

Rackspace.com



AdWords Advisor Report

Mar 17, 2014

AdWords Advisor Report

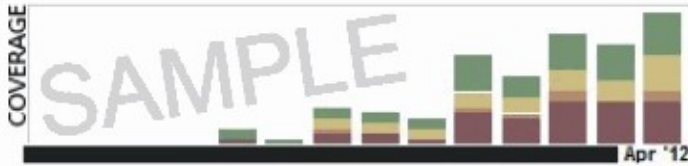
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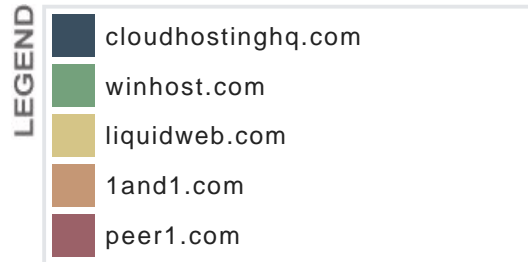
[Best Negative Match Opportunities](#)

Top Keyword Recommendations

We've sifted through all the ads your competitors have ever bought, **37k** 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)".

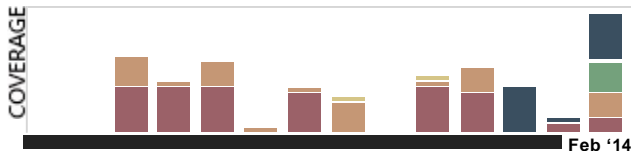
Next, we figure out which keyword match type (phrase, broad, exact, modified broad) your competitors are buying and we filter out any that you already buy. When a keyword is large enough that we think it belongs in its own ad group we dig deeper to discover the best performing ad copy to give you a place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

These are the top **50** keyword recommendations for you to add to your campaign. Combined, these recommendations represent **920.4** new clicks per month for your campaign.

[Download as CSV](#)

hosting company (Exact Match)

\$42.14 Cost/Click | \$13.32 Cost/Day | 480 Impressions/Mo

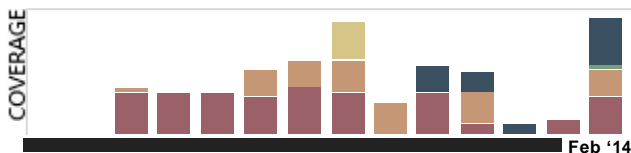


9.6 Potential Clicks/Mo

Great Buy⁽⁸⁵⁾

hosting companies (Exact Match)

\$42.53 Cost/Click | \$49.11 Cost/Day | 990 Impressions/Mo



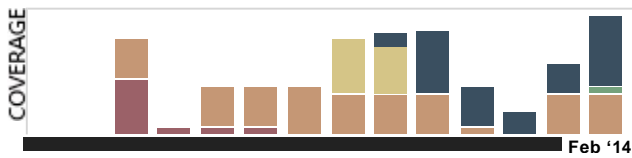
35 Potential Clicks/Mo

Great Buy⁽⁷⁸⁾

AdWords Advisor Report

best webhosting (Exact Match)

\$19.54 Cost/Click | \$6.58 Cost/Day | 570 Impressions/Mo

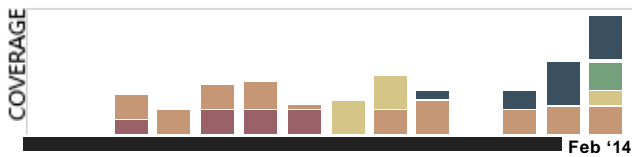


10 Potential Clicks/Mo

Great Buy⁽⁷⁷⁾

best web hosting companies (Exact Match)

\$23.44 Cost/Click | \$5.81 Cost/Day | 480 Impressions/Mo

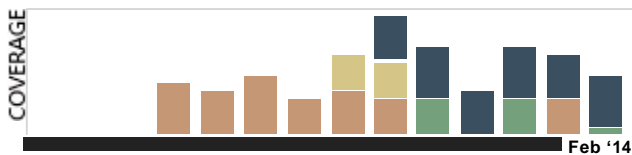


7.5 Potential Clicks/Mo

Great Buy⁽⁷⁶⁾

cheap web hosting (Exact Match)

\$32.61 Cost/Click | \$99.93 Cost/Day | 4.4k Impressions/Mo



92 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

Top Performing Ads:

[Top 10 CHEAPEST HOSTING](#)

[cloudhostinghq.com](#)

Compare 2014's Lowest Price List. Buy Smart - Compare Our Best Picks!

