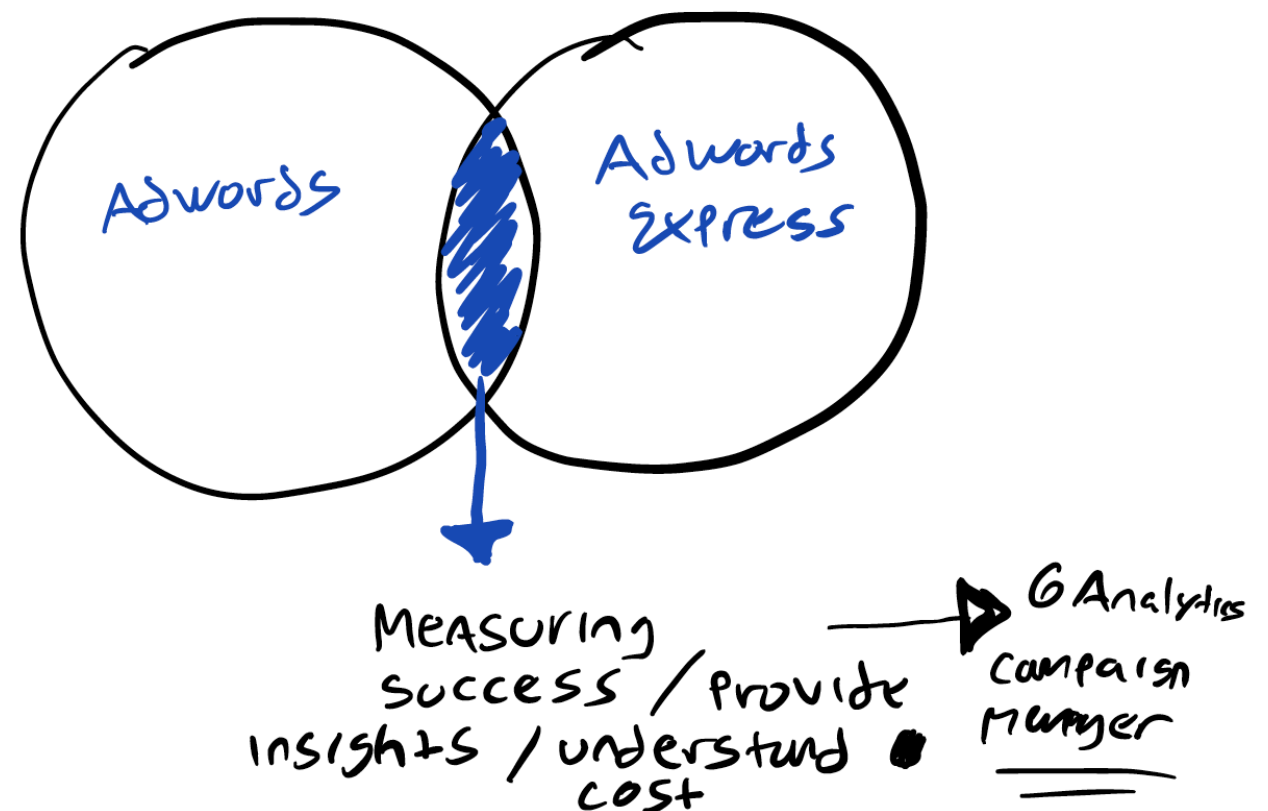


Exploring a Solution: Value Proposition

Frustrated customers are pointing out that the Ad Network is **not sending them quality clicks**.

Perhaps, they don't understand what they are getting.

Teaching them is one option, but giving them tools to **understand the traffic and how to optimize their ad spending** is a better option.



Common Value Analysis (Product vs Product)

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

AdWords Express was a response a customer base with different needs. But the issue at hand **affects all the AdWords customer Personas.**

A better **analysis unit to conceptualize this solution** is to identify the “**jobs to be done**” by the frustrated customers.