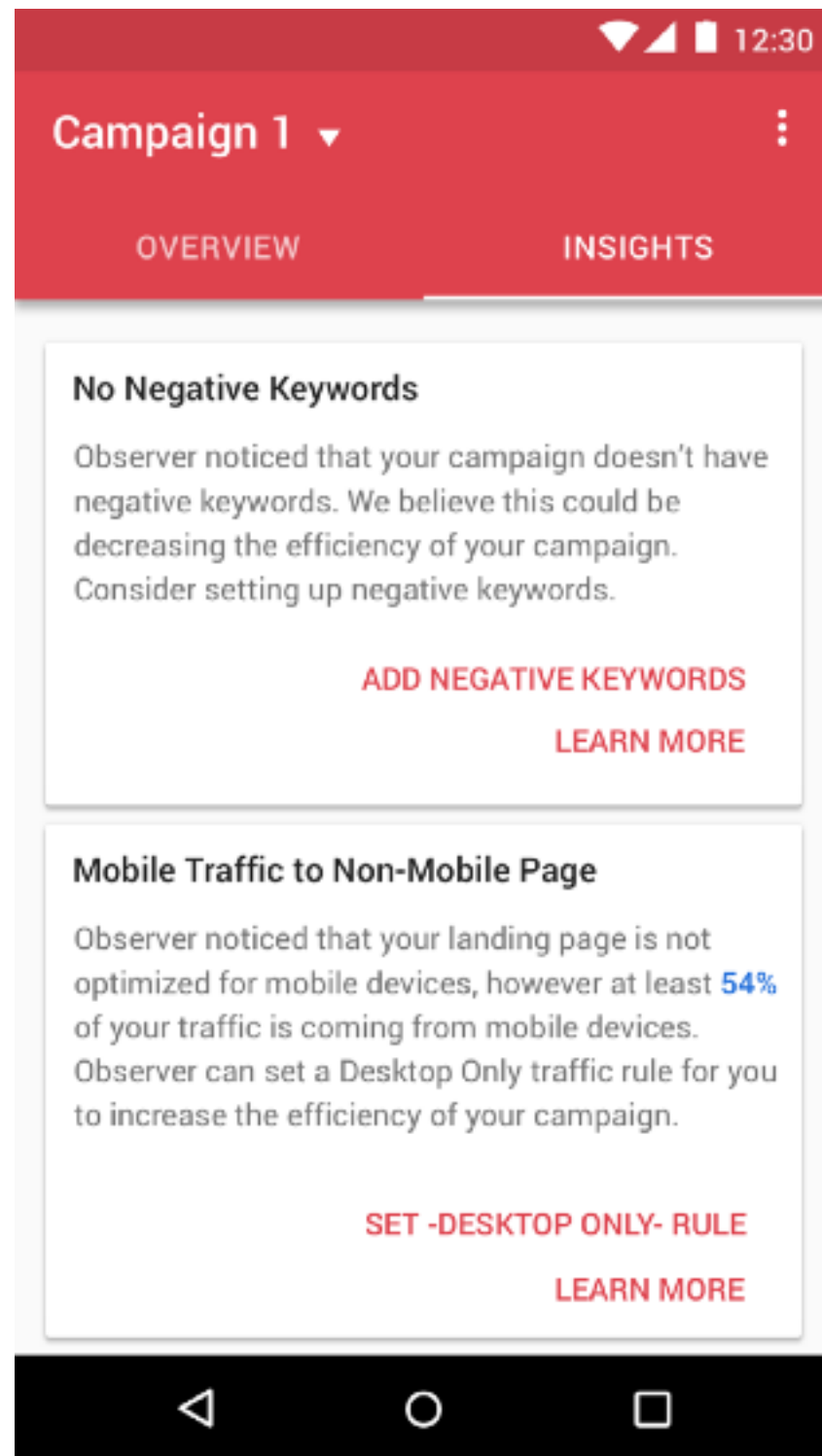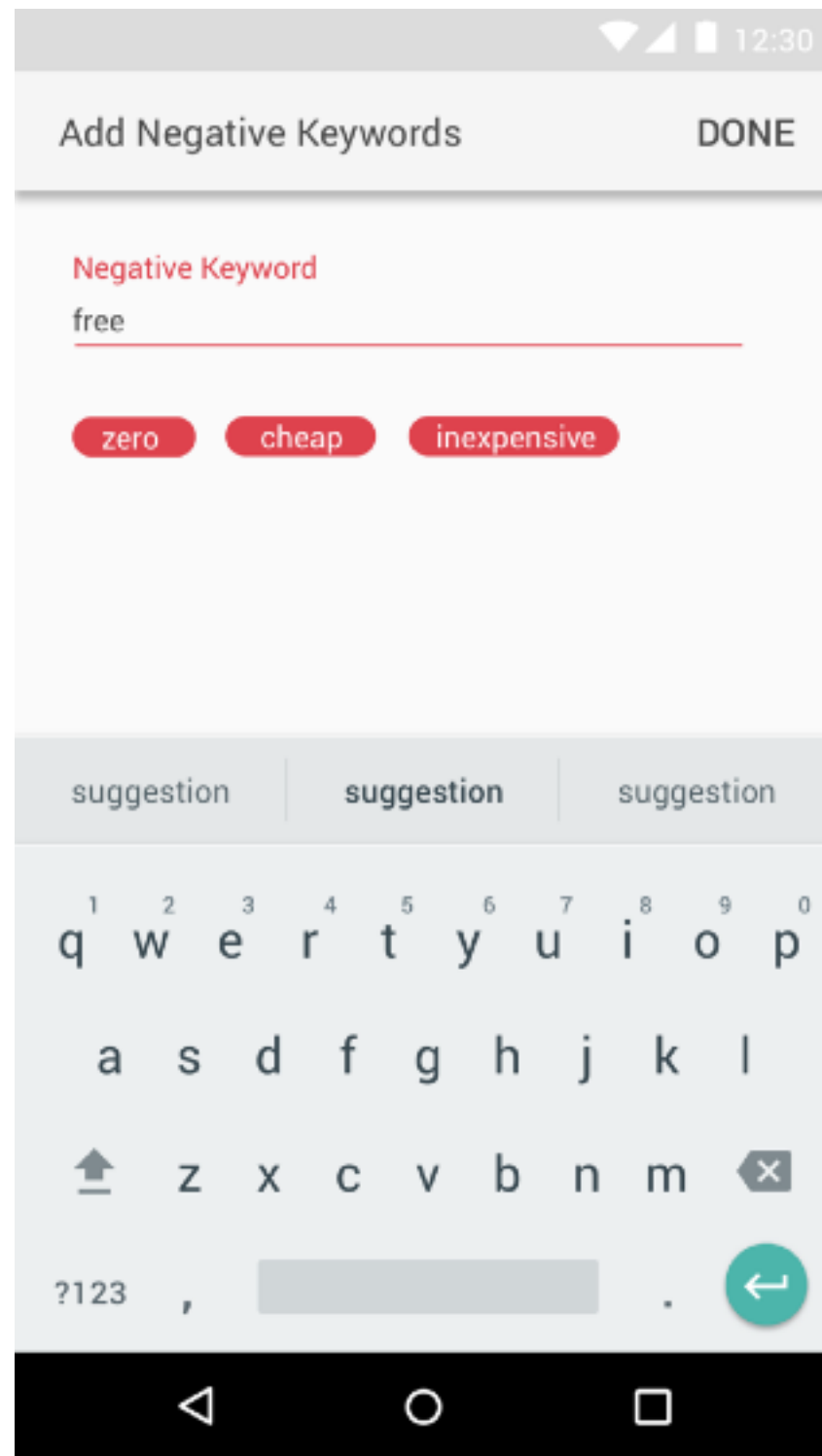# Final Solution

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.

Google

Final Solution

Observer is more than an observer. It gives user insights but **it also allow users to take corrective actions on the spot.**

This is an entry screen from the Negative Keyword example.

The **user gets the insight and can correct the issue in a matter of seconds.**

Google