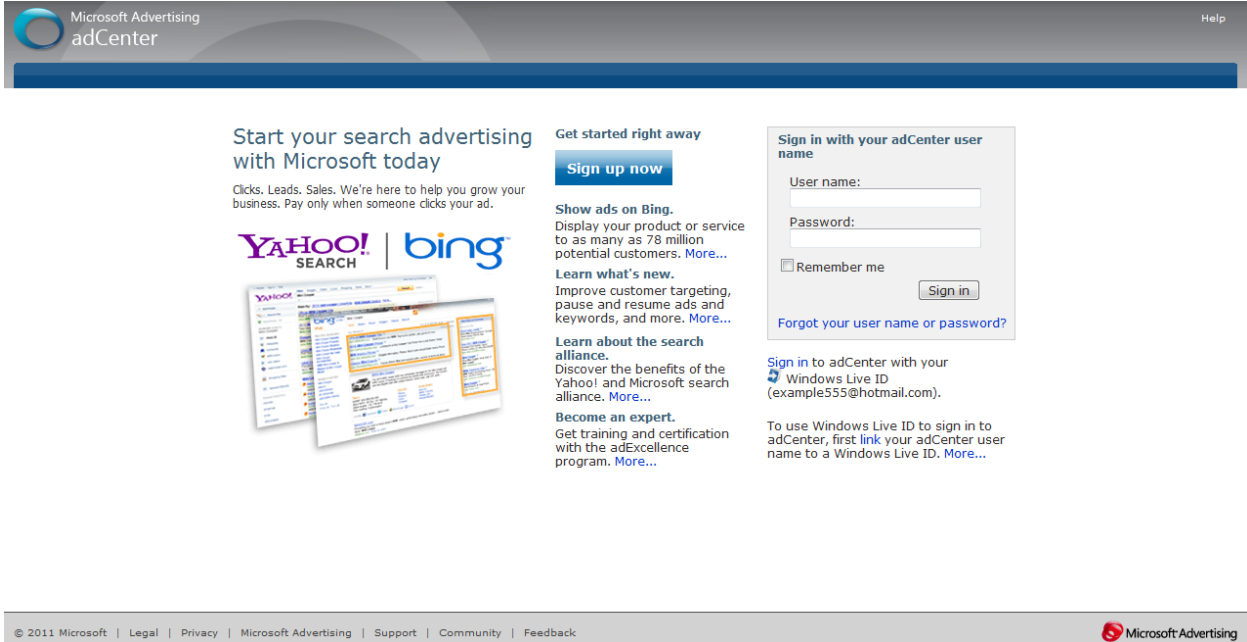


Adcenter International Setup



The screenshot shows the Microsoft Advertising adCenter sign-up page. At the top left is the Microsoft Advertising adCenter logo, and at the top right is a 'Help' link. The main content area is divided into three columns. The left column is titled 'Start your search advertising with Microsoft today' and includes the text 'Clicks. Leads. Sales. We're here to help you grow your business. Pay only when someone clicks your ad.' Below this are logos for Yahoo! Search and Bing, and images of search engine results pages. The middle column is titled 'Get started right away' and features a blue 'Sign up now' button. Below the button are four sections: 'Show ads on Bing.', 'Learn what's new.', 'Learn about the search alliance.', and 'Become an expert.', each with a brief description and a 'More...' link. The right column is a sign-in form titled 'Sign in with your adCenter user name'. It contains fields for 'User name:' and 'Password:', a 'Remember me' checkbox, and a 'Sign in' button. Below the form is a link for 'Forgot your user name or password?'. At the bottom of the sign-in section, there is a link to sign in with Windows Live ID, with an example email address. At the very bottom of the page is a footer with copyright information and links for 'Legal', 'Privacy', 'Support', 'Community', and 'Feedback', along with the Microsoft Advertising logo.

- Click the “**Sign up Now**” button to begin.

