Snorgtees.com



AdWords Advisor Report (beta)

Jul 09, 2012

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- Some state of the second se
- More To Come. We'd Love your Feedback.



Top Keyword Recommendations

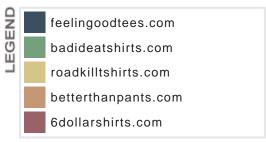
We've sifted through all the ads your competitors have ever bought, **12k** in all, looking for patterns. By digging through your competitors' historical bidding record, we can see which keywords are their most successful.



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.



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)".

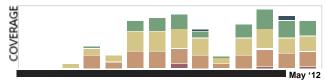


Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place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

offensive t shirts (Phrase Match)

\$0.42 Cost/Click | \$3.14 Cost/Day | 4.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On

most offensive t shirts, most offensive t shirts, funny and offensive t shirts, funny and offensive t shirts, offensive t shirts

227 Potential Clicks/Mo

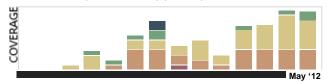


Funny T Shirts feelingoodtees.com \$9.99 Very Funny T Shirts Small - 10xl, Choose color tee	Very Offensive T-Shirts betterthanpants.com Sale: 50% off all T-Shirts Over 1000 T- Shirts to choose. Funny T-Shirts - Political T-Shirts - Offensive T-Shirts - Best Selling T-Shirts	Funny-Offensive T Shirts badideatshirts.com Buy 3 & Get 6 Free. Custom Made T Shirts Just for You. Order Today.	
3/3 Impressions 10.3 Avg. Position	2/3 Impressions 1.5 Avg. Position	2/2 Impressions 2 Avg. Position	



political shirts (Phrase Match)

\$0.49 Cost/Click | \$0.56 Cost/Day | 720 Impressions/Mo



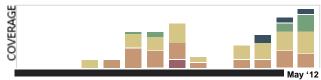
+graphic +tee +shirt (Modified Broad Match)

\$0.42 Cost/Click | \$0.67 Cost/Day | 60.5k Impressions/Mo



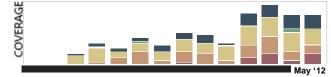
funny political t (Phrase Match)

\$0.43 Cost/Click | \$0.19 Cost/Day | 170 Impressions/Mo



novelty t shirts (Phrase Match)

\$0.37 Cost/Click | \$0.43 Cost/Day | 2.9k Impressions/Mo



tshirts (Exact Match)

\$0.55 Cost/Click | \$15.94 Cost/Day | 18.1k Impressions/Mo



Top Performing Ads:

Very Offensive T-Shirts

betterthanpants.com Sale: 50% off all T-Shirts! Over 1000 T-Shirts to choose.

Exact Match Keywords You're not Showing Up On

retro political shirts, retro political shirts, retro political shirts, offensive political shirts, funny political shirts

34.5 Potential Clicks/Mo

Great Buy⁽⁹⁰⁾

Exact Match Keywords You're not Showing Up On

graphic tee shirt designs, graphic tee shirts online, graphic tee shirt, graphic tee shirts





Exact Match Keywords You're not Showing Up On

funny political t shirt, funny political t shirt, funny political t shirts, funny political t shirts

13.2 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On

wholesale novelty t shirts, novelty t shirts wholesale, cheap novelty t shirts, novelty t shirts wholesale, novelty t shirts wholesale

35.1 Potential Clicks/Mo







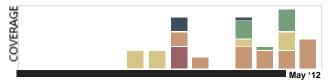
Funny T Shirts & More

badideatshirts.com Buy 3 get 6 Free, One Day Sale! Funny T Shirts For All. Buy Now.



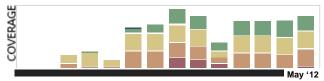
teeshirts (Exact Match)

\$0.32 Cost/Click | \$0.30 Cost/Day | 480 Impressions/Mo



offensive tee (Phrase Match)

\$0.82 Cost/Click | \$0.30 Cost/Day | 210 Impressions/Mo



cheap shirts (Phrase Match)

\$0.99 Cost/Click | \$15.21 Cost/Day | 8.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On

Exact Match Keywords You're not Showing Up On

sexy cheap shirts, sexy cheap shirts, cheap shirts, cute cheap shirts, cute cheap shirts

offensive tee shirts, offensive tee shirts, offensive tee shirt, offensive tee

Potential Clicks/Mo

28.2 Potential Clicks/Mo

shirts, offensive tee shirt

8 Potential

Clicks/Mo



Great Buy(78)

