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**ADEQUATE**

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**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 share 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.

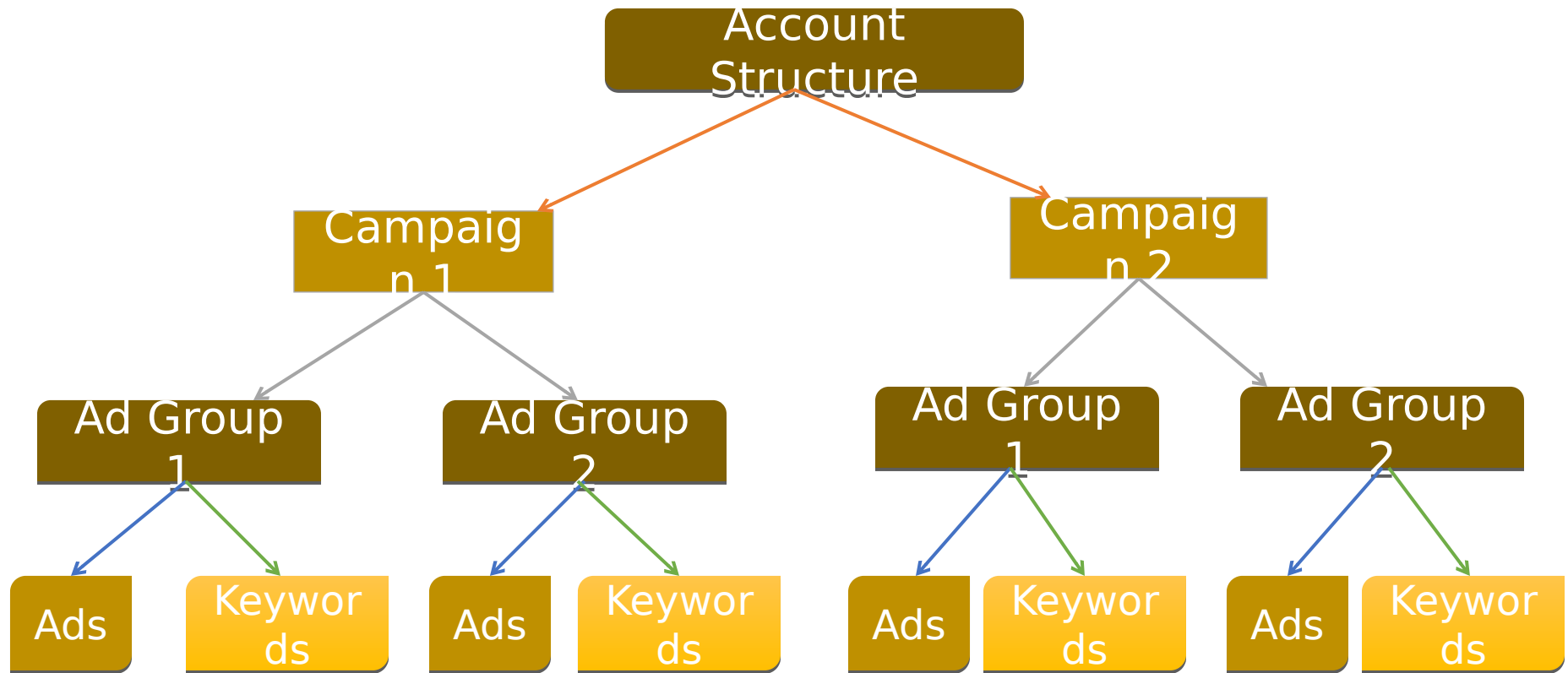
**Please go through the above slides for more details of our work:-**

