Want to create your own re-brandable PDF files? We used viralPDF 2.0. It works!

How I Threw $2470.06 Down The Google Adwords Toilet!

For more hard-hitting ad-spend results, where I reveal the good, the bad and the ugly data, check out the Internet Success Private Site…

Internet Success Private Site

This document is delivered to you by…
Graeme Eastman

of…
http://www.AffiliateGuide.com

Google Adwords Test executed by Arun Agrawal of SEOtop10.com on behalf of Neil Shearing, Ph.D for the Internet Success Private Site.

You can rebrand this report with your affiliate ID, name and website! Give it away at your site and earn 50% on sales of any product in the Internet Success Affiliate Program! For rebranding details, Click Here!

Table of Contents

Page

1 **Cover Page**
2 **Table of Contents**
3 **Arun's Adwords Campaign Management Report**
3 **Introduction**
3 **Setting up the campaign**
3 **First ad**
3 **Gotchas**
3 **Getting better by the day**
3 **Getting more creative**
4 **Cover these grounds**
4 **A trick up my sleeve**
4 **Out you go**
5 **Track it thus**
6 **Summary of Campaign Spendings**
7 **Summary of Campaign Earnings**
7 **Neil's Conclusions**
8+ **Detailed Results For Each Keyword**

Arun's Adwords Campaign Management Report

Introduction:

Neil Shearing decided to run an Ad campaign at Google Adwords for the Spider software. This software helps you to find super affiliates who can sell your products in large numbers (bucketloads as he loves to call it) through their lists and web sites.

I took the responsibility for day to day management of the campaign. Here is my report-

Setting up the campaign

Before setting up the campaign, I used Wordtracker to identify some keyphrases related to 'finding super affiliates', which can be targeted in the ads.

Then, I set up an account at Google Adwords. At adwords, you can set up multiple campaigns and multiple ad groups under each campaign. Each ad group targets certain keywords and can have multiple ads which are shown in rotation.

First ad

The first ad group was set up to target "super affiliates". The ad matter (called creative) was finalised and entered. I then entered the list of keywords for which my ad was to be shown. I then proceeded to specify the maximum amount which I wanted to spend per click. This gave me an idea about the average position that I can get for my ad.

I then set up a few more ad groups targeting slightly different keyword sets like "affiliate marketing", 'affiliate network', 'affiliate programs', etc.

Gotchas

Oh yes, you should remember that the target URL cannot have a pop-up or else your ads will be disapproved. There are many other no-nos for ad creative like use of FREE, use of superlatives like 'Best', use of '@'. '!' etc., grammar error and many such things. You can get the complete editorial guidelines here - https://adwords.google.com/select/guidelines.html

Getting better by the day

I watched the ad for 2 days and accumulated some clicks. Once I had a decent number of clickthroughs, I set out to refine the campaign.

On one side, I studied which ads were performing better by seeing the Click Through Rate(CTR).

Then I created another ad in the same ad group with only one element changed. This is very important - you should change only one element in the ad or else you will not know which change caused the improvement or worsening of the CTR. Say I changed the headline slightly or changed one aspect of the body. When I had to try 2 changes, I created 2 new ads from one master ad (the previous one), with each having one change.

Say, I was left with 3 ads in one group. These ads will be shown in rotation when someone searches for any phrase in the keyword list for this group.

Getting more creative

After a while, when I again had a sizeable clickthrough volume in the ads, I studied their CTR. I deleted the ads which were gathering lower CTR and kept the better ones. You should not take a decision for an ad which has had low number of impressions or your decision will not be statistically valid. This way I kept on refining the creative to get better and better CTR.

Cover these grounds

I was also working on optimizing the keyphrase selection simultaneously. For this purpose, I concentrated on the phrases for which I had a larger number of impressions as I could get much better result by improving CTR by even a small margin.

