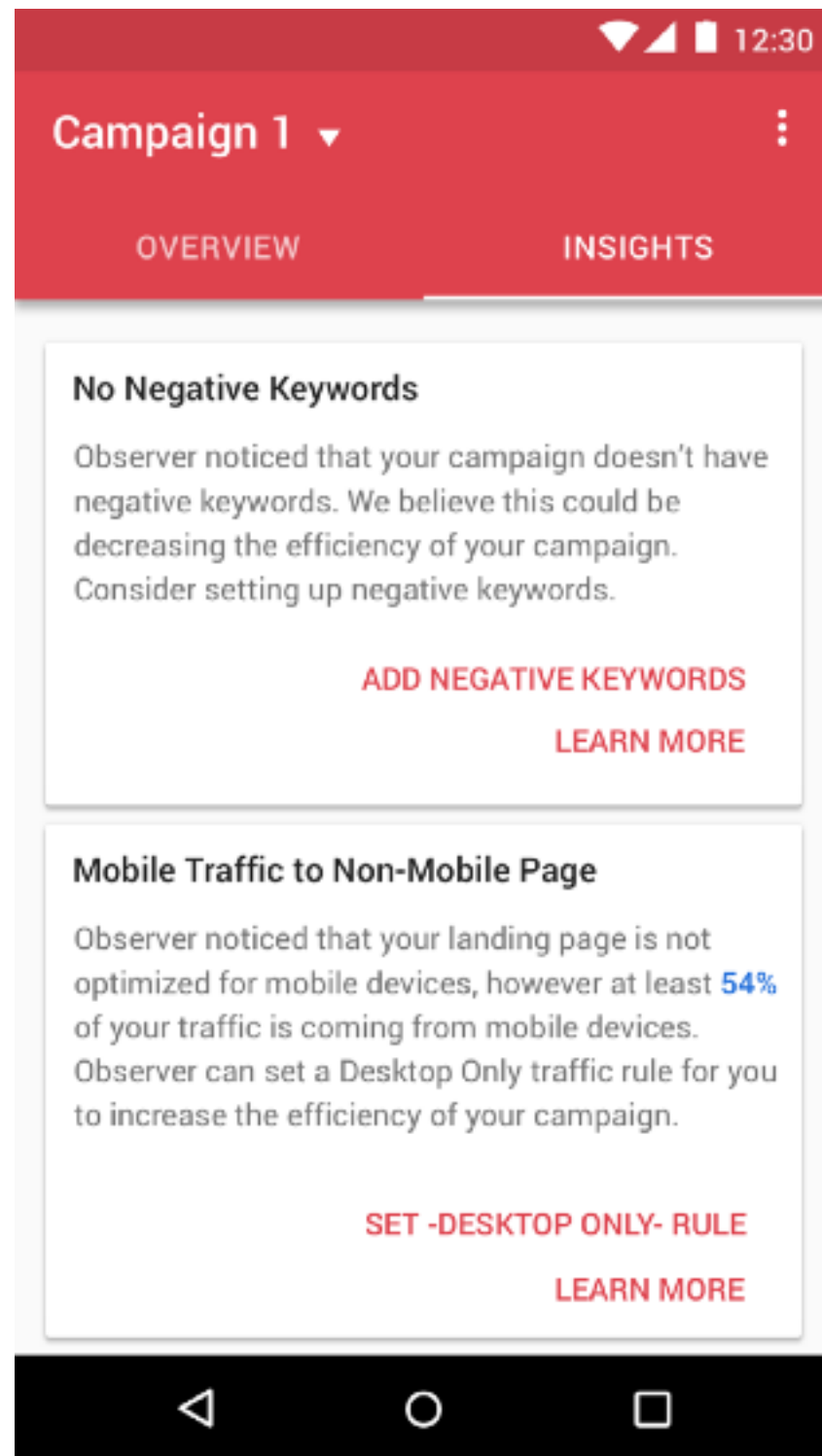


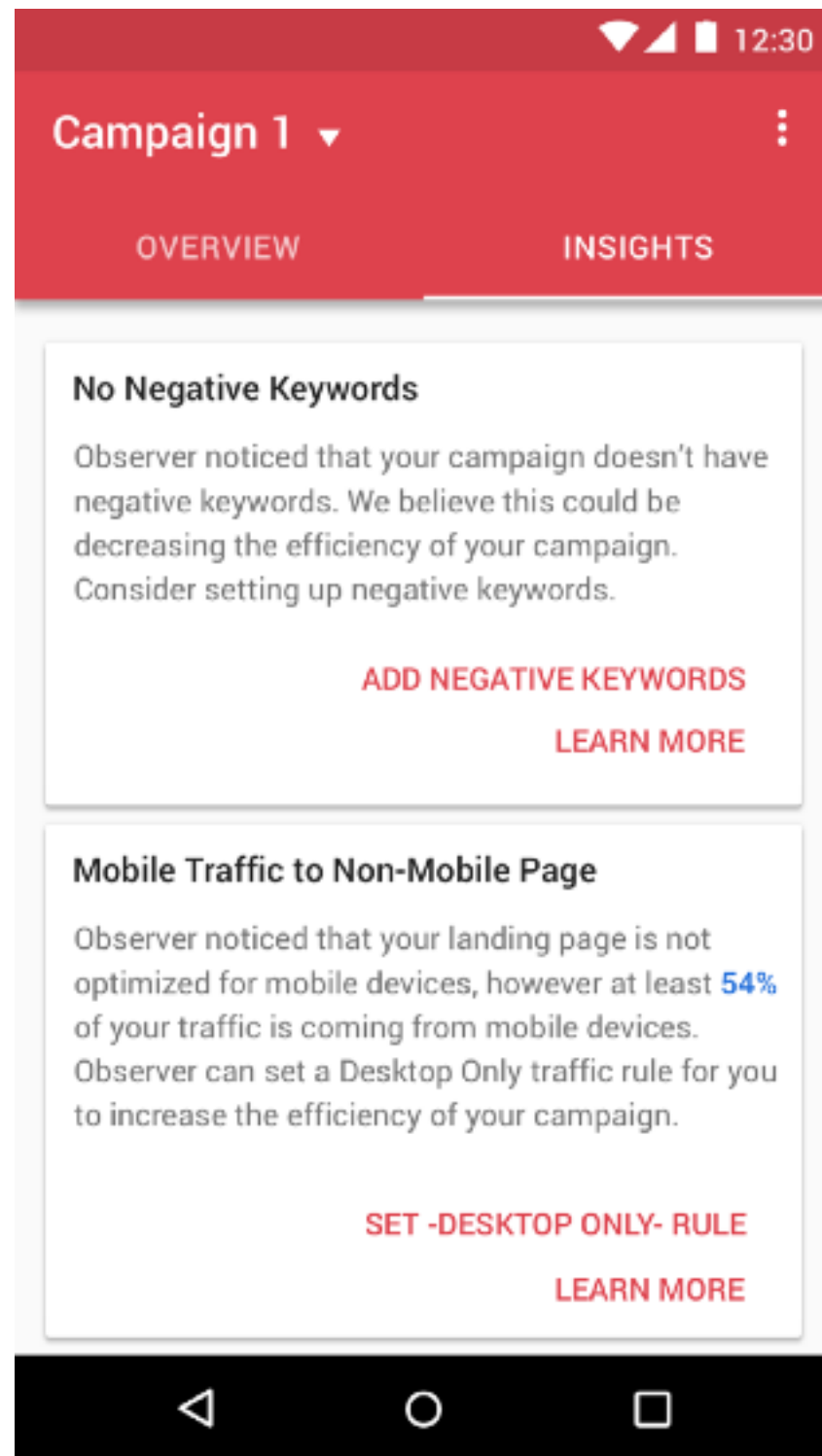
# Final Solution



**Observer** will give users highly targeted **insights about active campaigns.**

For instance, Observer can notice the lack of Negative Keywords and inform the user about how can that affect a campaign. Observer can **help users to learn concepts**, but also **modify the variables without leaving the app.**

# Final Solution



**Observer** can also give users insights about the website receiving traffic and how to optimize the campaign in order to address website specific issues.

For example Observer can tell the user that he/she is **sending mobile traffic to a non-mobile optimized page**, or informing the user that the **server response is too slow** and how can that affect conversions.