

# Smart vs Search Google Ads Campaigns: Main Differences



**Smart**

**Search**



## Campaign set up

Fast and automatic,  
takes a few minutes

Manual and more  
time-consuming

## Management and optimization

Fully automatic, you  
have limited control

Manual, you  
have more control

## Data and reporting

Limited data,  
no in-depth analytics

Advanced data,  
custom in-depth reports

## Click fraud protection

Cannot be protected  
with any software

Can be protected with  
software like PPC Shield



## Conclusion



**Great for beginners**

with limited time  
and basic PPC skills

**Great for PROs**

with more time for  
campaign management