

Negative keywords implementation

As you might already know, you can advertise ProtonMail or Proton VPN using PPC networks and on various advertising platforms.

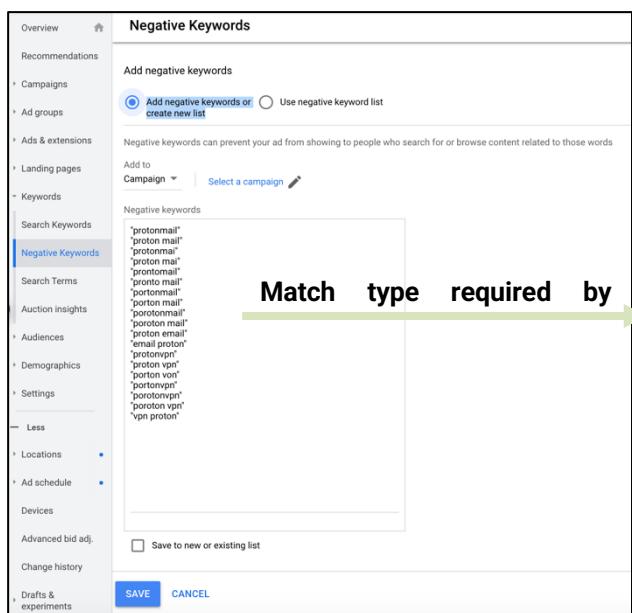
However, we are not allowing to bid on Proton VPN, Proton Mail or Proton name and any variations or similar brand name.

Also note that if you are using PPC advertising, you should send the traffic to your website and only.

Below you will find further information on how to add negative keywords to your PPC campaigns and our negative keywords list.

Add negative keywords to ad groups or campaigns in Google Ads

1. Select **Keywords > Negative Keywords**.
2. Click **Add negative keywords or create a new list** and choose between Campaign and Ad Group level.
3. Select the destination for the new negative keyword and click OK.
4. Enter the **negative keywords** in the edit panel and **SAVE**.



Match type required by

Types of negative keywords:

[exact]

A negative phrase-match keyword allows you to exclude your ad for searches that correspond exactly to the keyword.

"phrase"

A negative phrase-match keyword allows you to exclude your ad for searches that include the keyword phrase. Searches may include additional words, and the ad won't show as long as the keywords are included in the search in the same order.

broad

This keyword setting allows you to exclude your ad for searches where every keyword word, in any order, appears in the search.

To be more efficient and scale, you can also use keyword lists: <https://support.google.com/google-ads/answer/7519927?hl=en>

Add negative keywords to campaigns in Microsoft Advertising

1. Select **Keywords > Negative Keywords**.
2. Select the campaign destination for the new negative keyword and click OK.
3. Enter the **negative keywords** in the edit panel and **SAVE**.

All Campaigns

Overview Recommendations Campaigns Ad Groups Settings Ads Keywords Audiences Ad Extensions Demographics

Keywords Negative keyword lists Search terms Campaign Ad group

Create negative keywords

Enter one negative keyword per line. Learn more

Campaign Select campaign

Negative keywords

"protonmail"
"proton mail"
"protonmail"
"proton mail"
"protonmail"
"proton mail"
"protonmail"
"proton mail"
"protonmail"
"proton mail"

Match type required by

Save Cancel

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To be more efficient and scale, you can also use keyword lists:

<https://docs.microsoft.com/en-us/advertising/guides/negative-keywords?view=bingads-13#sharednegativekeywordlists>



Negative Keywords list

MAIL	VPN
"proton"	"بروتون البريد الإلكتروني"
"protonmail"	"بروتون البريد الإلكتروني"
"proton mail"	"プロトン"
"protonmai"	"Prononmail。"
"proton mai"	"陽子メール"
"prontomail"	"Prononmai。"
	"陽子が持っています"
"pronto mail"	"。
"portonmail"	"穴"
"porton mail"	"Bronto Mail。"
"porotonmail"	"パートンミリル"
"poroton mail"	"メールバートン。"
"proton email"	"ポロトンマイル。"
"email proton"	"ポロトンメール。"
"протон"	"陽子メール"
"протонмайл"	"양성자"
"Протонная почта"	"Prononmail."
"протонмай"	"양성자 우편물"
"протон май"	"Prononmai."
"пронзительный"	"양성자가 있다."
"Pronto Mail."	"구명"
"Портонмайл"	"브론토 메일."
"Porton Mail."	"Burton milil."
	"Barton 이메일을 보내십시오."
"поротонмайл"	"Poroton 마일."
"Поротон почты"	"폴로 튼 메일."
"электронная почта протона"	
"электронной почты протон"	"質子"
"بروتون"	"質子郵件"
"بروتون البريد"	"普羅邁"
"Prononmail."	"質子麥"
"بروتون بريد"	"速遞郵件"
"Prononmai."	"快速郵件"
"بروتون قد"	"港口郵件"
"ثقب"	"波頓郵件"
"بريد برونتو"	"郵件"
"بورتون ميليل"	"波羅頓郵件"
"بريد بورتون"	"質子電子郵件"
"porotonmail."	"電子郵件質子"
"Poroton Mail."	"電子郵件質子"
	"陽電"
	"プロトンVPN"
	"ポルトンフォン"
	"Portonvpn"
	"Porotonvpn"
	"ポロトンVPN"
	"VPNプロトン"
	"양성자"
	"Protonvpn"
	"양성자 VPN"
	"포르톤 폰"
	"포르톤 vpn"

If you have any questions or need any assistance, please reach out to us at partners@proton.me.

The Proton Team

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