

Shutterfly.com





AdWords Advisor Report (beta)

Jul 10, 2012

Shutterfly.com: AdWords Advisor Report (beta)

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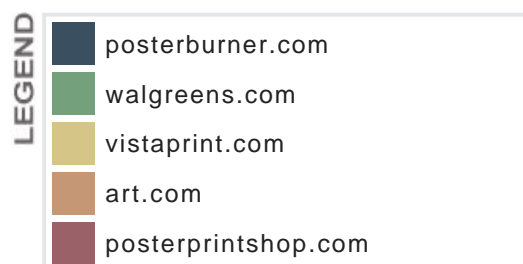
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Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **94k** in all, looking for patterns. By digging through your competitors' historical bidding record, we can see which keywords are their most successful.



These charts show the combined coverage of your competitors on the keyword over the last 14 months. Each color represents a single competitor, each column is a month. Graphs going up and to the right mean your competitors are betting more on a keyword over time.



80.4 Potential Clicks/Mo

Great Buy⁽⁹⁵⁾

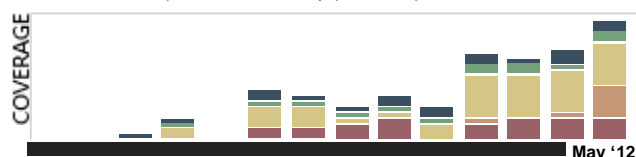
The order is mostly based on the strength of the buy rating, but also slightly prioritized by the size of the opportunity in potential clicks. The number in parentheses is a 0-100 scale to help differentiate the strength of a recommendation within a buy rating. Ex: "Great Buy (95)" is better than "Great Buy (93)".

Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place to get started.

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **6k** new clicks per month for your campaign.

print posters (Phrase Match)

\$1.38 Cost/Click | **\$16.18** Cost/Day | **6.6k** Impressions/Mo



Exact Match Keywords You're not Showing Up On

screen print posters, cheap print posters, out of print posters, cost to print posters, color print posters (+2 More)

351 Potential Clicks/Mo

Great Buy⁽⁹⁰⁾

Top Performing Ads:

[Create a Custom Poster](#)

posterburner.com

Make a Poster from Any Picture
Excellent prices, 24 hour shipping

6/6 Impressions

9.3 Avg. Position

[Printed Posters](#)

vistaprint.com

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

2/6 Impressions

1.5 Avg. Position

[Photo Posters](#)

walgreens.com

Create Personalized Posters Online &
Pick-Up Same Day. Order Now!

2/4 Impressions

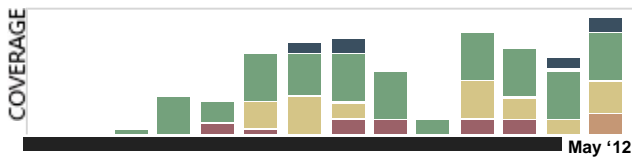
6 Avg. Position



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prints and posters (Phrase Match)

\$0.50 Cost/Click | \$2.07 Cost/Day | 1.9k Impressions/Mo



Exact Match Keywords You're not Showing Up On
fine art prints and posters, prints and posters

125 Potential Clicks/Mo

Great Buy⁽⁸⁴⁾

Top Performing Ads:

[Art Prints at Art.com](#)

[art.com](#)

Shop Beautiful Art Prints Today.
Receive A 20% Discount All Orders!
Fine Art Reproductions - Premium
Posters - Framed Artwork - Canvas Art
Prints

2/2 Impressions

1.5 Avg. Position

[Photo Posters](#)

[walgreens.com](#)

Create Personalized Posters Online &
Pick-Up Same Day. Order Now!

2/2 Impressions

11.5 Avg. Position

[Print A Poster](#)

[vistaprint.com](#)

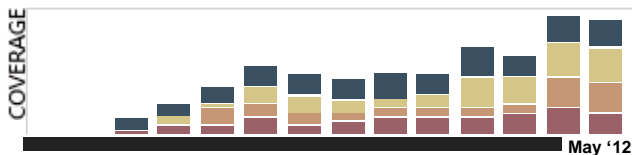
Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

1/2 Impressions

3 Avg. Position

photo poster (Phrase Match)

\$1.52 Cost/Click | \$10.66 Cost/Day | 3.6k Impressions/Mo



Exact Match Keywords You're not Showing Up On

photo poster software, online photo poster, photo poster size, personal photo poster, custom photo poster (+3 More)

211 Potential Clicks/Mo

Great Buy⁽⁸¹⁾

Top Performing Ads:

[Poster Photo](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

4/5 Impressions

3.5 Avg. Position

[Photo Posters](#)

[walgreens.com](#)

Create Personalized Posters Online &
Pick-Up Same Day. Order Now! 40%
Off Same Day Pick Up Posters -
Banners & Posters - Same Day Pick
Up

3/6 Impressions

2 Avg. Position

[Make Your Poster](#)

[posterburner.com](#)

Turn any photo into a poster Easy,
Fast, and Trusted

3/7 Impressions

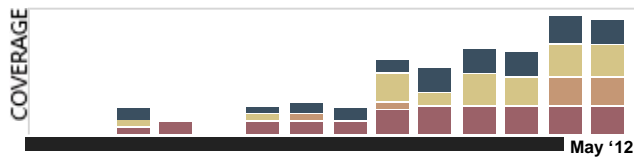
7.3 Avg. Position



Shutterfly.com: AdWords Advisor Report (beta)

custom posters (Phrase Match)

\$2.03 Cost/Click | \$16.59 Cost/Day | 5.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On
custom posters from photos, custom posters

245 Potential Clicks/Mo

Great Buy⁽⁸⁰⁾

Top Performing Ads:

[Custom Poster Printing](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

2/2 Impressions

1.5 Avg. Position

[Create a Custom Poster](#)

[posterburner.com](#)

Make a Poster from Any Picture
Excellent prices, 24 hour shipping

2/2 Impressions

4 Avg. Position

[Photo Posters](#)

[walgreens.com](#)

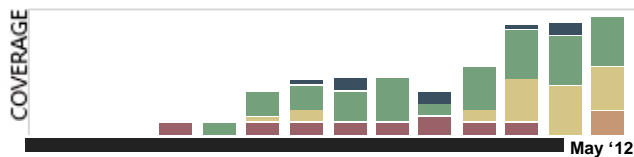
Create Personalized Posters Online &
Pick-Up Same Day. Order Now!