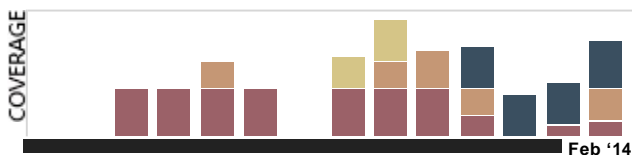
[Hosting For Only \\$3.95/Mo](#)

[winhost.com](#)

No Setup Fee & Money Back Guarantee Supporting PHP, C#, .NET, & More!

hosting service (Exact Match)

\$12.62 Cost/Click | \$4.36 Cost/Day | 390 Impressions/Mo

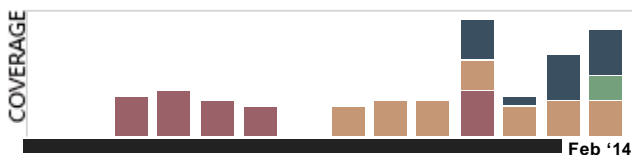


5.3 Potential Clicks/Mo

Good Buy⁽⁷⁴⁾

web hosting service (Exact Match)

\$26.61 Cost/Click | \$6.84 Cost/Day | 570 Impressions/Mo



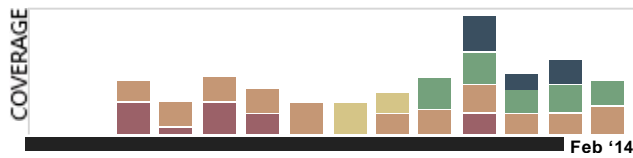
7.8 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

AdWords Advisor Report

affordable web hosting (Exact Match)

\$7.72 Cost/Click | \$0.84 Cost/Day | 720 Impressions/Mo

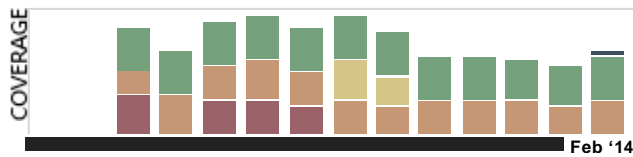


1.7 Potential Clicks/Mo

Great Buy⁽⁸¹⁾

net web hosting (Exact Match)

\$23.94 Cost/Click | \$7.79 Cost/Day | 120 Impressions/Mo

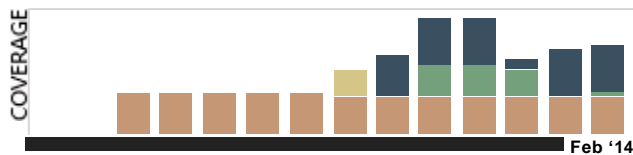


9.9 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

cheapest hosting (Exact Match)

\$19.43 Cost/Click | \$60.96 Cost/Day | 570 Impressions/Mo



94 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾

Top Performing Ads:

[Top 10 CHEAPEST HOSTING](#)

cloudhostinghq.com

Compare 2014's Lowest Price ListBuy Smart - Compare Our Best Picks!

[1&1 Cheap Web Hosting](#)

1and1.com

Try Our New Apps, Tools, CDN. 24/7 support. Try Now Risk Free!

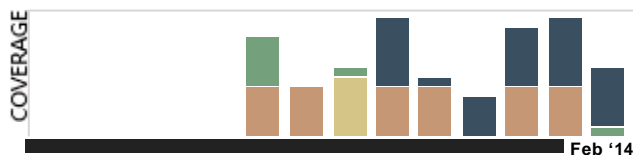
[\\$3.95/Month Web Hosting](#)

winhost.com

Supporting PHP, FastCGI, MySQL5, No Setup Fee & Money Back Guarantee

best web hosting (Exact Match)

\$20.00 Cost/Click | \$34.10 Cost/Day | 8.1k Impressions/Mo



51 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾

Top Performing Ads:

[#1 BEST Web Hosting](#)

cloudhostinghq.com

View 2014's Top Web Hosting Picks. We Compared & Reviewed Them All!

[You Need Web Hosting](#)

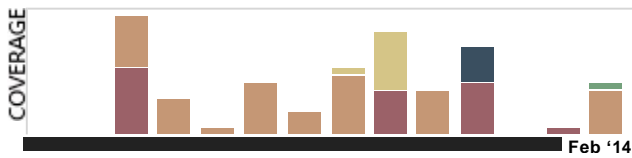
winhost.com

Unlimited Disk Space/Bandwidth, PHP, .NET, C#, MySQL5, MS SQL, More

AdWords Advisor Report

hosting websites (Exact Match)

\$19.67 Cost/Click | \$3.74 Cost/Day | 300 Impressions/Mo

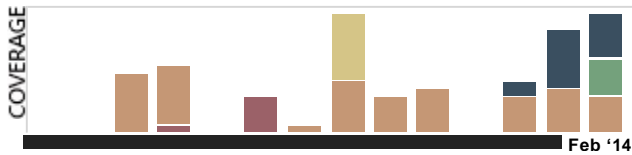


5.7 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

web hosting sites (Exact Match)

\$22.99 Cost/Click | \$37.81 Cost/Day | 1.3k Impressions/Mo

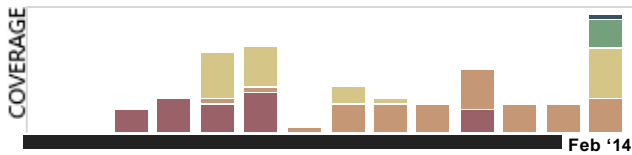


49 Potential Clicks/Mo

Good Buy⁽⁶⁴⁾

resell web hosting (Exact Match)

