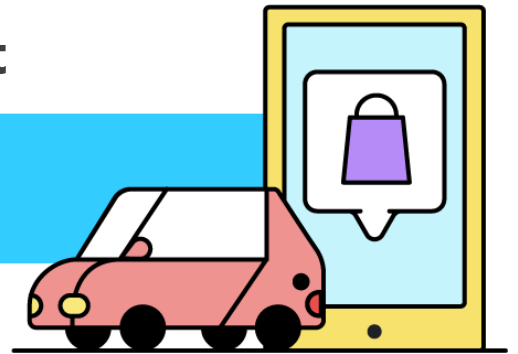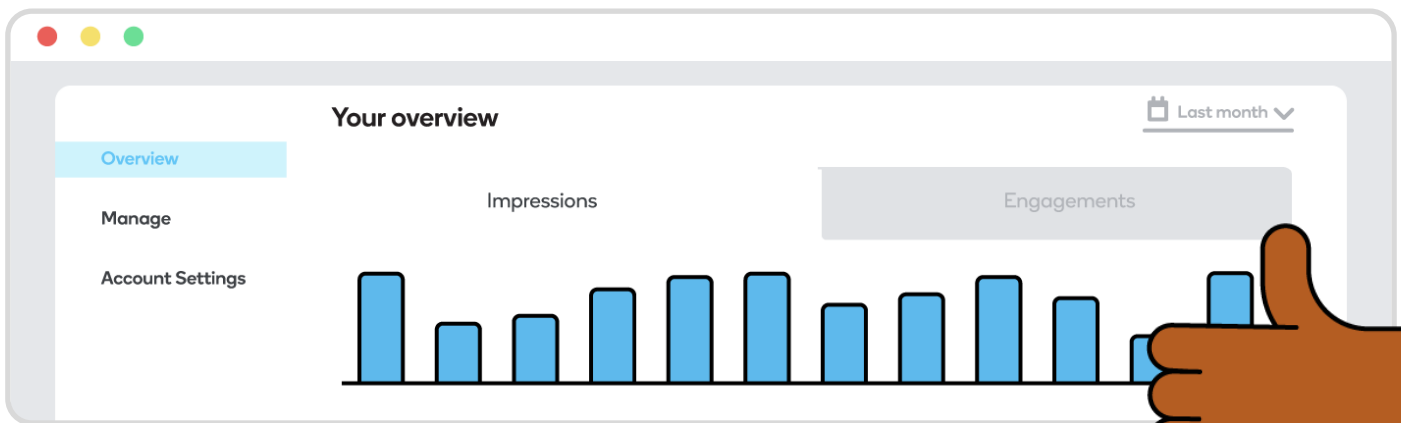**wazeads** 😊

Navigating your Waze Ads account

It's time to dive into your Waze Ads account and the pages you'll use most often: **Overview**, **Manage**, and **Account Settings**.

Track your Waze Ads performance

When you sign into your Waze Ads account, you'll start at the **Overview** page.

Your overview

| | Last month ⌄ |

Overview

Manage

Account Settings

Impressions   Engagements

On the Overview page, you'll track who your ads are reaching.

See the results that matter most

The Overview page includes a summary of your ad performance as well as key curated insights. The graph at the top of the page shows your most important metrics: **impressions** and **engagements**.

Impressions

The number of times your ad has been seen by nearby drivers.

Helps increase awareness of your business location, brand, or promotion.

Engagements

The number of times drivers have interacted with your ad.

Indicates responses to your ad, like navigating to your business location.
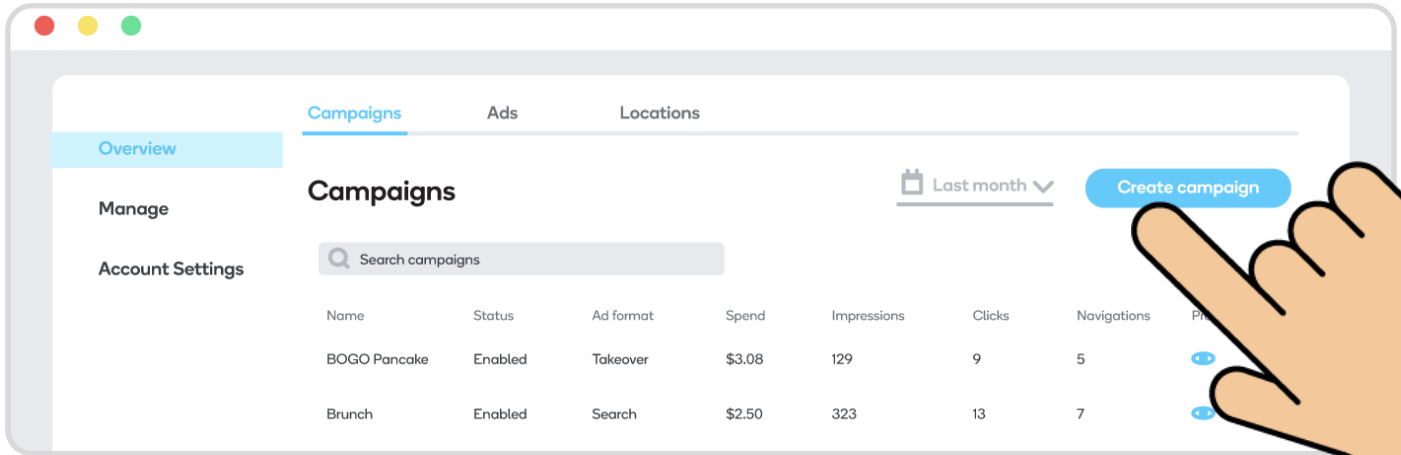
Pro Tip