1/1 Impressions

4 Avg. Position

posters prints (Phrase Match)

\$0.57 Cost/Click | \$1.61 Cost/Day | 6.6k Impressions/Mo



Exact Match Keywords You're not Showing Up On
buddha posters prints, vintage posters prints, posters prints

84.3 Potential Clicks/Mo

Great Buy⁽⁸⁰⁾

Top Performing Ads:

[Poster Printing](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

2/2 Impressions

3 Avg. Position

[Buddha Posters](#)

[art.com](#)

Shop Beautiful Prints of Buddha The
World's Premier Art Retailer!

1/3 Impressions

2 Avg. Position

[Photo Posters](#)

[walgreens.com](#)

Create Personalized Posters Online &
Pick-Up Same Day. Order Now! 40%
Off Same Day Pick Up Posters -
Banners & Posters - 33% Off Photo
Gifts

1/2 Impressions

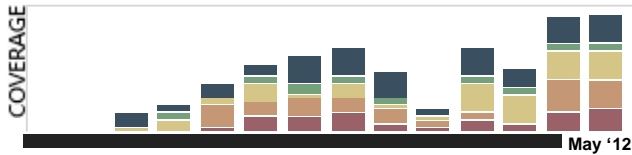
3 Avg. Position



Shutterfly.com: AdWords Advisor Report (beta)

poster photo (Phrase Match)

\$0.87 Cost/Click | \$1.54 Cost/Day | 1.0k Impressions/Mo



Exact Match Keywords You're not Showing Up On

poster photo enlargement, art poster photo, poster photo, poster from photo

53.1 Potential Clicks/Mo

Great Buy⁽⁸⁰⁾

Top Performing Ads:

[Photo Posters](#)

walgreens.com

Create Personalized Posters Online & Pick-Up Same Day. Order Now! 40% Off Same Day Pick Up Posters - Banners & Posters - 33% Off Photo Gifts

3/4 Impressions

2 Avg. Position

[Poster Photo](#)

vistaprint.com

Print Full-Color Posters - 50% Off. Starting at \$3.49. Upload Photos.

3/4 Impressions

3.3 Avg. Position

[Turn Photo Into A Poster](#)

posterprintshop.com

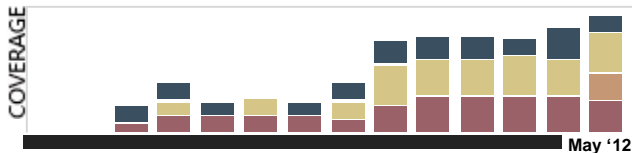
Any size custom poster overnight on paper, canvas, vinyl & more Lowest Prices Guaranteed - Highest Quality Prints - Upload Your File or Photo

2/3 Impressions

2.5 Avg. Position

custom poster (Phrase Match)

\$2.35 Cost/Click | \$17.10 Cost/Day | 4.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On

make your own custom poster, custom poster

218 Potential Clicks/Mo

Great Buy⁽⁷⁶⁾

Top Performing Ads:

[Photo Posters](#)

walgreens.com

Create Personalized Posters Online & Pick-Up Same Day. Order Now!

2/2 Impressions

6 Avg. Position

[Any Size {KeyWord}](#)

posterprintshop.com

Highest quality & best prices. Order online and have it tomorrow! Lowest Prices Guaranteed - Highest Quality Prints - Upload Your File or Photo

1/1 Impressions

1 Avg. Position

[Custom Poster Printing](#)

vistaprint.com

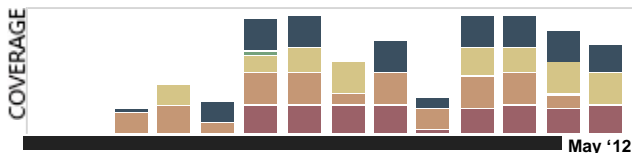
Print Full-Color Posters - 50% Off. Starting at \$3.49. Upload Photos.

1/2 Impressions

2 Avg. Position

picture poster (Exact Match)

\$1.24 Cost/Click | \$0.59 Cost/Day | 170 Impressions/Mo



14.4 Potential Clicks/Mo

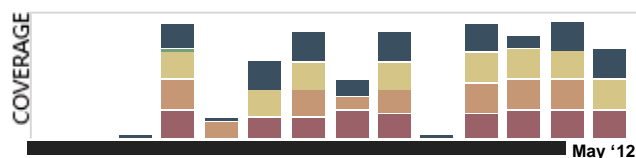
Great Buy⁽⁸¹⁾



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poster pictures (Exact Match)

\$0.80 Cost/Click | \$0.38 Cost/Day | 260 Impressions/Mo

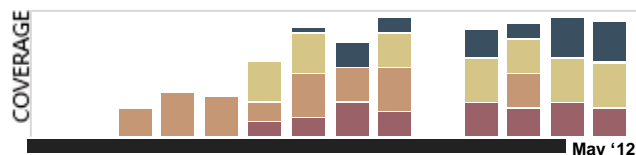


14.1 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

photo collage poster (Exact Match)

