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ADEQUATE

INFOSOFT PVT. LTD.

The Ad-Tech Project Which We Built:

We worked on three Ad-tech projects:

- ✓ One is for our Malaysian client’s Business Application so that he can promote his Hotel Business on Google.
- ✓ Two are for our E-commerce websites project as per the client requirements from Denmark.

  We are under the NDA with the client so we can’t dhare the details here.

Mockup of Our project:

- ✓ Google AdWords is Google's online advertising program which use to promote the business , help sell products or services, raise awareness, and increase traffic on website.
- ✓ Sorry, we can not give you the access of the account because we are under the NDA with client.
- ✓ But, we can provide you the walk through of our Ad-Teach project via Skype for Mockup.

It will good if we can discuss over the Skype for required Mockup.

What We Built:

- ✓ First, as Adword is a media buying channel so we take the access of account from the client for access of Google API.
- ✓ Then, we write a code to integrate Google Adword API to the client website so that client will be able to create advertisements which will appear on relevant Google search results pages and their network of partner sites.

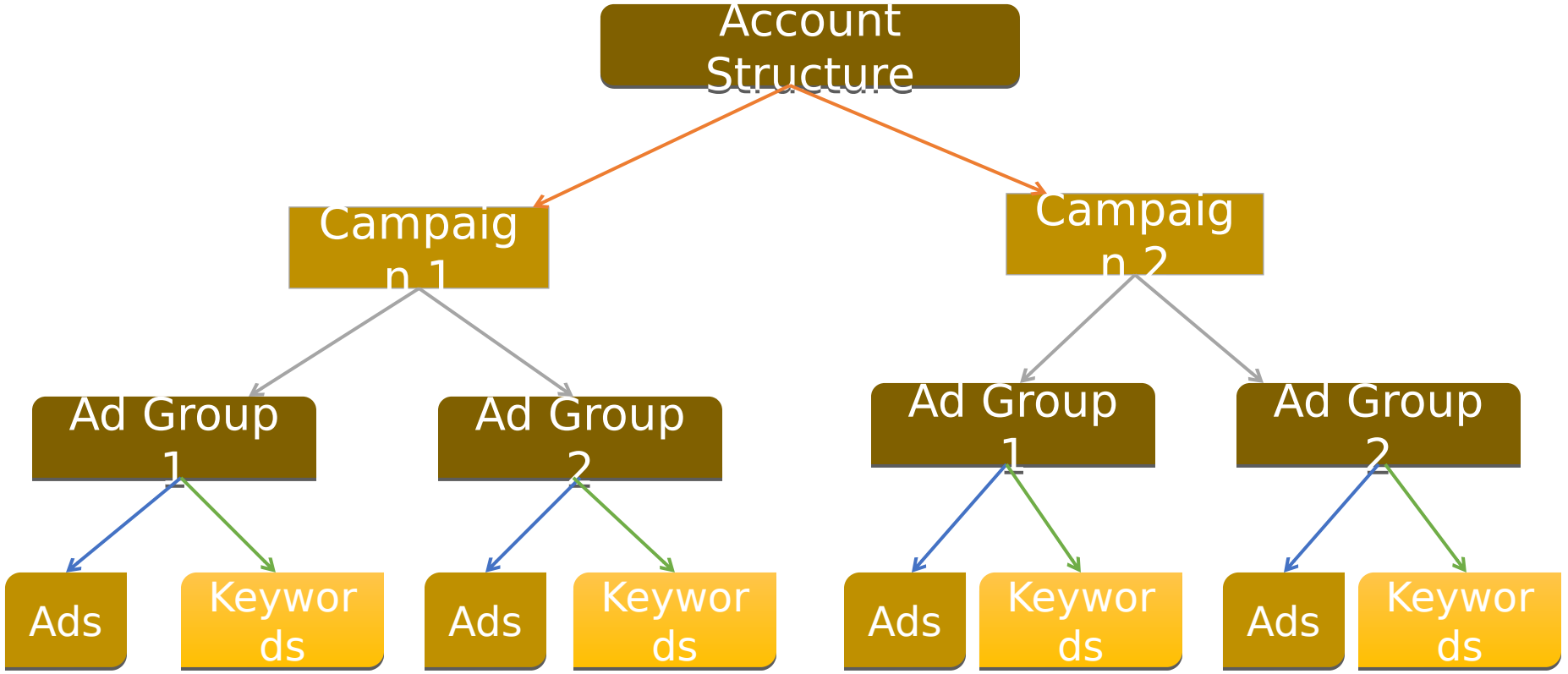
Please go through the above slides for more details of our work:-