Account Information

Account information

Country or region: *	English - United States	<input data-bbox="885 514 901 535" type="button" value="?"/>
First name: *	Sample	
Last name: *	Name	
User name: *	Mynameis	
Password: *	••••••	6-16 characters, with no spaces
Confirm password: *	••••••	6-16 characters, with no spaces
Secret question: *	Favorite movie	<input data-bbox="885 703 901 724" type="button" value="?"/>
Answer: *	secret answer	
Email address: *	test@test.com	<input data-bbox="885 766 901 787" type="button" value="?"/>
Confirm email address: *	test@test.com	

Need help?

 [Live Chat](#)

Click to chat with a Support Representative.

You can also phone us at:

(800) 519-7601

(TTY 800-877-9580)

Hours of operation:

(Eastern Time)

Monday-Friday:

8:00 A.M. to 9:00 P.M.

Saturday:

8:00 A.M. to 9:00 P.M.

Company information

Company name: *	sample
Industry: *	Retail (E-Commerce and Offline)
Address line 1: *	123 Whatever lane
Address line 2:	
City: *	Beverly Hills
Country or region: *	United States
State or province: *	California
ZIP Code or postal code: *	90210
Business phone: *	123456789

- Enter your account and company information.
- Select **YOUR location** here, **not the location** you want to market to.

Payment Information

Sign up for Microsoft adCenter account

It's quick and easy to sign up, and it's absolutely free. Your account is charged when someone clicks your ad. After you finish signing up you can create your first campaign.

1. [General information](#) 2. **Payment information**

Payment information

Choose your payment method: Credit or debit card

Name on card: *

Sample Name

Card type: *

Select credit or debit card

Card number: *

Expiration date: *

April 2011

Security code: *

[What is this?](#)

Billing address is the same as company address



Promotion code (optional):

[?](#)

Currency: *

Select credit or debit card

Advertising costs will be billed in this currency. You will not be billed for signing up with Microsoft adCenter.

Need help?

[Live Chat](#)

Click to chat with a Support Representative.

You can also phone us at:

(800) 519-7601

(TTY 800-877-9580)

Hours of operation:

(Eastern Time)

Monday-Friday:

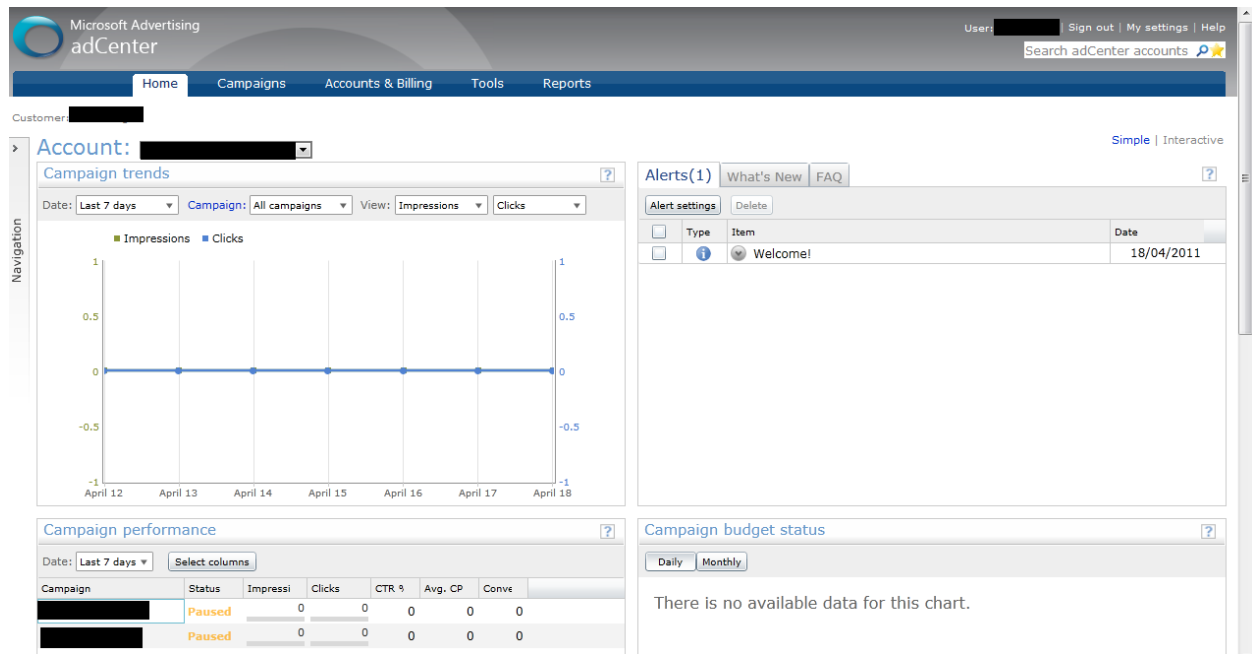
8:00 A.M. to 9:00 P.M.