\$0.87 Cost/Click | \$0.38 Cost/Day | 260 Impressions/Mo

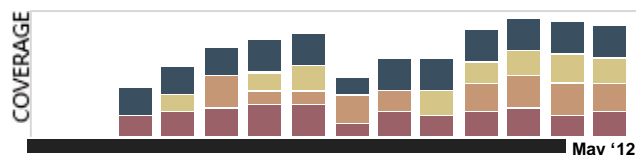


12.9 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

picture to poster (Exact Match)

\$1.07 Cost/Click | \$0.32 Cost/Day | 210 Impressions/Mo

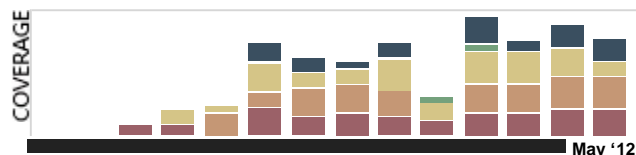


9 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

posters pictures (Phrase Match)

\$0.71 Cost/Click | \$0.20 Cost/Day | 1.0k Impressions/Mo



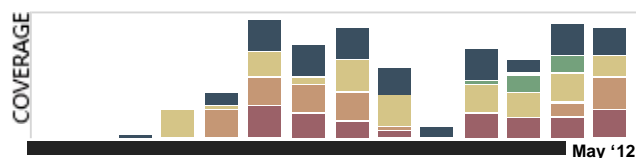
Exact Match Keywords You're not Showing Up On
posters pictures, posters from pictures

8.4 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

poster photos (Exact Match)

\$0.87 Cost/Click | \$0.10 Cost/Day | 73 Impressions/Mo



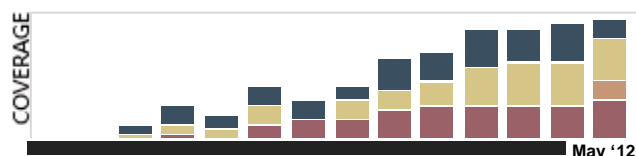
3.6 Potential Clicks/Mo

Great Buy⁽⁷⁹⁾

Shutterfly.com: AdWords Advisor Report (beta)

make posters (Phrase Match)

\$0.54 Cost/Click | \$2.14 Cost/Day | 4.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On
make posters, make posters online

119 Potential Clicks/Mo

Good Buy⁽⁶⁴⁾

Top Performing Ads:

[Create Your Own Poster](#)

[posterburner.com](#)

Turn any Picture into a Poster 24 Hour Shipping and Daily Deal

2/2 Impressions

3.5 Avg. Position

[{KeyWord}](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off. Starting at \$3.49. Upload Photos.

1/1 Impressions

1 Avg. Position

[Make A Custom Poster Now](#)

[posterprintshop.com](#)

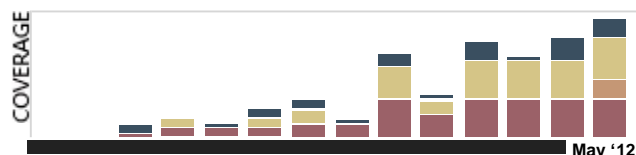
Highest quality & best prices. Order online & have it tomorrow!

1/1 Impressions

3 Avg. Position

your own poster (Phrase Match)

\$1.53 Cost/Click | \$13.33 Cost/Day | 4.3k Impressions/Mo



Exact Match Keywords You're not Showing Up On
design your own poster, make your own poster, create your own poster

262 Potential Clicks/Mo

Good Buy⁽⁶²⁾

Top Performing Ads:

[Create a Custom Poster](#)

[posterburner.com](#)

Make a Poster from Any Picture Excellent prices, 24 hour shipping

2/3 Impressions

2.5 Avg. Position

[Photo Posters](#)

[walgreens.com](#)

Create Personalized Posters Online & Pick-Up Same Day. Order Now!

2/2 Impressions

6 Avg. Position

[{KeyWord}](#)

[vistaprint.com](#)

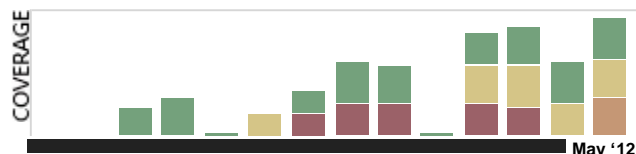
Print Full-Color Posters - 50% Off. Starting at \$3.49. Upload Photos.

1/1 Impressions

1 Avg. Position

posters and prints (Exact Match)

\$0.51 Cost/Click | \$0.82 Cost/Day | 880 Impressions/Mo



48.3 Potential Clicks/Mo

Good Buy⁽⁶⁴⁾

print posters online (Phrase Match)

\$1.91 Cost/Click | \$1.96 Cost/Day | 390 Impressions/Mo



Exact Match Keywords You're not Showing Up On
print posters online cheap, print posters online

30.6 Potential Clicks/Mo

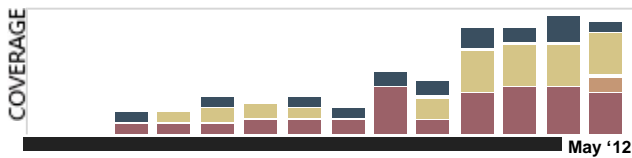
Good Buy⁽⁶⁴⁾



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make poster (Phrase Match)

