

Brand



HEX: #FA7D88

HEX: #F84651

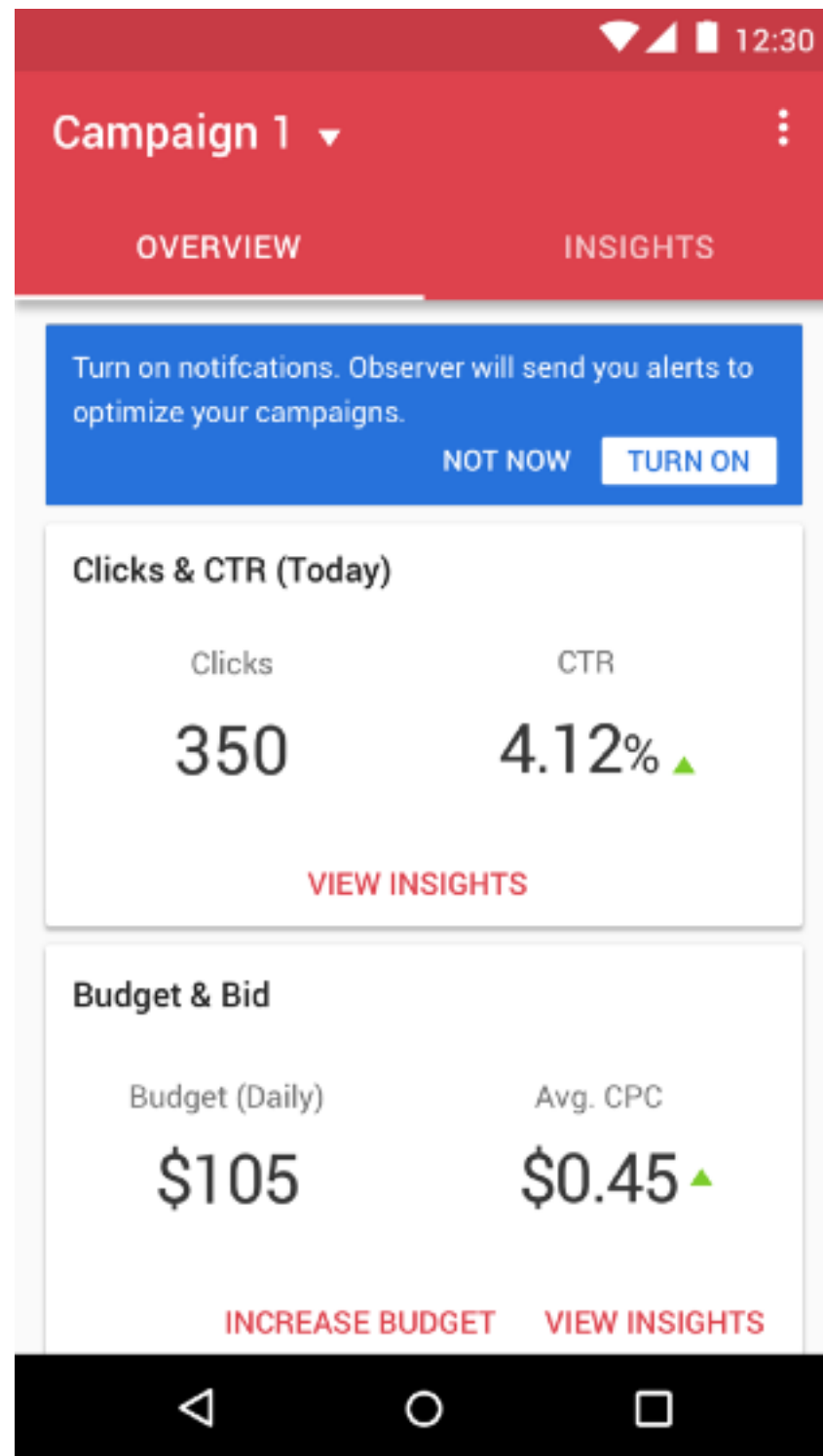
HEX: #DE424D

ob·serv·er:

noun: **observer**; plural noun: observers

- a person who watches or notices something.
- a person who attends a conference, inquiry, etc., to note the proceedings without participating in them.

Final Solution



Observer will give the users high level overview cards in which they can see **relevant metrics** of their campaigns.

Unlike the AdWords apps, Observer is focused into providing **real-time (not historic) data** and giving user to take quick actions to optimize their campaigns.