



# Google AdWords Select™

Help customers reach those searching for their product or service with ads targeted to keywords they choose.



## AdWords Select - It's All About Results™



**Your customers can start attracting new business in less than 5 minutes.**

More than **150 million times a day**, people use Google to find what they're looking for. Give your customers a competitive advantage by helping those searchers find them.

**Google AdWords Select** program offers advantages not found in any other online ad program. The most important is the return your customers will get on their investment. Because at the end of the day, **it's all about results.**

Google AdWords Select ads appear on Google and partner sites including:



### AdWords Select advantages

#### Pay only for results.

With cost-per-click (CPC) pricing, users pay only when customers clicks on their ads, regardless of how many times they're shown.

#### Automatically get the lowest price.

Pay the low minimum price for any keyword. Or pay more to get more exposure. Either way, Google's Discounter ensures users pay the lowest amount possible to keep their position.

#### Less time managing your campaign.

Campaigns can be set up and forgotten. Our Discounter monitors the competition and adjusts ad costs accordingly. Users don't need to check in every day to be sure they're getting the lowest price.

#### Unlimited free changes.

Users can change ads as often as they like. It's easy to target multiple ads to one set of keywords or to create several campaigns. There's no cost, no matter how many ads they create or modifications they make.

#### Users can't be locked out.

The overall clickthrough rate and CPC together determine where ads are shown, so better ads rise to the top. That means no one can lock a user out of the top position.

#### Ads go up immediately.

There's no three day posting delay. Once an account is created, ads appear on Google within minutes, connecting new customers with sites immediately.