# ***Adequate Works On Below for the clients:***

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

# ***Adequate Follow the following Account Structure :***

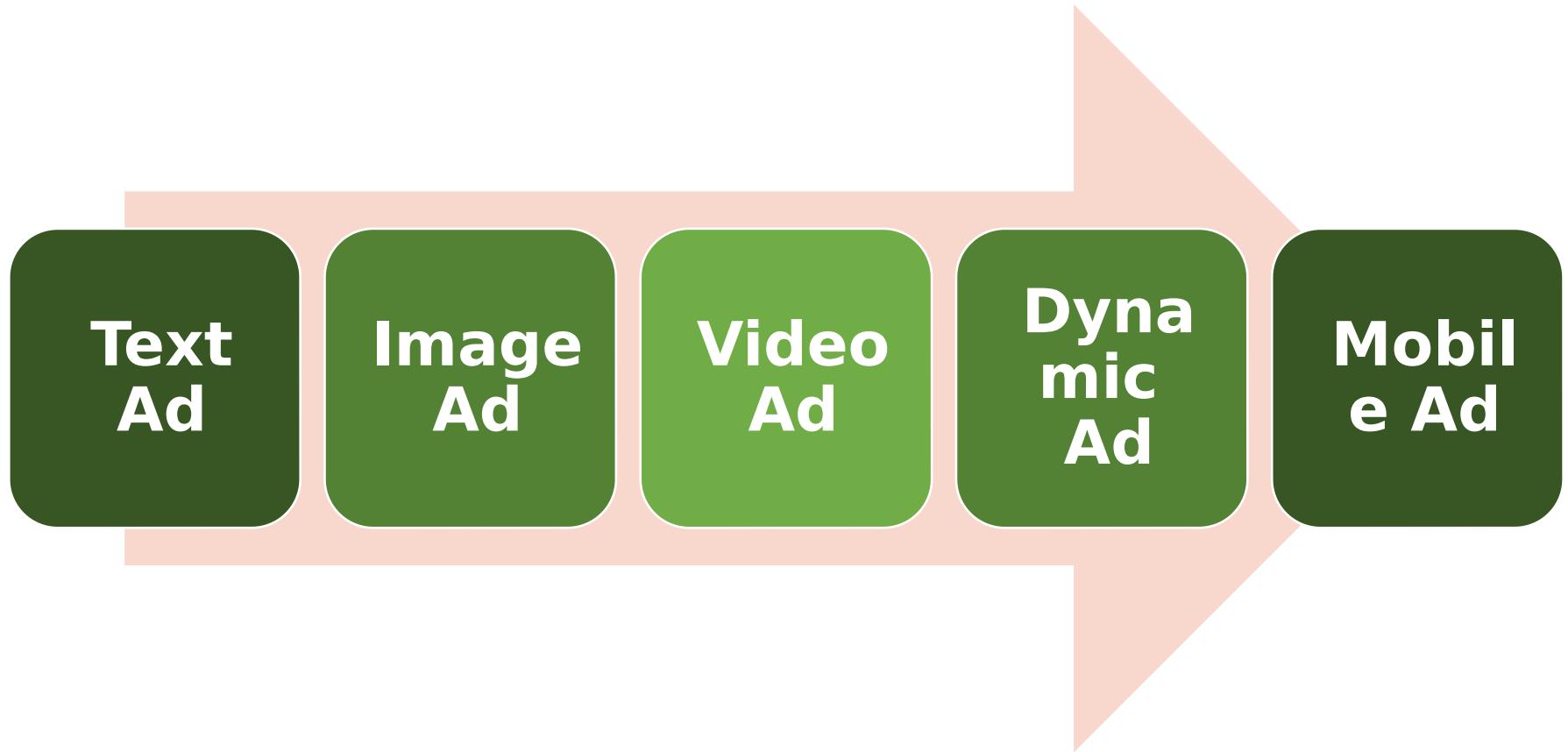
- ✓ **Account** is associated with a unique email address, password, and billing information.