Adequate Works On Below for the clients:

- ✓ Account
- ✓ Campaigns
- ✓ ad groups
- ✓ Matching Keywords
- ✓ Bidding

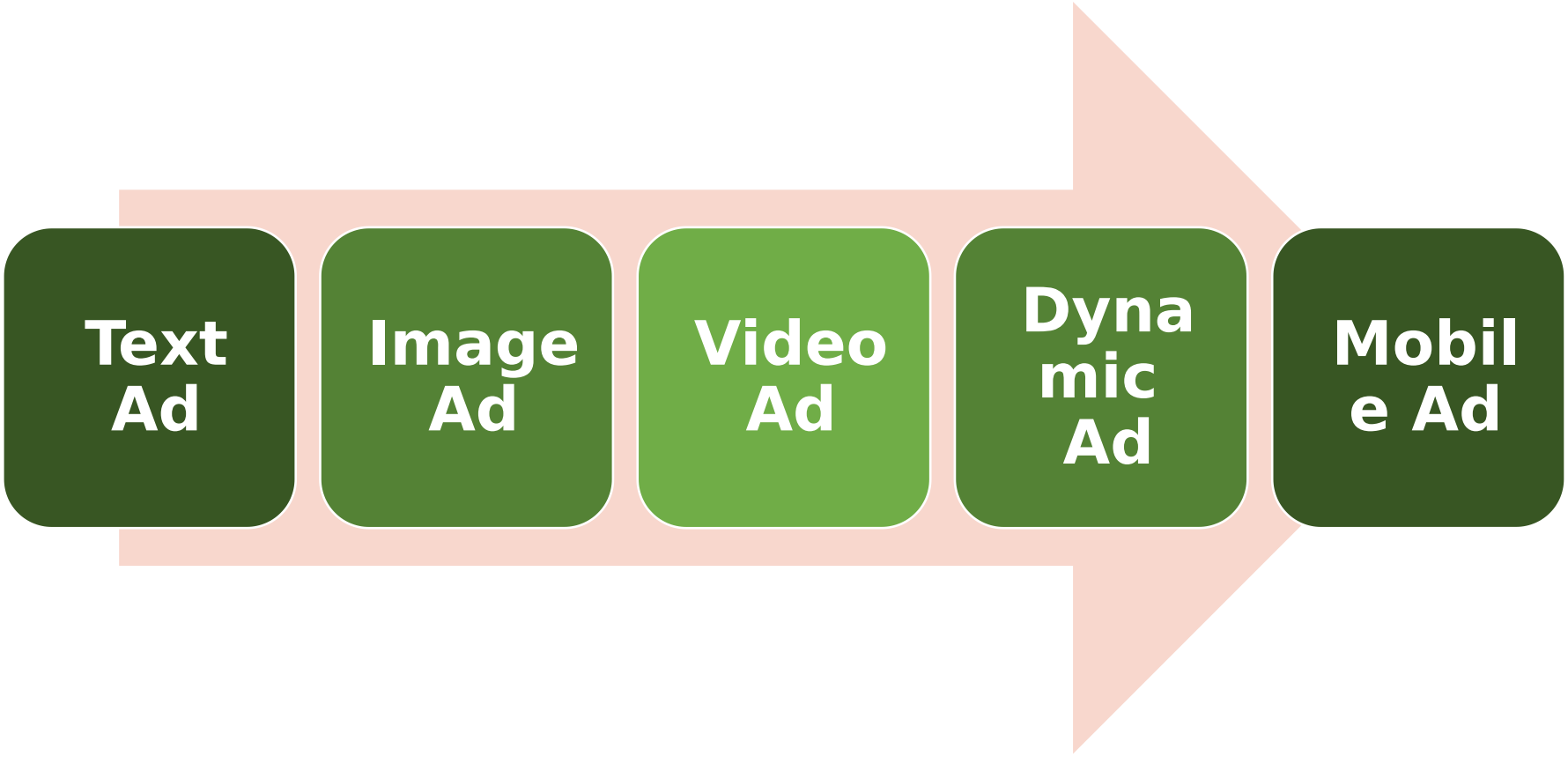
Adequate Follow the following Account Structure :

- ✓ **Account** is associated with a unique email address, password, and billing information.



