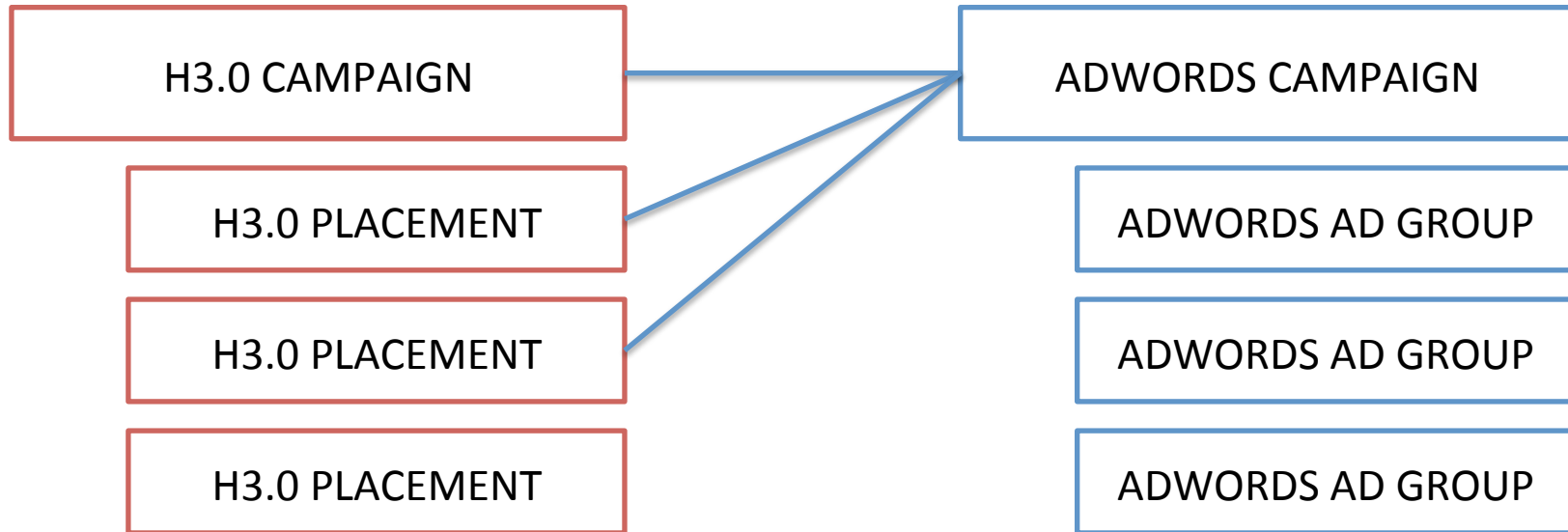




H3.0

campaign stewardship system

Google AdWords connection



In H3.0 – one campaign can be connected to multiple AdWords Campaigns on H3.0 Placement basis.

When a H3.0 Placement is connected to AdWords campaign it means, H3.0 is able to download the AdWords campaign report data to H3.0 Postbuy sheet.

Additionally, H3.0 is able to create special AdWords report based on more detailed data AdWords provides, like Ad Groups and Keywords detailed statistics.



H3.0 connects every night to the data providers (like AdWords) and downloads daily data results for generating dashboards and daily reports.

When H3.0 user creates Postbuy, fresh data are downloaded from AdWords.

ACTION

CONNECT H3.0 CAMPAIGN TO
ADWORDS CAMPAIGN

WHAT HAPPENS IN DETAIL

H3.0 connects to AdWords account and shows all AdWords campaigns of particular Customer. H3.0 recognizes the right campaign thanks to “H3.0 trafficking ID” that is in Campaign Name, or H3.0 user can choose the particular AdWords campaigns he/she wants to connect to H3.0 Campaigns. After confirmation, the AdWords Campaign ID is saved to H3.0 campaign.

GET ADWORDS DATA
FOR H3.0 POSTBUY

H3.0 uses the previously stored AdWords Campaign IDs and generates and downloads the Criteria Performance Report (with AWQL language) . The data (Impressions, Clicks, Conversions, AVG CPC, AVG CPM, AVG CPA, Cost, ...) is then saved to particular placement within H3.0 where it can be used for Postbuy Export.

- If you have any questions, please feel free to contact us at jan.suda@h2o.cz