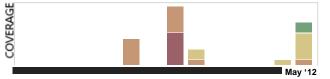
Great Buy(78)

Top Performing Ads:

6 Dollar Shirts Here 6dollarshirts.com The only official site for 6 Dollar Shirts.		badideatshirts.com Buy 3 get 6 Free, Or	Bad Idea T Shirts badideatshirts.com Buy 3 get 6 Free, One Day Sale. Funny T Shirts For All. Buy Now!		Funny T Shirts feelingoodtees.com \$9.99 Very Funny T Shirts Small - 10xl, Choose color tee	
2/3 Impressions	5.5 Avg. Position	1/1 Impressions	7 Avg. Position	1/1 Impressions	8 Avg. Position	
 av chirte						

Crazy shirts (Exact Match)

\$0.40 Cost/Click | \$9.36 Cost/Day | 6.6k Impressions/Mo







Top Performing Ads:

Funny Shirts

roadkilltshirts.com

Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free! Funny T Shirts -Offensive T Shirts - Political T Shirts -TV and Movie T Shirts

Very Offensive T-Shirts

betterthanpants.com Sale: 50% off all T-Shirts! Over 1000 T-Shirts to choose. Funny T-Shirts -Political T-Shirts - Offensive T-Shirts -**Best Selling T-Shirts**

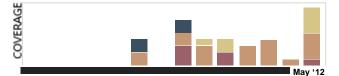
Crazy T Shirts

badideatshirts.com High Quality Funny T Shirts for All Occasions. \$14.99 Onwards. Buy Now.



cute shirts (Phrase Match)

\$0.55 Cost/Click | \$4.10 Cost/Day | 6.6k Impressions/Mo



Exact Match Keywords You're not Showing Up On

cute shirts for going out, cute shirts for going out, cute shirts for going out, cheap cute shirts, cute shirts



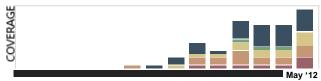


Top Performing Ads:

Very Funny T Shirts badideatshirts.com 50% off Sales, starting at \$7.50 Over 1000 designs, Up to 6xl		fee \$9.9	Funny T Shirts feelingoodtees.com \$9.99 Very Funny T Shirts Small - 10xl, Choose color tee			Funny Tee Shirts roadkilltshirts.com Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free!		
	1/2 Impressions	3 Avg. Position		1/1 Impressions	3 Avg. Position		1/3 Impressions	7 Avg. Position

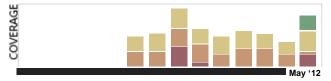
screen tees (Phrase Match)

\$0.95 Cost/Click | \$1.31 Cost/Day | 1.0k Impressions/Mo



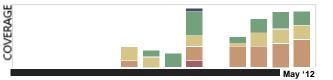
funny soccer shirts (Exact Match)

\$0.21 Cost/Click | \$0.08 Cost/Day | 210 Impressions/Mo



bad t (Phrase Match)

\$0.74 Cost/Click | \$1.24 Cost/Day | 356 Impressions/Mo



Exact Match Keywords You're not Showing Up On

screen tees for women, screen tees for women, screen tees for women, screen tees, screen tees

41.7 Potential Clicks/Mo



12 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On bad t shirts, bad t shirts, bad t shirt, bad t shirt

50.4 Potential Clicks/Mo



Very Offensive T-Shirts		Bad Idea T Shirts		Funny T Shirts & More		
betterthanpants.com		badideatshirts.com		badideatshirts.com		
	Sale: 50% off all T-Shirts! Over 1000 T- Shirts to choose.		Buy 3 get 6 Free, One Day Sale. Funny T Shirts For All. Buy Now!		Buy 3 get 6 Free, One Day Sale Funny T Shirts For All. Buy Now.	
	2/2 Impressions 3.5 Av	g. Position	1/2 Impressions	1 Avg. Position	1/2 Impressions	1 Avg. Position



beer shirts (Exact Match)

\$0.40 Cost/Click | \$0.90 Cost/Day | 1.0k Impressions/Mo



67.5 Potential Clicks/Mo

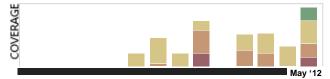
Good Buy(61)

Top Performing Ads:

Funny Shirts roadkilltshirts.com Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free! Super Funny T Shirts badideatshirts.com Buy 3 get 6 Free, Over 1000 design Up to 10xl, Buy one today!

chicken t (Phrase Match)

