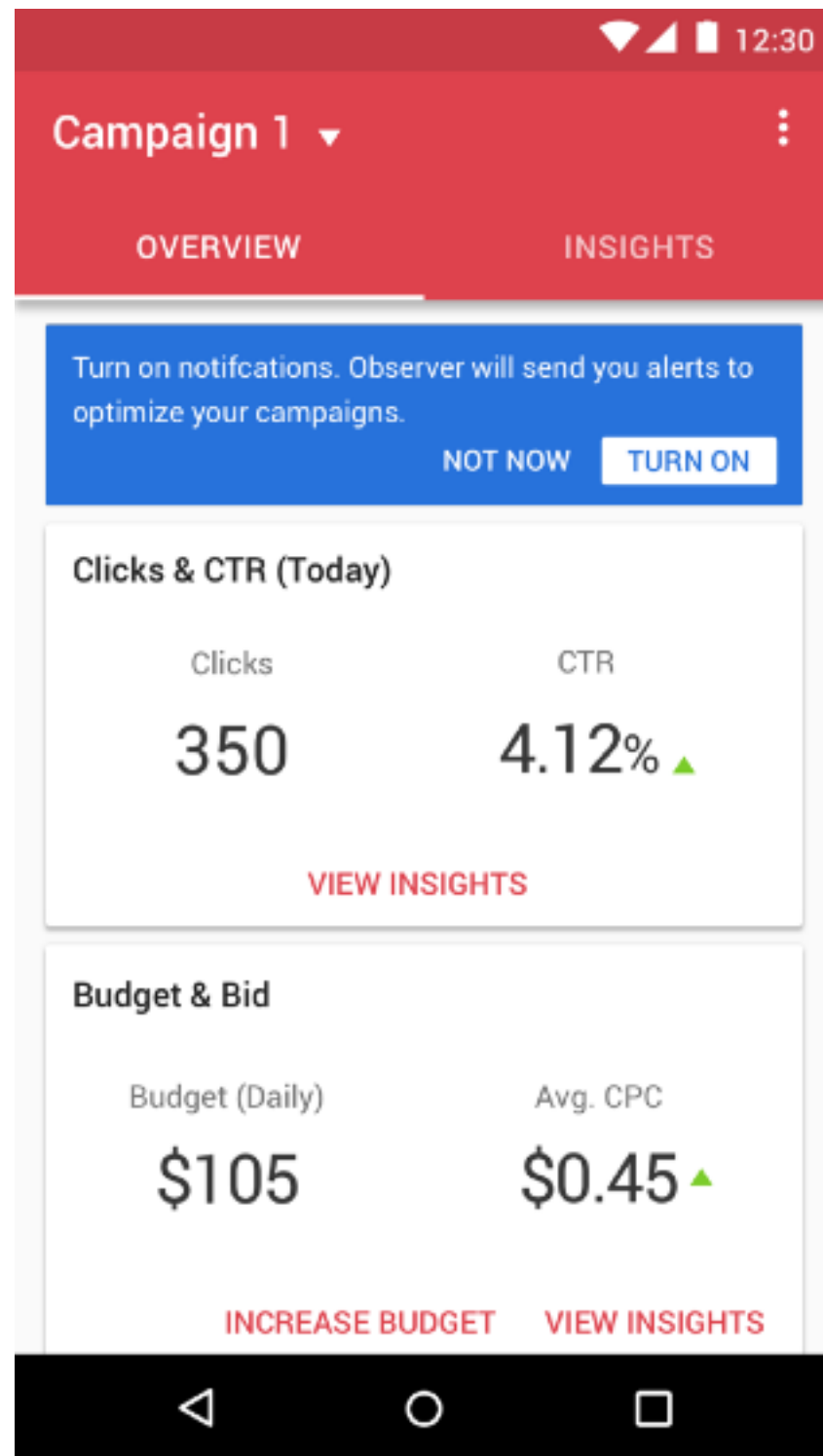


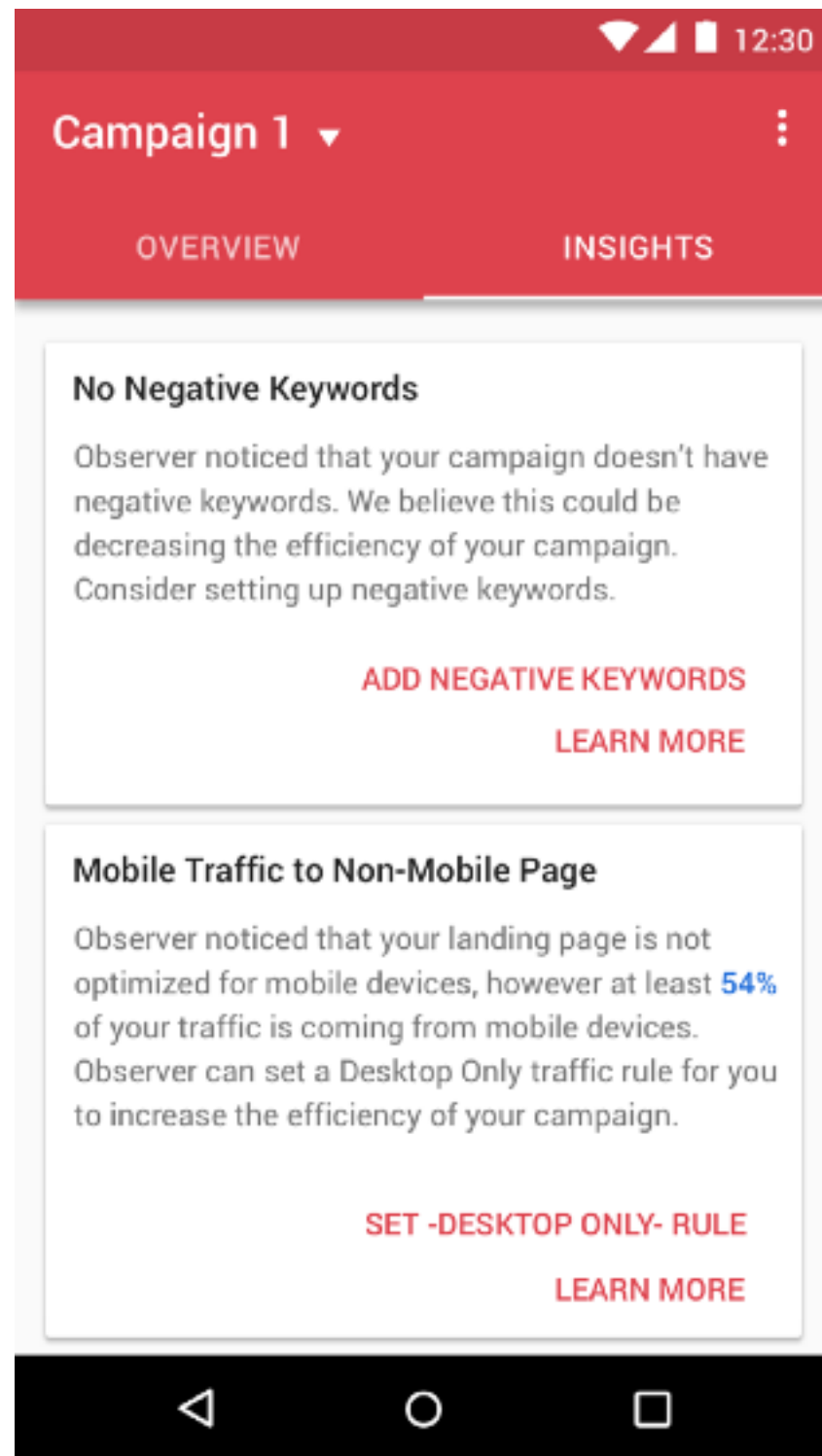
Final Solution



Observer will give the users high level overview cards in which they can see **relevant metrics** of their campaigns.

Unlike the AdWords apps, Observer is focused into providing **real-time (not historic) data** and giving user to take quick actions to optimize their campaigns.

Final Solution



Observer will give users highly targeted **insights about active campaigns.**

For instance, Observer can notice the lack of Negative Keywords and inform the user about how can that affect a campaign. Observer can **help users to learn concepts**, but also **modify the variables without leaving the app.**