



Start gaining new customers in 15 minutes.

Google AdWords ads connect you with new customers at the precise moment when they're looking for your products or services. **The Google Network reaches more than 80% of Internet users.*** You can advertise only on Google, or any of their other affiliates or properties...see below. * Media Metrix, December 2003



With Google AdWords we create your ads, using specific keywords to match your ads to your audience and **you pay only when someone clicks on them.** The cost of each click is determined by how much you are willing to spend on each click. The cost you are willing to spend will determine where you place on the "paid sponsor" results at the top and right-hand side of each results page.





- **Your ads show up on Google almost instantly.**
Start seeing results immediately. In most cases, within 15 minutes.
- **You decide where your ads appear.**
Choose worldwide, specific countries or cities – and you can even define your own target area to very specific locales.
- **Keywords.**
WebStream will help you pick the keywords that you know searchers use when looking for your product or service, as well as any negative keywords. Negative keywords are words that you do not want to have associated with your ad campaign. i.e. You don't give away "free" service, so you probably wouldn't want someone using the word "free" in their search string clicking on your ad and costing you money.
- **Online reporting tells you what's working....changes are free.**
You have total control over every aspect of your campaign. You will receive reports that can be emailed to you in Excel or web-based format for any specific time period. Each report will include detailed statistics such as clicks, clickthrough rate (CTR), and average cost-per-click (CPC). Reports will be available weekly and monthly, unless otherwise requested.
- **WebStream's expert help.**
Let our specialists design a campaign for you. We will take care of all the details, from setting up the campaign to selecting the keywords to applying the budget and following up as needed. We write your ads. We help select and refine your keywords. You set your budget. WebStream will optimize your ads as we go, getting the most clickthroughs possible for the money.
- **Conversion Tracking.**
We will place a special code on your join page, order form, e-mail submit form, etc., or wherever it is on your site that signals a completed purchase or lead. These conversions show up in the stats so that you can see exactly what the results of the campaign are.
- **ROI Tracking.**
Provide us with the value of that confirmed lead or sale, and we will plug that into the campaign. When conversions are added up against the cost for a particular campaign, you will be able to see your return on investment (ROI).
- **Diverse ads and run frequencies.**
You can run as many ads as you wish per campaign, up to a limit of five (5) ads for every \$10,000 spent. You can set a daily limit as well. For instance, you can stipulate that your campaign cut off after \$200 per day is spent. A \$10,000 budget would last you for 50 days of ad placement.
- **Payment.**
You decide what your budget is (a minimum of \$10,000) and pay WebStream in advance of setting up and commencing the campaign. WebStream charges an agency fee of 18%. WebStream will perform all research, analysis, monitoring and maintenance of the campaign, weekly and monthly reporting and will also provide consultation as needed. If you are going to be starting a campaign with WebStream, funds for the campaign plus our agency fee must be on deposit prior to starting. All funds must be cleared as "good funds" before commencing the campaign. Acceptable forms of payment are company check, bank check or bank wire only.

If you have additional questions and need to speak to a company representative, please call 1-888-932-2333, 1+954-730-7127 or email info@webstream.net