At first, I noted my display position. In Adwords, your ad display position depends on 2 things. Your maximum bid and the CTR of your ad. If you bid too poorly, your ad will be displayed at a low position and you can never expect a decent CTR. So you have to bid higher initially to get a high enough position and get a fair change at getting the clickthroughs. If you are doing well enough, you might consider lowering your bid later and still maintain your position.

I balanced the maximum that I was ready to spend per click and the position that I wanted and increased my bid accordingly.

A trick up my sleeve

I edited my keyword list for some of the keywords that were generating a high number of impressions. Say I want to work on 'affiliate programs'. I put three items in the keywords list -

1. [affiliate programs]
When someone searches for the exact phrase 'affiliate programs', the impression and clickthrough is credited to this keyword.

2. "affiliate programs"
For the searches where 'affiliate programs' is together as part of a bigger phrase like "good affiliate programs', this one gets the credit.

3. affiliate programs
This one gets the impression for all search phrases where the words 'affiliate' and 'programs' are present.

These three phrases rank from most targeted to the least targeted for the keyword 'affiliate marketing'. Once the ad is targeted to this phrase, the first phrase can get some highly targeted impressions. We can expect a high CTR as a result which will improve our display position as well lower the price we have to pay for every click.

Out you go

I put '-free' in the keyword list on a new line all by itself. This effectively stopped our ad from being displayed when the search phrase included the term 'free'. I did not want to show my ad to people who were looking for free stuff.

Track it thus

I used a special target URL. This was a PHP file which reported the referer string to me by email for all clicks and then sent the visitor to the landing page. I studied the search phrases used by people and when I located a phrase that was being used regularly, I included that phrase in an existing ad group or created one specially for it if the theme was very different.

Here is the content of the tracker PHP script.

```
<?
// **** spidernopop.php
//This program mails visitor id to tracker@ebizindia.com, then sends to download site

$to="tracker@ebizindia.com";
$from="Adwords - Spider pop tracker <spidernopop_tracker@ebizindia.com>";
$dt=date("Y-m-d H:i:s");


// Mail subject part

$subject=$id;

// -------
// enquiry form details sent to marketing Dept....!

mail($to, $subject,

"$id
Referer Page : $HTTP_REFERER
Referer IP address : $REMOTE_ADDR
User Agent : $HTTP_USER_AGENT
",

"From: $from");
// The email part ends here...!

header("Location: http://www.scamfreezone.com/t.cgi?a=193724&e=/spidernopop/");
?>
--end report --
```

Spent: £1,543.79 (**$2470.06)**

Campaign #2 - GBP £50.00 daily budget limit						View/Edit	
Ad Groups	**Clicks**	**Impr.**	**CTR**	**Avg. CPC (GBP)**	**Max. CPC (GBP)**	**Cost (GBP)**	**Avg. Pos**
super affiliate, seeking the super affiliate, ...	81	2840	2.8%	£0.59	£1.25	£47.87	1.5
affiliate program software, ... - Paused	234	13707	1.7%	£1.03	£1.25	£241.62	4.3
affiliate program management, ...	45	1499	3.0%	£0.81	£1.25	£36.46	3.4
affiliate program, affiliate program software, ... - Paused	711	44381	1.6%	£1.02	£1.25	£728.14	4.1
webmaster affiliate programs, ... - Paused	351	11472	3.0%	£0.99	£1.25	£348.08	3.4
affiliate network, [affiliate network], ...	53	2617	2.0%	£0.97	£1.25	£51.22	2.9
affiliate software, "affiliate software", ...	87	5243	1.6%	£1.04	£1.25	£90.40	3.8
Overall	**1562**	**81759**	**1.9%**	**£0.99**	**-**	**£1,543.79**	**3.9**

Our affiliate program recorded 1555 clicks, which is almost identical to the 1562 Google say they supplied…

Earned: $373.85

Date	Order	Product	Amount
2003-03-10 06:04:16	5CG80495DA424452U	Internet Success Spider + Secrets	~~97.95~~
2003-03-03 19:35:20	34537805	Internet Success Spider + Secrets	97.95
2003-02-11 01:45:53	33178532	Internet Success Diamonds Gold	97.00
2003-02-08 13:10:19	33012841	Internet Success Spider + Secrets	97.95
2003-02-08 11:51:44	33009042	Customer Only Member Site (inital)	1.00
2003-01-23 09:06:22	32028911	Internet Success Spider	79.95

Neil's notes:

There were two additional sales during this time which were refunded. If you'd like to include them, add $195.90 to the Earned total.