\$0.81 Cost/Click | \$3.08 Cost/Day | 3.3k Impressions/Mo



Exact Match Keywords You're not Showing Up On
where to make a poster, make a poster online, make a poster

114 Potential Clicks/Mo

Good Buy⁽⁵⁹⁾

Top Performing Ads:

[{Keyword}](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

2/3 Impressions

1.5 Avg. Position

[Create a Custom Poster](#)

[posterburner.com](#)

Make a Poster from Any Picture
Excellent prices, 24 hour shipping

2/3 Impressions

2.5 Avg. Position

[Create a Custom Poster](#)

[posterburner.com](#)

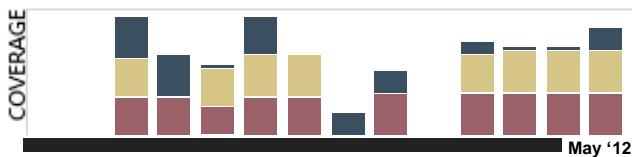
{Keyword} from Any Picture Excellent
prices, 24 hour shipping

1/3 Impressions

4 Avg. Position

create a poster (Exact Match)

\$0.79 Cost/Click | \$1.78 Cost/Day | 1.3k Impressions/Mo



67.5 Potential Clicks/Mo

Good Buy⁽⁵⁹⁾

Top Performing Ads:

[{Keyword}](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

[Create Your Own Poster](#)

[posterburner.com](#)

Turn any Picture into a Poster 24 Hour
Shipping and Daily Deal

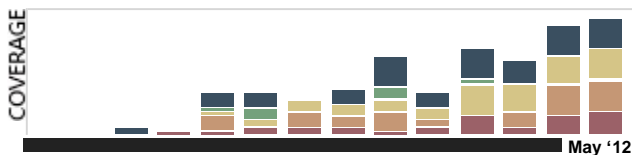
[Custom Posters Overnight](#)

[posterprintshop.com](#)

Photo quality, any size or quantity on
paper, canvas, cloth or vinyl!

photo into poster (Phrase Match)

\$1.76 Cost/Click | \$0.44 Cost/Day | 170 Impressions/Mo



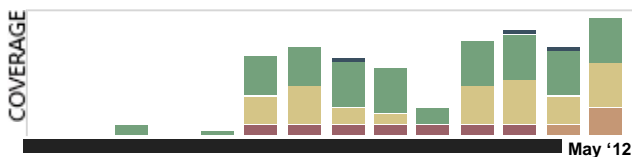
Exact Match Keywords You're not Showing Up On
turn photo into poster, photo into poster

7.5 Potential Clicks/Mo

Good Buy⁽⁶⁶⁾

prints posters (Phrase Match)

\$0.45 Cost/Click | \$0.06 Cost/Day | 1.9k Impressions/Mo



Exact Match Keywords You're not Showing Up On
fine art prints posters, art prints posters, prints posters

4.2 Potential Clicks/Mo

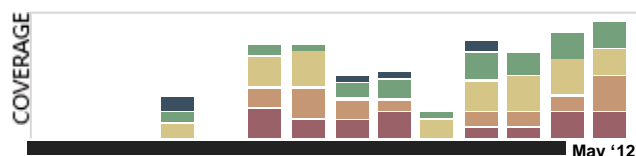
Good Buy⁽⁶⁹⁾



Shutterfly.com: AdWords Advisor Report (beta)

posters and pictures (Phrase Match)

\$0.52 Cost/Click | \$0.10 Cost/Day | 260 Impressions/Mo



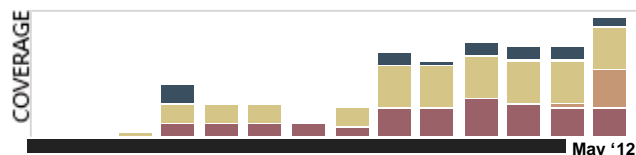
Exact Match Keywords You're not Showing Up On
sports posters and pictures, posters and pictures

6 Potential Clicks/Mo

Good Buy⁽⁶⁶⁾

printed posters (Phrase Match)

\$0.61 Cost/Click | \$0.61 Cost/Day | 590 Impressions/Mo



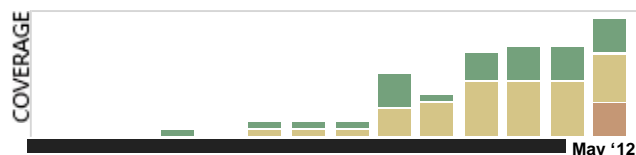
Exact Match Keywords You're not Showing Up On
custom printed posters, printed posters

29.7 Potential Clicks/Mo

Good Buy⁽⁵⁸⁾

posters online (Phrase Match)

\$0.93 Cost/Click | \$7.48 Cost/Day | 8.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On
how to sell posters online, music posters online, posters online shopping, posters online store, posters online

242 Potential Clicks/Mo

Good Buy⁽⁵²⁾

Top Performing Ads:

[Posters Online](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

3/5 Impressions

5.3 Avg. Position

[Buy Posters at Art.com](#)

[art.com](#)

{Keyword} Official Art.com website.
Fine Art Reproductions - Premium
Posters - Framed Artwork - Canvas Art
Prints

1/4 Impressions

2 Avg. Position

[Posters Shop](#)

[vistaprint.com](#)

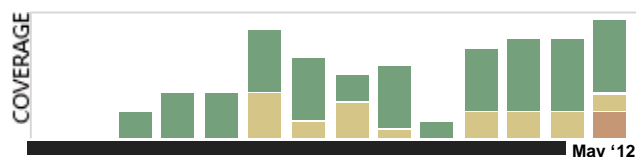
Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