# ***Adequate Works on following types of Campaign\****



# ***Adequate Works on following types of Ad Types:***





# Example of Ad Types:

257 Hotels in Hyderabad - trivago.in

Ad [www.trivago.in/Hyderabad-Hotels](http://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](http://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



A screenshot of a Google search for "sneakers". The search bar shows "sneakers" and the Google logo. Below the search bar, there are tabs for "Web", "Shopping", "Images", "Videos", "News", and "More". The "Shopping" tab is selected. Below the tabs, it says "About 43,900,000 results (0.60 seconds)". Below this, there is a section titled "Shop for sneakers on Google" with a "Sponsored" label. It displays five pairs of sneakers in a grid. Each pair has a name, a price, and a brand. The first pair is "Dr. Hu Light Wing Frankli..." for \$88.00 by Betabrand. The second is "Plumage Light Wing Frankli..." for \$88.00 by Betabrand. The third is "Fine China Light Wing..." for \$88.00 by Betabrand. The fourth is "Red Sneaker" for \$79.20 by Sole with Soul. The fifth is "Blue Shoe" for \$125.00 by Sole with Soul. There is a "Special offer" label under the third pair.

A screenshot of a Google search for "funky socks" on a mobile device. The search bar shows "funky socks" and the Google logo. Below the search bar, there are tabs for "WEB", "SHOPPING", "VIDEOS", "IMAGES", and "APPS". The "SHOPPING" tab is selected. Below the tabs, it says "Shop on Google" with a "Sponsored" label. It displays three pairs of colorful, patterned socks in a grid.

# *The Search Result Work as Follow:*

flower delivery in hyderabad at midnight

All News Images Maps Videos More ▾ Search tools

About 1,96,000 results (0.58 seconds)

## Flower Delivery Hyderabad - sendmygift.com

**Ad** [www.sendmygift.com/](http://www.sendmygift.com/) ▾ 080 4654 4444

Order from Exclusive Collection of Flowers & Bouquets. Explore Now!  
Free Shipping Delivery · Gifts for Everyone · 24/7 Customer Service  
Categories: Flowers, Basket, Glass Vase, Hampers...

## Online Flowers Hyderabad - Flowers @ "Best Price"

**Ad** [www.flowersnfruits.com/Hyderabad](http://www.flowersnfruits.com/Hyderabad) ▾ 099300 06747

Fast Delivery in Hyderabad, Buy Now  
Special Hampers · Flowers SameDay Delivery  
Services: MID-Night Delivery, Same-Day Delivery, Custom Bouquet, Flowers Cor  
FNF Low Cost Bunches - FNF Special Combos - FNF Priceless Love

## Midnight Flowers @ Rs 399 - FlowerAura.com

**Ad** [www.floweraura.com/Midnight-Hyderabad](http://www.floweraura.com/Midnight-Hyderabad) ▾

Fresh Flowers · Cakes · Chocolates All Over India · Order Now !

**Ads**

## Send Flowers @ Rs. 299

[www.flowerdesire.com/](http://www.flowerdesire.com/) ▾

099500 69690

Flowers Delivery in Hyderabad.

Free Delivery. No Hidden Cost

## Midnight Flowers Delivery

[www.bookmyflowers.com/Midnight-Flowers](http://www.bookmyflowers.com/Midnight-Flowers) ▾

Exclusive Range of Fresh Flowers.

Express Delivery. Order Online Now!

