

# **Uplift Adwords Performance With Artificial Intelligence (AI)**

AI is a powerful platform enabling marketers to boost advertising performance on Google Adwords while saving time and resources

# Supported Platforms

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**SEARCH**



**SHOPPING**



**DISPLAY**

# Our AI Platform Features

Automated  
Bid Optimization



Automated  
Budget Management



Automated  
Click Fraud Prevention



Automated  
Powerful Dashboards



Automated  
Quality Score Improvements



# Automated Budget Management



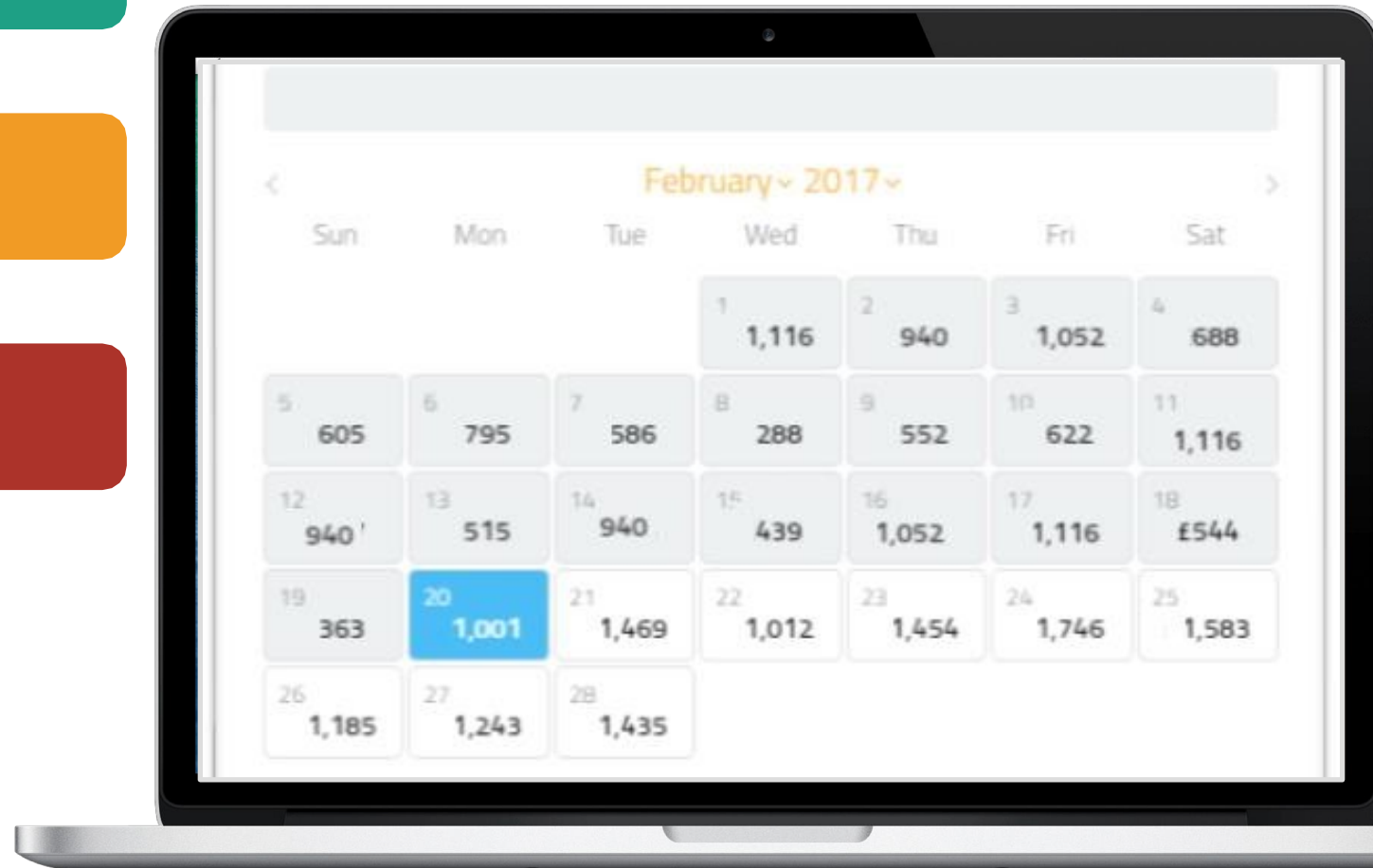
**Monthly Budget Planning**



**Real Time Budget Optimization**



**Cross Account Budget Utilization Dashboards**



# Automated Bid Optimization



Advanced Real Time AI Algorithms



24/7 Automated Bid Optimization



Easy Control with Powerful Policies & Tools

Hour	Sunday			Monday			Tuesday			Wednesday			Thursday			Friday			Saturday		
	Conv.	Cost/Conv.	Cost	Conv.	Cost/Conv.	Cost	Conv.	Cost/Conv.	Cost	Conv.	Cost/Conv.	Cost	Conv.	Cost/Conv.	Cost	Conv.	Cost/Conv.	Cost	Conv.	Cost/Conv.	Cost
0	279	15.53	15,493	267	16.26	15,020	269	16.13	16,445	296	15.32	14,931	301	14.11	14,481	299	14.79	11,083	126	15.47	15,863.3
1	177	11.48	10,882	149	10.72	7,557.5	121	10.61	10,059.4	141	15.63	7,843.1	138	15.08	7,010.1	105	15.79	15,994.2	62	17.16	14,163.8
2	266	14.34	12,857	258	18.53	12,779	258	13.85	13,893	251	15.14	12,962	296	12.21	12,493	247	13.91	16,621.9	121	12.14	15,099.2
3	169	15.03	10,299.7	141	15.27	10,383.2	116	18.25	10,757.2	134	14.91	10,578.7	136	12.77	10,816.9	101	14.32	14,363.1	56	15.25	12,814.2
4	94	15.23	15,474	78	15.29	14,078.8	81	16.81	14,925.7	97	16.57	14,517.5	92	15.29	14,166.3	87	13.86	12,945.6	36	16.49	12,321.6
5	67	15.66	13,729.5	62	17.98	12,974.7	67	14.43	13,344.7	62	13.1	13,291.9	64	13.34	12,773.7	81	13.96	12,313.2	24	15.93	11,212.6
6	79	11.15	12,460.5	65	13.07	12,539.5	74	17.94	12,807.4	67	13.64	12,454.9	80	13.61	12,529.1	79	12.57	12,099.2	26	13.66	11,005.1
7	98	13.41	14,254.3	89	14.91	13,641.1	71	14.49	13,868.7	75	14.32	13,264.1	110	13.78	14,157.8	96	12.02	12,594	22	14.09	11,057.9
8	186	14.59	15,538.1	201	14.02	15,652.7	203	15.07	15,165	198	14.89	15,621.2	223	15.03	15,041	175	13.06	14,910.4	47	15.95	12,422.6
9	519	19.26	12,564	490	15.17	12,507.3	448	15.124	12,295.6	485	15.66	12,145	412	14.89	12,014.6	332	13.6	11,820	115	13.64	11,444.1
