



10-13-2008

Vol. VI, Tab 38 - Ex. 23 - Email from Christopher Klipple

Christopher Klipple

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From: Klipple, Christopher
Sent: Monday, October 13, 2008 04:15:57 PM
To: 'Christina Aguiar AdWords Account Manager christina.a@google.com | 866.246.6453 x 555.3364'
Cc: Garvey, April
Subject: RE: [#349646492] More From Me :)

Superheros! Just shutting down the ads, that you started to do today - has made your team superheros around here!

Few things:

* To answer your other question ... I've not gone through the Master sign-in yet. Started it ... but, got side-tracked - looks like I have to make a new Google account, does not like my current adwords username/password.

* We're definitely going to move forward with the Holiday campaign in Europe. We're going to need to make "cultural" changes, i.e. Holiday in the US is Christmas in Europe. Hopefully, our Google contact can review Fred's copy to make sure we don't make those blunders.

* I'd like to figure a way to "test" the effect of Display on our SEM program. Any thoughts?

* Question - the conversion numbers through AdWords ... rolling 30 days from cookie set?

Again ... great work!

Chris

-----Original Message-----

From: Christina Aguiar AdWords Account Manager christina.a@google.com | 866.246.6453 x 555.3364
[mailto:christina.a@google.com]
Sent: Monday, October 13, 2008 3:55 PM
To: Klipple, Christopher
Subject: [#349646492] More From Me :)

Hey Chris,

So I ran a search keyword performance report scoping all of your campaigns over the past 30 days- from that I pulled the most expensive keywords in terms of CPC as well as CPA. Additionally I pulled the keywords that were driving the most traffic and conversions to your site.

Once you have a better feel for a target CPA and CPC for each campaign, I can go through these keywords and give specific bid suggestions based upon historical performance data.

Lastly, I attached the powerpoint preso that I had sent to Andy a couple of weeks back regarding international expansion (in case you run out of ways to wow the office) :)

I think that once we're through with this, we should really be deemed Rosetta Stone superheros... we'll need a catchy name.... C-Squared?
Fighting high CPCs and sneaky affiliates!

Sincerely,

Christina Aguiar