Also, the latest sale, via PayPal, was a scam-sale where we only received $0.01. However, the "customer" did not receive the product, so there was not much point in them paying us $0.01! (I think that's the first ever scam-sale I've received via PayPal).

The Private Site signup cancelled after a few days, so no further revenue will be gained from that signup.

Overall, this leads me to several conclusions…

1: Direct advertising does not bring in visitors who are willing to make an immediate purchase. Even when they are targeted visitors clicking on specific keywords, they are still poor prospects for sales. Even when the sales were made, the customers are not high quality… two refund requests from a handful of sales is a lot higher than I would expect from high quality traffic, but is the norm from paid-for traffic.

2: Perhaps if the visitors had been presented with a free, quality PDF file explaining the ways to use the Spider and additional information to act as a soft-sell, the sales may have been better.

3: All the data from 1500 clicks are together under one affiliate ID. If we had broken down the tracking to check out whether or not paying less per click could be profitable, or whether more highly targeted keywords would've created more sales, the campaign may have earned more revenue. However, it was a long way from being profitable!

You can study the detailed Google report for the ad campaign here – the cost per click is in British Pounds, to see the amount in your currency, use the free converter at www.xe.com .

Report for Jan 13, 2003 to Mar 15, 2003

Campaign #2

GBP £50.00 daily budget limit - Edit Campaign Settings - Delete Campaign

Create new Ad Group with new keywords [?]

Ad Group #1 Pause Ad Group - Delete Ad Group

Create New Ad

Find super affiliates
with Spider software and boost your sales. Guaranteed.
www.scamfreezone.com
Interest:

Clicks: 22
Clickthrough Rate: 2.4%
Average cost-per-click: GBP £0.64
Edit - Delete

Find Great Affiliates
with Spider software and boost your sales. Guaranteed.
www.scamfreezone.com
Interest:

Clicks: 17
Clickthrough Rate: 2.0%
Average cost-per-click: GBP £0.47
Edit - Delete

Find great affiliates
with this easy software and boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 0
(Ad Deleted)

Find great affiliates
with this easy software and boost your sales instantly.
www.scamfreezone.com
Interest:

(Disapproved)
Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Find super affiliates
with this easy software and boost your sales instantly.
www.scamfreezone.com
Interest:

Current maximum cost-per-click: GBP £1.25 Modify Price or Keywords

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
find associates	**5**	1154	0.4%	£0.07	£0.34	1.2
super affiliate	**34**	921	3.6%	£0.68	£22.91	1.7
affiliate finder	**33**	325	10.1%	£0.62	£20.34	1.8
find super affiliates	**3**	83	3.6%	£0.49	£1.45	1.6
affiliatefinder	**3**	24	12.5%	£0.04	£0.12	1.0
how to find associate	**0**	18	0.0%	-	-	1.2
seeking affiliates	**1**	15	6.6%	£0.48	£0.48	2.8
locate super affiliates	**0**	14	0.0%	-	-	1.0
affiliate seek	**0**	6	0.0%	-	-	3.4
find super affiliate	**1**	6	16.6%	£1.13	£1.13	1.5
how to find affiliate	**0**	2	0.0%	-	-	7.5
how to find super affiliate	**1**	1	100.0%	£1.10	£1.10	7.0
seeking the super affiliate	**0**	0	-	-	-	-
Negative keywords						
-free						

(Disapproved)
Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Find super affiliates
with this easy software and
sell your product in large numbers.
www.scamfreezone.com
Interest:

(Disapproved)
Clicks: 0
(Ad Deleted)