Saturday:

8:00 A.M. to 9:00 P.M.

- Enter the credit card you wish to pay with.

adCenter Dashboard



- Click the **Campaigns** tab.

The Campaigns

Microsoft Advertising
adCenter

User: [redacted] | Sign out | My settings | Help
Search adCenter accounts

Home Campaigns Accounts & Billing Tools Reports

Customer: [redacted] > Account: [redacted]

Account selected: [redacted] Hide inactive accounts

Settings

Account name: [redacted]
Account status: Active
Business Location: [Manage Locations](#)

Campaigns in selected account

Performance data for: This month Start 01/04/2011 End 19/04/2011 OK

Campaign	Ad groups	Monthly budget	Status	Spend	Clicks	Impressions	CTR (%)	Avg. position	Conversions	Avg. CPC	Negative keywords
[redacted]	1	10.00	Paused	0.00	0	0	0.00	0.00	Off (Enable)	0.00	None
[redacted]	1	10.00	Paused	0.00	0	0	0.00	0.00	Off (Enable)	0.00	None
Total - all 2 campaigns		-	-	0.00	0	0	0.00	0.00	0	0.00	-

Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.

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Microsoft Advertising

- Here you can review all your active or paused campaigns, and their overall info.
- Click **“Create Campaign”** to continue.

Create Campaign

Microsoft Advertising
adCenter

Home Campaigns Accounts & Billing Tools Reports

Customer: [redacted] Account: [redacted] Campaign: New

Create a campaign for: [redacted]

Campaigns are sets of one or more ad groups that share one budget. Ad groups are sets of ads and either keywords or network or website placements.

1. Settings 2. Ads 3. Keywords 4. Pricing 5. Review date

< Back Next > Save & Close

Campaign settings

Name: Campaign #3 (100 characters maximum)

Time zone: Select a time zone

Additional settings

- Track conversions
- Open Campaign Analytics Tool

Campaign budget settings

Current spend (USD):

Campaign budget (USD): [input] per month

Monthly budget options:

- Divide budget across the month
- Spend budget until depleted

Campaign targeting

Choose how you target your customers by location and time.

Target customers by location: [input] | Edit

Display my ads in all locations

Target customer by device: [input] | Edit

[All devices (Desktops/laptops and smartphones)]

Additional settings

- Target by day of week: [input] | Edit
- Target by time of day: [input] | Edit
- Target by gender and age: [input] | Edit
- [Both genders and all ages]

Campaign exclusions

Negative keywords

0 negative keywords excluded | Edit

Additional settings

- Website exclusions: 0 websites excluded | Edit
- View publisher report

Ad group settings

Ad group name: Ad group #1 (128 characters maximum)

Distribute your ads by language and market: [input] | Edit

[English and Spanish - United States]

Select your bid type:

- Keywords
- Networks and websites

Ad distribution: Search and content networks | Edit

Additional settings

- Ad group start date: 19/04/2011
- Ad group end date: No end date
- End by: 19/04/2011

