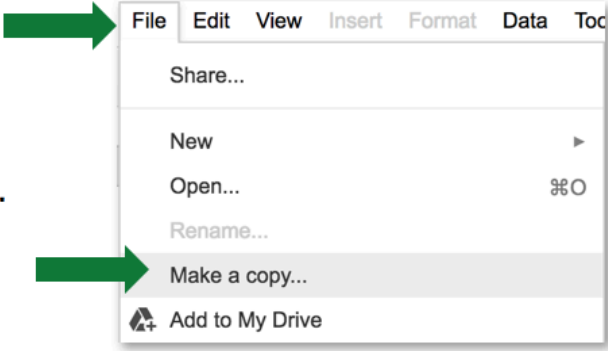**How to use this template:**

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PPC STRATEGY TEMPLATE

Template Example begins on page 2.

CAMPAIGN NAME	
NAME	
AD KEYWORDS	NEGATIVE KEYWORDS
Keywords	Keywords
AD VARIATION A	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	
AD VARIATION B	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	

CAMPAIGN NAME	
NAME	
AD KEYWORDS	NEGATIVE KEYWORDS
Keywords	Keywords
AD VARIATION A	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	
AD VARIATION B	
Headline 1	
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Headline 1	
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Description 1	
Description 2	
Path 1	
Path 2	
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CAMPAIGN NAME	
NAME	
AD KEYWORDS	NEGATIVE KEYWORDS
Keywords	Keywords

AD VARIATION A	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	

AD VARIATION B	
Headline 1	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	