Find great affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 1
Clickthrough Rate: 7.1%
Average cost-per-click: GBP £0.45
(Ad Deleted)

Find super affiliates
with this easy software and
sell your product in large numbers.
www.scamfreezone.com
Interest:

Clicks: 1
Clickthrough Rate: 9.0%
Average cost-per-click: GBP £0.38
(Ad Deleted)

Find super affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Find super affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Find great affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Subtotal: Search Ads	**81**	2569	3.1%	£0.60	£47.87	1.5

New! Content-Targeted Ads [more info]

Subtotal: Content-Targeted Ads	**0**	271	0.0%	-	-	1.4
Overall	**81**	2840	2.8%	£0.60	£47.87	1.5

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Find super affiliates
with this easy software and
sell your product in large numbers.
www.scamfreezone.com
Interest:

Clicks: 11
Clickthrough Rate: 3.6%
Average cost-per-click: GBP £0.50
(Ad Deleted)

Find super affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 1
Clickthrough Rate: 3.4%
Average cost-per-click: GBP £0.62
(Ad Deleted)

Find super affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 14
Clickthrough Rate: 4.7%
Average cost-per-click: GBP £0.70
(Ad Deleted)

Find super affiliates
with this easy software and
sell your product in large numbers.
www.scamfreezone.com
Interest:

Clicks: 6
Clickthrough Rate: 2.8%
Average cost-per-click: GBP £0.49
(Ad Deleted)

Find super affiliates
with this easy software and
boost your sales instantly.
www.scamfreezone.com
Interest:

Clicks: 8
Clickthrough Rate: 3.5%
Average cost-per-click: GBP £0.81
(Ad Deleted)

Ad Group #2 is PAUSED - Resume Ad Group - Delete Ad Group

Affiliate Marketing
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:
Clicks: 39
Clickthrough Rate: 2.4%
Average cost-per-click: GBP £1.09

Affiliate Marketing
Find super affiliates with this software and sell in big numbers.
www.scamfreezone.com
Interest:
Clicks: 41
Clickthrough Rate: 2.6%
Average cost-per-click: GBP £1.08

Affiliate Marketing
Find super affiliates with Spider and your sales go up. Guaranteed.
www.scamfreezone.com
Interest:
Clicks: 13
Clickthrough Rate: 3.2%
Average cost-per-click: GBP £1.13

Affiliate Marketing
Find great affiliates who can sell your stuff in large numbers.
www.scamfreezone.com
Interest:
(Disapproved)
Clicks: 1
Clickthrough Rate: 0.7%
Average cost-per-click: GBP £0.46
(Ad Deleted)

Affiliate Marketing
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:
(Disapproved)
Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Affiliate Marketing
Find great affiliates who can sell your stuff in large numbers.

Current maximum cost-per-click: GBP £1.25

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
[affiliate marketing]	**68**	2007	3.3%	£1.11	£74.92	2.3
"affiliate marketing"	**28**	1875	1.4%	£1.11	£30.82	4.2
affiliate marketing	**25**	1705	1.4%	£1.00	£24.80	5.5
affiliate directory	**31**	986	3.1%	£1.06	£32.71	2.2
affiliate sales	**11**	686	1.6%	£1.06	£11.61	3.5
affiliate tracking software	**5**	641	0.7%	£1.13	£5.64	5.6
affilaite	**2**	515	0.3%	£0.39	£0.77	1.4
affiliate program directory	**5**	437	1.1%	£0.92	£4.59	5.2
affiliate program software	**4**	408	0.9%	£1.20	£4.77	4.8
affiliate marketing software	**3**	148	2.0%	£0.89	£2.67	4.5
affiliate marketing program	**0**	140	0.0%	-	-	15.9
affiliate program list	**0**	90	0.0%	-	-	7.6
tracking affiliate program	**0**	57	0.0%	-	-	4.0
best affiliate marketing program	**0**	51	0.0%	-	-	9.9
affiliate	**0**	0	-	-	-	-

www.scamfreezone.com
Interest:

Clicks: 4
Clickthrough Rate: 0.5%
Average cost-per-click: GBP £0.65
(Ad Deleted)

Affiliate Marketing
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:

Clicks: 18
Clickthrough Rate: 1.7%
Average cost-per-click: GBP £0.80
(Ad Deleted)

Affiliate Marketing Boost
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:

Clicks: 2
Clickthrough Rate: 0.7%
Average cost-per-click: GBP £0.70
(Ad Deleted)

Affiliate Marketing
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:

Clicks: 37
Clickthrough Rate: 1.3%
Average cost-per-click: GBP £1.01
(Ad Deleted)

Affiliate Marketing Boost
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:

Clicks: 34
Clickthrough Rate: 1.3%
Average cost-per-click: GBP £1.03
(Ad Deleted)

Affiliate Marketing
Find super affiliates with this software and sell in big numbers.
www.scamfreezone.com
Interest:

Clicks: 24

appointment						
appoint affiliate	**0**	0	-	-	-	-
how to appoint affiliate	**0**	0	-	-	-	-
how to appoint an affiliate	**0**	0	-	-	-	-
affiliate software (deleted)	**48**	3128	1.5%	£0.95	£45.36	4.6
affiliate network (deleted)	**3**	424	0.7%	£0.83	£2.49	4.0
affiliate programs (deleted)	**1**	409	0.2%	£0.47	£0.47	9.5
Negative keywords						
-free						
Subtotal: Search Ads	**234**	13707	1.7%	£1.04	£241.62	4.3
New! Content-Targeted Ads [more info]						
Subtotal: Content-Targeted Ads	**0**	0	-	-	-	-
Overall	**234**	13707	1.7%	£1.04	£241.62	4.3

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

Clickthrough Rate: 2.1%
Average cost-per-click: GBP £1.12
(Ad Deleted)

Affiliate Marketing Boost
Find super affiliates who can sell your products in large numbers.
www.scamfreezone.com
Interest:

Clicks: 11
Clickthrough Rate: 1.0%
Average cost-per-click: GBP £1.08
(Ad Deleted)

Ad Group #3 Pause Ad Group - Delete Ad Group

Create New Ad

Affiliate Management
Why manage long list when a few super affiliates can get big sales?
www.scamfreezone.com
Interest:

Clicks: 35
Clickthrough Rate: 3.6%
Average cost-per-click: GBP £0.86
Edit - Delete

Affiliate Management
Why manage long list when a few super affiliates can get big sales?
www.scamfreezone.com
Interest:

(Disapproved)
Clicks: 0
Clickthrough Rate: 0.0%
(Ad Deleted)

Affiliate Management
Why manage long list when a few super affiliates can get big sales?
www.scamfreezone.com
Interest:

Clicks: 4
Clickthrough Rate: 4.5%
Average cost-per-click: GBP £0.41
(Ad Deleted)

Affiliate Management
Why manage long list when a few super affiliates can get big sales?
www.scamfreezone.com
Interest:

Clicks: 6
Clickthrough Rate: 1.3%
Average cost-per-click: GBP £0.84
(Ad Deleted)

Current maximum cost-per-click: GBP £1.25 Modify Price or Keywords

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
affiliate management	**33**	825	4.0%	£0.76	£24.81	2.6
affiliate management software	**7**	274	2.5%	£0.94	£6.55	3.3
[affiliate program management]	**0**	175	0.0%	-	-	6.5
affiliate program management	**1**	84	1.1%	£1.19	£1.19	5.2
"affiliate program management"	**2**	67	2.9%	£1.04	£2.07	4.8
Subtotal: Search Ads	**43**	1425	3.0%	£0.81	£34.62	3.5
New! Content-Targeted Ads [more info]						
Subtotal: Content-Targeted Ads	**2**	74	2.7%	£0.92	£1.84	1.9
Overall	**45**	1499	3.0%	£0.82	£36.46	3.4

