### Optimization

https://www.youtube.com/watch?v=LTqOoig8PLU

### A/B testing

<https://www.youtube.com/watch?v=BZKfN7QqMoY>

<https://www.youtube.com/watch?v=azNslvOLZII>

## How to achieve CPA in ad words

1. <http://sitescontent.google.com/agencyretention/introduction-1/different-advetising-goals/increase-conversions>
2. <https://support.google.com/adwords/answer/2472713?hl=en>
3. <https://www.youtube.com/watch?v=mIU7YlyTavI>
4. <http://www.stateofdigital.com/optimise-adwords-cpa/#>
5. <https://www.youtube.com/watch?v=ni28clUCjh0>

# How to use adwords editor

<https://www.youtube.com/watch?v=h_4sI-epl9Y>