1/5 Impressions

2 Avg. Position

posters art (Phrase Match)

\$0.39 Cost/Click | \$0.48 Cost/Day | 1.3k Impressions/Mo



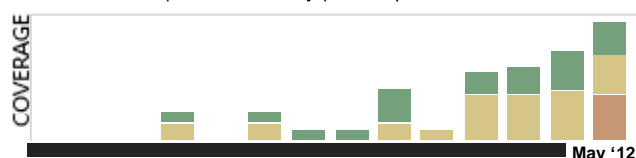
Exact Match Keywords You're not Showing Up On
posters art deco, vintage posters art, posters art prints, posters art

36.6 Potential Clicks/Mo

Good Buy⁽⁵¹⁾

buy posters online (Phrase Match)

\$0.56 Cost/Click | \$0.57 Cost/Day | 720 Impressions/Mo



Exact Match Keywords You're not Showing Up On
where can i buy posters online, buy posters online

30.9 Potential Clicks/Mo

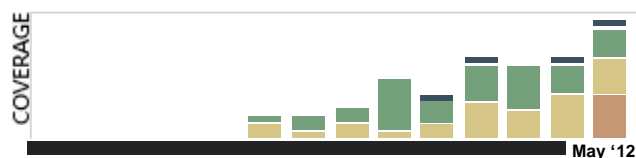
Good Buy⁽⁵¹⁾



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poster online (Phrase Match)

\$0.84 Cost/Click | \$4.96 Cost/Day | 5.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On

movie poster online, poster online bestellen, poster online store, poster online shop, order poster online (+1 More)

176 Potential Clicks/Mo

Buy⁽⁴⁸⁾

Top Performing Ads:

[Make Posters Online](#)

vistaprint.com

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

[Buy Posters at Art.com](#)

art.com

Online Posters Official Art.com website.

[Photo Posters](#)

walgreens.com

Create Personalized Posters Online & Pick-Up Same Day. Order Now! 40% Off Same Day Pick Up Posters - Banners & Posters - Same Day Pick Up

4/5 Impressions

6.8 Avg. Position

3/5 Impressions

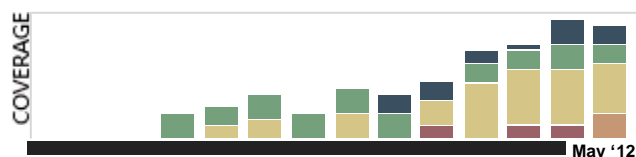
5.7 Avg. Position

2/4 Impressions

1.5 Avg. Position

online posters (Phrase Match)

\$0.47 Cost/Click | \$0.59 Cost/Day | 720 Impressions/Mo



Exact Match Keywords You're not Showing Up On

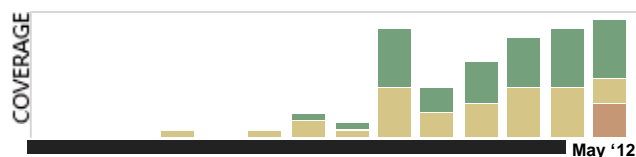
online posters printing, online posters

37.5 Potential Clicks/Mo

Buy⁽⁴⁹⁾

buy posters (Phrase Match)

\$0.35 Cost/Click | \$1.38 Cost/Day | 4.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On

stores to buy posters, buy posters cheap online, where to buy posters online, buy posters

118 Potential Clicks/Mo

Buy⁽⁴⁶⁾

Top Performing Ads:

[Photo Posters](#)

walgreens.com

Create Personalized Posters Online & Pick-Up Same Day. Order Now! 40% Off Same Day Pick Up Posters - Banners & Posters - 33% Off Photo Gifts

[Posters Cheap](#)

vistaprint.com

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

[Art.com: Prints Store](#)

art.com

Shop our Prints Store Sale
Thousands of framing options!

1/2 Impressions

2 Avg. Position

1/2 Impressions

3 Avg. Position

1/4 Impressions

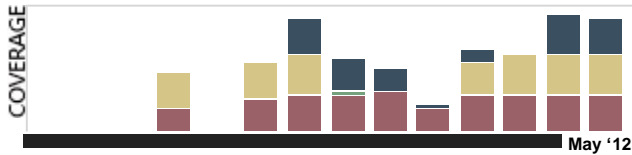
3 Avg. Position



Shutterfly.com: AdWords Advisor Report (beta)

creating a poster (Exact Match)

\$0.76 Cost/Click | \$0.15 Cost/Day | 140 Impressions/Mo

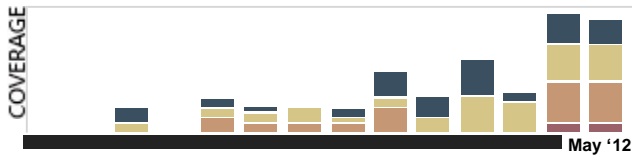


6 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

poster size photo (Phrase Match)

\$1.82 Cost/Click | \$0.26 Cost/Day | 210 Impressions/Mo



Exact Match Keywords You're not Showing Up On

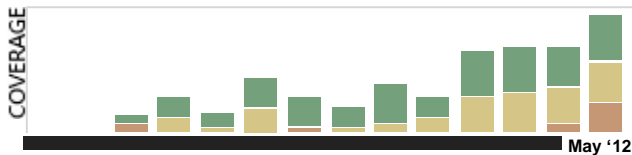
poster size photo enlargements, poster size photo enlargement, poster size photo

4.2 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

photography posters (Phrase Match)

