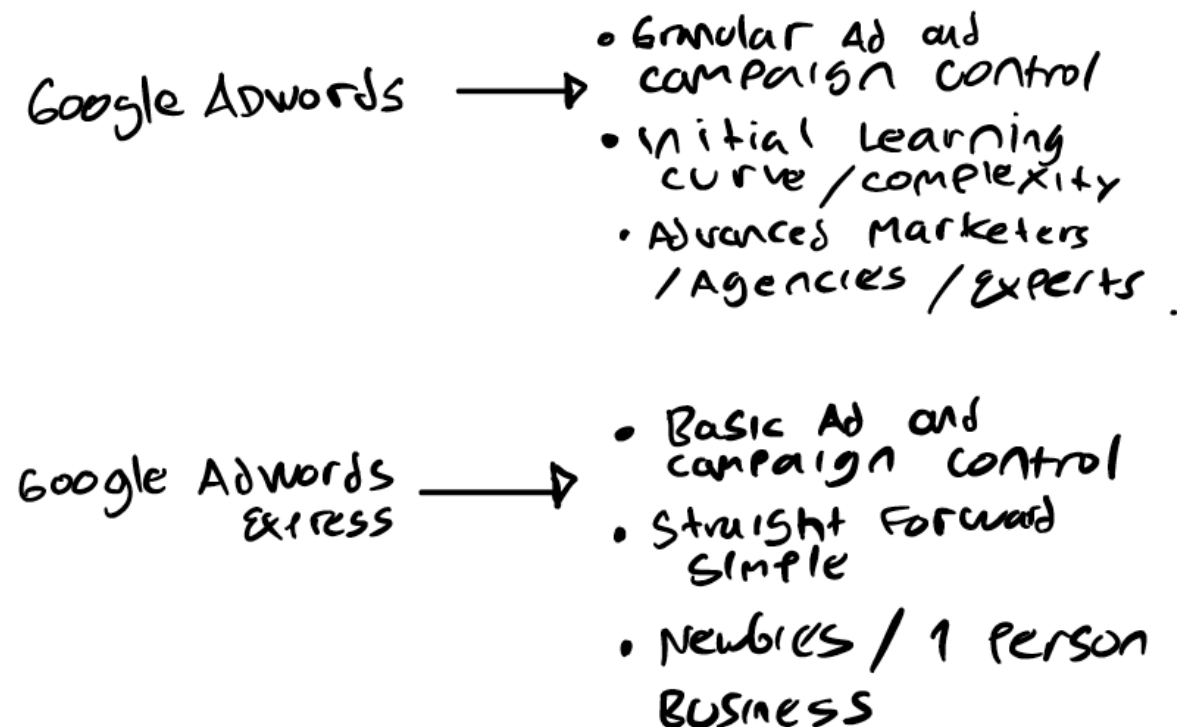


Exploring a Solution: Current Offering

Google Adwords, offers **two entry points** to its service.

Although they provide different functionalities that adapt to different contexts, neither is creating a solution to **demystify** some of the **behaviors and complexities** of the Ad Network.



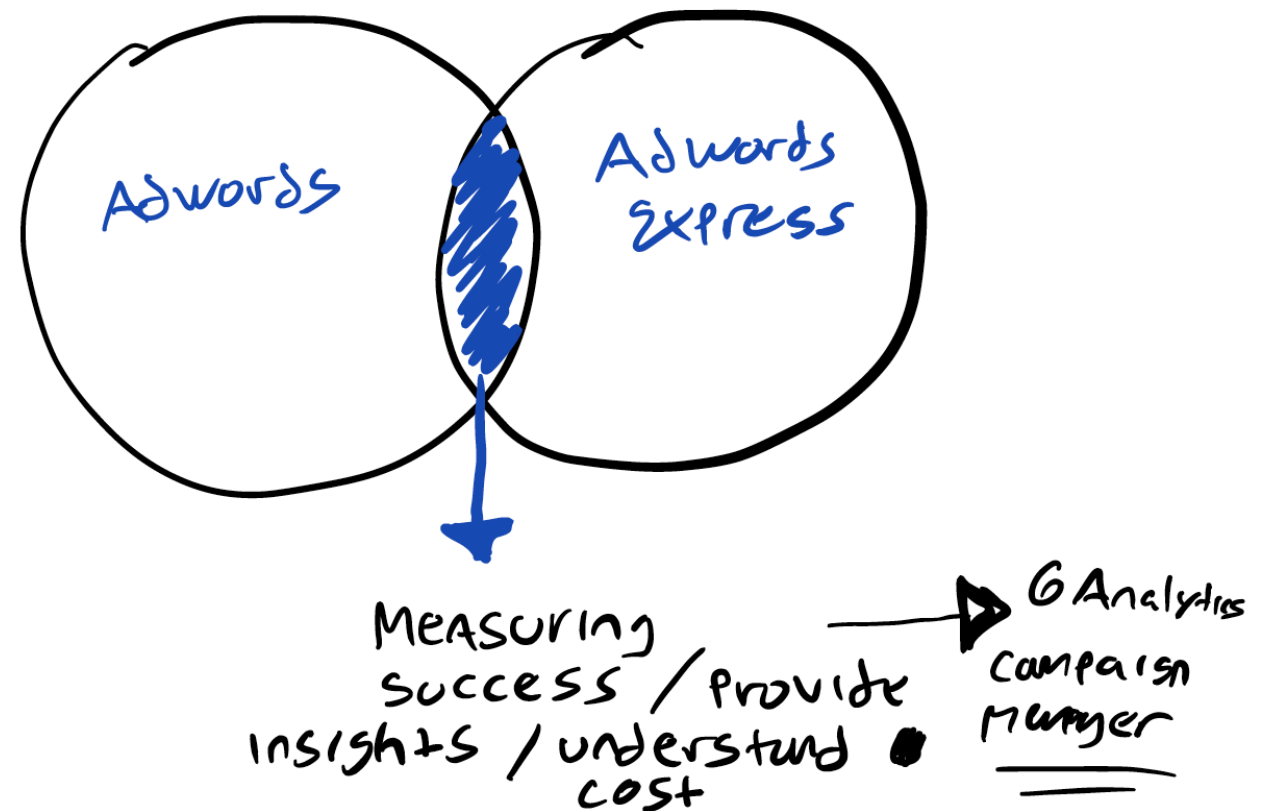
Value Proposition Analysis

Exploring a Solution: Value Proposition

Frustrated customers are pointing out that the Ad Network is **not sending them quality clicks**.

Perhaps, they don't understand what they are getting.

Teaching them is one option, but giving them tools to **understand the traffic and how to optimize their ad spending** is a better option.



Common Value Analysis (Product vs Product)