Adwords Campaign Details:

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| Campaign Name | Campaign start date | Network Type | Name of Ad Groups | Time and Location | Total Money spend | CTR | Impressions | CPC |
| Donate\_Test | November 4, 2018 | Google Search Network | Donate Computers, Donate Electronics | 24 hours, Within 35 miles of Minneapolis | $219.19 | 9.32% | 933 | $2.52 |
| Store\_Test | November 4, 2018 | Google Search Network | Computers, Laptop, Desktops, | 24 hours, Within 35 miles of Minneapolis | $109.14 | 6.45% | 961 | $1.76 |
| Volunteer\_Test | November 4, 2018 | Google Search Network | Community Help, General Volunteer | 24 hours, Within 35 miles of Minneapolis | $44.67 | 2.99% | 335 | $4.47 |

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| Campaign Name | Ad Group Name | Sample Keywords | Sample Negative Keywords | Active Ads for last week |
| Donate\_Test | Donate Computers | recycle old computers, electronic waste recycling | recycle, dispose, get ride | [Free electronics Recycling | Free drop off in Minneapolis](http://freegeektwincities.org/request-pickup/),  [Donate Used Computers | Free Geeks Twin Cities](http://freegeektwincities.org/request-pickup/) |
| Donate\_Test | Donate Electronics | electronics recycling, electronics disposal | tv, printer, projection, tube | [Recycle Electronics | Free Geeks Twin Cities](http://freegeektwincities.org/request-pickup/), [Donate Electronics | Free Geeks Twin Cities](http://freegeektwincities.org/request-pickup/) |
| Store\_Test | Computers | cheap computer, low priced computers | “notebook laptop deals”, “free”, “best buy” | [Inexpensive Computers | Lowest Price in Twin Cities | Quality Assured](http://freegeektwincities.org/thrift-store/), [Affordable Computers for Sale | Free Geek Twin Cities](http://freegeektwincities.org/thrift-store/) |
| Store\_Test | Laptop | used laptops, cheap +laptop, used +laptop | “best deals”, “pc laptop deals”, “who buys” | [Laptops for Sale | Rock bottom prices | Free Geek Twin Cities](http://freegeektwincities.org/thrift-store/), [Get rewarded with computer | When you volunteer](http://freegeektwincities.org/our-team/mission/) |
| Store\_Test | Desktops | Monitor, computer for sale | “that buys”, “how much i can get” | [Desktops starting from $8 | Price valid till Stock Lasts | Free Geek Twin Cities](http://freegeektwincities.org/thrift-store/), [Affordable Desktops for Sale | Desktop Accesories included | Price Starting from $1](http://freegeektwincities.org/thrift-store/) |
| Store\_Test | Other Electronics | Refurbished Electronics, VCR player, lcd monitors, used tv | “i buy that meaning”, “laptop and” | [Used Audio Equiment | From Vintage to recent](http://freegeektwincities.org/thrift-store/), [Used VCR, DVD, Blue Ray player | Tested, prices start at $10](http://freegeektwincities.org/thrift-store/) |
| Volunteer\_Test | General Volunteer | volunteer positions, voluntary work, volunteer programs |  | [Learning Opportunities | Free Geek Twin Cities | Recycle, Test and Build](http://freegeektwincities.org/volunteer/),  [Internship Opportunities | Free Geek Twin Cities | Educate Equip Recycle](http://freegeektwincities.org/volunteer/) |
| Volunteer\_Test | Community Help | group volunteers, helping the community, community service near me |  | [Social Volunteering | Free Geek Twin Cities | Group Volunteering](http://freegeektwincities.org/volunteer/#), [Group Volunteer | Work as a team of your own](http://freegeektwincities.org/volunteer/#) |