\$0.38 Cost/Click | \$0.23 Cost/Day | 880 Impressions/Mo



Exact Match Keywords You're not Showing Up On

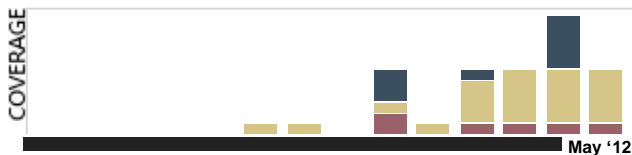
black and white photography posters, nature photography posters, art photography posters, photography posters

18 Potential Clicks/Mo

Buy⁽⁴⁸⁾

poster maker (Phrase Match)

\$0.82 Cost/Click | \$24.54 Cost/Day | 22.2k Impressions/Mo



Exact Match Keywords You're not Showing Up On

variquest poster maker, movie poster maker, free poster maker download, poster maker software, varitronics poster maker (+9 More)

902 Potential Clicks/Mo

Buy⁽⁴⁴⁾

Top Performing Ads:

[Poster Maker](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

2/7 Impressions

1.5 Avg. Position

[Poster Maker Online](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

2/7 Impressions

2.5 Avg. Position

[Make Posters Online Free](#)

[vistaprint.com](#)

Print Full-Color Posters - 50% Off.
Starting at \$3.49. Upload Photos.

1/7 Impressions

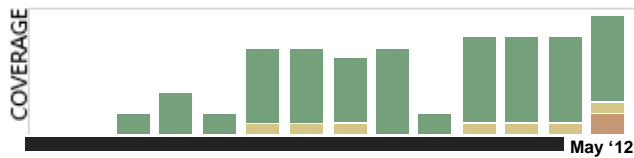
1 Avg. Position



Shutterfly.com: AdWords Advisor Report (beta)

art posters (Phrase Match)

\$0.38 Cost/Click | \$7.71 Cost/Day | 18.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On

rock art posters, psychedelic art posters, discount art posters, oversized art posters, gothic art posters (+39 More)

616 Potential Clicks/Mo

Buy⁽⁴³⁾

Top Performing Ads:

[Photo Posters](#)

[walgreens.com](#)

Create Personalized Posters Online & Pick-Up Same Day. Order Now!

8/9 Impressions

11.6 Avg. Position

[Art.com:Art Posters](#)

[art.com](#)

Shop our Art Posters Sale Thousands of framing options!

4/30 Impressions

3.5 Avg. Position

[Art.com:Art Posters](#)

[art.com](#)

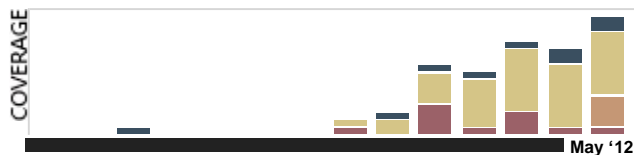
Shop our Art Posters Sale Thousands of framing options! Fine Art Prints - Canvas Artwork - Framed Art Prints - Premium Posters

3/30 Impressions

2 Avg. Position

posters printing (Phrase Match)

\$1.92 Cost/Click | \$2.66 Cost/Day | 1.3k Impressions/Mo



Exact Match Keywords You're not Showing Up On

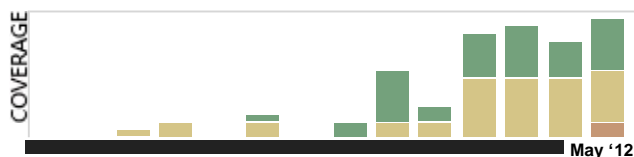
posters printing prices, vinyl posters printing, posters printing services, posters printing

41.7 Potential Clicks/Mo

Buy⁽⁴³⁾

poster shop (Phrase Match)

\$0.30 Cost/Click | \$0.21 Cost/Day | 2.9k Impressions/Mo



Exact Match Keywords You're not Showing Up On

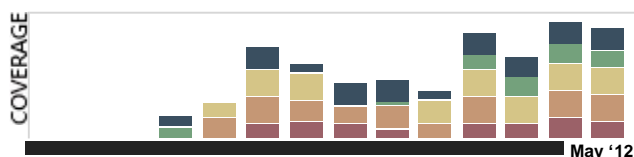
online poster shop, poster shop online, poster shop

21.6 Potential Clicks/Mo

Buy⁽⁴⁴⁾

posters photos (Exact Match)

\$0.20 Cost/Click | \$0.00 Cost/Day | 12 Impressions/Mo

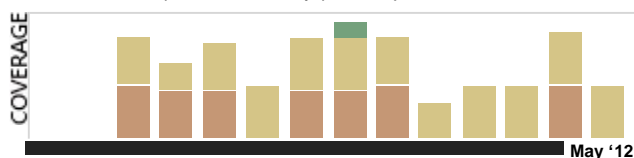


0.3 Potential Clicks/Mo

Good Buy⁽⁷³⁾

picture mug (Exact Match)

\$1.52 Cost/Click | \$1.36 Cost/Day | 260 Impressions/Mo



27 Potential Clicks/Mo

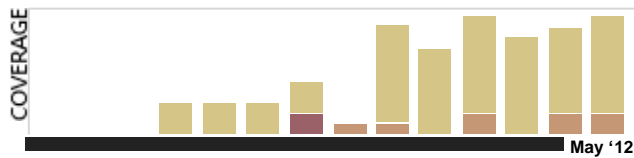
Buy⁽⁴²⁾



Shutterfly.com: AdWords Advisor Report (beta)

personalized banners (Phrase Match)

\$1.60 Cost/Click | \$8.20 Cost/Day | 2.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On
cheap personalized banners, personalized banners and signs, personalized banners

154 Potential Clicks/Mo

Buy(40)