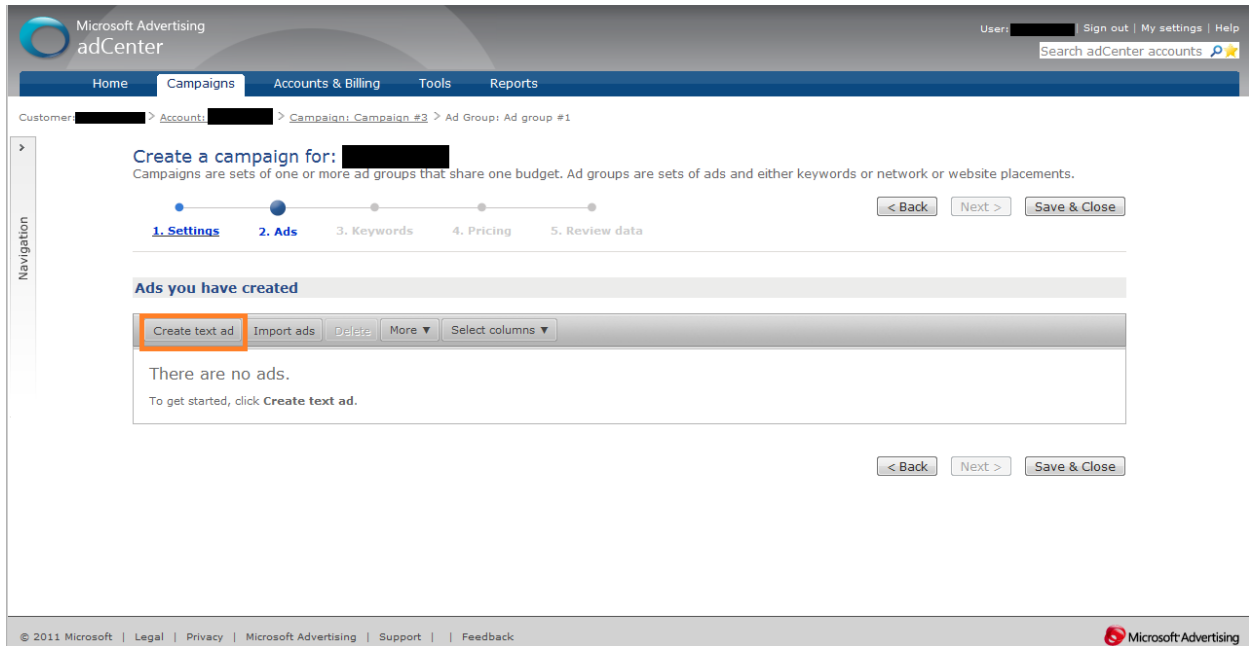
< Back Next > Save & Close

In the first part of the campaign creation, we have a number of options.

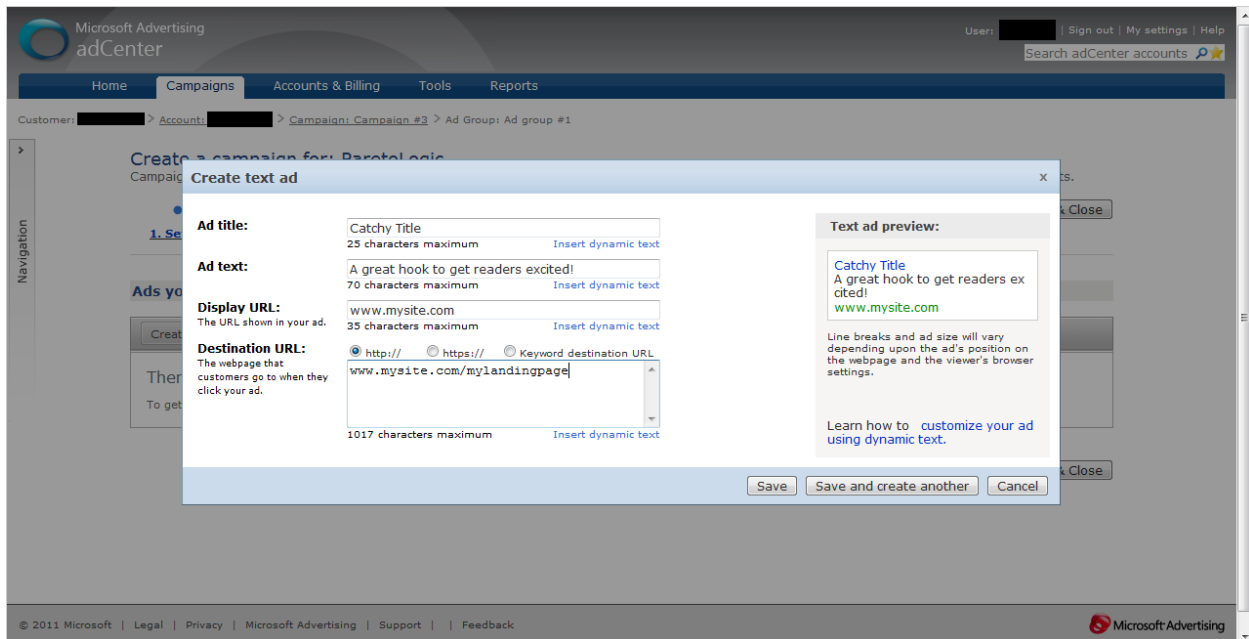
- First name your campaign.

