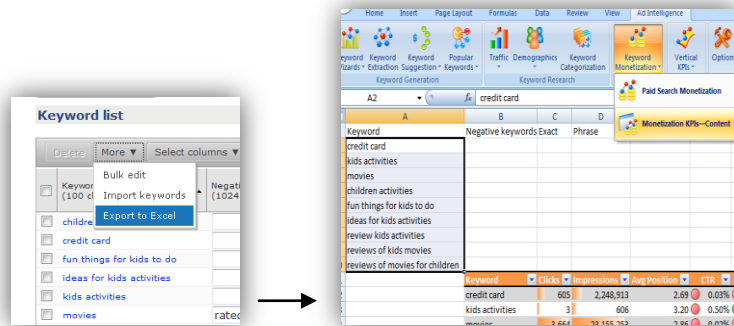


Content Campaign Creation – Quick Guide

Part 1 – Build Keyword List with Bid Suggestions

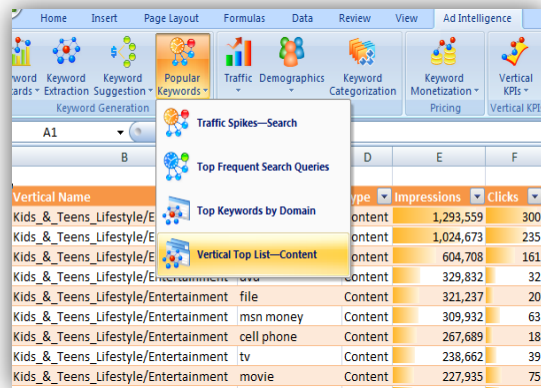
1. In adCenter, run a Keyword Performance Report and export resulting list of keywords to Excel.
2. Use Ad Intelligence (Excel Add-in) and run “Monetization KPIs – Content”.



7. In Ad Intelligence, run “Monetization KPIs – Content” on the new list of terms.
8. Review the Avg. CPC data by KW.

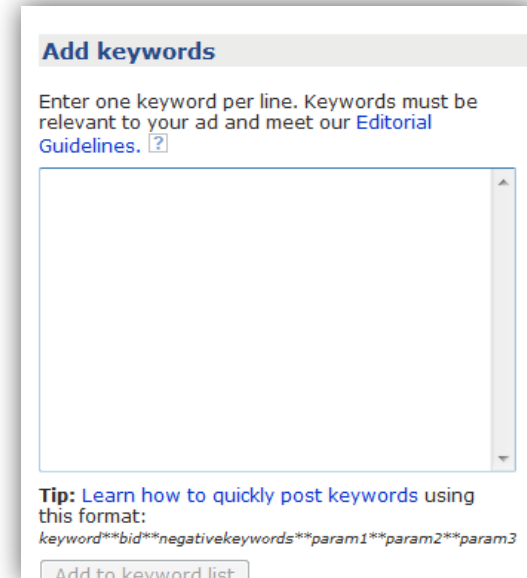
Keyword	Clicks	Impressions	Avg Position	CTR	CPC	Match Type	Date Range
credit card	605	2,248,913	2.69	0.03%	\$1.51	Content	12/11/2009 - 1/9/2010
kids activities	3	606	3.20	0.50%	\$0.44	Content	12/11/2009 - 1/9/2010
movies	3,664	23,155,253	2.86	0.02%	\$1.35	Content	12/11/2009 - 1/9/2010
children activities	2	2,551	2.59	0.08%	\$0.30	Content	12/11/2009 - 1/9/2010
new movies	521	1,983,371	2.62	0.03%	\$1.59	Content	12/11/2009 - 1/9/2010
tv shows	194	1,912,717	2.62	0.01%	\$2.39	Content	12/11/2009 - 1/9/2010
plasma tv	3,362	29,070,030	2.96	0.01%	\$1.79	Content	12/11/2009 - 1/9/2010
focus photos	73	968,610	2.62	0.01%	\$2.32	Content	12/11/2009 - 1/9/2010
music	4,003	11,932,057	2.64	0.03%	\$0.75	Content	12/11/2009 - 1/9/2010
television	732	4,260,896	2.37	0.02%	\$1.78	Content	12/11/2009 - 1/9/2010
entertainment	780	4,626,225	2.53	0.02%	\$1.64	Content	12/11/2009 - 1/9/2010
online movies	405	1,470,076	2.63	0.03%	\$1.53	Content	12/11/2009 - 1/9/2010

3. Remove Zero-Impression KWs.
4. Use Ad Intelligence and run “Vertical Top List – Content” and select most relevant Vertical/Sub-Vertical.