10	2,788	15.66	19,413	2,221	15.8	19,514	2,289	14.44	17,826	2,133	13.56	17,198	2,004	13.38	16,895	1,332	12.5	13,304	179	11.53	17,433.2
11	4,157	12.5	14,757.8	3,498	12.97	12,500.9	3,360	12.6	11,961.6	3,142	12.5	11,154.8	2,991	12.83	10,715.6	2,088	14.94	12,072	271	13.84	10,797
12	4,462	17.38	16,678	3,796	13.54	14,628.6	3,757	15.48	13,298	3,397	17.4	12,703.5	3,330	13.63	12,089.5	2,125	12.6	11,521	311	14.4	13,807
13	4,238	18.67	16,387	3,800	19.29	14,829.7	3,583	17.56	13,582	3,476	17.08	12,895.6	3,396	14.59	11,745.3	1,972	12.38	12,021	363	14.68	16,989
14	3,987	19.03	15,594	3,574	19.26	13,675.7	3,323	17.56	12,479.6	3,093	16.56	11,103.3	3,106	17.24	11,568.5	1,453	12.75	12,023	372	14.18	15,549
15	3,671	14.073	14,935	3,240	19.88	12,222.2	3,073	19.31	12,079.7	2,909	16.69	10,672.9	2,936	19.03	11,460.3	946	12.12	10,388	348	14.02	16,014
16	3,434	14.039	13,869.5	2,956	14.24	12,151.6	2,961	13.32	11,347.4	2,746	13.65	10,039.9	2,763	17.16	10,263	952	13.99	12,072	297	14.65	13,854
17	3,362	13.26	12,805.7	2,819	11.66	11,744.5	2,785	13.32	10,671.3	2,650	13.11	10,570.4	2,664	13.93	10,389	396	14.51	10,296	316	14.07	12,860
18	2,835	13.26	11,167.8	2,529	13.23	10,213	2,525	17.86	10,595	2,237	13.83	10,066	2,281	13.68	10,514	413	13.25	16,209	338	14.17	14,929
19	2,392	13.14	13,626	2,113	11.03	10,702	2,036	13.92	11,283	1,827	13.86	12,815	1,931	17.92	17,214	373	15.24	16,876	399	13.57	15,677
20	1,632	11.63	12,282	1,604	11.16	10,604.7	1,538	17.86	12,225	1,452	13.45	12,298	1,442	13.93	12,131	367	13.65	14,184	479	14.13	19,221
21	1,205	14.57	13,711	1,133	17.97	15,344	1,032	16.79	14,286	948	14.48	12,167	988	12.76	12,247	290	14.24	11,668	551	13.85	18,690
22	979	15.02	14,940	947	13.14	10,323	954	14.72	14,436	922	15.57	12,012	812	14.83	13,567	286	13.42	11,275	642	13.42	12,099
23	840	12.92	16,080	843	17.28	19,854	767	14.45	14,090	718	11.68	12,423	689	13.72	10,119	310	13.66	11,365	680	12.44	12,056
24	636	17.9	20,461	749	14.98	13,692	692	13.26	12,691	701	12.29	10,645	594	13.93	12,091	252	14.49	10,203	657	12.09	12,082
25	498	11.69	10,780	489	18.52	13,723	480	12.54	10,419	535	13.88	10,374	373	13.66	10,524	202	13.87	10,841.6	436	14.78	15,162
Total	42,494	13.67	11,689,750	37,695	14.52	11,527,276	36,473	13.82	11,445,985	34,315	13.94	11,301,816	33,713	13.83	11,282,252	14,555	13.45	11,432,253	7,046	13.25	17,765,564

