



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**.



Powerful and Granular PayPerClick Campaign Creation and Tracking for Experts, Agencies, and In-House Marketing Teams



Fast, High Level PayPerClick Campaign Creating and Tracking for Entry-Level Customers, Non-Expert Individuals and Marketers



Simple, Smart and Trustable Campaign Tracking and Ad Optimization Console for Google Adwords and Google Adwords Express Users.