Give it a direct, explanatory name, to prevent confusion. Then enter the time zone for that campaign.

- Then, enter your monthly campaign budget, and how you wish it to be distributed. Click the **question marks** next to each option for more information.
- Next, select your **targeting options**. Use “**Target Customers by Location**” to restrict your ads to a specific country, region, or city. Then, restrict the devices you want your ads to appear on. For ParetoLogic products, you should limit these to desktop and laptop systems only.
- Then, you can enter Campaign –wide negative keywords. These will vary depending on your keywords and your market. For example, if I sell shower curtains, and was bidding on shower keywords, I would add negative keywords of “bridal” and “baby,” to avoid searches for bridal showers. Negative keywords are important to prevent unwanted clicks from irrelevant searches.
- Then, name your first ad group. You’ll be able to change the name, and add more ad groups later. As with the campaign name, make it as descriptive as possible.
- Finally, **select your ad group distribution**. This cannot be changed once saved, so if a mistake is made, you’d need to delete the ad group and create a new one.
- Ad distribution is where your ads will appear, and the language they are written in. For example, English and Spanish US ads are directed to the US in either English or Spanish. French France ads are distributed in French to France, via fr.msn.com.
- The difference between the targeting and ad distribution sections is that targeting limits your ads to one specific area, whereas ad distribution defines the overall region distribution. Targeting refers to a user’s geographic location, but ad distribution has to do with language and which localized search engine someone is using.
- Click “**Next**” to proceed.



- From here, you can view and add ad groups. Click **“Create Text Ad”** to continue.



- A text ad box will appear. Enter the information for your text ad, and click Save. If you wish to create multiple ads (recommended), click **“Save and Create Another”**.
- Once you are finished, you can define your keywords.

Customer: [redacted] > Account: [redacted] > Campaign: Campaign #3 > Ad Group: Ad group #1

Create a campaign for: [redacted]
 Campaigns are sets of one or more ad groups that share one budget. Ad groups are sets of ads and either keywords or network or website placements.

Navigation: 1. Settings 2. Ads 3. Keywords 4. Pricing 5. Review data

< Back Next > Save & Close

Choose keywords

Enter one keyword per line. Keywords must be relevant to your ad and meet our Editorial Guidelines. [?]

Keyword research tools

- Find keywords containing a word or phrase
- Search a website for keywords
- Search the destination URLs of your ads

sample keyword

The keywords generated by the research tool are not guaranteed to meet our Editorial Guidelines. You are responsible for the keywords you select.

Generated Keywords

Keyword	Searches (last month)
sample keyword	45

Tip: Learn how to quickly post keywords using this format:
 keyword**bid**negativekeywords**param1**param2**param3

Keyword list

Keyword (100 characters max.)	Negative keywords (1024 characters max.)	Search match types			Displays on content network	Destination URL (param1) (1022 characters max.)	Placeholder (param2) (70 characters max.)	Placeholder (param3) (70 characters max.)	Status
		Exact	Phrase	Broad					
<input type="checkbox"/> example		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes				
<input type="checkbox"/> sample		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes				
<input type="checkbox"/> test		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes				
<input type="checkbox"/> your keyword here		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Yes				

< Back Next > Save & Close

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- Enter your keywords in the box on the left, or research them on the box on the right. See the bottom box for keyword summaries. You can select exact, phrase, and broad searches.
- You can also add negative keywords for each specific keyword, or add options for dynamic insertion. We'll use static keywords for now, and click **"Next"**.