# Automated Quality Score Improvements



**Automated analysis of Search Query Reports**

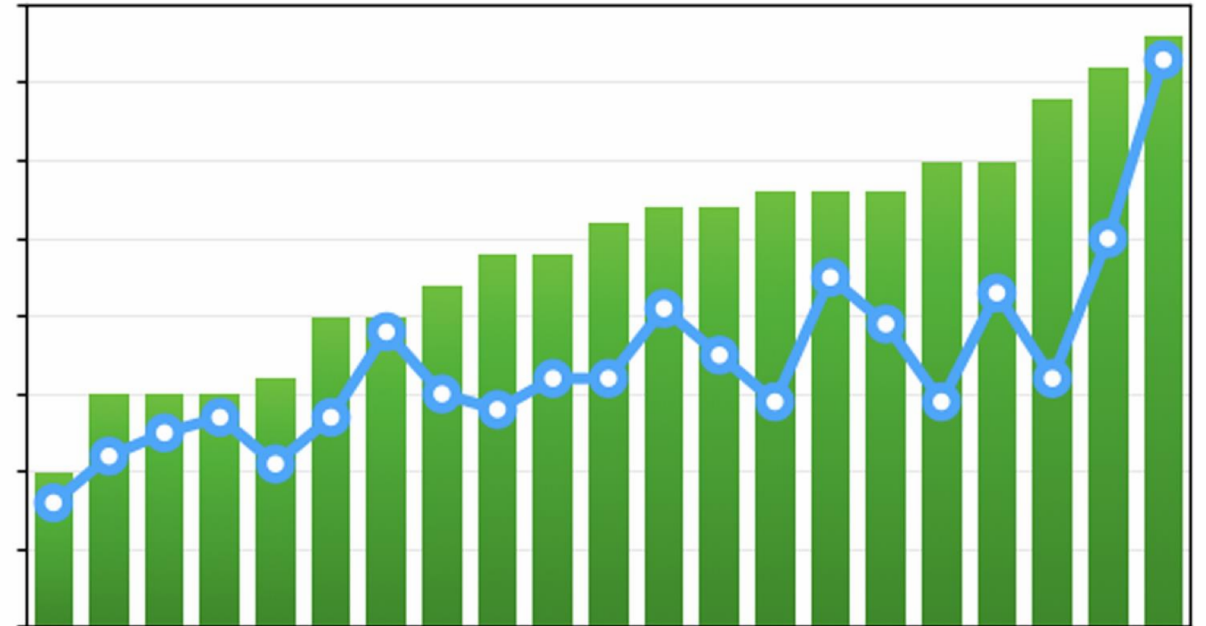


**Creation on New Keywords and Negatives**



**Ongoing Account Structure Optimization**

**Quality Score Improvements**



# Automated Click Fraud Prevention



**Live Monitoring of all IP Traffic**



**Real Time Analysis of Suspicious IP Addresses**



**Automated Blocking of Fraudulent IPs and Bots**

## Automatic IP Blocking - Anti Click Fraud Settings

1. Block IPs after  clicks within

### Blocked IPs due to click fraud suspicion

Date	Customer	IP	Device	Operating System	Clicks	Remove IP
Mar. 19, 2018 21:05	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 10 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 19, 2018 11:55	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 11 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 17, 2018 09:08	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 10 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 16, 2018 09:43	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 11 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 14, 2018 22:46	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 11 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 13, 2018 23:26	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 10 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 13, 2018 21:39	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 11 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 13, 2018 20:05	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	Android 7.x	<a href="#">4</a>	<button>Remove IP</button>
Mar. 13, 2018 17:48	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Mobile	iOS 11 (iPhone)	<a href="#">4</a>	<button>Remove IP</button>
Mar. 08, 2018 12:48	<a href="#">[redacted]</a>	<a href="#">[redacted]</a>	Computer	Windows 10	<a href="#">4</a>	<button>Remove IP</button>