Top Performing Ads:

[Custom Vinyl Banners](#)

vistaprint.com

50% Off Free Shipping. 4 Sizes.
Starting at \$6.99. Order Online Now

1/3 Impressions

1 Avg. Position

[Cheap Custom Banners](#)

vistaprint.com

50% Off Free Shipping. 4 Sizes.
Starting at \$6.99. Order Online Now

1/3 Impressions

1 Avg. Position

[{Keyword}](#)

vistaprint.com

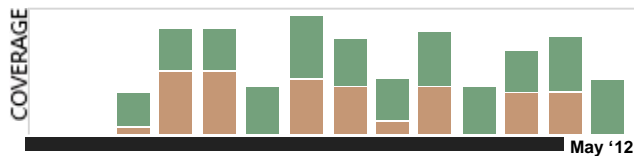
50% Off Free Shipping. 4 Sizes.
Starting at \$6.99. Order Online Now

1/3 Impressions

1 Avg. Position

photo on canvas (Exact Match)

\$4.99 Cost/Click | \$17.87 Cost/Day | 2.4k Impressions/Mo



107 Potential Clicks/Mo

Buy(40)

Top Performing Ads:

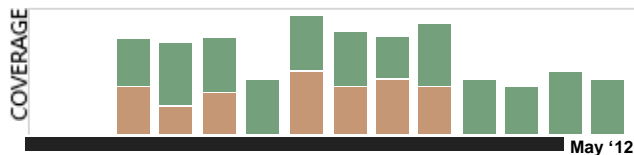
[Put Your Photos on Canvas](#)

art.com

Make Canvas Art w/ Personal Photos.
Easy to Do, Satisfaction Guarantee!
Print My {Keyword} - Print My Photo on
Acrylic - Mount My Photo on Wood

photos on canvas (Exact Match)

\$2.69 Cost/Click | \$10.92 Cost/Day | 8.1k Impressions/Mo



122 Potential Clicks/Mo

Buy(40)

Top Performing Ads:

[Put Your {Keyword}](#)

art.com

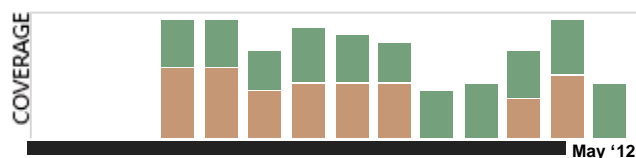
Make Canvas Art w/ Personal Photos.
Easy to Do, Satisfaction Guarantee!



Shutterfly.com: AdWords Advisor Report (beta)

canvas photos (Exact Match)

\$4.16 Cost/Click | \$14.47 Cost/Day | 1.6k Impressions/Mo



104 Potential Clicks/Mo

Buy⁽⁴⁰⁾

Top Performing Ads:

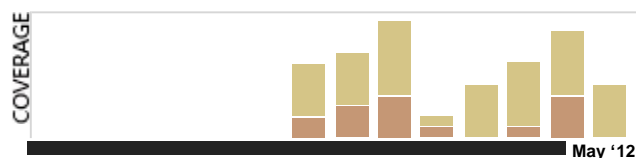
[Put Your Photos on Canvas](#)

art.com

100% Satisfaction Guaranteed! Made in America, Ships Fast.

+make +calendar (Modified Broad Match)

\$0.44 Cost/Click | \$9.68 Cost/Day | 110.0k Impressions/Mo



Exact Match Keywords You're not Showing Up On

make a calendar for kids, make a calendar 2005, make a calendar online, make calendar, make a calendar

667 Potential Clicks/Mo

Buy⁽³⁹⁾

Top Performing Ads:

[Making Online Calendars](#)

vistaprint.com

50% Off Free Shipping Over \$45.
Create Your Photo Calendar Online!

[{KeyWord} Online](#)

vistaprint.com

50% Off Free Shipping Over \$45.
Create Your Photo Calendar Online!

[Make My Own Calendar](#)

vistaprint.com

50% Off Free Shipping Over \$45.
Create Your Photo Calendar Online!

2/4 Impressions

4 Avg. Position

1/4 Impressions

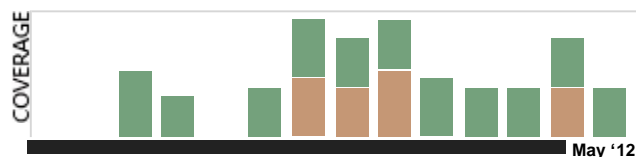
1 Avg. Position

1/4 Impressions

4 Avg. Position

canvas photo (Exact Match)

\$3.32 Cost/Click | \$11.13 Cost/Day | 1.3k Impressions/Mo



101 Potential Clicks/Mo

Buy⁽⁴⁰⁾

Top Performing Ads:

[Put Your Photos on Canvas](#)

art.com

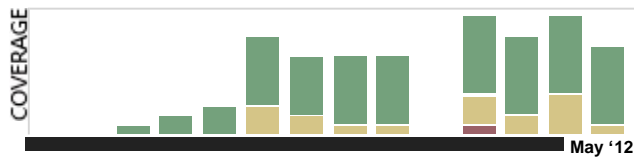
100% Satisfaction Guaranteed! Made in America, Ships Fast.



Shutterfly.com: AdWords Advisor Report (beta)

framed posters (Phrase Match)

\$0.86 Cost/Click | \$5.00 Cost/Day | 2.9k Impressions/Mo



Exact Match Keywords You're not Showing Up On

movie framed posters, ansel adams framed posters, vintage framed posters, motivational framed posters, framed posters

174 Potential Clicks/Mo

Buy (39)

Top Performing Ads:

[{Keyword}](#)

art.com

Shop Beautiful Art Prints Today Made in America & Free Shipping! Fine Art Reproductions - Premium Posters - Framed Artwork - Canvas Art Prints

1/3 Impressions

2 Avg. Position

[Framed Posters](#)

art.com

Buy Quality Posters & Art Prints Custom Framing Options Available!

