

Solution Concept

There's a need for a less abstract, more insightful and actionable AdWords info layer.

Users need to **understand the value** and **characteristics of the traffic** they are buying, and they need to have clear paths to take quick corrective actions that can help them to **increase their campaign ROIs**.

This is an opportunity for a missing AdWords sub-product.



Google Adwords Observer is an AdWords sub-product that would allow users to get a **clear insight on their campaign performance**, understand the source and demographics of their traffic and **take corrective actions to improve** their campaigns.

This tool should also help users to have an easier learning curve and should give clarification for concepts that are foreign to the users. Because of the nature of this tool, it would be **primarily mobile**.