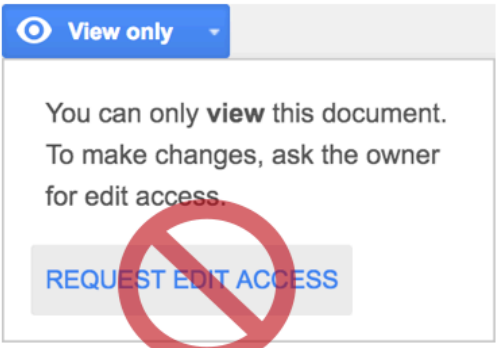


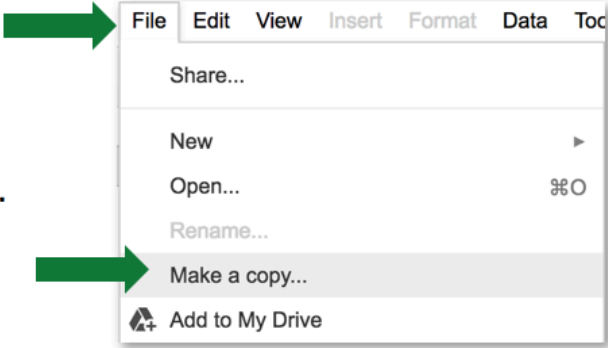


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PPC STRATEGY TEMPLATE

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	
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	
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	
Headline 2	
Description 1	
Description 2	
Path 1	
Path 2	
Final URL	

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