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Autore	Cutura Kristina
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ISBN	9781849685856 1849685851
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Descrizione fisica	1 online resource (372 p.)
Collana	Enterprise : professional expertise distilled
Disciplina	659.144
Soggetti	Internet advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index. "Over 120 practical recipes to set up, optimize, and manage profitable AdWords campaigns."
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Analyzing relative CTR to benchmark display performance.

Sommario/riassunto

This book contains practical recipes on everything from creating an Adwords account, reporting, analyzing, bidding effectively to remarketing. The book is a guide to getting hands-on experience in Adwords strategies. It is extensively focussed on helping you build an Adwords account, which appeals to the visitors and attracts more clicks! This book is great for the users, who are ready to start using Adwords, as well as for experienced advertisers, who are looking to take their accounts to the next level. Just create an Adwords account and run ad campaigns to take advantage of the hands-on recipes.
