



ADAM gets you to the top of Google™ – guaranteed.

ADAM – ADwords Administration and Management, one of the Virtual Viewing family of web-platform products and services – is a phased approach to Google™ pay-per-click marketing campaigns that delivers targeted and highly measurable results.

Getting you to the top is only part of what ADAM does for you. ADAM also gives you quality management reports so that you understand how we achieved that top ranking and what to do to stay there.

What else do you get?

- Google Analytics™ statistics that help to define trackable goals
- sophisticated real-time tracking of campaigns with graphical and textual reporting
- on-going tuning of each campaign to achieve ever better results.

**ADAM - the intelligent way to get your business to the top.**



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**ADAM** gives you the inside track to success on Google™, combining hardcore facts and figures with online know-how to give you real knowledge on what it takes to succeed.

Use **ADAM's** expertise to get you to the top:

- initial phased tests target search phrases and rotating adverts to drive future analysis
- goal pages are defined to support tracking of actual clickthroughs
- analysis of real performance data is used to refine or re-define search phrases and advert texts to ensure your campaigns are highly targeted and cost-effective
- detailed recommendations provided before discussing and agreeing budgets with you at each stage.

And once you have met **ADAM**, why not meet the rest of the Virtual Viewing family, adding e-commerce (**ERIC**), content management (**OSCAR**), e-mail marketing (**EMMA**) and search engine optimisation (**SUE**) – all working together to enhance not just your online presence but your whole business.

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**Now you've met ADAM,  
why not meet the family...**



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