

# organizeaza-te cu cap

studiu de caz – adwords campanie servicii



## organizarea in 2 campanii

una specifica pentru cautare si una specifica pentru rețeaua de a parteneri si in functie de elementele cele mai importante din portofoliu de produse

Home Campaigns Opportunities Reporting Billing My account

All online campaigns

- Prima Euro Cautare Branduri
- Energie alternativa Incalzirea viitorului
- Sobe termoseminene
- Prima Euro Contextuala
- Redama Contextuala si Gmail

None of your ads are running. Can we help? [See more](#)

Your ads aren't running because your payment failed. Please update your billing information so we can attempt to process your payment again. Your ads will begin running if the payment is successful. [Learn more](#).

All online campaigns

All time Jun 1, 2009 - Nov 30, 2009

Filter and views

Campaigns Ad groups Settings Ads Keywords Networks

Change Graph Options View Change History

145  
0  
Jun 1, 2009 Nov 30, 2009

Clicks

+ New campaign Change status... More actions... Search

Show: All | All enabled | All but deleted

| <input type="checkbox"/>          | <input type="checkbox"/> | Campaign               | Budget       | Status | Clicks | Impr.   | CTR   | Avg. CPC | Cost      | Avg. Pos. | Avg. CPM |
|-----------------------------------|--------------------------|------------------------|--------------|--------|--------|---------|-------|----------|-----------|-----------|----------|
| <input type="checkbox"/>          | <input type="checkbox"/> | Prima Euro Cautare     | RON25.00/day | Paused | 352    | 4,331   | 8.13% | RON0.57  | RON199.98 | 2         | RON46.17 |
| <input type="checkbox"/>          | <input type="checkbox"/> | Prima Euro Contextuala | RON15.00/day | Paused | 196    | 124,826 | 0.16% | RON0.61  | RON119.87 | 2.6       | RON0.96  |
| Total - all but deleted campaigns |                          |                        |              |        | 548    | 129,157 | 0.42% | RON0.58  | RON319.85 | 2.5       | RON2.48  |
| Total - search                    |                          |                        |              |        | 352    | 4,331   | 8.13% | RON0.57  | RON199.98 | 2         | RON46.17 |
| Total - content                   |                          |                        |              |        | 196    | 124,826 | 0.16% | RON0.61  | RON119.87 | 2.6       | RON0.96  |
| Total - all campaigns             |                          |                        |              |        | 548    | 129,157 | 0.42% | RON0.58  | RON319.85 | 2.5       | RON2.48  |

Show rows: 50 1 - 2 of 2

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

Help

- What's changed in October in AdWords?
- AdWords Beginner's Guide
- Where is my Tools tab?
- How is an AdWords account structured?
- How do I create a new campaign?
- Keyboard shortcuts
- Help Center

Search help center Go

## organizarea in grupuri in functie de grupurile tinta

grupuri de cuvinte specifice care sa vizeze grupuri tinta diferite, astfel pentru fiecare se vor construi anunturi si variatii de anunturi diferite

The screenshot displays the Google AdWords interface for a campaign named 'WebDigital'. At the top, a navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Reporting', 'Billing', and 'My account'. A red warning banner at the top states: 'Your ads will stop running soon because your payment failed. Please update your billing information so we can attempt to process your payment again. Your ads will continue running if the payment is successful. Learn more.'

The main content area shows the campaign details: 'All online campaigns > Campaign: WebDigital -' with a date range of 'Sep 13, 2006 - Nov 30, 2009'. The campaign is 'Enabled' with a budget of 'RON20.00/day'. Targeting is set to 'Search', 'Computers', 'Romanian; English', and 'Romania'. Below this, there are tabs for 'Ad groups', 'Settings', 'Ads', 'Keywords', and 'Networks'. A line graph shows 'Clicks' over time, with a peak around late October. Below the graph is a table of ad groups.

| Ad group                          | Status   | Search Max. CPC | Content Auto Max. CPC | Clicks | Impr.  | CTR   | Avg. CPC | Cost        | Avg. Pos. |
|-----------------------------------|----------|-----------------|-----------------------|--------|--------|-------|----------|-------------|-----------|
| homeEvo                           | Eligible | RON1.00         | auto                  | 1,171  | 19,320 | 6.06% | RON0.62  | RON721.60   | 1.4       |
| skyscraperEvo                     | Eligible | RON1.00         | auto                  | 896    | 24,541 | 3.65% | RON0.64  | RON575.52   | 1.5       |
| estateEvo                         | Eligible | RON1.00         | auto                  | 876    | 18,834 | 4.65% | RON0.65  | RON571.80   | 1.3       |
| brandEvo                          | Eligible | RON1.00         | auto                  | 5      | 2,046  | 0.24% | RON0.76  | RON3.79     | 1.1       |
| Total - all but deleted ad groups |          |                 |                       | 2,948  | 64,741 | 4.55% | RON0.64  | RON1,872.71 | 1.4       |
| Total - search                    |          |                 |                       | 2,948  | 64,741 | 4.55% | RON0.64  | RON1,872.71 | 1.4       |
| Total - content                   |          |                 |                       | 0      | 0      | 0.00% | RON0.00  | RON0.00     | 0         |
| Total - all ad groups             |          |                 |                       | 2,948  | 64,741 | 4.55% | RON0.64  | RON1,872.71 | 1.4       |

At the bottom right, there is a 'Show rows' dropdown set to '40' and a page indicator '1 - 4 of 4'.

# Google Adwords permite

25 campanii pe un cont

100 ad groupuri per campanie

2000 cuvinte cheie per ad group

50 ads per ad group (orice format text, banner)

In jur de 50,000 cuvinte cheie per account

**foloseste-le**

multumesc

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