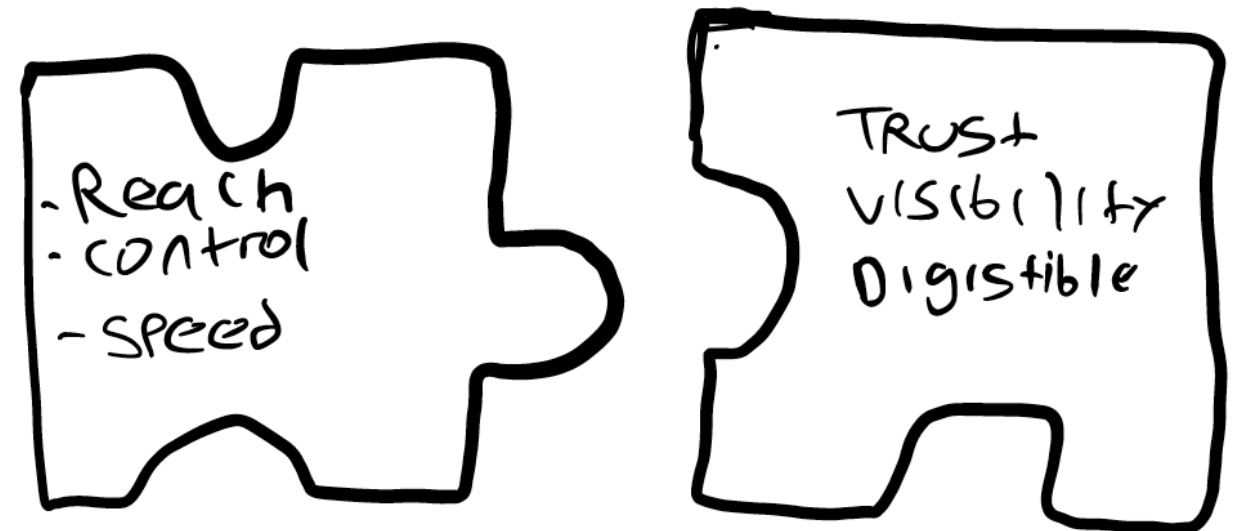


Exploring a Solution: The Missing Offering

The current AdWords gives the customers:

- 1) Access to **biggest Ad-Network** in the world.
- 2) It allows them to buy traffic with **great control and detail**.
- 3) It gives them options to buy that traffic with **speed**.

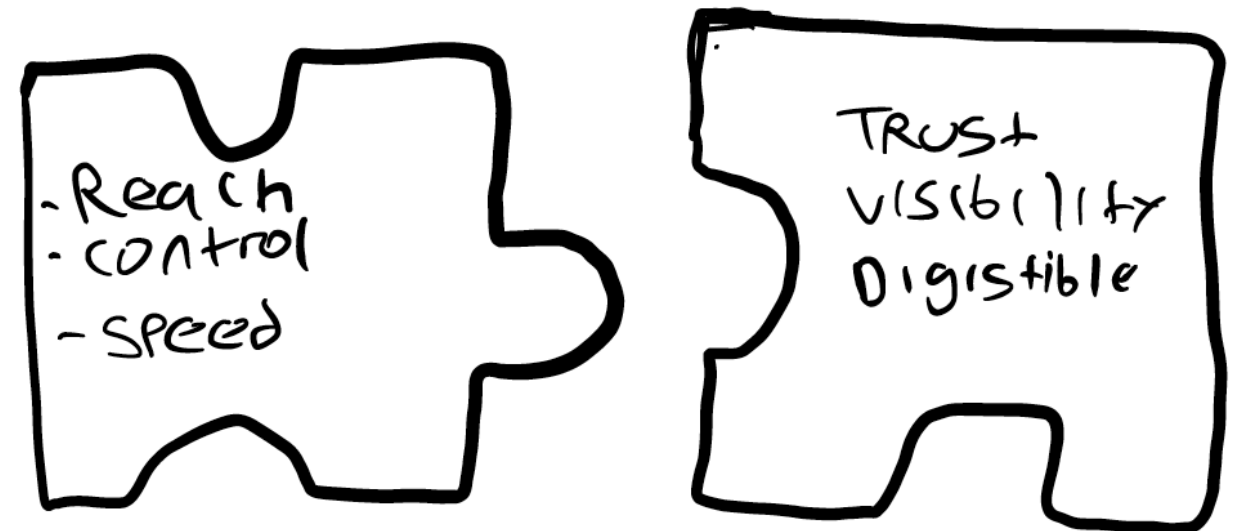


Missing Offering Context

Exploring a Solution: The Missing Offering

The missing AdWords offering is a solution that should:

- 1) Enable a way to **understand traffic and trust it**.
- 2) Give a **high level visibility** to the campaign performance and potential issues.
- 3) Give a **digestible flow** of **actionable information** about a campaign.



Missing Offering Context