

# Exploring a Solution: Job(s) to Be Done

## Job to be done

- I need to know what kind of TRAFFIC I'm getting
- I need to validate if the traffic sources are legit.
- I need to Re-optimize my campaign
- I need ~~more~~ to determine attribution

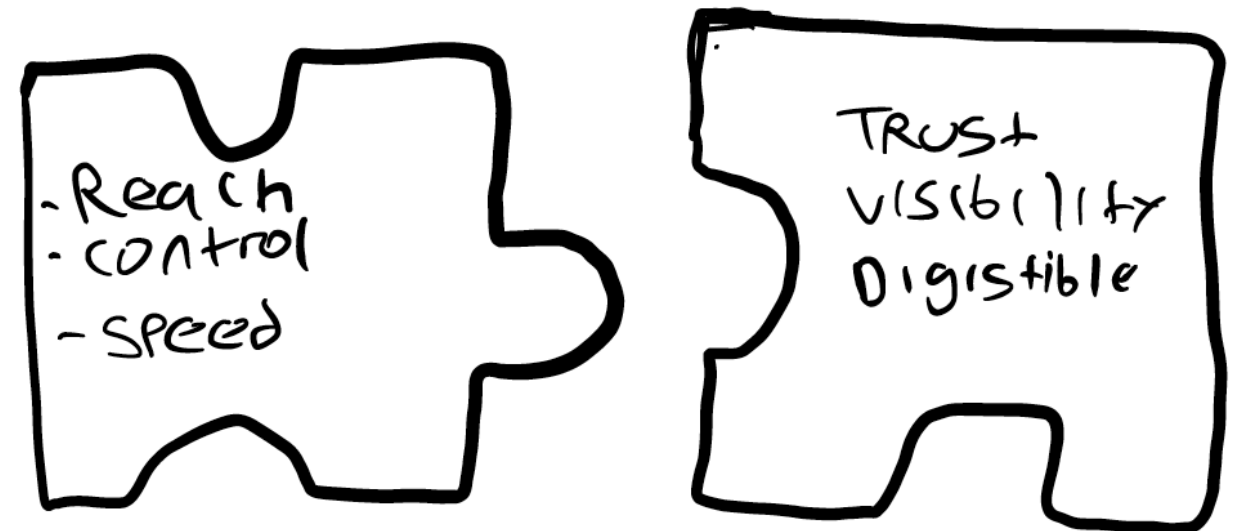
Job to be Done Discovery

- 1) They need to clearly **understand** the traffic they are buying.
- 2) They need to **validate** the legitimacy of the sources.
- 3) They need to frequently re-**optimize** their campaigns.
- 4) They need a clear **attribution** model for their clicks

# Exploring a Solution: The Missing Offering

The current AdWords gives the customers:

- 1) Access to **biggest Ad-Network** in the world.
- 2) It allows them to buy traffic with **great control and detail**.
- 3) It gives them options to buy that traffic with **speed**.



Missing Offering Context