\$17.32 Cost/Click | \$3.45 Cost/Day | 30 Impressions/Mo

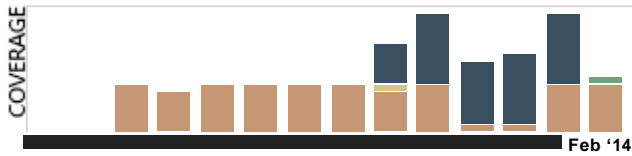


6 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

website host (Exact Match)

\$21.53 Cost/Click | \$95.64 Cost/Day | 870 Impressions/Mo



133 Potential Clicks/Mo

Good Buy⁽⁶³⁾

Top Performing Ads:

[1&1 Website Hosting](#)

1and1.com

Try Our New Apps, Tools, CDN. Starting at \$0.99. Try Now!

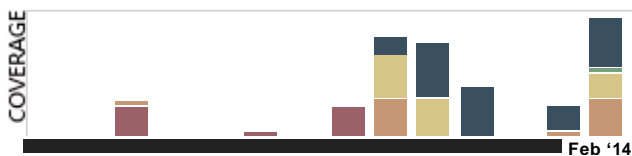
[Hosting For Only \\$3.95/Mo](#)

winhost.com

No Setup Fee & Money Back Guarantee Supporting PHP, C#, .NET, & More!

best hosting sites (Exact Match)

\$28.67 Cost/Click | \$41.64 Cost/Day | 870 Impressions/Mo



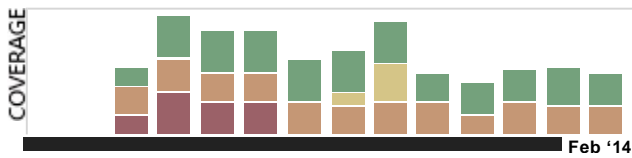
44 Potential Clicks/Mo

Good Buy⁽⁶²⁾

AdWords Advisor Report

web hosting net (Exact Match)

\$23.46 Cost/Click | \$12.08 Cost/Day | 30 Impressions/Mo

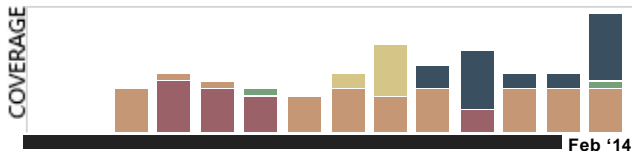


16 Potential Clicks/Mo

Good Buy⁽⁶³⁾

the best web hosting (Exact Match)

\$14.45 Cost/Click | \$1.11 Cost/Day | 90 Impressions/Mo

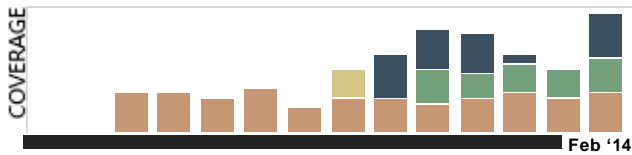


2.7 Potential Clicks/Mo

Good Buy⁽⁷⁰⁾

cheap host (Exact Match)

\$13.04 Cost/Click | \$2.13 Cost/Day | 570 Impressions/Mo

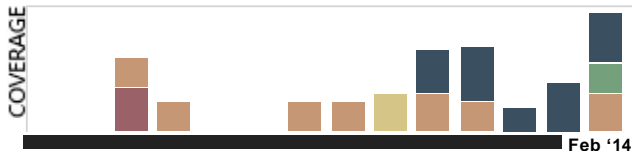


4.8 Potential Clicks/Mo

Good Buy⁽⁶⁶⁾

best hosting website (Exact Match)

\$36.46 Cost/Click | \$3.99 Cost/Day | 90 Impressions/Mo

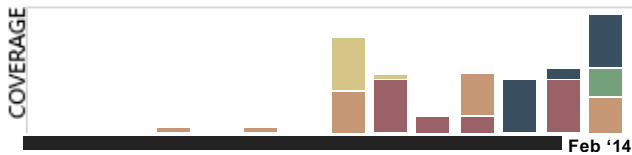


3.3 Potential Clicks/Mo

Good Buy⁽⁶⁸⁾

host company (Exact Match)

\$36.47 Cost/Click | \$6.42 Cost/Day | 60 Impressions/Mo

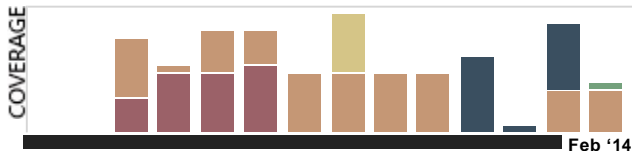


5.4 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾

web hosting comparison (Exact Match)

\$23.61 Cost/Click | \$26.88 Cost/Day | 570 Impressions/Mo



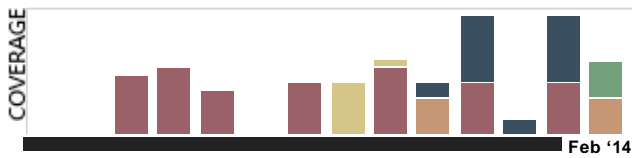
34 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

