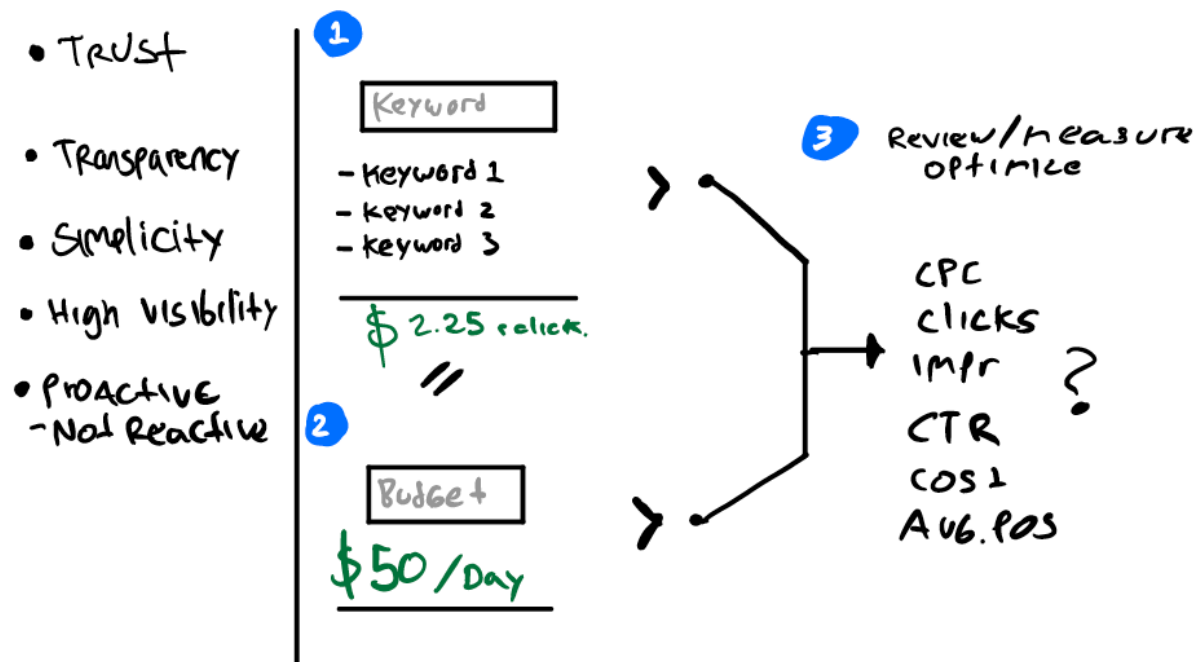


Exploring a Solution: Defining Heuristics

The new product would not be a replacement to the current tracking tools but rather a complement.

The potential product should be driven by this heuristics:

Trust, Transparency, Simplicity, Visibility, Pro-activeness



Heuristics Definition Based on Existing Business Logic

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.