## Send Flowers to Hyderabad

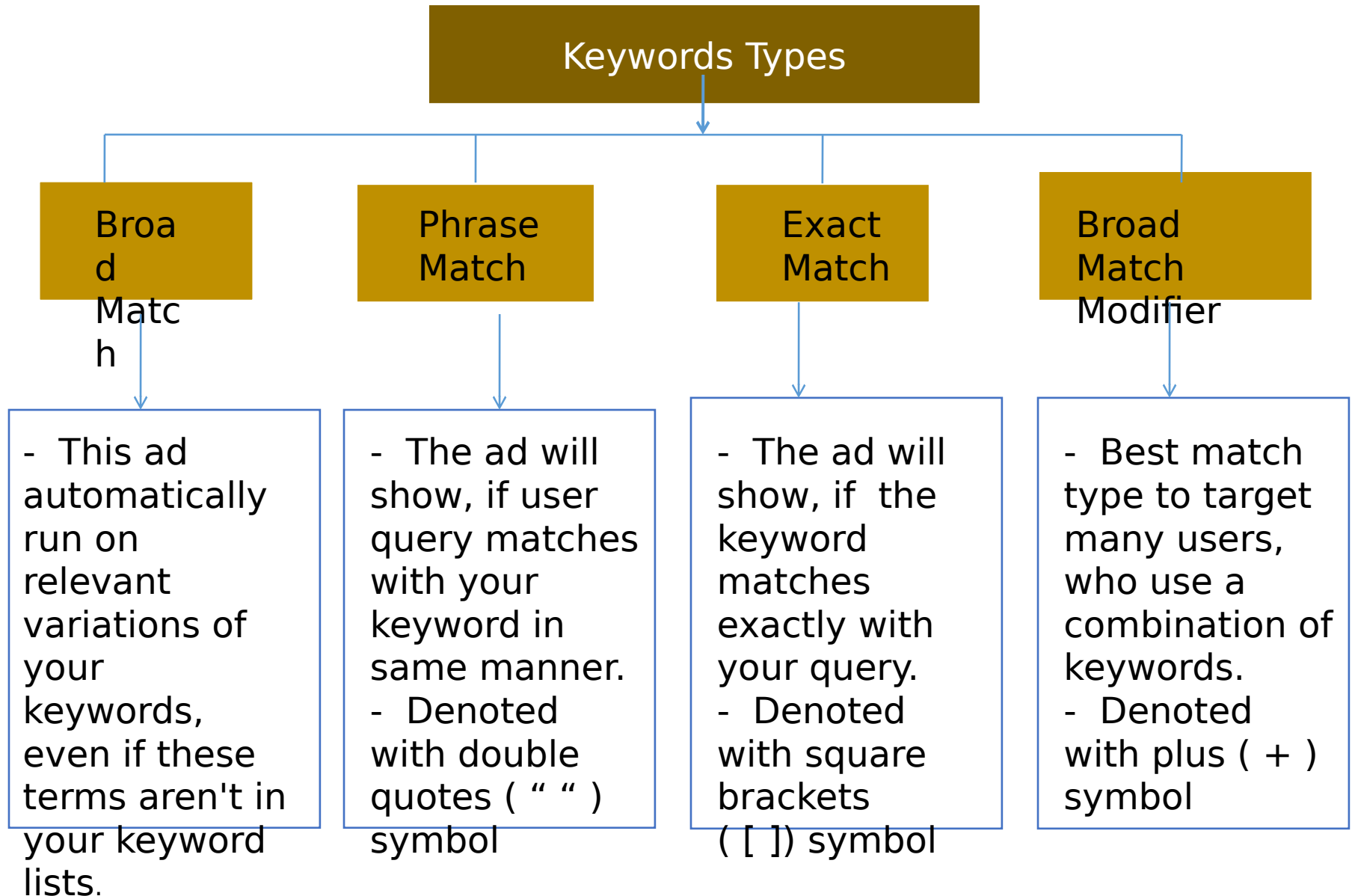
[www.indiaflowergiftshop.com/Flowers](http://www.indiaflowergiftshop.com/Flowers) ▾

098313 19069

Flower, Cake, Birthday Gifts, Combo

Same Day, Delivery Free

# *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](http://www.abc.com)

## Side ad preview

[Example](#)

[www.abc.com](http://www.abc.com)

This is a example site

See, how its look like

## Top and bottom ad previews

[Example](#)

[www.abc.com](http://www.abc.com)