AdWords Advisor Report

best hosting company (Exact Match)

\$43.19 Cost/Click | \$1.94 Cost/Day | 300 Impressions/Mo

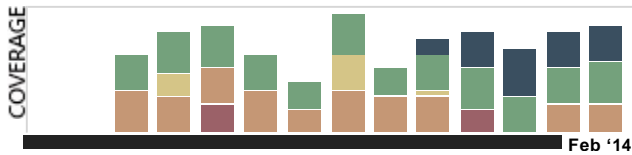


1.2 Potential Clicks/Mo

Great Buy⁽⁷⁶⁾

discount web hosting (Exact Match)

\$14.94 Cost/Click | \$0.81 Cost/Day | 300 Impressions/Mo

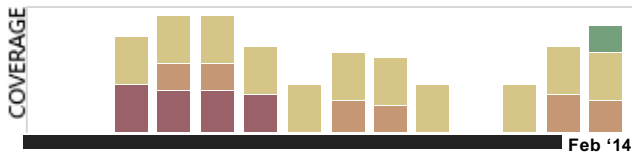


1.8 Potential Clicks/Mo

Good Buy⁽⁷¹⁾

cpanel hosting (Exact Match)

\$53.38 Cost/Click | \$11.94 Cost/Day | 570 Impressions/Mo

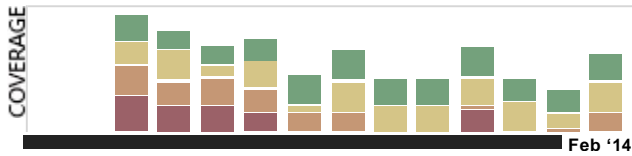


6.6 Potential Clicks/Mo

Good Buy⁽⁶³⁾

windows website hosting (Exact Match)

\$20.25 Cost/Click | \$0.08 Cost/Day | 30 Impressions/Mo

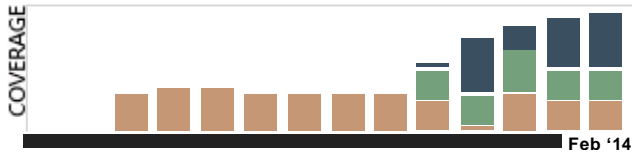


2.4 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

cheap website hosting (Exact Match)

\$23.74 Cost/Click | \$17.61 Cost/Day | 990 Impressions/Mo

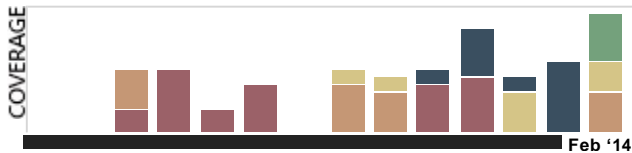


22 Potential Clicks/Mo

Good Buy⁽⁵⁹⁾

best hosting services (Exact Match)

\$28.22 Cost/Click | \$1.72 Cost/Day | 150 Impressions/Mo



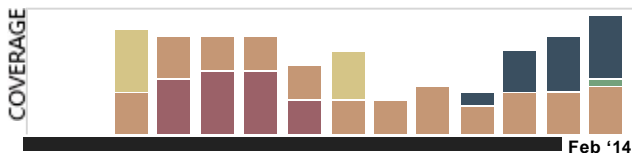
1.8 Potential Clicks/Mo

Good Buy⁽⁶⁹⁾

AdWords Advisor Report

website hosting providers (Exact Match)

\$12.53 Cost/Click | \$3.95 Cost/Day | 60 Impressions/Mo

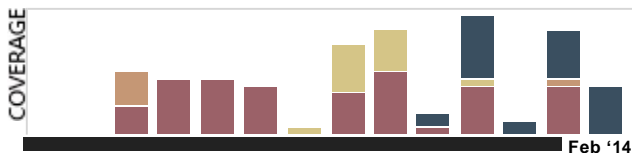


9.6 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

best hosting companies (Exact Match)

\$29.39 Cost/Click | \$18.06 Cost/Day | 990 Impressions/Mo

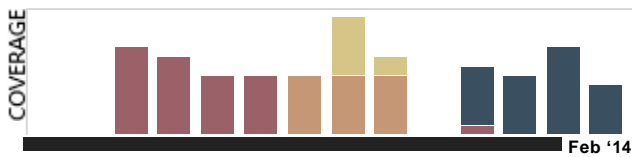


18 Potential Clicks/Mo

Good Buy⁽⁵⁹⁾

website hosting services (Exact Match)

\$29.87 Cost/Click | \$14.61 Cost/Day | 870 Impressions/Mo

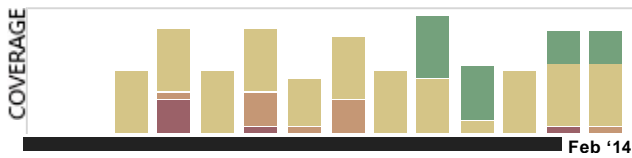


15 Potential Clicks/Mo

Good Buy⁽⁵⁹⁾

drupal hosting (Exact Match)

