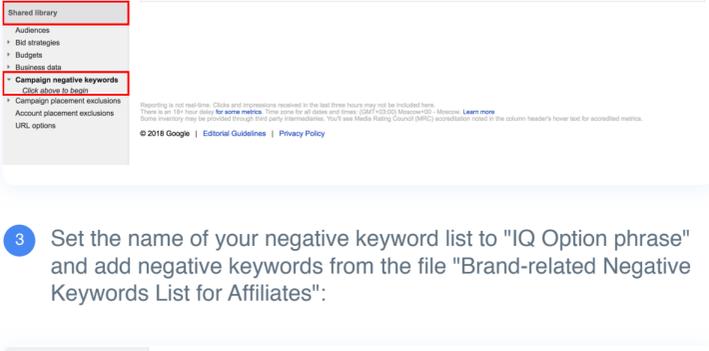


[Sequence of actions for the old AdWords UI](#) >

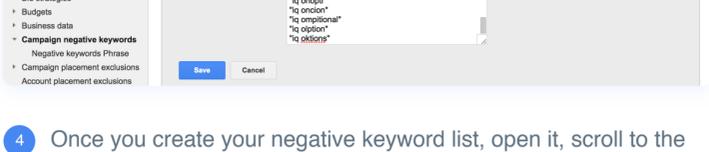
[Sequence of actions for the new AdWords UI](#) >

### Sequence of actions for the old AdWords UI

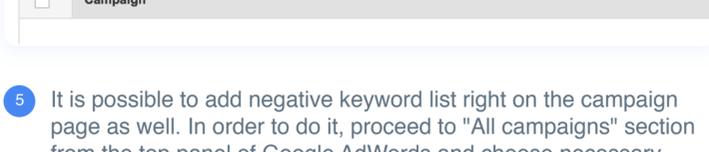
- 1 Log in to [adwords.google.com](https://adwords.google.com)
- 2 Go to "Shared library" > "Negatives keyword lists" and click on the "+List" button to add a new list of negative keywords:



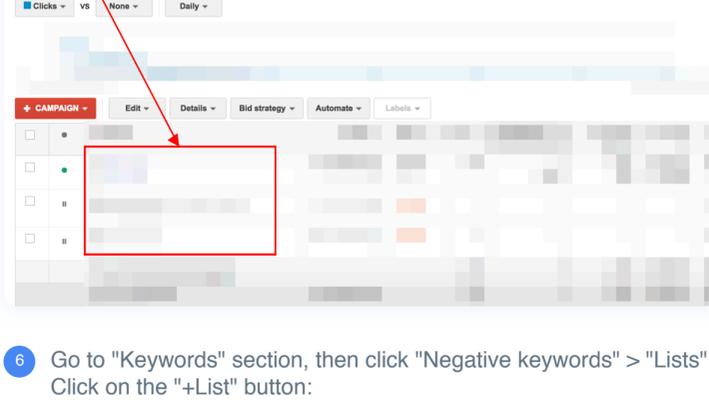
- 3 Set the name of your negative keyword list to "IQ Option phrase" and add negative keywords from the file "Brand-related Negative Keywords List for Affiliates":



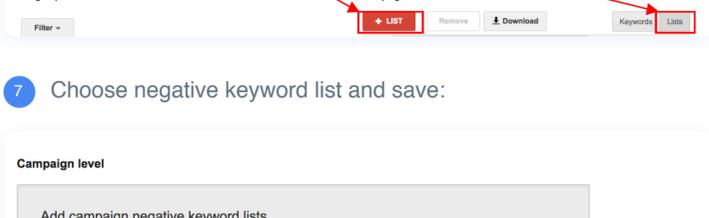
- 4 Once you create your negative keyword list, open it, scroll to the bottom of the page and apply it to necessary campaign(-s):



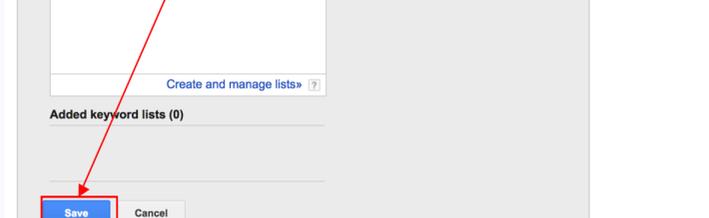
- 5 It is possible to add negative keyword list right on the campaign page as well. In order to do it, proceed to "All campaigns" section from the top panel of Google AdWords and choose necessary marketing campaign:



- 6 Go to "Keywords" section, then click "Negative keywords" > "Lists". Click on the "+List" button:

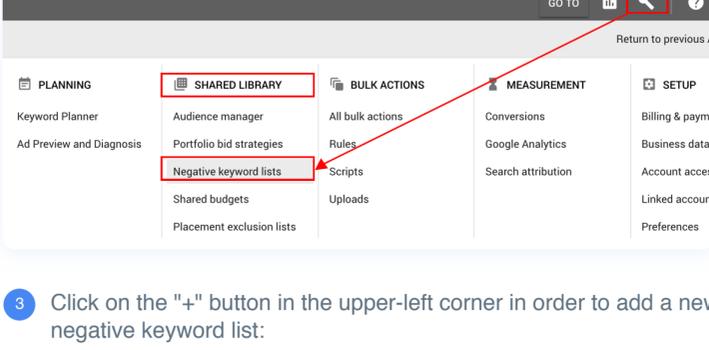


- 7 Choose negative keyword list and save:

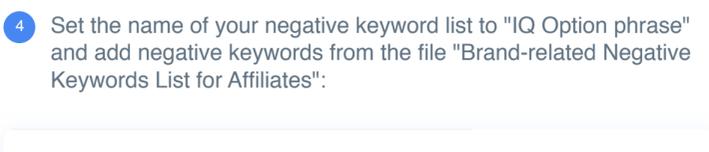


### Sequence of actions for the new AdWords UI

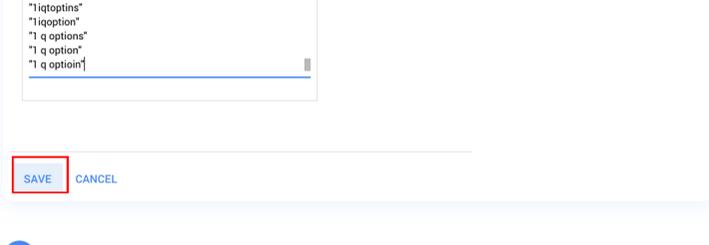
- 1 Log in to [adwords.google.com](https://adwords.google.com)
- 2 Click on the wrench icon on the top panel of Google AdWords and go to "Shared library" > "Negative keyword list":



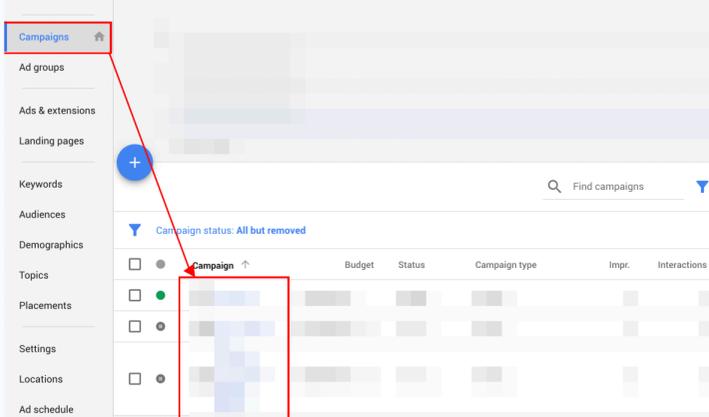
- 3 Click on the "+" button in the upper-left corner in order to add a new negative keyword list:



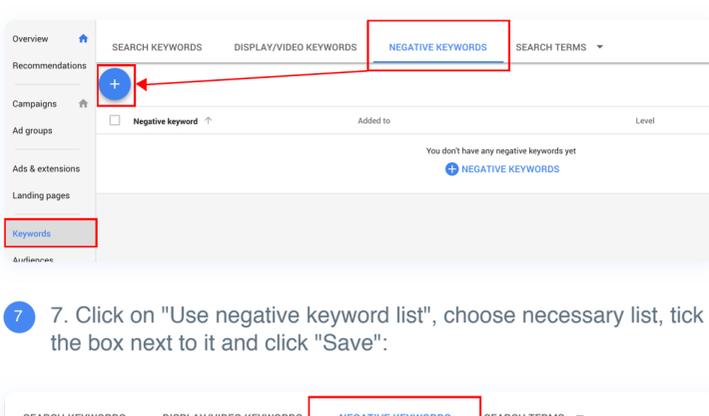
- 4 Set the name of your negative keyword list to "IQ Option phrase" and add negative keywords from the file "Brand-related Negative Keywords List for Affiliates":



- 5 Once you create your negative keyword list "IQ Option phrase", exit "Shared library", go to "Campaigns" and choose a campaign you want to add just created negative keyword list to:



- 6 Open your campaign and choose "Keywords" from the panel to the left. Then go to the "Negative keywords" section and click "+":



- 7 Click on "Use negative keyword list", choose necessary list, tick the box next to it and click "Save":

