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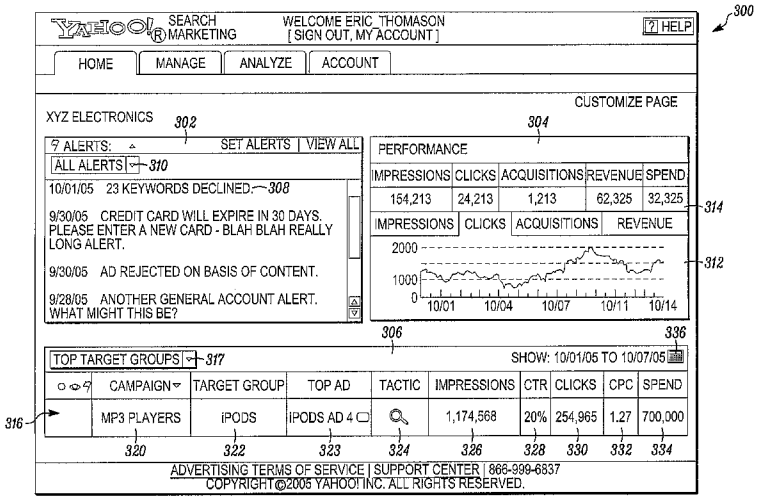
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(54) **Title:** SYSTEM AND METHOD FOR CREATING AND PROVIDING A USER INTERFACE FOR DISPLAYING ADVERTISER DEFINED GROUPS OF ADVERTISEMENT CAMPAIGN INFORMATION



(57) **Abstract:** A system and method for creating and providing a user interface for displaying advertiser defined groups of advertisement campaign information is disclosed. Generally, advertisement campaign information is organized into one more ad groups. An ad group typically includes advertisements and parameters for advertisements that are to be handled by an advertisement campaign management system in a similar manner. At least a portion of the advertisement campaign information is then displayed based at least in part on at least one of the one or more ad groups. In one embodiment, the portion of the advertisement campaign information is displayed in a graphical user interface running on an internet browser. In another embodiment, the portion of the advertisement campaign information is displayed in a stand-alone application running on a user device.

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