

Topic: First introduction to BlueWinston's User Interface (app)

[BlueWinston.com](https://www.bluewinston.com) - introduction (user interface)

Video url: <https://youtu.be/1pXbRaYEs3Q>

Topic: Create product campaign - ZERO STEP (how to create campaign)

2 options how to create product campaign

Video url: https://youtu.be/7bPBI_LwIDI

Topic: Product & Group campaign - tab Source file

How to set up the source file tab

Video url: <https://youtu.be/CVBqdYceLtQ>

Topic: Product & Group campaign - tab Tag assignment & filters

How to map your XML tags

Video url: <https://youtu.be/7NBI9MNevps>

How to set up filters (filtering your products in campaign)

Video url: <https://youtu.be/pDew1AHF6hs>

Topic: Product & Group campaign - tab Campaign details

How to set up locations & languages

Video url: https://youtu.be/Bgelwm2qA_k

Topic: Product campaign - tab Keywords creation

Introduction into keywords creation

Video url: <https://youtu.be/Fylg1U33nw0>

How to create product keywords with tag combination method

Video url: <https://youtu.be/OHm-AhobKNM>

How to create product keywords with truncation method

Video url: <https://youtu.be/mnxa-DRVc5g>

Topic: Product campaign - tab Ads creation (Ad patterns)

How to use ad pattern creator

Video url: <https://youtu.be/Z-33KbmUHpU>

How to set up Ad extensions

Video url: <https://youtu.be/p5DwlUcedtU>

How to use URL suffixes

Video url: <https://youtu.be/5GUn3qBAAeY>

Topic: Product, Group & DSA campaign - tab Campaign settings

How to set up campaign settings

Video url: <https://youtu.be/Ujgg7GendMQ>

Topic: Product, Group & DSA campaign - tab Conversion settings

How to use conversion calculator

Video url: https://youtu.be/_epG4k9XwJY

Topic: Product & Group campaign - tab AI settings

How to set up AI automatic bidding

Video url: <https://youtu.be/EnHslWyBSVQ>

Topic: Product & Group campaign - tab Automated scripts

Introduction into automated / google scripts

Video url: <https://youtu.be/RFtgkKb8h1U>

Topic: Group campaign - Product Groups & Keywords creation

How to set up URLs & keywords for products in Group campaign

Video url: <https://youtu.be/TrQoyl3ZESc>

Topic: Group campaign - Ad patterns

Differences between product & group ad pattern

Video url: <https://youtu.be/ArTdaag1P-M>