1/3 Impressions

4 Avg. Position

[Framed Posters](#)

art.com

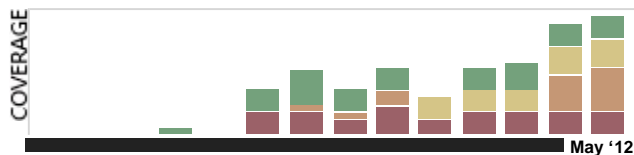
Shop Beautiful Art Prints Today. Receive A 20% Discount All Orders!

1/3 Impressions

6 Avg. Position

poster framing (Phrase Match)

\$0.37 Cost/Click | \$0.58 Cost/Day | 1.0k Impressions/Mo



Exact Match Keywords You're not Showing Up On

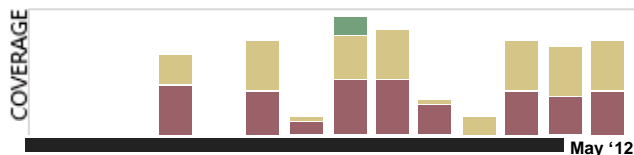
poster framing, custom poster framing

47.1 Potential Clicks/Mo

Buy (40)

poster creator (Exact Match)

\$0.56 Cost/Click | \$0.84 Cost/Day | 590 Impressions/Mo



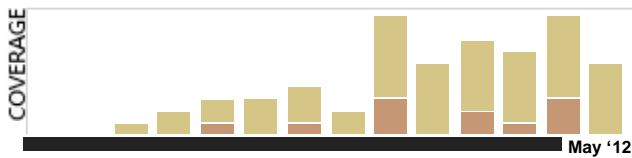
44.7 Potential Clicks/Mo

Buy (40)

Shutterfly.com: AdWords Advisor Report (beta)

personalized mugs (Phrase Match)

\$2.92 Cost/Click | \$45.17 Cost/Day | 6.6k Impressions/Mo



Exact Match Keywords You're not Showing Up On

personalized mugs no minimum, glass personalized mugs, wholesale personalized mugs, personalized mugs cheap, discount personalized mugs (+3 More)

463 Potential Clicks/Mo

Buy⁽³⁹⁾

Top Performing Ads:

[Custom Mugs On Sale](#)

[vistaprint.com](#)

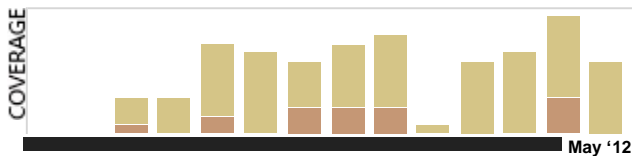
Order Now & Save 50% On Custom Mugs No Minimums. Upload Photos & Logos.

5/5 Impressions

4.4 Avg. Position

personalized calendar (Phrase Match)

\$0.54 Cost/Click | \$0.84 Cost/Day | 1.9k Impressions/Mo



Exact Match Keywords You're not Showing Up On

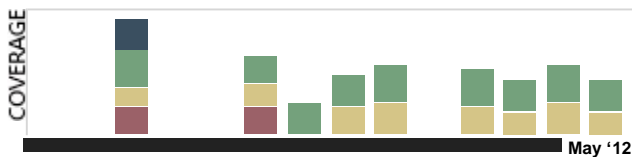
online personalized calendar, personalized calendar

46.5 Potential Clicks/Mo

Buy⁽⁴⁰⁾

big posters (Exact Match)

\$0.45 Cost/Click | \$0.63 Cost/Day | 590 Impressions/Mo



42 Potential Clicks/Mo

Buy⁽⁴⁰⁾

[Download as CSV](#)

Shutterfly.com: AdWords Advisor Report (beta)

More To Come. We'd Love your Feedback.

Hey,

Thanks for trying out our new Adwords Advisor report. Keep in mind this is an early beta, so nothing is set in stone.

This report should deliver “**actionable advice to improve your Adwords campaign**”. It is designed to save you time while making better decisions that ultimately yield better bottom-line results.

Our goal is to recommend improvements to your campaign that are as good or better than if you paid a consultant to come up with them. We want to back up our advice with **just enough** supporting data that you can decide whether to implement it, but not so much that it overwhelms or slows you down. It's a bit of a balancing act.

We're planning to add **more sections and features** in the coming weeks, so this is just preview of what's to come. But, we wanted show you what we have as soon as possible so that you can **give us your input** while it's still easy to make changes and prioritize what comes next.

This is where we need your help. We need your input to find that balance and to prioritize future sections and features. We've set up a page for you to [Suggest Ideas](#) and [Vote on New Features](#) and [Report Bugs](#).

We've also put together a [short survey](#) for you to report the quality of your experience.

Got more to say? As always, you can send questions or feedback directly to us at support@spyfu.com or hit us up on [Live Chat](#).

Did you love the report? We're dying to hear how it made you day a little better. [Send us a testimonial](#).

Thanks again for giving the report a try. Be sure to check back in the coming weeks as we implement your feedback and add new sections and features.

Cheers,

Mike Roberts, Founder

Psst. Want to share this beta? Internet karma coming your way:



P.S. - We'll also understand if you want to keep it a secret ;)

P.P.S. - But, what if you could share it *AND* still keep it a secret?

