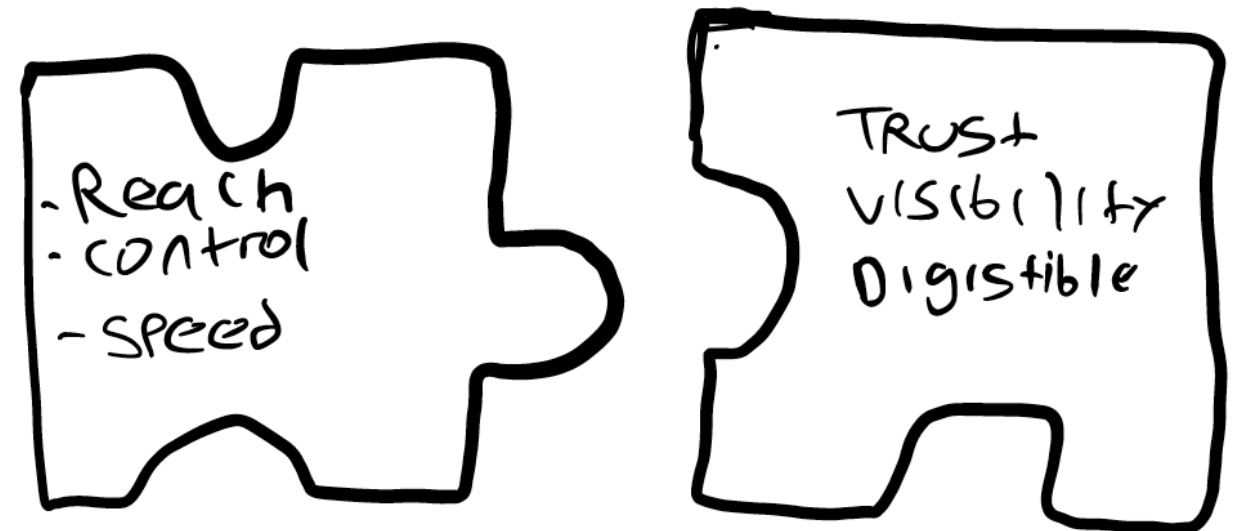


Exploring a Solution: The Missing Offering

The missing AdWords offering is a solution that should:

- 1) Enable a way to **understand traffic and trust it**.
- 2) Give a **high level visibility** to the campaign performance and potential issues.
- 3) Give a **digestible flow** of **actionable information** about a campaign.



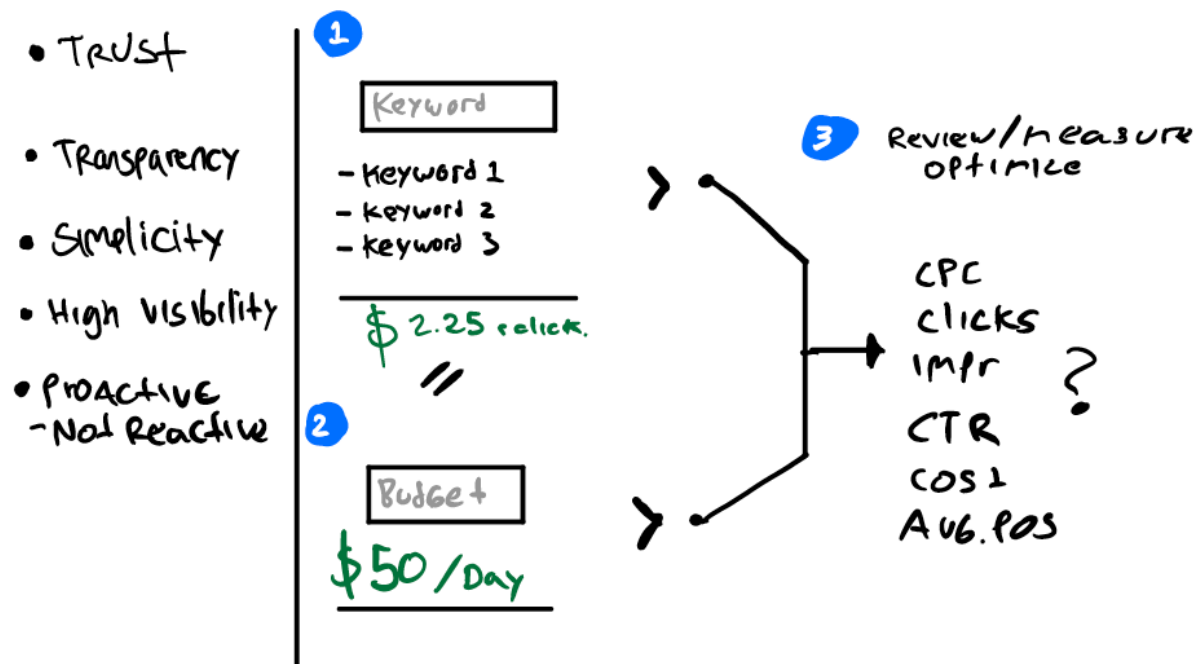
Missing Offering Context

Exploring a Solution: Defining Heuristics

The new product would not be a replacement to the current tracking tools but rather a complement.

The potential product should be driven by this heuristics:

Trust, Transparency, Simplicity, Visibility, Pro-activeness



Heuristics Definition Based on Existing Business Logic