\$17.11 Cost/Click | \$16.20 Cost/Day | 990 Impressions/Mo

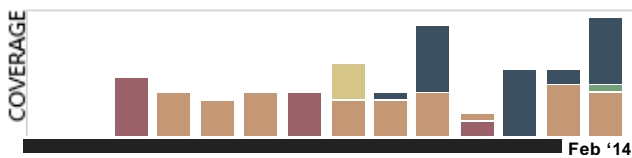


29 Potential Clicks/Mo

Good Buy⁽⁵⁸⁾

top web hosting companies (Exact Match)

\$16.80 Cost/Click | \$1.58 Cost/Day | 570 Impressions/Mo

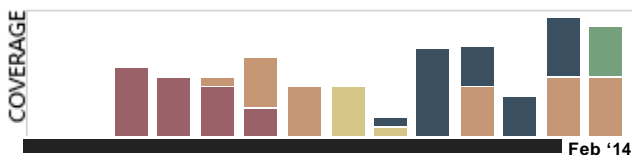


2.7 Potential Clicks/Mo

Good Buy⁽⁶⁵⁾

best web hosts (Exact Match)

\$33.06 Cost/Click | \$8.10 Cost/Day | 720 Impressions/Mo



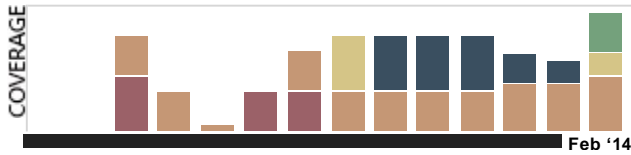
7.5 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

AdWords Advisor Report

best web hosting sites (Exact Match)

\$12.36 Cost/Click | \$6.18 Cost/Day | 1.9k Impressions/Mo

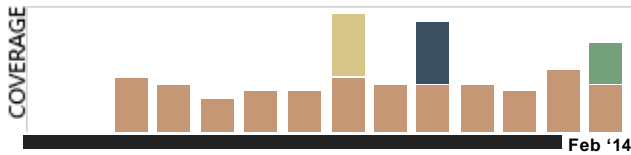


15 Potential Clicks/Mo

Good Buy⁽⁵⁷⁾

what is web hosting (Exact Match)

\$7.28 Cost/Click | \$14.83 Cost/Day | 1.9k Impressions/Mo



61 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

Top Performing Ads:

[1&1 Value Web Hosting](#)

[1and1.com](#)

Try Our New Apps, Tools, CDN. Starting at \$0.99. Try Now!

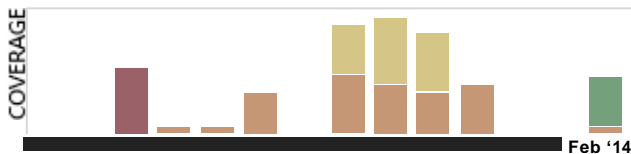
[\\$3.95/Month Web Hosting](#)

[winhost.com](#)

Hosting That Can Fit All Your Needs PHP, .NET, MySQL5, MS SQL & More!

hosting website (Exact Match)

\$26.17 Cost/Click | \$24.64 Cost/Day | 570 Impressions/Mo

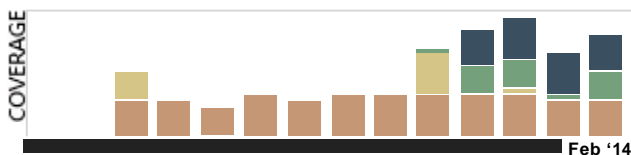


28 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

cheapest web hosting service (Exact Match)

\$17.59 Cost/Click | \$0.47 Cost/Day | 30 Impressions/Mo

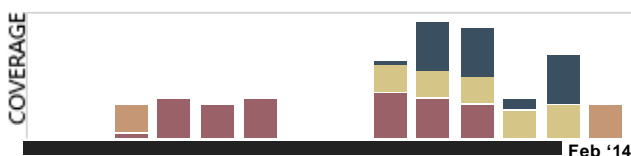


2.7 Potential Clicks/Mo

Good Buy⁽⁶²⁾

best hosting service (Exact Match)

\$34.15 Cost/Click | \$2.98 Cost/Day | 300 Impressions/Mo



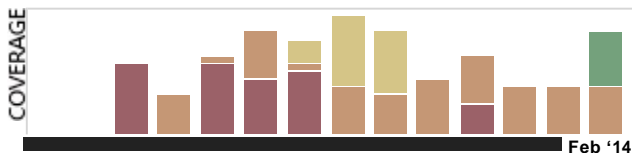
2.7 Potential Clicks/Mo

Good Buy⁽⁶²⁾

AdWords Advisor Report

buy web hosting (Exact Match)