*Adequate Works on following types of Campaign Types:**

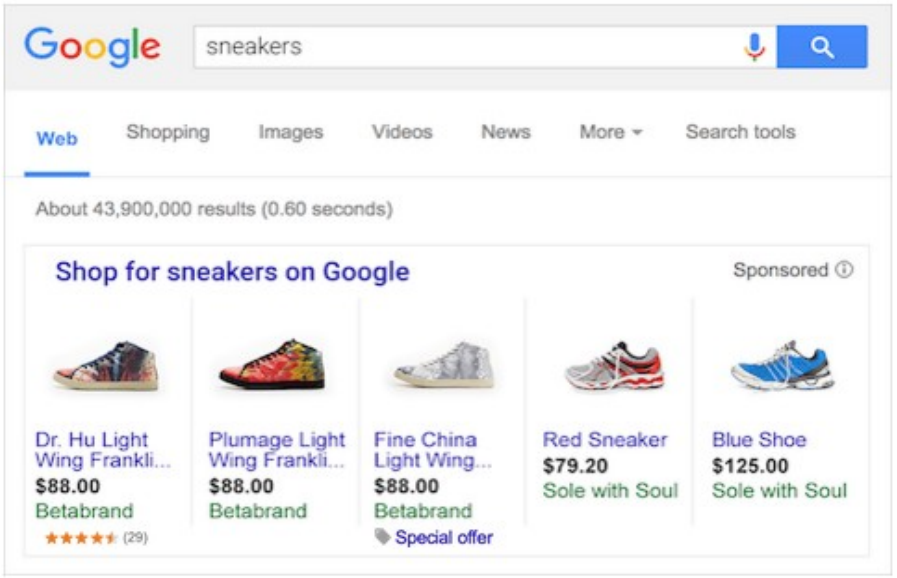
Adequate Works on following types of Ad Types:

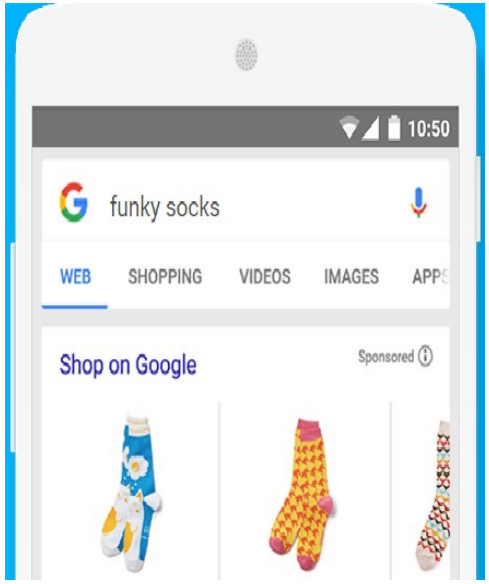


Example of Ad Types:

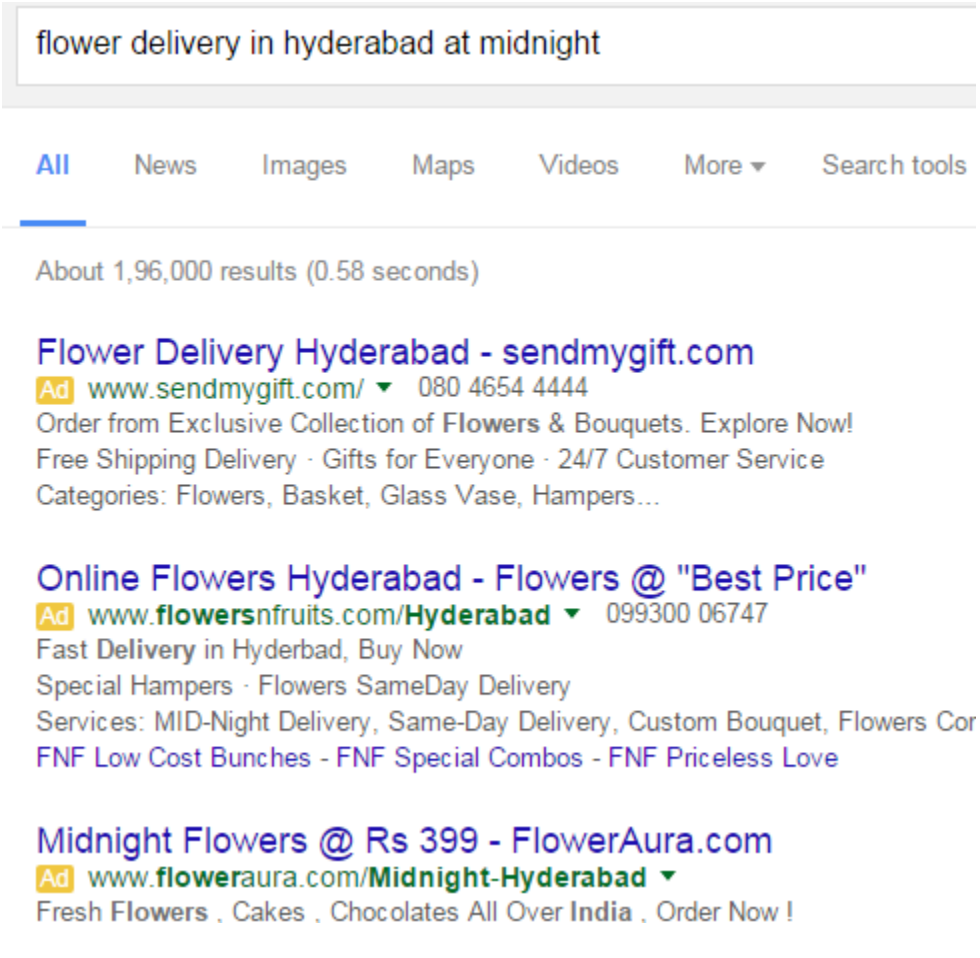
257 Hotels in Hyderabad - trivago.in
Ad www.trivago.in/Hyderabad-Hotels ▾
trivago™ Save up to 78% on Hotels. We Know Everything About Hotels.

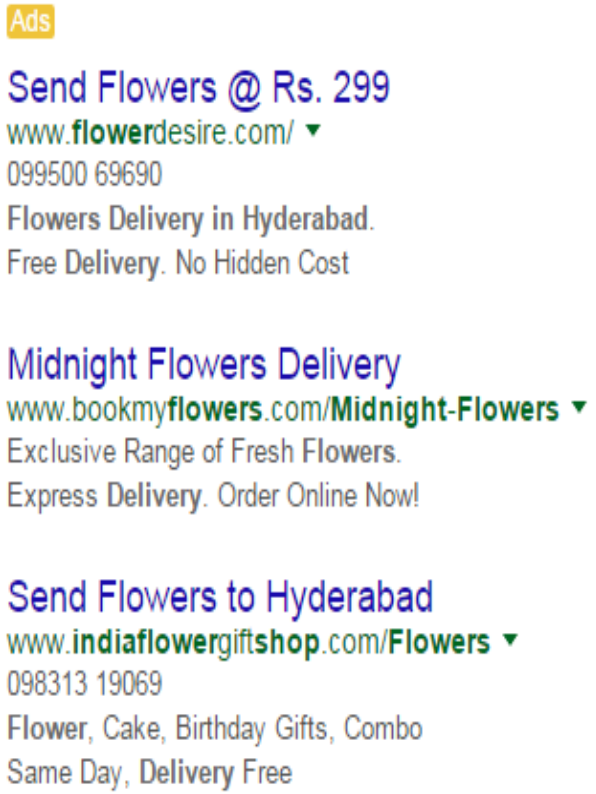
260 Hotels in Hyderabad - Up to Half-Price on Hotels
Ad www.booking.com/Hyderabad-Hotels ▾
Book your Hotel in Hyderabad online
Secure Booking · Free Cancellation · No Booking Fees · Get Instant Confirmation
Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs
World's Leading Online Travel Agency Website – World Travel Awards
Best Price Guarantee - Book Now - No Booking Fees - Secure Booking



