

# Problem

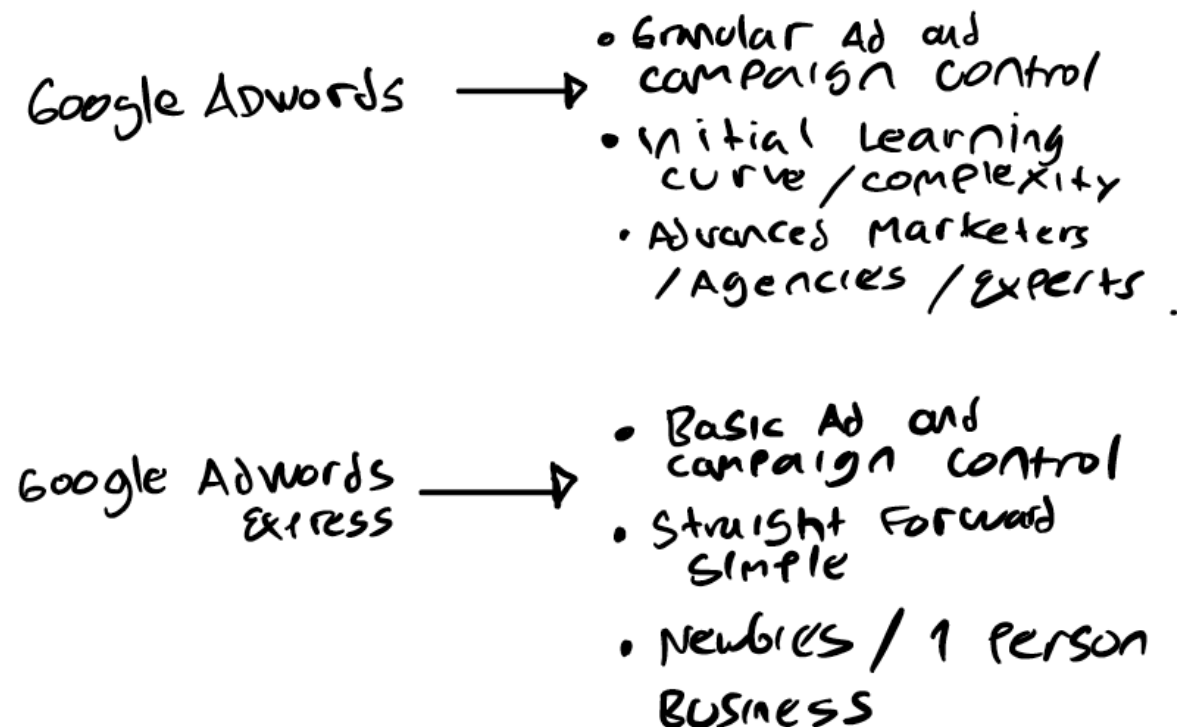
Some AdWords users are concerned with the **quality of the traffic**. This is likely due to a lack of clear understanding on how the system works, **how different variables can affect the performance** of the ad network, how the attribution of traffic occurs, etc.

*How can Google Adwords become more effective in communicating its value and underlying functioning to advertisers?*

# 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