9. Select bids for KWs well above the average bid. To make KWs immediately competitive in current marketplace we suggest you bid above the current avg. bid to allow your ads to win impressions in competitive auctions.
10. Copy the keyword list into adCenter and set corresponding bids by leveraging the KW research and results from steps 7-9.

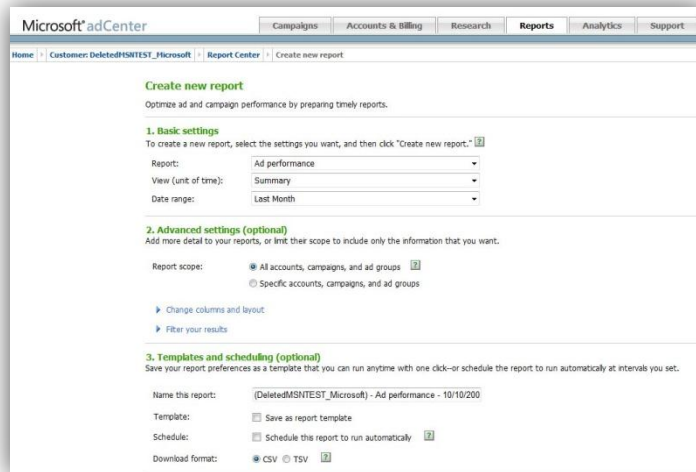
5. Review resulting list for irrelevant terms (i.e. money, etc...) and remove them.
6. Combine and de-dup KW lists.



Content Campaign Creation – Quick Guide

Part 2 – Select Ad Copy

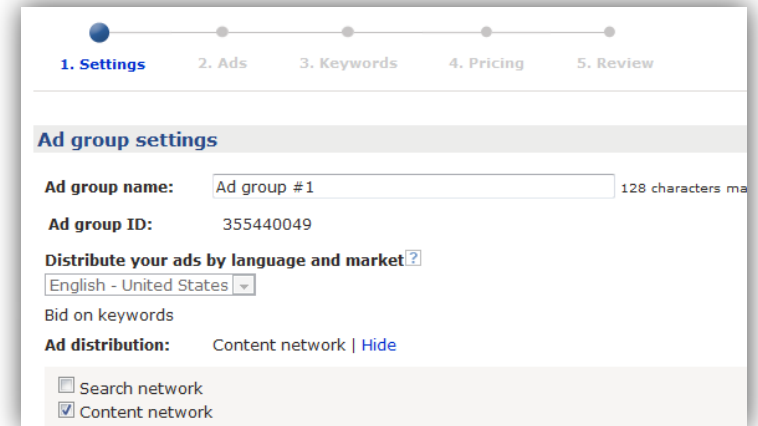
1. In adCenter run an “Ad Performance” report for all ads relevant to product.



2. Identify Top 5 Ads by performance (CTR, Conversion Rate, etc...)
3. Check which ads contain these ad copy best practices:
 - ✓ Highly-Recognized Brand Terms
 - ✓ Unique Product Features/Qualities
 - ✓ Calls to Action
 - ✓ Specific Deals/Pricing (i.e. “50% off” “This week only...”)
4. Select Top 2-3 Ads which you will use with Content Campaign.

Part 3 – Campaign Creation/Structure

1. In adCenter be sure to create a NEW, SEPARATE campaign for Content Ads.
2. Within your new Content Campaign create a new Ad Group.
3. Under Ad Group Settings and Ad Distribution be sure to uncheck “Search Network” and only leave “Content Network” checked.



4. Continue through the Ad Group creation process and add the ad copy, KWs and bids you have assembled in Part 1 + Part 2.
5. Run with these bids for 5 to 7 days and then adjust based on your campaign ROI goals.