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

Ad Group #4 is **PAUSED** - Resume Ad Group - Delete Ad Group

Current maximum cost-per-click: GBP £1.25

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
"affiliate program"	**81**	13937	0.5%	£1.02	£82.17	5.4
[affiliate programs]	**382**	12908	2.9%	£1.01	£385.12	2.8
affiliate program	**124**	10954	1.1%	£1.12	£138.61	3.9
[affiliate program]	**106**	4787	2.2%	£0.98	£103.31	2.9
affiliate program software	**10**	499	2.0%	£1.11	£11.01	4.0
affiliate success	**2**	189	1.0%	£1.02	£2.04	1.7
starting an affiliate program	**0**	105	0.0%	-	-	6.7
create an affiliate program	**1**	26	3.8%	£1.03	£1.03	1.4
web site affiliate program	**0**	9	0.0%	-	-	7.0
web master affiliate program	**0**	1	0.0%	-	-	20.0
affiliate programs (deleted)	**5**	966	0.5%	£0.97	£4.85	12.4
Negative keywords						
-free						
Subtotal: Search Ads	**711**	44381	1.6%	£1.03	£728.14	4.1

New! Content-Targeted Ads [more info]

Affiliate Program Success
is guaranteed with super affiliates
Find them with spider. Guaranteed.
www.scamfreezone.com
Interest:

Clicks: 199
Clickthrough Rate: 2.1%
Average cost-per-click: GBP £0.95

Affiliate Program Success
Find super affiliates with Spider software and boost your sales.
www.scamfreezone.com
Interest:

Clicks: 36
Clickthrough Rate: 2.1%
Average cost-per-click: GBP £1.04

Your Affiliate Program
can succeed with some super affiliates. Find them with Spider.
www.scamfreezone.com
Interest:

Clicks: 48
Clickthrough Rate: 2.8%
Average cost-per-click: GBP £1.01

Affiliate Program Success
is guaranteed with super affiliates
Locate them with this software.
www.scamfreezone.com
Interest:

Clicks: 28
Clickthrough Rate: 0.7%
Average cost-per-click: GBP £0.93
(Ad Deleted)

Affiliate Program Success
is guaranteed with super affiliates
Locate them with this software.
www.scamfreezone.com
Interest:

Clicks: 147
Clickthrough Rate: 1.4%
Average cost-per-click: GBP £1.12
(Ad Deleted)

Affiliate Program Success
is guaranteed with super affiliates
Find them with this software.

www.scamfreezone.com
Interest:

Clicks: 93
Clickthrough Rate: 1.2%
Average cost-per-click: GBP £1.11
(Ad Deleted)

Affiliate Programs
can succeed with some super affiliates. Find them with spider.
www.scamfreezone.com
Interest:

Clicks: 0
(Ad Deleted)

Affiliate Program Success
is guaranteed with super affiliates Find them with spider. Guaranteed.
www.scamfreezone.com
Interest:

Clicks: 46
Clickthrough Rate: 1.3%
Average cost-per-click: GBP £1.10
(Ad Deleted)

Affiliate Program Success
is guaranteed with super affiliates Locate them with this software.
www.scamfreezone.com
Interest:

Clicks: 40
Clickthrough Rate: 1.5%
Average cost-per-click: GBP £0.97
(Ad Deleted)

Affiliate Program Success
is guaranteed with super affiliates Find them with this software.
www.scamfreezone.com
Interest:

Clicks: 74
Clickthrough Rate: 1.6%
Average cost-per-click: GBP £1.00
(Ad Deleted)

Subtotal: Content-Targeted Ads	**0**	0	-	-	-	-
Overall	**711**	44381	1.6%	£1.03	£728.14	4.1

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

Ad Group #5 is **PAUSED** - Resume Ad Group - Delete Ad Group

Affiliate Programs
can succeed with some super affiliates. Find them with spider.
www.scamfreezone.com
Interest:

Clicks: 221
Clickthrough Rate: 3.0%
Average cost-per-click: GBP £0.95

Affiliate Programs
can succeed with some super affiliates. Find them with spider.
www.scamfreezone.com
Interest:

Clicks: 130
Clickthrough Rate: 3.0%
Average cost-per-click: GBP £1.08
(Ad Deleted)

Current maximum cost-per-click: GBP £1.25

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
affiliate programs	**306**	9883	3.0%	£0.98	£297.68	3.5
best affiliate programs	**40**	1239	3.2%	£1.12	£44.55	1.9
affiliate programs directory	**2**	180	1.1%	£1.16	£2.32	5.1
webmaster affiliate programs	**2**	104	1.9%	£1.20	£2.39	4.7
good affiliate programs	**1**	42	2.3%	£1.14	£1.14	3.3
mlm affiliate programs	**0**	15	0.0%	-	-	3.6
how to start affiliate programs	**0**	9	0.0%	-	-	2.2
Negative keywords						
-free						
Subtotal: Search Ads	**351**	11472	3.0%	£1.00	£348.08	3.4
New! Content-Targeted Ads [more info]						
Subtotal: Content-Targeted Ads	**0**	0	-	-	-	-
Overall	**351**	11472	3.0%	£1.00	£348.08	3.4

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

Ad Group #6 Pause Ad Group - Delete Ad Group

Create New Ad

Affiliate Network Success
Find super affiliates with this software and sell in big numbers.
www.scamfreezone.com
Interest:

(Disapproved)
Clicks: 36
Clickthrough Rate: 2.4%
Average cost-per-click: GBP £0.96
Edit - Delete

Affiliate Network Success
Find super affiliates with Spider software and sell in large numbers.
www.scamfreezone.com
Interest:

(Disapproved)
Clicks: 4
Clickthrough Rate: 0.8%
Average cost-per-click: GBP £1.17
Edit - Delete

Affiliate Network Success
Find super affiliates with this software and sell in big numbers.
www.scamfreezone.com
Interest:

Clicks: 13
Clickthrough Rate: 1.9%
Average cost-per-click: GBP £0.94
(Ad Deleted)

Current maximum cost-per-click: GBP £1.25 Modify Price or Keywords

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
affiliate network	**23**	1554	1.4%	£0.95	£21.79	3.6
[affiliate network]	**30**	872	3.4%	£0.99	£29.43	1.9
how to build an affiliate network	**0**	0	-	-	-	-
Subtotal: Search Ads	**53**	2426	2.1%	£0.97	£51.22	3.0
New! Content-Targeted Ads [more info]						
Subtotal: Content-Targeted Ads	**0**	191	0.0%	-	-	2.1
Overall	**53**	2617	2.0%	£0.97	£51.22	2.9

* Lower CTRs for content ads will not adversely affect your campaign. [more info]

Ad Group #7 Pause Ad Group - Delete Ad Group

Create New Ad

Affiliate Finder Software
Find super affiliates with Spider.
Get big sales with small effort.
www.scamfreezone.com
Interest:

Clicks: 87
Clickthrough Rate: 1.6%
Average cost-per-click: GBP £1.04
Edit - Delete

Current maximum cost-per-click: GBP £1.25 Modify Price or Keywords

Keyword	Clicks	Impr.	CTR	Avg. CPC (GBP)	Cost (GBP)	Avg. Pos
affiliate software	**49**	2310	2.1%	£1.04	£50.90	4.2
[affiliate software]	**25**	1585	1.5%	£1.02	£25.43	3.7
"affiliate software"	**13**	983	1.3%	£1.09	£14.07	3.6
Subtotal: Search Ads	**87**	4878	1.7%	£1.04	£90.40	3.9
New! Content-Targeted Ads [more info]						
Subtotal: Content-Targeted Ads	**0**	365	0.0%	-	-	2.6
Overall	**87**	5243	1.6%	£1.04	£90.40	3.8

* Lower CTRs for content ads will not adversely affect your campaign. [more info]