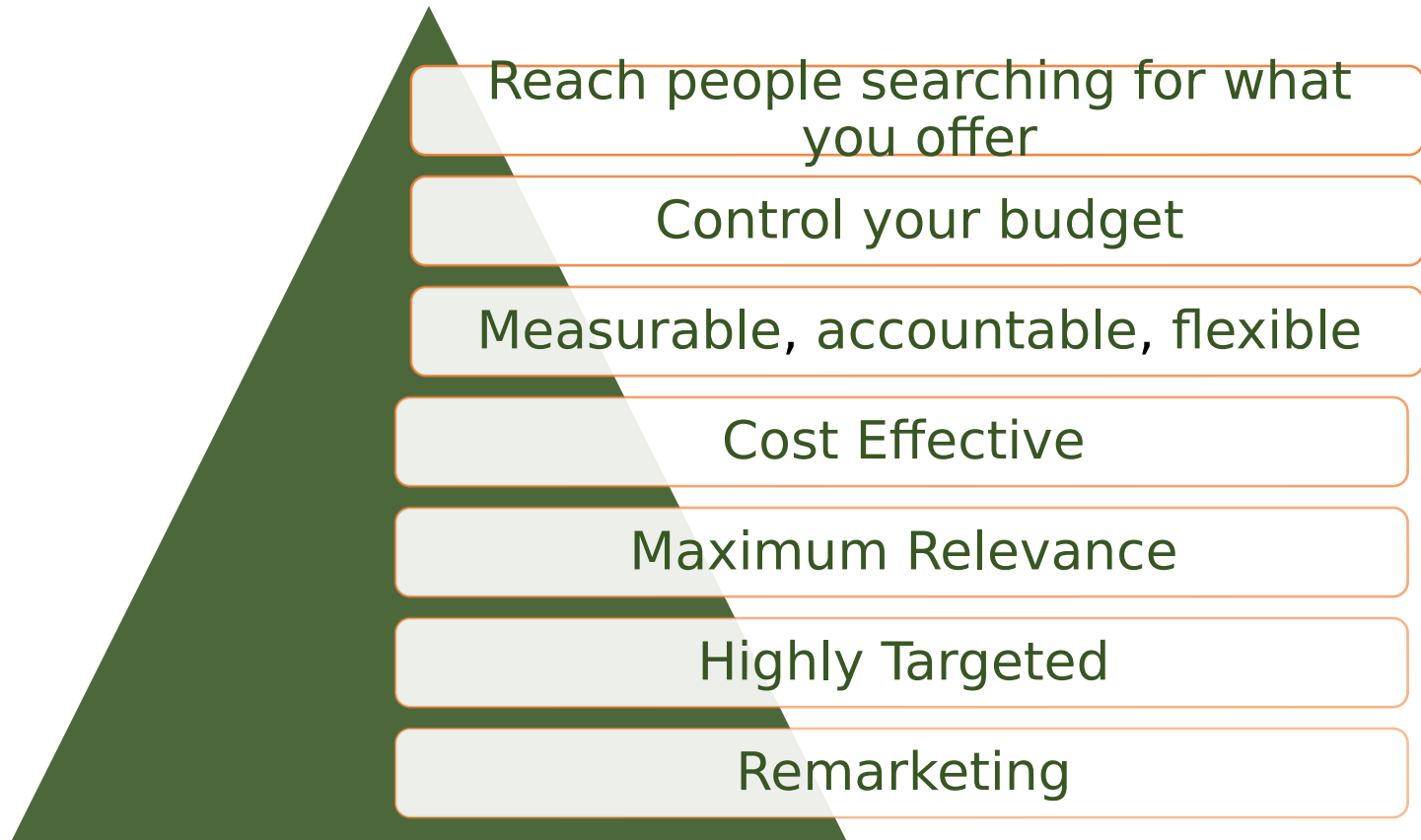
This is a example site See, how its look like

# ***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....***