Customer: [redacted] / Account: [redacted] / Campaign: Campaign #3 / Ad Group: Ad group #1

Navigation

Create a campaign for: [redacted]

Campaigns are sets of one or more ad groups that share one budget. Ad groups are sets of ads and either keywords or network or website placements.

1. Settings 2. Ads 3. Keywords 4. Pricing 5. Review data

< Back Next > Save & Close

Set your campaign budget ?

You can set either a daily or monthly budget. With a daily budget, you will also set a maximum monthly budget.

Estimated spend (USD): 9.45
This monthly estimate is based on your bids. Actual costs depend on ad performance.

Campaign budget (USD): per month ?

Monthly budget options:

- Divide budget across the month ?
- Spend budget until depleted ?
- Set daily budget cap per day

Bid on keywords ?

Click **Advanced bidding** and change bids for individual keywords, or enter a default bid for all keywords.

Default bid (max. CPC) ?

Search network (USD):

Content network (USD):

[Estimate default bids needed to reach position 1](#)

Bid Settings
Save or undo your changes as you experiment with default and keyword bids.

Estimated monthly spend and performance

Spend	Impressions	Clicks	Avg. CTR%	Avg. pos.	Avg. CPC
9.45	82,994	189	0.23	11.21	0.05

Advanced bidding

< Back Next > Save & Close

- From here you can check your monthly budget, and set a daily budget cap. This is highly recommended for new campaigns: keep your spending in check until you know what works best.
- Then, you can check and revise your default keyword bids, and even define specific bids for individual keywords (under Advanced bidding). AdCenter also offers a quick way to estimate your position with current bidding levels. Click **“Next”** to continue.

Campaign Budget

2

Campaign budget [Edit](#)

Current spend (USD): 0.00
Campaign monthly budget (USD): 10.00
How budget will be spent: Divide budget across the month

Targeting [Edit](#)

Location and time [?](#)

Selected locations
Target all locations

Selected days of the week
All days

Selected hours of the day
All hours

Demographics [?](#)

Gender
Both genders

Age groups
all ages

Device

Device
All devices (Desktops/laptops and smartphones)

Ads [Edit](#)

The ads for this ad group will become active on the start date, subject to editorial approval.

Catchy Title
A great hook to get readers excited!
[www.mysite.com](#)

Keywords [Edit](#)

The keywords for this ad group will become active on the start date, subject to editorial approval.

test
example
sample
your keyword here

[< Back](#) [Finish](#) [Save & Close](#)

- Double-check all your data.
- Make sure the budget, targeting, ads, and keywords are all correct, and click **“Finish”**.

Some Google tools:

- <http://translate.google.com>
- https://adwords.google.com/o/Targeting/Explorer?_c=1000000000&_u=1000000000&_o=cues&ideaRequestType=KEYWORD_IDEAS#search.none

Use Google keyword search to find related keywords. Be sure to select the proper country, and language, for more accurate results. There are also keyword search tools built into the adCenter platform, which you may prefer.

Word or phrase (one per line) Website

Only show ideas closely related to my search terms [?](#)
 [Advanced Options and Filters](#)

Locations and languages [?](#)

Mauritius	Slovak
Mayotte	Slovenian
Mexico	Spanish
Micronesia	Swedish
Moldova	Thai
Monaco	Turkish

Include specific content [?](#) Include adult ideas

Show Ideas and Statistics for [?](#) Desktop and laptop devices

Filter keywords [?](#) Local Monthly Searches >= [Remove](#)
[+ Add another](#)

Ad Preview

- https://adwords.google.com/d/AdPreview/?_c=1000000000&_u=1000000000&_o=cues

Ad Preview and Diagnosis

With the Ad Preview and Diagnosis tool, you can search for your ad just like you would on a regular Google search results page, without accruing any impressions. Use the drop-down menus below to configure additional options for your search. [Learn more](#)

equipo lento [Sign in to view diagnosis information](#)

Additional options

Domain

Language

Location Place name Coordinates

>

Device [Edit](#)

- Check out some competition, or ads in your target language with the Google keyword preview tool.
- This allows you to check out results in different languages/countries, without having to use a proxy.
- Be sure to specify the language, country, and TLD.