

**ADWORDS 201: AN INTERMEDIATE GUIDE (ADWORDS
UNIVERSITY, PART 2)**

Evon H. Maddix

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Mark Brimm (Author of AdWords)

Mark Brimm is the author of AdWords (avg rating, 0 ratings, 0 reviews, published AdWords An Intermediate Guide (AdWords University, Part 2) by.

March | Tom Melton

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Additionally, the insights that Wordstream pulls out Part 2) your campaign data and presents via the "20 Minute Work Week" can be super useful and time-saving. I cannot find too many words to say why I liked the service so I am just writing to fill up space. When you make changes within WordStream, for example, to your AdWords ad groups, you can also choose to make the same change to Bing.

WordStream opened up a new business opportunity to me. I really liked those no real in your face bidding or conversion logic to set up and have the tool do help. Also, there's limited functionality for display campaigns, but those campaigns do count against your monthly spend which means the software cost can be more because it's based on the level of monthly spending.

Maybe WordStream could add more features or specific reports to focus more on an overly complicated adwords interface.