\$16.02 Cost/Click | \$1.77 Cost/Day | 90 Impressions/Mo

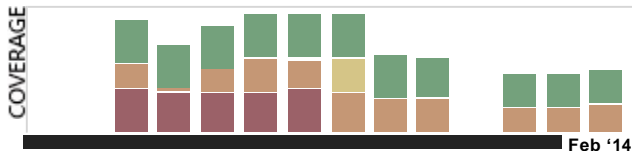


3.5 Potential Clicks/Mo

Good Buy⁽⁶⁰⁾

web hosting .net (Exact Match)

\$23.52 Cost/Click | \$12.08 Cost/Day | 30 Impressions/Mo

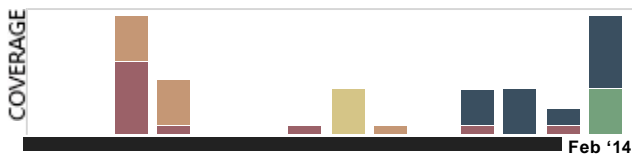


15 Potential Clicks/Mo

Good Buy⁽⁵⁵⁾

top 10 hosting (Exact Match)

\$11.75 Cost/Click | \$0.49 Cost/Day | 210 Impressions/Mo

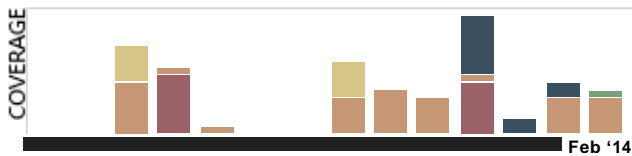


1.5 Potential Clicks/Mo

Good Buy⁽⁶⁶⁾

webhosting services (Exact Match)

\$36.50 Cost/Click | \$2.41 Cost/Day | 60 Impressions/Mo

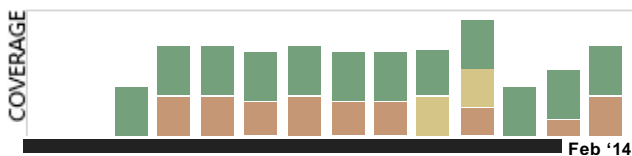


2.1 Potential Clicks/Mo

Good Buy⁽⁶³⁾

hosting asp net (Exact Match)

\$9.42 Cost/Click | \$5.25 Cost/Day | 90 Impressions/Mo

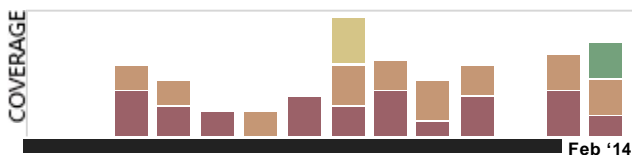


17 Potential Clicks/Mo

Good Buy⁽⁵⁴⁾

hosting software (Exact Match)

\$13.02 Cost/Click | \$0.89 Cost/Day | 30 Impressions/Mo



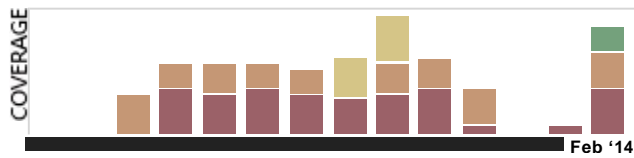
3.9 Potential Clicks/Mo

Good Buy⁽⁵⁸⁾

AdWords Advisor Report

hosting package (Exact Match)

\$17.29 Cost/Click | \$0.34 Cost/Day | 60 Impressions/Mo

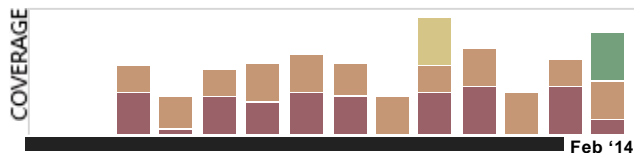


1.8 Potential Clicks/Mo

Good Buy⁽⁶³⁾

hosting support (Exact Match)

\$8.78 Cost/Click | \$0.77 Cost/Day | 150 Impressions/Mo

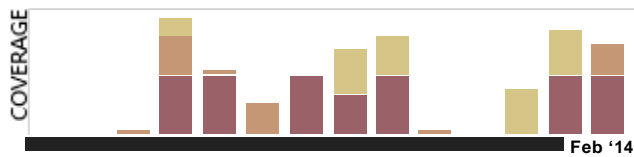


1.4 Potential Clicks/Mo

Good Buy⁽⁶⁶⁾

hosting providers (Exact Match)

\$24.95 Cost/Click | \$12.25 Cost/Day | 870 Impressions/Mo

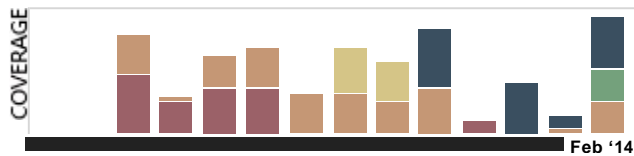


15 Potential Clicks/Mo

Good Buy⁽⁵²⁾

web hosting companies comparison (Exact Match)