\$0.40 Cost/Click | \$0.22 Cost/Day | 131 Impressions/Mo



bikini t (Phrase Match)

\$0.29 Cost/Click | \$0.35 Cost/Day | 580 Impressions/Mo



tee shirt (Exact Match)

\$1.02 Cost/Click | \$7.75 Cost/Day | 3.6k Impressions/Mo



Top Performing Ads:

Hilarious T-Shirts roadkilltshirts.com Buy 3 get 3 Free, Over 1000 designs Build your own shirt, Very Funny Exact Match Keywords You're not Showing Up On chicken t shirt, chicken t shirts, chicken t shirts, chicken t shirts

16.5 Potential Clicks/Mo

Good Buy⁽⁶⁴⁾

Exact Match Keywords You're not Showing Up On *bikini t shirt, bikini t shirts, bikini t shirt, bikini t shirts*

36.6 Potential Clicks/Mo

Good Buy⁽⁶²⁾

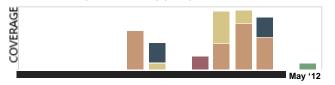






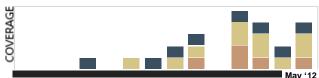
80's tshirts (Exact Match)

\$0.33 Cost/Click | \$0.15 Cost/Day | 0 Impressions/Mo



vintage t shirts (Phrase Match)

\$0.42 Cost/Click | \$10.64 Cost/Day | 18.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On

iron maiden vintage t shirts, disney vintage t shirts, original vintage t shirts, plus size vintage t shirts, women vintage t shirts (+5 More)

Potential Clicks/Mo

13.8 Potential Clicks/Mo



Good Buy(64)

Top Performing Ads:

Very Funny T Shirts badideatshirts.com 50% off Sales, starting at \$7.50 Over 1000 designs, Up to 6xl	6 Dollar Shirts Here 6dollarshirts.com The only official site for 6 Dollar Shirts.	Original T Shirts roadkilltshirts.com Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free!	
3/4 Impressions 16.3 Avg. Position	1/2 Impressions 1 Avg. Position	1/6 Impressions 3 Avg. Position	

adult t shirts (Phrase Match)

\$0.36 Cost/Click | \$0.33 Cost/Day | 1.0k Impressions/Mo



Exact Match Keywords You're not Showing Up On

sesame street adult t shirts, sesame street adult t shirts, adult t shirts, adult t shirts

6 Potential Clicks/Mo



funny maternity shirts (Exact Match)

\$0.37 Cost/Click | \$2.87 Cost/Day | 2.4k Impressions/Mo









Top Performing Ads:

Hilarious T-Shirts

roadkilltshirts.com Buy 3 get 3 Free, Over 1000 designs Build your own shirt, Very Funny

Very Offensive T-Shirts betterthanpants.com

Sale: 50% off all T-Shirts! Over 1000 T-Shirts to choose.

Very Funny T Shirts

badideatshirts.com 50% off Sales, starting at \$7.50 Over 1000 designs, Up to 6xl



9

t shirt hell (Phrase Match)

\$1.00 Cost/Click | \$32.64 Cost/Day | 12.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On *t shirt hell coupon, t shirt hell, t shirt hell, t shirt hell*



Good Buy(55)

Top Performing Ads:



graphic t (Exact Match)

\$0.48 Cost/Click | \$0.28 Cost/Day | 320 Impressions/Mo



+vintage +graphic (Modified Broad Match)

\$0.51 Cost/Click | \$1.31 Cost/Day | 684 Impressions/Mo



Exact Match Keywords You're not Showing Up On

vintage graphic tee shirts, vintage graphic tees for women, vintage graphic t shirts, vintage graphic tees

7.1 Potential Clicks/Mo

17.4 Potential Clicks/Mo

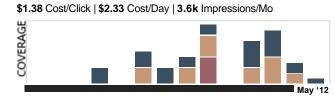


Good Buy(58)

Graphic Tees	Funny T-Shirts For \$6	Graphic Tees	
roadkilltshirts.com	6dollarshirts.com	badideatshirts.com	
Funny and Graphic Tees Buy 3 get 3	Or get any 10 for \$50. High quality and	Very Funny and Graphic Tees 100's of	
Free! Over 1000 designs	very fast shipping worldwide.	choices.One Day Sale	
3/3 Impressions 12.7 Avg. Position	1/1 Impressions 3 Avg. Position	1/2 Impressions 4 Avg. Position	



cheap tee (Phrase Match)