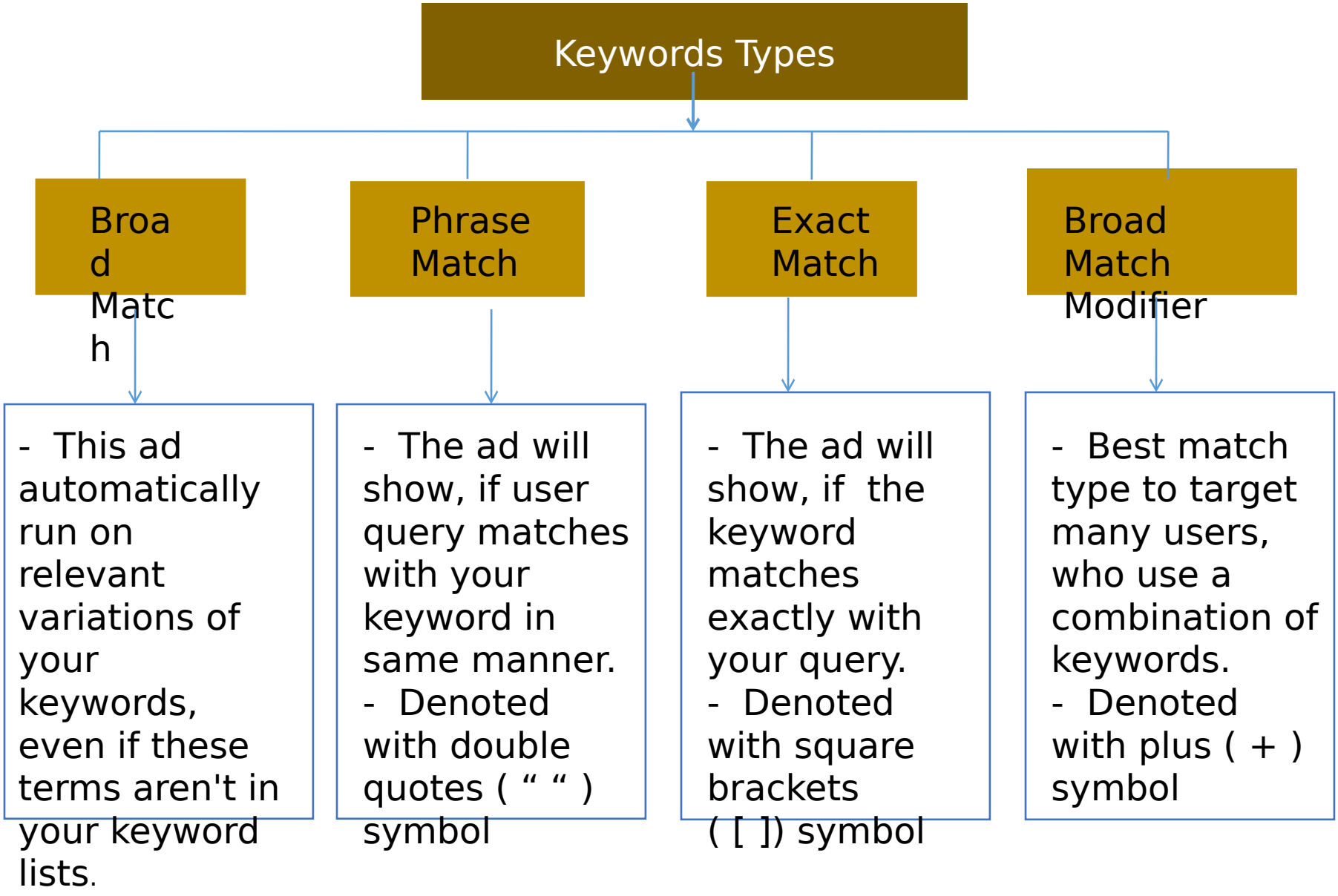


The Search Result Work as Follow:





Adequate Work On following Keywords Match Types



Adequate Work on Following Bidding Types:

- ✓ **CPM(**Cost-per-thousand impressions)
- ✓ **CPC(**Cost-per-click)
- ✓ **CPA(**Cost-per-acquisition)

Adequate Create-Ads as Follow:

Create ad

Write your text ad below. Remember to be clear and specific. Learn how to write a great text ad

Final URL ?

http://www.abc.com

Ad contents ?

Example

This is a example site

See, how its look like

www.abc.com

Side ad preview

Example
www.abc.com
This is a example site
See, how its look like

Top and bottom ad previews

Example
www.abc.com
This is a example site See, how its look like

What it Did?

- Promote the business.
- Increase the sale of product or service.
- Raise awareness
- Increase traffic

Rest Shown in above slide:

Adequate work result:

Adequate Exactly work on the Following for the Ad word API:

- ✓Create Account
- ✓Create Campaigns
- ✓Build ad groups
- ✓Work on Matching Keywords
- ✓Do Bidding
- ✓Work on Ad-Rank
- ✓Work with Ad-Extensions
- ✓Also Create Ads
- ✓Work on Editor Tool

Thank You....