\$32.11 Cost/Click | \$1.86 Cost/Day | 0 Impressions/Mo

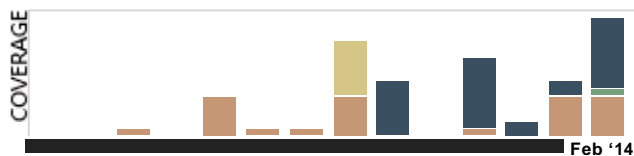


1.8 Potential Clicks/Mo

Good Buy⁽⁶²⁾

best website host (Exact Match)

\$19.03 Cost/Click | \$2.01 Cost/Day | 240 Impressions/Mo



3.3 Potential Clicks/Mo

Good Buy⁽⁵⁷⁾

[Download as CSV](#)

Best Negative Match Opportunities

Trim the fat from your campaign by excluding these specific keywords. Avoiding low-quality matches like these improves your conversion rate and protects you from wasteful clicks that drain your budget.

We can also say with confidence these keywords are neither profitable nor popular with your competitors.

While broad match might be the culprit, there is no question that your ad shows up when we run these searches. We included a snapshot of the ad and the results page to help you weed out these matches. If you are not buying these keywords directly, you might want to “negative match” these keywords in Adwords or restructure your match types on more targeted keywords.

Potential Savings of

\$33k per month

in ad spend is up for grabs by trimming the impressions you get on our top 50 negative match recommendations.

[Download as CSV](#)

wordpress themes

\$9k Potential Monthly Savings

(Exact) Cost / Click: **\$5.53**

(Exact) Clicks / Month: **1570.5**

[Fast WordPress Hosting](#)

[rackspace.com](#)

Host Scalable Wordpress Sites w/ 24x7 Fanatical Support. Sign Up!



godaddy email

\$3k Potential Monthly Savings

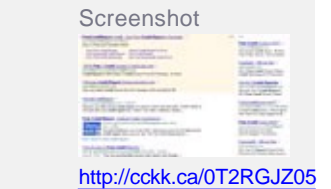
(Exact) Cost / Click: **\$2.80**

(Exact) Clicks / Month: **1103.7**

[Domain Email](#)

[rackspace.com](#)

Let Rackspace Host Your Website, Signup For a Free Account Today!



ms help

\$2k Potential Monthly Savings

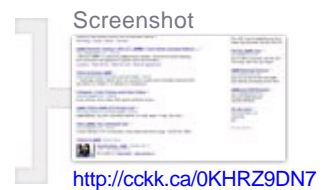
(Exact) Cost / Click: **\$17.42**

(Exact) Clicks / Month: **88.2**

[Rackspace® Email Hosting](#)

[rackspace.com](#)

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microsoft words

\$1k Potential Monthly Savings

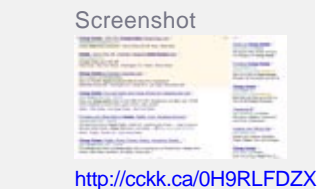
(Exact) Cost / Click: **\$4.73**

(Exact) Clicks / Month: **310.2**

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AdWords Advisor Report

e-mail

\$1k Potential
Monthly Savings
(Exact) Cost / Click: **\$2.26**
(Exact) Clicks / Month: **601.5**

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Screenshot



<http://cckk.ca/OT01PJ6DN>

ms word

\$1k Potential
Monthly Savings
(Exact) Cost / Click: **\$4.09**
(Exact) Clicks / Month: **307.5**

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[rackspace.com](#)

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Screenshot



<http://cckk.ca/0V90MJZVF>

carbonite back up

\$1k Potential
Monthly Savings
(Exact) Cost / Click: **\$32.49**
(Exact) Clicks / Month: **38.1**

[Online Data Backup](#)

[rackspace.com](#)

Store Your Files On The Cloud Now. No Upfront Costs. Free To Sign Up!

Screenshot



<http://cckk.ca/0MX3KFDYY>

postage service

\$1k Potential
Monthly Savings
(Exact) Cost / Click: **\$6.10**
(Exact) Clicks / Month: **198.1**

[Mail Service](#)

[rackspace.com](#)

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Screenshot



<http://cckk.ca/0X3286P9M>

real estate postcards

\$1k Potential
Monthly Savings
(Exact) Cost / Click: **\$12.05**
(Exact) Clicks / Month: **98.4**

[Rackspace Hosted Email](#)

[rackspace.com](#)

Reliable Business Class Email with Anywhere Access. 14 Day Free Trial!

Screenshot



<http://cckk.ca/01TSNLK5D>

email verification

\$932 Potential
Monthly Savings
(Exact) Cost / Click: **\$6.51**
(Exact) Clicks / Month: **143.1**

[Email Address](#)

[rackspace.com](#)

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Screenshot



<http://cckk.ca/0RJ5QE3EB>

AdWords Advisor Report

microsoft virtual machine

\$886 Potential
Monthly Savings

(Exact) Cost / Click: **\$40.08**

(Exact) Clicks / Month: **22.2**

[Virtual Machine](#)

[rackspace.com](#)

Scalable Servers in Minutes From \$29 per Month. Get Your Server Now!