Click "Add a new card" to customize your dashboard and view the metrics that matter most to your business.

Dive deeper into your performance

Further down the page, you'll see metrics that reveal your account's performance at a glance, such as: **your total campaign spending, your monthly budget, your top-performing campaigns and locations**, and **your performance by day of the week**.

Create your campaign

The **Manage** page is where you'll control your Waze Ads campaigns. A campaign allows you to promote your business location, brand, or offer when customers drive by or search for businesses like yours.

	Campaigns	Ads	Locations					
Overview								
Manage	**Campaigns**				📅 Last month ⌄		Create campaign	
Account Settings	🔍 Search campaigns							
	Name	Status	Ad format	Spend	Impressions	Clicks	Navigations	Pr
	BOGO Pancake	Enabled	Takeover	$3.08	129	9	5	
	Brunch	Enabled	Search	$2.50	323	13	7	

On the Manage page, it's easy to create your next campaign.

Build a campaign that fits your business

The Manage page is broken down into three tabs: **Campaigns**, **Ads**, and **Locations**

### Campaigns	### Ads	### Locations
On the *Campaigns* tab, you'll decide how you'll reach drivers by setting your marketing goal.	On the *Ads* tab, you'll choose what drivers should do when they see your ad.	On the *Locations* tab, you'll tell us where your ads should appear.

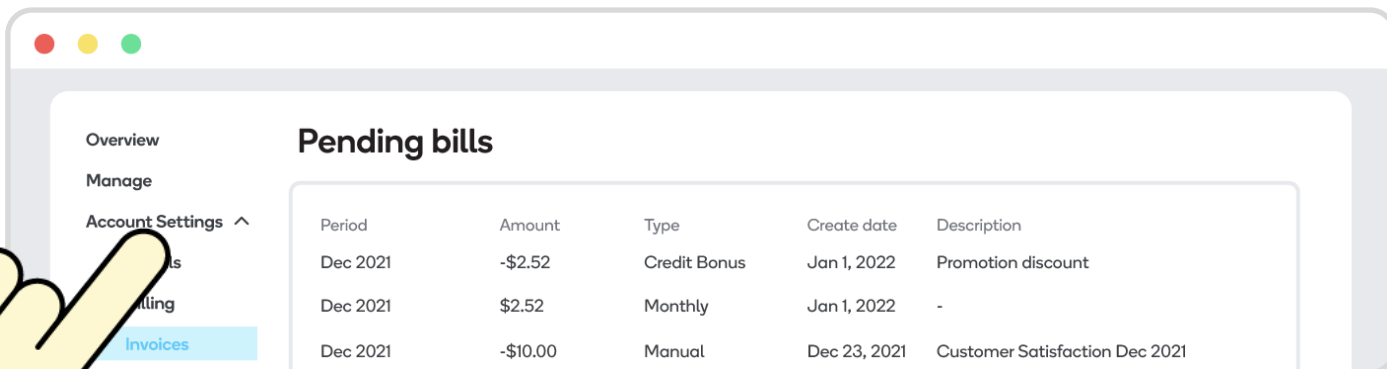💡 **Pro Tip**
If your business has more than one location, add all your business locations in the Locations tab to reach more customers.

Manage your account settings

The **Account Settings** page is where you'll go to manage the details of your Waze Ads account.

You'll find your bills and invoices on the Account Settings page.

Access invoices and billing in an instant

On the Account Settings page, you can:

Download [invoices](#)	Edit your business details
Update your [billing and credit card information](#)	Add authorized users to your account

Pro Tip

If multiple people run your account, add authorized users on the Access tab within the Account Settings page. That way, you can collaborate without sharing your private credentials

Sign into your **Waze Ads account**