Exact Match Keywords You're not Showing Up On cheap tee s, cheap tee

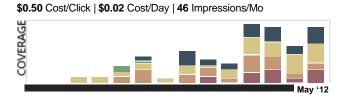


Good Buy(55)

Top Performing Ads:



wholesale novelty t (Phrase Match)



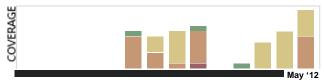
ebay t (Phrase Match)

\$0.10 Cost/Click | \$0.03 Cost/Day | 132 Impressions/Mo



republican shirts (Exact Match)

\$1.08 Cost/Click | \$0.30 Cost/Day | 140 Impressions/Mo



t-shirts.com (Exact Match)

\$0.45 Cost/Click | \$0.47 Cost/Day | 390 Impressions/Mo



Exact Match Keywords You're not Showing Up On

wholesale novelty t shirt, wholesale novelty t shirts, wholesale novelty t shirt, wholesale novelty t shirts

1.2 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On

ebay t shirt, ebay t shirt, ebay t shirts, ebay t shirts

9.3 Potential Clicks/Mo

Good Buy(60)

8.4 Potential Clicks/Mo

Good Buy(61)

31.2 Potential Clicks/Mo





11

winning t (Phrase Match)

\$0.39 Cost/Click | \$0.22 Cost/Day | 590 Impressions/Mo



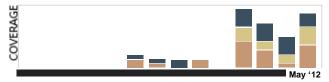
graphic tees men (Phrase Match)

\$0.42 Cost/Click | \$0.12 Cost/Day | 320 Impressions/Mo



+men +graphic (Modified Broad Match)

\$0.54 Cost/Click | \$0.84 Cost/Day | 1.4k Impressions/Mo



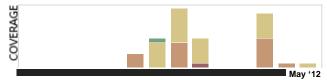
tshirts for sale (Exact Match)

\$0.42 Cost/Click | \$0.10 Cost/Day | 91 Impressions/Mo



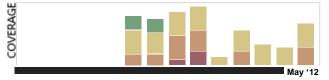
birthday shirts (Exact Match)

\$0.42 Cost/Click | \$0.40 Cost/Day | 880 Impressions/Mo



shocker t shirt (Exact Match)

\$0.35 Cost/Click | \$0.06 Cost/Day | 91 Impressions/Mo



Exact Match Keywords You're not Showing Up On

award winning t shirts, award winning t shirts, award winning t shirts, award winning t shirts, winning t shirt

16.8 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On

cool graphic tees for men, v neck graphic tees for men, graphic tees men, graphic tees men, graphic tees men



Good Buy(60)

Exact Match Keywords You're not Showing Up On

mens graphic button down shirts, mens graphic tshirts, men graphic tee, men graphic t shirts, men graphic tees (+3 More)

47.1 Potential Clicks/Mo



6_6 Potential Clicks/Mo

May '12

Good Buy⁽⁵⁹⁾



Good Buy⁽⁵²⁾

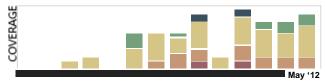
5.4 Potential Clicks/Mo





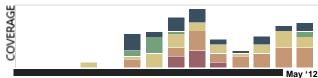
hunting t shirts (Phrase Match)

\$0.41 Cost/Click | \$0.52 Cost/Day | 1.6k Impressions/Mo



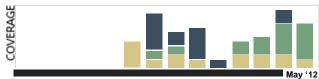
im stupid t (Phrase Match)

\$0.50 Cost/Click | \$0.02 Cost/Day | 426 Impressions/Mo



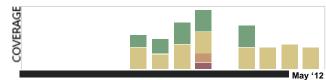
save ferris t (Phrase Match)

\$0.49 Cost/Click | \$0.34 Cost/Day | 276 Impressions/Mo



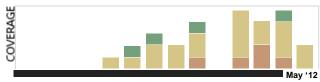
dude abides t shirt (Phrase Match)

\$0.65 Cost/Click | \$0.26 Cost/Day | 210 Impressions/Mo



+beer +t (Modified Broad Match)

\$0.40 Cost/Click | \$0.78 Cost/Day | 1.1k Impressions/Mo



Exact Match Keywords You're not Showing Up On

deer hunting t shirts, hunting t shirts, funny hunting t shirts, funny hunting t shirts

37.8 Potential Clicks/Mo

Good Buy(51)

