

**ASSIGNMENT SUBMISSION FORM**

***This will be the first page of your assignment***

Course Name:                  Marketing & Customer Analytics

Assignment Title:            Challenge#3: Implementation and Execution Challenges Paid Search Bid Optimization and Display Advertising

Submitted by: Amit Thorat

(Student name or group names)

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| **Student Name** | **PG ID** |
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* I will not seek, receive or obtain an unfair advantage over other students.
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*(Please start writing your assignment below)*