |                |                   | 2             | 0.08          | 1.71    |        |

Keyword Details (Keywords Selected: 1 of 53)

Keyword Name \* (8/100) keyword 1

All Text (0/100)

Status: Unpaused Watch List Match Type: Advanced

Set Bid: Ad Group Default Bid Custom Bid 1 USD

Keyword Custom URL (0/1024)





Note: You are responsible for ensuring that your keywords and ads comply with the Editorial Guidelines and Advertiser Terms and Conditions.

This account was last downloaded on 2/20/10 at 12:52 PM.

## Understanding Errors

The Yahoo! Search Marketing Desktop highlights errors within your account so you can fix them before posting changes. To receive more details about an error, simply mouse over the “!” icon and a pop-up with more information will appear.

Here is a quick list of these icons and what they mean:

| Icon  | Meaning                 |
|---|-------------------------|
|    | <b>Error</b>            |
|    | <b>Warning</b>          |
|    | <b>Notification</b>     |
|  | <b>Soft-Deleted Row</b> |

## Getting Help

For more information on Yahoo! Search Marketing Desktop's features, or to get help using the application, click the “?” in the top right corner of the data grid, drawer and/or popup window; or click the Help Center link in the Learn More section of the homepage at [advertising.yahoo.com/desktop](http://advertising.yahoo.com/desktop)