Exact Match Keywords You're not Showing Up On

im with stupid t shirt, im with stupid t shirts, im with stupid t shirt, im with stupid t shirts





Exact Match Keywords You're not Showing Up On

save ferris t shirts, save ferris t shirts, save ferris t shirt, save ferris t shirt

20.7 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On

dude abides t shirt, the dude abides t shirt

12 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On

retro beer t shirts, retro beer t shirts, vintage beer t shirts, vintage beer t shirts, beer t shirts

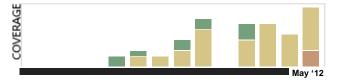
59.1 Potential Clicks/Mo





conservative t shirts (Phrase Match)

\$0.70 Cost/Click | \$1.84 Cost/Day | 1.6k Impressions/Mo



Exact Match Keywords You're not Showing Up On right wing conservative t shirts, conservative t shirts





For Performing Ads: Funny Conservative Shirts roadkilltshirts.com Political T Shirts badideatshirts.com Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free! Funny T Shirts -Offensive T Shirts - Political T Shirts -TV and Movie T Shirts Political T Shirts for All Occasions. Onwards. Buy Now. 1/1 Impressions 2 Avg. Position 1/1 Impressions 8 Avg. Position

buy graphic tees (Phrase Match)

\$0.52 Cost/Click | **\$0.15** Cost/Day | **170** Impressions/Mo



Exact Match Keywords You're not Showing Up On where to buy graphic tees, where to buy graphic tees, where to buy

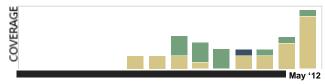
graphic tees, where to buy graphic tees, where to buy graphic tees, where to buy graphic tees





biker t shirts (Phrase Match)

\$0.65 Cost/Click | \$2.64 Cost/Day | 2.4k Impressions/Mo



Exact Match Keywords You're not Showing Up On

wholesale biker t shirts, womens biker t shirts, wholesale biker t shirts, women biker t shirts, biker t shirts for men

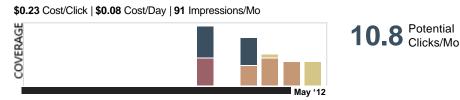
122 Potential Clicks/Mo



	op i oriorining / do.							
Funny Motorcycle T Shirts roadkilltshirts.com Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free! Funny T Shirts - Offensive T Shirts - Political T Shirts - TV and Movie T Shirts		Funny Motorcycle T Shirts roadkilltshirts.com Very Funny, Over 1000 designs Up to 6xl, Buy 3 get 3 Free!		betterthanpants.co	Very Offensive T-Shirts betterthanpants.com Sale: 50% off all T-Shirts! Over 1000 T- Shirts to choose.			
	2/4 Impressions	1.5 Avg. Position	1/4 Impressions	4 Avg. Position	1/1 Impressions	4 Avg. Position		

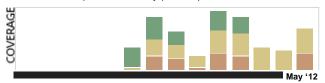


no ma am t shirt (Exact Match)



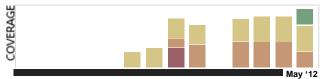
right wing t shirts (Exact Match)

\$0.68 Cost/Click | \$0.21 Cost/Day | 140 Impressions/Mo



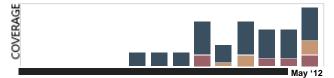
funny fishing shirts (Exact Match)

\$0.21 Cost/Click | \$0.08 Cost/Day | 210 Impressions/Mo



clearance t (Phrase Match)

\$0.50 Cost/Click | \$0.18 Cost/Day | 186 Impressions/Mo



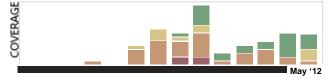
you like this shirt (Exact Match)

\$0.45 Cost/Click | \$0.03 Cost/Day | 260 Impressions/Mo



monkey t (Phrase Match)

\$0.36 Cost/Click | \$0.09 Cost/Day | 320 Impressions/Mo



9.3 Potential Clicks/Mo

Good Buy(54)

Good Buy(53)

11.7 Potential Clicks/Mo

Good Buy(52)

Exact Match Keywords You're not Showing Up On

clearance t shirts, clearance t shirt, clearance t shirt, clearance t shirts

10.8 Potential Clicks/Mo



1.8 Potential Clicks/Mo



Exact Match Keywords You're not Showing Up On

cheeky monkey t shirt, cheeky monkey t shirt, monkey t shirts, monkey t shirts, monkey t shirt

7.5 Potential Clicks/Mo



Download as CSV



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 bottomline 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?