# Powerful Dashboards



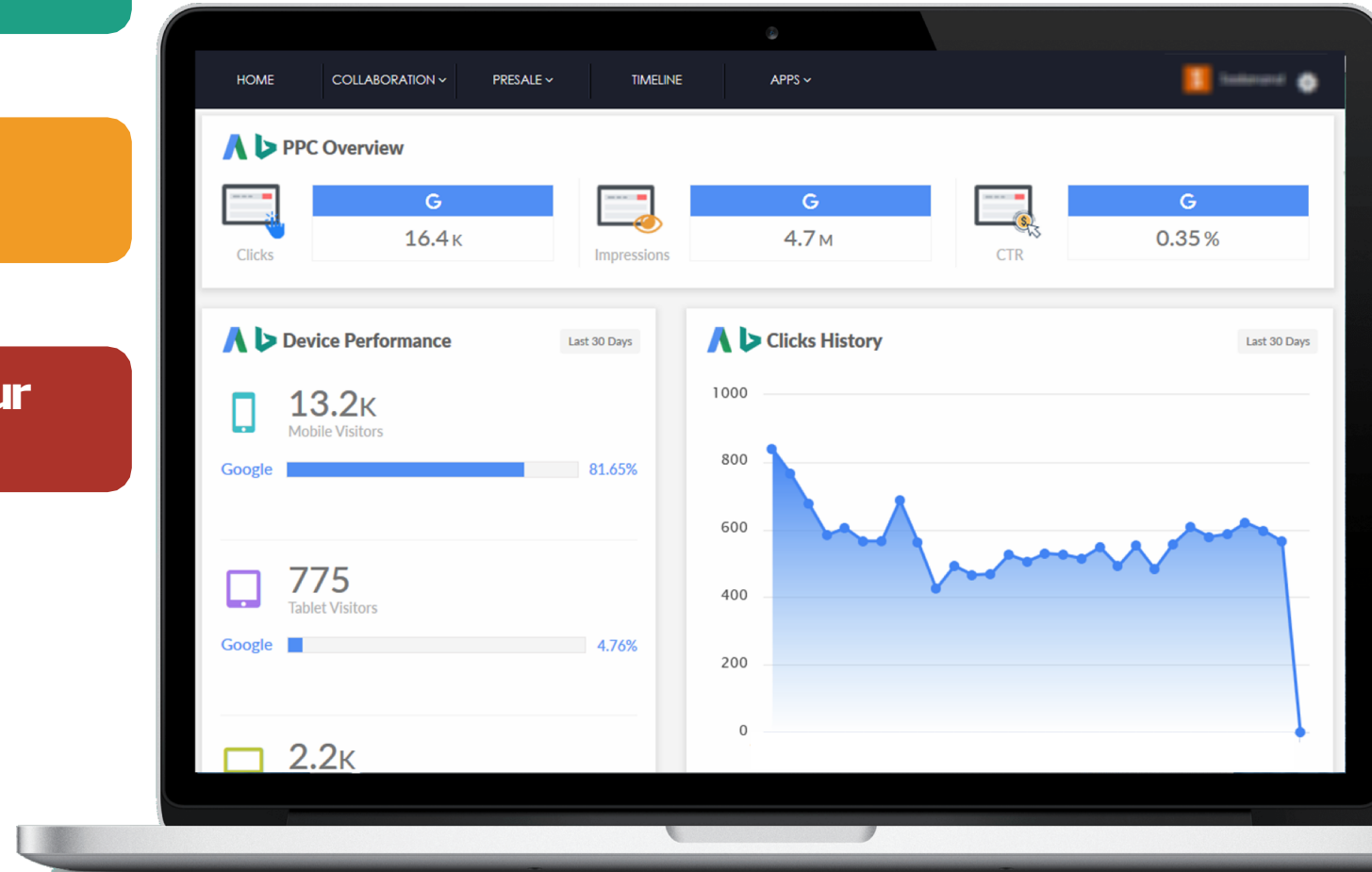
**Visualize Your Key Performance Indicators**



**Analyze Progress and Trends**



**Discover the Hidden Potential in your Account**



# Thank You