Screenshot



<http://cckk.ca/0S5S8XL98>

spam filtering

\$863 Potential
Monthly Savings

(Exact) Cost / Click: **\$22.95**

(Exact) Clicks / Month: **37.5**

[Cloud Email Spam Filtering?](#)

[rackspace.com](#)

Scalable, Reliable, and Simple Hosting Solutions. Signup for Free!

Screenshot



<http://cckk.ca/0LDPF533R>

ec2 pricing

\$861 Potential
Monthly Savings

(Exact) Cost / Click: **\$9.07**

(Exact) Clicks / Month: **94.8**

[Rackspace Cloud](#)

[rackspace.com](#)

Extreme Computer Power On Demand Starting At Only \$29/Month. Signup!

Screenshot



<http://cckk.ca/0B8A3A3XD>

amazon rds

\$829 Potential
Monthly Savings

(Exact) Cost / Click: **\$21.79**

(Exact) Clicks / Month: **38.1**

[Rackspace RDS Cloud](#)

[rackspace.com](#)

Rackspace® Databases Deliver SQL 200% Faster Than Our Competitors!

Screenshot



<http://cckk.ca/08GRNZL7C>

data management

\$818 Potential
Monthly Savings

(Exact) Cost / Click: **\$14.69**

(Exact) Clicks / Month: **55.8**

[Rackspace Database](#)

[rackspace.com](#)

Database Service for Big Data. MongoDB on Demand. Call Us Today.

Screenshot



<http://cckk.ca/096HMN1TE>

Sharepoint 2013 Training

\$777 Potential
Monthly Savings

(Exact) Cost / Click: **\$22.40**

(Exact) Clicks / Month: **34.8**

[SharePoint Training](#)

[rackspace.com](#)

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Screenshot



<http://cckk.ca/0D5J2M00B>

AdWords Advisor Report

database managing

\$688 Potential
Monthly Savings

(Exact) Cost / Click: **\$12.60**

(Exact) Clicks / Month: **54.6**

[Rackspace Database](#)

[rackspace.com](#)

Database Service for Big Data.
MongoDB on Demand. Call Us Today.

Screenshot



<http://cckk.ca/04454G2Z4>

oracle database

\$668 Potential
Monthly Savings

(Exact) Cost / Click: **\$8.81**

(Exact) Clicks / Month: **75.9**

[Rackspace NoSQL Database](#)

[rackspace.com](#)

Highly Scalable, Unbelievably Fast.
MongoDB Experts 24/7. Call Today.

Screenshot



<http://cckk.ca/0HQER5E6R>

database management software

\$656 Potential
Monthly Savings

(Exact) Cost / Click: **\$19.39**

(Exact) Clicks / Month: **33.9**

[Rackspace My SQL Database](#)

[rackspace.com](#)

Deliver SQL 200% Faster Than The
Competition. Sign Up For Free!

Screenshot



<http://cckk.ca/0DKG0Y65C>

sas70

\$624 Potential
Monthly Savings

(Exact) Cost / Click: **\$12.96**

(Exact) Clicks / Month: **48.3**

[SAS70 Hosting](#)

[rackspace.com](#)

Prepare for an Uncertain World & Keep
Your Data Safe w/Managed Hosts

Screenshot



<http://cckk.ca/0ZZ86JR6P>

online storefront

\$613 Potential
Monthly Savings

(Exact) Cost / Click: **\$20.16**

(Exact) Clicks / Month: **30.3**

[Global E-Commerce Hosting](#)

[rackspace.com](#)

Don't Sacrifice Your Revenue. High
Performance with Guaranteed Uptime.

Screenshot



<http://cckk.ca/076SB2N5G>

database management system

\$596 Potential
Monthly Savings

(Exact) Cost / Click: **\$10.78**

(Exact) Clicks / Month: **55.2**

[Rackspace Database](#)

[rackspace.com](#)

Database Service for Big DataMongoDB
on Demand. Call Us Today.

Screenshot



<http://cckk.ca/0588R0LQE>

AdWords Advisor Report

windows office

\$588 Potential
Monthly Savings

(Exact) Cost / Click: **\$5.99**

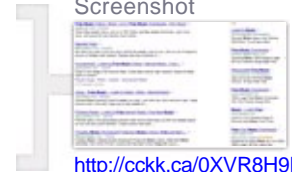
(Exact) Clicks / Month: **98.1**

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With Fanatical Support. Sign up!

Screenshot



<http://cckk.ca/0XVR8H9RN>

cloud storage options

\$562 Potential
Monthly Savings

(Exact) Cost / Click: **\$45.25**

(Exact) Clicks / Month: **12.3**

[Cloud Storage Options](#)

[rackspace.com](#)

Need Storage Choices? Rackspace
has SATA and SSD Cloud Block
Storage!

Screenshot



<http://cckk.ca/0D3657H5G>

microsoftword

\$553 Potential
Monthly Savings

(Exact) Cost / Click: **\$6.51**

(Exact) Clicks / Month: **84.9**

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<http://cckk.ca/01FTLXMAV>

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AdWords Advisor Report